

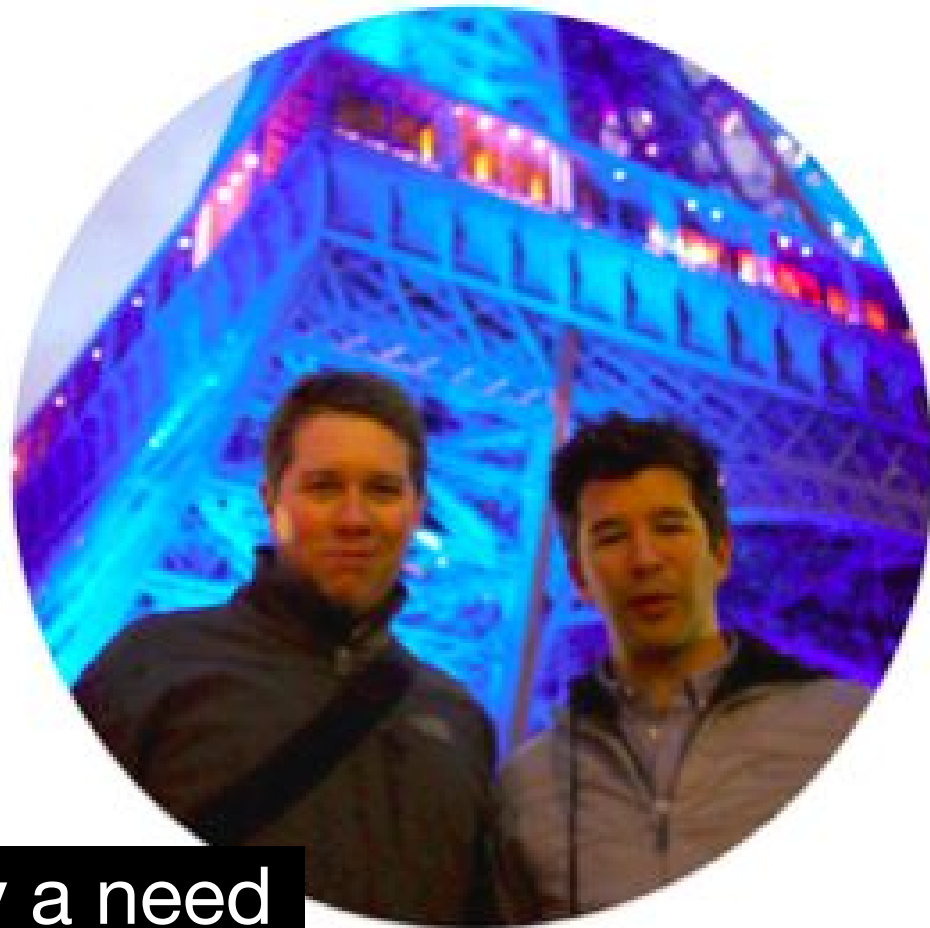
# Moving the UK and Ireland

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General Manager | UK and Ireland Expansion

