

22

SHEBAH PTY LTD
ANNUAL REPORT
FY 21/22





SHEBAH RIDESHARE

TABLE OF CONTENTS

INTRODUCTION

Message from the CEO.....

AN OVERVIEW

Principal Operations Compliance.....

Principal Operations Marketing.....

Principal Operations Technology.....

Principal Operations Customer Service.....

FINANCES

Financial Statements 2021/2022.....

SHEBAH RIDESHARE

**MESSAGE FROM
THE CEO .**



Dear Shareholders,

I wanted to take this opportunity to thank you for your support over this past year. As you know, it is part of Shebah's mission to keep improving our technology, and this has been a priority for us throughout 2021/2022.

We are excited for the impending arrival of the new version of the app. For passengers, the new app will give them a more seamless experience, with two new features standing out. Firstly, passengers will be able to add multiple stops in one trip, which will mean a more continuous ride for passengers wishing to stop at several points. Secondly, when a passenger sets up their account, they set up a unique profile to meet their family's needs. For example, a parent can specify that their son needs a rear facing car seat, and their daughter a booster. These preferences are then saved for future trips meaning a more consistent service and time saved for busy families.

For our drivers, we will have a "waiting room" which gives drivers longer to respond to trip requests. Preferred driver trips that have been requested will now also sit in a separate "room", enabling drivers to strengthen relationships with their regular passengers.

We look forward to updating you on the new app and other exciting ventures. Thank you once again for your patience and support over the past year, it is so greatly appreciated.

A handwritten signature in blue ink, appearing to read 'S. Stewart', positioned above the printed name.

SARRA STEWART
Chief Executive Officer

2022 for women.

There was a lot of discourse in the media around women's safety in rideshares this year, and women's equality in general in this country.

- Results were released showing that on average, women are still earning \$26,596 less than men. We have combated this by maintaining our 85% take home rate for drivers.
- The #MeToo movement gained traction in Australia across 2021/22, with Grace Tame being announced as Australian of the Year and Brittany Higgins' story brought to light.
- There were some major setbacks in the treatment of women globally, including the US overturning its constitutional right to abortion and Iran further suppression of women.
- Overall, however, the general consensus in Australia has been one of advocacy for women and their rights, with Shebah continuing to champion these rights and push for positive change by ensuring we increase options for safe mobility and a secure, flexible livelihood for all women.



SHEBAH RIDESHARE

PRINCIPAL OPERATIONS

From Year 2021 to 2022

COMPLIANCE

There have been many challenges and changes dealing with states and territories in Australia and New Zealand. But our compliance team has managed to keep up with their demands. Shebah, has always been at the top, ensuring industry benchmarks and continuing regulatory obligations, complying with maintaining high safety standards while remaining customer focussed.

Audits

Shebah has been audited throughout the year. The audits were related to regulatory obligations and responsibilities in Australia. These audits included COVID safe plans, Safety Management Systems and Fatigue Management Processes.

These audits were time-consuming; however, we had compliant findings and all audit criteria were satisfied. We added information on Shebah's webpage about the complaints process, which we rarely have, but it is important to mention. Also, it was a good opportunity to review Shebah's policies and update them according to the new changes in the transport industry. Additionally, Shebah complied providing data required by different bodies from time to time.

Also, the Compliance team had a meeting with the Government of Tasmania as they have new laws and regulatory processes for the rideshare industry.

Communications

The compliance team and Driver Support team worked closely together to send out constant comms to all states and territories through many mediums (these include, Shebah Post, eDM's, Facebook, push notifications and specific information through Slack so all groups are up to date). These comms are paramount when we are audited by governments to show that we have distributed this advice to our driver network. Particularly in the case of critical news such as new processes, changes in legislation and updated COVID news, including new laws, and cleaning.

Future of compliance

The rideshare industry is full of challenges as the authorities are constantly relying on the businesses to do what they used to once do and now put all accountability back on the business. We are well placed to deal with any responsibility or changes they continue to constitute. Also, governments keep looking into fatigue management, as it remains one of the major challenges in the transport industry as a whole. Finally, the compliance team is working with Safe Transport Australia Inc. to provide service to people with disabilities and different needs.

New Zealand

The compliance team worked on liaising with the Ministry of Transport of New Zealand and NZ Transport Agency in October 2022. Shebah's CEO had a face-to-face meeting with each representative to explain Shebah's uniqueness in providing a safe transport service. The compliance team elaborated on the requirements to be a driver in NZ and it has been launched on Shebah's website. Consequently, we have been contacted by a female driver in NZ keen to be part of this movement. We are very excited about becoming an international company.



