



FY18 PRELIMINARY FINAL REPORT INVESTOR PRESENTATION

Rod Bishop, Managing Director
for Taylor Collison, September 2018



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WHO IS JAYRIDE?

Travel E-commerce Marketplace for Ground Transport.

B2C Travel

Travellers use Jayride to compare and book ground transport including shared airport shuttles and private transfers.

B2B Travel

Travel brands use Jayride APIs to add new ancillary revenues by selling airport transfers to their travellers.

- ✓ AU head-office
- ✓ Scaling internationally
- ✓ US largest market
- ✓ 2,000+ transport companies
- ✓ 500+ airports

Connecting travellers with ground transport companies, worldwide.

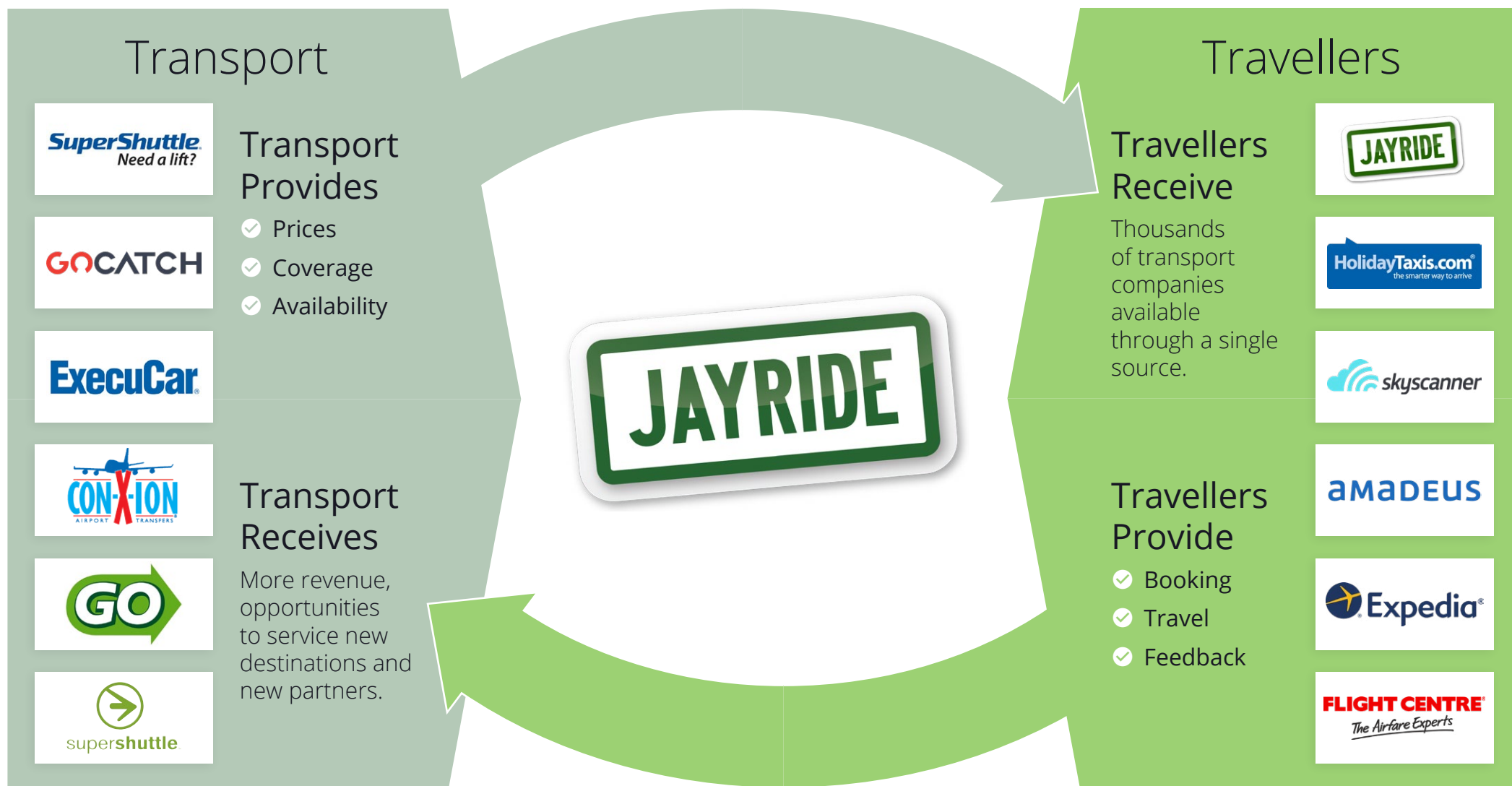


Powering passenger transport bookings for the world's leading travel brands.



HOW JAYRIDE WORKS

Jayride is a marketplace that connects travellers with the best selection of transport companies in destinations around the world.



JAYRIDE'S ADDRESSABLE MARKET OPPORTUNITY

Ground transport is a natural ancillary to online travel. Jayride's opportunity is to bring ground transport companies online.

Riding major industry change in travel and transport

Online Travel
Booking

US\$650bn*

Ground Transport
for Air Travellers

US\$100bn*

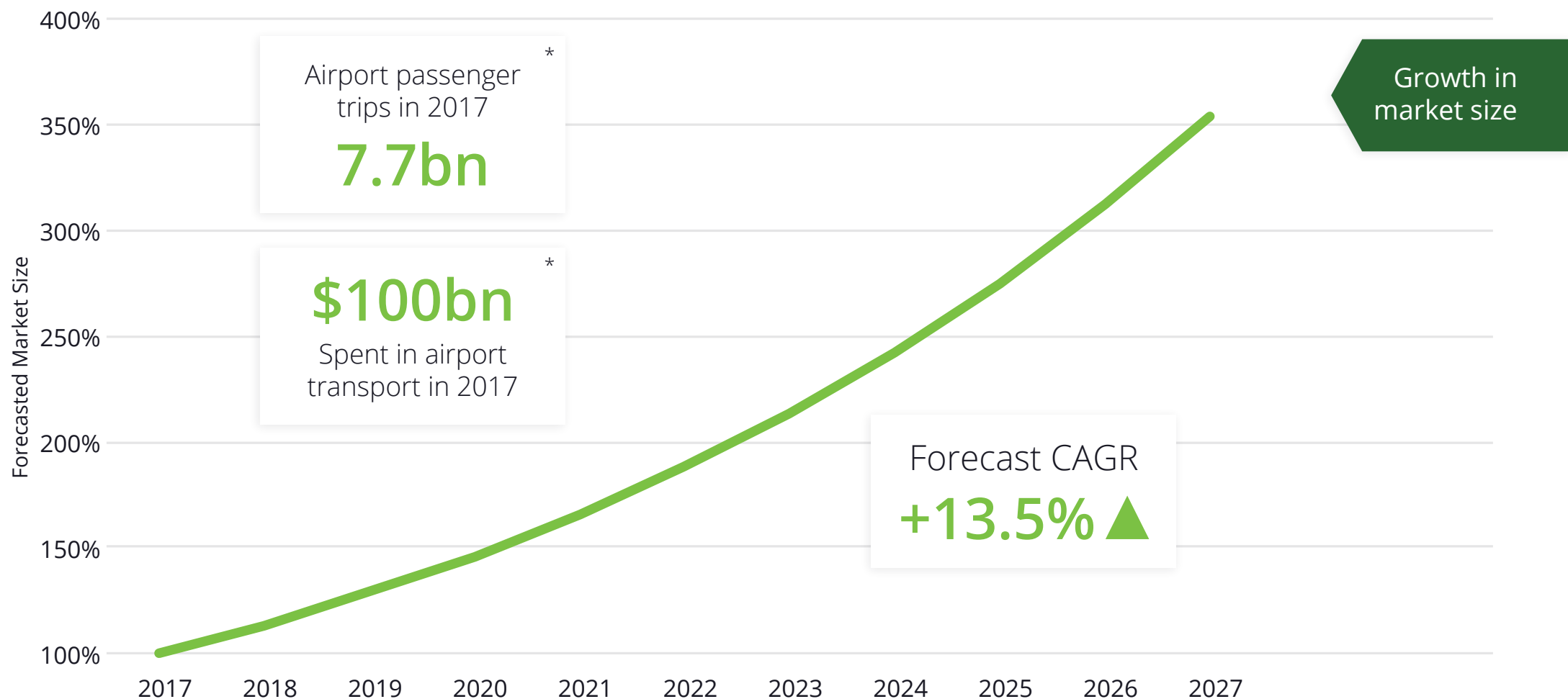
- ✓ Low-Cost Carriers (LCC) reduce margins in airfare, and create a new drive towards ancillary revenues in travel.
- ✓ Travellers increasingly demand 'seamless' travel experiences, including door-to-door.

