



# 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)



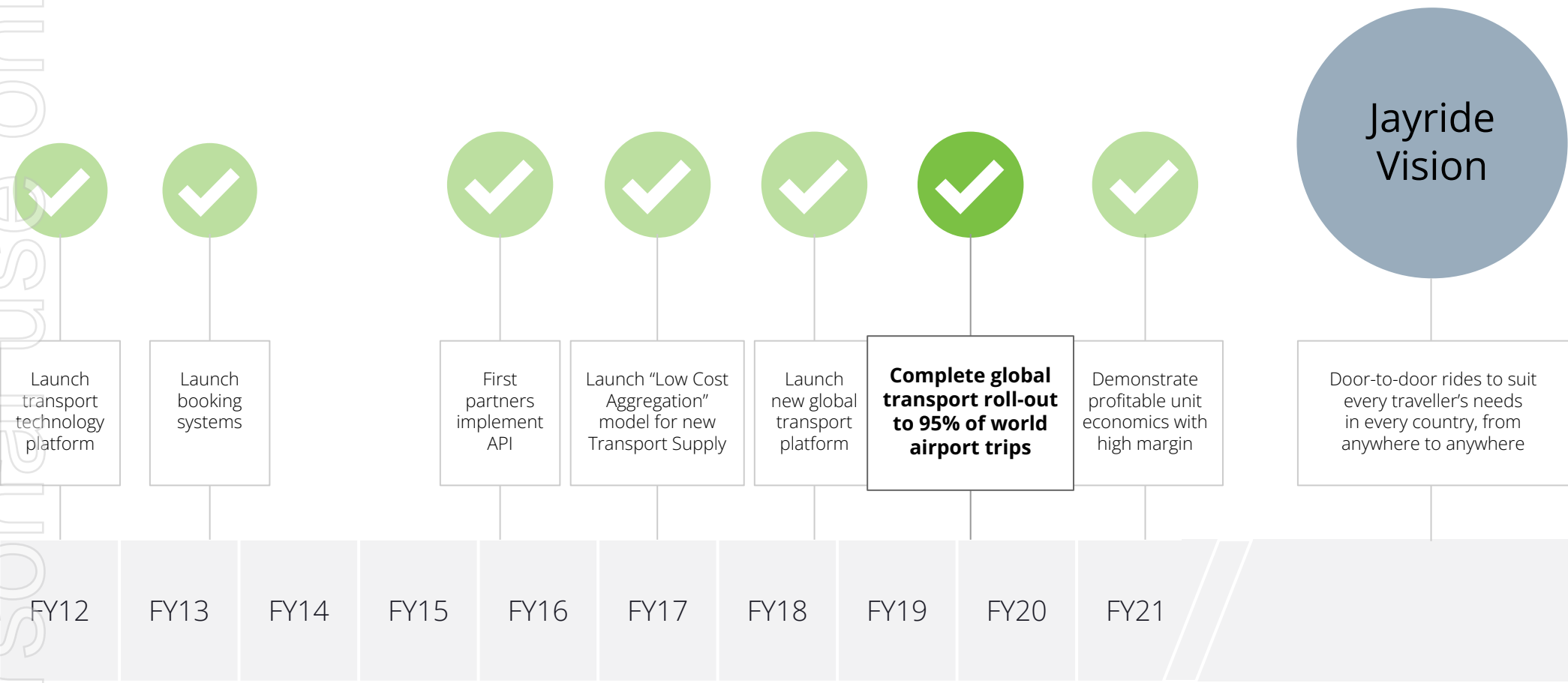
## **MANAGING DIRECTOR'S ADDRESS**



# BUILDING LEADERSHIP IN TRAVELLER RIDES

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

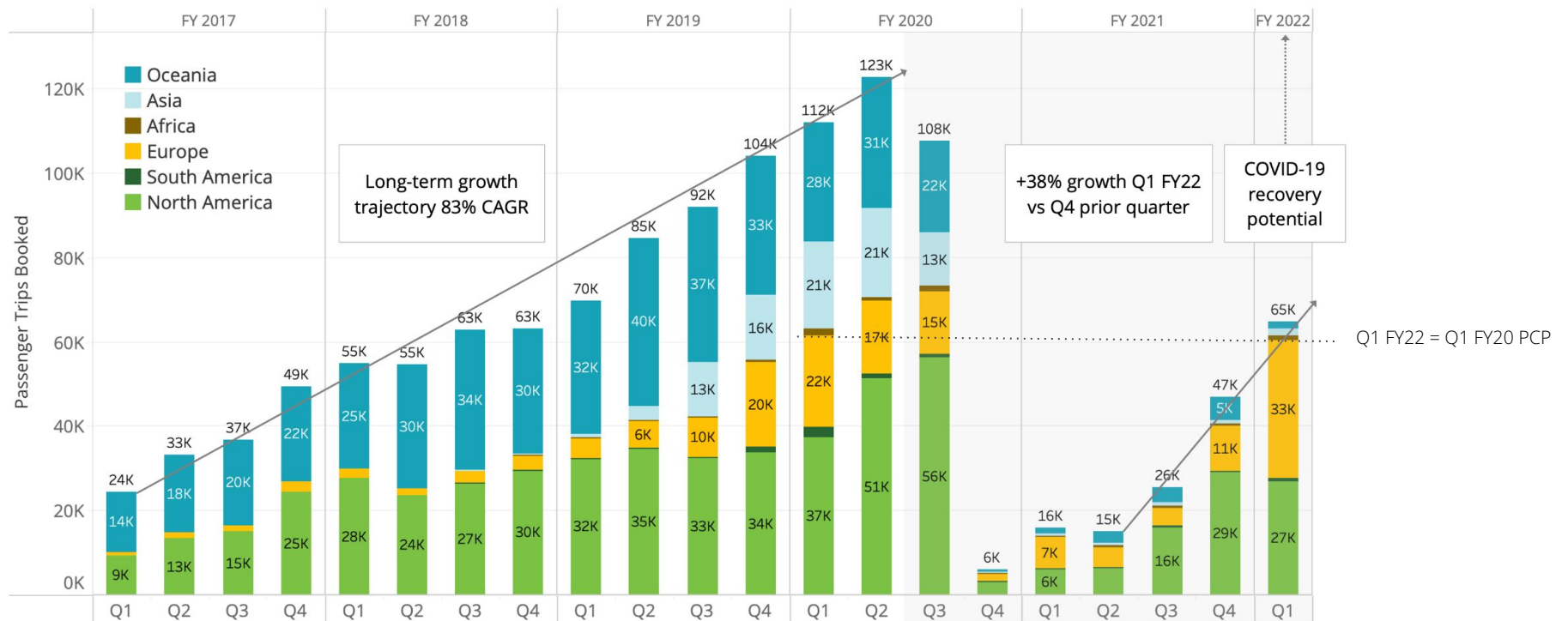
✔ Milestones Complete    ○ Jayride Vision



