



# INVESTOR PRESENTATION

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ASX release authorised by Rod Bishop,  
Managing Director, Jayride Group Limited

**The world-leading global airport transfers marketplace**

Jayride Group (ASX:JAY)  
[www.jayride.com](http://www.jayride.com)

# EXECUTIVE SUMMARY

## Opportunity

- ✔ **Recovery underway** for 12+ months. 400% growth ahead to pre-COVID trend
- ✔ **Market expanded** to record size. 2022 to be Jayride's largest ever market size at 116% of 2019 scale
- ✔ **Recovery is accelerating.** Global air passenger market to grow +69% into 2022
- ✔ **Outperforming.** Jayride growing faster than the recovery by +130% in US and winning share
- ✔ **Multiple positive tailwinds.** Enhanced competitive position and structural change. Increased online penetration and well positioned for the new traveller behaviour
- ✔ **Enhanced margin performance.** Contribution Margin is record 38% building to 43% in March, 45% in April. Contribution back to pre-pandemic levels despite lower trip volume, scales to the recovery
- ✔ **Positioned to be significantly larger** and more profitable compared to pre-pandemic
- ✔ **Once-in-a-lifetime opportunity** to win global market leadership within 12-months

## Strategy

- ✔ **Immediate:** Accelerate capture of online market share across Northern Hemisphere markets with focus on unrivaled service delivery – targeted low-cost acquisition, high conversion offers, traveller retention systems, and operating excellence for improved traveller experience at higher margin
- ✔ **Further:** Accelerate technology advantages to deliver unrivaled traveller experience and new offers, leaning into traveller retention, self-service customer experience, support and finance automation
- ✔ **Leverage competitive advantage** with strong balance sheet to be a robust counterparty to the industry
- ✔ **Fund growth** through key inflection points: COVID Recovery, Market Leadership, Cash Flow Positive

# JAYRIDE OVERVIEW

Growth strategy to become global market leader in rides for travellers

Jayride is the world-leading global travel marketplace for airport transfers

- ✓ Delivering strategic priorities for long-term growth
- ✓ Contribution at pre-pandemic level. Margin at record highs
- ✓ 85% of trips in US and UK with advanced vaccination programs
- ✓ Positioned to be larger and more profitable vs pre-pandemic
- ✓ Competitive position and efficiency enhanced
- ✓ Recovery gathering pace

