



ASX RELEASE
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Jayride explores significant technology improvements

Jayride Group Limited (ASX: JAY) (the **Company** or **Jayride**), the global online travel marketplace for airport transfers, is pleased to provide an update on a review of the Company's technology and future improvements. As part of this process, Jayride is pleased to announce the engagement of InFocus Group Holdings Limited (ASX:IFG) as an external consultant assisting in the review and future delivery of significant technological improvements for Jayride.

Commenting on the recent activity since his appointment, Chief Executive Officer Randy Prado said:

"Technology improvements will bring two things to Jayride. Firstly, we will strip out manual processing steps that limit our ability to scale and increase internal costs. Secondly, we are looking at how we can be a better partner to our transport suppliers and to our demand-side partners.

"Making Jayride easier to work with as a partner will improve the rates we can get from suppliers and improve margins. Additionally, we acknowledge that delayed payments to transport suppliers make them less willing to work with us or offer us attractive rates. We are in the early stages of exploring future payment processing technologies that could significantly differentiate Jayride from other ground transportation aggregators."

Commencement of Tech Audit & Future Technology Roadmap

Jayride has engaged InFocus Group Holdings Limited (ASX:IFG), a data analytics and software solutions company based in Australia with operations in Thailand, to provide external technology consulting and advisory services to the Company. IFG's initial engagement will involve a technology audit, including a review of the Company's current payment processing arrangements – commencing initially with how Jayride takes payments on its website. Jayride will also seek advice from IFG on the development of a future technology roadmap.

The process is expected to be completed within a month. IFG expects to complete this audit within one month, with the Company paying IFG \$44,000 for its services. Jayride selected IFG as the Company's partner due to IFG's significant capabilities and expertise in data analytics and fintech, as well as its lower-cost solution than engaging Australian partners to complete these activities. Pending the success of this initial engagement, further expansion of the engagement between Jayride and IFG will be considered.

ENDS

This announcement has been approved by the Chief Executive Officer of Jayride Group Limited.

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About Jayride Group Limited (ASX:JAY)

Jayride Group is a leading publicly listed online travel marketplace for airport transfers, where travellers compare and book rides around the world. With Jayride, travellers can compare and book with 3,700+ ride service companies, servicing 1,600+ airports in 110+ countries around the world which cover 95% of world airport trips, including across the Americas, Europe, Middle East, Africa, Asia and the Pacific.

The Jayride platform aggregates ride service companies and distributes them to travellers at Jayride.com, AirportShuttles.com, and via travel brand partners including other technology platforms, online travel agencies, travel management companies, and

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ACN: 155 285 528

jayride.com

wholesalers. These travel brands implement Jayride APIs to sell door-to-door ride services that build traveller confidence and grow their core travel business.

Founded in 2012, Jayride Group is a global company incorporated in Australia and listed on the Australian Securities Exchange (ASX:JAY). For more information, please visit www.jayride.com