

ASX ANNOUNCEMENT

JAYRIDE Group Limited (ASX: JAY)

14 October 2025

JAYRIDE Signs Strategic Alliance with Xoomplay (Roamadex) to Integrate In-Vehicle Media and Advertising

Sydney, Australia – 14th October 2025 – JAYRIDE Group Limited (ASX:JAY, “JAYRIDE” or the “Company”), the global travel technology company, is pleased to announce it has signed a strategic alliance with Xoomplay, AirAsia’s exclusive in-car entertainment and advertising partner (now part of Roamadex – Roaming Advertising Exchange), to integrate in-vehicle media and digital advertising functionality within JAYRIDE’s SaaS mobility platform.

Xoomplay, in partnership with [AirAsia Media Group](#), currently delivers interactive advertising and content experiences directly to passengers through in-car screens and mobile engagement channels across **AirAsia Ride’s** growing fleet in Southeast Asia. The collaboration positions AirAsia Ride as one of the first mobility operators in the region to monetise ride time through dynamic ad-tech and real-time engagement analytics.

Strategic Alignment and Financial Upside

The JAYRIDE–Xoomplay alliance extends this model across **JAYRIDE’s expanding SaaS ecosystem** of fleet operators and mobility partners in Thailand, Malaysia, and Australia.

Under the initial commercial framework, **JAYRIDE is due to receive from Xoomplay an upfront media buy of approximately USD \$100,000** over the first six months. This represents ad-serve and exchange revenue generated through the Roamadex platform’s initial brand campaigns.

Beyond this initial period, JAYRIDE anticipates additional **recurring revenue streams**, including:

- **Exchange fees and ad-serve commissions** on every digital campaign executed through the platform.
- **Revenue-share participation** in Roamadex’ global brand campaigns, including movie, lifestyle, **tours, travel destinations** and consumer product advertising.
- **Data analytics and audience insights revenue**, using anonymised engagement data to optimise ad performance.
- **Incentive-based payouts** for drivers and operators via JAYRIDE’s eWallet, with JAYRIDE retaining a platform margin per campaign.

In-Car Advertising Market Context

According to DataIntelto, the **global in-car advertising platform market** was valued at **USD 2.35 billion in 2024**, projected to grow to **USD 11.65 billion by 2033** (CAGR 18.7%) — one of the fastest-growing verticals within digital-out-of-home (DOOH). ([dataintelo.com](#))

The broader automotive advertising market is forecast to reach **USD 57.2 billion by 2030** (IndustryARC). This surge, combined with the rapid rise of connected-vehicle technology, positions JAYRIDE’s integration with Xoomplay (Roamadex) at the intersection of mobility, payments, and media monetisation in Southeast Asia and Australasia.



Revenue Potential Overview

Scenario	Active Vehicles	Avg. Ad Revenue per Vehicle / Month (USD)	JAYRIDE Share (%)	Annualised JAYRIDE Platform Revenue (USD)
Conservative	2,000 (Thailand pilot)	\$20	25%	\$120 K
Base Case	10,000 (Regional rollout)	\$45	30%	\$1.6 M
Upside	25,000 (Multi-country scale)	\$75	35%	\$7.9 M

Visual summary:

- Phase 1 (0–6 months) – USD \$100 K upfront media buy validation
- Phase 2 (6–18 months) – Programmatic ad-serve + exchange revenue ramp (Thailand → Malaysia → Australia)
- *Phase 3 (Year 2+) * – multi-country scale and recurring DOOH + analytics monetisation



How the Integration Works

By embedding Xoomplay and Roamadex **digital-out-of-home (DOOH)** advertising exchange directly into Jayride's SaaS driver and fleet management modules, the integration will:

- Enable in-car and exterior ad placements tracked in real time through GPS impression mapping, QR-code activation, and carrier-verified validation.
- Use JAYRIDE's driver eWallet and payout infrastructure to automate revenue-sharing payments, compensating drivers and operators for every verified ad play or engagement.
- Provide transparent reporting and analytics dashboards to advertisers and brand partners.
- Create a sustainable ad-revenue vertical within Jayride's SaaS framework — enhancing driver income and platform retention.
- Introduce headrest-mounted video advertisements that promote tourist attractions, local destinations, and partner brands, turning each ad view into a measurable **"ride event"** within the Jayride platform. These ride events can be monetised, tracked, and reported, transforming every journey into both a transport and engagement opportunity.

This "Module" turns each JAYRIDE-powered vehicle into both a mobility and media asset, diversifying revenue beyond fares or SaaS subscriptions and positioning JAYRIDE as a next-generation mobility and data platform.

CEO Commentary – JAYRIDE

JAYRIDE CEO, **Randy Prado**, said:

“This alliance with Xoomplay and Roamadex - Xoomplay’s US Counterpart and Parent Company, complements our SaaS mobility roadmap by introducing a powerful new monetisation layer for fleet operators. Integrating ad-tech and driver payouts within our SaaS platform transforms the economics of mobility. We are now also enabling operators and drivers to earn from both transport and advertising. It demonstrates how JAYRIDE’s technology can unify mobility, payments, and media into one intelligent ecosystem.”

CEO Commentary – Xoomplay

Xoomplay CEO, **Christian Teo**, added:

“Our mission has always been to turn every ride into an experience and every vehicle into a valuable digital channel. By joining forces with JAYRIDE, we’re extending that vision beyond [AirAsia Ride](#) to a wider ecosystem of mobility partners.

Through Roamadex (Roaming Advertising Exchange), our in-car advertising network connects global and local brands directly to passengers while empowering drivers and operators to earn more. The integration with JAYRIDE’s SaaS payment and fleet systems creates a seamless, data-driven value chain from advertisers to drivers to passengers.”

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