## Key Statistics



109 countries & 1,600 airports



3,700 ride-service companies

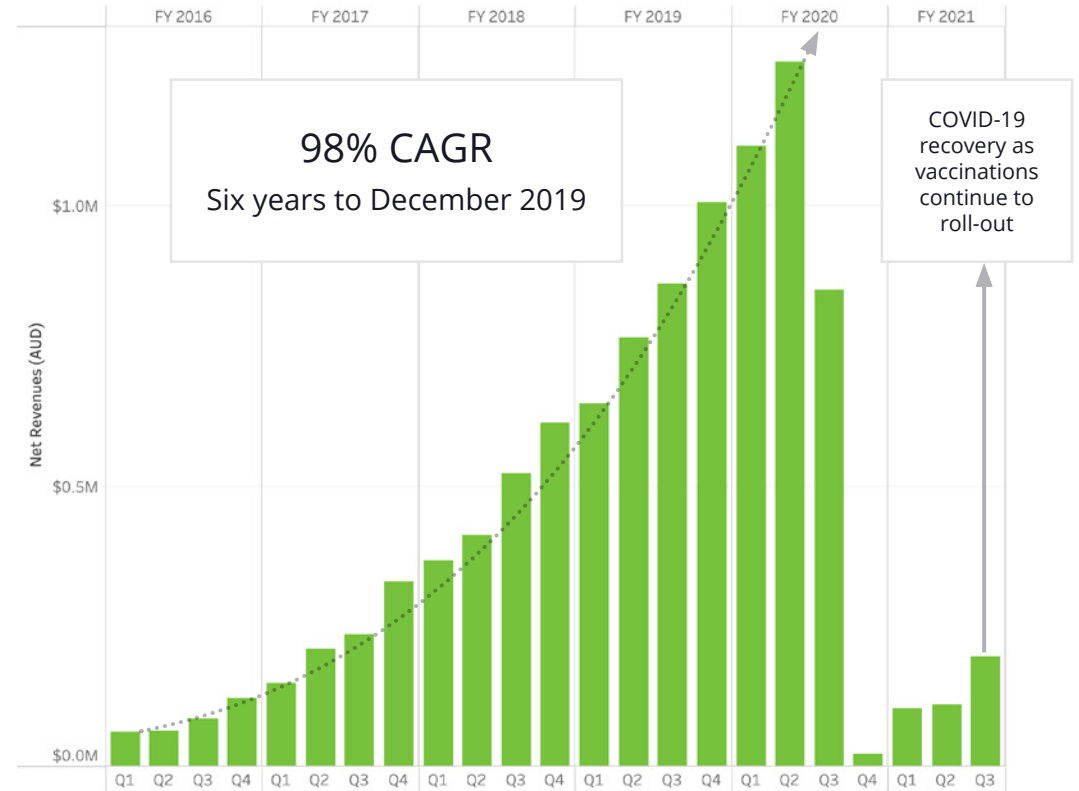


\$25M+ invested in platform pre-capital raise

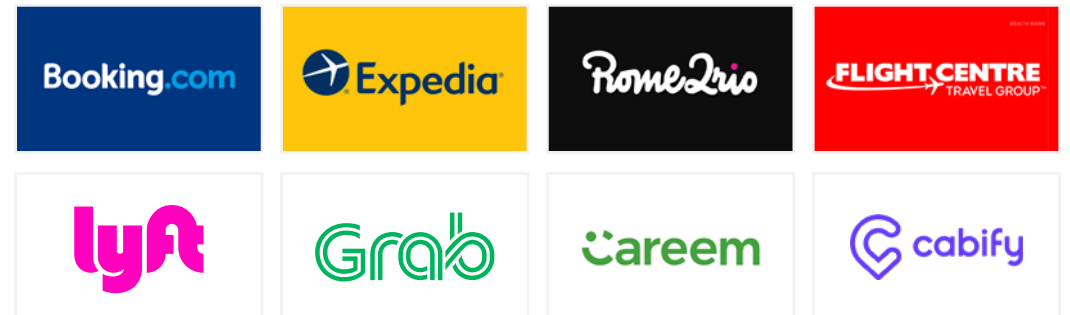


490K passenger trips booked run-rate pre-COVID

## Net Revenue



The world's leading travel brands and ride-service brands use Jayride



# RECOVERY UNDERWAY GROWTH AHEAD

*Through COVID-19 Jayride made decisions to preserve relationships, retain talent, enhance competitive position and increase future earnings power*

## Initial Impacts



### Jayride Brand Built at COVID Onset

Travellers and travel brands received full cash refunds and transport companies received full payment for all jobs throughout COVID. This puts Jayride a league above its competitors.



### New Higher Margins and Lower Costs Retained

\$7M of cost savings at the onset of COVID across variable and non-variable costs. Retained low cost base to the recovery. Cash burn decreased despite reduced trip volume.

## Impacts since March 2020



### Northern Hemisphere Leads 12+ Months of Accelerating Recovery

Global travel recovery continues led by Northern Hemisphere travel for 12+ months. Pre-COVID Jayride was 75% northern hemisphere, now 85% and growing.



### Record Contribution with 400% Trips Recovery Still Ahead

Contribution returns to pre-pandemic levels with Contribution Margin at record highs (38% in Q3 building to 43% in March) scalable into the continuing recovery.



### Major Technology Development

Improved traveller experience with membership system, self-service and automation for sustainably lower-cost base, higher traveller satisfaction and higher retention rates.

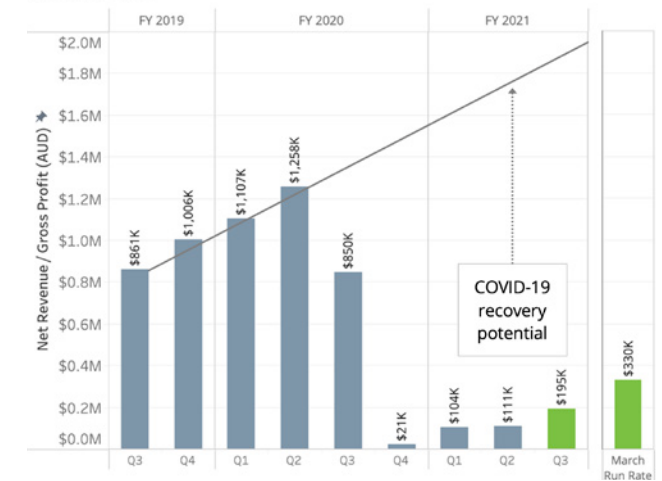


### Key Talent Retained with Capacity to Scale

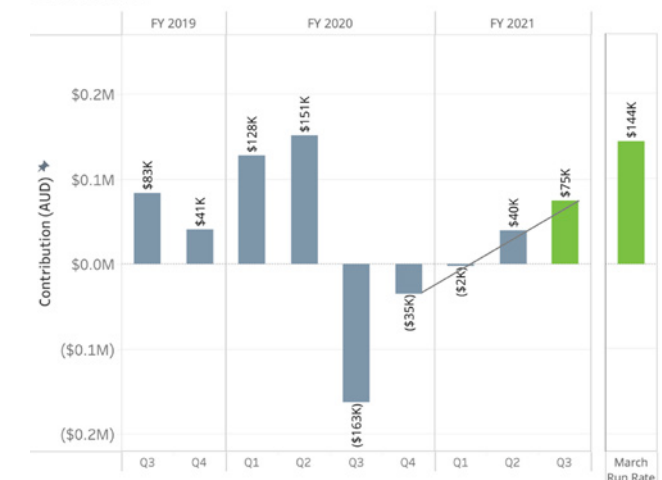
Key talent retained throughout the pandemic retains all IP and capacity for future growth and scale.

