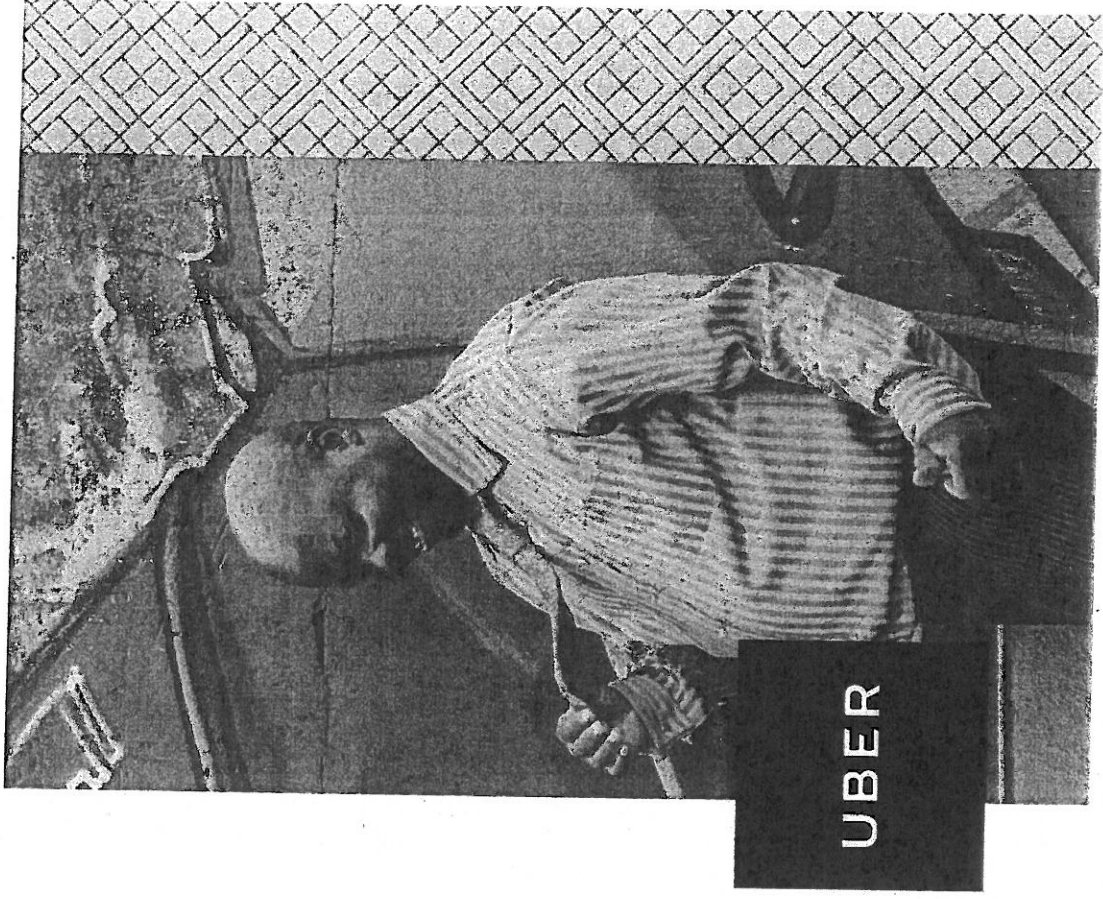


# Uber Submission on NLTA Amendment Bill

September 2016



# NLTA Amendment Submission || Agenda

## 1 | The Uber Platform

- Who we are
- The Uber application
- Safety Features
- Partnership Structure

## 2 | The Impact on South Africa

- Overview of Uber in South Africa
- Growth of Uber in South Africa
- Empowering Entrepreneurs
- Driver Partner Engagement
- Introduction of Cash

