



# JAYRIDE ANNUAL GENERAL MEETING

29th November 2021



The world-leading global airport transfers marketplace

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

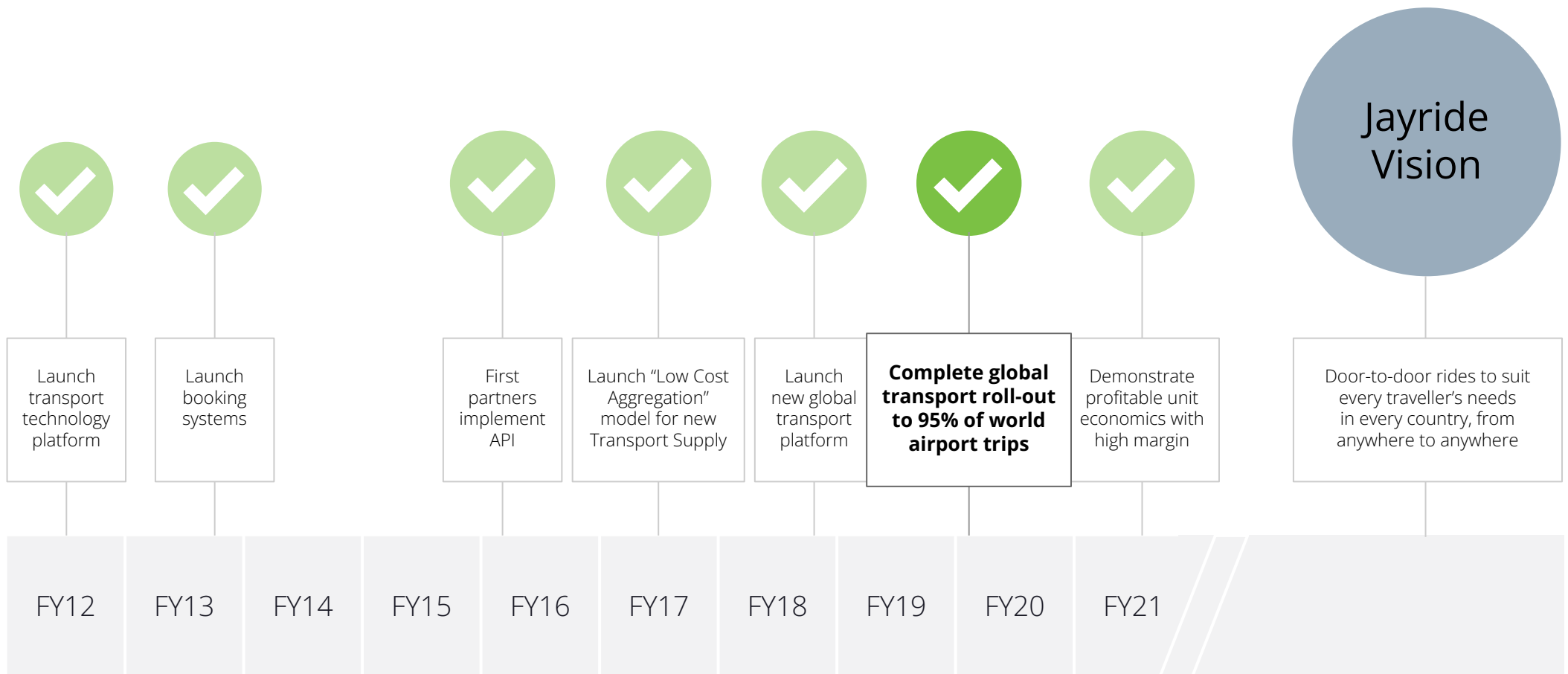


# MANAGING DIRECTOR'S ADDRESS

# BUILDING LEADERSHIP IN TRAVELLER RIDES

*Delivering on key milestones in long-term growth strategy.*

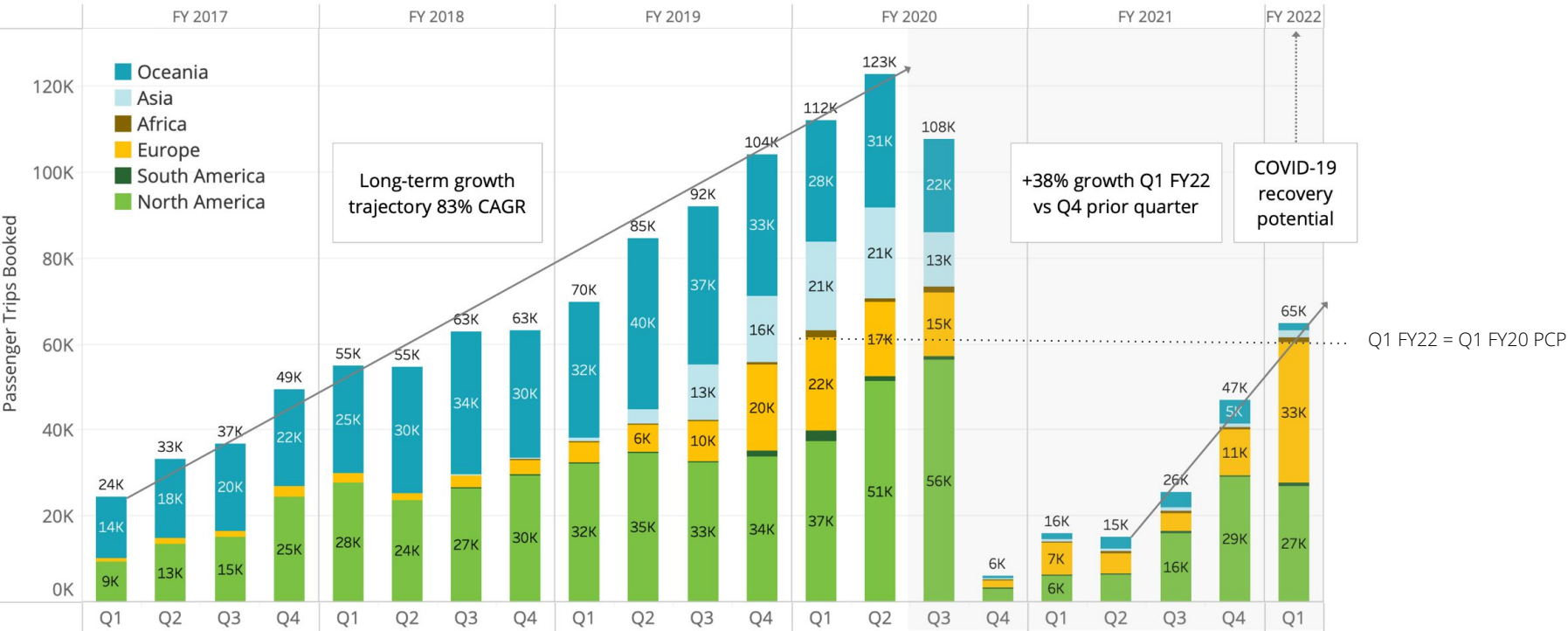
✔ Milestones Complete    ○ Jayride Vision



