

### 1H FY21 RESULTS PRESENTATION

Rod Bishop, Managing Director Peter McWilliam, Chief Financial Officer 24th February 2021



The world-leading global airport transfers marketplace

Jayride Group (ASX:JAY) www.jayride.com

# MESSAGE FROM THE MANAGING DIRECTOR



Today we deliver our 1H FY21 Result into a landscape of once-in-a-generation opportunities.

#### Recovery as vaccine programs roll-out

We have an opportunity to scale and increase market share as vaccinations roll-out. The proactive measures we took during the pandemic have put us in pole position to leverage the strongest relationships with travel and transport brands that are the key to our future earnings power.

#### With the right offer for the times

Our value proposition is compelling – today's travellers demand certainty and trust. Jayride has the world's leading transfers platform which every travel brand can use to give their travellers confidence – backed by Jayride's unbeatable refund policy, customer service, and track-record throughout the pandemic.

#### With fundamental improvements throughout COVID

We have maximized our time during the pandemic with fundamental improvements to our platform. Today Jayride has better technologies, a better traveller experience, more retention, and more adoption from B2B partnerships (like Expedia and Booking.com) than pre-COVID.

#### **Executing well**

Jayride remains focused on our long-term strategy to build the traveller's trusted transport brand. Our track record of 26 quarters of growth at 98% CAGR shows the skills of our team to deliver.

#### Three major growth drivers

Our growth drivers remain in effect: transfers are moving online with adoption from major online travel agencies. We are in pole position compared to our competitors. The vaccine roll-out is accelerating.

#### **Record Contribution Margin**

In 1H FY21, Jayride has delivered record contribution margin (35% CM) which will scale to the recovery. We are set to be more profitable than ever before. Furthermore, as refund rates stabilise our CM is set to exceed 50%.

We are excited for the years ahead.





## JAYRIDE OVERVIEW

Well placed for the travel recovery as vaccinations continue to roll-out

Jayride is the world-leading global travel marketplace for airport transfers

- Continuing to deliver strategic priorities for long-term growth
- Record 36% Contribution Margin milestone achieved in Q2
- Recovery continues 90%+ northern hemisphere
- Building loyalty with record service levels
- Capturing market share through 2021

