

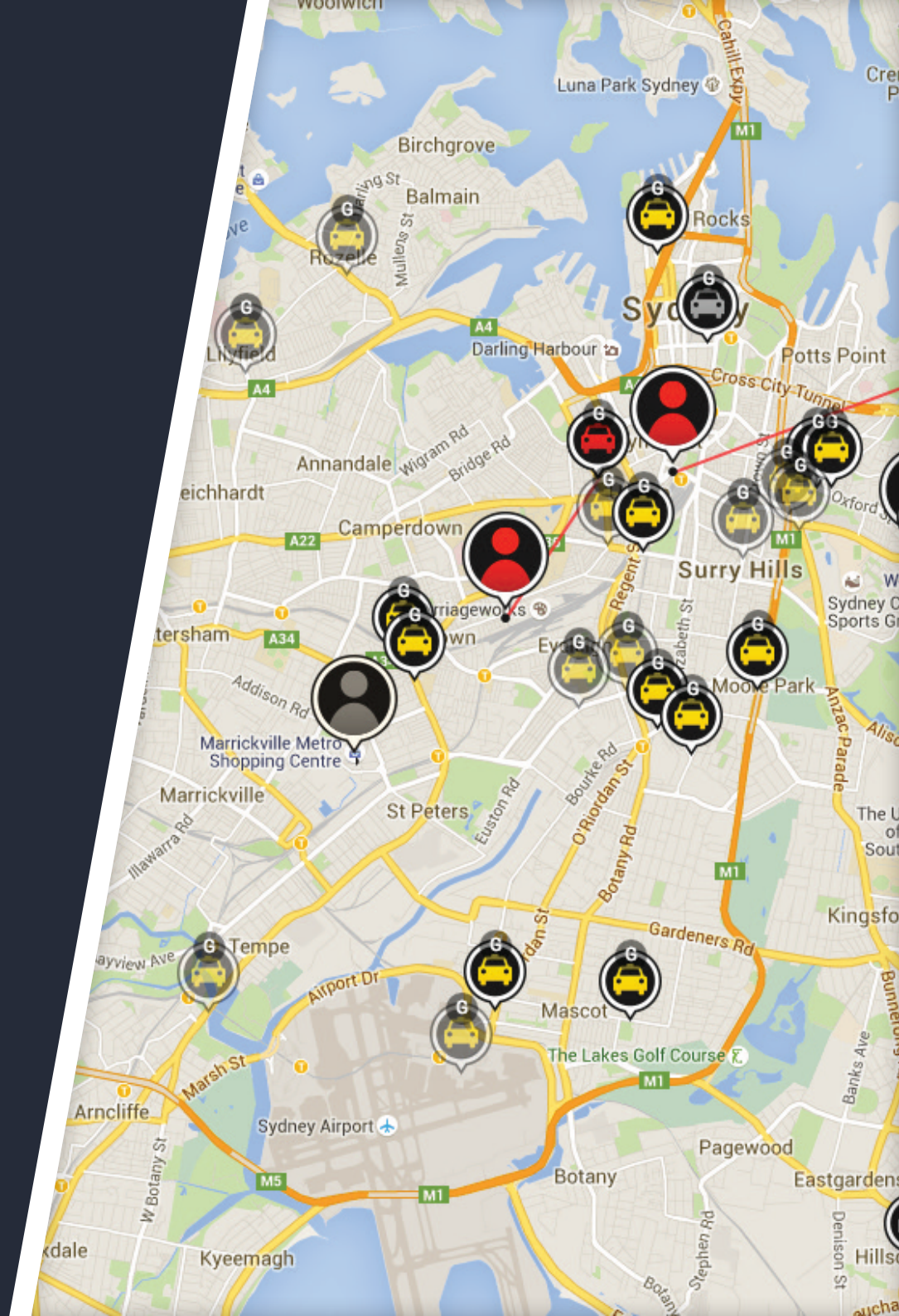
May 2016



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## INVESTMENT HIGHLIGHTS

### Ridesharing Market Overview

- Legalised in the ACT and NSW in late 2015; SA 2016
- Legalisation expected in VIC and WA in 2016/17
- Market has grown from nothing in 2014 to an estimated 15 million bookings in 2016 and c. 25 million bookings in 2017
- Taxi industry is being disrupted by Ridesharing

