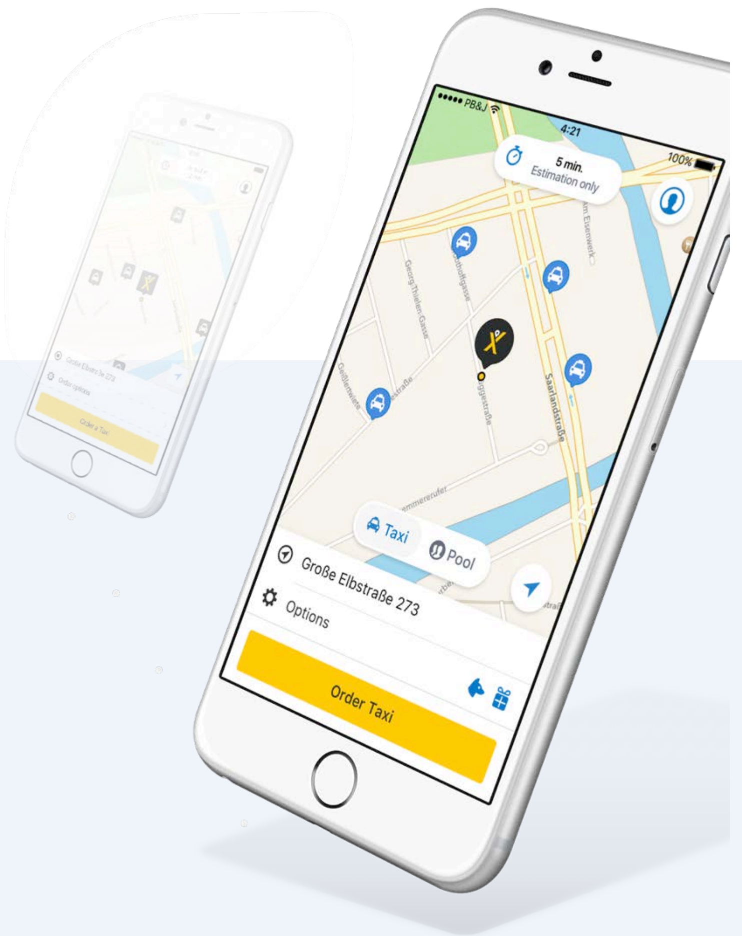
Moving People Forward

this is mytaxi



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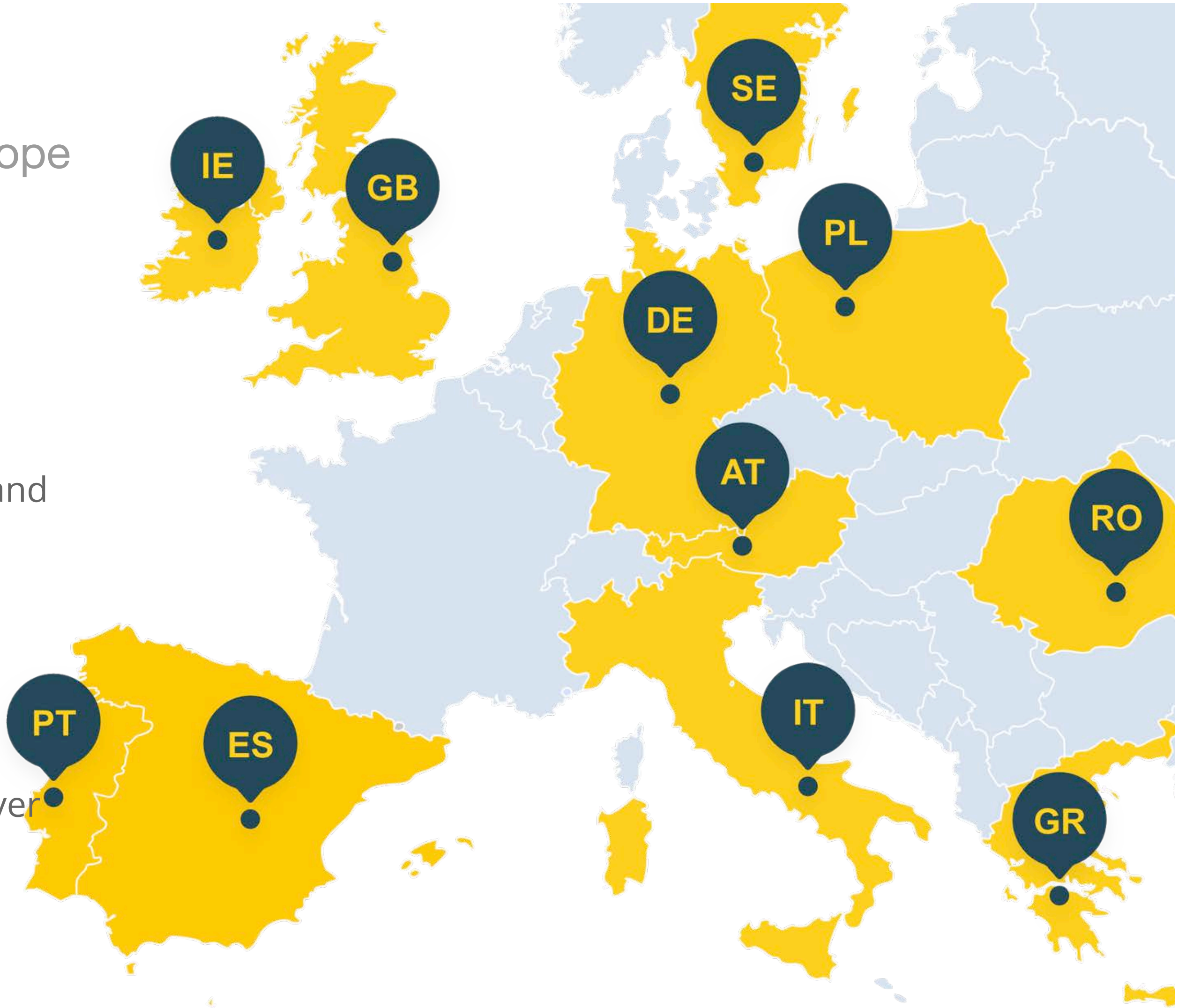
Head of Public Affairs, Europe

