

SHARING ECONOMY

**HOW GRABTAXI TRANSFORMS LIVES
ACROSS ASEAN**



GRABTAXI

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APEC/PECC SYMPOSIUM ON THE INTERNET ECONOMY

18 MAY 2015

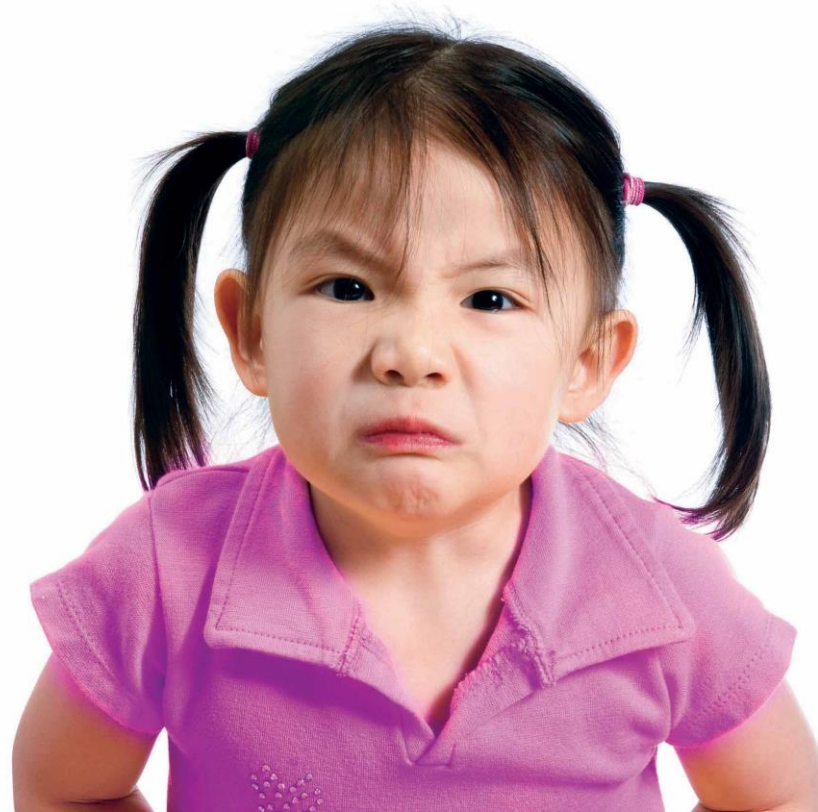
TWEET US: @GRABNINA | @GRABTAXI | @PECCTWEET | #APEC2015

A person with long brown hair, wearing a red top, is holding a white rectangular sign in front of their face. The sign has the text "WHY INNOVATE?" written on it in bold, black, sans-serif capital letters. The background is a blurred green, suggesting an outdoor setting with foliage.

**WHY
INNOVATE?**

“WHY

IS TAXI SERVICE
SO BAD?!”