# 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.*

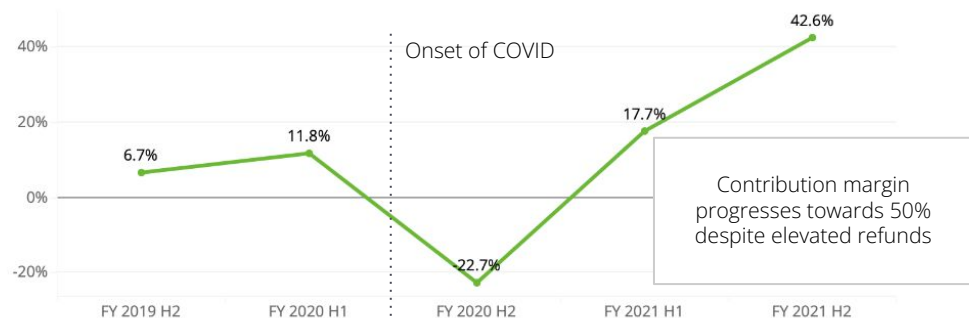
## Passenger Trips Booked



## Net Revenue per Trip



## Contribution Margin



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



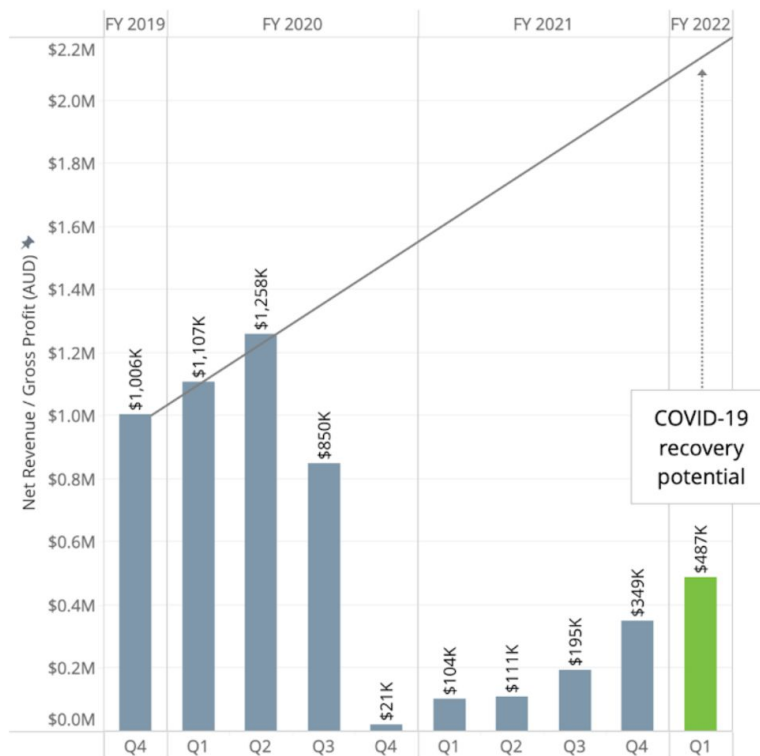
**Stand Still EBITDA:** (Passenger Trips Booked x Net Revenue per Trip x Contribution Margin) – Non-Variable and Corporate Costs.