- ✓ Travellers have more choice in door-to-door and on-demand transport than ever before.
- ✓ "Driver apps" and dispatch technology become commodity and create new opportunities for transport companies.

GROWTH IN ADDRESSABLE MARKET OPPORTUNITY

Jayride's market is growing as more travellers fly, and more transport is booked online in the online travel industry.

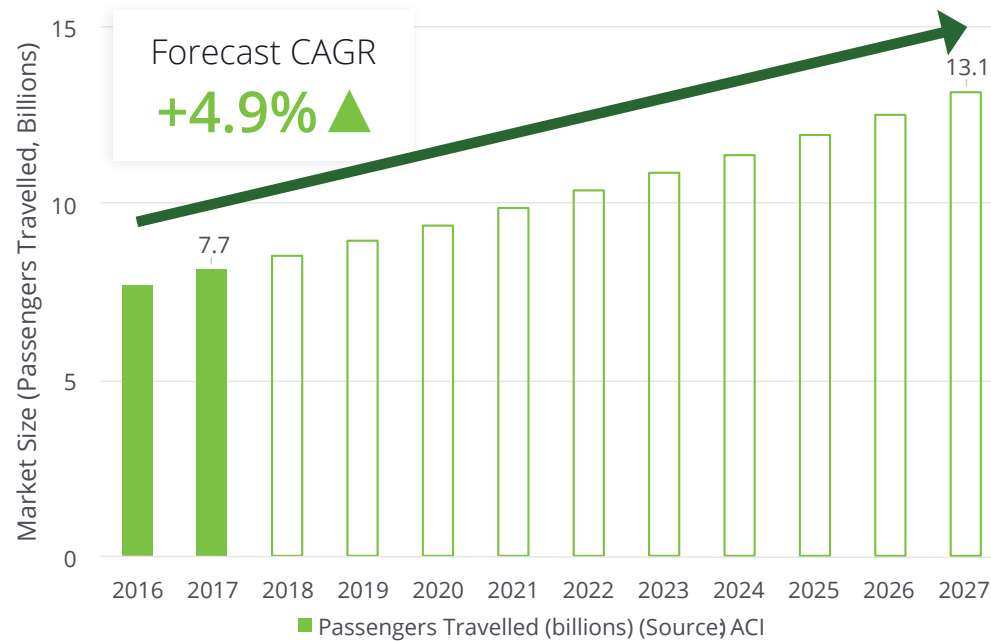
Market Growth Forecast for Online Booking of Airport Passenger Trips



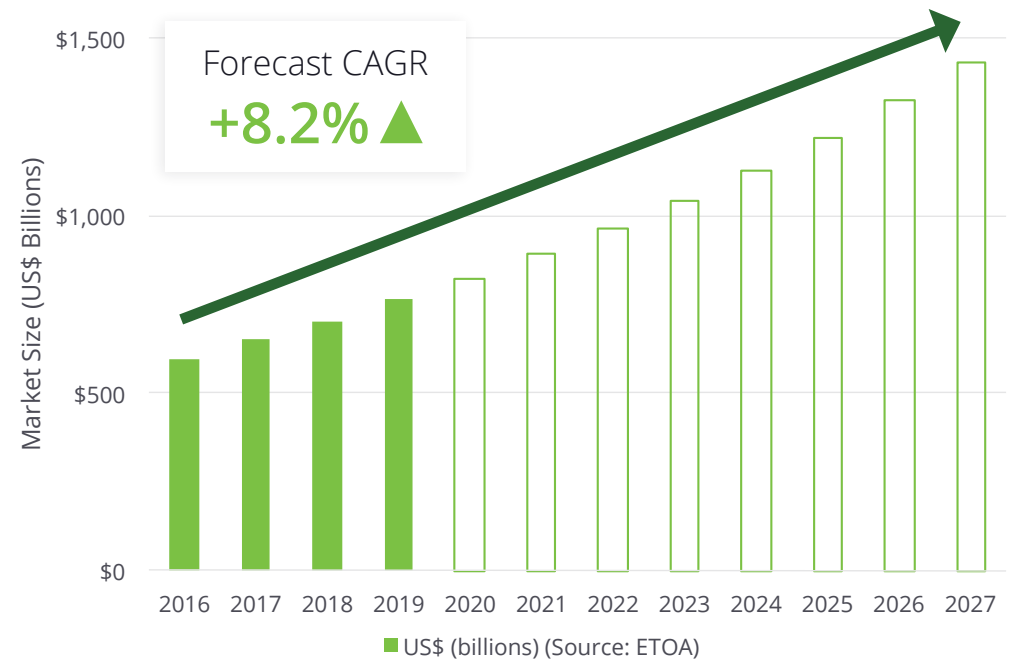
GROWTH IN ADDRESSABLE MARKET OPPORTUNITY

7.7bn passenger trips to and from airports annually, growing at 4.9% per annum.
\$100bn spent on airport transport annually, with growth of online booking.

Growth in Passengers at Airports (10 year forecast)



Growth in Online Travel Booking (10 year forecast)



Frost and Sullivan reports that the estimated size of passenger transport to and from airports is US\$100bn. Airport Councils International (ACI) reports that passenger transport to and from airports reached 7.7bn passengers in 2016, and forecasts this number to double by 2031 based on a projected growth rate of +4.9% per annum. In parallel, travel booking is moving online with European Tourism Association reporting that online travel booking is growing at a projected growth rate of +8.2% per annum.

INCOME STATEMENT

FY18

Strong TTV growth with revenue margin of 25% and improvements to unit profits. Deploying cash into technology for future growth.