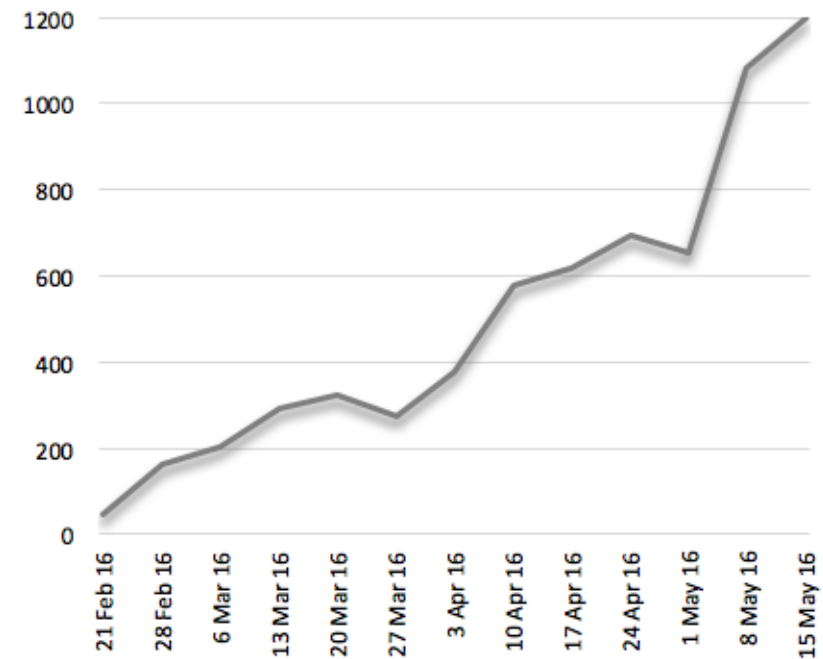
### The GoCatch Vehicle Booking Platform

- Experienced Management Team
- 175,000 sms verified passengers
- c. 40% of all the new Passengers now electing to use Ridesharing
- c. 5,000 completed rideshare bookings per month (growing rapidly)
- c. 40,000 completed taxi bookings per month
- \$1.25m f jobs being processed per month
- No. 1 domestic rideshare and taxi booking brand
- Low capital intensity bookings driven model
- Scalable and robust technology on par with global disruptors

### Ridesharing with GoCar

- Rideshare Product (GoCar) launched in Sydney in Feb 2016
- Rapid growth achieved in first 10 weeks
- Potential to expand to all other capital cities and major regional centres

Weekly GoCar (Syd) Completed Jobs



**GoCatch is the ideal platform to enter the rapidly growing Australian Rideshare market.**

# THE RIDESHARE OPPORTUNITY

## What is “ridesharing”?

- Drivers drive their own personal vehicles and source work via a driver app
- Fares calculated via the driver app, based on distance and time, and charged directly from the passenger’s credit card
- All new drivers undergo national police and driver history check, along with training and a vehicle inspection
- Vehicles can not be more than 9 years old, have completed over 150,000Km, and they must be a medium or large size sedan

## Why is it important?

- Delivers a consistently better user experience versus taxis, dramatically improving customer acquisition and retention
- Fares are significantly cheaper than taxis due to lower operating costs. GoCatch’s off-peak rate is 35% less than an off-peak taxi
- The destination is not provided to drivers until after the passenger is collected, eliminating the ‘cherry picking’ of jobs
- Seamless payments experience at the end of the journey
- Bypasses ingrained issues in the taxi industry. All rideshare drivers must complete customer service training and are removed from the platform if they fail to meet these standards

Global peers who have expanded their service offering into ride-sharing (Lyft, Uber, Grab, Ola) have thrived and grown rapidly, whilst those that haven’t (Hailo, Get) have stagnated.