# TRIPS GROWTH CONTINUES Q1 FY22

*Growth continues in markets with vaccinations and reopenings. Positioned to benefit from reopenings in US and Australia travel.*

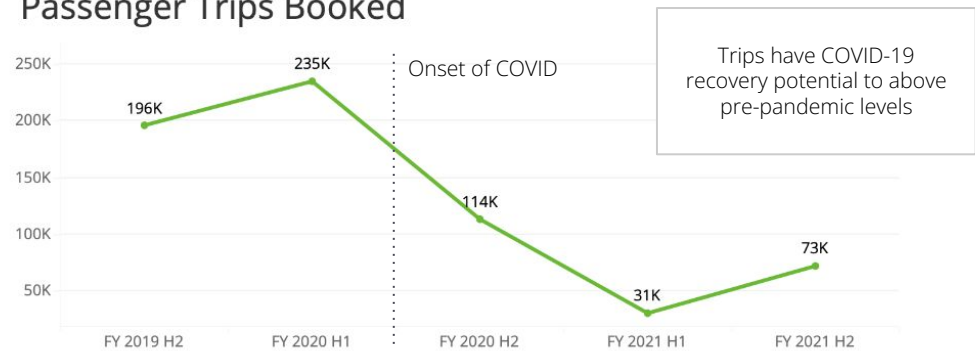
Passenger Trips Booked – Quarters



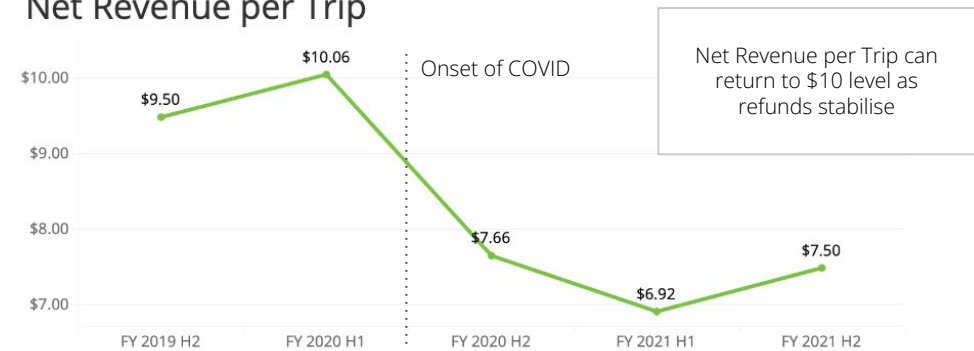
# FY21 PERFORMANCE DASHBOARD

*Trips, Revenues per Trip, and Contribution Margins improve. Growth potential towards breakeven Stand Still EBITDA.*