Income Statement Summary

	30-Jun-18 AU\$(000's)	30-Jun-17 AU\$(000's)	Movement %	
TTV	9,307	4,744	+96%	▲
Revenue from commissions and fees booked	2,316	1,107	+109%	▲
Commissions and fees refunded	-402	-184	-118%	▼
Other income	538	241	+123%	▲
Net Revenue	2,451	1,164	+111%	▲
Cost of customer acquisition	-1,413	-845		
Gross profit after paid acquisition (GPAPA)	1,038	319	+225%	▲
Operational costs	-1,933	-1,096		
Gross profit after all operational costs (GPAAOC)	-895	-777	-15%	▼
Corporate costs (including IPO costs)	-432	0		
Gross profit after operational and corporate costs	-1,327	-777	-71%	▼
Growth costs (excluding capitalised development costs)	-2,734	-1,249		
Growth costs paid as shares (including IPO costs)	-1,162	-181		
Operating EBITDA	-5,223	-2,207	-137%	▼
Commissions and fees booked to TTV margin	25%	23%	+7%	▲
GPAPA margin	45%	29%	+56%	▲
GPAAOC margin	-39%	-70%	+45%	▲
Operating EBITDA margin	-226%	-199%	-13%	▼

+109% ▲

Commissions &
fees booked

+96% ▲

TTV

+111% ▲

Net Revenue

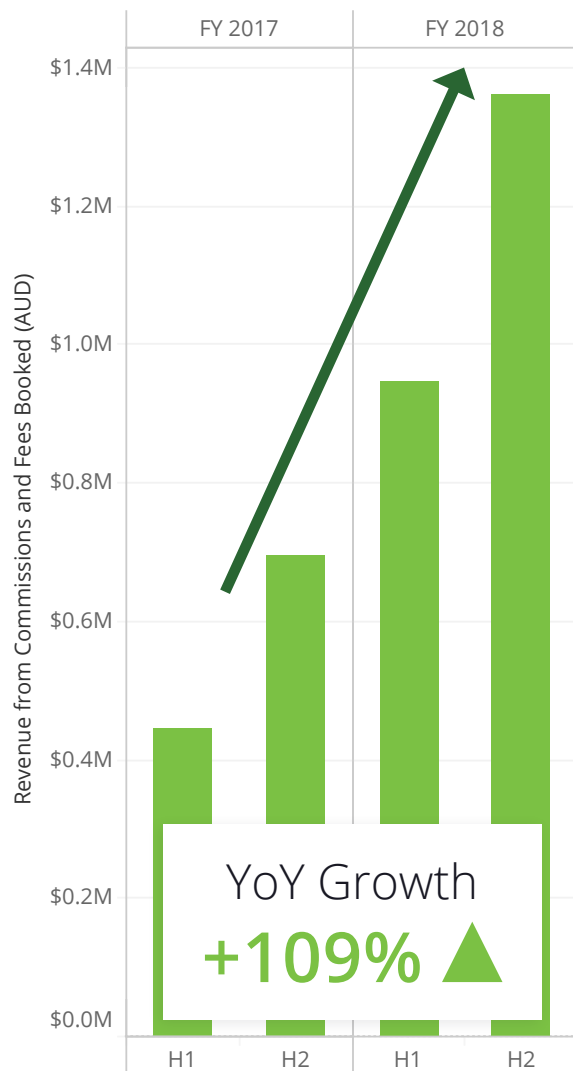
+225% ▲

GPAPA

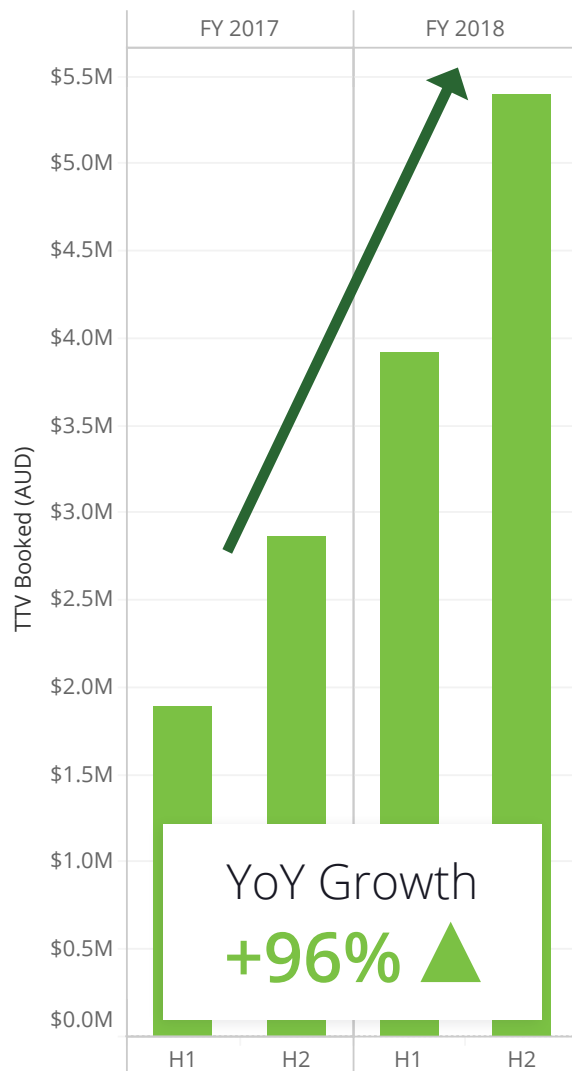
STRONG GROWTH IN KEY METRICS

Strong track record of growth across all key metrics. Increasing return on every passenger trip booked.