### **Key Statistics**



109 countries & 1,600 airports



\$25M+ invested in platform

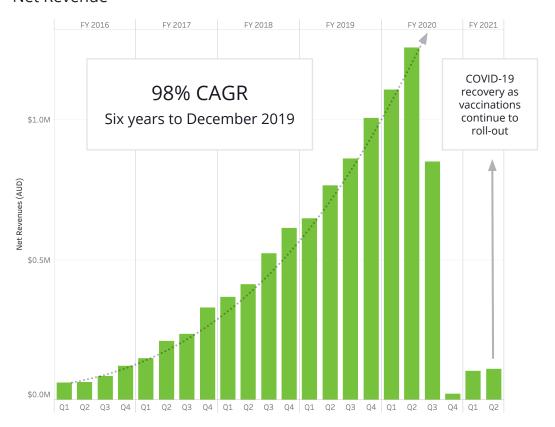


3,700 ride-service companies



490K passenger trips booked run-rate pre-COVID

#### Net Revenue



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













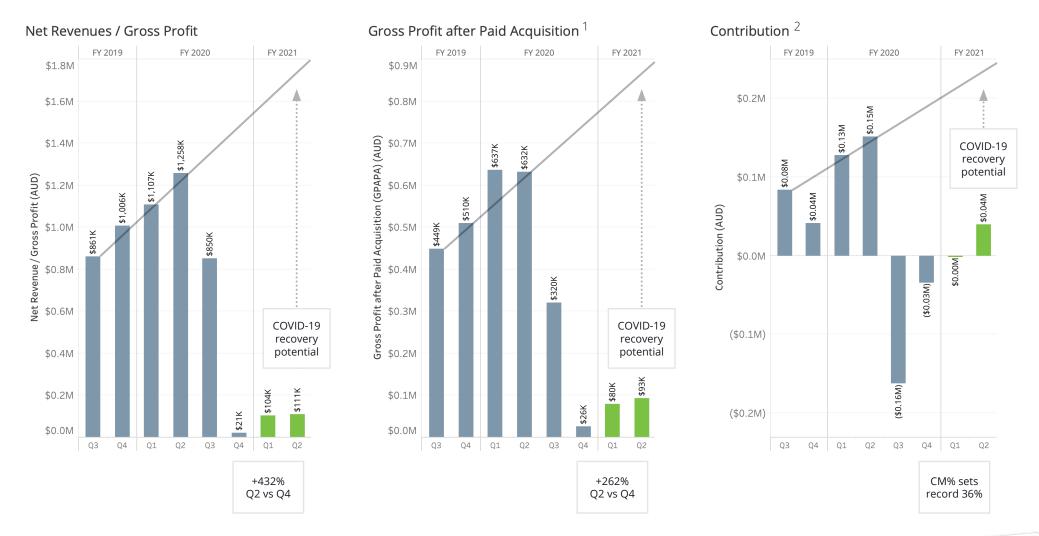






# RECOVERY CONTINUES WITH POSITIVE CM

Recovery since April 2020 is ongoing. Strategic focus on unit economics delivers positive Contribution Margin (CM).



<sup>1.</sup> Gross Profit after Paid Acquisition (GPAPA) is Net Revenue minus all Cost of Customer Acquisition.

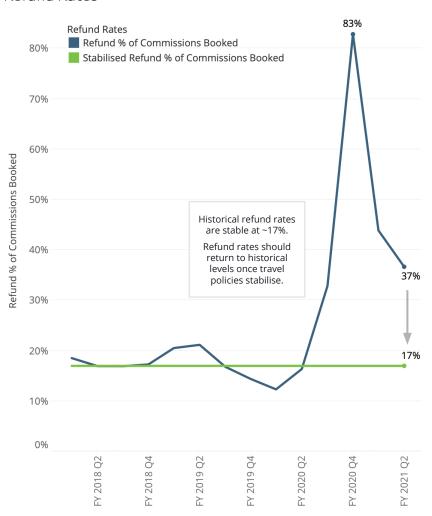


<sup>2.</sup> Contribution after Variable Operating Costs is Net Revenue minus all variable costs, including Cost of Customer Acquisition and Variable Operating Costs such as customer support.

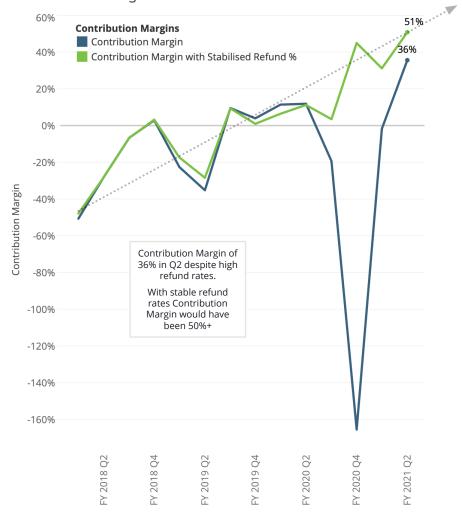
# CONTRIBUTION MARGIN OUTLOOK

Clear line of sight on 50%+ CM margin as refunds return to historical levels.

#### Refund Rates



#### **Contribution Margins**

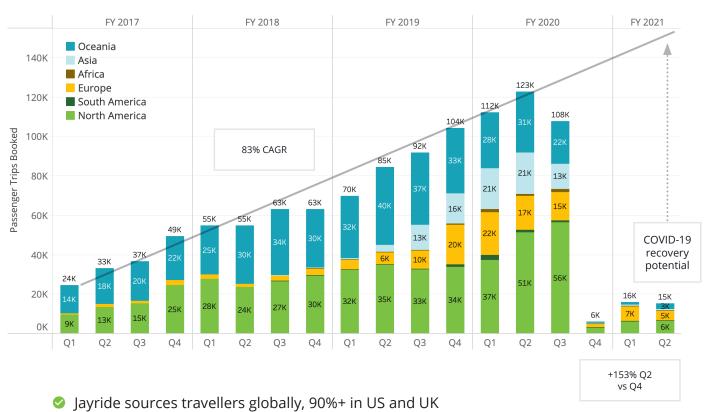




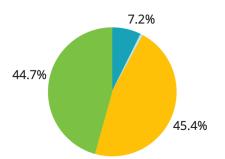
### DOMESTIC AND REGIONAL TRAVEL DRIVES RECOVERY

90%+ of Trips Booked in key markets, US and UK with advanced vaccination programs.

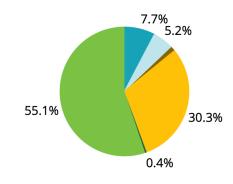
### Passenger Trips Booked - Quarters



#### Traveller Source Markets (Q2)



#### Traveller Destination Markets (Q2)



- Key growth opportunity in domestic and regional travel recovery around the world
- 55% of Trips taken in North America, majority sourced from travellers within the US
- 30% of Trips in EU, majority sourced from travellers within the UK
- Trips stable Q2 despite EU lockdown, all other continents quarter-over-quarter recovery continues



# 1H FY21 STRATEGIC PRIORITIES DELIVERED

Continuing to execute on key strategies to capture market share and enhance unit economics.