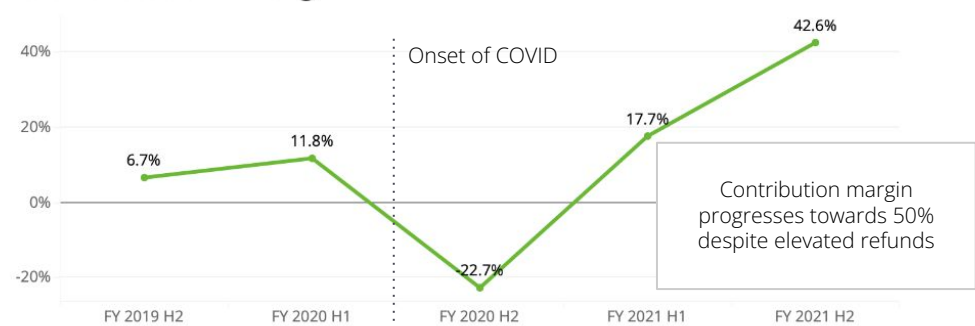
## Passenger Trips Booked



## Net Revenue per Trip



## Contribution Margin



## Non-Variable Operating and Corporate Costs <sup>1</sup>



**Stand Still EBITDA:**  $(\text{Passenger Trips Booked} \times \text{Net Revenue per Trip} \times \text{Contribution Margin}) - \text{Non-Variable and Corporate Costs}$ .

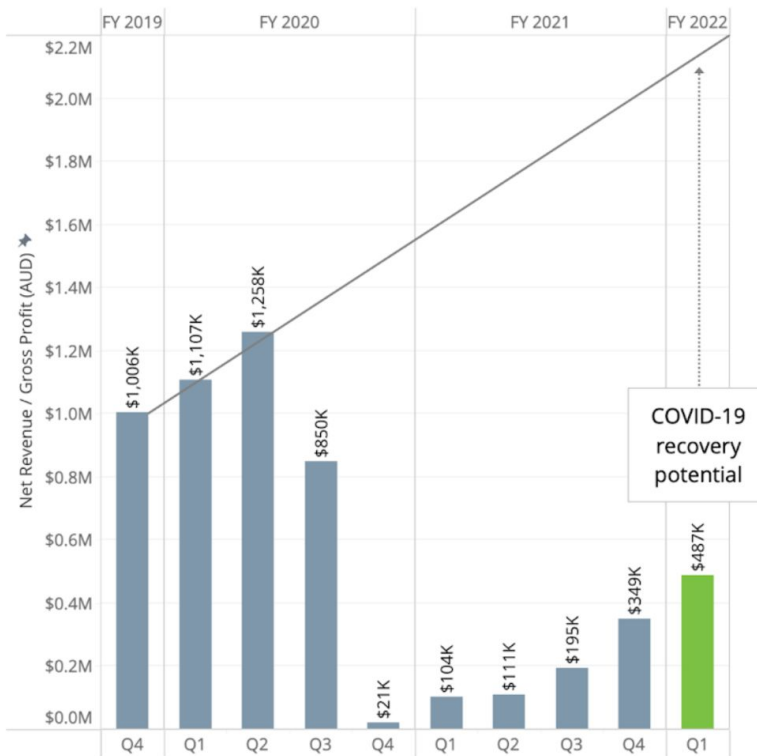
8 1. Non-Variable Operating and Corporate Costs includes all cash costs required to run at Stand Still Profit, excluding the cost of long-term growth investments and capex.



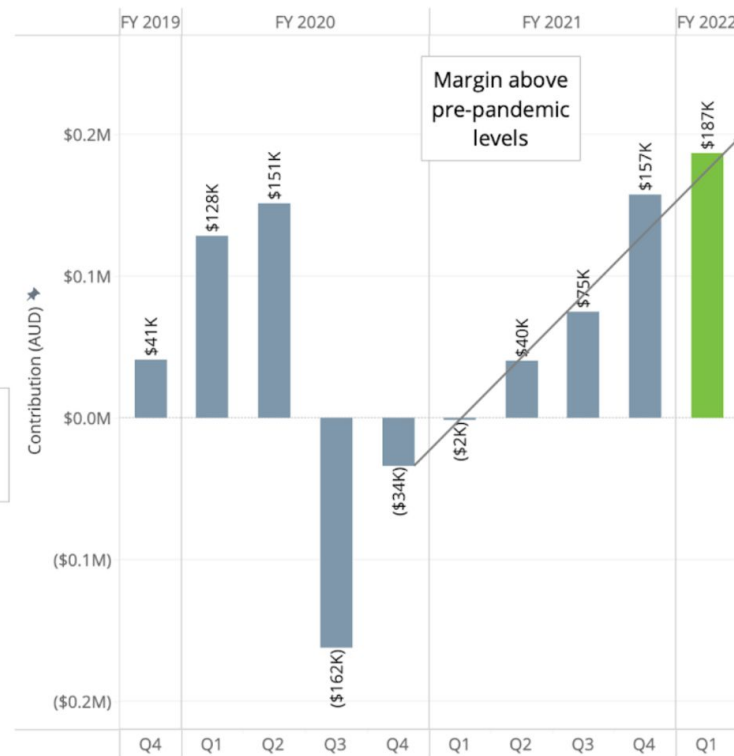
# CONTRIBUTION GROWTH CONTINUES Q1 FY22

*Contribution above pre-pandemic all-time high for two consecutive quarters with significant further opportunities ahead.*