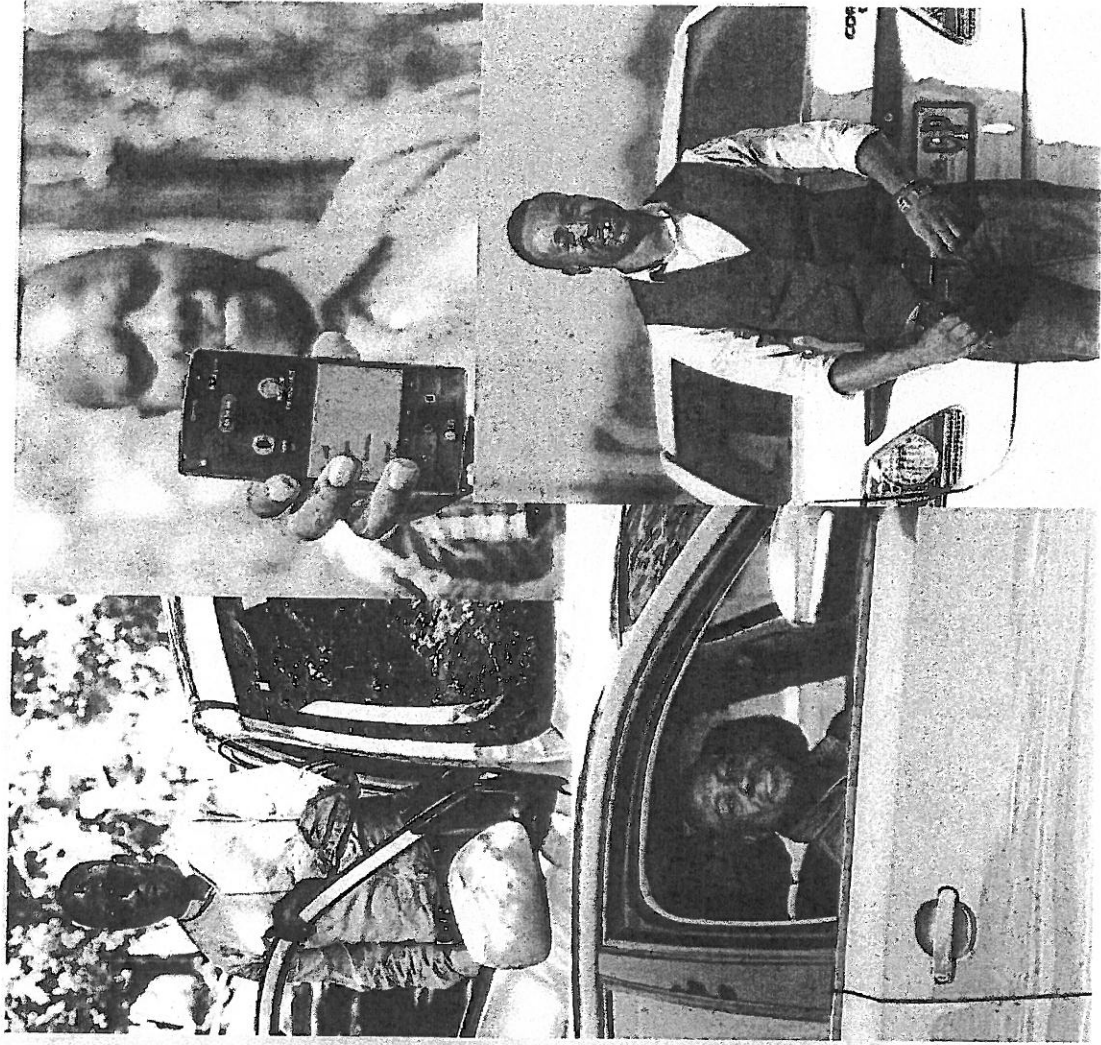
## 3 | Industry Engagement

## 4 | NLTA Amendment Bill

- The proposed Amendments
- Conclusion

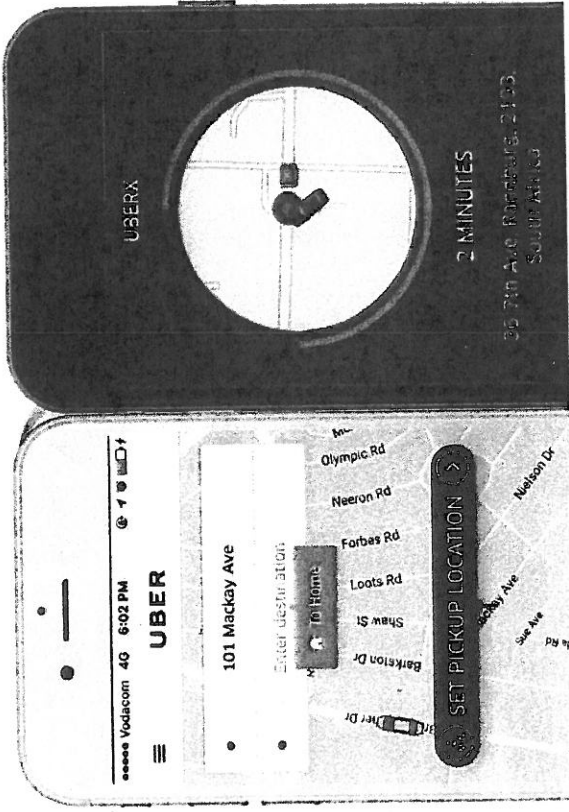
# The Uber Platform

- Who we are
- The Uber application
- Safety Features
- Partnership Structure



## Who we are || Uber is a technology company

Uber is an app that seamlessly connects professional drivers with riders across their city



### RIDERS

- Reliability
- Affordability
- Transparency
- Accessibility
