



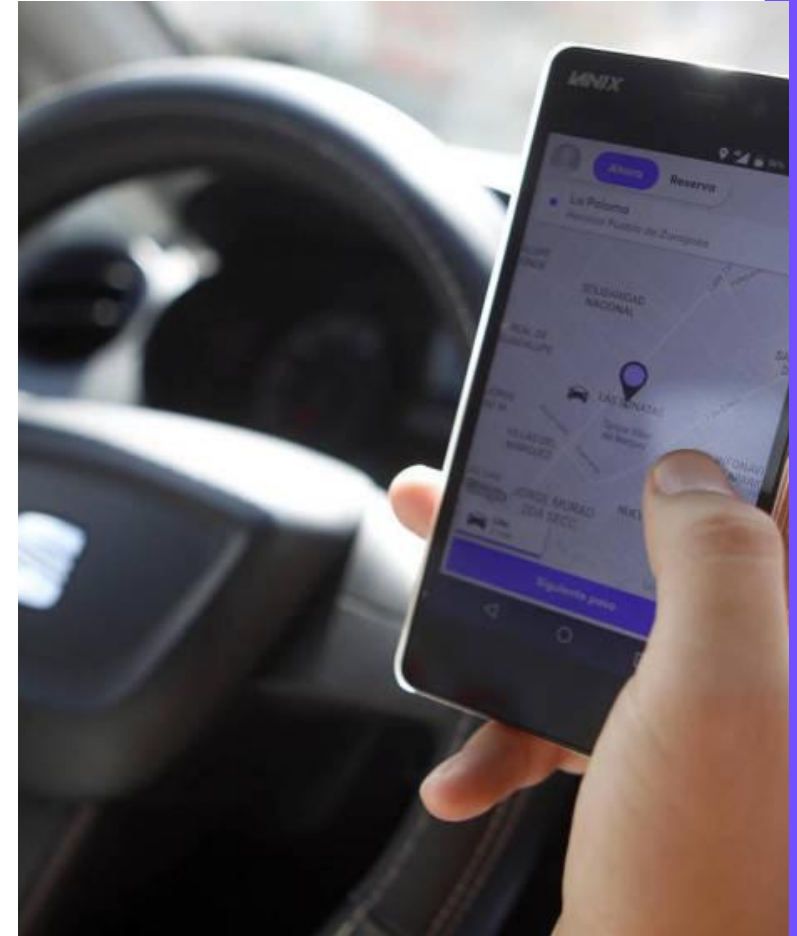
Cabify Investor Funding Elevator Pitch Deck

Your Company Name



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Mobility Problem to be Solved

Following slide provides information about the mobility problem that is faced by the riders and what exactly are the vehicle owners looking for in terms of urban mobility.

Urban Mobility is not that great

Riders Requirement



A safe, convenient, and on-demand form of transportation with a set quality of service

- › Some people are looking for a high-end alternative

Pick it up when you need it and pay a fair amount for it.