Net Revenues

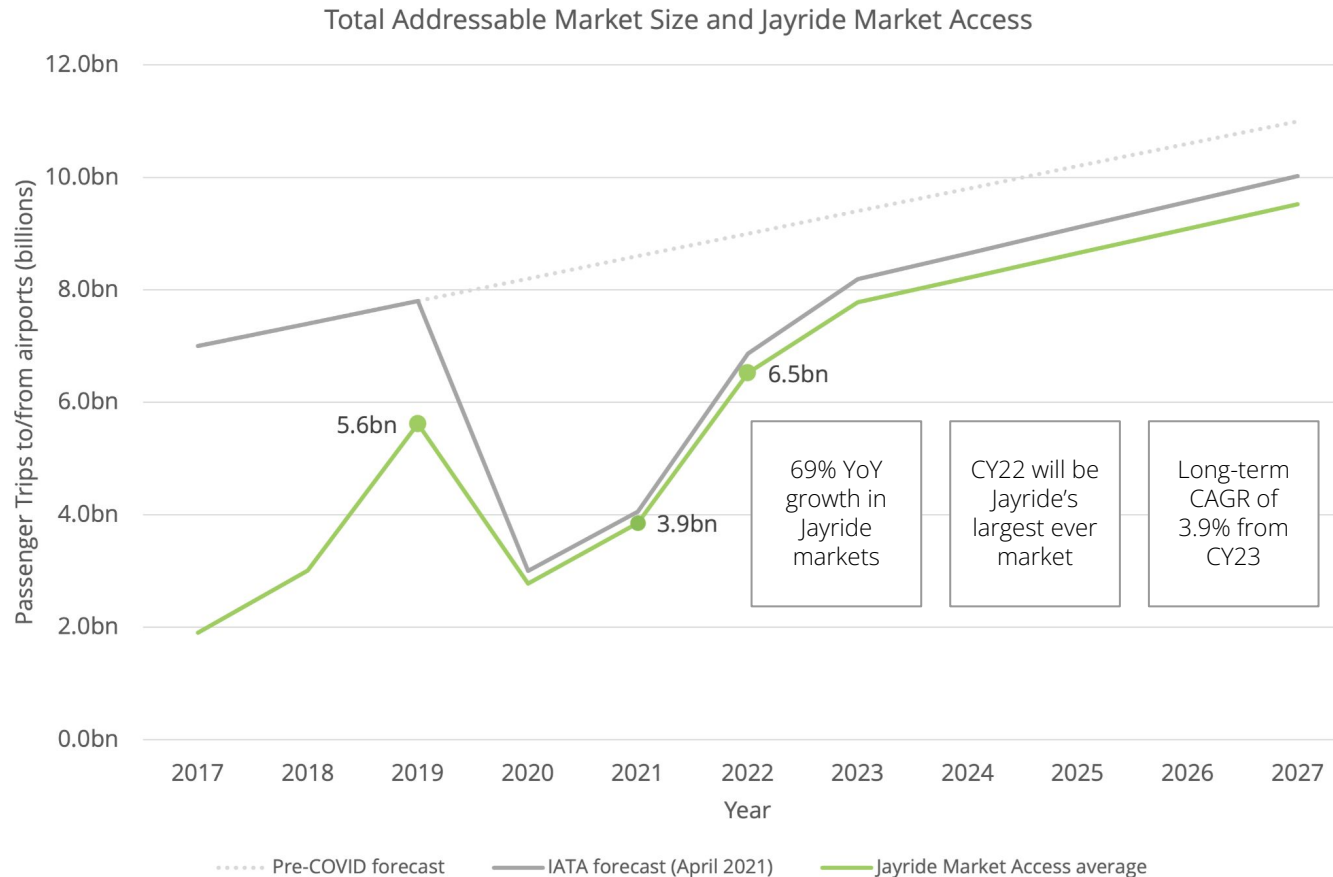


Contribution



# CY22 TO BE JAYRIDE'S LARGEST EVER MARKET

Jayride's addressable market in CY22 exceeds pre-pandemic levels (6.5bn Trips). Jayride's 2019 global rollout is retained to the recovery.



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/>.

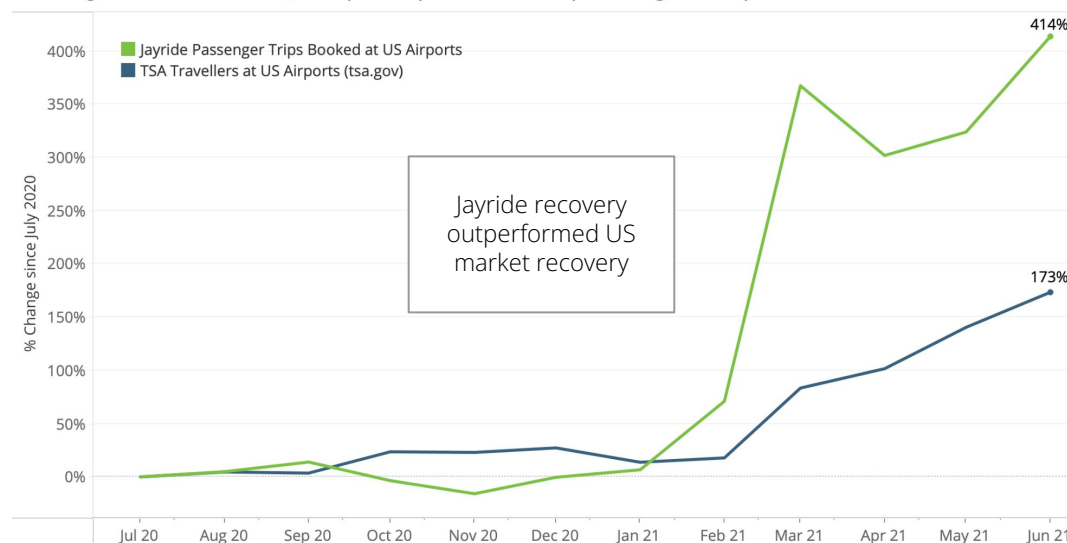


# JAYRIDE WINNING MARKET SHARE

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

	JAYRIDE	Competitors
<b>Decisions to improve earnings power</b>		
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	✓	✗
<b>Effect on market position</b>		
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	✓	✗