Brussels
19 April 2018

mytaxi history

rapid expansion across Europe

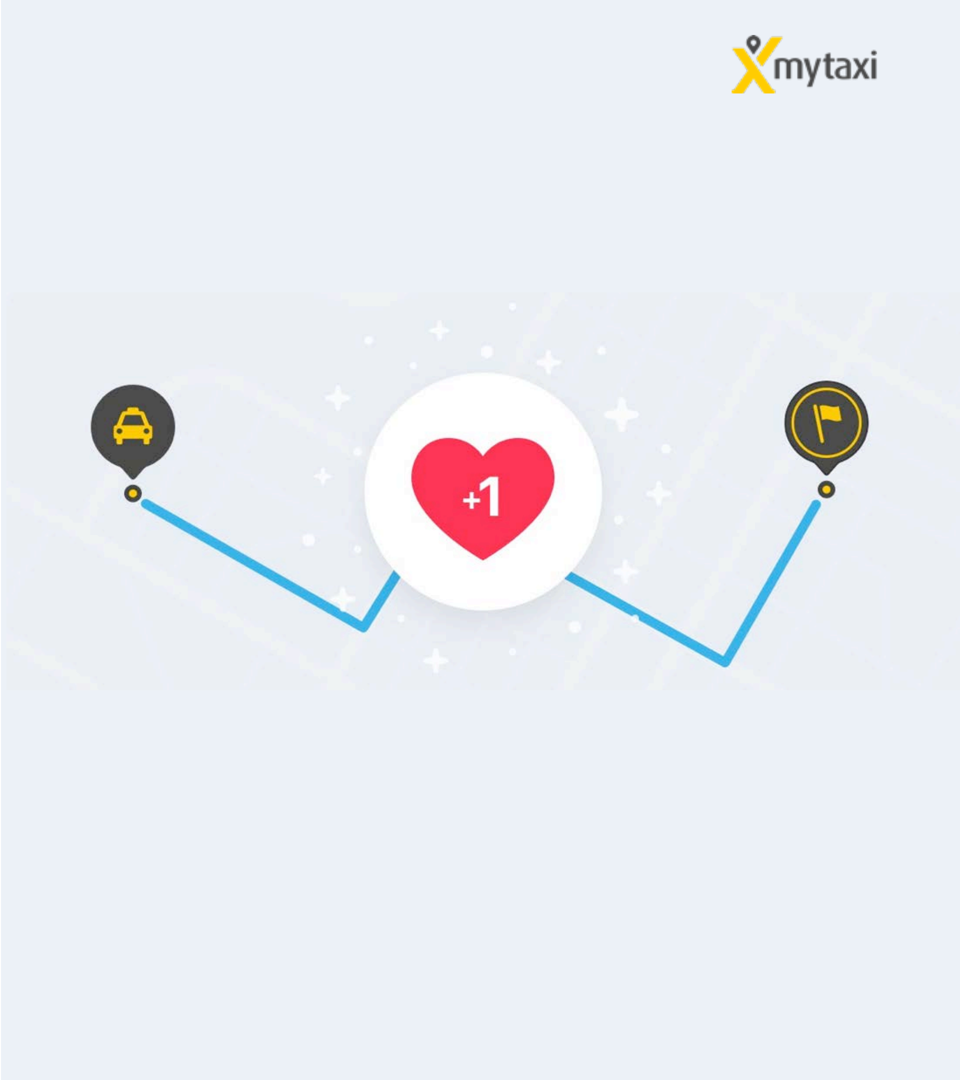
- 2009: founded in Hamburg
- 2010: rollout Germany
- 2011: launch in Austria
- 2011/12: launch in Spain & Poland
- 2014: Daimler acquisition
- 2015: Rollout Italy, Portugal & Sweden
- 2016: Merger with Hailo
- 2017: Acquisition of Beat & Clever
- 2018: Daimler & BMW JV