<sup>1</sup> 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.

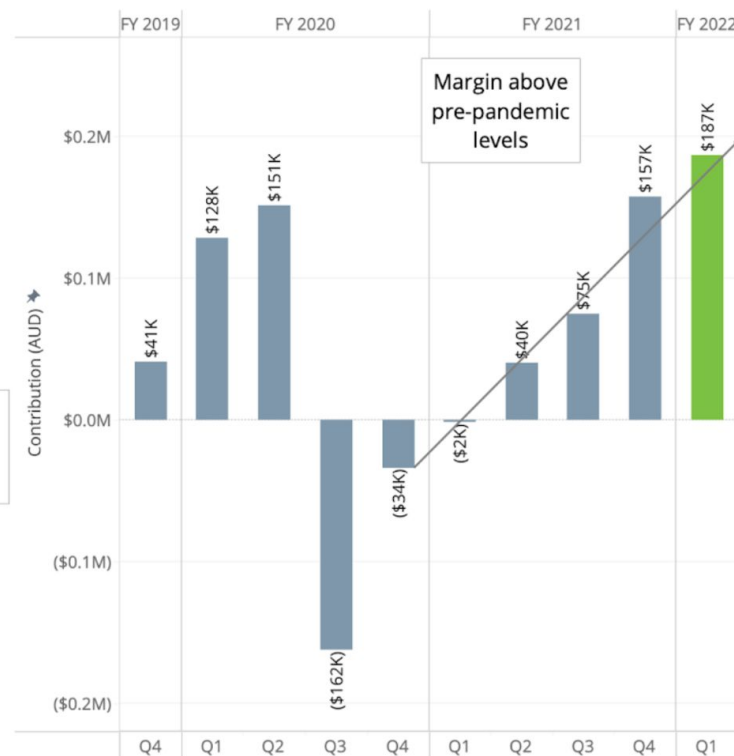
# CONTRIBUTION GROWTH CONTINUES Q1 FY22

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

Net Revenues

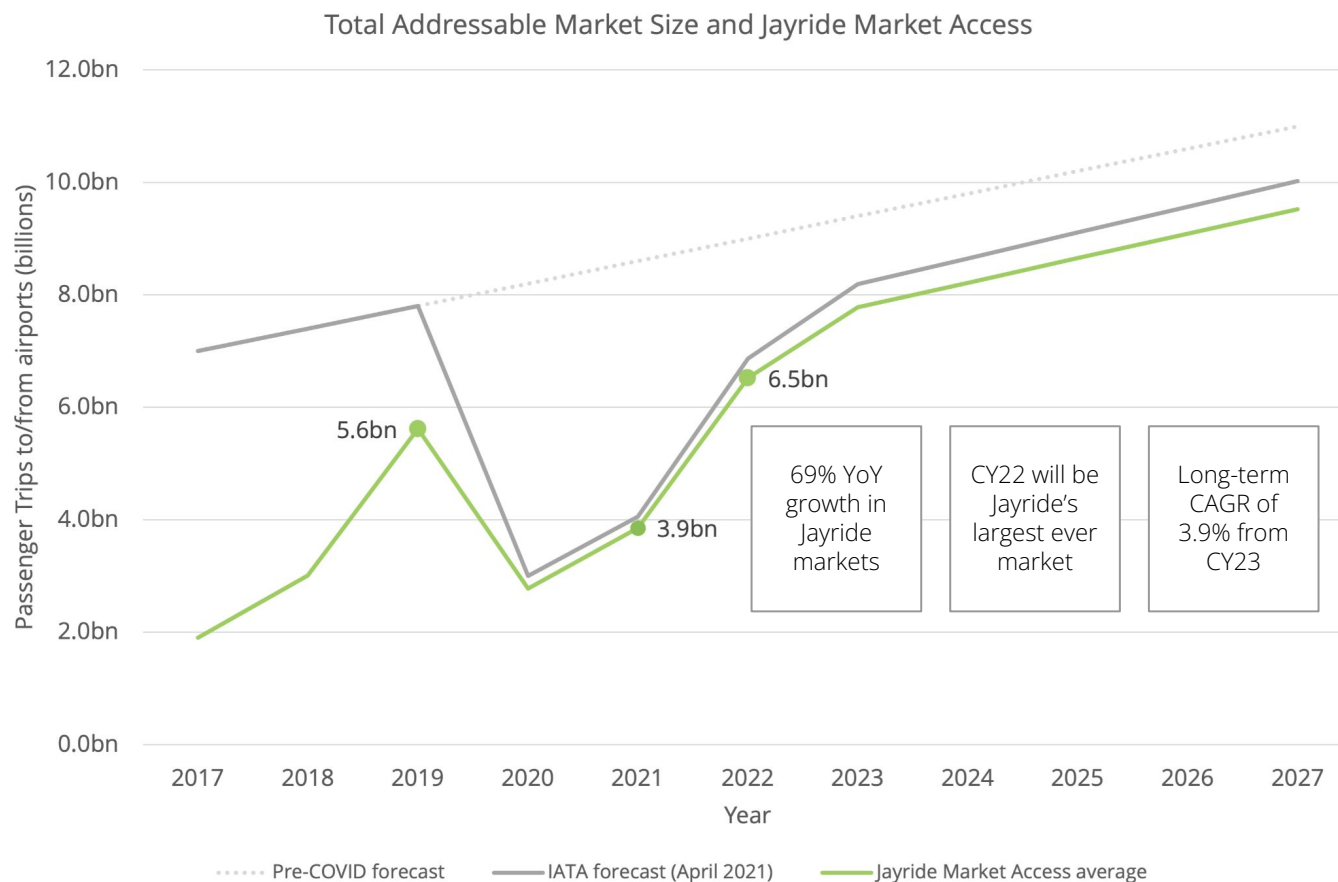


Contribution



# 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.*

## Decisions to improve earnings power

Refunded travellers in full for cancelled travel at onset of COVID-19



## Competitors



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



## Competitors

Retained transport companies on platform



Winning new travel brand partnerships throughout 1H FY21



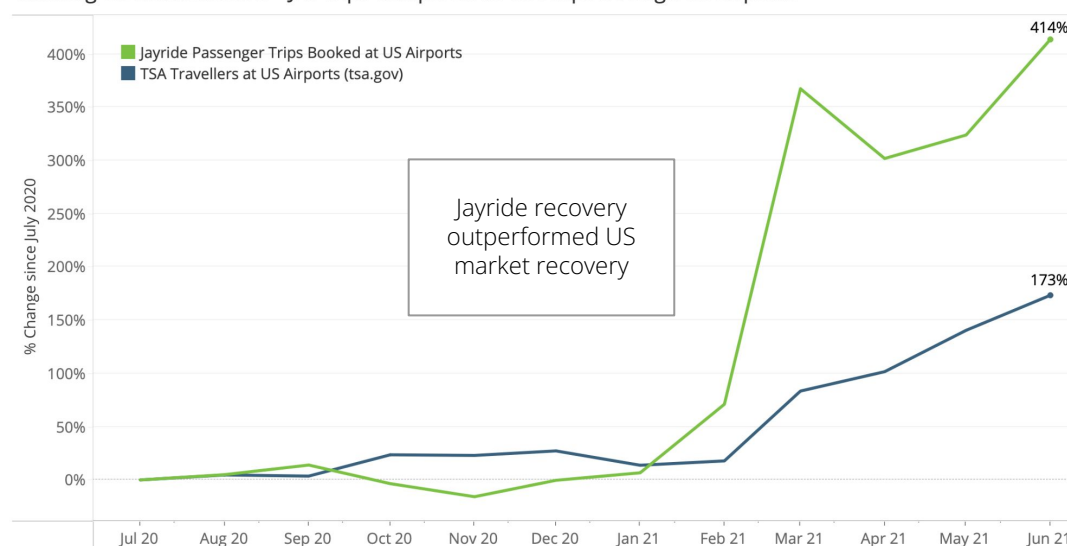
Opportunities to leapfrog other brands and gain market share