- › Riders demand a fare estimate before confirming their trip

What vehicle owners are searching for

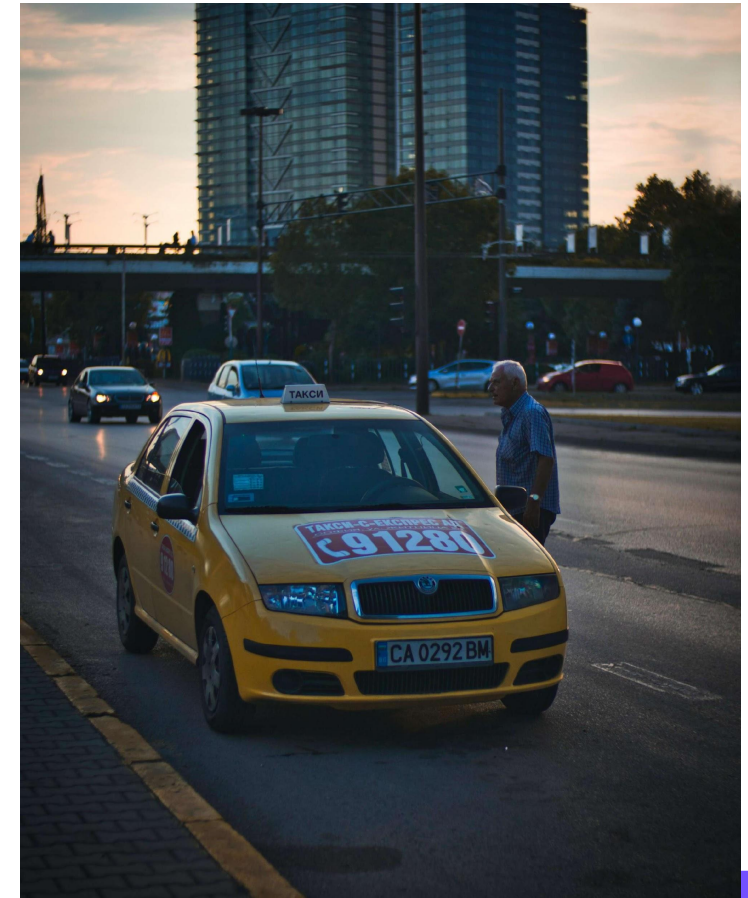


A consistent source of travels

- › Allowing people to select their own work schedule

A tool to help them monitor and expand their business

- › Accounts Payable and Revenue Processing
- › Performance Evaluation



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Mobility Problem on a Global Scale

This slide provides information about the mobility problem that is persistent on a global scale and how is there an opportunity for the cab industry based on the large economy size.



Globe is in a land war

- **The model can be replicated in hundreds of urban markets.**
 - › The market structure and behavior are similar.
- **Regional network effects are kept to a minimum.**
 - › Opportunity for imitators
 - › Allows for expansion in many places
- **The first mover advantage becomes a formidable barrier to entry.**
 - › Market network effects are very strong.



The larger the economy size, the better the opportunity ? Might be not

- **We use an analytical technique to identify markets with essential assets that warrant price premiums.**
 - › i.e. In Germany, all cabs are Mercedes Benz; would you pay twice as much for a black car?
- **Variables Analysis**
 - › Alternatives quality
 - › Extreme weather
 - › Safety concerns
 - › Market size
 - › Income Disposal
 - › Risk



There is a better opportunity in Mexico than in New York

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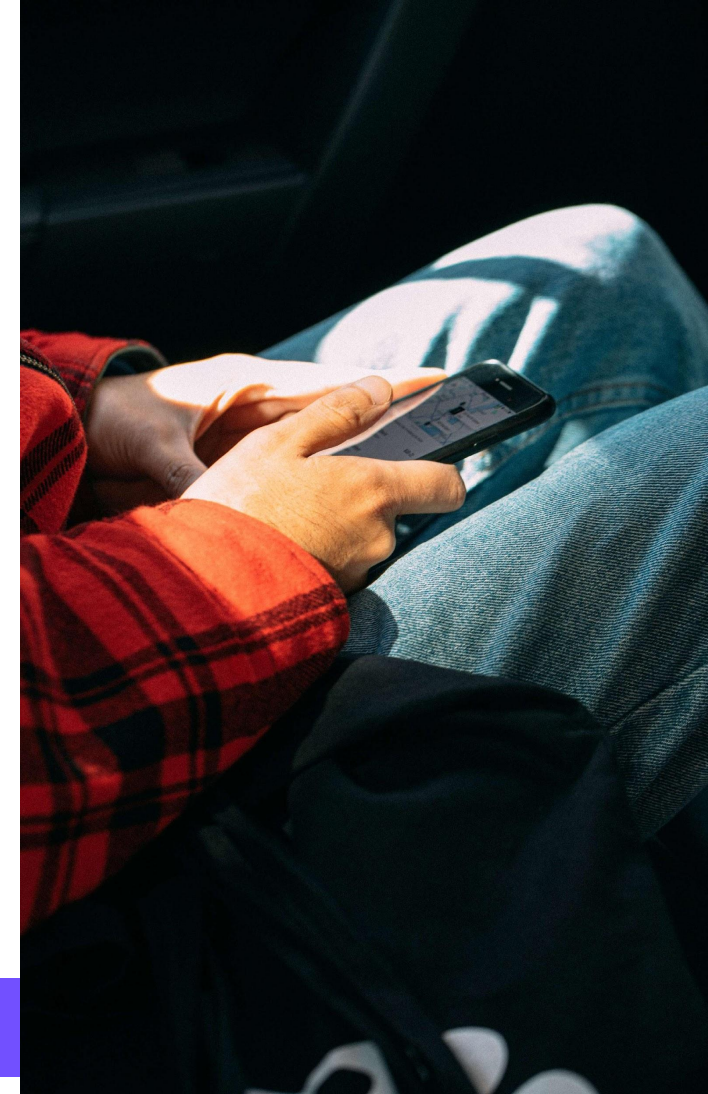


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How Cabify Solves the Problem

This slide shows how Cabify will solve the urban mobility problem on an international scale and what exactly will be the effect on its strategical components.