Some numbers

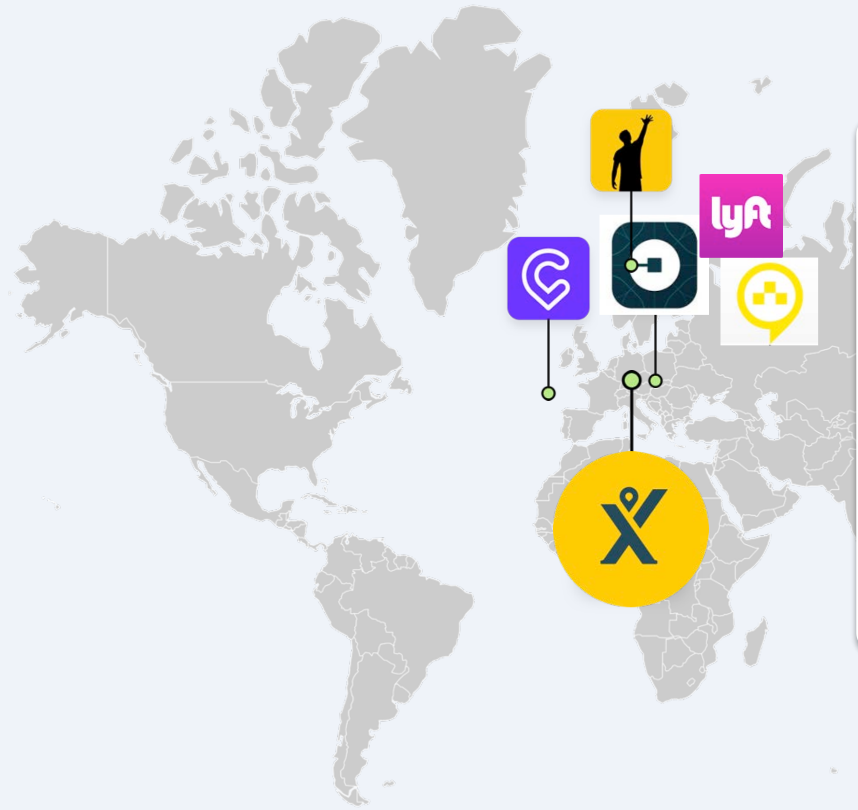
Quickly becoming Europe's largest taxi e-hailing company

- World's first taxi app to establish direct connection between driver and passenger in 2009
- Leading taxi e-hailing company in Europe
- Available in 11 countries and > 50 cities
- > 120,000 registered drivers
- > 700 employees
- Tech hubs in Hamburg, Barcelona and Berlin



Europe is a highly competitive market

Global players looking to enter Europe due to high GMV potential



- **Uber** across the continent
- **Lyft** to start in Germany?
- **Cabify** in Spain and Portugal
- **Gett** in London and Moscow
- **Taxify** with focus on Eastern Europe, entering London, Paris, Portugal (Didi investment)
- **Rich landscape of local players** including taxi.eu & iTaxi, various radio companies

Europe ≠ Europe

The EU is a highly fragmented market - on many levels!

Italy ≠ United Kingdom

Germany ≠ France

Poland ≠ Portugal

Europe ≠ Europe

Some examples that we encounter in our daily work

Mytaxi app localised for each market, adapting to local regulations

mytaxi

Customer characteristics

Berlin taxi owner with 500 drivers vs. Italian drivers who may only share taxi with family members

Regulatory environment

Micro regulations in Spain vs. Deregulated Polish market

Vehicle quality

German E-Class taxis vs. Romanian Dacia

Our take

1. Taxis are extremely relevant for the future of on-demand mobility

2. Important to get regulation right and create a level playing field for taxis and PHV. EC should not shy away.

3. Change is imminent and inevitable, need to stay on top of the game

Chance for one European player to glue the different pieces together!