## What is GoCatch’s focus?

- Rideshare is now the key focus of GoCatch and all investment in marketing and product will be targeted at growing this part of the business
- Funding will be invested in proving out the model in Sydney
- Potential to link in with the global ‘anti-Uber’ alliance over time (Lyft, DiDi, Ola, Grab)

**Future Expansion to be the dominant local rideshare operator in Australia & New Zealand**



## RIDESHARING VS TAXIS BUSINESS OVERVIEW

	GoCar Ridesharing	Taxis
<b>Launch</b>	February 2016	October 2011
<b>Est.Booking Mkt Size</b>	\$315m	\$310m
<b>Locations</b>	Sydney	Major capital cities
<b>Monthly Completed Jobs</b>	c. 5,000	c. 40,000
<b>Current Growth</b>	Rapid	Negligible
<b>Average Job Value</b>	\$21	\$30
<b>Approx. Potential Revenue per Job</b>	\$3.45	\$2.50
<b>Future Growth Options</b>	Expansion to All Capital Cities	Deregulation to make taxis more competitive
<b>Competitors</b>	Uber	Cabcharge, 13Cabs, iHail, Ingogo
<b>Legal States</b>	NSW, ACT	All
<b>Regulation</b>	Very low - formulating	Very High - reducing

While the prospects for the taxi business are not as attractive as Ridesharing, Passengers and Corporates are likely to continue to use taxis and welcome the option of both offerings. The incremental cost of operating taxis is insignificant.



## MANAGEMENT TEAM



**Ned Moorfield**  
**CEO**

Ex Macquarie Bank, AMP Capital  
& Barclays Capital



**Peter Crowe**  
**Head of Product and Operations**

Ex Yahoo! Quotify & Pygg



**Cameron Wickham**  
**CFO**

Ex Macquarie Bank  
& Deutsche Bank



**Tom Horn**  
**Chief Technology Officer**  
Ex Cognethos



**Dr. Alain Picard**  
**Senior Systems Architect**  
Ex CTO at Memetrics,  
co-founder of TechnoWait



**Gen Liston**  
**Manager Partnerships**  
Ex Investible,  
Nine Network & ITV

# RIDESHARING DISRUPTION OF THE TAXI INDUSTRY

For over 15 years the taxi industry was plagued by low levels of innovation, inefficiency and low levels of user satisfaction.

## Passenger's View

- Taxi drivers are unreliable and offer poor customer service
- Drivers often refuse short fares, don't turn up, or simply abandon the job if they find a better alternative

## What the Passenger Wants

- Certainty, a reasonable price and good customer service
- Seamless user experience

## Driver's View

- Passengers are unreliable and often 'no show'
- Passengers book cabs and then hail another cab on the street
- Networks and operators charge drivers excessive fees and drivers can't make a decent living on their earnings