Winning US Market Share – JAY trips compared to TSA trips through US airports

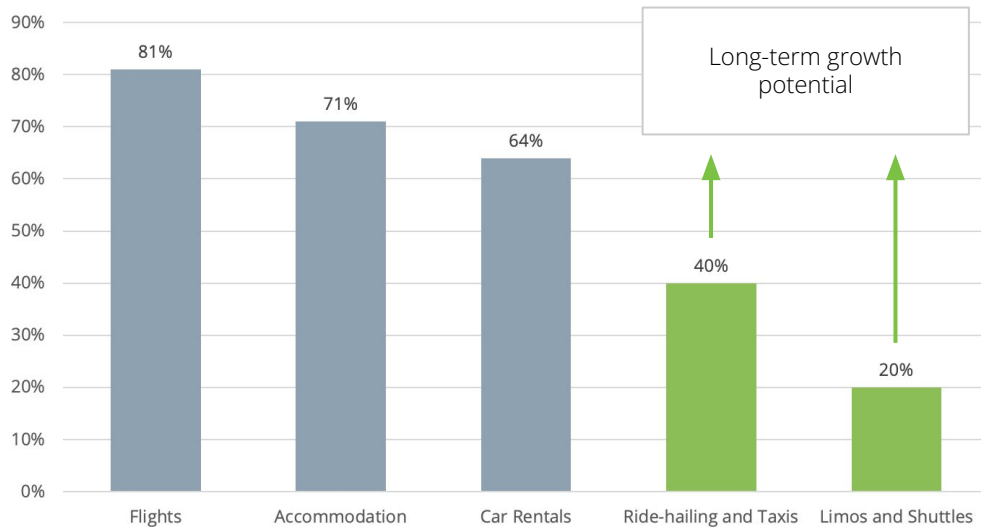




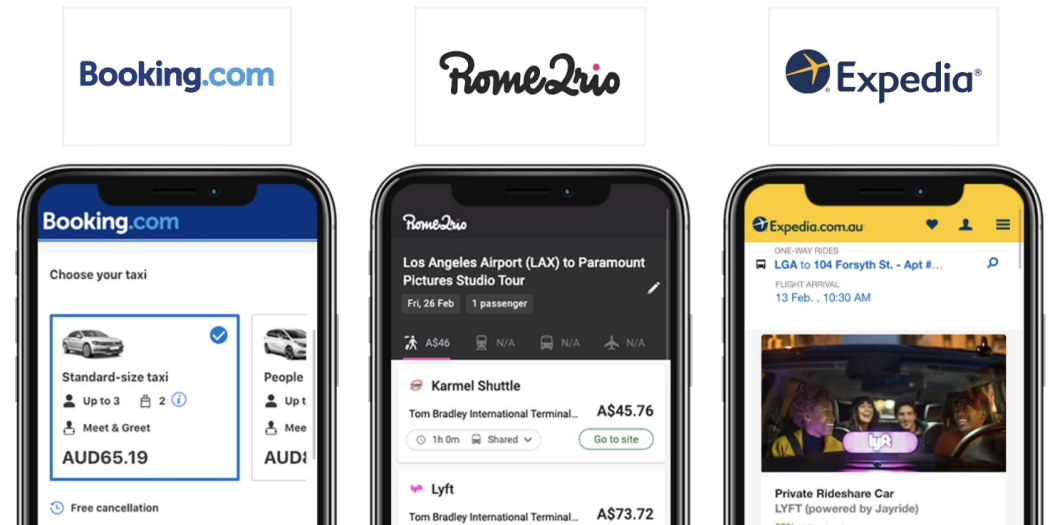
# A STRUCTURAL TREND TO BOOKING RIDES ONLINE

*More rides are being booked online as travellers' needs change, led by large travel brands.*

Online penetration of rides is at an early stage compared to other travel verticals<sup>1</sup>.



