

**#1 european
player in on-demand
transportation**

Context

In 2014 the CEO of GetTaxi Shahar Waiser was to give a speech at NOAH Internet Conference 2014 in Berlin for the first time.

The audience already knew in details such companies as Lyft, Uber and Hailo but not GetTaxi.

So we needed to deliver a clear message of what does GetTaxi stand for as a company and how GetTaxi is different from others (i.e. what is the strategic positioning of the company).

Be aware: some of the slides below can be confusing without a speaker.

Where does  fit in?

HAIL
O

lyft


UBER



#1 in Europe



GetTaxi in the **largest** taxi markets



New York



London



Moscow



Israel

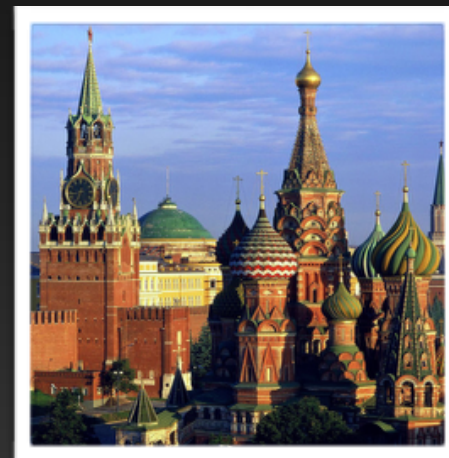
GetTaxi in the **largest** taxi markets



New York



London



Moscow



Israel

\$20B+



next Q
we are profitable

\$200M

revenue

\$30M

gross profit

300%

growth per annum

\$200M

revenue

\$30M

gross profit


300%

growth per annum

How so?

We launched
in Israel...
3 years ago



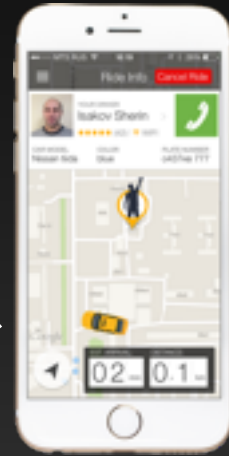
An aerial, high-angle photograph of a large, diverse crowd of people walking on a cobblestone plaza. The plaza is composed of large, light-colored rectangular tiles arranged in a grid pattern. The people are dressed in winter clothing, including coats, jackets, and scarves, suggesting a cool environment. They are scattered across the frame, with some walking in small groups and others alone. The lighting is bright, casting soft shadows on the ground. The overall scene conveys a sense of a busy, public space.

a lot of our
first customers
were Google
employees



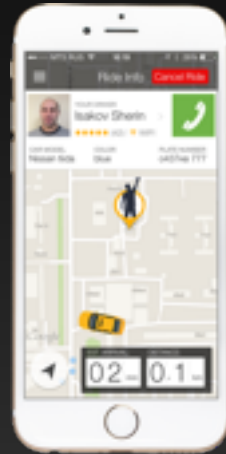
So we came to Google

GetTaxi

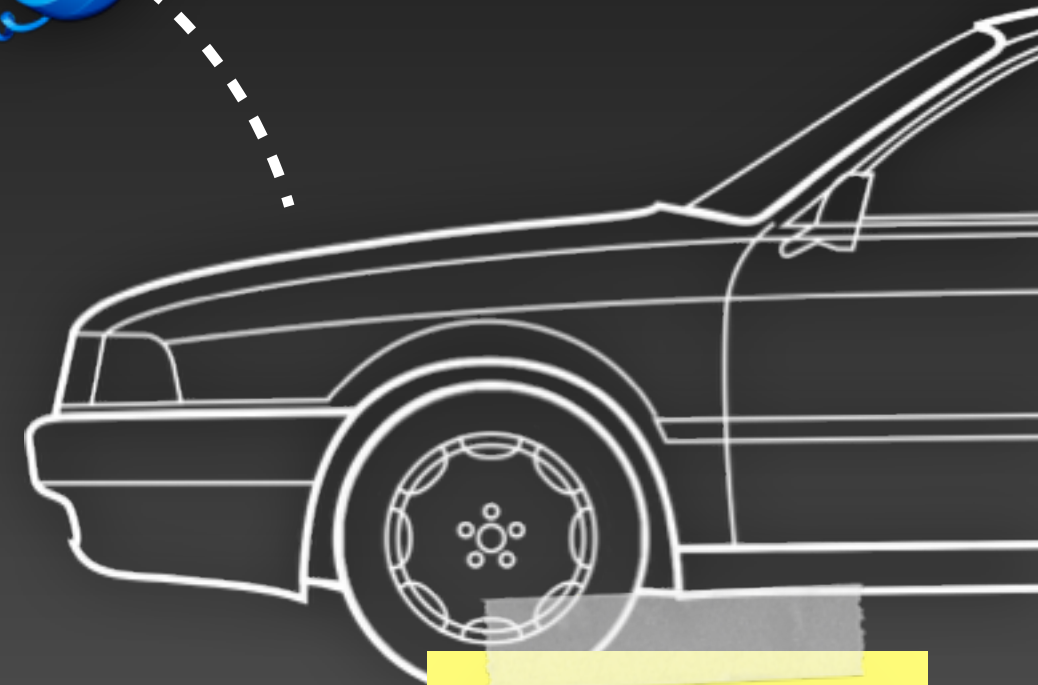


Speaker notes:
Look, in personal life your employees use GetTaxi and they are pleased with it.