## Results

Net Revenues

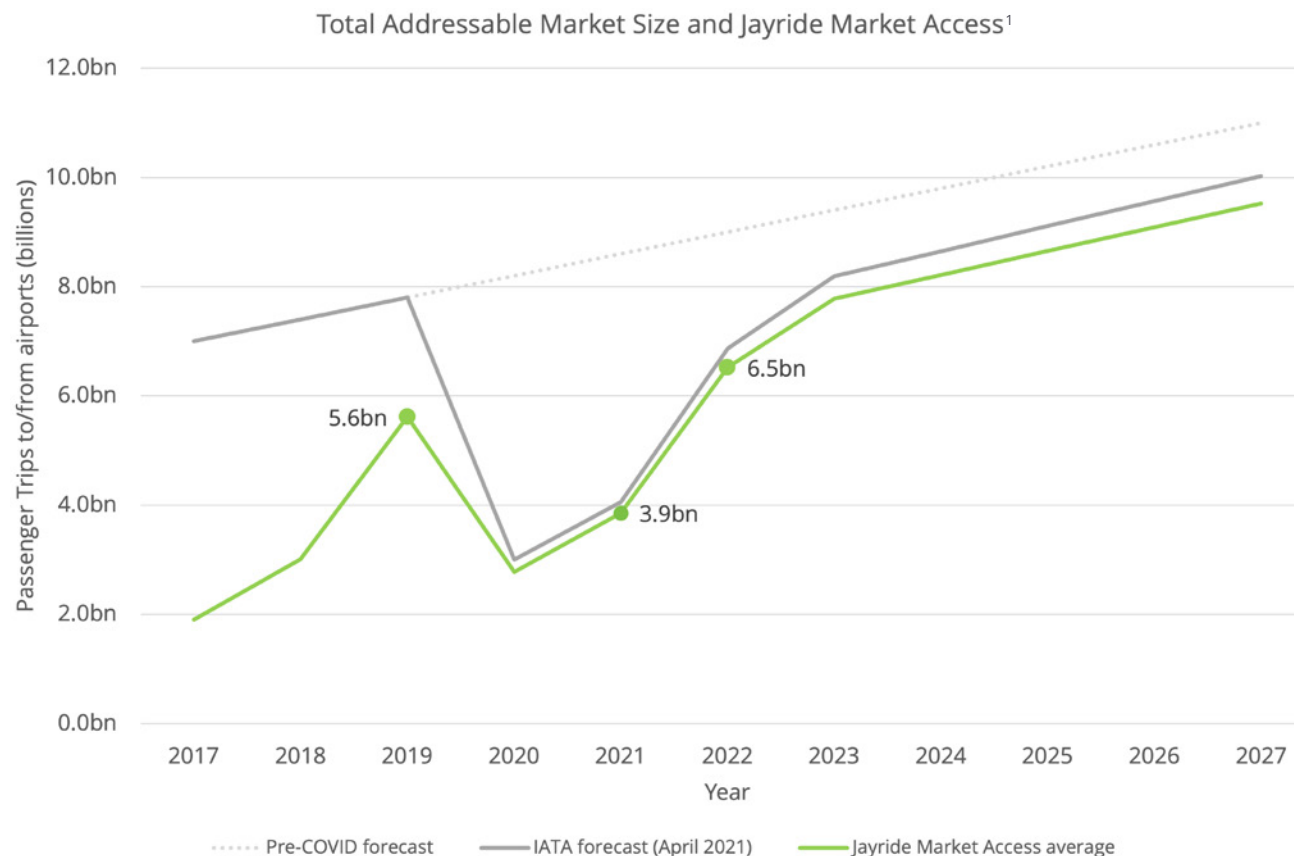


Contribution



# 2022 TO BE JAYRIDE'S LARGEST EVER MARKET

*Jayride's addressable market in 2022 exceeds pre-pandemic levels (6.5bn Trips). Jayride's 2019 global rollout retained to the recovery*



## Tailwind

- ✓ The market recovery is fast. Est. 69% YoY growth in 2022
- ✓ 2022 will be Jayride's largest market ever (116% of 2019)