#### Traveller retention

"More choices for travellers in the new-normal"

Status

Give travellers more choice to tailor their experience with inclusions and service types eg. COVID-19 Prepared Rides



Create traveller membership systems



Create traveller self-service tools to manage their bookings



### Traveller conversion

"Target global re-openings"

Enhancements to traveller booking journey, especially on mobile



Targeted transport contracting for traveller needs eg. COVID-19 Prepared and relaxed restrictions



### Traveller acquisition

"Capture market share and help brands to build their traveller confidence"

Launch new travel partners and grow existing partner accounts



Help partner brands to build traveller confidence with health-secure door-to-door travel





# IMPROVEMENTS TO CUSTOMER EXPERIENCE

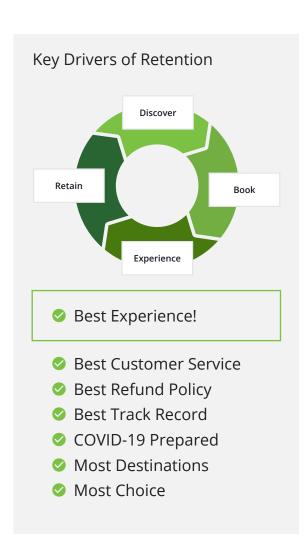
Launch of new membership system to further enhance traveller experience and conversion rates on mobile.

Mobile responsive About Us Y Our Coverage Y Manage Bookings Partners Y Support Y Blog Investors booking website Mobile-first Membership system responsive website. building loyalty 9 46 Church Street, Parramatta NSW, Australia Sydney Airport (SYD), T1 International Termina O 09:10 COVID-19 Prepared Rides JAYRIDE JAYRIDE Log in to jayride.com Conversion rates Your Bookings Email address enhanced AU\$ 90.00+ | 39min sophialee@gmail.com **9** Travelling soon **55** v 0412345678 Jayride Booking ID: 1532926 | View 🗂 19 Jan 2021 **Record Traveller NPS** Don't have an account? Sign up 23 Nov 1976 Sydney Airport (SYD), T1... 
§ 20:10 ★ Sydney Airport (SYD), T1 International × 39 post travel CALL: +61 413 092 724 (INTERNATIONAL) ... 9 46 Church Street, Parramatta NSW, Au X G Continue with Google Saved Credit Cards Travelling later Your payment details are stored securely and 20 Feb 2021 **(**) 09:10 only used when you make a booking. Jayride Booking ID: 1532927 | View Over 60,000 Traveller Return Sydney Airport (SYD), T1... . 1 Person 🙃 31 Jan 2021 Reviews

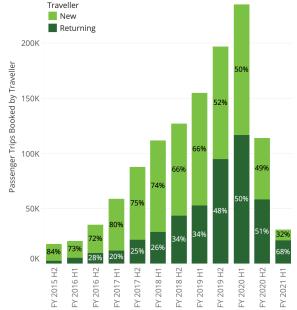


## RETENTION IMPROVING WITH HIGH SERVICE LEVELS

Retaining travellers at record rates by providing quality service and refund guarantees.