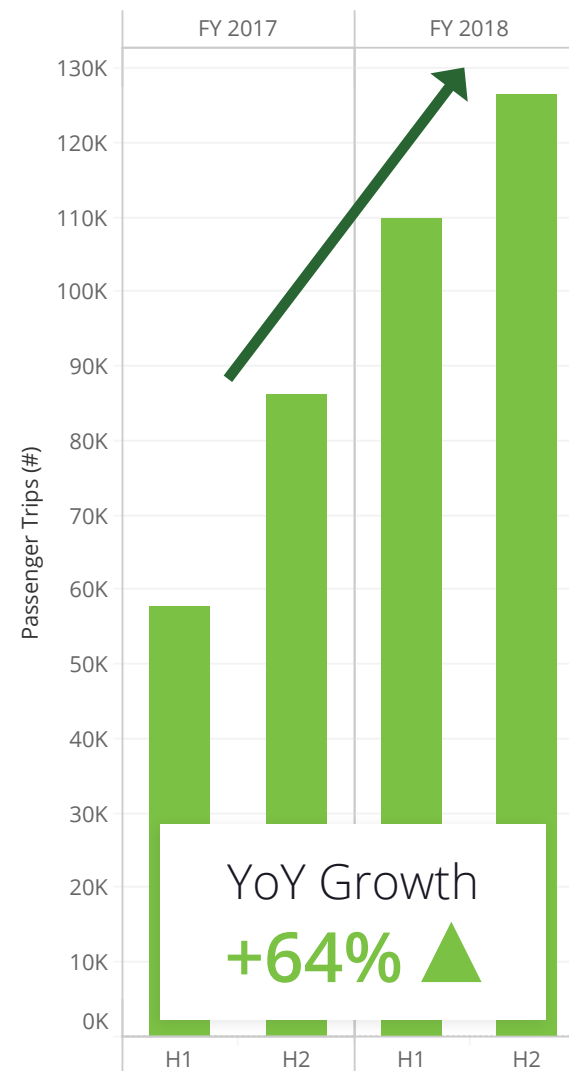
Commissions and Fees Booked



TTV Booked



Passenger Trips Booked



Continued
year-over-year
(YoY) growth

JAYRIDE

PASSENGER TRIPS REVENUE AND PROFIT

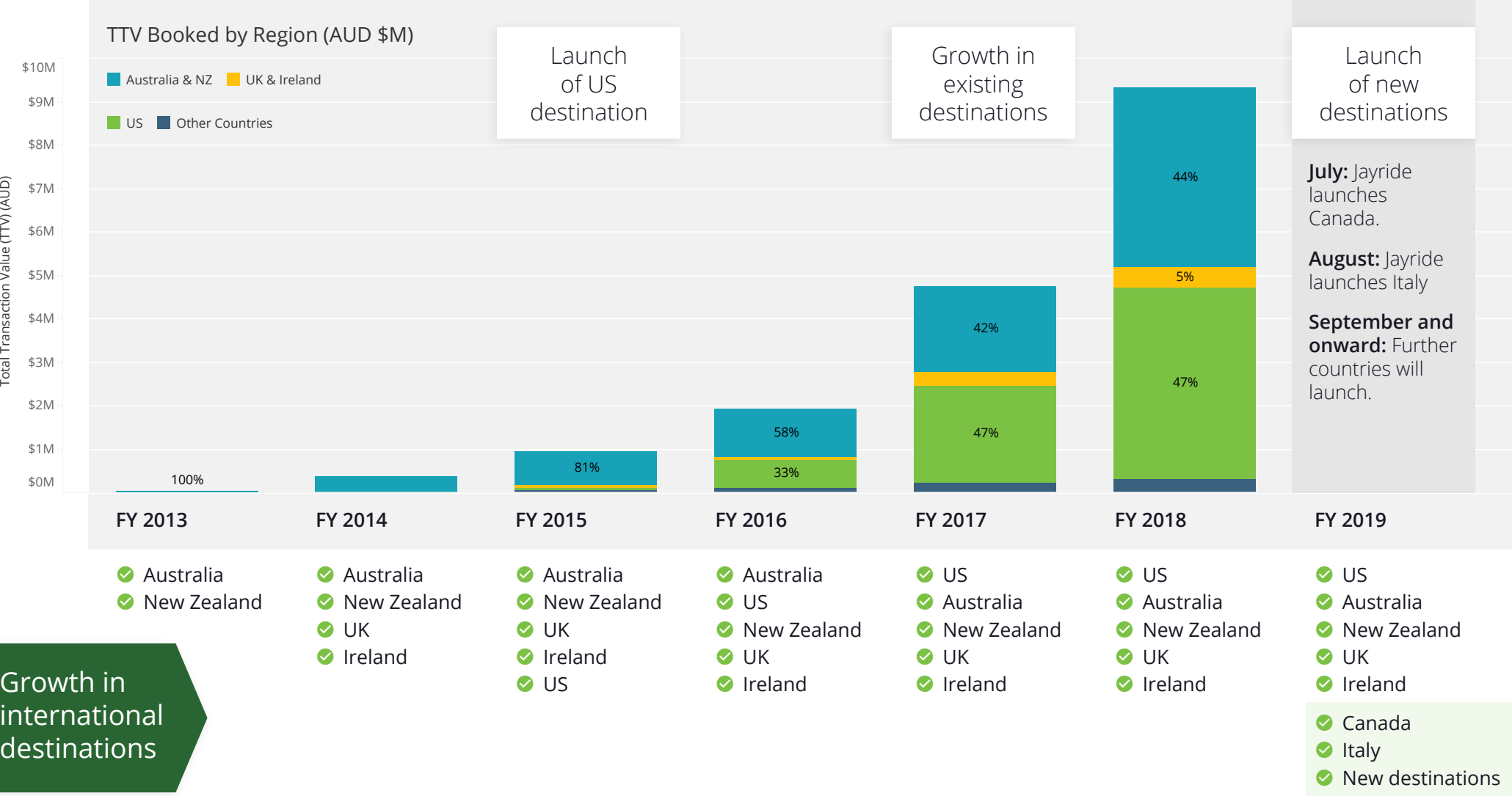
Commissions and Fees from passenger trips continue to grow revenue and Gross Profit after Paid Acquisition (GPAPA)

Revenue and Profit from Commissions and Fees Booked



EXISTING AND NEW DESTINATIONS

Two ways to grow: Growth by launching new destinations, and by growing market share inside existing destinations.



GROWTH IN EXISTING DESTINATIONS

Jayride outperforms the market in each existing destination. As more travellers move online, Jayride captures new market share.

Growth in passenger trips

Jayride
+116% ▲

VS

All Airports *
+4.9% ▲

Growth in passenger trips

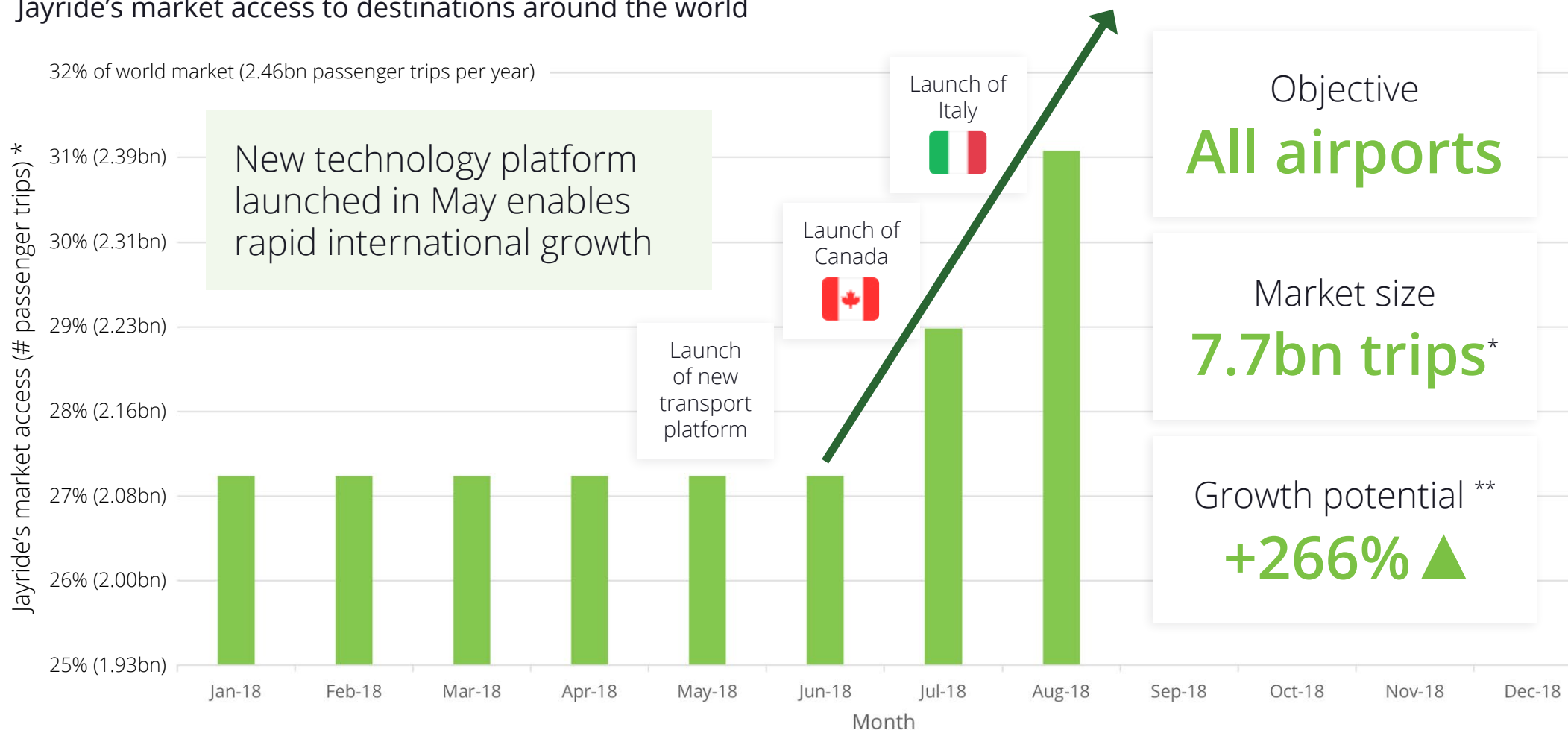
Regions	Airport	Jayride	Airport *
United States	LAX	+185% ▲	+4.5% ▲
	SFO	+119% ▲	+5.1% ▲
	LAS	+182% ▲	+2.2% ▲
	JFK	+254% ▲	+0.7% ▲
	MCO	+213% ▲	+6.4% ▲
Australia	SYD	+89% ▲	+3.6% ▲
	MEL	+143% ▲	+3.6% ▲
	OOL	+96% ▲	+2.1% ▲
United Kingdom	LHR	+170% ▲	+3.0% ▲
New Zealand	AKL	+70% ▲	+7.3% ▲