October 2016



UBER

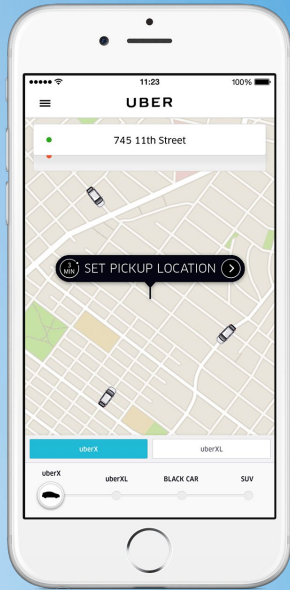


Inspired by a need

Transportation as reliable as running water - for everyone, everywhere

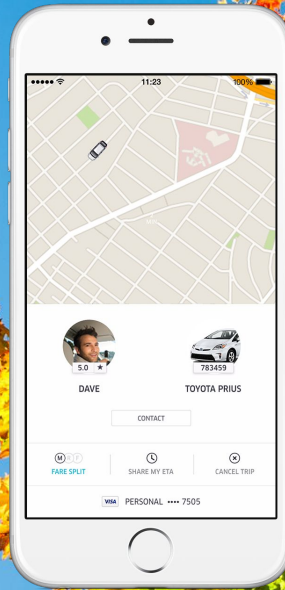


UBER



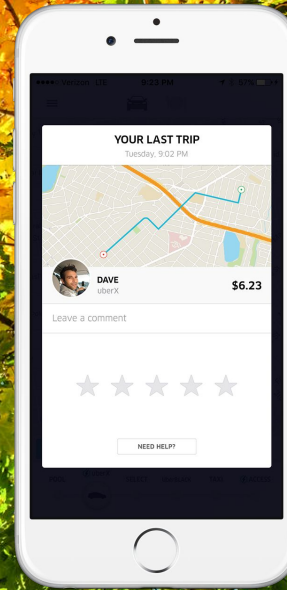
**Request**

Tap to select your pickup



**Ride**

Always on the map



**Rate**

Provide instant feedback



A man in a dark suit and tie is driving a car, looking out the window with a slight smile. The car's interior and window frame are visible. In the top right corner, there is a black square with the word "UBER" in white capital letters. The right edge of the image has a vertical teal patterned border.

UBER

## Professional partner drivers

Drivers and cars checked and licensed by the local council, fully flexible work



UBER

## Safety built into every trip

Before: no more street hails, no discrimination, no anonymous drivers

During: never get lost, share your location, cashless

After: two way transparency and accountability, 24/7 support, rapid response



The Uber logo, consisting of the word "UBER" in white, uppercase letters on a black rectangular background.

SCOTLAND

United Kingdom

NORTH IRELAND

Ireland

ENGLAND

WALES

Netherlands

Belgium

Luxembourg

Denmark

Uber is in 20+ major towns and cities...

...and more than 400 other cities around the world

A photograph of two men in the back of a car. The man in the foreground is a Black man with a short beard, wearing a grey sweater, smiling broadly. The man in the background is a white man with grey hair, wearing a blue and white plaid shirt, also smiling. The car has beige leather seats. A black box with the word 'UBER' in white is in the top right corner. A teal patterned vertical bar is on the far right. A black box with white text is at the bottom left, and another black box with white text is at the bottom center.

UBER

**2,000,000,000 trips**

18 June 2016: 147 trips started in the same second, across 16 countries and five continents



A photograph of three young women sitting in the back of a car at night. They are all smiling and looking towards each other, appearing to be in conversation. The woman on the left has curly hair and is wearing a red top. The woman in the middle has long brown hair and is wearing a blue top. The woman on the right is wearing a patterned top. The car's interior is visible, including the seats and windows. Outside the car, there are blurred lights, suggesting a city street at night. In the top right corner, there is a black square with the word 'UBER' in white capital letters. In the bottom left corner, there is a black box with the text 'UberPOOL' in white. Below that, another black box contains the text 'Two million trips requested in London' and a third black box contains the text 'Saved 1.3 million miles being driven, 98,000 litres of petrol and 231 metric tonnes of CO2 so far...'. On the far right edge of the image, there is a vertical teal-colored bar with a white geometric pattern of overlapping squares.

UBER

## UberPOOL

Two million trips requested in London

Saved 1.3 million miles being driven, 98,000 litres of petrol and 231 metric tonnes of CO2 so far...





UBER

#UberPuppies

See also: kittens, ice cream, Xmas trees, secret gigs, flu shots, roses, helicopters, investors...