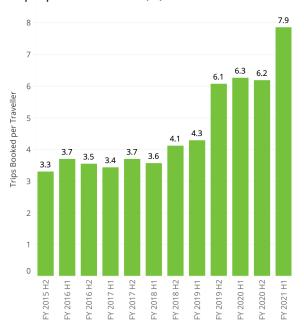






1H FY21 68% of Passenger Trips Booked by Retained Travellers

Trips per Traveller (#) Increase

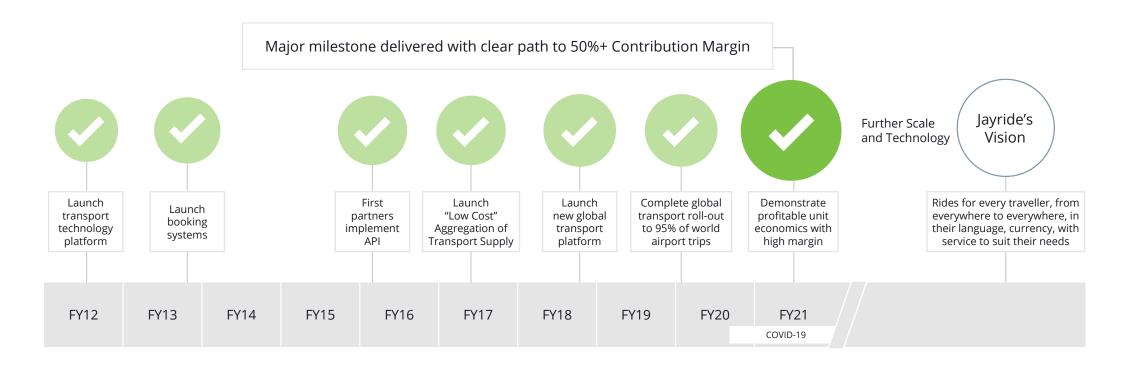


1H FY21 7.9 Trips per Traveller, 27% increase over prior half



## LONG-TERM STRATEGIC PRIORITIES DELIVERED

Delivering on key milestones in long-term strategy to build the leading global marketplace.







# **INCOME STATEMENT 1H FY21**

Improved unit economics and cost savings sustainable into travel recovery.

Income Sta	itement S	ummary			
	1H FY21 AUD(000's)	2H FY20 AUD(000's)	1H FY20 AUD(000's)	Movement HoH %	Movement PCP %
Net revenue from Passenger Trips Booked	215	870	2,366	-75%	-91%
Interest Revenue	0	16	0		
Government grants (Jobkeeper and Cash boost)	396	246	0		
Other Income including recurring grants (R&D and EMDG)	238	257	40		
Total Revenue	849	1,389	2,406	-39%	-65%
Marketing and variable costs					
Cost of customer acquisition	(42)	(524)	(1,097)		
Variable operational costs	(135)	(563)	(1,018)		
Total marketing and variable costs	(177)	(1,087)	(2,115)	-84%	-92%
GPAPA¹ Margin (excl Other Income and Grants)	80%	40%	54%	40%	26%
Contribution Margin <sup>2</sup> (excl Other Income and Grants)	18%	-25%	11%	43%	7%
Non-variable cash costs					
Non-variable operating costs	(477)	(853)	(1,063)	-44%	-55%
Corporate costs	(328)	(281)	(372)		
Growth costs (excl capitalised development costs)	(392)	(655)	(962)		
Depreciation of leases	(48)	(294)	(286)		
Total non-variable cash costs	(1,245)	(2,083)	(2,683)	-40%	-54%
Operating profit before non-cash costs	(573)	(1,781)	(2,392)	+68%	+76%
Non-variable non-cash costs					
Aged receivables risk provision	(328)	(21)	(28)		
Write off of PPE associated with office lease	(118)	0	0		
Depreciation and amortisation (excluding operating leases)	(438)	(432)	(399)		
Share-based payments	(507)	(508)	(948)		
Total non-variable non-cash costs	(1,391)	(961)	(1,375)	+45%	+1%
Operating profit	(1,963)	(2,742)	(3,767)	+28%	+48%
Non-operating costs					
Currency movements	2	(26)	(55)		
Finance costs	(187)	(207)	(292)		
Total non-operating costs	(185)	(233)	(347)	-21%	-47%
Net profit before income tax	(2,148)	(2,975)	(4,114)	-28%	-48%

- ✓ 1H FY21 Operating Profit/Loss before non-cash costs improved a significant 76% on Pre-COVID PCP through improved unit economics and disciplined cost-savings
- Net Revenue from Passenger Trips Booked declined 91% on Pre-COVID
- Revenue loss partially offset by government grants to retain key team members and take advantage of the recovery
- ✓ In 1H FY21 Contribution Margin achieved 18% (in Q2 FY21 reaching 36%) as a result of fundamental improvements in marketing and operational efficiency
- Non-variable cash costs improved 54% on Pre-COVID PCP which is sustainable into the travel recovery



<sup>1.</sup> Gross Profit after Paid Acquisition (GPAPA) is Net Revenue minus all Cost of Customer Acquisition.

<sup>2.</sup> Contribution is Net Revenue minus all variable costs, including Cost of Customer Acquisition and Variable Operating Costs such as customer support.

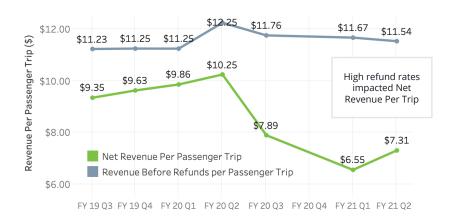
## 1H FY21 PERFORMANCE DASHBOARD

Recovery continues from Q2 with Contribution Margin of 36% in Q2 despite high refund rates.