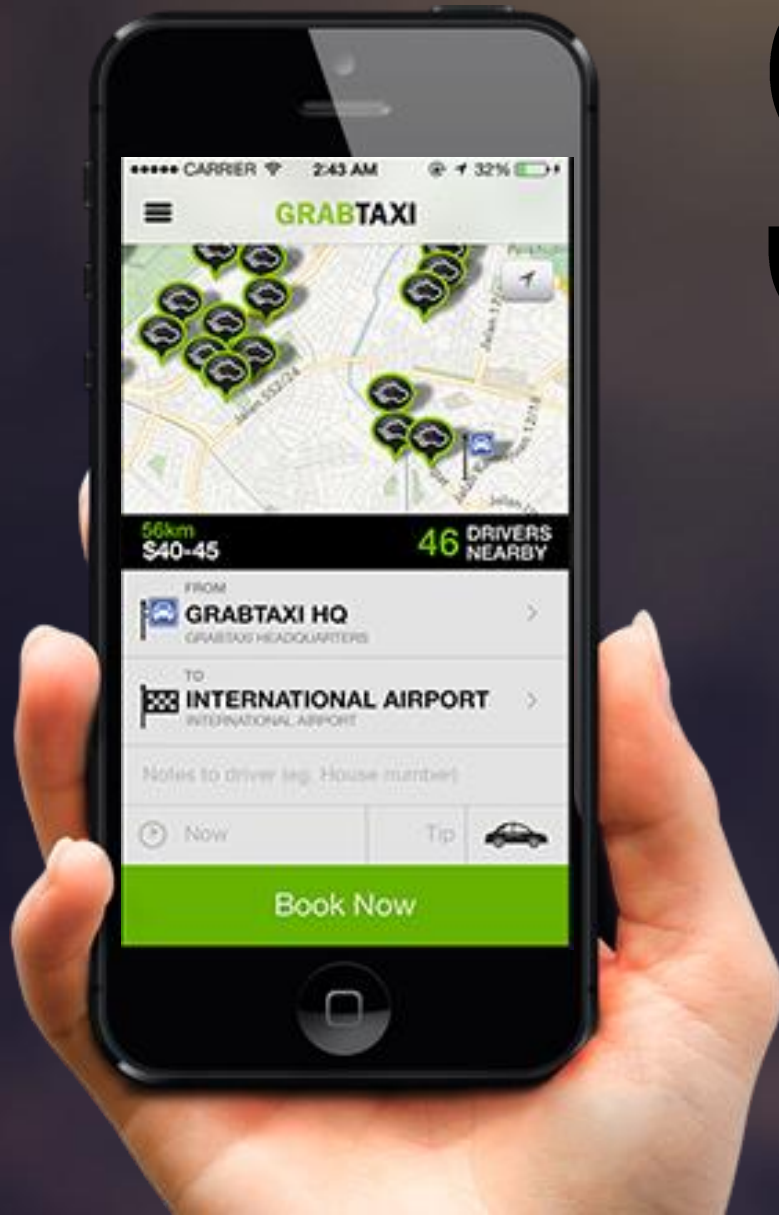




SUPPLY AND DEMAND MISMATCH

A woman with long dark hair, wearing a grey quilted jacket and a dark scarf, stands on a city street at night. She is looking directly at the camera with a serious expression. The background is a blurred cityscape with bright lights, including a large blue and white building on the left and a red car in the foreground. The overall atmosphere is urban and somewhat somber.