## Strategy

- ✓ Target global regions as high volume travel corridors come online unbounded by past performance
- ✓ Capture step-changes and retain travellers by serving new traveller needs
- ✓ Develop channels and suppliers for high conversion rates

1. Today Jayride covers airports that serve 95% of world airport passenger trips, in 2022 IATA forecast this to be 6.5bn trips. Jayride global roll-out in 2018-19 launched new airports around the world. In 2019, market access rose from 54% of world airport trips to 90%, an average of 72% for the year. 2019 total addressable market was an average of 7.8bn trips, with Jayride market access to an average of 5.6bn trips. IATA forecast at <https://www.iata.org/en/iata-repository/publications/economic-reports/an-almost-full-recovery-of-air-travel-in-prospect/>.



# COMPETITIVE POSITION ENHANCED

*Jayride Recovery is outperforming the market with enhanced competitive position and ability to meet the traveller's needs*

Decisions to improve earnings power	JAYRIDE	Competitors
Refunded travellers in full for cancelled travel at onset of COVID-19	✓	✗
Met obligations to transport companies at onset of COVID-19	✓	✗
Retained key talent to develop core IP for future scale	✓	✗
Public company with access to capital	✓	✗

Effect on market position	JAYRIDE	Competitors
Retained transport companies on platform	✓	✗
Winning new travel brand partnerships throughout 1H FY21	✓	✗
Opportunities to leapfrog other brands and gain market share	✓	✗
Stronger earnings potential in market recovery	✓	✗

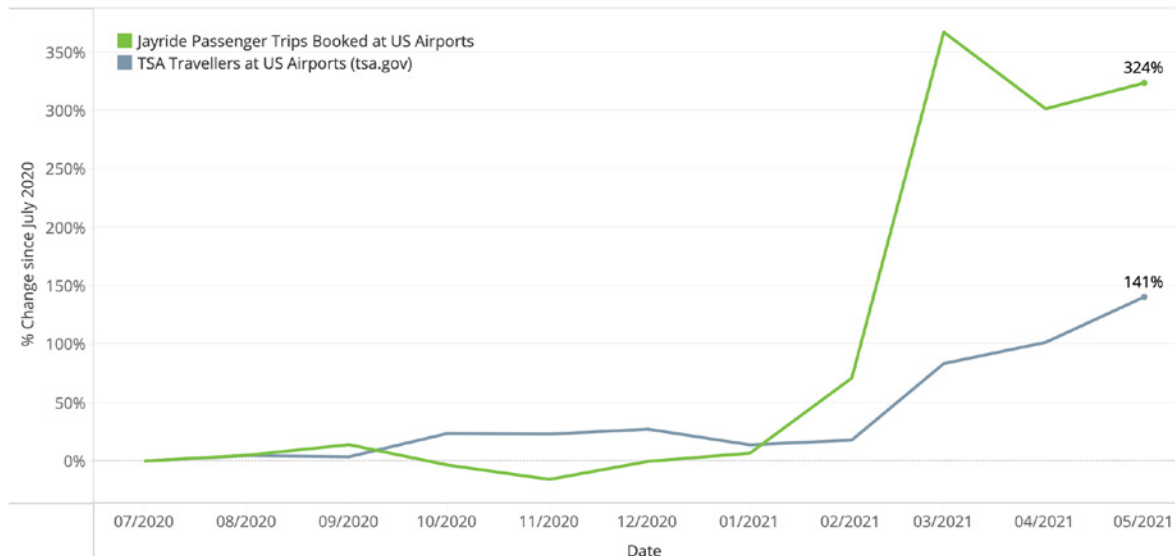
## Tailwind

- ✓ Jayride is outperforming the market recovery
- ✓ 141% recovery in US vs Jayride's 324% growth at US airports
- ✓ The competitive market is distressed and allows Jayride to win share

## Strategy

- ✓ Win and retain share vs competition
- ✓ Unrivalled traveller service – set bar so high that competitors cannot match it
- ✓ Superior supplier coverage, traveller experience, service delivery, flexibility and refund guarantees