#### Passenger Trips Booked



#### Revenue Per Passenger Trip



#### **Contribution Margin**



#### Non-Variable Cash Costs 1

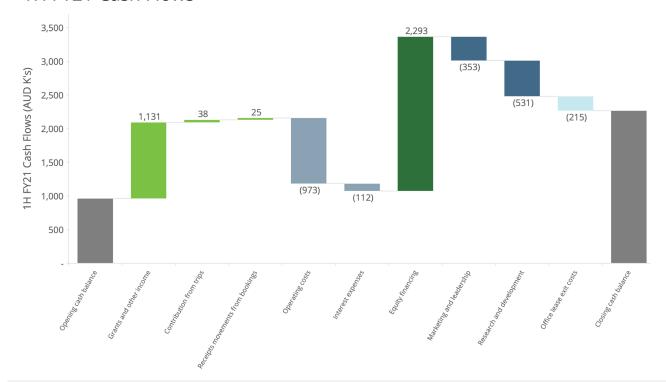




### INVESTING FOR GROWTH

Jayride is at an early stage in a long-term growth trajectory – making selective investments to drive scale and higher returns.

#### 1H FY21 Cash Flows



#### Receipts

- · Contribution returns to positive
- Receipts movements returns to positive as company begins to regrow cash float
- Grants and stimulus received include: Job Keeper,
   Cash Boost, R&D Tax Incentive, and EMDG

#### Operational costs

- · Significant enhancement to operational costs
- Total receipts of \$1.194M now exceeds total operational costs of \$1.085M

#### ■ Funding for growth

• \$2.5M fully subscribed placement and SPP

#### ■ Growth investments

• Retained key talent to build IP for future scale

#### One-off costs

• Relating to office lease exit

### **Available Liquidity**

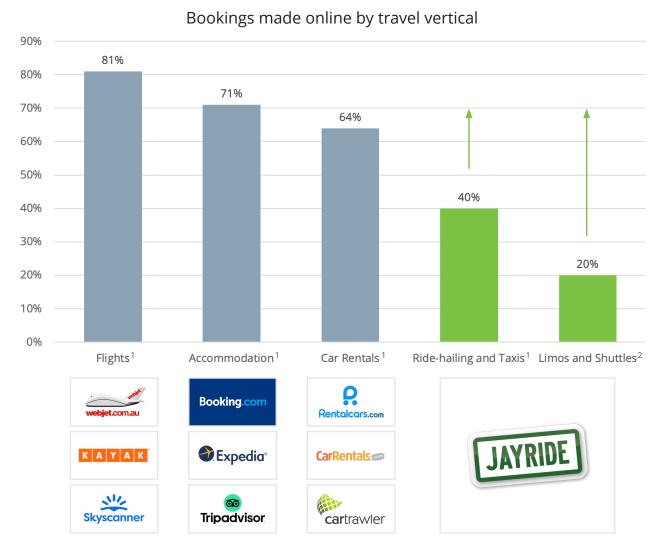
- \$2.3M of cash at 30th December 2020
- \$0.6M of additional grants are expected to be received over CY21, including R&D Tax Incentive, Export Market Development Grant, and JobKeeper
- \$1.0M of undrawn debt facilities





# STRUCTURAL TREND TO ONLINE

Online penetration of ride service in the travel industry is low and accelerating driven by changing traveller needs.



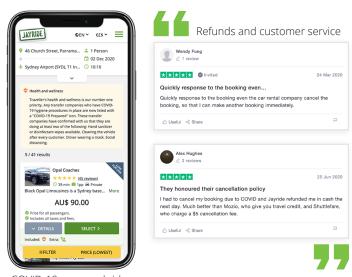
Major Online Comparison Marketplaces and Search Engine Brands

#### Travellers needs met better online

- Health secure, high duty-of-care
- Comparison and choice
- Friendly cancellation and refund policies
- Reviews for confidence and reliability

#### Travel Brands needs met better online

- Package rides for a door-to-door experience
- Defend core business by increasing traveller confidence



COVID-19 prepared rides



# GROWING TRAVEL BRAND ADOPTION

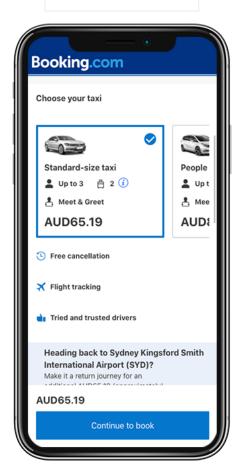
Jayride travel brand partners implement the Jayride API to sell airport transfers and add new ancillary revenue to their travel business.

