



25

**SHEBAH PTY LTD**  
**ANNUAL REPORT**  
**FY 24/25**





## **SHEBAH RIDESHARE**

### **TABLE OF CONTENTS**

---

#### **INTRODUCTION**

Message from the CEO.....

#### **AN OVERVIEW**

Principal Operations Marketing.....

#### **FINANCES**

Financial Statements 2024/2025.....

SHEBAH RIDESHARE

## MESSAGE FROM THE CEO .



This past year has been one of transformation and progress for Shebah. As an organisation founded to create safer, more empowering transport options for women and children, 2024/25 marked a renewed step forward in realising that purpose.

One of our biggest milestones was the launch of our new Shebah app. Built with care, consultation and the needs of our riders and drivers at its centre, the new platform delivers smoother booking and a foundation that will allow us to evolve in the year ahead. The feedback so far has been overwhelmingly positive and we're excited for the innovations this will enable.

This year also saw Shebah featured prominently in national media, including 10 News First, The Age, The Sydney Morning Herald and ABC radio. These stories amplified the critical role Shebah plays in Australia's transport landscape, providing safe, women-only travel, supporting mothers returning to the workforce and offering a community-driven alternative in an industry that urgently needs diversity and safety-focused options.

Another proud moment was the soft launch of Rides to Hope, our philanthropic initiative designed to support women, children and vulnerable community members who need safe transport at pivotal moments. While still in its pilot phase, in the coming year we are committed to growing the program and expanding the number of subsidised rides available to those who need them most.

None of these achievements would be possible without the extraordinary women who drive with Shebah, the passengers who trust us with their journeys and the team and partners who continually champion our mission. As we look toward 2025/26, we remain steadfast in our commitment to safety, empowerment, and creating transport that genuinely serves the community.

Thank you for being a part of Shebah's story.

A handwritten signature in blue ink, appearing to read 'Sarra Stewart'.

SARRA STEWART  
*Chief Executive Officer*

---

# 2025 for women.

This year brought both significant challenges and renewed national focus on women's safety, as Australia continued to confront rising violence against women.

In 2024, the country saw at least 80 women killed violently, one of the highest figures in recent years. By early 2025, the rate had not slowed, prompting continued public concern and political attention. The sustained rise in gender-based violence reinforced the Prime Minister's earlier declaration of a national crisis, signalling the urgent need for stronger, coordinated action.

The federal government expanded its response with further measures aimed at prevention and digital safety, including the rollout of the online dating industry code of conduct, requiring platforms to detect, report and reduce harmful behaviour. This initiative acknowledged the growing role of technology-facilitated abuse and the need for safer online environments for women.

Community engagement also intensified. Vigils and public gatherings were held across the country to honour women who lost their lives, with organisations like the National Rally Collective continuing to lead public awareness efforts. Advocates including prominent voices such as Grace Tame, Rosie Batty, and Saxon Mullins consistently called for better reforms, improved access to support services, and stronger protections to address the pervasive nature of violence against women in Australia.





# SHEBAH RIDESHARE

## PRINCIPAL OPERATIONS

*From Year 2024 to 2025*

### MARKETING UPDATE

Our marketing efforts in the past financial year focused on strengthening Shebah's visibility and connecting with new riders and drivers through targeted digital activity. Sponsored ads across Facebook and Instagram allowed us to reach women in our core markets.

We also introduced a Melbourne-based promotion aimed at encouraging new riders to try Shebah and reconnecting the service with women seeking safer, more reliable transport options. This local initiative helped lift awareness in one of our busiest cities and supported steady growth in rider interest.

We focused on refining our messaging across all channels to ensure our brand communication remained consistent, warm and aligned with Shebah's purpose. Thoughtful storytelling across social media helped highlight Shebah's unique community and the value women place on having a trusted transport option.

We continued to support driver recruitment through clear, accessible content that highlighted Shebah's flexible earning opportunities and the unique benefits of driving in a women-centred environment. These messages helped us reach women considering a career change or seeking part-time, values-aligned work, ensuring our driver community stayed strong and engaged.