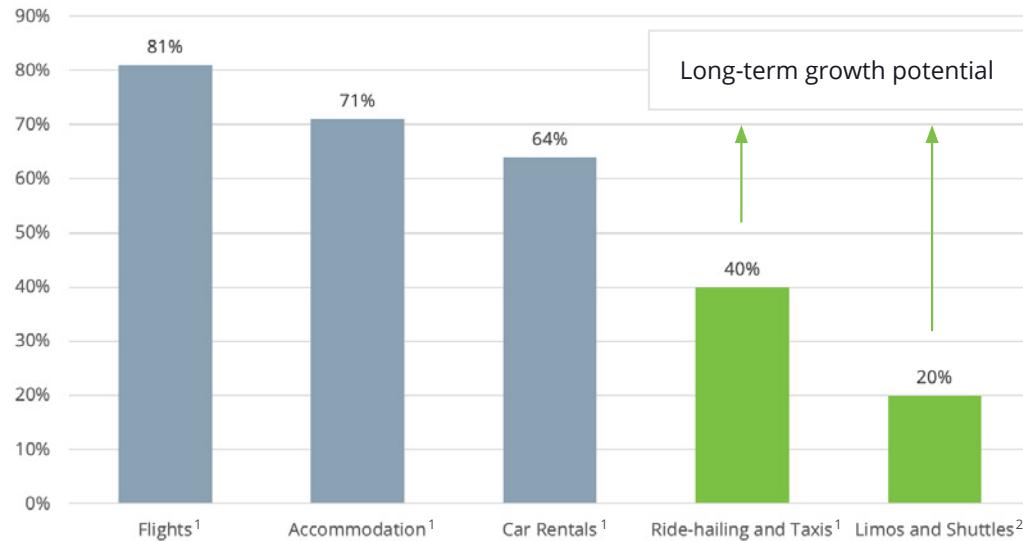
Winning US Market Share



# TRAVEL BRANDS ACCELERATE TO BRING RIDES ONLINE

*Rides are coming online driven by changed traveller needs and global strategic partners*

Bookings made online by travel vertical



1. Statista.com online penetration by travel industry vertical % of revenue 2019. 2. Management Estimate



Booking.com and Expedia bookings with Jayride exceed pre-pandemic levels



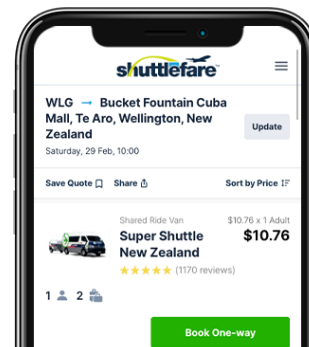
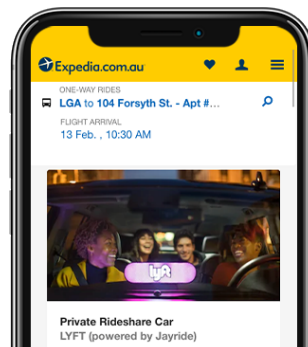
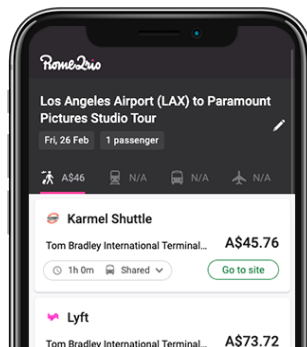
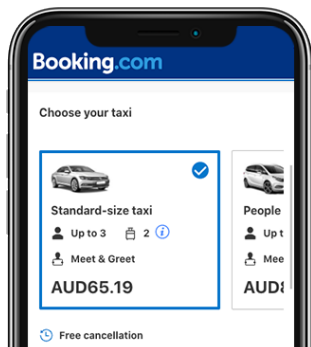
Record pipeline of new travel brands: 12+ new brands signed pending implementation

## Tailwind

- ✓ Online penetration jumped throughout the pandemic and is retained to the recovery
- ✓ Travellers need confidence, personal space, and are spending-up on private transfers
- ✓ Travel brands adopting transfers at record rates

