



Market Release

5 April 2016

Serko and GPU Bring Ride-sharing to the Business Travel Market to Cut the Cost of Airport Transfers

Serko Limited (NZX:SKO), a leader in online travel booking and expense management for business has today announced a new ridesharing service called GPU Ride, in partnership with Australian company Get Picked Up. The new service, which can be booked through Serko Online immediately for transfers from Sydney CBD to Sydney Airport, offers users a significantly cheaper alternative to Private Hire vehicles and licensed taxis.

The service is launched off the back of recent regulatory changes in New South Wales where ride-sharing has been legally recognised. By using private cars rather than Private Hire vehicles, Serko Online users can now pre-book and pre-pay for a Sydney CBD to Airport transfer using GPU Ride for a fixed fare of \$35 compared to an average of \$47 in a licensed taxi. GPU Ride will be rolled out nationwide over the next few months as other states align their regulations with New South Wales.

Darrin Grafton, Serko CEO said “Traditional ride-sharing services, like Uber X, can be problematic for business travellers getting to and from the airport, as they don’t allow pre-booking or pre-payment. GPU Ride targets the business market directly with pre-booking, pre-payment and pre-approval via Serko Online. It gives organisations all of the price benefits of traditional ride-sharing, with the predictability and convenience of a Private Hire service.”

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About Serko

Serko is Australasia's leading online travel booking and expense management company for businesses and is listed on the New Zealand Stock Exchange Main Board (SKO.NZ). With its HQ in Auckland New Zealand, and with offices in Sydney Australia, Xi'an City China and Gurgaon, India, Serko employs more than 130 people worldwide. Serko Online is an integrated Online Booking Tool (OBT) used by administrators and travellers to book flights, accommodation and car hire from the broadest possible set of travel providers. The OBT ensures that travel bookings comply with corporate travel management policy without limiting the users choice of travel provider.