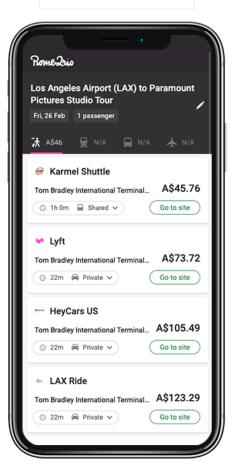




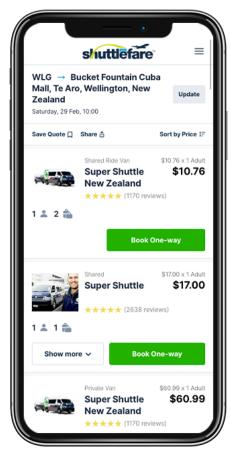














# COMPETITIVE POSITION ENHANCED

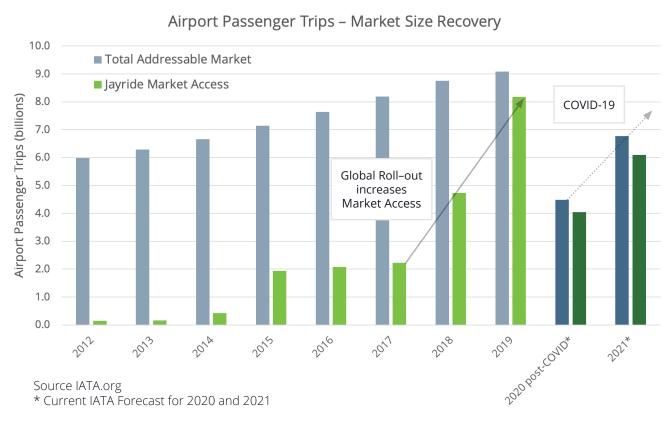
Jayride has the opportunity to build significant market share and leapfrog competing distressed online brands.

Decisions to improve earnings power	JAYRIDE	General Market Position
Refunded travellers in full for cancelled travel at onset of COVID-19		×
Met obligations to transport companies at onset of COVID-19		×
Retained key talent to develop core IP for future scale		×
Public company with successful capital raise completed		×
Effect on market position	JAYRIDE	General Market Position
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		×



## COVID-19 RECOVERY CYCLE

Jayride's Total Addressable Market (TAM) in 2021 expected to be 6.8 Billion Trips.



Given trading subsequent to March, the board is now withdrawing its preliminary 18-month recovery scenario that it provided to market on 9th April 2020.

### **Timeline**

- 2021 COVID-19 recovery
   IATA.org forecasts TAM to increase 60% YoY to 6.8 billion trips. Jayride Market Access would recover to 6.1 billion trips.
- 2018 2019

  Jayride launched in over 100 new countries, at airports that serve 90% of world airport passenger trips.

### Sensitivity Analysis<sup>1</sup>

Assuming air travel market recovers inline with IATA. org forecast across Jayride markets in 2021:
Jayride TAM 6.8 billion trips (75% of 2019)
Jayride Market Access 6.1 billion trips (75% of 2019)
Jayride Trips Booked should recover at least inline to market, 75% of January 2020, in the range of 30,000–40,000 trips per month.



## 2H FY21 STRATEGIC DELIVERY

Build momentum and capture market share with superior delivery.

Traveller retention	"Improve the traveller experience"	Ongoing  Status
Grow member retention using the new r	nembership system	<b>&gt;</b>
Enhance traveller self-service and custor	ner service tools	<b>→</b>
Traveller conversion	"Enhance our offer for travellers"	
Redesign mobile booking website for tra	vellers in the new normal	<b>→</b>
Streamline search and booking workflow	for mobile users	<b>→</b>
Explore further traveller needs – service	classes, vehicle-types, inclusions and extras	<b>→</b>
Traveller acquisition	"Win market share"	
Grow travel brand partnerships with maj	or online travel agencies	<b>→</b>
Win new travel brand partnerships		<b>→</b>
Capture new organic web traffic		<b>→</b>



## SUMMARY OUTLOOK

### **Summary**

- Passenger Trips Booked impacted by COVID-19 in 1H FY21, initial recovery continuing since April
- Non-variable Cash Costs reduced by 54% in 1H FY21 vs prior corresponding period (vs pre-COVID)
- Contribution Margin positive for 1H FY21, CM% Margin of 36% in Q2
- Proven unit economics delivered a key milestone in Jayride's long-term growth strategy
- Successful fully subscribed placement and SPP of \$2.5M to invest in capturing market share