## Strategy

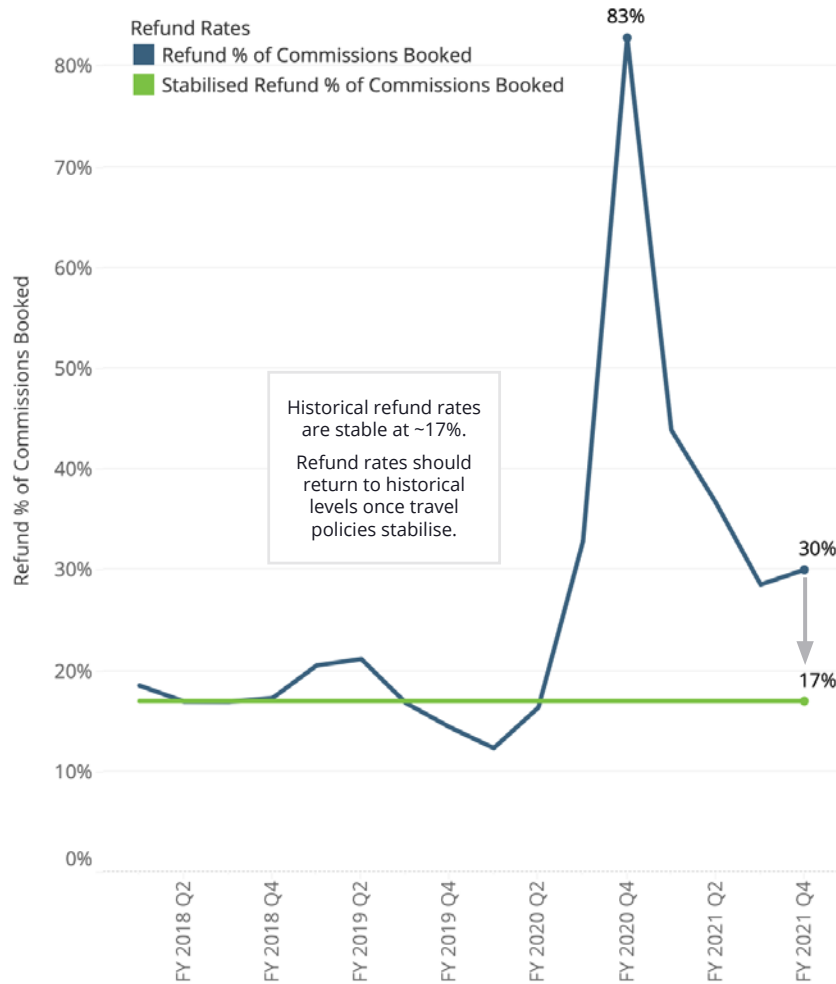
- ✓ Win new travel brand partners with unrivaled service and new offers



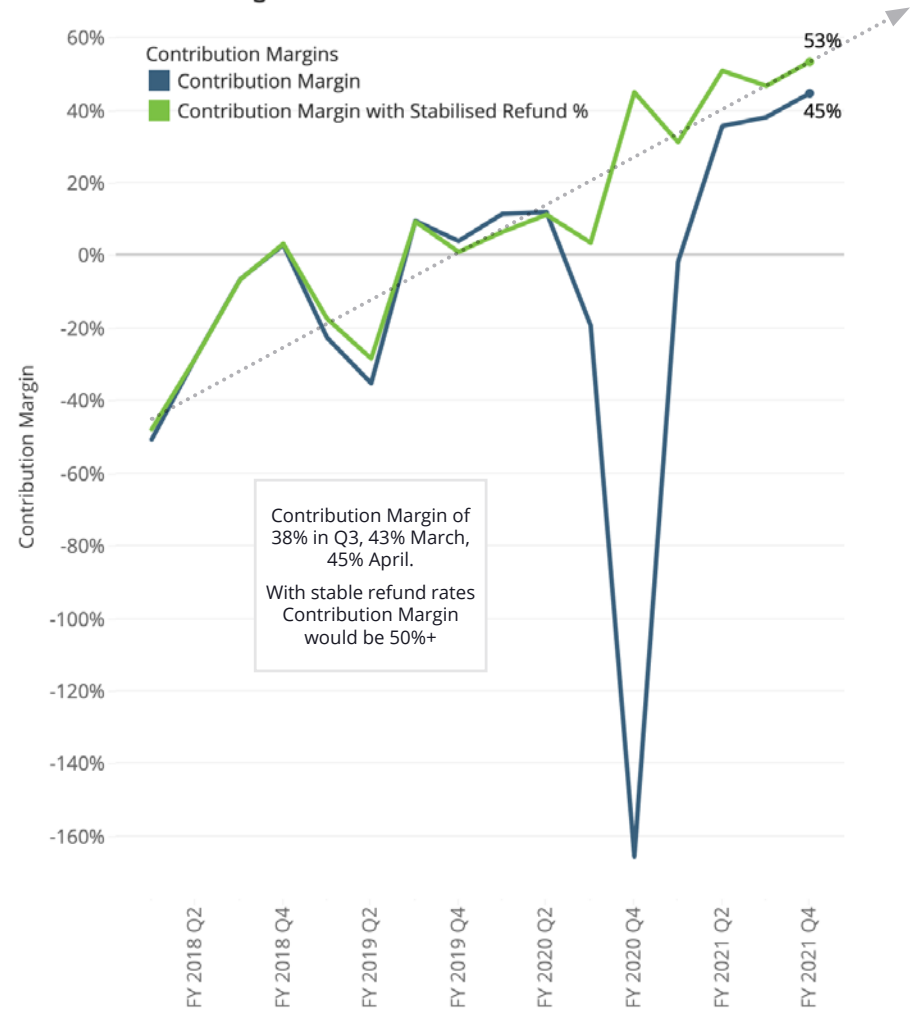
# CONTRIBUTION MARGIN EXPANDING

Clear line of sight on 50%+ CM margin as refunds return to historical levels

Refund Rates<sup>1</sup>



Contribution Margins<sup>1</sup>





# GROWTH STRATEGY OVERVIEW

## Market landscape

- ✓ New travel brands are seeking transfers. The world's leading OTAs use Jayride
- ✓ Traveller behaviours have changed and travellers demand door-to-door service
- ✓ Travel revenues have changed and OTAs demand ancillary offers
- ✓ Jayride has an enhanced competitive position as the leading, trusted, financially sound counterparty to the industry