...That has to be treated locally



International ?... Local

- **When a company has a presence in multiple areas, it has an advantage leading to :**
 - › Economies of scale
 - › Synergies with users from various markets
- **However, there are little chances for international economies of scale.**
 - › The cost and revenue of services are affected by their local presence.
 - › The majority of the average customer's business is generated in his local market.

Effect on Strategy



We have a clear expansion plan that prioritizes markets based on the revenues they will generate.

- › Where we will establish ourselves as a dominant player
- › Where our services are more highly valued
- › Where anyone can acquire a car and work as a private driver



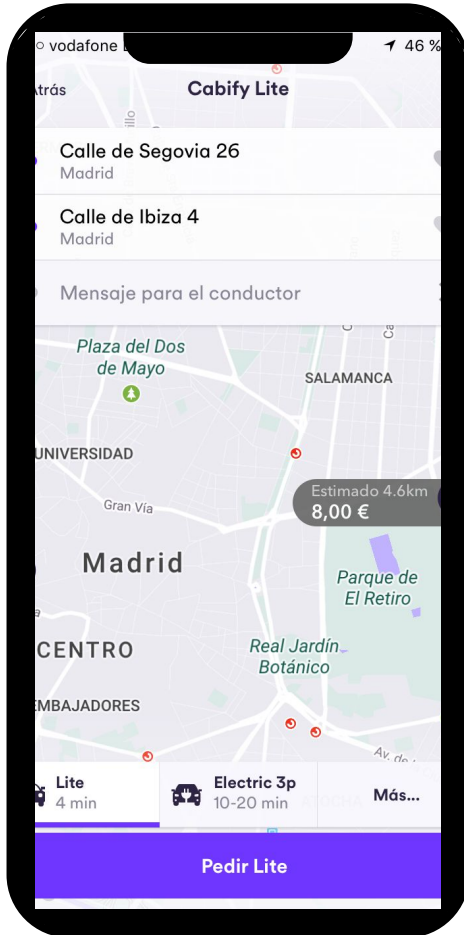
We can rapidly and cost-effectively grow into new markets.

- › On the supply side, we have a structural competitive edge.
- › On the demand side, our business focus and technological approach enhance the number of potential clients

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What Cabify has Done

This slide shows what Cabify has achieved so far in terms of launching an app for smartphone and pc, generated more that 30% revenue on a monthly basis in Spain in 2011 etc.



We initiated as a marketplace for real-time black car ordering by smartphone, tablet, or PC.

- › Non regulated pricing with high margins
- › Automatic payment
- › Ensures service quality through user ratings
- › Allows for reservations in advance.
- › Concentrating on corporate clients

In December 2011, it was officially launched in Spain.

- › Developed user loyalty, with a 90% repeat rate
- › Revenues are growing at a rate that is greater than 30% on a monthly basis.

In Peru, Mexico, and Chile, Cabify was recently launched.

- › Preliminary data indicates a faster growth pace than in Spain.

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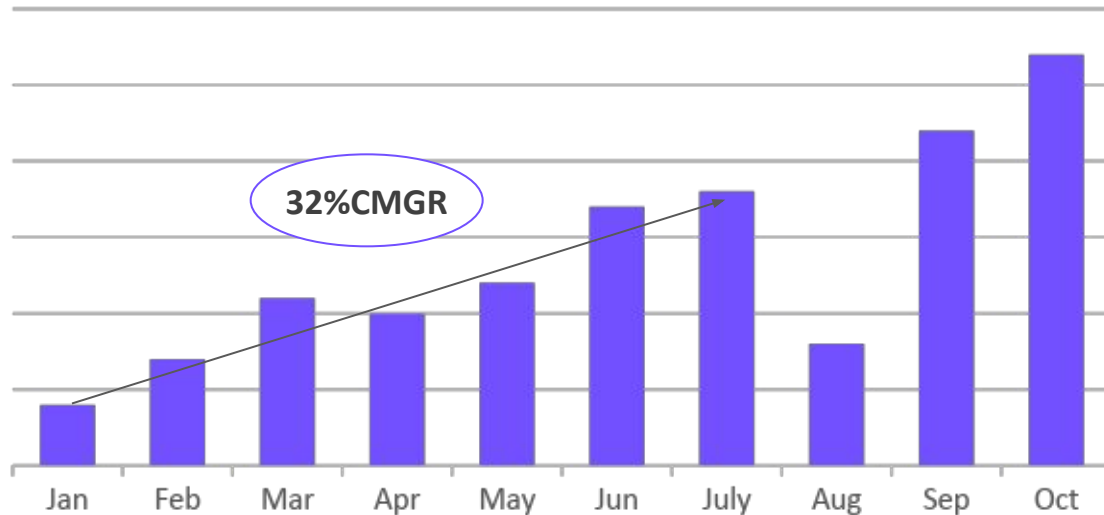
Traction Details of Cabify

The following slide provides information about the traction details of Cabify in terms of increase in gross revenues of Madrid, increase in percentage of active users per month etc.