Capturing
share in
every market

LAUNCH INTO NEW DESTINATIONS

Jayride is rolling out internationally with a repeatable market capture strategy, to rapidly launch new airports around the world.

Jayride's market access to destinations around the world



* Source: Airports Council International (ACI), "World Airport Traffic Dataset," <http://www.aci.aero>.

13 ** +266% is achieved if Jayride increases market access from 27% to 100% of airport passenger trips, without any further increases to market share.



FY18 GROWTH ACTIVITIES ACHIEVED

In FY18 Jayride deployed \$4.3m into growth to launch transport and service platforms that will empower future economic returns at scale.

New platforms and team built for rapid international expansion

Launched new transport technology platform.	▶ Enables faster cost-effective international expansion.	✓
Launched transport in new international destinations.	▶ Enables long-term revenue growth.	✓
Launched new customer service technology platform.	▶ Enables scaling traveller service, and strong traveller retention.	✓
Launched new traveller acquisition channels for B2C.	▶ Enables long-term cheaper cost of customer acquisition.	✓
Launched major new travel partnerships for B2B.	▶ Enables long-term revenue growth.	✓

Recruited a world-class team

- ✓ 14 headcount of Sydney-based technology product and engineering team members (+100% compared to PCP FY17).
- ✓ Now launching 30+ new product releases per quarter (Q4 FY18, +340% compared to PCP Q4 FY17).

Eligible for R&D tax incentives

- ✓ For FY18, with \$4.3m of growth expenditure, Jayride receives a \$854,000 R&D tax incentive (19%).
- ✓ Each year Jayride intends to invest in R&D to create further growth, and be eligible for R&D tax incentives.

FY19 FORWARD OUTLOOK

In FY19 Jayride will leverage its new platforms for growth in existing and new destinations. This strategy has funding for 12+ months.

New Market Capture and New Market Share

Latest update from Q1 FY19:

- ✓ 19 New Countries enter pilot phase using Jayride's new transport technology platform launched in May,
- ✓ 2 New Countries launch already (Canada, Italy), more European and international countries launching soon,
- ✓ \$854k R&D Tax Incentive received.

Flexible cash burn model:

- ✓ Management can scale growth costs up or down to manage burn and seize organic growth opportunities.
- ✓ The company's existing capital is sufficient to fund the current expansion strategy for 12+ months.

FY19 growth initiatives:

Launch further new international destinations.



Enables long-term revenue growth.



Launch further supporting technologies
e.g. currency, language, transportation modes.



Amplify success in new destinations.



Launch further new traveller acquisition channels
and trade channels for B2C and B2B.



Grow profit and market share in existing destinations.



OUR VISION

“ Every traveller will demand a door-to-door experience, and every travel brand will want to offer one. ”





OUR MISSION

“ Give travellers access to seamless transport to every destination. ”

JAYRIDE

THE TRAVELLER EXPERIENCE

230,000+

Passengers served in FY18

30,000+

Real traveller reviews now available on Jayride

2,000+

Real transport companies reviewed by travellers

4.2 / 5.0

Average review score of all transport reviews

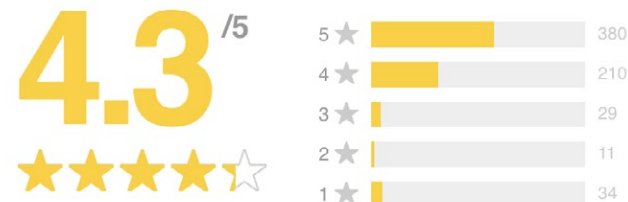
*World-leading source of reviews on transport.
Giving the traveller the best selection and best
service, to compare and make the right choice.*

The most reviews of the most transport companies

- ✓ Jayride is a trusted third-party source of unbiased reviews of transport companies for travellers to read and compare.
- ✓ There is no better source of reviews on transport services, with as many reviews from real travellers, as Jayride.
- ✓ In addition, Jayride's own website is rated 4.3 / 5.0 from 1,800+ reviews at [Feefo.com/reviews/Jayride](https://www.feefo.com/reviews/Jayride)

feefo

Customer Experience Rating



Feefo benchmarks e.g.: Expedia.com 4.3/5.0; Hotels.com 4.5/5.0

JAYRIDE

BALANCE SHEET

FY18

Growth generates cash

- ✓ Payment received from travellers in advance of travel.
- ✓ Jayride holds payment until after travel, then pays transport company.
- ✓ Growth generates positive working capital for the company.

Cash position

- ✓ Cash position increased +364%.
- ✓ \$854,000 Research and Development tax incentive receivable.

Non-current assets

- ✓ \$554,000 of additional growth investment recognised as an intangible asset on the balance sheet after amortisation and R&D tax incentive adjustments.

Net asset position

- ✓ Net asset position increased by +771%

+364% ▲

Cash position

+771% ▲

Net asset position

Funds from Pre-IPO, IPO, profitable revenue, growth in working capital, to fund Jayride's current expansion strategy for 12+ months.