- Safety
- Accountability

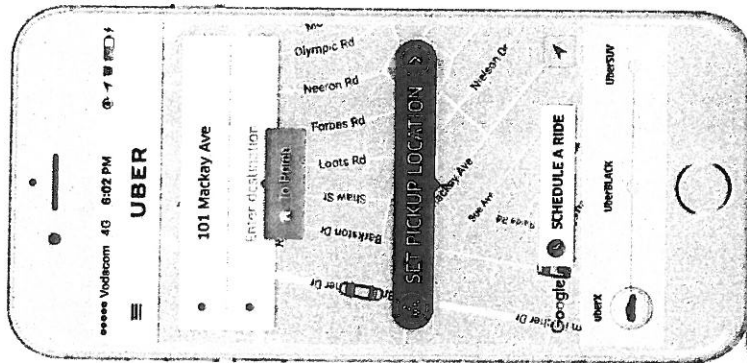
### DRIVERS

- Flexibility
- Set their own hours
- Choose when and where to work
- Increased earning opportunity
- Safety
- Accountability

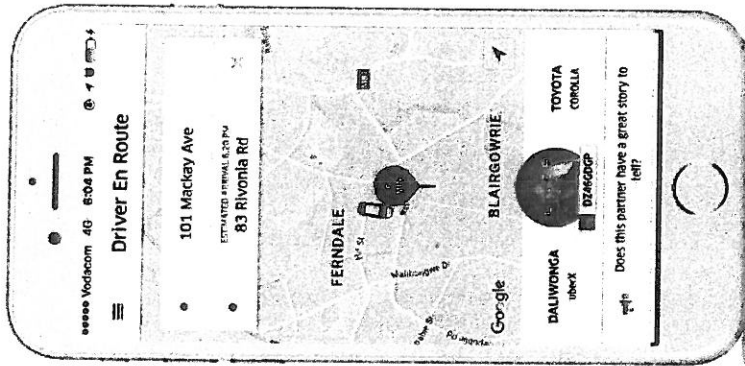
25% service fee for trips booked on the platform  
No joining fee / ongoing membership fees

Uber does not own any cars | Uber does not employ any drivers

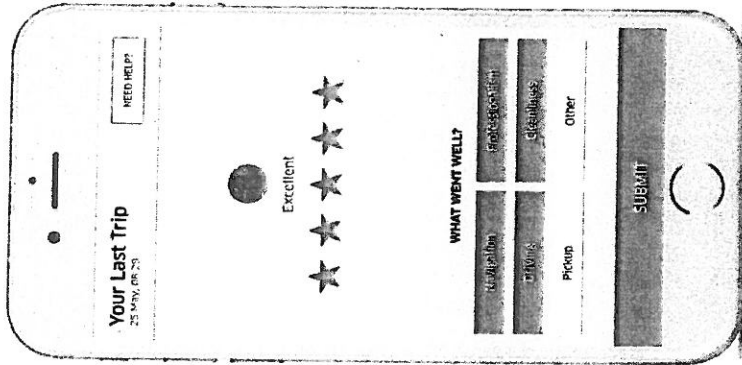
# The Uber application || Tap a button, get a ride