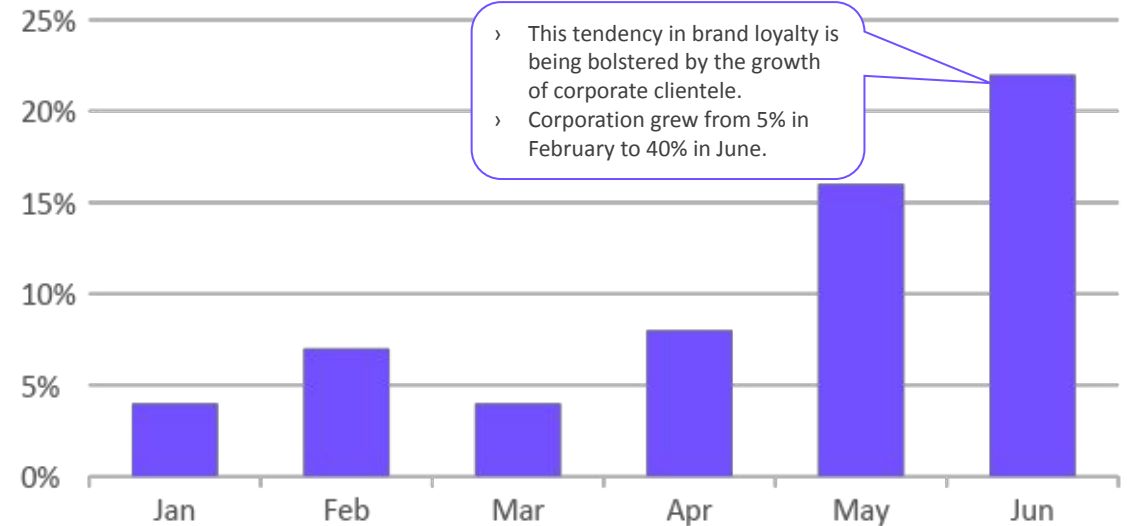
Test Market Details – Extensive Growth driven by customer happiness



Gross revenues of Madrid



% of active users with 3 or more journeys per month on average



The average active CAC (Client Acquisition Cost) is 48 €, with a 1-year NVC of 145 €.

CMGR: Compound Monthly Growth Rate

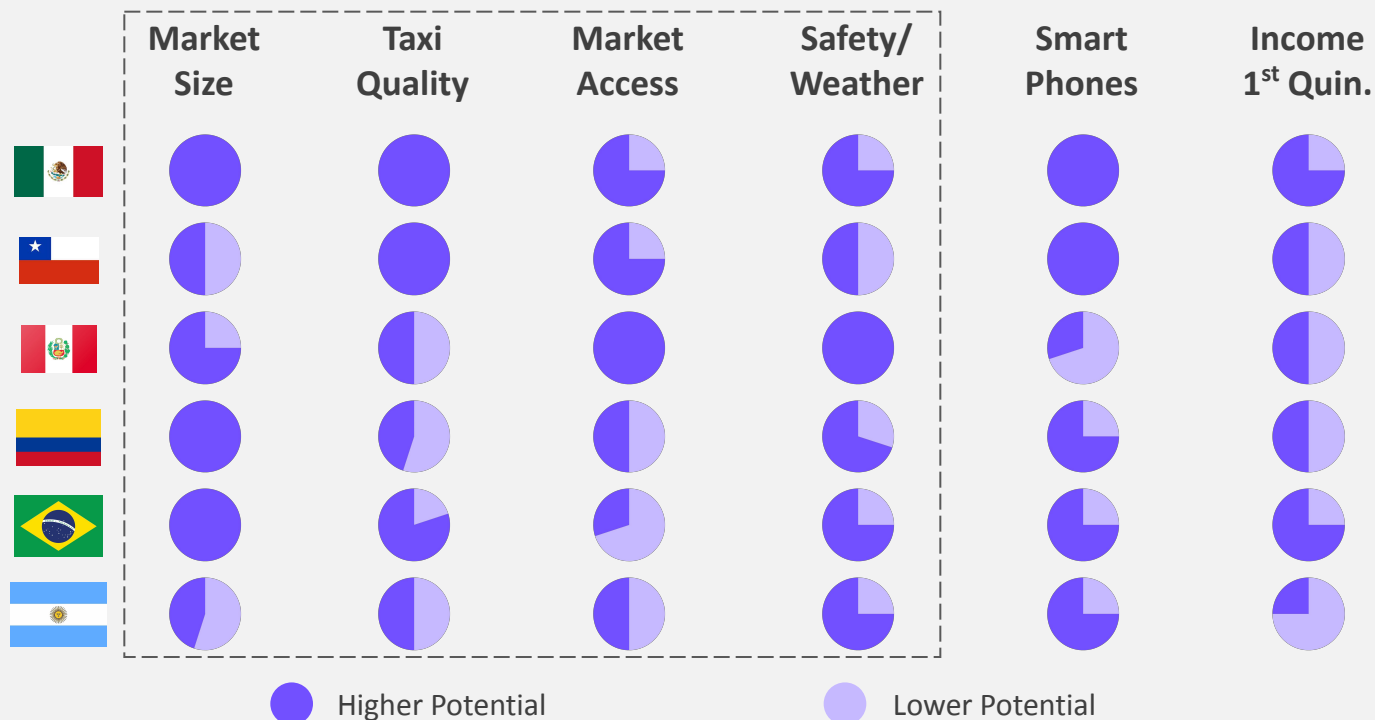
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Future Opportunities of Cabify