Balance Sheet Summary

	30-Jun-18 AU\$(000's)	30-Jun-17 AU\$(000's)	Movement %
Cash and cash equivalents	3,560	767	+364% ▲
R&D Tax Incentive	854	356	+140% ▲
Trade and other receivables	735	280	+163% ▲
Total current assets	5,149	1,403	+267% ▲
Non current assets	2,737	2,183	+25% ▲
Total assets	7,886	3,587	+120% ▲
Trade payables	1,092	759	+44% ▲
Future transport supplier payments	499	359	+39% ▲
Borrowings	-	425	-100% ▼
Other current liabilities	140	88	+59% ▲
Total current liabilities	1,731	1,631	+6% ▲
Non-current liabilities	45	1,253	-96% ▼
Total liabilities	1,776	2,884	-38% ▼
Net asset position	6,110	702	+771% ▲

CASH POSITION FY18

Cash flow summary

	30-Jun-18 AU\$(000's)	30-Jun-17 AU\$(000's)	Movement %
<u>Operating cash flows</u>			
Net receipts from customers	1,991	1,083	+84% ▲
Customer acquisition costs	-1,413	-845	+67% ▲
Operating and corporate costs	-2,318	-912	+154% ▲
Total operating cash flows	-1,740	-674	+158% ▲
<u>Investing cash flows</u>			
Growth costs (including capitalised development costs)	-4,279	-1,348	+218% ▲
R&D Tax Incentive & EMDG	485	266	+82% ▲
Total investing cash flows	-3,794	-1,082	+251% ▲
<u>Financing cash flows</u>			
Net cash from financing	8,350	1,828	+357% ▲
Total financing cash flows	8350	1828	+357% ▲
<u>Cash movement</u>			
Cash inflow/outflow	2,816	72	+3811% ▲
FX Movements	-23	3	+867% ▼
Total cash inflow/outflow	2,793	75	+4678% ▲
Cash position	3,560	767	+364% ▲
R&D Tax Incentive Receivable	854	356	+140% ▲
Cash Position + R&D Tax incentive	4,414	1,123	+293% ▲

Funds from Pre-IPO, IPO, profitable revenue, growth in working capital, to fund Jayride's current expansion strategy for 12+ months.

FY18 deployment of funds into growth

- ✓ Management strategy to deploy Pre-IPO and IPO funds into growth,
- ✓ 14 headcount of technology product and engineering team members,
- ✓ Significant new transport and service platforms launched in FY18,
- ✓ Operating and investing cash burn decreased every quarter.

FY19 forward outlook

- ✓ \$854k R&D Tax Incentive received in Q1 FY19,
- ✓ Management strategy to continue to deploy current resources into growth,
- ✓ Resources available for growth are up to \$4.4m +/- FY19 operating cash flows,
- ✓ These resources fully fund the current growth strategy for 12+ months.

FY20 forward outlook

- ✓ Expected receipt of additional R&D tax incentive for FY19 and beyond,
- ✓ \$9m of Options from Pre-IPO available for exercise at \$0.55.

254% ▲

Ratio of Operating Cash
Flow to Cash + R&D

Operating and investing cashflows

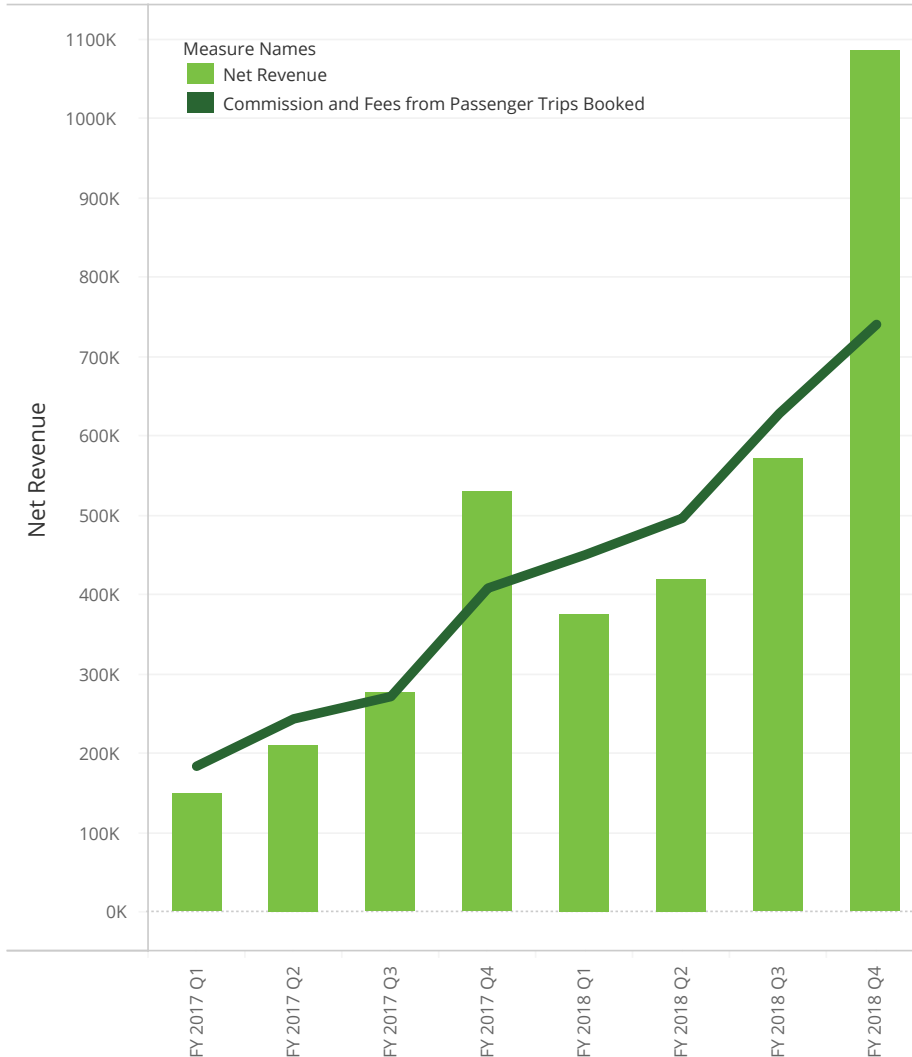
Q1 FY18	-1,657
Q2 FY18	-1,556
Q3 FY18	-1,409
Q4 FY18	-912

