

ASX Announcement

4th March 2024

Strategic Review Outcomes Investor Presentation

Jayride Group Limited (ASX:JAY) (“**Jayride**” or the “**Company**”) the global online travel marketplace for airport transfers today provides the annexed Investor Presentation following the completion of its earlier announced Strategic and Operational Review.

For more information please contact

Rod Cuthbert

Executive Chairman

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ASX release authorised by Rod Cuthbert, Chairman, Jayride Group Limited.

About Jayride Group Limited (ASX:JAY)

Jayride Group is a leading publicly listed online travel marketplace for airport transfers, where travellers compare and book rides around the world. With Jayride, travellers can compare and book with 3,700+ ride service companies, servicing 1,600+ airports in 110+ countries around the world which cover 95% of world airport trips, including across the Americas, Europe, Middle East, Africa, Asia and the Pacific.

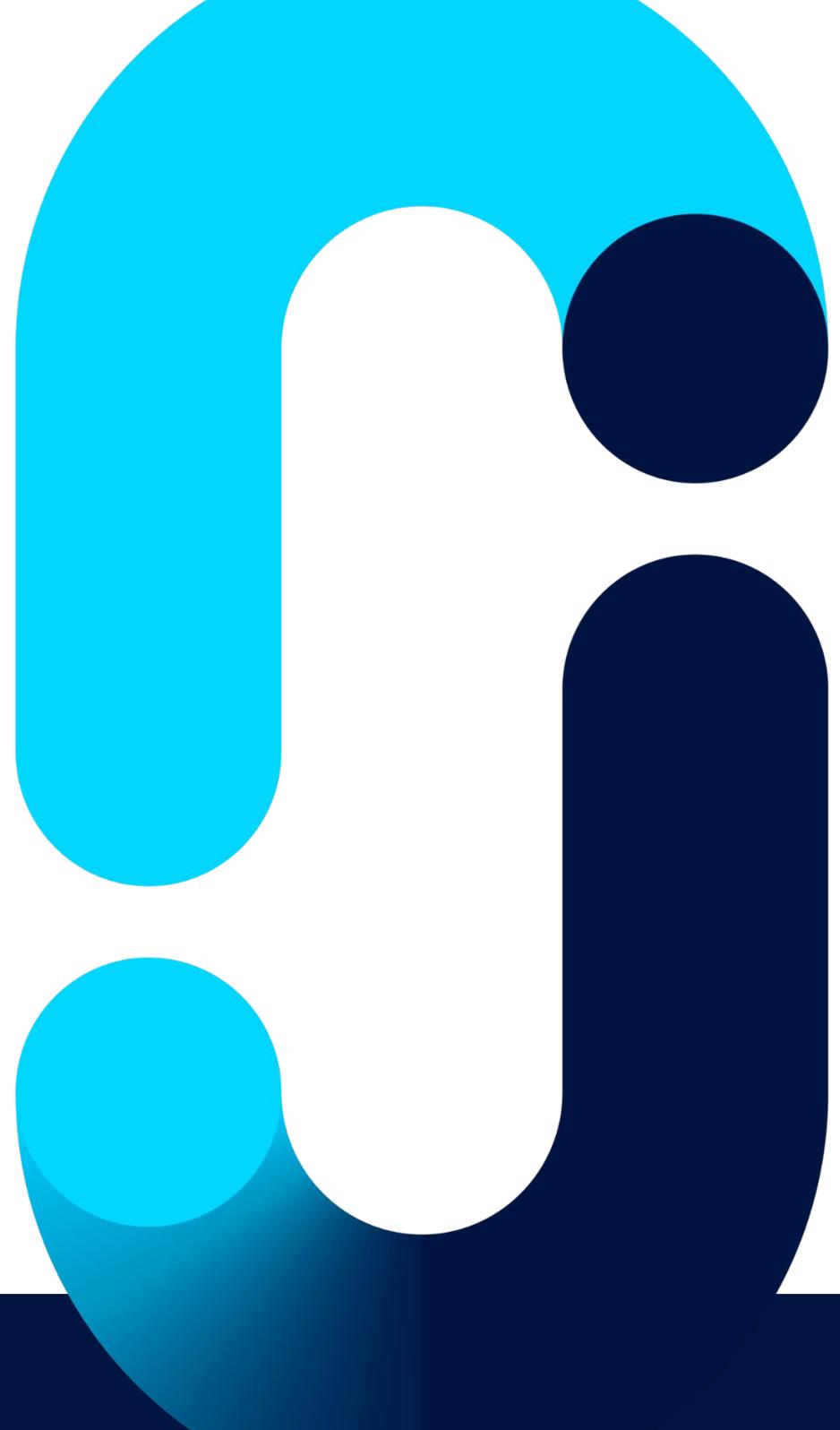
The Jayride platform aggregates ride service companies and distributes them to travellers at Jayride.com, AirportShuttles.com, and via travel brand partners including other technology platforms, online travel agencies, travel management companies, and wholesalers. These travel brands implement Jayride APIs to sell door-to-door ride services that build traveller confidence and grow their core travel business.