This slide provides information about the future opportunities that are available with Cabify in terms of higher market size and taxi quality potential across Latin America, opportunity related to advanced secure transportation system, higher quality alternative w.r.t knowledgeable drivers and transparent rates.

Latin America Markets pose better opportunities and minimum constraints

Latin America countries share a common set of conditions/features



Why Cabify is Unique

Secure Transportation System

- › GPS monetarization in real time
- › Drivers with certification
- › There is no economic transaction

Higher Quality Alternative

- › Knowledgeable drivers
- › A single point of contact
- › Rates that are clear and transparent

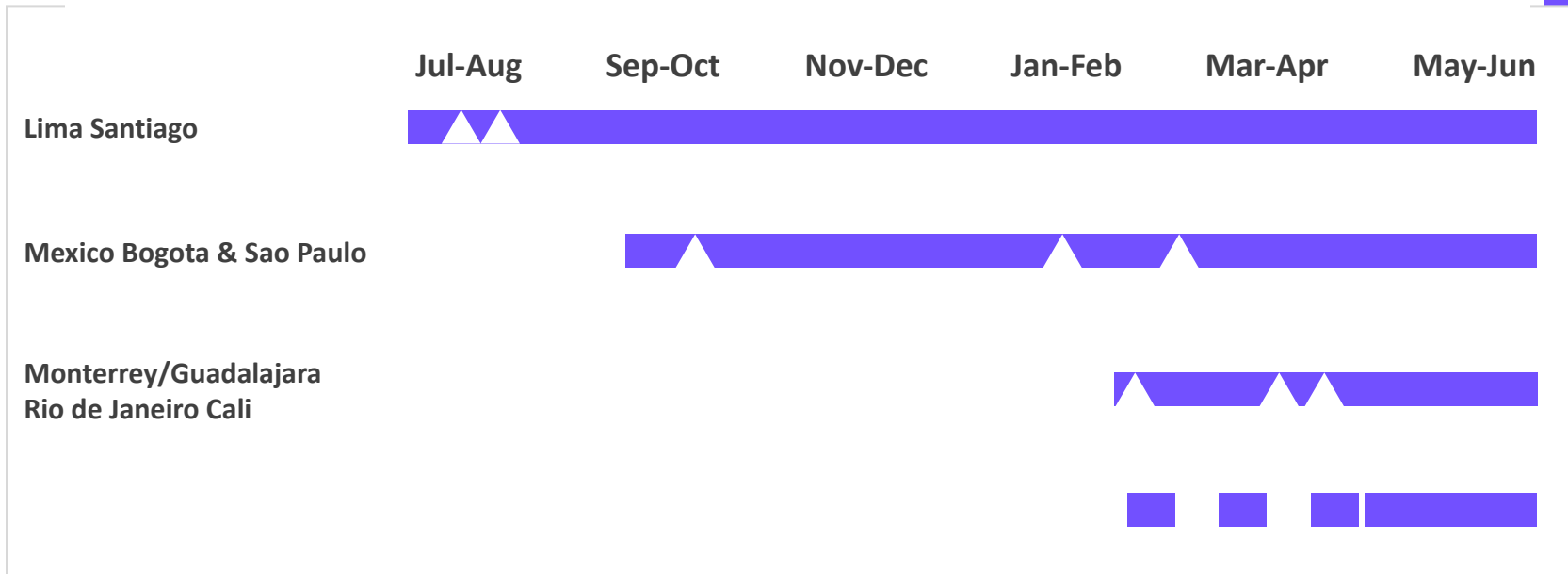
Note: Harvey balls express potential relative to the rest of the countries in the zone