Media visibility remained steady throughout 2024/25, with national features across 10 News First, The Age, The Sydney Morning Herald, and Daily Mail, highlighting Shebah's mission and the unique role we play in supporting women and families. A dedicated segment on 10 News provided additional national exposure, reinforcing the importance of safety-focused transport in the current landscape.

#### Aussie turns to new rideshare app after 'fearing for her safety' with Uber

A new rideshare app is helping women feel safer getting home.



Sophie Coghill

Updated Sat 23 August 2025 at 1:09 pm AEST

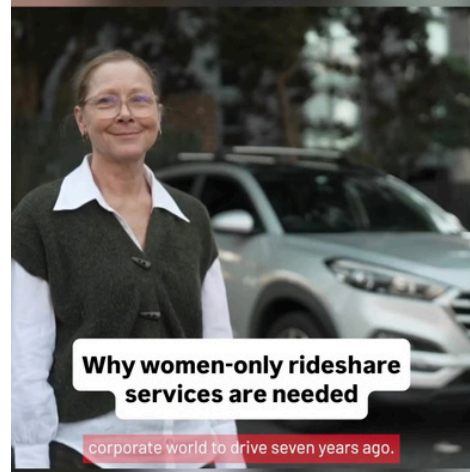
4-min read



Kat Zam vowed to never use Uber again after several negative experiences with drivers. Source: Getty & TikTok/heykatzam

An Australian woman is encouraging others to turn to the new rideshare app Shebah, claiming she can finally now get home in peace after [Uber journeys left her with an "overall fear for \[her\] safety"](#).

10 NEWS+



**Why women-only rideshare services are needed**

corporate world to drive seven years ago.

# Financial statements

## 2024/2025

### Profit and Loss

Ladies Lets Roll

For the year ended 30 June 2025

2025

#### Trading Income

Sales	252,868.91
Sponsorship Funds	100,000.00
<b>Total Trading Income</b>	<b>352,868.91</b>

#### Cost of Sales

Cost of Goods Sold	35,240.12
<b>Total Cost of Sales</b>	<b>35,240.12</b>

#### Gross Profit

317,628.79

#### Operating Expenses

Accounting	1,286.81
Advertising & Marketing	26,392.74
Amortisation	53,750.00
App Hosting	15,868.53
App Licence Fees - Shebah Pty Ltd	354.32
Bank Fees	85.77
Consulting	45,500.00
Filing Fees	5,015.27
General Expenses	1,713.71
Insurance	3,586.79
Interest Expense	3,441.96
IT Expenses - Google	6,137.34
Legal expenses	240.00
Licence Fees	2,232.09
Printing & Stationery	709.45
SMS Charges	3,252.47
Subscriptions	16,581.52
Superannuation	43,507.81
Telephone & Internet	2,709.01
Travel - National	21,844.44
Wages and Salaries	299,201.81
<b>Total Operating Expenses</b>	<b>553,411.84</b>

#### Net Profit

(235,783.05)

---

# Financial statements

## 2024/2025

---

### Balance Sheet

Ladies Lets Roll  
As at 30 June 2025

30 JUNE 2025

---

#### Assets

---

##### Non-current Assets

Shebah Technology and Trademarks	35,000.00
<b>Total Non-current Assets</b>	<b>35,000.00</b>

<b>Total Assets</b>	<b>35,000.00</b>
---------------------	------------------

---

#### Liabilities

---

##### Current Liabilities

Accounts Payable	584,444.41
GST	60,398.02
Shebah Stripe	0.40
<b>Total Current Liabilities</b>	<b>644,842.83</b>

<b>Total Liabilities</b>	<b>644,842.83</b>
--------------------------	-------------------

<b>Net Assets</b>	<b>(609,842.83)</b>
-------------------	---------------------

---

#### Equity

Current Year Earnings	(235,783.05)
Owner A Share Capital	(12.00)
Retained Earnings	(374,047.78)
<b>Total Equity</b>	<b>(609,842.83)</b>





# 25

**SHEBAH RIDESHARE  
PTY LTD**

PO BOX 290  
Northcote,  
VIC 3070

**Phone:**  
1300 SHEBAH

**Email:**  
[shareholder@shebah.com.au](mailto:shareholder@shebah.com.au)

**Website:**  
[www.shebah.com.au](http://www.shebah.com.au)