#### Positive Outlook

- Well placed to benefit as vaccinations continue to roll-out
- Positioned to capture the rebound across Northern Hemisphere markets with US and EU domestic and regional travel
- Three key recovery drivers: COVID-19 recovery / Enhanced competitive position / Structural trend to online
- In pole position to win market share with successful capital raise and strong relationships in a distressed market
- ✓ Targeting 50%+ Contribution Margin as refund rates stabilise



# INVESTMENT PROPOSITION

Jayride is a growth company with a proven track record at building revenue in a huge, and recovering, global market.

### A Global Leader

- Jayride is a global leader in rides for travellers as part of the global online travel industry
- More ride service companies, and more traveller reviews than any other website
- Travel brands choose Jayride to turn-key the entire global ride service industry

### B2C and B2B Business

- Building the traveller's trusted transfers brand at Jayride.com
- Mobile responsive website for travellers to book rides around the world
- Delivering a turn-key solution for travel brands to add airport transfers and make every travel brand truly "door-to-door"

### A Key Strategic Asset

- The leading catalog of ride service suppliers for the global travel industry, this asset has strategic value to the world's largest travel brands
- Through building unbeatable dominance in supply, Jayride has built a defensible and strategic asset

### Clear strategy



Retain travellers with world-leading door-to-door travel experience and service



Convert travellers to book with the best selection that simply works, everywhere



Acquire travellers and share through travel brand partnerships and organic search



As vaccinations roll-out, Jayride's existing travellers return in existing destinations



Recovery tailwinds

Opportunity to capture share in a distressed competitive landscape



An accelerating trend to online booking. Travellers can build their confidence online





# A GLOBAL TRAVEL MARKETPLACE

All key IP and relationships retained, global coverage intact and ready for high earnings potential as travel recovery continues.

### Key measures of Jayride IP and global scale

#### **Destination Countries Served**



#### Airports Served



#### **Transport Companies Online**



### Jayride revenue and drivers

#### Passenger Trips Booked



#### Total Transaction Value (TTV)



#### Net Revenue / Gross Profit





# LOYAL TRAVEL BRAND PARTNERS

A broad, diversified and growing list of travel brand partners that sell airport transfers for Jayride.

















































































Plus more coming...



# BALANCE SHEET 1H FY21

**Balance Sheet Summary** 31-Dec-2020 30-Jun-2020 Movement HoH AU\$(000's) AU\$(000's) AU\$(000's) Current assets Cash and cash equivalents 2.265 963 1.301 619 (619) R&D and EMDG Tax Incentive receivables 86 108 Government contributions receivables (22)Trade and other receivables 345 811 (466)Total current assets 2,695 2,501 194 Non-current assets 2,451 2,344 107 Jayride website and technologies Other non current assets 53 405 (352)Total non-current assets 2,504 2,749 (245)**Total assets** 5,199 5,250 (51) **Current Liabilities** 1,401 Trade and other payables 1,641 (241)115 188 (73)Future transport supplier payments 0 338 (338)Lease liability Other current liabilities 160 390 (230)1,676 2,558 (882) **Total current liabilities** Non-current assets 1,817 1.745 72 Borrowings Other non-current liabilities 26 21 5 Total non-current liabilities 1.843 1.766 77 **Total liabilities** 3,519 4,324 (805)Net asset position 1.680 926 754 Equity 24.317 2.739 Issued capital 27.056 3,359 3,450 (91) Reserves Accumulated losses (28,735)(26,840)(1,894)**Total Equity** 1,680 926

\$3.3M of cash, grants and trade receivables available, plus contribution from cash flow and debt headroom.

- \$2.3M of cash at 30th December 2020
- An additional \$0.6M of government grants are expected to be received over CY21 including R&D Tax Incentive, Export Market Development Grant, and JobKeeper
- Opportunity to increase cash reserves by drawing down on undrawn debt facilities