## What the Driver Wants

- Better efficiency, more jobs, certainty and lower rental and job fees

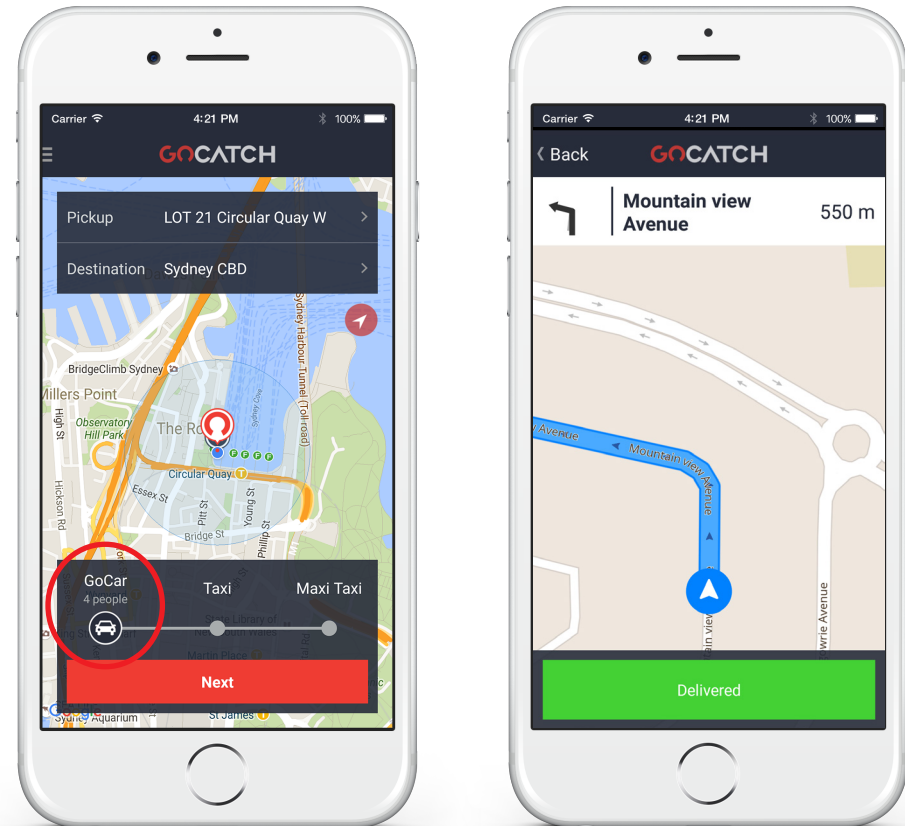
## Changing Industry Dynamics

- Over the last few years, Cabcharge's dominant market position has been eroded
- Disruptors utilised technology to disintermediate their antiquated booking and payment systems
- More recently, the entire industry has been disrupted by Ridesharing



## GOCATCH APP KEY FEATURES

- ✓ **Sophisticated and user friendly bookings interface**
- ✓ **GPS locator to track vehicle arrival and passenger location**
- ✓ **Direct communication between passenger and driver**
  - Minimises the likelihood of job cancellation by either party
- ✓ **In-app payment system via Visa, Mastercard, AMEX, Diners or PayPal**
- ✓ **Driver and customer rating and loyalty system**
  - Ability to influence both passenger and driver behaviour
- ✓ **CRM and marketing automation**
  - Valuable database of passengers and drivers
  - Integrated marketing automation platform for generating transactional emails and push notifications
- ✓ **Corporate accounts solution**
  - Ability for staff travel to be charged back to a centralised payments account
  - Monthly reporting and usage controls
- ✓ **Rideshare, Taxi and Taxi Van Offering**
- ✓ **In app turn by turn navigation and toll calculation**
- ✓ **In app fare calculation (Rideshare only)**



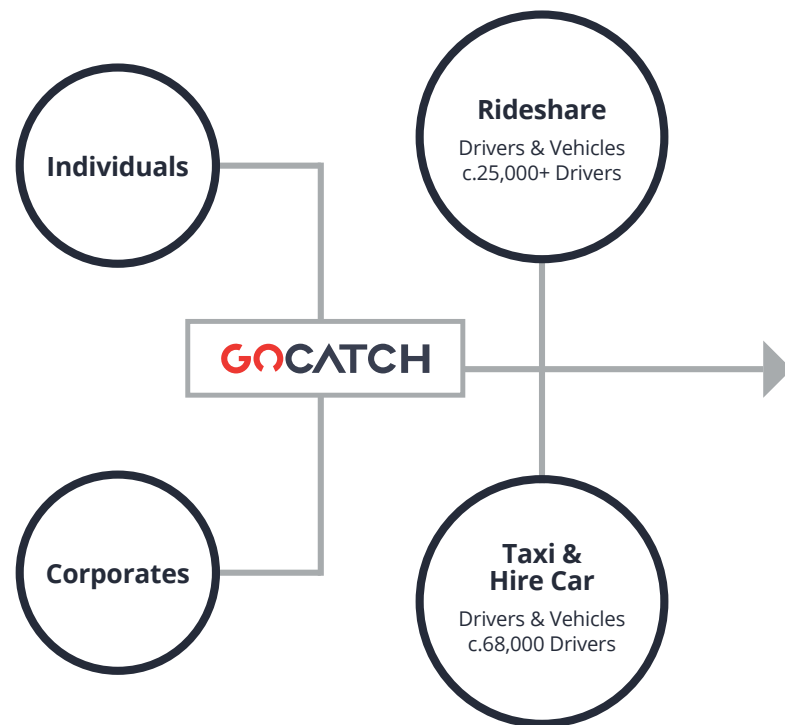


## FLEXIBLE LABOUR AND THE SHARING ECONOMY IS GROWING RAPIDLY

Although the ridesharing market is in its relative infancy, we estimate that the addressable booking market is already larger than taxis, given that all rideshare jobs are booked via a smartphone versus c. 10% for taxis.