Immediate opportunities to win business through recovery. Further opportunities to retain business with unrivaled traveller experience led by enhanced technology

## Strategy

- ✓ Create new paths to market by winning new travel brands – target brands that are new to airport transfer offers, and also those with a current alternative
- ✓ Set the standard for service so high that it is unrivaled – more supplier coverage, better prices, more comprehensive offers, enhanced technologies, higher service levels, flexible full refund policies
- ✓ Win business through market recovery. Retain it through unrivaled service



Execution focuses on low-cost acquisition, high conversion offers, traveller retention systems, plus self-service and automation for excellent experience at high margins


# IMMEDIATE STRATEGIC DELIVERY


*\$1.2M front-loaded into capturing market share in the Northern Hemisphere through sales and marketing with product support*

 Ongoing

## Traveller acquisition


*"Win market share"*


Win new travel brand partnerships with increased business development, product and technology support 

Capture new organic web traffic with SEO enhancements in US and Europe 

## Traveller conversion

*"Enhance our offer for travellers"*

Enhance transport offers – bring new supply offers to meet the needs of new travel channels 

Roll-out transport offers across existing channels to amplify current business 

# FURTHER STRATEGIC DELIVERY

*\$4.3M deployed over 24-months to retain travellers with unrivaled traveller experience through enhanced product and technology*

 Ongoing

## Traveller retention

*"Retain market share"*

Enhanced traveller experience with native apps, real-time notifications, self-service and personalisation



Enhanced speed and fulfilment at higher margin with support and finance automations



## Traveller acquisition

*"Accelerate capture of market share"*

Win more new partnership implementations faster with enhanced whitelabel, affiliate and API capabilities