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Future Expansion Plans of Cabify

The following slide provides information about the future expansion plans of Cabify that it aims to achieve in terms of creating a footprint in Latin America, utilizing existing platforms to expand business in Tier 2 cities, enter in to new markets such as Miami, Middle East etc.to generate more revenue and expand market size.

Cabify Expansion Plan and Economics



Objectives

- Create a footprint in Latin America.
- Develop our footprint in the most promising Latin American markets and grow our presence in Latin America.
- Utilize an existing platform to expand the business in Tier 2 cities.
- Continue to expand in existing territories and into new markets: Miami, the Middle East, and Southeast Asia

Each new city demands early capital.

- › To launch and support growth, budget between \$300 k and \$1 million.

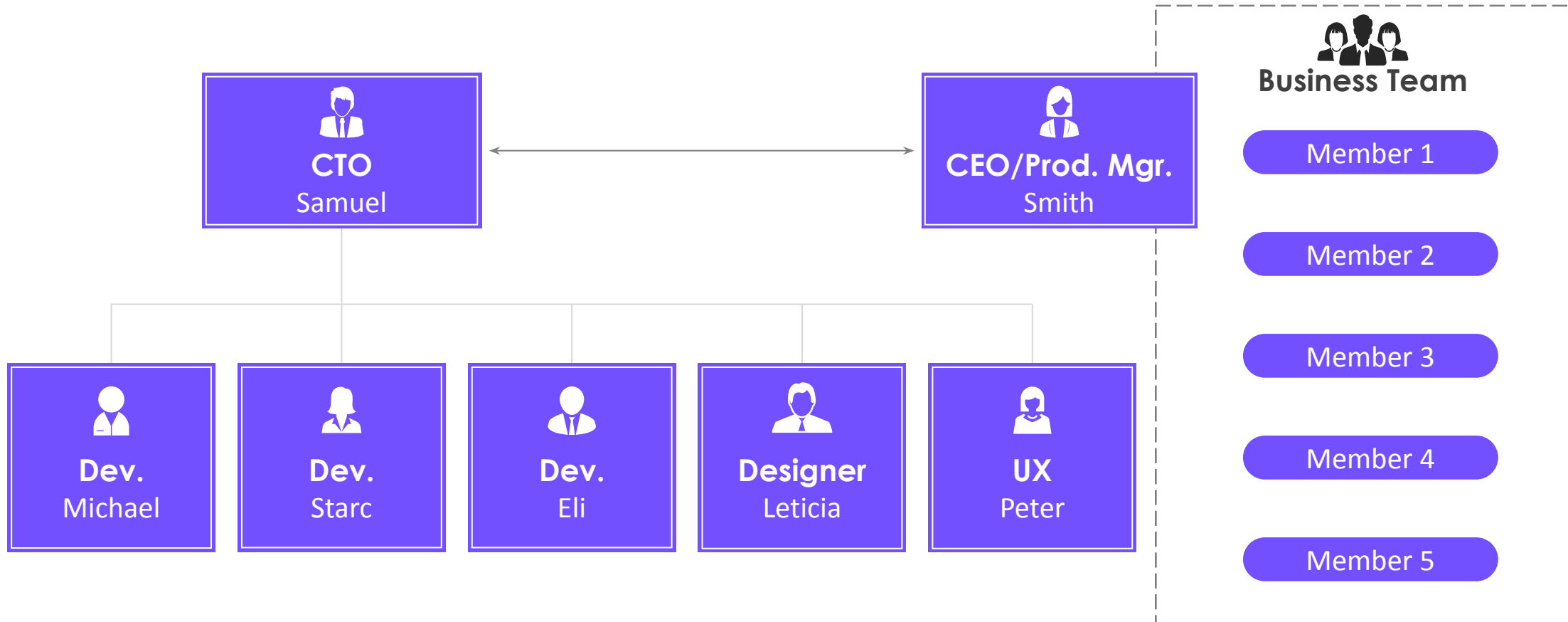
With solely executive vehicles, mature cities may generate gross income of \$4-15 million per year and \$1-\$4 million per year.

- › It can take anywhere from 6 months to 2 years to get to this point.