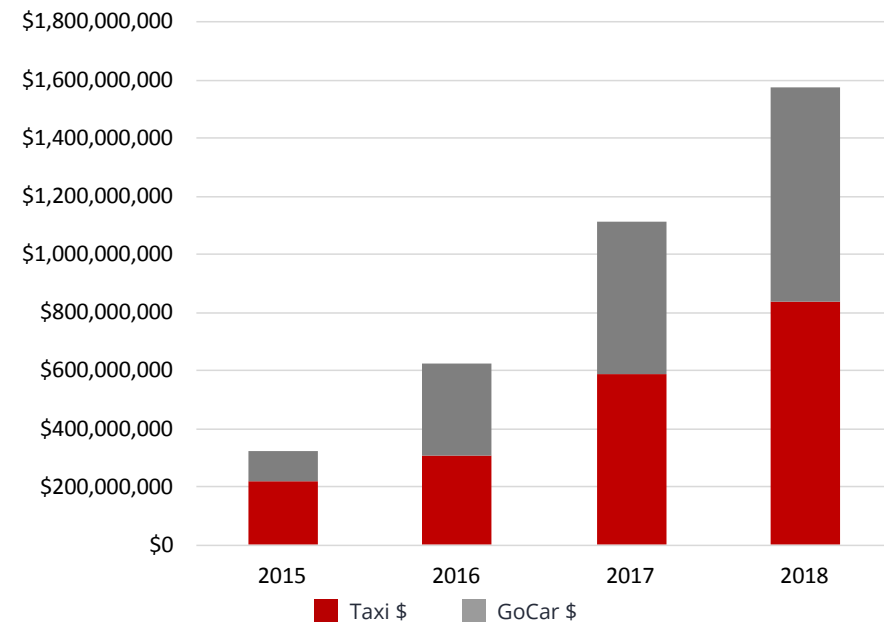
### Demand

### Supply



### Market

Estimated Market Size (All Cities )  
Smartphone Booked Jobs (\$ Revenues)



Source: IBIS, Deloitte and GoCatch Estimates

## RIDESHARING IS GROWING AT THE EXPENSE OF TAXIS

Price and quality of service are the two key reasons ridesharing is beating the taxi industry.

**65%**  
DECREASE

Drop in average trips per taxicab in the San Francisco between March 2012 and July 2014

**30%**  
BOOKED JOBS

Rideshare smartphone booked jobs in Australia as % of total booked jobs in 2016

**\$17.5**  
BILLION

Total funds (USD) invested in ridesharing platforms globally: Uber, Lyft, DiDi, Grab, and Ola

**15**  
MILLION







Estimated number of Rideshare jobs to be completed in Australia in 2016

	RIDESHARE	TAXIS
Industry Structure	Simple	Complex
Overhead Costs	Low	High
Pricing	Flexible	Regulated
Avg Fare	AU \$20	AU \$26 (excluding 5% surcharge)
Regulation	Low	Reducing
Innovation	High	Lagging innovators
Driver Behaviour Monitoring	High	Low
Vehicle Condition Monitoring	High	Low
Market Growth	Fast	Shrinking



States and territories who have either already legalised (SA, NSW, ACT) or have reviews underway and are expected to legalise ridesharing (VIC, WA, TAS, QLD)

## KEY MARKET PLAYERS

		Delivery	Strategy	Progress	Ownership, Valuation & Funding
Ridesharing		Software. Highly scalable, low capital intensity.	Focussed on high margin rideshare bookings (completed jobs). No hardware.	Strong platform built with taxis. Ridesharing launched in 2016.	Private Company \$5M raised at \$20M valuation in October 2014. \$8M raised to date.
		Software. Highly scalable, low capital intensity.	Focussed on expanding UberX product offerings and driver supply.	Uber X offering has achieved significant traction. Flow on effect to Uber Taxi offering.	US Controlled US \$9B raised to date. Most recent valuation c. US \$63B.
Taxis		Hardware (payment terminals and legacy MT data dispatch terminals).	Traditonal taxi network and payments terminal model. Previous attempts to enter app booking market.	Holding its ground in payments market share but struggling to get traction with bookings. Recently launched 13 cabs app and iHail in partnership with Taxi networks.	Listed on ASX with a market capitalisation of AUD \$400M. Down c. 50% in last 5 years. EBIT \$AUD 79M.
		Software & Hardware (smartphone, printer, and card reader).	Originally focussed on payments. Now equally focussed on higher margin bookings.	Traction achieved with capital intensive payment terminals.	Private Company \$12M raised at c. \$70M valuation in May 2015. \$28M raised to date.
		Taxi Bookings	Software	Expected to launch in 2016	Owned by a consortium of Taxi Networks including Cabcharge
		Taxi Bookings	Software	Launch in late 2015	Owned by Cabcharge

GoCatch has achieved significant market penetration with a fraction of the funding of its competitors.