Expand market beyond English with support for multiple languages



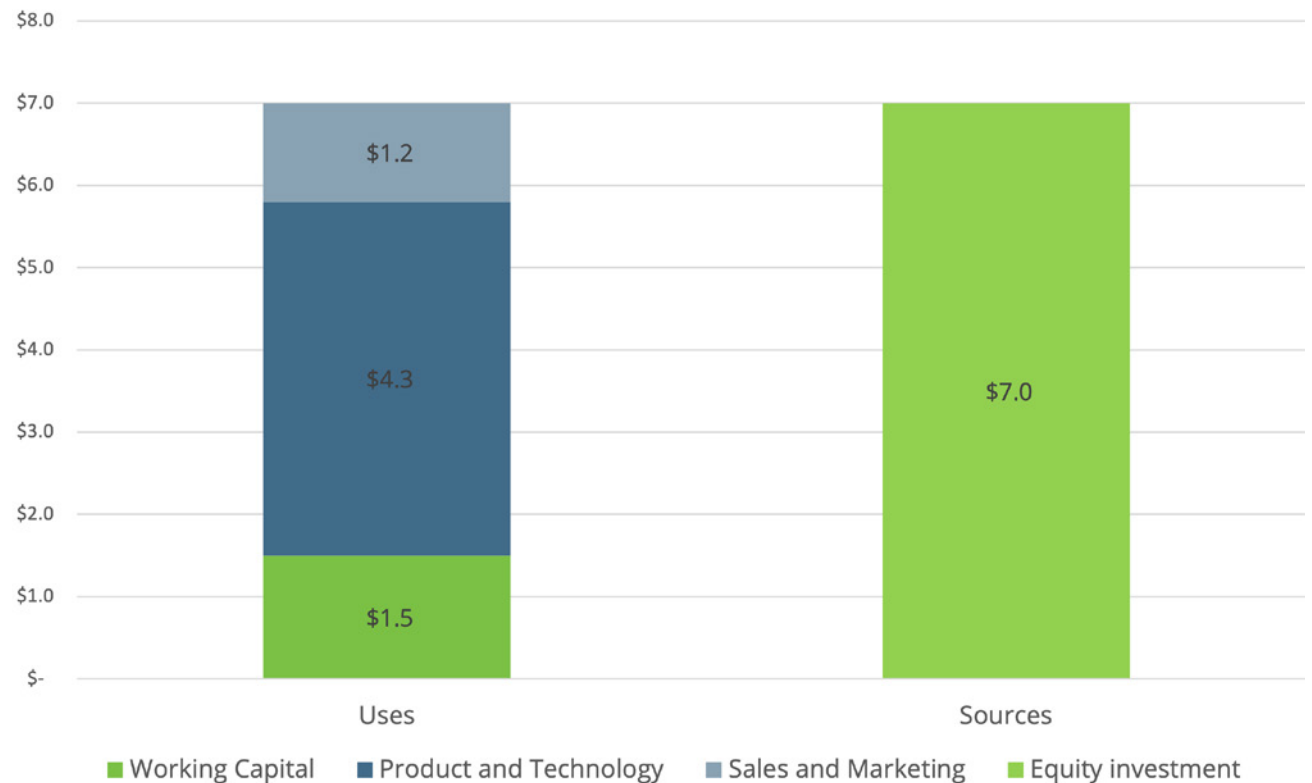
# PLANNED USE OF FUNDS

## Use of funds

- ✓ **\$1.2m Sales and Marketing**  
Accelerate capture of online market share across Northern Hemisphere markets with focus on unrivaled service delivery – targeted low-cost acquisition, high conversion offers, traveller retention systems, and operating excellence for unrivaled traveller experience at higher margin
- ✓ **\$4.3m Product and Technology**  
Accelerate technology advantages to deliver unrivaled traveller experience and new offers, leaning into traveller retention, self-service customer experience, support and finance automation
- ✓ **\$1.5m Working Capital**  
Further enhance organic growth by being the most robust counter-party to the industry

Any additional funds raised beyond \$7M will be deployed to further accelerate the growth strategies above, and for general corporate purposes.

*Enhanced competitive position and structural tail winds boost expected payback cycle to 18-months*



# INVESTMENT PROPOSITION

*Jayride is a growth company with a proven track record at building revenue in a huge, and recovering, global market*

## A Global Leader

- ✓ Jayride is a global leader in rides for travellers as part of the global online travel industry
- ✓ More ride service companies, and more traveller reviews than any other website
- ✓ Travel brands choose Jayride to turn-key the entire global ride service industry

## B2C and B2B Business

- ✓ Building the traveller's trusted transfers brand at Jayride.com
- ✓ Mobile responsive website for travellers to book rides around the world
- ✓ Delivering a turn-key solution for travel brands to add airport transfers and make every travel brand truly "door-to-door"

## A Key Strategic Asset

- ✓ The leading catalog of ride service suppliers for the global travel industry, this asset has strategic value to the world's largest travel brands
- ✓ Through building unbeatable dominance in supply, Jayride has built a defensible and strategic asset

## Clear strategy



Retain travellers with world-leading door-to-door travel experience and service



Convert travellers to book with the best selection that simply works, everywhere



Acquire travellers and share through travel brand partnerships and organic search



As vaccinations roll-out, Jayride's existing travellers return in existing destinations



Opportunity to capture share in a distressed competitive landscape



An accelerating trend to online booking. Travellers can build their confidence online

## Recovery tailwinds

# ABOUT JAYRIDE GROUP

Jayride.com is the world's leading publicly listed airport transfers marketplace, where travellers compare and book rides around the world. With Jayride.com, travellers can compare and book with 3,700+ ride service companies, servicing 1,600+ airports in 109 countries around the world, including the Americas, Europe, Middle East, Africa, Asia and the Pacific.

The Jayride.com platform aggregates ride service companies and distributes them to travellers at Jayride.com; and via travel brand partners including other technology platforms, travel agencies and wholesalers. These travel brands implement Jayride APIs to sell door-to-door ride services that build traveller confidence and defend their core travel business.

Founded in 2012, Jayride.com is headquartered in Sydney, Australia.

For more information, please visit [www.jayride.com](http://www.jayride.com)

## Disclaimer

This announcement contains forward-looking statements that involve risks and uncertainties. Indications of, and guidelines or outlook on, future earnings, distributions or financial position or performance and targets, estimates and assumptions in respect of production, prices, operating costs, results, capital expenditures, reserves and resources are also forward-looking statements. These statements are based on an assessment of present economic and operating conditions, and on a number of assumptions and estimates regarding future events and actions that, while considered reasonable as at the date of this announcement and are expected to take place, are inherently subject to significant technical, business, economic, competitive, political and social uncertainties and contingencies. Such forward-looking statements are not guarantees of future performance and involve known and unknown risks, uncertainties, assumptions and other important factors, many of which are beyond the control of the Company, the directors and management. We cannot and do not give any assurance that the results, performance or achievements expressed or implied by the forward-looking statements contained in this announcement will actually occur and readers are cautioned not to place undue reliance on these forward-looking statements. These forward-looking statements are subject to various risk factors that could cause actual events or results to differ materially from the events or results estimated, expressed or anticipated in these statements.



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