



Uber Overview

SUMMARY OF UBER IN THE UK

U B E R

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SUMMARY OF UBER IN THE UNITED KINGDOM

UBER HAS BEEN OPERATING IN THE UK SINCE SUMMER 2012 AND IS CURRENTLY OPERATING IN 4 CITIES

- **London** - Transport for London licensed operator since June 2012
- **Manchester** - Manchester City Council licensed operator since March 2014
- **Leeds** - Leeds City Council licensed operator since November 2014
- **Birmingham** - Birmingham City Council licensed operator since February 2015

UBER ONLY ALLOWS LOCAL AUTHORITY LICENSED PRIVATE HIRE DRIVERS ON THE PLATFORM





- Drivers must have the driver & vehicle Private Hire licence that corresponds with Uber's operating licence
- Full set of documentation required before drivers are activated (DVLA licence, Private Hire licences, insurance, etc)
- No "out-of-town" Hackney Carriages on the platform

UBER HAS MANY BEST IN CLASS SAFETY FEATURES WHICH MAKES US THE SAFEST WAY TO GET AROUND

- See your driver's photograph, name, vehicle make and registration before they even arrive
- Full GPS tracking of trip from request to drop-off - easily accessible at a touch of a button
- Rider can share a live map of their journey with family & friends whilst trip is in progress
- Automated online documentation system which suspends drivers if documents expire before being renewed
- Ability to suspend drivers, if required, from the platform in one click

U B E R

UBER CURRENTLY OPERATES IN 4 UK CITIES

			
<p>London</p>	<p>Manchester</p>	<p>Leeds</p>	<p>Birmingham</p>

Licensed by Transport for London since June 2012

Licensed by Manchester city council since March 2014

Licensed by Leeds city council since November 2014

Licensed by Birmingham City Council since February 2015

>10K active drivers providing millions of trips per month

BEST IN CLASS SAFETY FEATURES



Uber only uses locally licensed Private Hire or Taxi drivers who are registered with the local authority where we have an Operator's licence.

Uber app shows you the photograph, name of your driver, vehicle make and registration when you book the trip - you can even watch the driver coming to you in real-time on the app! This ensures that riders know they are getting in the correct vehicle with the correct driver.

Riders can share their live trip with friends & family by simply clicking one button in the app. The recipients can see the live trip, the Estimated Time of Arrival, identity of the driver (photograph & name).

Riders feel safer knowing that friends and family can track their journeys too.

All payments are by card which is more convenient for riders and makes it safer for drivers reducing runners and the chance of theft.

Riders are encouraged to rate their trip and provide feedback for every ride. We receive real-time feedback on any issues with drivers and ensure we maintain the high Uber level of standards.

We have a zero tolerance approach to any illegal activities, such as plying for hire.

Our local city teams are able to suspend a driver immediately from the platform, 24 hours a day, if any issue should arise.

DOCUMENTING AND RECORD KEEPING

All documents and records are stored electronically and immediately accessible

Documentation

Uber electronically collects and stores the required documents for every single driver and vehicle that is operating on our platform. These documents are immediately accessible by local city teams at any time.

A driver's account will be automatically suspended if a driver has not uploaded a renewed version of an expired document to ensure all drivers are 100% compliant.

In June 2014, London passed Transport for London's largest ever documents inspection with flying colours - they inspected over 26,000 documents!

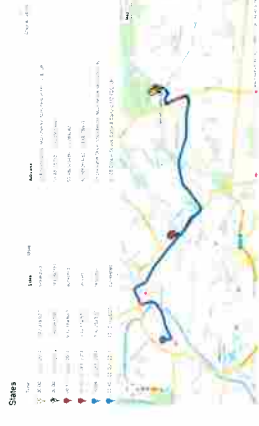


Trip records

Every trip is logged in the Uber database, even if the trip is cancelled before the driver arrives.