REQUEST



RIDE

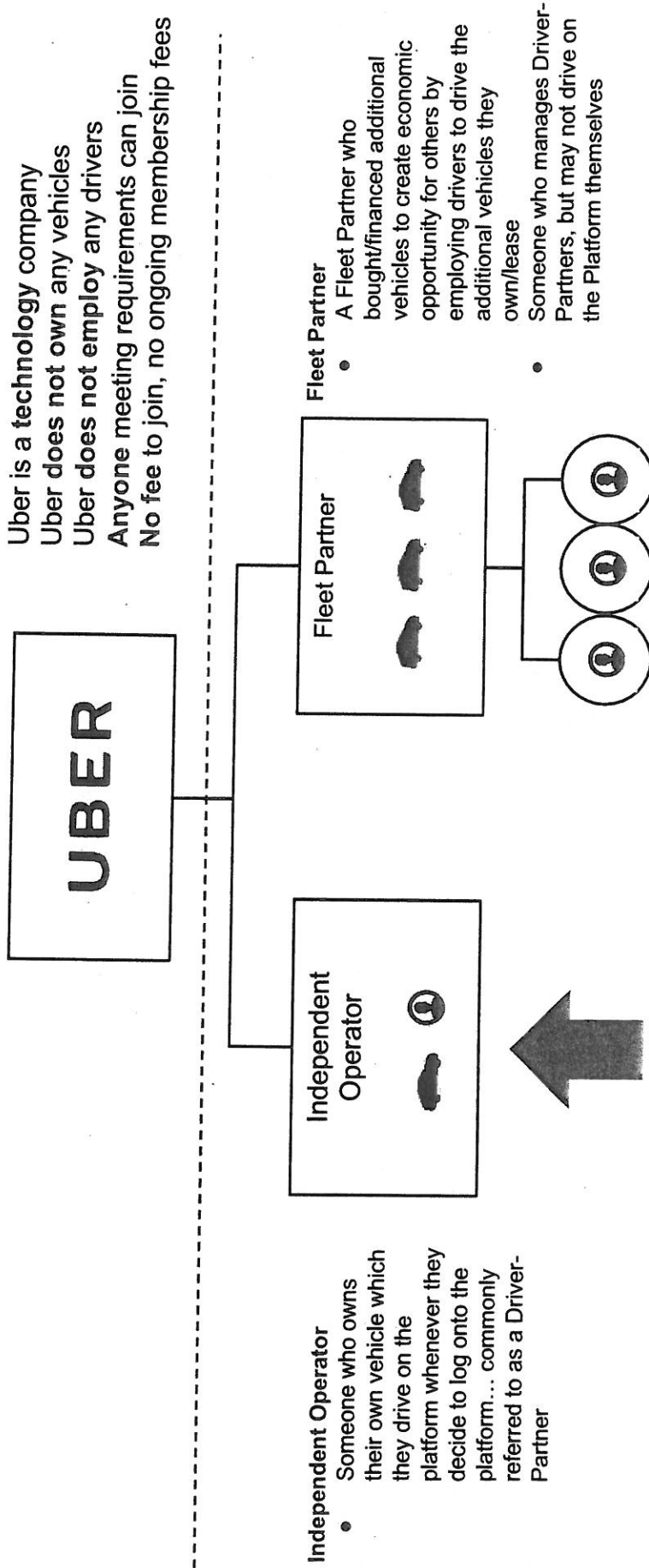


RATE

## Safety Features || Enhancing safety through technology

	BEFORE	DURING	AFTER
✓	Background Checks	✓ Share ETA	✓ Ratings & Feedback
✓	Vehicle Inspections	✓ GPS Enabled Map	✓ Trip History
✓	Safe Pickups	✓ Payment Options	✓ 24/7 Support