Stronger earnings potential in market recovery



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

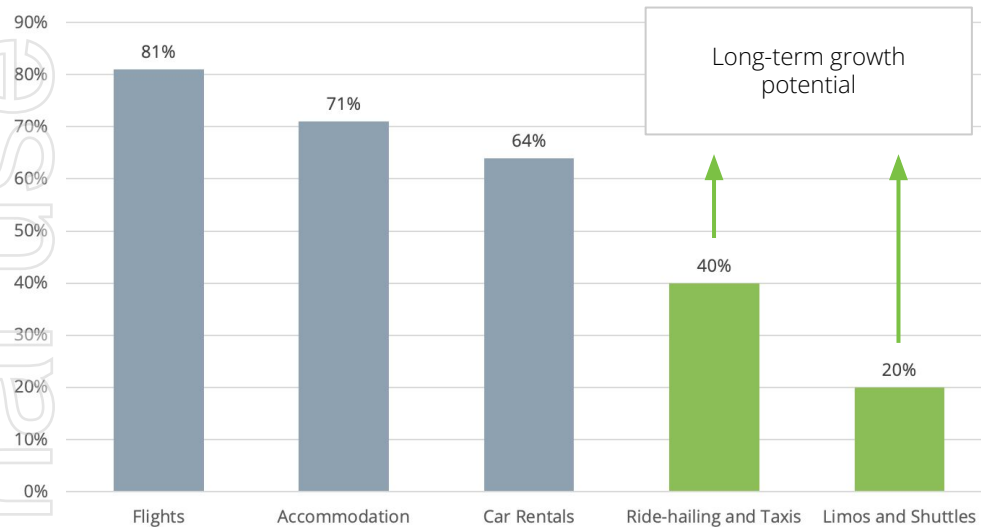




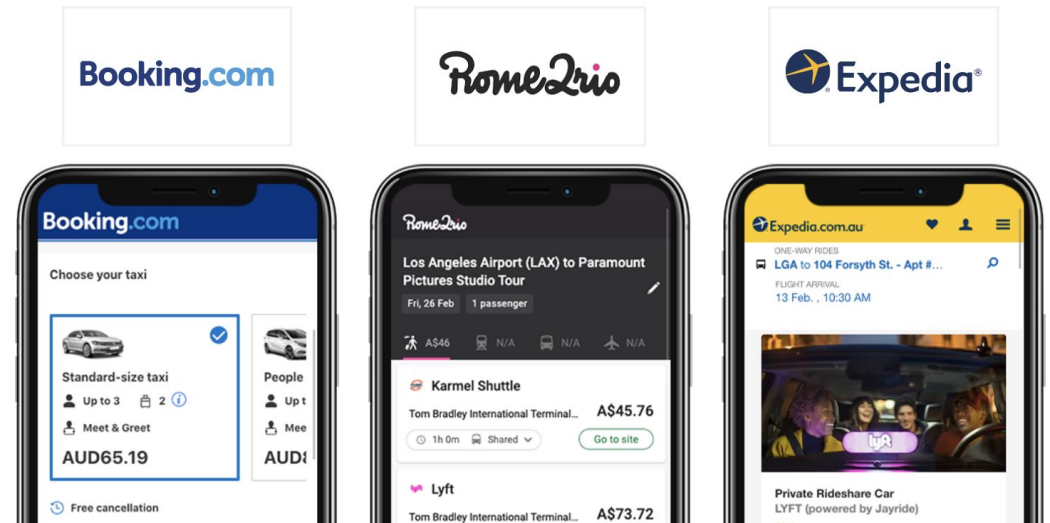
# A STRUCTURAL TREND TO BOOKING RIDES ONLINE

*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>.