SHEBAH RIDESHARE PRINCIPAL OPERATIONS

From Year 2021 to 2022

MARKETING UPDATE

Our marketing activities focused on making the most of our resources across paid, owned and channels and continued to use insights across the business to help shape the user experience we were creating.

Campaigns

This was another year of minimal marketing spend and the team shifted focus to social media to speak to key rider and driver audiences.

The #extramile and #behindherwheel campaigns highlighted the difference Shebah makes to families, women and children.

We celebrated International Women's Day, Harmony Week, International Guide Dog Day with explanations around Assistance Animals in the sector, Mother's Day, International Nurses Day and highlighted Queensland Domestic and Family Violence Prevention Month and LGBTIQ Domestic Violence-Awareness Day, Refugee Week and Take Your Dog to Work Day.

Incentives

Working on a small media budget throughout the period, resources were streamlined to discounting our gift cards during the EOFY sale.

For drivers, Shebah advertised heavily through social media. It remained difficult to convert many of our signed-up drivers to 'active' due to the sign-up costs associated with rideshare. Other competitors have the advantage of offering generous incentives which can typically cover these costs. A new driver incentive program will be developed for the second half of 2022.

We developed an online Driver Resources Hub to enable our newly onboarded and existing drivers to access videos, learning materials, handbooks, important policies and local area marketing tools.



SHEBAH RIDESHARE

PRINCIPAL OPERATIONS

From Year 2021 to 2022

TECHNOLOGY UPDATE: SYSTEMS AND PROCESS

Shebah welcomed a new IOS and Android Engineer and a Full Stack Developer at the beginning of the calendar year '22. The team has been working on new updates for riders and drivers, as well as employing a focus on continuing improvement to tech operations and processes.

SHE STAYS

As well as working through v3, which will see a whole new user experience for both drivers and riders, our tech team has been working on adding a new feature called "SHE STAYS". This allows riders to be able to book a fast fee, for 30 minutes of their drivers extra time, to stay with a passenger. It allows busy parents who get held up at work or with travel peace of mind knowing their child will be looked after by a trusted driver for an additional 30 minutes on top of their original booking. The new feature will be a game changer for busy parents.

Tolls and GPS estimates

An ongoing issue with Shebah is the over-reliance on unreliable inaccurate GPS signals from drivers' phones. One of the affected areas are tolls. We went live with Tollsmart starting in July 2021, where passengers selected "route is analysed" and a toll amount is given back to Shebah in under a second. We then pass this on in the fare estimate to the passenger, and at the end of the trip charge this exact amount. it completely negates the need for GPS and solves the issue of tunnels, infrastructure and other signal interfering problems that make phone GPS a bad solution in detecting toll points.

Data Analytics

A tool allowing various reports to be provided in a visually effective manner, with the ability to drill down and search for the information that is relevant to the user hosted on The Beast.

With over 50 different reports built with Metabase now, almost every aspect of data has been catered for with ease. These reports can be emailed or shared in other formats too. Real-time monitoring of fare estimates, bookings pick ups and drop offs, which gives us a great insight into our user base and allows precise API usage tracking to very precisely estimate 3rd party map provider service costs. It also allows us to detect any abuse of the system and catch any data-mining bots or abuse in real-time.

We are also working closely with MongoDB to help us optimise and work effectively. There is the potential to use them for our reports, for more in depth data , to give us an even deeper insight into our users.

SHEBAH RIDESHARE PRINCIPAL OPERATIONS

From Year 2021 to 2022

SUPPORT AT SHEBAH

Our team each have several years of experience in these roles, resulting in a high standard of customer relations and knowledge. All queries are responded to in under a few hours and having a small, communicative team means that all passengers, B2B clients and drivers are supported in a personal and efficient manner.

Driver retention

Driver retention is as important as recruiting new drivers, so it's now part of our routine to call drivers who have been onboarded after a couple of months to check how they're getting on. This makes new drivers feel as though they are part of a community and can ask queries that have arisen in their initial few weeks. Additionally we send positive feedback emails to drivers - they love to see what their happy passengers say about them.

Training

We streamlined the process for assisting with payment queries and trained our entire team in STRIPE queries.