# Partnership structure || Who are our partners





# The Impact on South Africa

- Overview of Uber in South Africa
- Growth of Uber in South Africa
- Empowering Entrepreneurs
- Driver Partner Engagement
- Introduction of Cash





## **Overview of Uber in South Africa || Impact since launch in September 2013**

**September 2013**

Uber Launches in South Africa

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**First Country for Uber** Outside the US to have 3 cities operational at the same time

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**5 Cities**

That Uber is operational in today across South Africa

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**Over 500k**

Unique riders who had used the Uber app as at Feb '16

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**Over 4 000**

Economic Opportunities created using our technology at Jan' 16

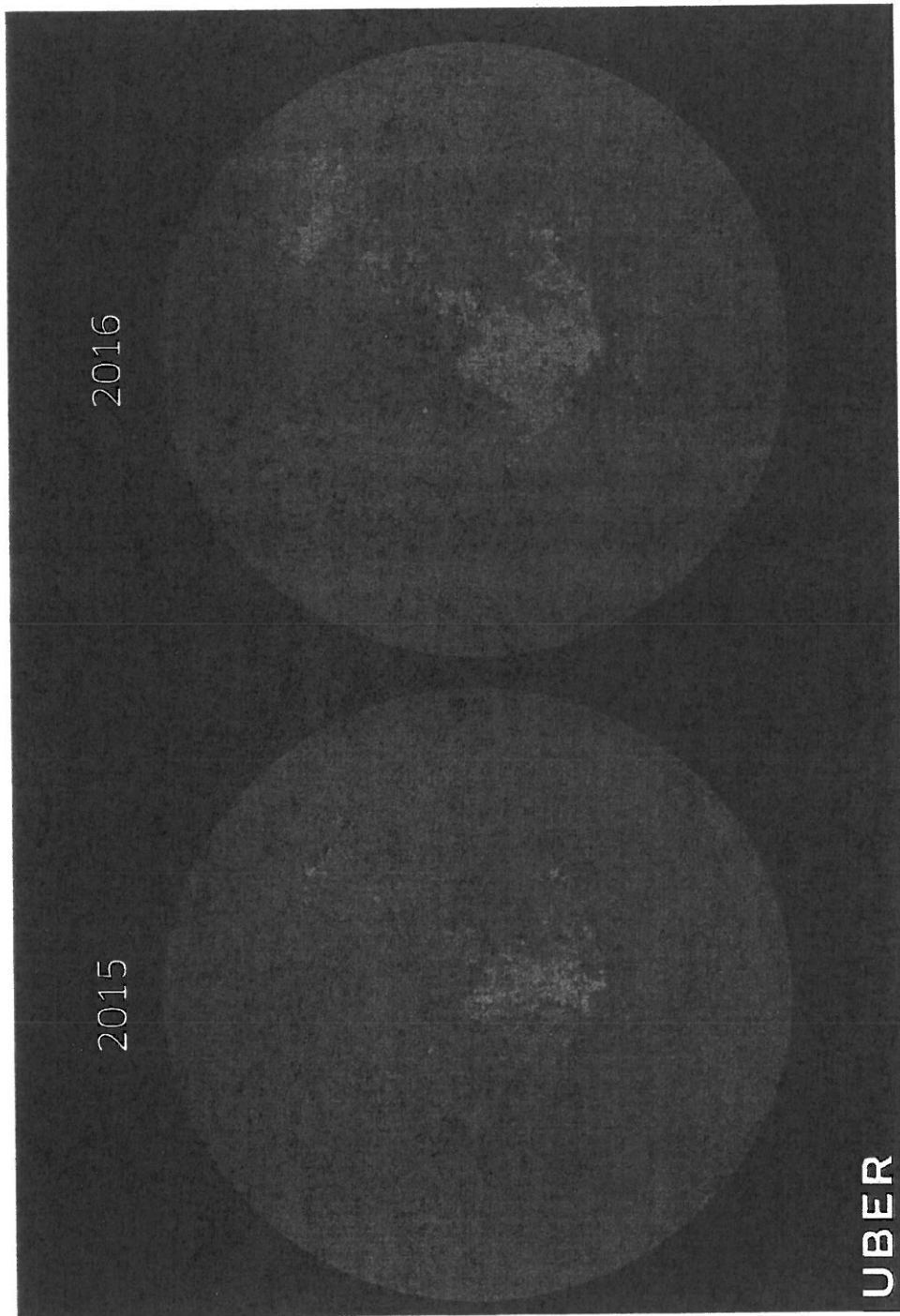
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**70 Nationalities**

