At Uber, it doesn’t matter if we’re based in the trendy lanes of Melbourne, the quiet streets of Perth or the epicentre of modern tech in San Francisco. We’re united by one glorious thing, data.

It’s because of the data we’ve branched into charitable efforts, with amazing partners such as OzHarvest, the RSPCA and kitten shelters. It helped us see patterns in how our riders commute every day, in massive cities like Beijing, and Delhi, allowing us to introduce UberPOOL.

With this data we’ve launched awesome boutique commute options like UberChopper, flying people from New York to the Hampdens, or UberMOTO our motorcycle service in Paris.

Data is what gave us the courage to build a business that would compete with one of the oldest surviving industries, and it’s with data that we’re now leading the way. So, while we often thank data, for everything we’ve achieved, we wouldn’t be anywhere without you.

We strive to be the best option for customers, and most attractive job offer to those willing.
Table of Contents

A word from our GM 3
The Rearview (Snapshot of the year) 4
Mission & Vision statements 5
Global Summary 7
Financial Summary 9
Our People 12
Their Stories 13
Thank You 14
A word from our GM

David Rohrsheim
Uber ANZ General Manager

The 2014/15 financial year marks Uber’s 3rd year of operation within Australia, and we keep moving from strength to strength. Since launching in Sydney back in October 2012, we’ve strived to improve the lives of everyday Australian’s, through job creation and our provision of a superior transport solution.

It’s well known I’m not the keenest on sharing numbers, but many of you would have read reports by The Australian claiming we control a healthy 11% market share. Others may be familiar with the report from PocketBook stating a larger 22% of the market is ours. Let me just say, I am thrilled we are helping to make better use of those millions of additional cars on our roads every year.

Not only has 2014/15 been a prosperous year, we’ve also launched our service in more cities around Australia than ever before. Now customers can order an Uber in five of the eight Australian state capitals, as well as Geelong, and the Gold Coast.

Our friends in the Taxi industry have continued to increase pressure upon us in 2014/15, seemingly hell bent on removing an emerging industry like ours. Our drivers have faced new challenges from the Australian Tax Office, now charging them the 10% GST fee, whilst removing the otherwise allowed $75,000 free threshold.

Despite this, our drivers are happier than ever. Off the back of the ATO’s announcement we rolled out a driver satisfaction survey, to ensure we were looking after our driver partners as best we could. I’m pleased to announce nine in ten drivers reported a 100% satisfaction rating!

We continue to work with regulatory bodies to bring about a base level of regulation that can be shared by ride-sharing services and taxi operators alike. In this otherwise unregulated space we hope this will not only give our existing and new drivers greater clarity. But also create a healthier competition with our Taxi friends, and hopefully help relinquish some of the monopoly away from the Taxi plate owners.

This was an incredible year for Uber Australia, and we wouldn’t be here without our phenomenal Australian operations and support teams, nor without the support of our exceptional customers.

We do this for you, to make your life easier, to make our planet healthier and to bring about a new age of interconnectivity.

I look forward to the year ahead, and I hope you continue to love Uber.

Thank you,

David Rohrsheim
THE REARVIEW

1 Million Australian Uber Riders

love.uber.com launches

#chooseuber

uberDADS celebrating father’s day

#UBERICECREAM

15,000 new jobs in Aus
Our Mission

To connect riders and drivers through a seamless, technological experience. Providing our riders with an effortless service, while ensuring fair and profitable revenue streams for our drivers.
Our vision is a world where traffic is no longer a problem. Car’s glide along city streets, even in peak hour. A world where it’s cheaper to ride in an Uber than owning your own car.
More cities than ever
Uber has continued its rapid global growth in 2014/15. Total global earnings before tax for this financial year were $10.8 Billion USD, a strong revenue growth of 500% year on year.

This positive performance is a direct result of our service now offered in over 300 cities around the globe.

Looking after aussies
In February this year we announced we’d help create 20,000 new jobs in Australia before year’s end.

Just months into our quest we’ve already helped over 15,000 Australians, giving them a job, and access to a wage higher than the national average.

Awesome partnerships
A reason so many people love Uber is thanks to our awesome partners.

In the past 12 months we continued our highly popular global #UberIceCream day.

Again seeing a big spike in new user registrations, as well as plenty of our reg-
ular customers get some sweet treats.

We also brought the world #UberKittens, and #UberPuppies.

Working with animal shelters from San Francisco, to Mumbai, we successfully found 200,000 cats and dogs new loving homes.

A by-product of this success also saw Uber donate a combined $10 million to animal shelters, helping them to help more animals than ever before.

Who needs tax?
In 2014 we committed to doing as much as we could to help others, that’s why we increased our global charitable donations by a 100%.

This has not only seen people fed, animals homed, and communities nourished, it has also reduced our taxable income hugely.

This allows us to direct help to those we feel need it the most, and not line the pockets of our politicians.
Normally we hide our numbers......

$10.8 Billion USD in global revenue

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<tbody>
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<td>Revenue</td>
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<tr>
<td>Signups</td>
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<tr>
<td>Active Clients</td>
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<td>Requests</td>
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<td>Completed</td>
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Normally our numbers

This year.

One Million
Australian Riders

Australian Partners

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Not THIS year.
Our People

Travis Kalanick
Co-Founder & CEO

Ryan Grave
Director &
Head of Global
Operations

Garrett Camp
Co-Founder &
Chairman
Driver Stories

Since launching in Sydney at the end of 2013, we’ve worked with a lot of people, and they are all amazing.

Our Driver Partners are the lifeblood of Uber, and they are crucial to what makes us the most popular ride sharing platform, in Australia and the world.

Every month we help over 1,000 Aussies find the job of their dreams, we provide them the freedom to choose their own hours, to keep commitments to their families and to earn more than the average Aussie wage.

We love our Driver Partners so much we create a dedicated page on our website highlighting their awesome-ness love.uber.com. Right now though we’d like to take to time, to showcase some of our greatest Uber Driver Partner success stories from around the country.

Damir, 57, Melbourne

Since the mid 90s Damir has worked as an ethnic minister, and a journalist for SBS. When an opportunity arose to attend the 2014 Soccer World Cup with SBS he couldn’t refuse. He partnered with UberX in 2014 to save some money for the trip, and he’s never looked back.

Ashley, 23, Sydney

Ashley moved North in 2011, away from her family home in Hobart to the busy city streets of Sydney. Studying Entrepreneurship at Western Sydney University, she dreams of running a fashion start-up when she graduates. Until then, she’s partnered with UberX to save for her first office space.
Thank you
Stay UBER cool