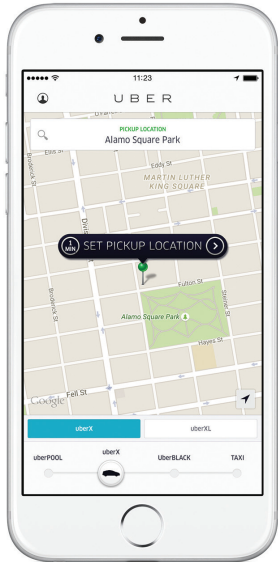


UBER 101

EVOLVING THE WAY THE WORLD MOVES

1

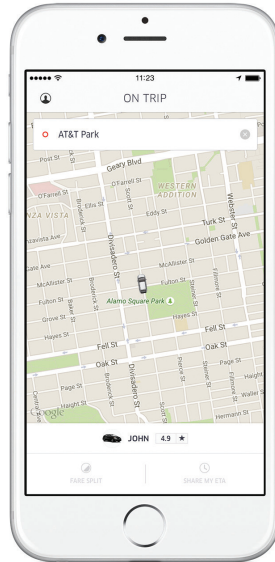
REQUEST



RIDERS SET THEIR LOCATION, AND GET AN ESTIMATED ARRIVAL TIME AND A FARE ESTIMATE BEFORE BOOKING

2

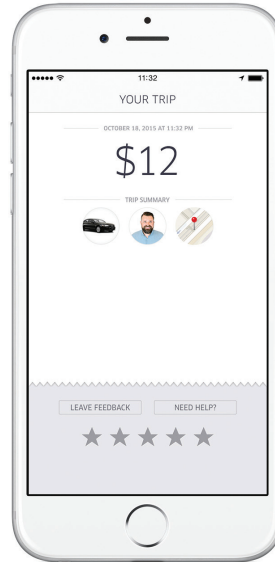
RIDE



RIDERS GET DRIVER INFORMATION LIKE NAME, MODEL, LICENSE PLATE AND RATING BEFORE THE CAR ARRIVES

3

RATE



RIDERS RECEIVE AN EMAIL RECEIPT AFTER EVERY TRIP. INSTANT TWO-WAY FEEDBACK KEEPS QUALITY HIGH

PUSH A BUTTON AND GET A RIDE - IN MINUTES.

Uber's innovative technology platform connects riders with drivers in over 65 countries around the world.

Uber is the safe, reliable and affordable choice for millions of people every day.

UBER DELIVERS MORE

RIDER SAFETY



Riders are given a driver's information upfront. They can track their route on a live map and share trip details with others through the Share My ETA feature. Every trip on the Uber platform is covered by automobile liability insurance.

ECONOMIC OPPORTUNITIES



More than a million people have signed up to make supplemental income while driving on the Uber platform. Uber is a flexible option for individuals who want to set their own schedules and be their own boss.

CONGESTION RELIEF



Uber complements public transit by reaching underserved neighborhoods and offering consumers an affordable alternative to car ownership. Innovative products like uberPOOL help cities reduce congestion and carbon emissions.

DRIVER SAFETY



Uber is committed to providing driver-partners with a safe working environment. There are no anonymous pick-ups. We also ask drivers to rate passengers to ensure maintain our quality experience standards.

REAL-TIME GPS



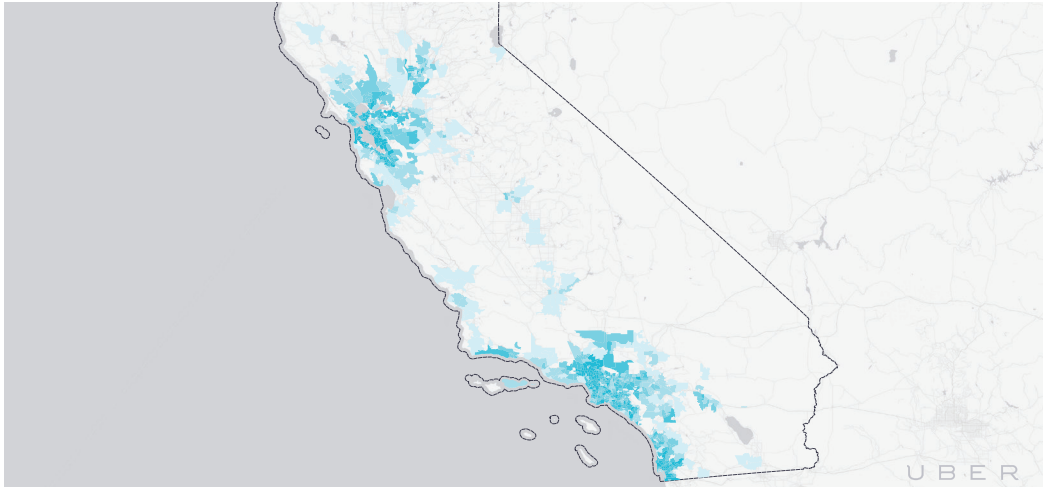
We use GPS satellites to map and follow every trip in real time, enabling live responses and detailed records of every transaction. GPS provides accurate directions for drivers and eliminates the risk of fare-cheating.