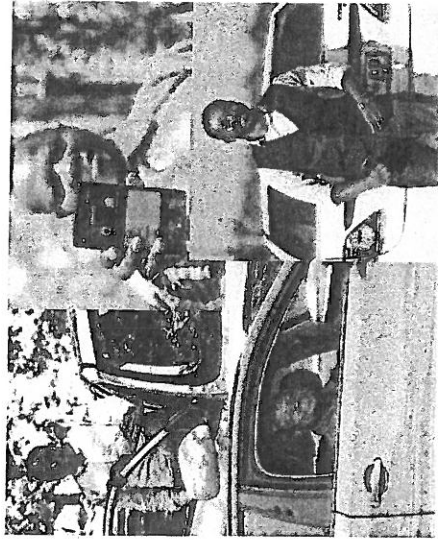
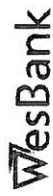
That have used Uber in South Africa

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# Growth in South Africa || Johannesburg



**Empowering Entrepreneurs || Increasing access to individual operators**



**THE UBERMARKETPLACE**

AMERICAN

JAPANESE

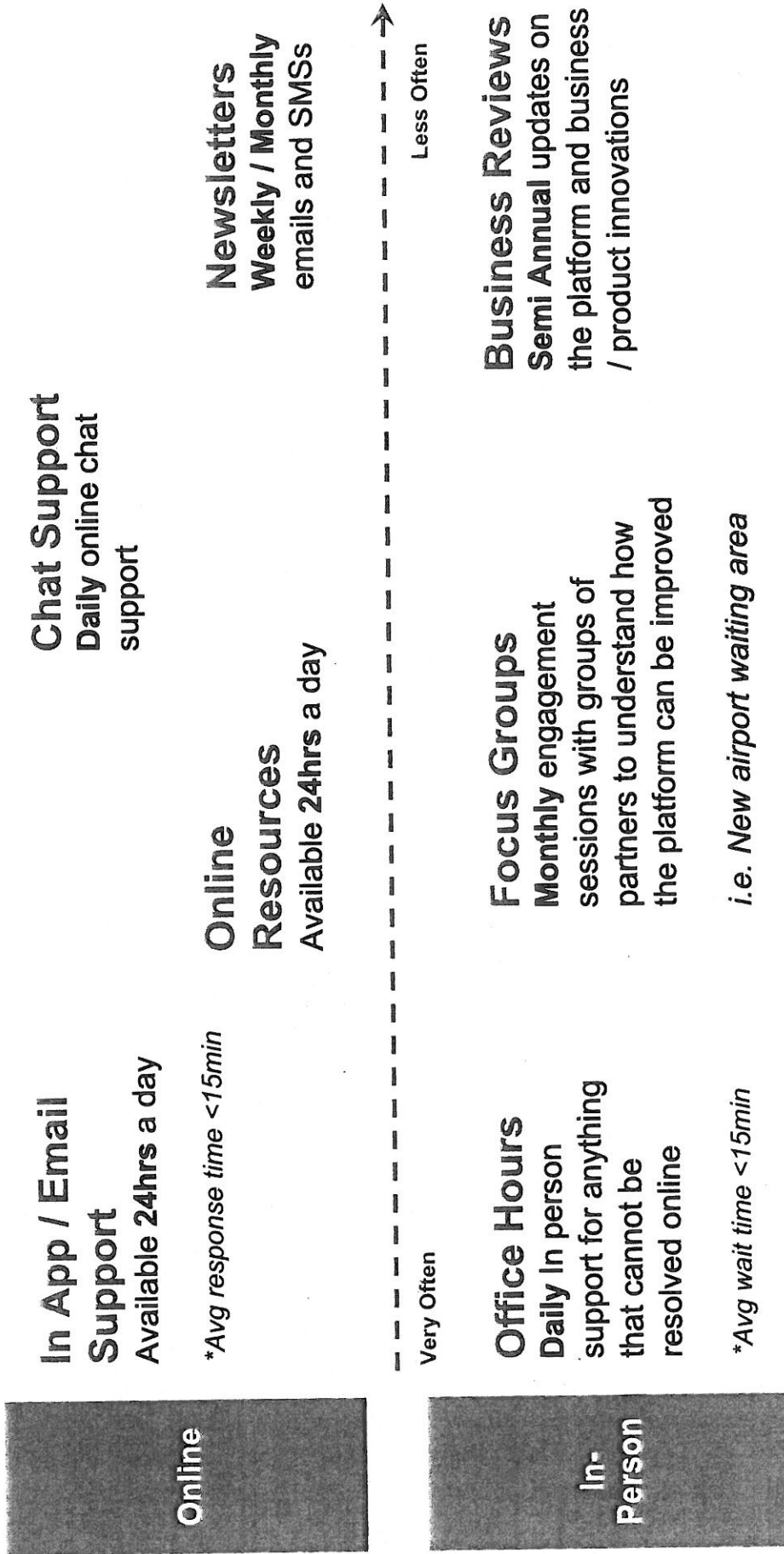
EUROPEAN

AFRICAN

**Empowering individual operators is at the core of our business strategy**

**Over R200m invested in 2016 supporting 1 000+ driver-partners