UBER

UberRUSH

Your on-demand delivery network, powered by Uber





UBER

UberEATS

Get the food you want from the local restaurants you love, delivered at Uber speed



UBER



# Supporting our cities

Uber solves for the 'last mile' and services our most deprived suburbs





UBER

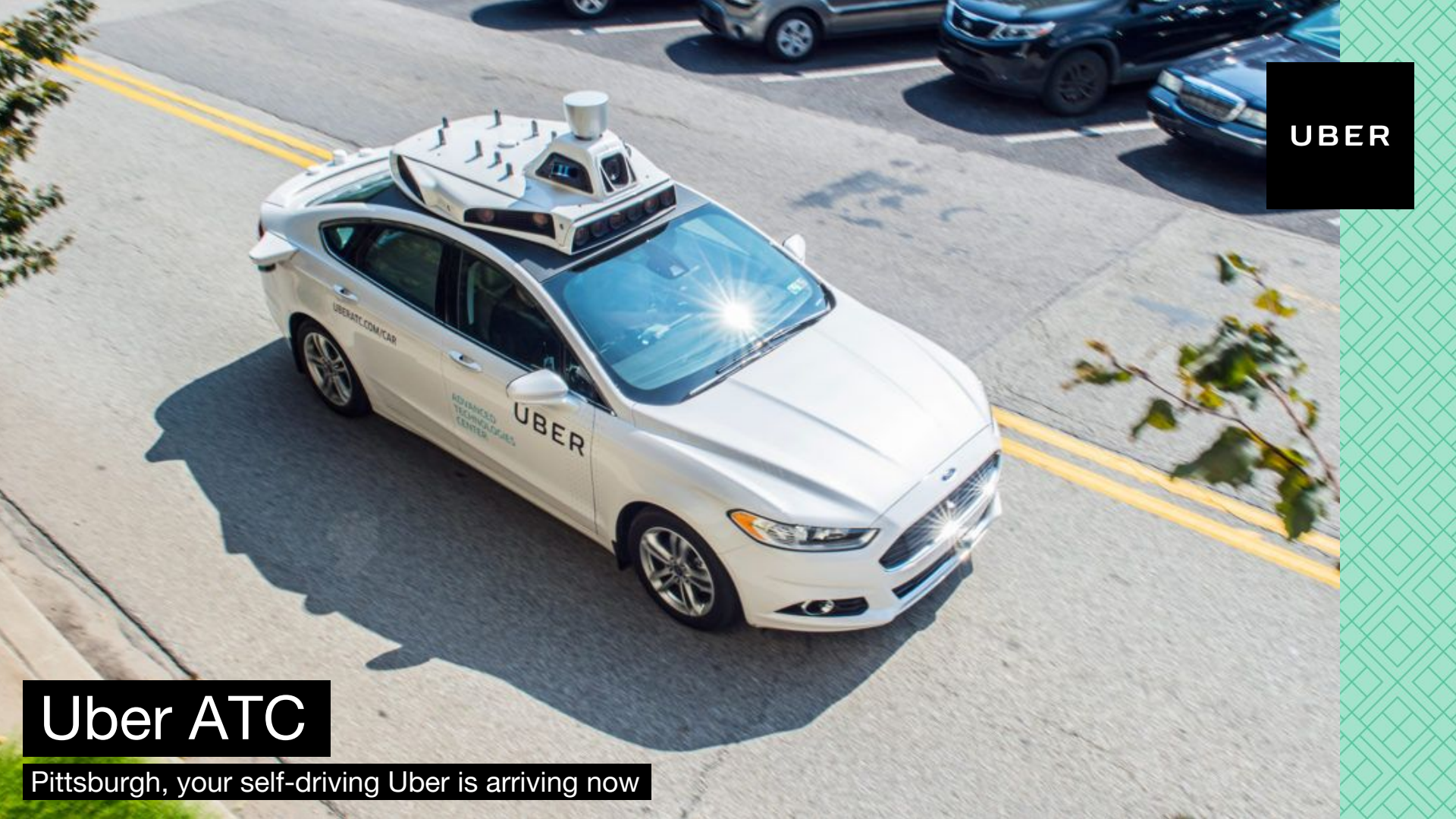
# Discussion

The importance of platforms and markets

Old legislation vs. agile regulation

Competition, innovation and disruption





**UBER**

# Uber ATC

Pittsburgh, your self-driving Uber is arriving now





UBER

Any questions?

Thank you for having me, see you in Cambridge soon...!