

WHAT IS UBER?

- Uber is an innovative technology platform that connects drivers and riders via smartphone app
- We offer safe, seamless and reliable transportation connection options at multiple price points
- Uber partners with municipally licensed drivers; we do not own or operate cars or employ drivers
- Tens of thousands of Canadians rely on Uber regularly to connect them with drivers, and Uber helps hundreds of drivers earn a better living by connecting them to additional fares
- Uber operates in >280 cities and employs >2000 people in its offices; our investors include Google and other leading global companies

WHY RIDERS LOVE UBER?

FASTER: we provide the fastest response time of any transportation option in Canada
SEAMLESS: automatic transactions, electronic receipts and transparency in pricing
BETTER EXPERIENCE: Uber allows riders to rate their drivers and provides feedback
MORE RELIABLE: we use data to ensure supply matches demand

WHY DRIVERS LOVE UBER

HIGHER INCOME: The Uber technology platform benefits our partners by connecting them to more fares
SAFER WORK ENVIRONMENT: drivers are safer with cashless transactions and secure GPS tracking abilities
INCREASED EFFICIENCY: drivers spend more time with fares and less time waiting to be hailed
GROWING THEIR BUSINESS: many partners have grown their fleets since partnering with Uber

WHY RIDERS LOVE UBER?

LOWER CONGESTION AND POLLUTION: Uber makes connecting with drivers easier, which encourages more people to use taxis and limos
INCREASED CHOICE: Uber gives consumers more transportation choices
TOURIST FRIENDLY: the Uber app works across 100+ cities and is frequently used by travelers
PROMOTES INNOVATION: Canada is a progressive, consumer-friendly country that embraces technology and invests in innovation

HOW UBER WORKS

1. Riders select their vehicle type and set their pickup location aided by GPS
2. Riders request a ride and Uber technology immediately notifies the nearest Uber partner



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EXCITING PORTFOLIO OF SERVICES

- UberTAXI Riders can request the nearest taxi using our app; rides are charged at standard taxi meter rates, and a 20% gratuity is set by default and can be adjusted by the rider
- UberBLACK/UberSUV Riders can request the nearest black limo using our app; rides are charged at a base rate, plus time and distance premiums
- UberX/UberXL (currently available in Toronto, Ottawa, and Montreal, Edmonton) Peer-to-peer ride sharing offered by insured drivers who have undergone extensive background scrutiny, are fully insured and are tracked and rated through Uber technology; rides are charged at a base rate, plus time and distance
- UberACCESS (available in Toronto) Wheelchair accessible vehicle option for members of the community with accessible needs who require a ramp or lift.

REGULATORY FRAMEWORK

- Uber's innovative technology and business model are not explicitly regulated by provincial or municipal regulations
- Expensive minimum fares and wait times are anti-consumer and provide no discernable safety benefit
- Many global cities and jurisdictions have shown leadership by updating their regulations to reflect innovation in transportation, including California, Colorado, and Detroit
- Provinces and cities have an opportunity to positively support job creation and innovation by updating regulations to reflect technological changes

UBER'S COMMUNITY INVOLVEMENT

- Uber has partnered with and supported thousands of events in Canadian cities since 2012. We partner with local businesses and BIAs to increase traffic to neighbourhoods; we call it our #NeighbourhoodLove campaign.
- Our #UberSpringCleaning campaign offered free on-demand pickup of Goodwill clothing donations. Uber actively supports anti-drinking and driving initiatives to promote a safer lifestyle

HOW UBER WORKS cont.

3. The driver is given the rider's exact pickup location and phone number; the rider is provided with the driver's information and rating
4. At the end of the ride, the rider exits the car without paying (payment is automatic), rates the driver and immediately receives an electronic receipt