to start their own businesses**

# Driver Partner Engagement || There are a large variety of ways we interact



## **Introduction of cash || Safety and Benefits**

**Access** | The introduction of cash has increased access to a quality and efficient public transport mode to a larger base of South Africans

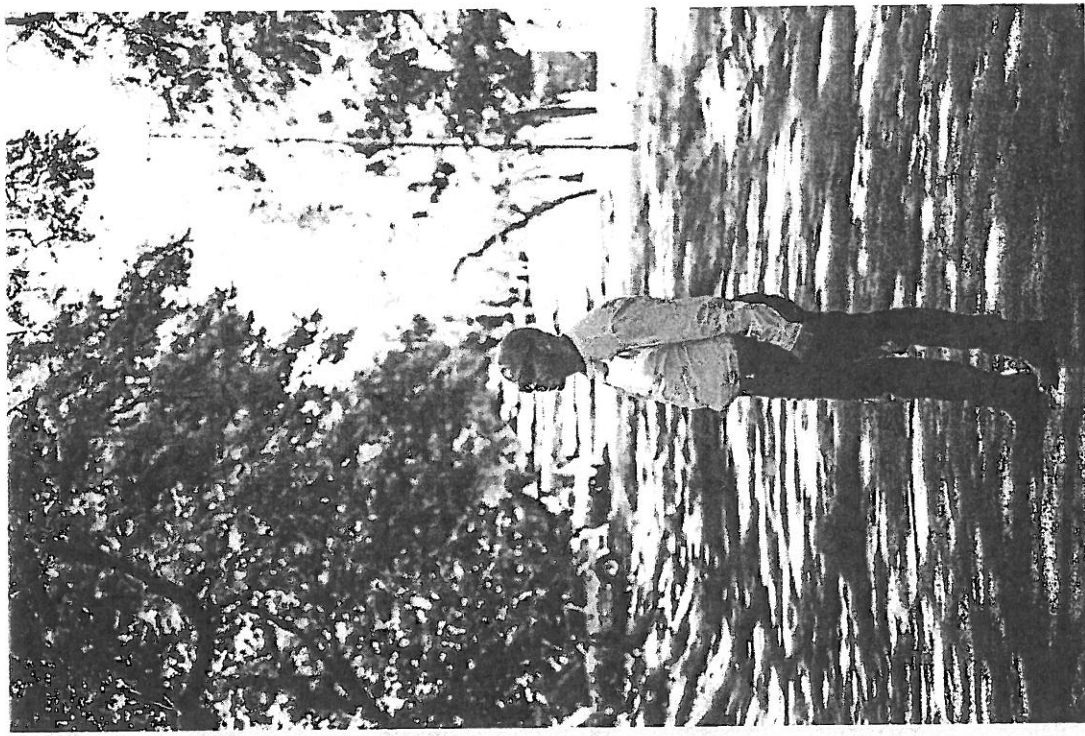
**Impact of Cash** | Most of the people who would consider moving to Uber currently use their own private vehicles in the main and are not currently users of metered taxis.