Trip information is immediately available in case of any incident. The trip log will show you:

- The exact route of the trip
- The timings of booking, arrival, trip commencing, trip ending
- Details of rider and driver
- Price of trip
- Fare quote provided to the customer before the trip

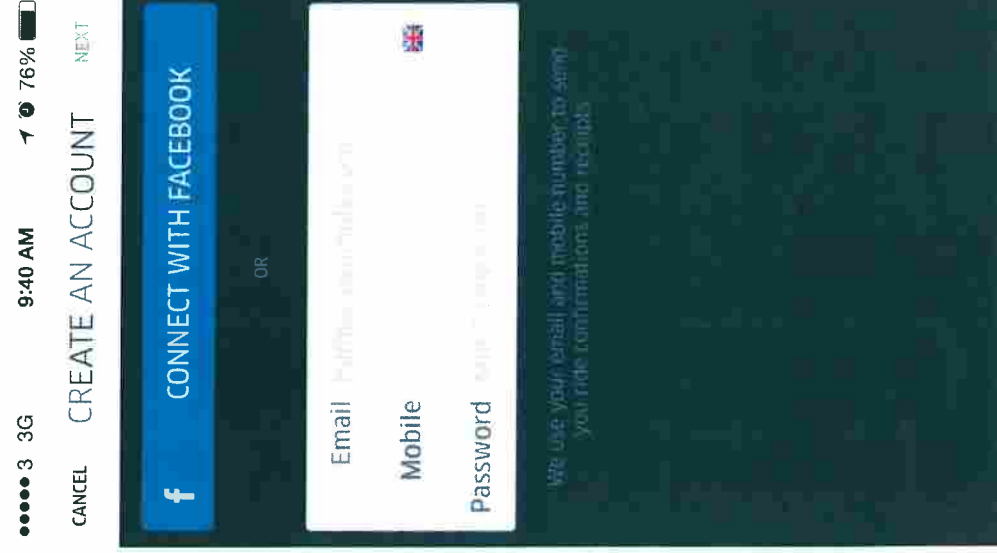


HOW UBER WORKS

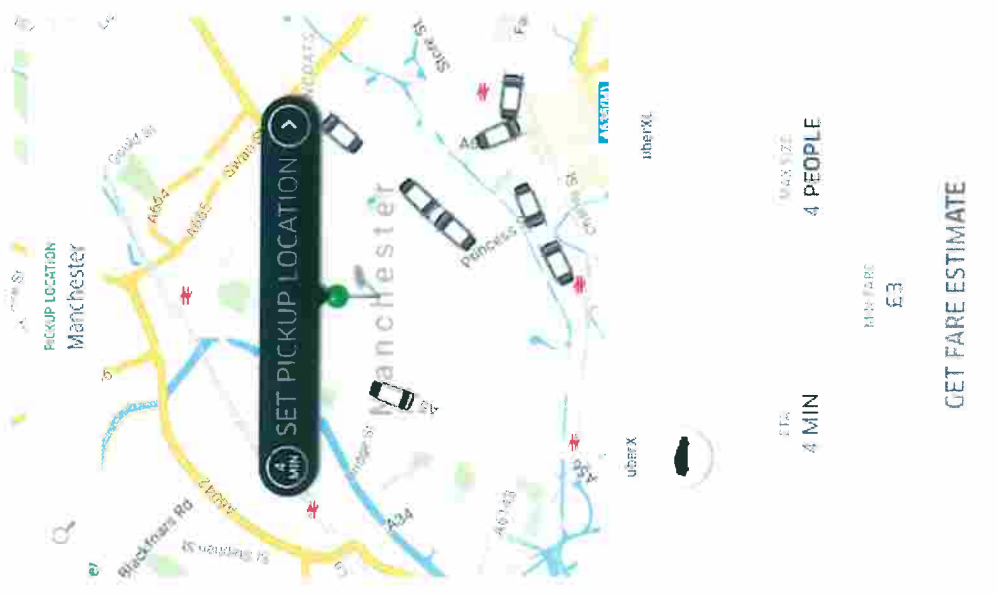
DOWNLOAD THE UBER APP



CREATE AN ACCOUNT



REQUEST A CAR



HOW UBER WORKS

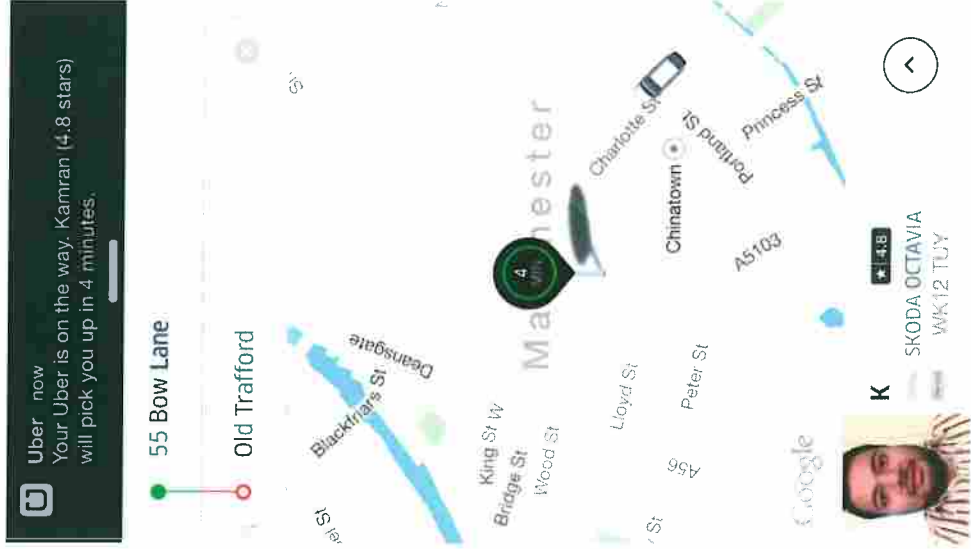
PRICE INFORMATION



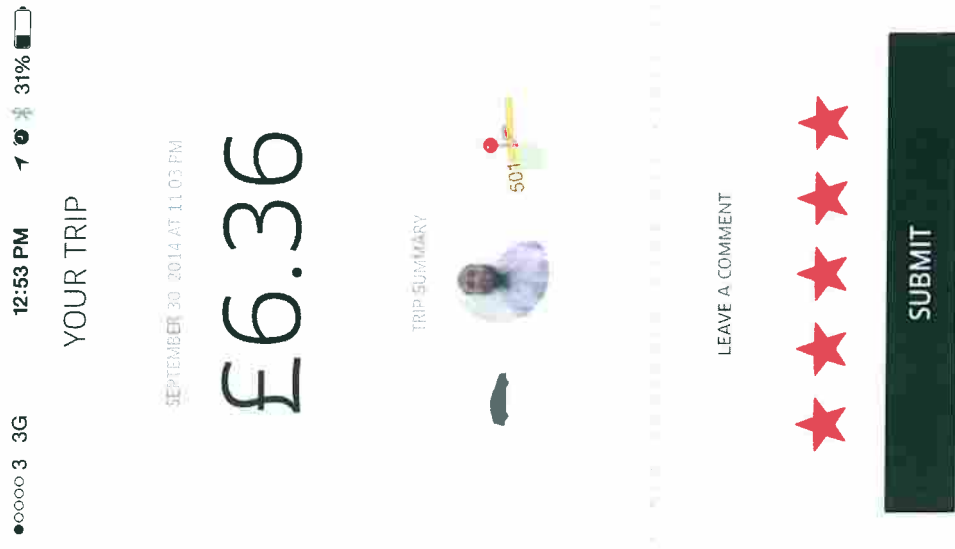
ETA 4 MIN
MAX SIZE 4 PEOPLE

£10-15
TO
Atherton St

DRIVER INFORMATION



RECEIPT & FEEDBACK



RIDER BENEFITS

Simple ordering system

- All bookings made through smartphone app
- Immediately see the nearest vehicle that is assigned to you on booking
- No need to phone an operator

Cashless payment

- 100% cashless experience; no requirement to stop at cash machines

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Price

- Better value for money than alternative options due to efficiency of the system

- Transparent pricing (available on our website and in the app)

- Receipt emailed to you at the end of the ride with trip details and map

- Riders can split the fare of their trip with friends simply by pushing a button in the app - great for the cost conscious!

Quality

- High quality drivers and vehicles due to real-time feedback in app, stringent requirements and face-to-face training delivered by local team

DRIVER BENEFITS

Reliable and regular payments

- Drivers paid in full every week directly into their bank accounts
- No cash required by drivers which reduces chance of theft
- Uber provides full invoices and statements so drivers can easily manage their business

No fixed / radio fees

- Uber only takes a 20% fee on fares **after** trips have been completed
- No fixed costs for radio rental – drivers earn profit from the first trip

No predetermined schedule or hours

- Drivers set their own hours and can log on/off when they choose
- Easier for drivers to juggle work and family commitments

Objective allocation and dispatch

- Fair and automated dispatch: the nearest driver to a rider is sent the request
- If they don't accept, the request is passes to the next nearest available driver

Quality feedback

- Feedback is provided to drivers to help improve based on rider comments

Increased earnings

- Drivers spend less time between trips & therefore can do more trips per hour meaning they earn more money in a shorter period of time