

JAYRIDE Secures First SaaS Client

Sydney, Australia 18th August 2025

JAYRIDE Group Limited (ASX: JAY, “JAYRIDE” or “the Company”) is pleased to announce that it has signed a Software-as-a-Service (SaaS) licensing agreement with [GB Limousine Co., Ltd.](#) (“GB Limousine”), a leading executive and event transport provider based in Thailand.

This represents the Company’s first enterprise deployment of its proprietary mobility SaaS platform, marking a key milestone in JAYRIDE’s transition from global transfer marketplace aggregator to enterprise-grade transport software provider.

Agreement Overview

Under the agreement, GB Limousine will adopt the JAYRIDE SaaS platform as its **core mobility operations system**, covering:

- Fleet management and dispatch operations
- Passenger booking and customer interface
- Real-time trip tracking and analytics
- Revenue and cost control functions

The SaaS platform will be launched in Thailand in August 2025 and will serve as the central transport coordination platform for GB Limousine’s nationwide operations.

The agreement was executed by JAYRIDE CEO **Randy Prado** and GB Limousine CEO **Ms. Nudhlamonn Atapumsuwan (Debby)**.

Strategic Milestone

The rollout will debut in conjunction with the **“Road to #ThaiMXGP” Motocross Festival** (29–31 August 2025), where the platform will manage all guest, VIP, and crew transport logistics for the multi-day international event.

This partnership demonstrates the scalability of JAYRIDE’s SaaS platform across premium fleet operators, event transport, and other enterprise mobility use cases.

Market Opportunity

JAYRIDE’s management estimates that the total addressable market (TAM) for its SaaS platform within the Asia-Pacific region alone exceeds **US\$1 billion over the next three years**. This growth is underpinned by rapid urbanisation, the digital transformation of transport operators, and the demand for enterprise-grade mobility infrastructure across Thailand, Malaysia, the Philippines, Australia, and other APAC markets.

The SaaS model creates **durable, recurring revenue streams** for JAYRIDE. Once deployed, operators face high switching costs due to the deep integration of the platform into their fleet management, booking, and payments systems. Contracts are generally multi-year, providing long-term revenue visibility. In addition, JAYRIDE can expand client value over time through optional **add-on modules such as AI-powered** pricing engines, embedded payments and payouts, and **advanced AI analytics dashboards** increasing the average revenue per client.

GB Limousine serves as Jayride’s **anchor case study** in APAC, showcasing how premium operators can modernise nationwide transport operations with the platform. This deployment will demonstrate the Company’s ability to deliver at enterprise scale and will be leveraged in regional expansion efforts to win further contracts across Southeast Asia and beyond.

CEO Commentary

JAYRIDE Group CEO Randy Prado said:

"This launch represents a turning point in our business model. Our platform has now moved from development to revenue generation. We are actively engaged with additional fleet operators globally, and as we scale, the SaaS model delivers higher gross margins, recurring revenues, and the ability to license bespoke, market-specific infrastructure."

Corporate Outlook

- JAYRIDE has reduced operating expenses by 60% since new management was appointed, establishing a leaner cost base.
- Efficiency will be further enhanced by the deployment of **Conversational AI technologies** into customer service and concierge functions.
- With GB Limousine secured as its **anchor client in Thailand**, JAYRIDE is progressing discussions with additional enterprise clients in APAC and North America.

The Company will provide further updates as new SaaS clients are onboarded and as the platform expands into new verticals and geographies.

Authorised for release by:

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