Founded in 2012, Jayride Group is a global company incorporated in Australia and listed on the Australian Securities Exchange (ASX:JAY).

For more information, please visit www.jayride.com

Jayride Strategic Review Investor Presentation

ASX:JAY
March 2024



Strategic Review Outcomes



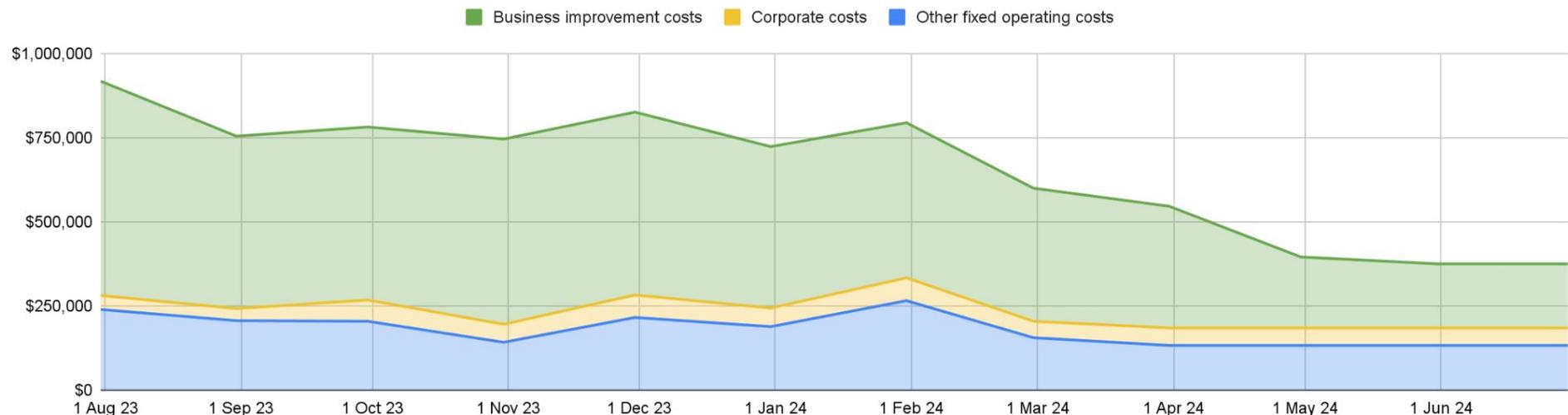
Significant Cost Reductions

44% reduction in fixed costs saving \$3.75 million per annum and shortening path to cash flow positive

- Identified and executed fixed cost savings totalling \$3.75 million on an annualised basis
- Cost saving activity not expected to materially impact ability to achieve future growth
- Potential variable costs savings also identified and being executed
- Initial impact seen in Q3 FY24 with full realisation of reduced cost base from current Q4 FY24
- Future increases in expenditure to align with profitability focus

- Simplifying future financial reporting with a full impairment of technology assets in 1H FY24
- Technology costs to no longer be capitalised in future reporting periods - better aligning cash flows with the income statement
- \$1.5 million capital raising announced in February 2024 to deliver significant runway given reduced cost base
- Fixed cost savings bring pathway to cash flow positive within sight - comparing 1HFY24 operational cash flows of -\$2.31 million vs \$1.87 million of savings (half-annualised) in future periods

Anticipated reduction in monthly fixed costs following the restructures and associated costs.



Stricter Focus

- Focus on higher contribution margin over commoditised high volume channels
 - Reevaluate each channel partner's role as a contribution driver
 - Certain channel partners generate high volumes of lower average order value bookings and low contribution margin
 - Revise focus towards markets where these channel partners can deliver high margin bookings
- Organic, paid, and affiliate effort to focus on higher average order value markets - such as the Americas
- Focus on selected traveller audiences & locations, eg
 - English-speaking travellers in non-English speaking countries
 - Luxury transfers to match luxury travel
 - Large family groups with extra luggage & seating
- Aligning marketing communications strategy towards reassurance and confidence over incentives to book
- Travel agents and consumer channels to be focus over partner channels
 - Travel agents are creatures of habit: once they adopt Jayride they're inclined to remain loyal

Targeting higher margin, larger average order value segments and abandoning the “anyone, anywhere” approach