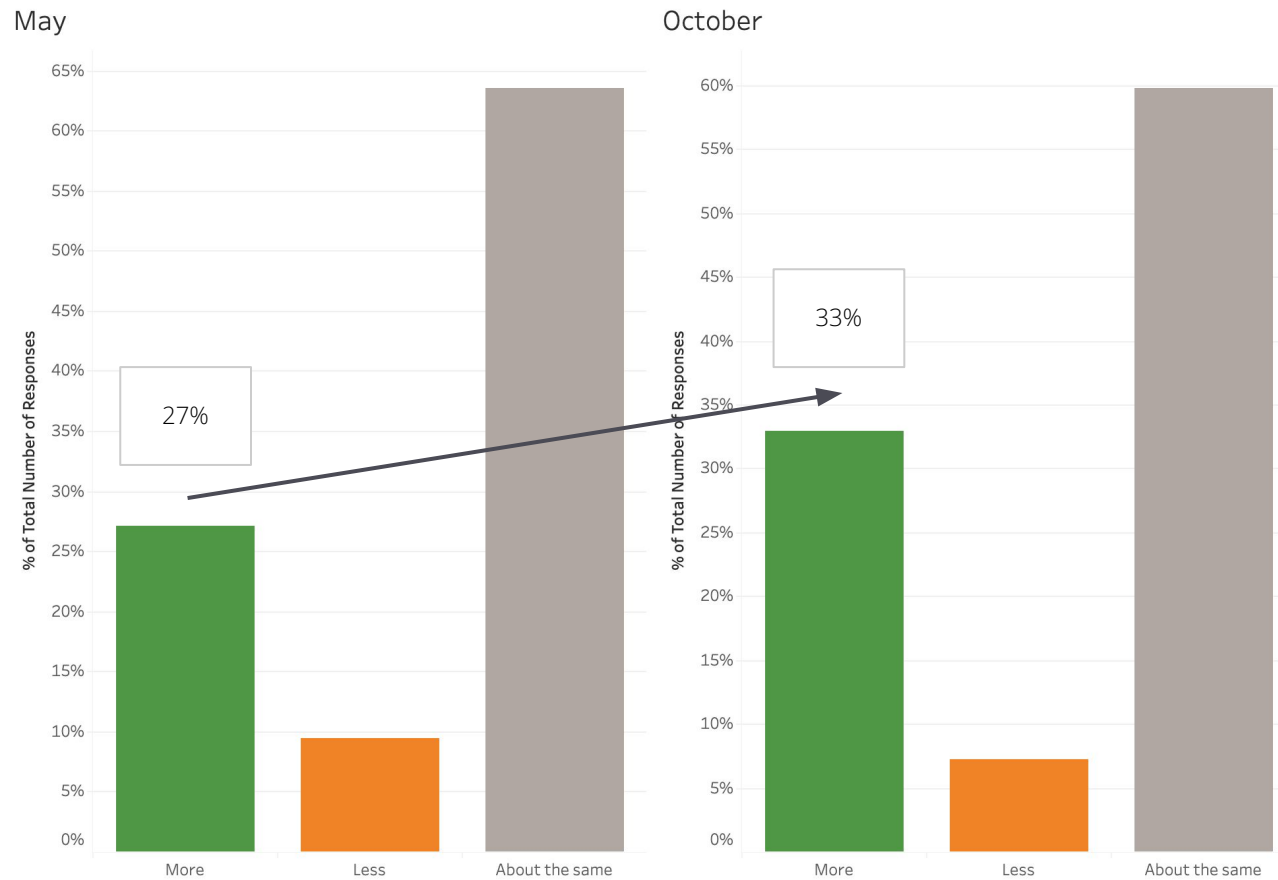
Increased take-up from large travel brands using Jayride to book rides online.



# INCREASED PREFERENCE TO PRE-BOOK RIDES

*More rides are being booked online as travellers' needs change, led by large travel brands.*

When considering your future travel plans, are you more or less likely to book a private transfer than you were pre-COVID?



# EXPANDING WITH NEW TRAVELLER OFFERS

Part of our long-term product roadmap to build the world's leading online marketplace for traveller rides.

Towards Jayride's long-term product vision



*Door-to-door rides to suit every traveller's needs in every country, from anywhere to anywhere.*



Jayride is launching new product offers for an expanded market opportunity

## Today



- Private and Shared
- Airport rides only
- Standard vehicles and economy class

## Release in Q1 FY22



- New vehicle types
- New service classes

Increased quotes and AOV

## Long-term roadmap of new traveller offers



- Extras and Inclusions



- Non-airport destinations



- Last-minute bookings



- In-destination bookings

Increased TAM, conversion, retention, and AOV for improved profitability

# EXPANDING OUR ADDRESSABLE MARKET

*New vehicle types and service classes expand Jayride's target audience with rides to suit every traveller's needs.*

See how Jayride is responding to COVID-19

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From Sydney Airport (SYD), T1 International Terminal To 46 Church Street, Parramatta NSW, Australia

Flight Arrival Details: 31 Jan 2022, 09:10, 1 passenger, Return, Flight Departure Details: 01 Feb 2022, 09:10

36 results Sort By Vehicle (Cheapest)

**Sedans**

- GoCatch Standard** AU\$ 104.00 (330 reviews) [PRIVATE] [ECONOMY] [SEDAN] [MEET & GREET + AUS 20] [COVID-19 PREPARED]
- Car Australia** AU\$ 118.00 (202 reviews) [PRIVATE] [BUSINESS] [SEDAN]
- GoCatch Luxury** AU\$ 129.00 (27 reviews) [PRIVATE] [BUSINESS] [SEDAN] [MEET & GREET]

**SUVs**

- Fly Miles Pty Ltd** AU\$ 132.00 (37 reviews) [PRIVATE] [BUSINESS] [SUV] [MEET & GREET + AUS 20] [COVID-19 PREPARED]

**Vans**

- Bob's Airport Shuttle & Mini Bus Hire** AU\$ 72.00 (214 reviews) [SHARED] [ECONOMY] [VAN]
- OZ Private Tours Pty Ltd** AU\$ 101.00 (109 reviews)



Needs a comfortable private ride  
Books an economy or business sedan  
Feels happy with the service



Needs a seamless business class service  
Books a business sedan or luxury limo  
Feels like Jayride has what they need



Needs value for money and lots of space  
Books a private SUV  
Feels comfortable, safe and well looked after



# GROWING TRAVELLER RETENTION

Two clicks to buy. Membership improves user experience, learns traveller's preferences, and drives repeat bookings.