GetTaxi

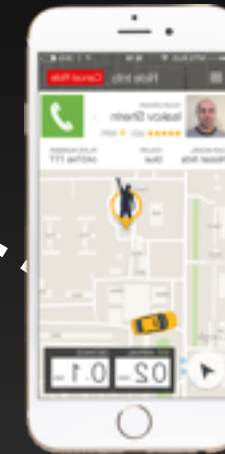
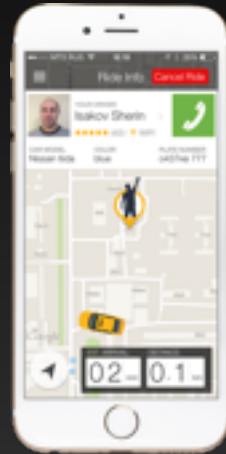


Old taxi



Speaker notes:
But during work hours they are left to whatever classical taxi service you use.

GetTaxi



GetTaxi

Speaker notes:
Let us embrace your people during the work hours too.

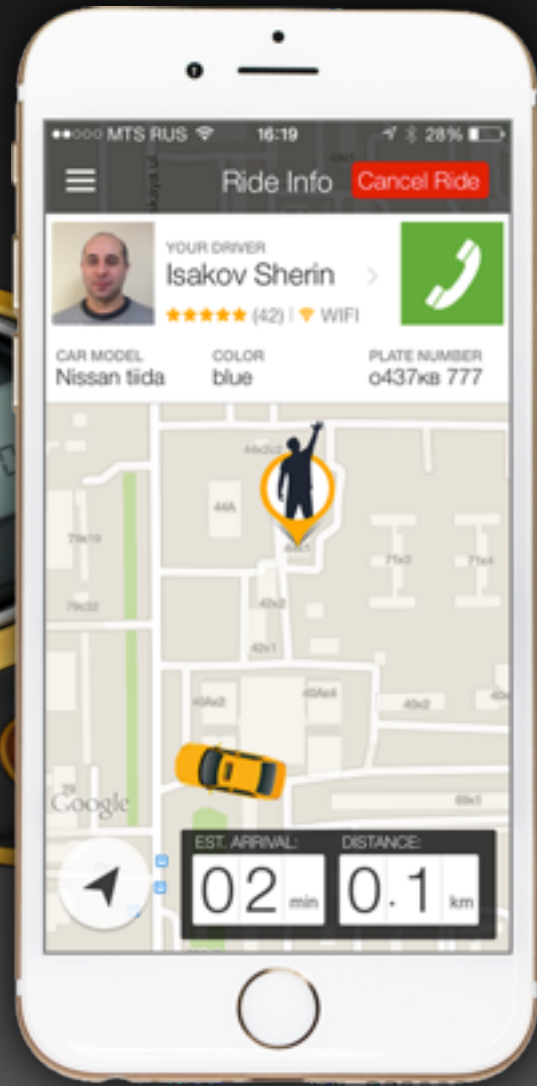
It's going to be less expensive, more transparent and much more easy to use.

Google agreed.

Google agreed. **We failed.**



B2C



B2B

B2C



Speaker notes:

While our consumer product was great: easy to use app, fast pickup time and smooth payments. On the corporate side we lacked a few important things



B2B



App, fast, payments



Advanced booking



Individual pricing



Analytics & Reporting



Web-access



24/7 customer care

B2C



Speaker notes:

Over time we developed the required features. And that become our corporate product.

Soon other companies followed.



B2B

- App, fast, payments
- Advanced booking
- Individual pricing
- Analytics & Reporting
- Web-access
- 24/7 customer care

2000+

enterprise clients

IS APPLE TOO COMPLICATED?