**Safety** | There has been no increase in safety incidents related to cash since the launch in South Africa. Cash Drop Off Points, Dedicated Security Team, DashCam Pilot, Panic Button Pilot

**Market Growth** | Uber has expanded the market for public transport significantly amongst people who previously very seldom used public transport.

**Open Platform** | This is an opportunity for current metered taxi operators who may wish to move to the Uber platform to grow their businesses.

# Industry Engagement



## Industry Engagement || 30 - 40% of the operators on the Uber Platform come from the metered taxi industry

Challenges	Strategy	Progress to date
<ul style="list-style-type: none"> <li>● Resistance to change</li> <li>● Intimidation &amp; Violence</li> <li>● Volatile industry structures</li> <li>● OL backlogs</li> <li>● Vehicle Quality</li> <li>● Access to finance</li> </ul>	<ul style="list-style-type: none"> <li>● Set up consultation with both metered taxi and minibus operators</li> <li>● Goal is to better understand each other's operating models</li> <li>● Explain we are open technology platform</li> <li>● Financial assistance through VS program</li> </ul>	<ul style="list-style-type: none"> <li>● To date : Around 30% - 40% of supply on Uber comes from existing metered taxi operators</li> <li>● KZN Metered taxi, Centurion, OR Tambo International, Ekurhuleni , Western Cape metered taxis have come on board incl. Individual Operators.</li> </ul>



# NLTA Amendment Bill

The proposed Amendments

Conclusion



## Amendment Bill || Proposed Amendments

Proposed Amendments	Our Ask	Reasoning
<p>1. Introduction of an e-hailing definition in Section 1 of the Act</p>	<p>Stand-alone definition of an e-hailing platform as opposed to a sub-category under metered taxi.</p>	<p>This broadens the use of technology beyond on mode of Public Transport and this would be beneficial as the market expands.</p>
<p>2. Imposing moratoria on the issuing of operating licences</p>	<p>Sections 18(3) and 39(1)(b) should be drafted in such a way that they can be aligned with the provisions of the Promotion of Administrative Justice Act, No 1 of 2000 ("PAJA").</p>	<p>As much as cities have the power to impose a moratorium, this must be done so lawfully, reasonably and in a procedurally fair and objective manner as as to not affect businesses in an adverse manner.</p>
<p>3. Regulations</p>	<p>Section 8(2) of the Act rightly obliges the Minister, before making regulations, to publish a draft for comment we ask that this be extended to MECs.</p>	<p>Explicitly stating this obligation would strengthen the public participation process.</p>

## Amendment Bill || Proposed Amendments

Proposed Amendment	Our Ask	Reasoning
<p>4. Specification of vehicle</p>	<p>Section 54(5) of the Act sets out the requirements for applications for operating licences. Par.(e), "specify the vehicle or exact type of vehicle to be used for providing the services concerned." We ask that the Act allows for the specification of the category instead of the exact type.</p>	<p>It seems unfair to expect an operator to acquire a vehicle with financial obligations before the OL is granted. Once the OL is granted the operator should then present the required car details within a specified time.</p>
<p>5. Summary disposal of applications</p>	<p>We therefore propose that section 59(3) : We propose that where no objections have been received on an application, it must be disposed off as opposed to may.</p>	<p>This in in the main to make the process more expedient and to avoid a waste of time and resources.</p>

**Questions?**

**UBER**