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### Request Extras

You have 1 carry-on and 1 check-in bag included in your transfer, would you like to request extra luggage or other items for your booking?

- Extra Luggage
- Bikes
- Ski or Snowboards
- Child Seats
- Golf Clubs
- Other

Extras are subject to availability and may incur additional costs to be paid directly to the transfer company.

REQUEST EXTRAS

### Summary of Requests

MEET AND GREET: REQUESTED

### Passenger Details

Lead Passenger \* required

Given Name \* David

Family Name\* Khan

Mobile Number \* 0412 345 678

Email Address \* david.khan@business.com

Flight Number \*

Additional Notes

Payment

Credit Card

Saved Cards

Pay with card ending in...072

Use a new credit card

PayPal

Braintree Secure Payment

Confirm Payment

By clicking 'confirm payment' your booking will be confirmed and you will be charged the total amount: AU\$ 118.00

You also indicate that you agree to the: Cancellation and refund policy; Privacy policy; Terms and conditions.

CONFIRM PAYMENT

100% refund guarantee for cancellations made more than 48 hours before pick-up time.

What happens after 'clicking confirm payment'? How are payments made secure?

jayride.com Help Work with us Terms of Use Connect with us


GoCatch Luxury (27 reviews) AU\$ 129.00

PRIVATE BUSINESS SEDAN

MEET & GREET

MORE

SELECT >



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Your Bookings david.khan@business.com

Travelling soon

Confirmed VIEW DETAILS >

Jayride Booking ID: 12345678

Sydney Airport (SYD), T1... 1 Person

46 Church Street, Parra... 31 Jan 2022 09:10

Fly Miles

CALL: 0412 345 678

Travelling later

Confirmed VIEW DETAILS >

See how Jayride is responding to COVID-19

JAYRIDE €€\$ Account

David Khan david.khan@business.com

Your Profile \* required

Given Name \* David

Family Name\* Khan

Mobile Number \* 0412 345 678

Email Address \* david.khan@business.com

Birth Date

SAVE PROFILE CANCEL

# DATA DRIVES GROWTH AND SCALE

*New supplier tools enable Jayride to provide a step-change in the depth and breadth of transport offers for our travellers.*

The screenshot shows the Jayride website interface. At the top, there's a navigation bar with 'JAYRIDE' and a user profile icon. Below it are menu items: 'Hubs', 'Hub Price Adjuster', 'Transport Companies', 'Services', and 'Listings'. The main content area features a map of Brisbane, Australia, with various suburbs labeled. Below the map is a 'PRICING' table. A red box highlights the first two columns of the table, which are labeled 'Unspecified' and 'Unspecified'. A red sad face icon is overlaid on the table, indicating a lack of detailed pricing options.

#	Location	Unspecified	Unspecified
1	(-28.16,153.51)	200.00	200.00
2	(-28.104,153.436)	165.00	195.00
3	(-28.088,153.436)	165.00	195.00
4	(-28.166667,153.533333)	230.00	270.00
5	(-28.136,153.483)	210.00	250.00
6	(-28.17,153.434167)	210.00	250.00
7	(-28.158,153.469)	210.00	250.00
8	(-28.133,153.45)	200.00	240.00
9	(-28.0905164,153.3662878)	150.00	185.00
10	(-28.0515648,153.3741449)	140.00	180.00
11	(-28.067222,153.436944)	140.00	185.00
12	(-27.963,153.274)	140.00	175.00
13	(-27.995556,153.322222)	125.00	150.00
14	(-28.0441995,153.3387693)	135.00	165.00
15	(-28.030833,153.431944)	150.00	180.00
16	(-28.0293767,153.4100467)	150.00	180.00
17	(-28.0211196,153.3618544)	145.00	185.00
18	(-28.116944,153.311944)	165.00	195.00

The screenshot shows the same Jayride website interface as the left panel. The 'PRICING' table is now expanded to show detailed pricing options for each location. A green box highlights the first two rows of the table, which show specific vehicle types and prices. A green happy face icon is overlaid on the table, indicating a significant improvement in the depth and breadth of transport offers.