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Product Team Structure of Cabify

The following slide shows the product team structure of Cabify that provides information about CTO, CEO and business team members.

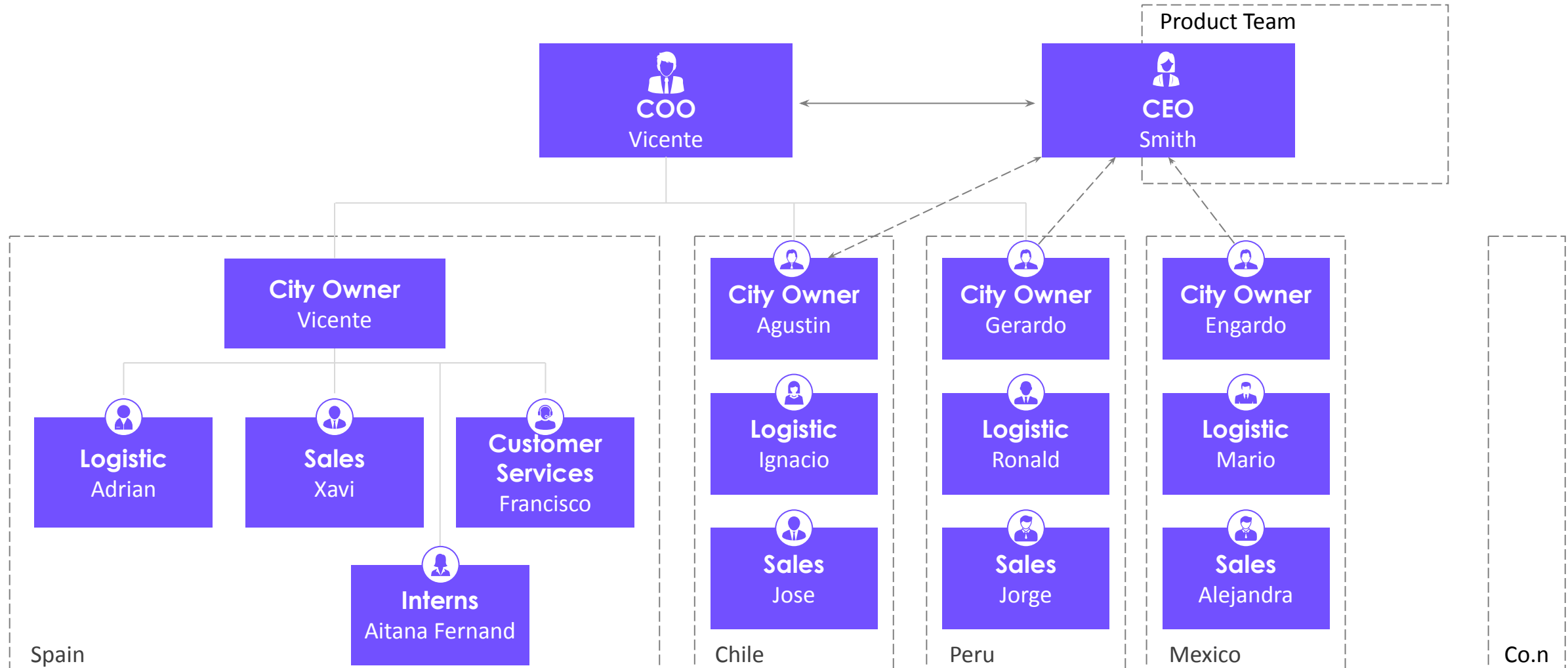


CTO – Chief Technical Officer
CEO – Chief Executive Officer

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Business Team Structure of Cabify

The following slide shows the business team structure of Cabify that provides information about COO, CEO, team members across regions such as Spain, Chile, Peru and Mexico.