Cash burn decreasing
quarter-on-quarter

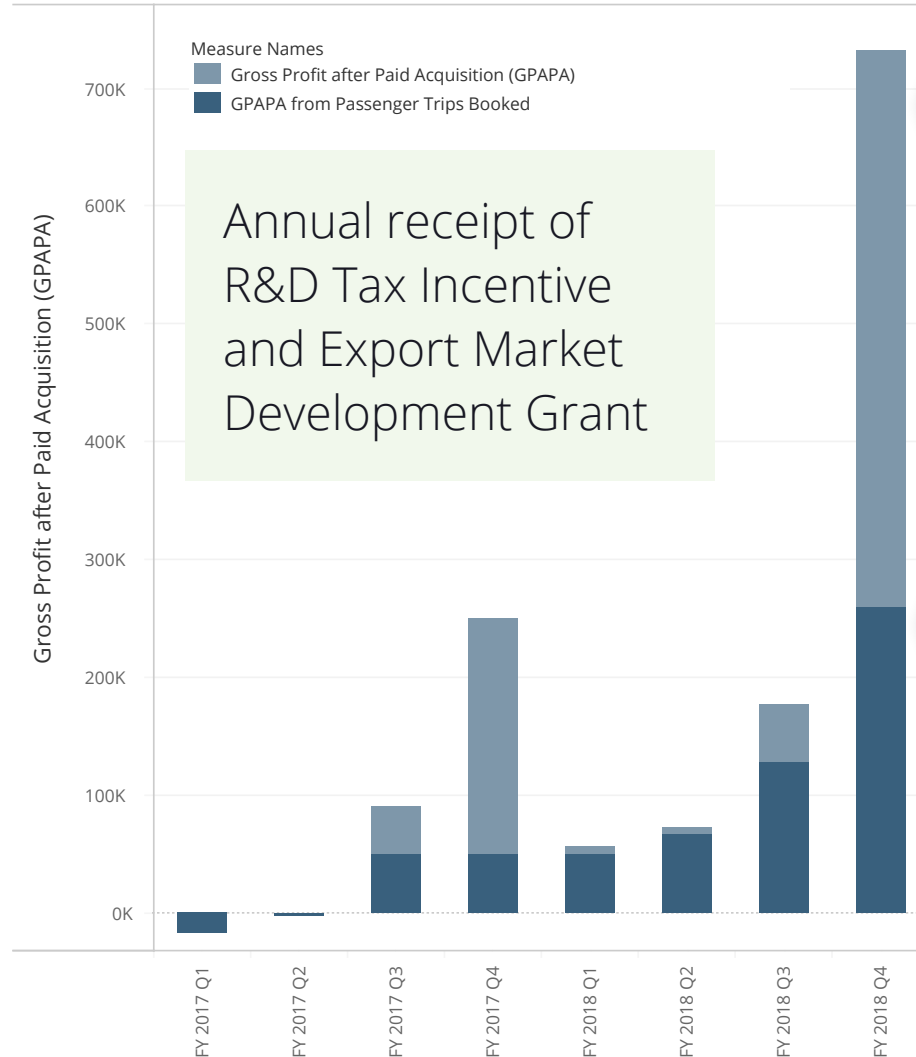
TOTAL GROUP REVENUE AND PROFIT

New record Net Revenue and Gross Profit after Paid Acquisition (GPAPA) in FY18, with breakout performance in Q4.

Revenue



Profit



Increase from R&D tax incentive and EMDG grant

R&D tax incentive receipt in Q1 FY19

Increase from passenger trips booked

JAYRIDE

APPENDIX

WEBSITES FOR TRAVELLERS

Mobile-first responsive web app.

B2C model: Jayride sells passenger transport direct to travellers at jayride.com

JAYRIDE The Transfer Comparison Site

Support ▼ AUD\$ ▼

Select Book Confirm

Penrith Blacktown Sydney

M2 M7 M4 M5 A38 A8

27.6km 36min

JAYRIDE English ▼

THE TRANSFER COMPARISON SITE

Pick-up From

Drop-off To

Mon, 18 Apr 22:30 (10:30PM)

Tue, 11 May 22:30 (10:30PM)

1 Person

Return Book return & save

JAYRIDE The Transfer Comparison Site AUD\$ ▼

25 results Sort by Price (Lowest) FILTER

REDY2GO Airport Shuttle

3.8 OK 55min 1-9 2pp Shared

AUD \$16.00

Price is for 2 people. Cancel free 24 hrs+ before pick-up.

DETAILS SELECT >

Included: Extra:

Rapid Shuttle

3.0 55min 1-9 2pp Shared

AUD \$20.00

Price is for 2 people. Cancel free 24 hrs+ before pick-up.

DETAILS SELECT >

Included: Extra:

JAYRIDE The Transfer Comparison Site AUD\$ ▼

Select Book Confirm

Nice choice! Let's finish your booking and get your trip started.

REDY2GO Airport Shuttle

4.2 Great 35min 1-9 1pp Shared

AUD \$16.00

Price is for 2 people. Cancel free 24 hrs+ before pick-up.

DETAILS

Included: Extra:

Transfer Details

Filter

Type Shared \$16+ | 55min Private \$199+ | 35min

Average rating 31/31

NOT RATED	LOW 1 - 2.9	MID 3 - 3.9	HIGH 4 - 5
12	1	3	15

Price \$16.00 \$123.00

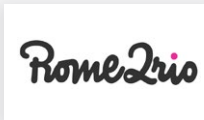
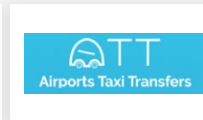
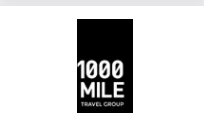
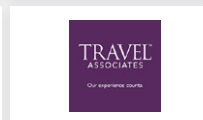
Travellers compare and book

JAYRIDE

www.jayride.com

ENABLING TRAVEL BRANDS

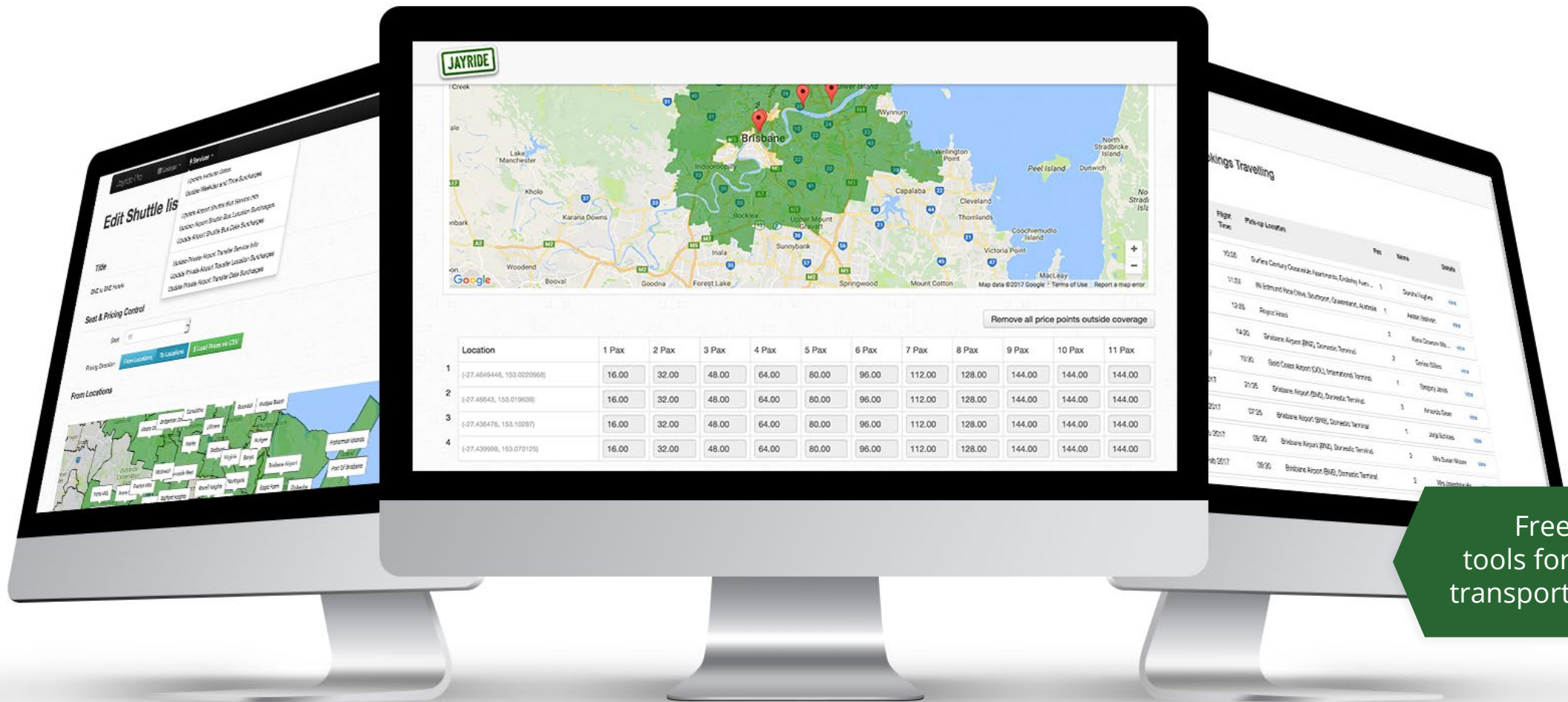
B2B model: Jayride sells transfers through the world's largest travel brands.