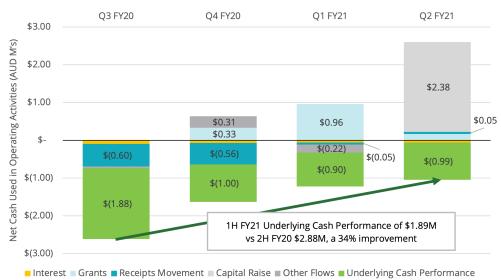
# CASH PERFORMANCE FY20

	Cash Flow S	ummary			
	1H FY21 AUD(000's)	2H FY20 AUD(000's)	1H FY20 AUD(000's)	Movement HoH %	Movement PCF %
Cash from Operating Activities					
Net receipts from customers	211	(109)	2,086		
Operating and corporate costs	(1,170)	(3,112)	(3,930)		
Grants funding for operating activities	169	110	510		
Cash from Operating Activities	(790)	(3,111)	(1,334)	+75%	+41%
Cash from Investing Activities					
Plant, property and equipment	1	(13)	(3)		
Capitalised technology costs	(534)	(684)	(582)		
Grants funding for investing activities	551	0	489		
Other	0	324	0		
Cash from Investing Activities	18	(373)	(96)	+105%	+119%
Cash from Financing Activities					
Proceeds from issue of equity (net of issue costs)	2,365	278	4,525		
Proceeds from borrowings	(113)	(335)	296		
Proceeds from limited recourse loan repayment	40		0		
Net payments related to office lease	(215)	(79)	(210)		
Cash from Financing Activities	2,077	(136)	4,611		
Cash movement					
Cash inflow/outflow	1,305	(3,620)	3,181		
FX Movements on cash balances	(4)	11	(41)		
Net Increase / (Decrease) in Cash	1,301	(3,609)	3,140		
Starting position	964	4,573	1,433		
Cash Position at the end of the period	2,265	964	4,573		

Improved operating cash flows through enhanced unit economics and proactive cost saving measures.

- Operating cash flows improves 75% half-over-half as refunds continue to stabilise and cost savings initiatives are realised
- The company holds \$2.3M of Cash at 30th December 2020

#### Improving Net Operating Cash Flow Performance





# JAYRIDE MARKET CAPITALISATION

(#)	Market capitalisation and EV	(AUD\$)
120,754,682	Market capitalisation (at \$0.150 per share)	\$ 18,400,000

1,997,642 \*1

122,752,324

Share Options on Issue (#)

Options from Converible Note at \$0.553 expires at 20/03/2022 3,616,637 \*2
Options from ESOP (Classes A, B, C, and D) 8,147,129 \*3

Total Options on Issue 11,763,766

Market capitalisation and EV	(AUD\$)
Market capitalisation (at \$0.150 per share)	\$ 18,400,000
Cash at 31/12/2020	\$ 2,300,000
Debt from Convertible Note matures at 20/03/2022	\$ (2,000,000) *2
Enterprise Value	\$ 18.100.000

#### Pro-forma Shares and Options, fully diluted, assuming Options exercise

Shares and Options as issued

Ordinary shares	<b>(#)</b> 122,752,324
Shares issued on Options exercise	11,763,766
Total Shares on Issue after Options exercise	134,516,090

Pro-forma section is illustrative only to show the effect of Options exercise if all Options are exercised

Net Cash on fully diluted basis  Enterprise Value	\$ 5,500,000	
Cash through conversion of Options from ESOP	\$ 3,200,000	.*3
Cash through conversion of Options from Convertible Note	\$ 2,000,000	*2
Repayment of Debt from Convertible Note	\$ (2,000,000)	*2
Cash at 31/12/2020	\$ 2,300,000	
Market capitalisation (at \$0.553 per share)	\$ 74,400,000	
Market capitalisation and EV	(AUD\$)	

<sup>\*3</sup> Employee Share Options (ESOP) inventive retention of leadership team members and key individual contributiors. Options vest over 4-years as the team member remains with the company. Class A Options: 2,085,370 Options at \$0.533 expire 30/06/2023. Class B Options: 1,186,477 Options at \$0.553 expire 30/06/2024. Class C Options: 2,537,466 Options at \$0.30 expire 30/06/2025. Class D Options: 2,337,816 Options at \$0.30 expire 30/06/2025.



Shares on issue

**Total Shares on Issue** 

Ordinary shares not escrowed

Ordinary shares under escrow (Employee Shares)

<sup>\*1</sup> Shares under escrow are those issued under the Jayride Employee Share Scheme

<sup>\*2</sup> Options from Convertible Notes expire at 20 March 2022 with an exercise price of \$0.553. Debt from Convertible Notes matures on the same date

# ABOUT JAYRIDE GROUP

Jayride.com is the world's leading publicly listed airport transfers marketplace, where travellers compare and book rides around the world. With Jayride.com, travellers can compare and book with 3,700+ ride service companies, servicing 1,600+ airports in 109 countries around the world, including the Americas, Europe, Middle East, Africa, Asia and the Pacific.

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

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

corporate@jayride.com