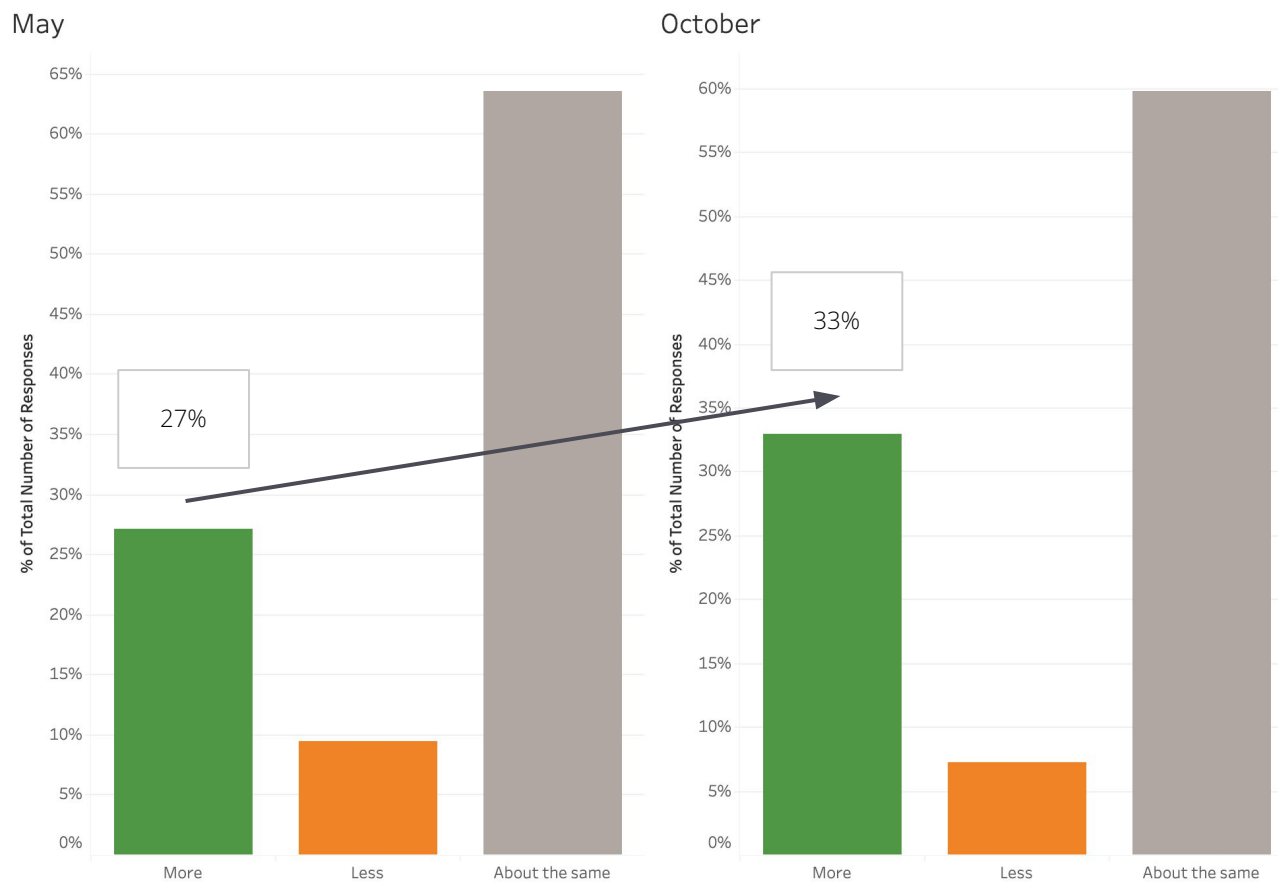
Increased take-up from large travel brands using Jayride to book rides online.



# 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 Passengers 1 Return Flight Departure Details 01 Feb 2022 09:10 UPDATE

36 results Sort By Vehicle (Cheapest)

**Sedans**

- GoCatch Standard** AU\$ 104.00 (230 reviews) PRIVATE ECONOMY SEDAN MEET & GREET • AUS 20 COVID-19 PREPARED MORE SELECT
- Car Australia** AU\$ 118.00 (202 reviews) PRIVATE BUSINESS SEDAN MORE SELECT
- GoCatch Luxury** AU\$ 129.00 (27 reviews) PRIVATE BUSINESS SEDAN MEET & GREET MORE SELECT

**SUVs**

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

**Vans**

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

Type: ☒ Shared ☒ Private

Vehicle: ☐ Sedan ☐ SUV ☐ Limo ☐ Van ☐ Bus

Class: ☐ Economy ☐ Business ☐ Luxury

Inclusions & Extras: ☐ COVID-19 Prepared ☐ Meet & Greet

Average Rating: NOT RATED 1-2.9 3-3.9 4-5

Price: 94 649

FAQs: What's included in the price? All prices listed on Jayride.com are inclusive of taxes, tolls, airport parking, admin fees, fuel, environmental surchar... Read all

Where do I meet my driver? Once you make your booking...



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

List any additional information or requests that you would like forwarded to the transfer company.

Payment

☒ Credit Card

Saved Cards

☒ Pay with card ending in...072

☐ Use a new credit card

OR

☐ 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?

Total

Booking Total AU\$ 129.00

Change of Plans? No Worries! HANDY TIP

You can cancel right up until Wednesday, 29 Dec, 2021 and still get a 100% refund, so it's worth booking early.