By Adam Lashinsky

FORTUNE



BRISTOL-MYERS SQUIBB: HOT, RICH... AND SMALLER
By Erika Fry

MERGER OF EQUALS: TWO CEOs, ONE MARRIAGE
By Jennifer Reingold

DRIVERLESS CARS, JEOPARDY!-WINNING COMPUTERS. WILL THERE BE ANYTHING LEFT FOR HUMANS TO DO?
By Geoff Colvin

Best stocks of the 500

The Penny Pritzker story
By Nina Easton

Richard Kinder, pipeline king
By Ken Otterbourg

The Fortune 500 in pictures

JUNE 15, 2014
FORTUNE.COM

Half are
GetTaxi
clients

Israel

3M Google™

Deloitte pwc

Goldman Sachs BBDO Walt Disney Pictures BARCLAYS CORPORATE BV Battery Ventures

EY Building a better working world Morgan Stanley

Deutsche Bank

icq greylockpartners. BRINKS HOME SECURITY

KETER RAD data communications Regus

The Carlton Group 888.com clai telephone

AVG PADANI SAATCHI & SAATCHI

UK

twitter plugged'n

facebook. PROPERO

APOLLO Blake Laphorn Google™

Hilton LOCKTON BARCLAYS CORPORATE Cheyne Capital Radisson PERELLA WEINBERG PARTNERS

Disability Rights UK AMV BBDO GRAND CENTRAL Marriott. HOTELS & RESORTS

London Chamber of Commerce and Hospitality SHEPHERD WEDDERBURN CROWNE PLAZA HOTELS & RESORTS

Investec PRICE FORBES Access Industries HomeServe ASPEN

Russia

DHL pwc STB Mercury

INTERCONTINENTAL HOTELS & RESORTS

McKinsey & Company

DELL NOVOTEL HOTELS Hogan Lovells Knight Frank

MEGALABS HEARST · SHKULEV media

LAW OFFICES EGOROV PUGINSKY AFANASIEV & PARTNERS Ойенская группа Лайф ERNST & YOUNG Quality In Everything We Do