SAFETY CONCERNS FOR WOMEN



SOLVE

REAL PROBLEMS

WITH OUR SMARTPHONE INNOVATION

SAFETY

LET YOUR LOVED ONES
TRACK YOUR RIDE



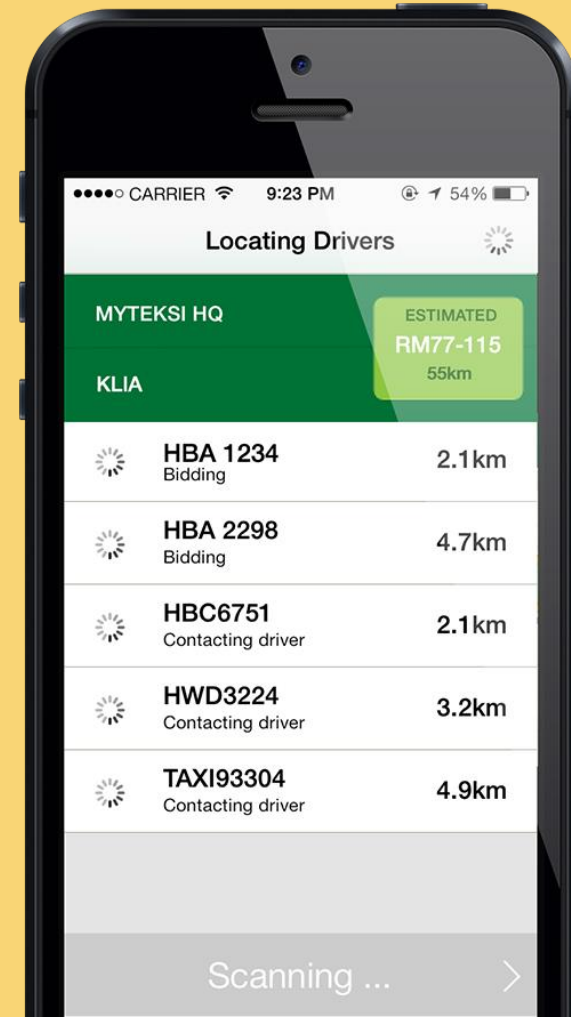
CERTAINTY

KNOW THE
ESTIMATED FARE
BEFORE YOU BOOK



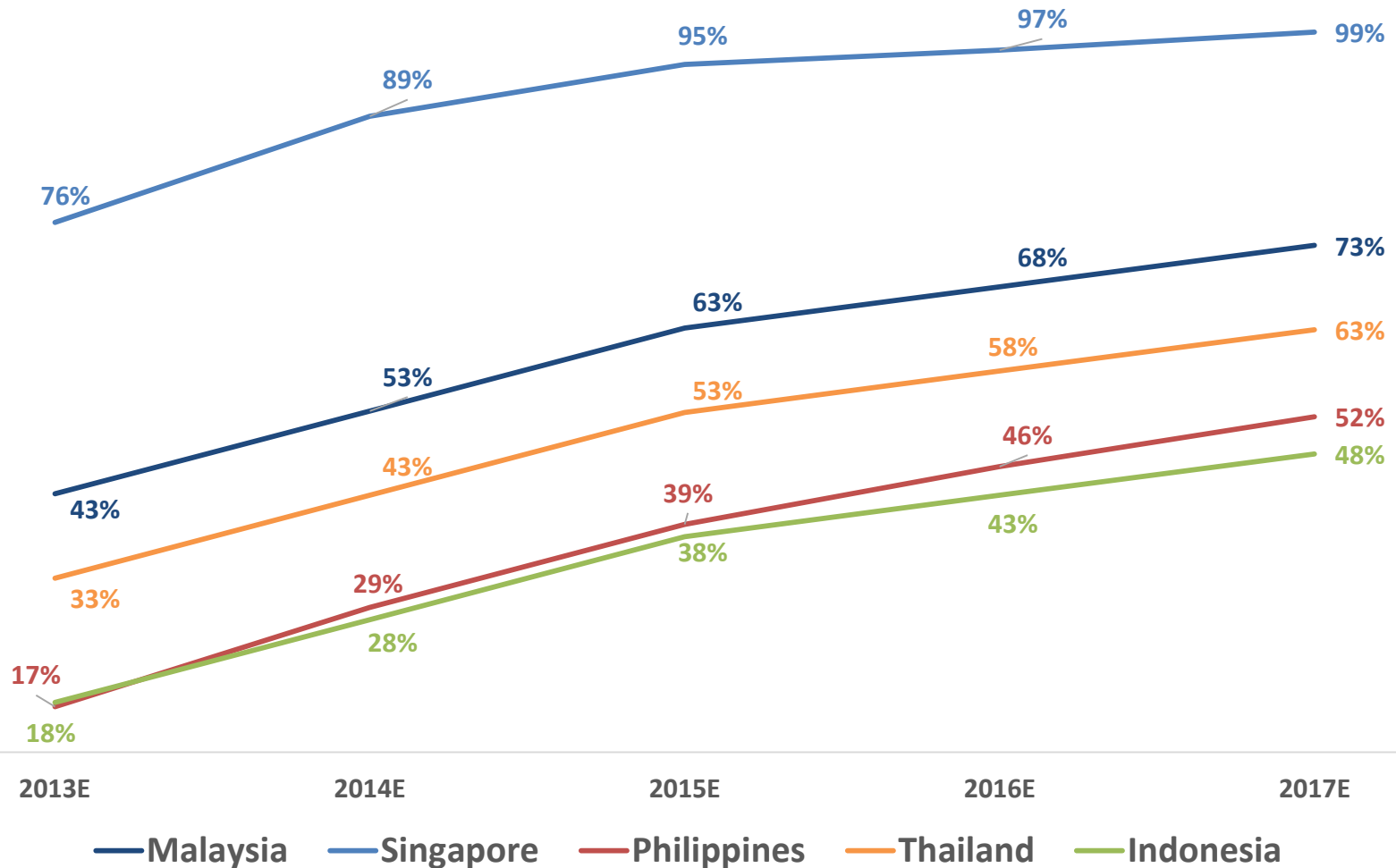
SPEED

KNOW IF YOU'VE GOT A TAXI
IN UNDER 1 MINUTE



ASEAN SMARTPHONE PENETRATION

WILL INCREASE OVER 20% BY 2017



Source: MS Research (smartphone penetration % = smartphone subscribers/total mobile subscribers). Vietnam info N/A.



**CHEAPER MOBILE
BROADBAND**



**ASEAN CONSUMERS ARE
MORE OPEN TO SHARING**

VALUE CREATION: SOCIAL GOOD



A woman with short dark hair, wearing a dark blazer over a light-colored striped shirt, is seated in the driver's seat of a car at night. She is looking out the front window with a slight smile. The window is covered in rain streaks, and the view outside is blurred with vibrant red and yellow lights, suggesting a city street at night. The interior of the car is dimly lit, with a small light fixture visible on the ceiling.

**1. WOMEN FEEL
SAFER**



2. DRIVERS MAKE UP TO 300% MORE INCOME

SMART DATA

**3. HELP GOVERNMENTS
IMPROVE TRAFFIC CONGESTION
& ROAD SAFETY**



The World Bank

SMART INNOVATION = **BIG IMPACT**



6 COUNTRIES & 20 CITIES ACROSS ASEAN



4.4 MILLION APP DOWNLOADS



7 BOOKINGS PER SECOND; >83,000 DRIVERS

GOV'T COLLABORATION: SCALE UP SOCIAL IMPACT





TRANSFORMING THE WAY ASEAN CITIES MOVE