ENHANCED TOURISM



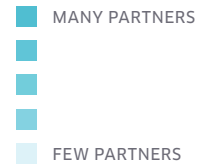
Visitors can relax because they know that a safe, reliable and affordable ride is available when they land in a new city. Uber takes the stress out of travel with a familiar, easy to use service with a standard electronic payment option.

UBER IN CALIFORNIA



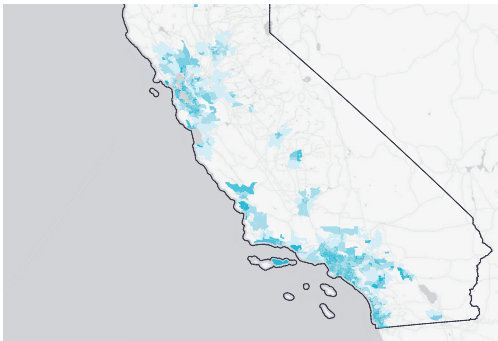
PARTNERS HAIL FROM THROUGHOUT CALIFORNIA

Each zip code area is colored based on the number of driver-partners who live there.



Deactivated partners are not included. Only areas with at least three partners are shown.

SERVING CALIFORNIA SINCE JUNE 2010



UBER OFFERS RELIABLE RIDES WITH LOW WAIT TIMES

Each zip code area is colored based on the average wait time for Uber pickups in that area.



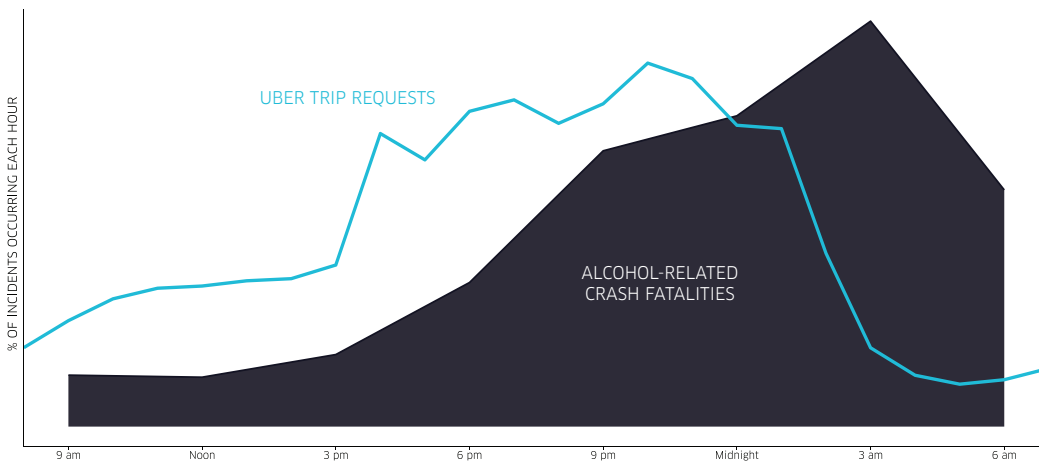
Data from December 1-8, 2015. Completed trips only.



UBER PROVIDES TRANSPORTATION THROUGHOUT CALIFORNIA

UBER DROPOFFS

Data from December 1-8, 2015. Completed trips only.



BY THE NUMBERS

3,917,000

ACTIVE RIDERS

117,000

ACTIVE DRIVER-PARTNERS

89%

NUMBER OF TRIPS WITH A WAIT TIME UNDER 10 MINUTES

UBER IS A BETTER LATE-NIGHT OPTION

Uber provides a safe, reliable, convenient ride home when you need it the most - especially late at night, when drunk driving fatalities are the highest.

Data is from December 2015.