GoCatch Luxury

★★★★★ (27 reviews)

AU\$ 129.00

PRIVATE BUSINESS SEDAN

MEET & GREET

MORE

SELECT >



See how Jayride is responding to COVID-19

JAYRIDE €€\$ Account

Your Bookings

david.khan@business.com

Travelling soon

Confirmed VIEW DETAILS >

Jayride Booking ID: 12345678

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

31 Jan 2022

46 Church Street, Parra... 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

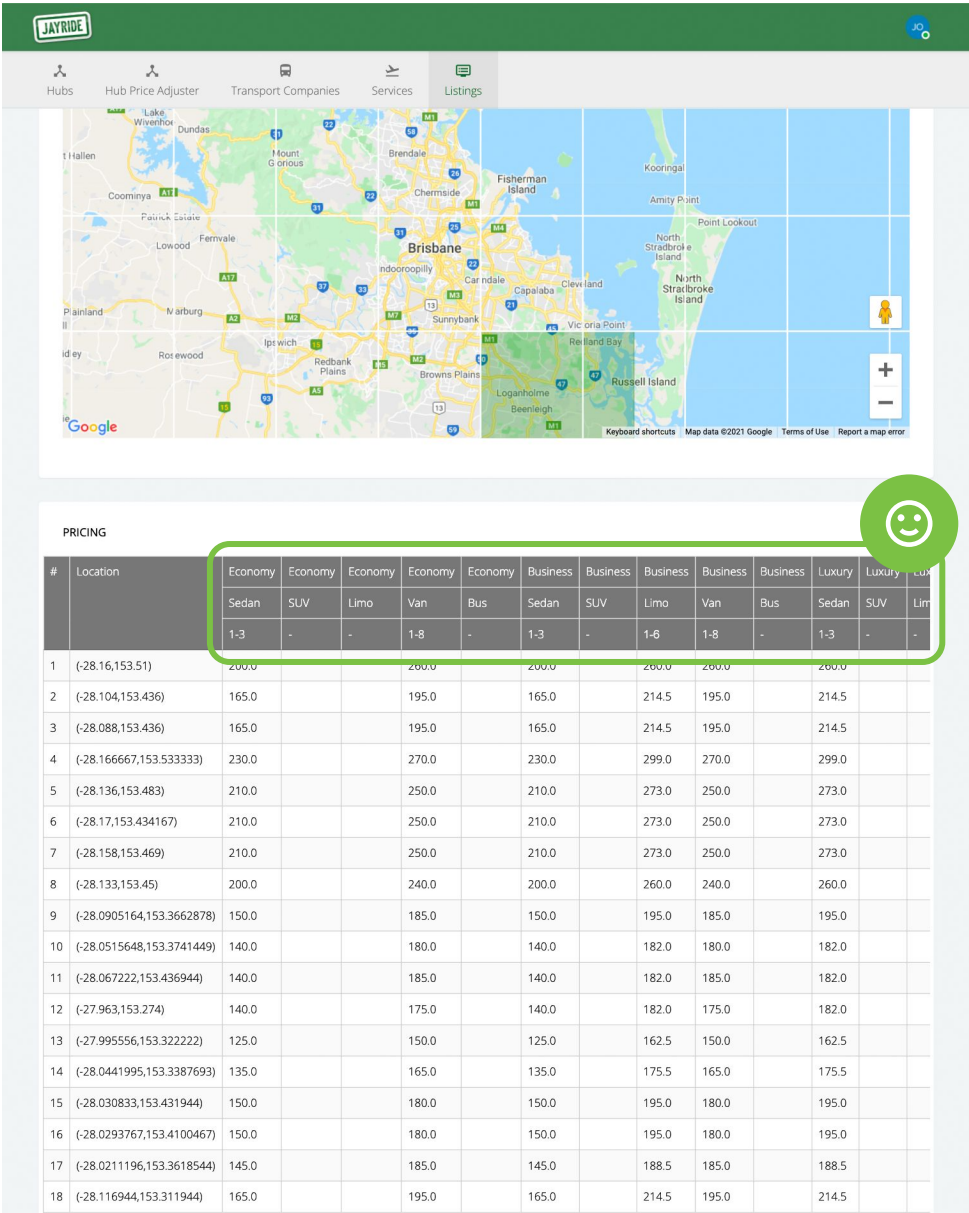
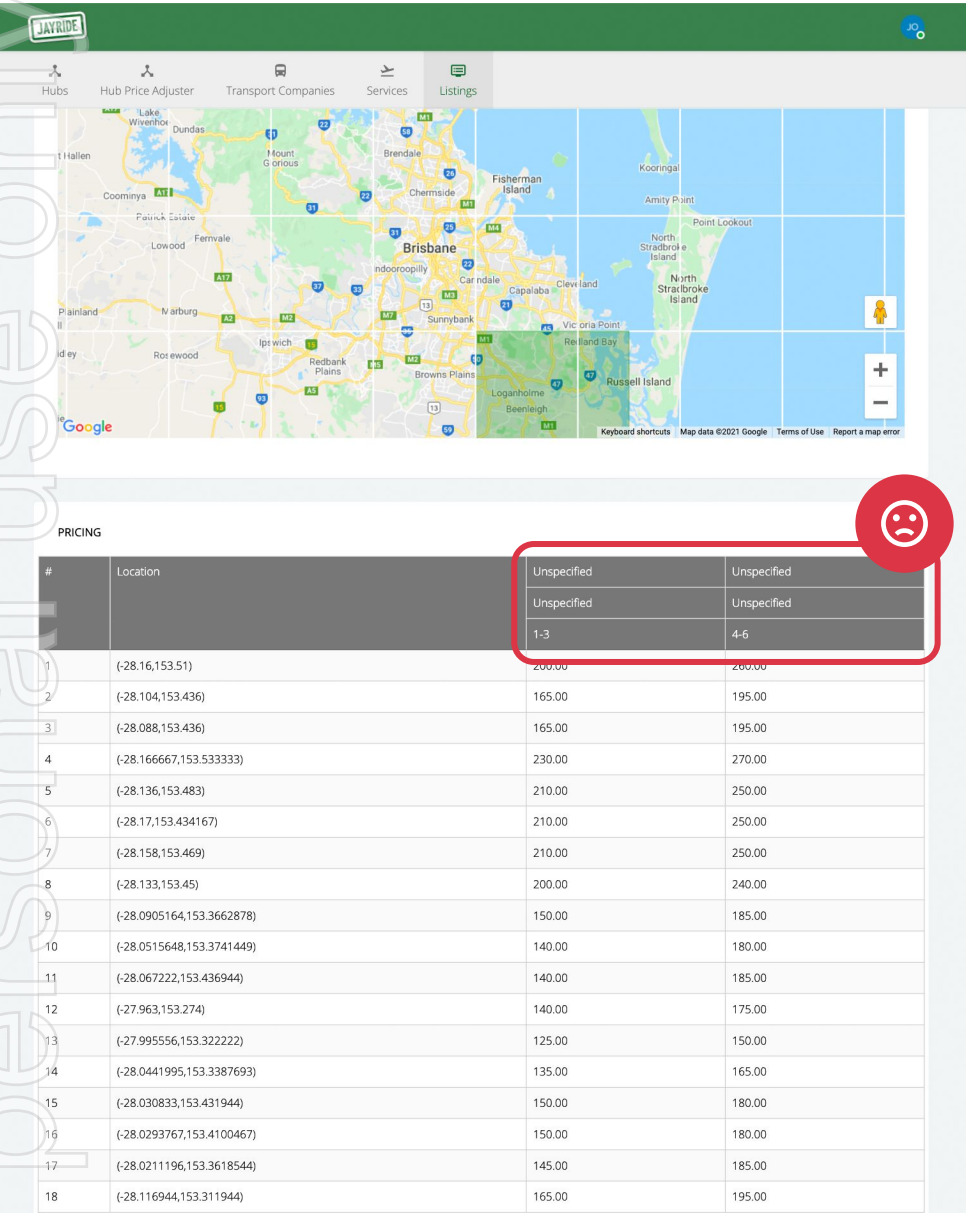
Email Address \* david.khan@business.com