#	Location	Economy Sedan	Economy SUV	Economy Limo	Economy Van	Economy Bus	Business Sedan	Business SUV	Business Limo	Business Van	Business Bus	Luxury Sedan	Luxury SUV	Luxury Limo
1	(-28.16,153.51)	200.0	-	-	1-8	-	1-3	-	1-6	1-8	-	1-3	-	-
2	(-28.104,153.436)	165.0	-	-	195.0	-	165.0	-	214.5	195.0	-	214.5	-	-
3	(-28.088,153.436)	165.0	-	-	195.0	-	165.0	-	214.5	195.0	-	214.5	-	-
4	(-28.166667,153.533333)	230.0	-	-	270.0	-	230.0	-	299.0	270.0	-	299.0	-	-
5	(-28.136,153.483)	210.0	-	-	250.0	-	210.0	-	273.0	250.0	-	273.0	-	-
6	(-28.17,153.434167)	210.0	-	-	250.0	-	210.0	-	273.0	250.0	-	273.0	-	-
7	(-28.158,153.469)	210.0	-	-	250.0	-	210.0	-	273.0	250.0	-	273.0	-	-
8	(-28.133,153.45)	200.0	-	-	240.0	-	200.0	-	260.0	240.0	-	260.0	-	-
9	(-28.0905164,153.3662878)	150.0	-	-	185.0	-	150.0	-	195.0	185.0	-	195.0	-	-
10	(-28.0515648,153.3741449)	140.0	-	-	180.0	-	140.0	-	182.0	180.0	-	182.0	-	-
11	(-28.067222,153.436944)	140.0	-	-	185.0	-	140.0	-	182.0	185.0	-	182.0	-	-
12	(-27.963,153.274)	140.0	-	-	175.0	-	140.0	-	182.0	175.0	-	182.0	-	-
13	(-27.995556,153.322222)	125.0	-	-	150.0	-	125.0	-	162.5	150.0	-	162.5	-	-
14	(-28.0441995,153.3387693)	135.0	-	-	165.0	-	135.0	-	175.5	165.0	-	175.5	-	-
15	(-28.030833,153.431944)	150.0	-	-	180.0	-	150.0	-	195.0	180.0	-	195.0	-	-
16	(-28.0293767,153.4100467)	150.0	-	-	180.0	-	150.0	-	195.0	180.0	-	195.0	-	-
17	(-28.0211196,153.3618544)	145.0	-	-	185.0	-	145.0	-	188.5	185.0	-	188.5	-	-
18	(-28.116944,153.311944)	165.0	-	-	195.0	-	165.0	-	214.5	195.0	-	214.5	-	-

# EXPANDED OFFERS FOR TRAVEL PARTNERS

*With vehicles and classes launched for direct customers our focus now moves to opening up the same opportunities with our partners.*

Needs content for all categories  
Filters for the cheapest listings  
Displays cheapest listing in several categories

Examples:



Example partner website:

The screenshot shows a taxi booking interface with the following sections:

- Progress:** 1 Enter Your Details, 2 Payment
- Trust & Security:** "Trusted, secure and convenient" with a checkmark icon and "Every month, over 217,000 people ride with us." A button for "Explore Booking.com Taxi" is present.
- Booking Details:**
  - From: Sydney Kingsford Smith International Airport (SYD), Sydney NSW 2020, Australia
  - To: 46 Church St, Parramatta NSW 2150, Australia
  - Passengers: 1
  - Your trip: Mon 31 Jan 2022 at 12:00
  - Buttons: "Add your return", "Book smart" (with thumbs up icon), "Protecting you during COVID-19" (with shield icon)
- Taxi Options:**

Vehicle Class	Capacity	Price	Features
Standard	Up to 3	A\$109.94	Meet & Greet
Executive	Up to 3	A\$134.12	Meet & Greet
Luxury	Up to 3	A\$149.49	Meet & Greet
People carrier	Up to 6	A\$152.61	Meet & Greet
- Additional Features:** Free cancellation, Flight tracking, Tried and trusted drivers.
- Return Journey:** "Heading back to Sydney Kingsford Smith International Airport (SYD)? Make it a return journey for an additional A\$109.94 (approximately)." Button: "Add your return".
- COVID-19 Protection:**
  - To improve the safety of your journey, we ask all of our drivers to:
    - Wear a face covering
    - Maintain a safe distance and avoid handling luggage where possible
    - Clean cars between rides and make sure hand sanitiser is available
- Passenger details:**
  - Title: Mr
  - First name: Passenger first name
  - Last name: Passenger last name
  - Email address: Passenger email address
  - Mobile number: +44
- Summary:** Standard, Up to 3 passengers, Up to 2 medium suitcases, Journey time: About 32 mins, Distance: About 26.69 km, Total price: A\$109.94

# SUMMARY OUTLOOK

## Summary of FY21 Result

- Highest contribution, fastest revenue growth, and strongest balance sheet in company history
- Contribution profits reach record levels, above pre-pandemic levels, with further growth ahead
- Northern Hemisphere market expansion successful and accelerating
- Successful oversubscribed placement and SPP of \$11M to invest in capturing market share

## Summary of Q1 FY22 Result

- Q4 FY21 momentum has carried forward into Q1 FY22 – trips up 38% vs prior quarter
- Seasonally soft in October, with reopenings across November ahead of the holiday season
- Major successful launch of vehicle types and service classes for travellers
- Fully-funded plan to deliver a world-class traveller experience and new product offers
- Three key recovery drivers: COVID-19 recovery / enhanced competitive position / structural trend to online
- Positioned to be a much larger and more profitable company than Pre-COVID