New Pricing Strategy

- Complex discounting models applied to chase volume have undermined historical contribution profit
- A % markup based pricing model used to set retail fares has resulted in low cart sizes that do not always cover costs and high cart sizes that are too expensive for travellers and price sensitive channels
- A new "net plus" pricing model is providing flexibility to take into account agency commission, variable costs, refund assumptions and contribution per trip targets at an IATA, channel and service level
- The new pricing model allows the control needed to shift booking volume to higher cart size, more profitable bookings and reduce unprofitable booking volume

Early indications from pricing model tests show increased contribution per trip without a significant reduction in passenger trips

Moving to a "net plus" pricing model, avoiding highly commoditised segments, and limiting discounting for volume

Sample Data Set from New Pricing Strategy		
Total Contribution	▲	+70% compared to prior month in 2024
Net Revenue per Trip	▲	+28% compared to prior month in 2024
Contribution per Trip	▲	+68% compared to prior month in 2024
Trip Volume	▲	+1% compared to prior month in 2024
Focussing on achieving higher margins over increasing volume		

Improving Supplier Relationships

- Improvements to processes and technology for suppliers result in improved net rates and service quality
- Targeting: cancellations, service quality, pick up rates, and net rates
- New automation will make it easier for both larger and smaller suppliers to work with Jayride:
 - Supplier quoting and booking API integrations for generally larger suppliers
 - Portal for smaller suppliers (without APIs) to self-manage price, coverage, capacity, availability, surcharge information
- Focussing on a smaller, curated, quality group of transport suppliers rather than a broader approach
- Build relationships with specialist transport suppliers operating in major markets, eg:
 - Alps2Alps for specialised ski transfers
 - Go Airport Shuttle for improved US coverage
 - Blacklane and Talixo so travel agents can book brands they trust
 - Distribution for key European airport and rail transfers

Working closely with transport partners to deliver technology and process improvements and negotiate towards improving net rates



Example of specialist transport partners offering crucial coverage in major markets

Operational Efficiency and Scale

- Operational efficiency is critical to developing scale sustainably
- Acquisitive growth may be the fastest way to grow profitability beyond what we will achieve organically
- Confidential discussions ongoing towards potential acquisitions which would provide operational efficiencies and scale towards profitability
- Alternative efficient pathways towards scale include investments in automation being explored

Advancing opportunities to acquire operationally efficient businesses and scaling Jayride



“The online travel market is a highly acquisitive space. Mergers and acquisitions are common.”

“We know the type of business that would be attractive to potential acquirers, and also the type of acquisitions we could make ourselves.”

- Rod Cuthbert, Executive Chairman



Our Path Forward

Initial outcomes promising

Early testing of the new pricing strategy during February has resulted in a material improvement in contribution margin with only a marginal drop in trip volume across direct and partner channels.

Strong management team

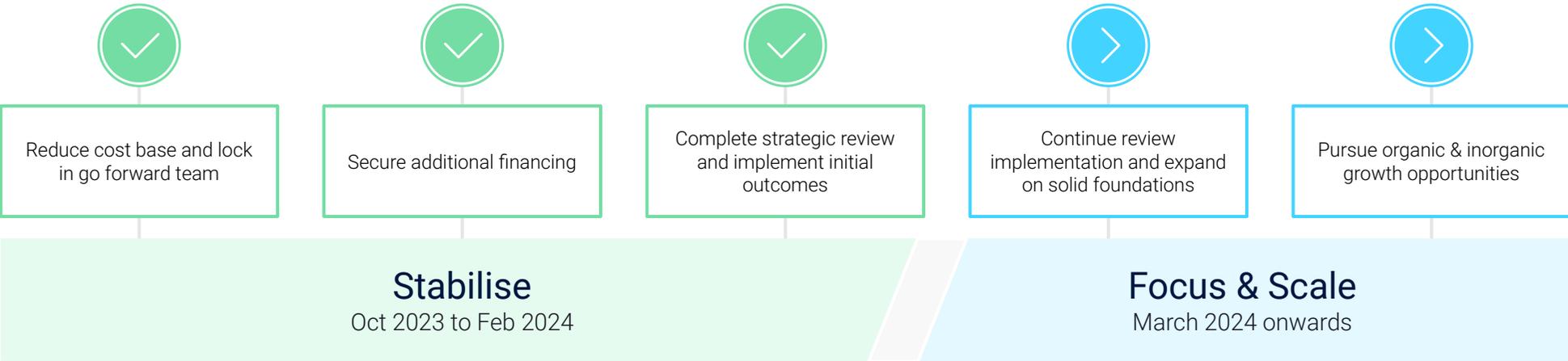
Exec Chairman leading the exec management team continues to work well - with near term focus on delivery of review outcomes before identifying our next CEO.

Focus on profitability

Focus on profitability over trip volumes and TTV is core to this new strategic and operational approach.