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.



# 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:

Booking.com

cartrawler

Rome2rio

Example partner website:

1 Enter Your Details — 2 Payment

**Protecting you during COVID-19**

**Your booking details**

From [Edit trip](#)  
**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**

[Add your return](#)

**Book smart**  
Customers booked 6,000 return trips every week in 2019\*.  
\*(Figure based on the average over 2019)

**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**

**Trusted, secure and convenient**  
Every month, over 217,000 people ride with us.

[Explore Booking.com Taxi](#)

**Choose your taxi**

 <b>Standard</b> Up to 3 passengers 2 ⓘ Meet & Greet <b>A\$109.94</b>	 <b>Executive</b> Up to 3 passengers 3 ⓘ Meet & Greet <b>A\$134.12</b>	 <b>Luxury</b> Up to 3 passengers 3 ⓘ Meet & Greet <b>A\$149.49</b>	 <b>People carrier</b> Up to 6 passengers 3 ⓘ Meet & Greet <b>A\$152.61</b>
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[Free cancellation](#) [Flight tracking](#) [Tried and trusted drivers](#)

**Heading back to Sydney Kingsford Smith International Airport (SYD)?**  
Make it a return journey for an additional A\$109.94 (approximately)

[Add your return](#)

**Protecting you during COVID-19**  
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 \* First name \* Last name \*

Mr Passenger first name Passenger last name

Email address \* Mobile number \*

Passenger email address +44

**Add flight details**

# 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