	FY 2017	Newly added in FY 2018
Technology platforms		
Online Travel Agencies & Travel Search Engines	  	 
Wholesalers & Brands	 	    
Travel Management Companies	    	        



TECHNOLOGY FOR TRANSPORT

World's only geospatial extranet for transport companies enables the fastest, cheapest, and widest aggregation of airport transport information.

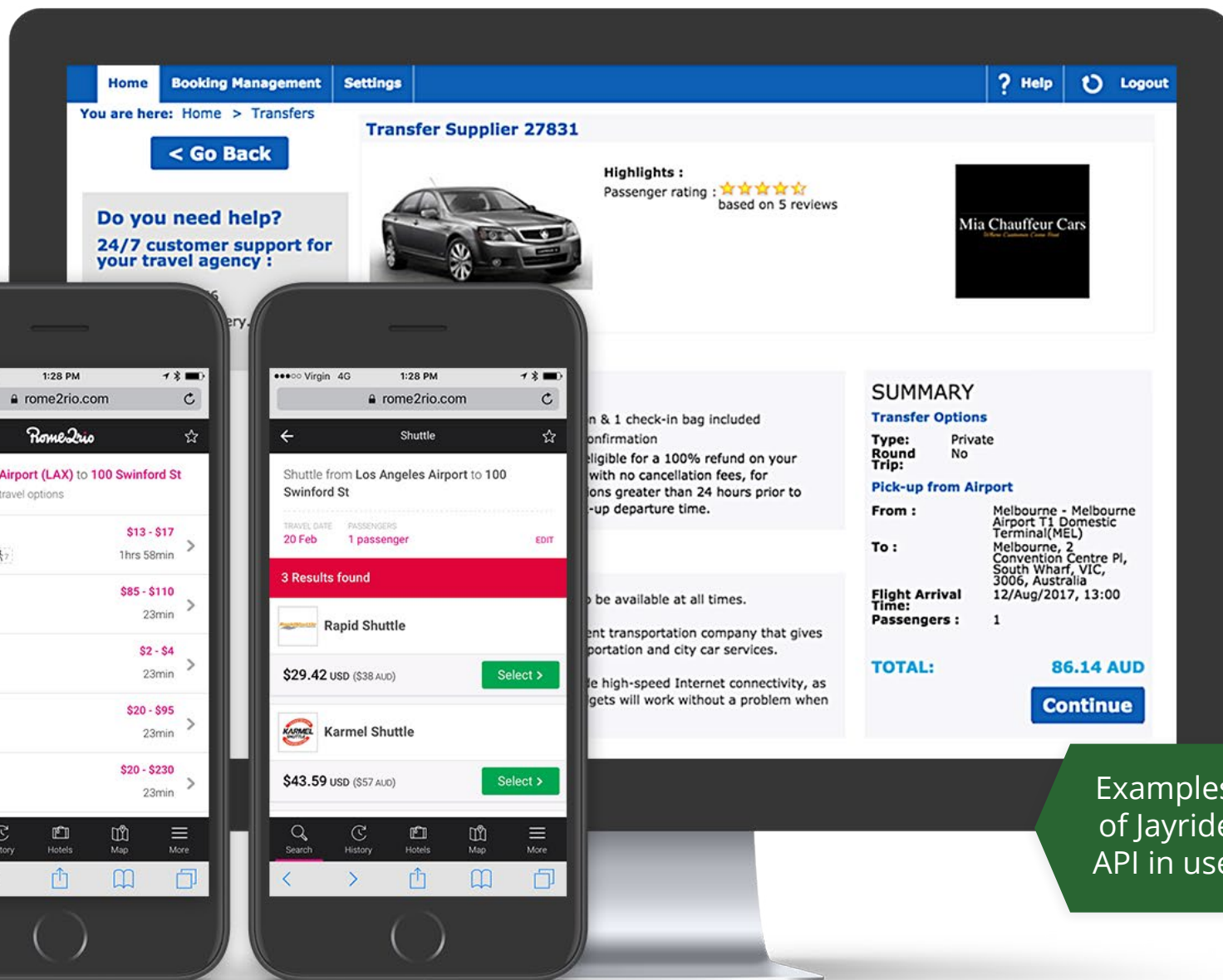


Free
tools for
transport



API FOR PARTNERS

Add airport transfers for new ancillary revenues.



RECENT SECTOR M&A ACTIVITY

A snapshot of acquisitions of Australian Online Travel Marketplaces and Meta-Search Engines by local and international acquirers.



HotelsCombined acquired by Booking Holdings



Wotif acquired by Expedia



Stayz acquired by HomeAway



Dimmi acquired by TripAdvisor



Online Republic acquired by Webjet



Viator acquired by TripAdvisor



JAYRIDE MARKET CAPITALISATION

Shares and Options as issued

Shares on issue	(#)	Market capitalisation and EV	(AU\$)
Ordinary shares not escrowed	53,477,652	Market capitalisation (at 14/09/18 closing price)	\$ 33,669,550
Ordinary shares under escrow until 29/01/2020 *	22,184,259	Cash and cash-equivalents (including R&D incentive receivable)	\$ 4,414,000
Total Shares on issue	75,661,911	EV	\$ 29,255,550
 Share Options on issue	 (#)		
Options from Pre-IPO under escrow until 18/12/2018 **	9,929,329		
Options from Pre-IPO under escrow until 29/01/2020 * / **	6,405,409		
Options from ESOP ***	2,378,198		
Total Options on issue	18,712,936		

Pro-forma Shares on a fully diluted basis, assuming Options exercise

Shares on issue	(#)	Market capitalisation and EV	(AU\$)
Total Shares on issue after Options Exercise	94,374,847	Market capitalisation (at \$0.553 Options exercise price)	\$ 52,189,290
		Cash through exercise of Options from Pre-IPO	\$ 9,033,110
		Cash through exercise of Options from ESOP	\$ 1,267,580
		EV	\$ 41,888,601

Pro-forma section is illustrative only to show the dilutionary effect of Option exercise at the Strike Price of \$0.553

* Shares and Options include those issued to Founders and Directors

** Options from Pre-IPO expire 31 March 2020, with an exercise price of \$0.553. 16.3m total Options have a total face value of AUD\$9m

*** Options from ESOP expire 30 June 2023, vesting over 4-years, with an exercise price of \$0.533



ABOUT JAYRIDE

Jayride.com provides seamless transport experiences for travellers by allowing them to compare and book airport transfers around the world. With Jayride.com, travellers can compare and book with 2,000+ transport companies, servicing destinations from over 500+ airports across North America, Europe and the Pacific.

The Jayride.com platform aggregates airport transfer companies and distributes them to travellers at Jayride.com; and via partnerships with other travel technology platforms, travel agencies and wholesalers. These partners implement Jayride.com APIs to sell airport transfers and add new incremental ancillary revenue to their travel businesses.

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

For more information, please visit 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.



FOR MORE INFORMATION

Please contact Rod Bishop, Managing Director
corporate@jayride.com