



ASX Announcement

10th August 2022

Launch of Europe Growth Hub to Accelerate European Expansion

Jayride Group Limited (ASX:JAY) ("**Jayride**" or the "**Company**") the world leading global travel marketplace for airport transfers today advises that it has launched a Europe Growth Hub to be led by newly recruited Chief Growth Officer Darren Carbine.

- Launch of European Growth Hub in London to accelerate European expansion,
- Recruitment of Chief Growth Officer Darren Carbine, based in London, to lead the Hub and build a centre of excellence for go-to-market expertise in Europe including further access to a global talent pool,
- Strengthened European go-to-market strategy is underway including new roles in sales and marketing, follow-the-sun operations, revenue optimisation, customer retention and commercial teams.

Managing Director Rod Bishop said, *"Europe has become Jayride's largest and fastest growing market, and we are only scratching the surface. Given our success to date we are now confident to upgrade our international presence and capability with the opening of our new Europe Growth Hub based in London. This is a pivotal moment for Jayride. The Hub will give us a stronger local presence, access to new partners and talent, and allow us to create a centre of excellence to improve European localisation and accelerate expansion in the region."*

"To spearhead this new initiative we are delighted to welcome travel executive Darren Carbine to the group in the new role of Chief Growth Officer. Darren is a proven leader with a strong track record in scaling global travel businesses and building travel brands across Europe. We look forward to working with Darren as we accelerate capture of European market share."

Jayride's Europe Growth Hub will enhance multiple capabilities in Jayride's go-to-market strategy. In addition to sales and marketing to capture European market share, it will also enable follow-the-sun 24/7 operations, be home to new teams including in revenue optimisation and retention, set the stage for future localisation and multilingual capability, and allow Jayride to further tap into a global best-in-class talent pool.

Darren Carbine is an experienced travel industry executive, with global expertise in leadership roles spanning 20 years including for iconic travel brands such as Travelocity, Lastminute.com, Cheapoair, and STA Travel. Darren brings a wealth of knowledge and track record in sales, marketing, operations and trading in high growth travel companies.



For more information please contact

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

About Jayride Group Limited (ASX:JAY)

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 110+ 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

Forward-looking statements

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.