Continued investment in technology

Ongoing investment in technology to focus on automation and other process improvements to drive margins.



Jayride Overview

Global Travel Marketplace for Rides

Jayride helps travellers to find and book their rides around the world

Key Facts



Covering 95% of world airport trips



Compare multiple road transport types



\$50M+ invested in scaling tech platform



Well poised to achieve future profitability

The world's leading travel brands and ride service brands use Jayride.



ASX Code	JAY
14 day VWAP (at close 1 March 2024)	\$0.016
Shares on Issue	236,309,118
Market Cap (at 14 day VWAP)	\$3.69 million
Top 20 Shareholders	71.85% Including: Thorney, Fidelity, Acorn, Jonathan Beare, and others
Number of Shareholders	662

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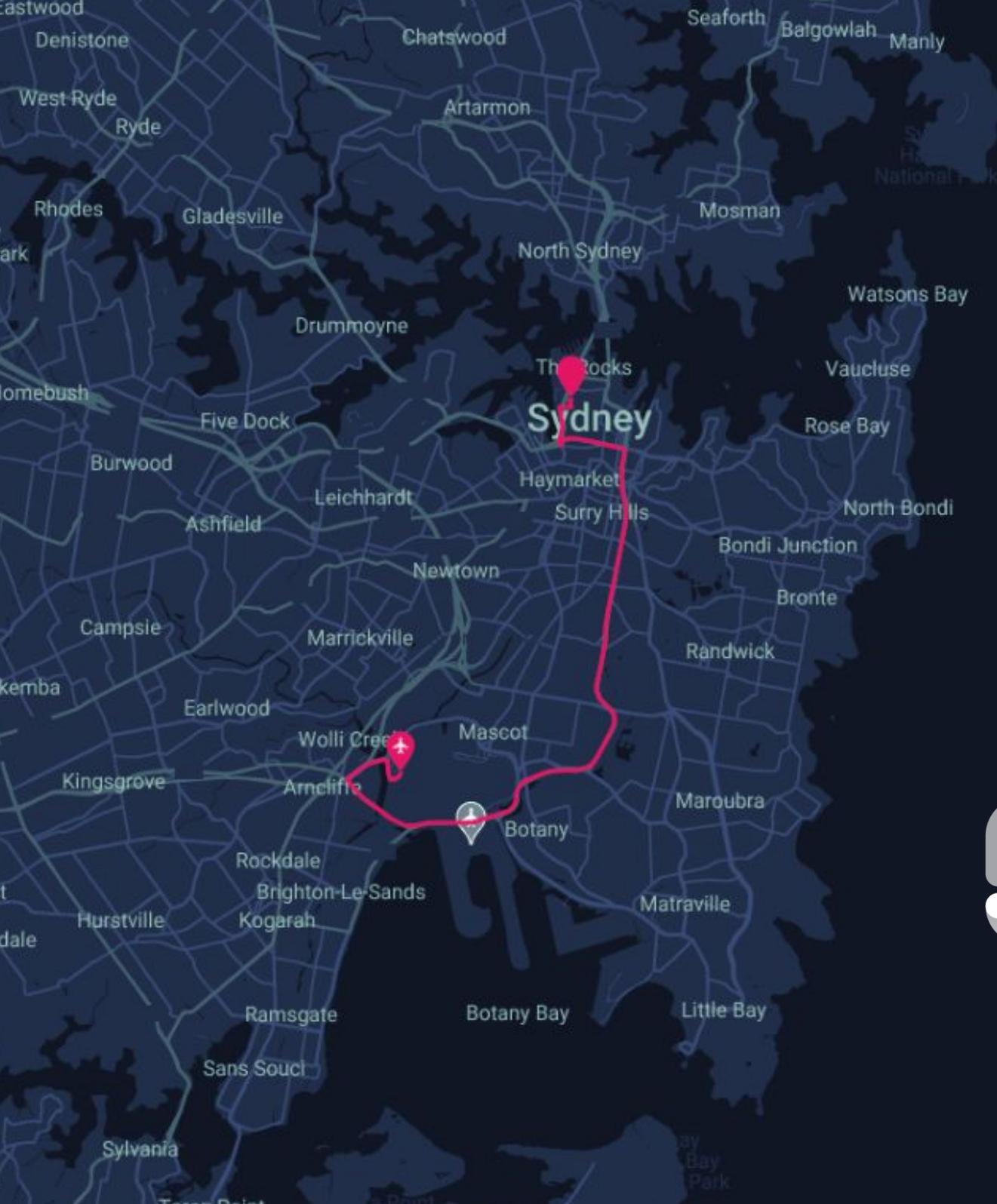
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Disclaimer

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JAYRIDE

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Email corporate@jayride.com