LEX BOREALIS юридические консультанты

Tinkoff Credit Systems ФБК DIGITAL OCTOBER

Kingston TECHNOLOGY SNR DENTON

Consumer rides

85%

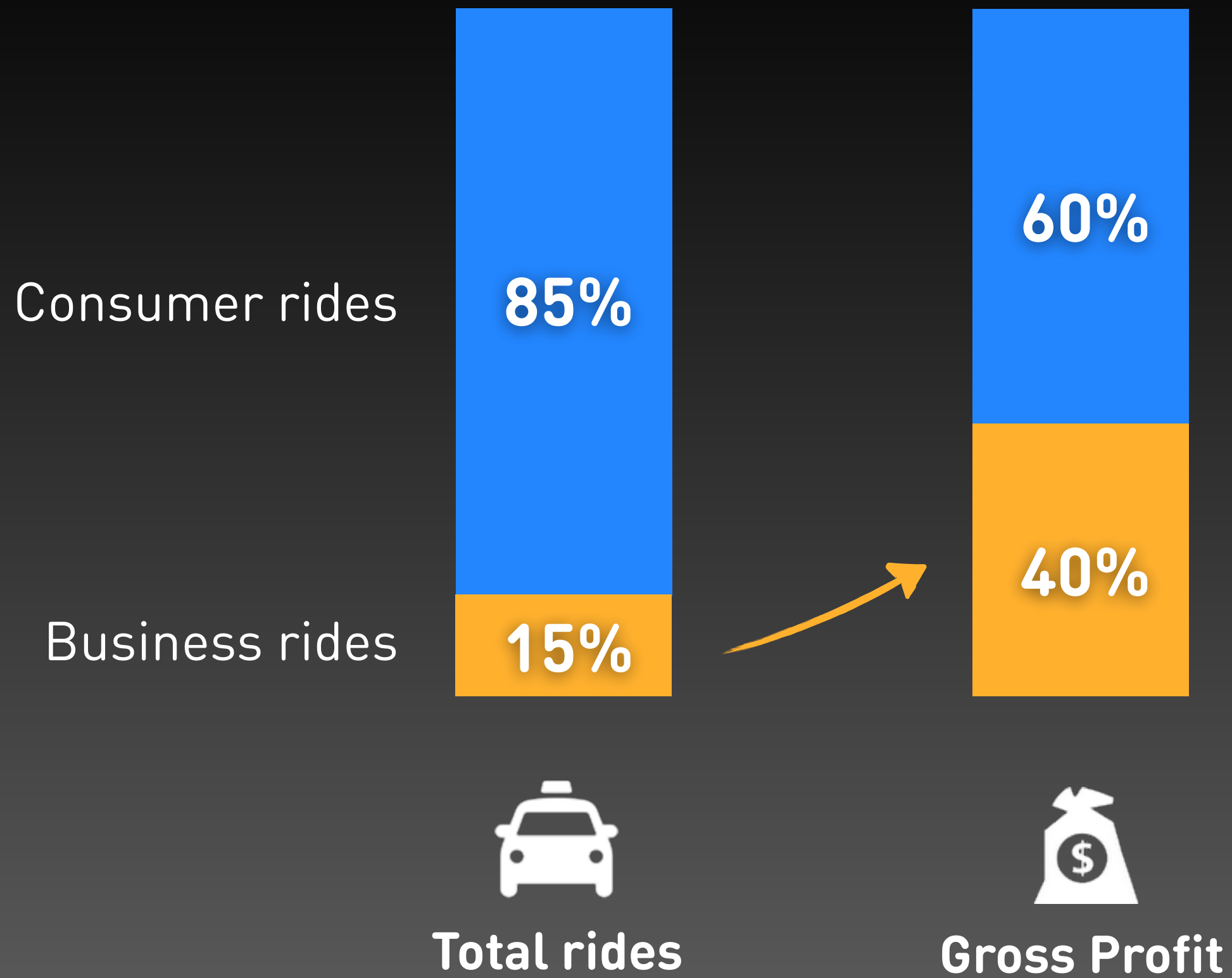
Business rides

15%



Total rides

Speaker notes:
But despite of all B2B
clients — we are still a
consumer company —



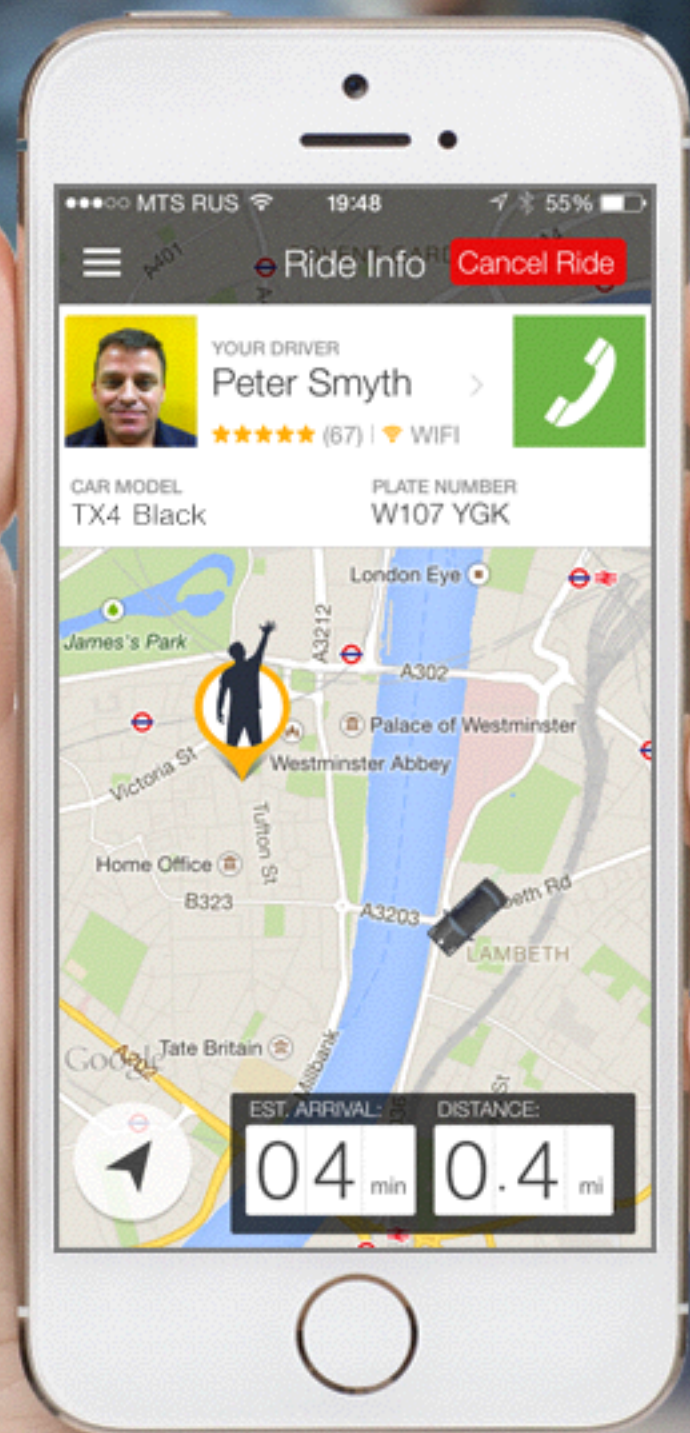
GetTaxi is a **complete** solution for business and private taxi service

Speaker notes:

And because we work equally with consumers and corporates now we are

- 1 in Europe in revenue and gross profit
- 1 in corporate segment
- 2 after Uber globally





Give it a try at

**www.gettaxi.com
www.gett.com**



Great deck and great work.
Really good. Best deck
at the show. Clear message
was delivered.

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