Phones

To assist visibility and help our drivers and passengers remember how to find us, we changed our phone number to 1300SHEBAH.



Financial statements

2021/2022

Profit and Loss

Ladies Let's Roll Pty Ltd 1 July 2021 to 30 June 2022

30 Jun 22

Income	
Interest Income	(1)
Other Revenue	193
Sales	731,925
Total Income	732,117
Less Cost of Sales	
Stripe Fees	90,488
Total Cost of Sales	90,488
Gross Profit	641,629
Less Operating Expenses	
Accounting	2,749
Advertising & Marketing	10,494
Advertising & Marketing - Emails	2,997
App Hosting	10,213
Bank Fees	572
Consulting Fees	15,983
Contractors	31,483
Depreciation	190,058
Donations	91
Employee Entitlements	(18,597)
Filing Fees	691
Insurance	518
Interest Expense	418
Interest Expense - ATO	699
IT Development	3,125
IT Expenses - Google	1,489
Legal Expenses	95
Levies	38,150
Licence Fees	5,832
Office Expenses	3,434
Payroll Tax Expense	10,715
Printing & Stationery	1,120
Rent	11,197
SMS Charges	2,287
Subscriptions	4,088
Superannuation	81,191
Telephone & Internet	2,585
Travel - National	1,345
Wages and Salaries	983,174
Workcover	(542)
Total Operating Expenses	1,397,652
Net Profit	(756,023)

Balance Sheet

Ladies Let's Roll Pty Ltd As at 30 June 2022

30 Jun 2022

Assets

Bank	
Main Business account	(22,290)
Total Bank	(22,290)
Current Assets	
Cash on Hand	4,148,749
GST	(4,886)
Loan - The Boadicea Family Trust	220
Prepayments	10,920
Total Current Assets	4,155,004
Fixed Assets	
App & Website Development	303,558
App & Website Development - Less Accumulated Depreciation	(179,723)
Less Accumulated Depreciation on Computer Equipment	(10,335)
Total Fixed Assets	113,500
Non-current Assets	
Capitalised Marketing Expenses	323,546
Total Non-current Assets	323,546
Total Assets	4,569,759

Liabilities

Current Liabilities	
Accounts Payable	315,352
Historical Adjustment	(315,352)
Loan - Shebah Pty Ltd	5,272,514
Maitreyee Credit card	16,243
PAYG Withholdings Payable	14,464
Provision for Annual Leave	(18,597)
Superannuation Payable	5,223
Suspense	(37,155)
Wages Payable - Payroll	67,157
Total Current Liabilities	5,319,849
Non-Current Liabilities	
Loan -Maitreyee	5,921
Total Non-Current Liabilities	5,921
Total Liabilities	5,325,771
Net Assets	(756,011)

Equity

12 x \$1 Ordinary Shares	12
Current Year Earnings	(756,023)

Balance Sheet

Total Equity	30 Jun 2022 (756,011)
---------------------	--

Balance Sheet

Shebah Pty Ltd As at 30 June 2022

30 Jun 2022

Assets

Bank	
BOM Freedom Business Account	(10)
Total Bank	(10)
Current Assets	
BOM Term Deposit	(645)
Cash on Hand	100
GST	(39,721)
Loan - Ladies Let's Roll Pty Ltd	5,272,207
Rental Bond	14,373
Total Current Assets	5,246,314
Fixed Assets	
App & Website Development	1,536,638
Less Accumulated Depreciation on App & Website Development	(730,360)
Capitalised Legal Costs	23,998
Computer Equipment	2,279
Less Accumulated Depreciation on Computer Equipment	(2,279)
Total Fixed Assets	830,276
Non-current Assets	
Ladies Let's Roll Pty Ltd - 12 Ordinary Shares	12
Total Non-current Assets	12
Total Assets	6,076,593

Liabilities

Current Liabilities	
Suspense	(30,005)
Total Current Liabilities	(30,005)
Total Liabilities	(30,005)
Net Assets	6,106,598

Equity

Current Year Earnings	(33,564)
Ordinary Shares	3,378,000
Ordinary Shares - CSF	3,552,778
Retained Earnings	(790,616)
Total Equity	6,106,598



22

**SHEBAH RIDESHARE
PTY LTD**

PO BOX 290
Northcote,
VIC 3070

Phone:
1300 SHEBAH

Email:
shareholder@shebah.com.au

Website:
www.shebah.com.au