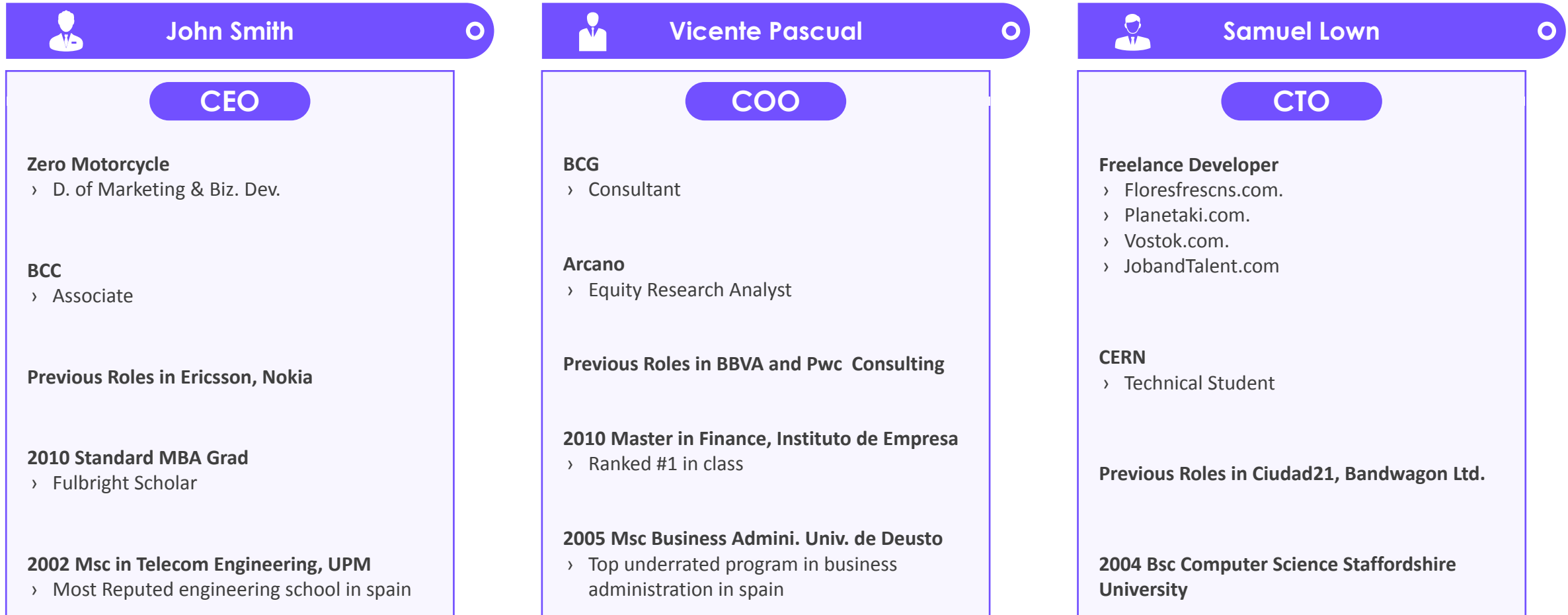


COO – Chief Operating Officer
CEO – Chief Executive Officer

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Executive Team Structure of Cabify

The following slide shows the executive team structure of Cabify that provides detailed information, prior experience and educational qualifications about CEO, COO and CTO.



COO – Chief Operating Officer

CEO – Chief Executive Officer

CTO – Chief Technical Officer

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General Members of the Team

This slide provides information about the general team members of Cabify which are present in product team and business team.



Product Team

Michael: BeRuby, Holder Web Company, CS Hogeschool van Amsterdam
Peter: Ambadoo, Watt AB, Crowd, AD. Danish Royal Academy of Fine Arts
Eli: Pixable, UPM
Starc: RubyMotion, UPM

Business Team

- Charles Gibbons: Concha y Toro, Celfin Capital, Univ. Catolica
- Gerry Reategui: Bayer, ESADE MBA
- Jennifer Payne: Rothschild, Maze Project, Duke
- Jose Ignacio Gulierrez: BICE Investments, Univ. de los Andes
- Jorge Romero: Grupo Hochschild, UNALM
- Alejandra Ruiz: Philip Morris, Acciona (lujo), Tecn. Monterrey, ESIC MBA
- Mario Posadas: Canadian Embassy in Mexico City, UNAM
- Adrian Merino: Spanish Embassy in Paris, Fagor, UCM
- Rome Pearce: Pujadirecta.com, mypocket.com, UCM



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Key Risks and Mitigation Strategies

The following slide provides information about the key risks that are related to Cabify operations, degree of risks criticality and mitigation strategies to overcome the risk.

	Risks	Criticality	Mitigation Actions
	Change in Legislation		Incorporates team members with strong relationships. › As employees, investors, or advisors
	Drivers Availability		› A consistent source of income from a wide range of customers › Provide competitive pricing.
	Competitors Reaction		Take use of the first mover advantage. › Contracts with drivers that are exclusive › Improved customer service
	Heterogeneous Service Expectations		The adaptability of the technology platform enables for adaptation to local characteristics. › Quality that exceeds local expectations
	Poor Cost Management/ Embezzlement		› Managers who are well qualified and have a good reputation › Continuous monitoring from Head Quarters
	Profit Repatriation		› Creating a holding structure to maximize bilateral treaties › Changes to credit cards are directed to international banks.

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