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SHEBAH PTY LTD
ANNUAL REPORT
FY 25/26



SHEBAH RIDESHARE

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SHEBAH RIDESHARE

MESSAGE FROM THE CEO .



This past year has been an important one for Shebah, as we continued to strengthen our service and find new ways to support women and children across Australia.

One of our biggest milestones was the launch of our new Shebah app in July 2025. The new platform introduced an improved experience for passengers and drivers, with features including recurring bookings, preferred drivers, multiple stops, Apple Pay and improved live trip tracking.

This year also saw Rides to Hope grow from its initial pilot into a dedicated Shebah initiative, providing subsidised transport for women and children experiencing difficult circumstances. We have built new community partnerships, supported individual journeys and launched a dedicated Rides to Hope website, making it easier for people and organisations to access and refer to the program.

Rides to Hope builds on the infrastructure, technology and driver network Shebah has developed over almost a decade, allowing us to use what we have built to support women and families when transport is a barrier to reaching safety, healthcare, accommodation and other essential services.

At the heart of Shebah remains our incredible community of drivers. This year we continued our focus on growing our driver network and responding to demand for a service designed around the needs and experiences of women and children.

Thank you to our drivers, passengers and wider community for continuing to be part of Shebah's journey. We look forward to building on this year's progress in 2026/27.

Warm regards,

SARRA STEWART
Chief Executive Officer

25/26 for women.

2025/2026 continued to highlight both progress and persistent inequality for women in Australia.

- Australian women working full-time earned an average of \$1,900.60 per week, compared with \$2,147.80 for men. The national full-time gender pay gap remained at 11.5%.
- 39,758 victims of sexual assault were recorded by police across Australia. Women and girls accounted for 80% of victims. 16,146 victims of family and domestic violence-related sexual assault were recorded nationally. Of these, 88% were women.
- Among cases where a man killed a female partner, 58% involved an intended or actual separation, highlighting the heightened danger women can face when leaving an abusive relationship.
- Experiences of harassment continued to shape how women use public transport. A study of 528 women in Melbourne found that safety concerns led women to take precautions including avoiding travel after dark, changing their routes and choosing different modes of transport.

Against this backdrop, the need for services designed around women's safety, independence and access remains clear.



SHEBAH RIDESHARE

PRINCIPAL OPERATIONS

From Year 2025 to 2026

MARKETING UPDATE

Throughout 2025/26, Shebah continued to grow its profile through media coverage, industry recognition and community engagement.

Press Coverage

Shebah gained strong national media exposure throughout 2025/26, with coverage across major television, digital news and radio platforms.

Shebah was featured by news.com.au and 10 News+, with stories highlighting the growing demand for rideshare options designed with women's safety in mind. ABC News featured Shebah in national coverage of the pressures facing rideshare drivers amid rising fuel costs, while radio coverage through ABC provided an opportunity to highlight Shebah's driver community and their experiences on the road.

Together, this coverage brought Shebah's message to audiences across Australia and strengthened our voice in conversations around women's safety, rideshare and the experiences of women working in the transport industry.



Public Engagement

CEO Sarra Stewart continued to represent Shebah in industry and community conversations throughout the year.

This included participating in CEDA's Human Cities Summit 2025, contributing Shebah's perspective to discussions around transport, mobility, safety and the changing needs of Australian communities.

Industry Recognition

Sarra Stewart was recognised with the Women in Mobility Award at MOVE 2026, celebrating her leadership and contribution to Australia's mobility sector.

The recognition also provided an opportunity to highlight Shebah's continued role in advocating for greater representation of women across transport and mobility.

Social Media & Digital Growth

Shebah continued to strengthen its presence across social media, using passenger and driver stories, recruitment campaigns, safety messaging and topical content to engage existing audiences and introduce Shebah to new ones.

Shebah saw significant growth on TikTok during 2025/26, with the success of a viral video contributing to a more than 260% growth in our following and significantly expanding Shebah's organic reach.

The result introduced Shebah to new audiences and demonstrated the growing potential of short-form video as part of our social media strategy.

Financial statements

2025/2026

Balance Sheet

Ladies Lets Roll

As at 30 June 2026

	30 JUNE 2026
Assets	
Bank	
Shebah Stripe	100,000.00
Total Bank	100,000.00
Non-current Assets	
Shebah Technology and Trademarks	35,000.00
Total Non-current Assets	35,000.00
Total Assets	135,000.00
Liabilities	
Current Liabilities	
Accounts Payable	699,432.32
GST	51,537.70
Superannuation Payable	(11,193.05)
Total Current Liabilities	739,776.97
Non-current Liabilities	
Loan-MK	280.00
Total Non-current Liabilities	280.00
Total Liabilities	740,056.97
Net Assets	(605,056.97)
Equity	
Current Year Earnings	4,785.86
Owner A Share Capital	(12.00)
Retained Earnings	(609,830.83)
Total Equity	(605,056.97)

Financial statements

2025/2026

Profit and Loss

Ladies Lets Roll

For the year ended 30 June 2026

	2026
Trading Income	
Shebah Trip Revenue	295,538.82
Sponsorship Funds	100,000.00
Total Trading Income	395,538.82
Gross Profit	395,538.82
Operating Expenses	
Accounting	254.56
Accounting Fees	2,517.18
Advertising & Marketing	16,627.91
AppLicenceFees-ShebahPtyLtd	767.34
Bank Fees	1,329.81
Consultancy Fees	52,793.01
Donations	396.12
Driver Costs	44,986.18
Fees and Permits	7,460.88
General Expenses	10,789.21
Interest Expense	3,217.90
IT Development	661.82
IT Expenses - Google	135.45
Office Expenses	163.64
Printing & Stationery	35.25
SMS Charges	8,094.16
Software Subscription	10,768.47
Staff Training & Amenities	500.00
Subscriptions	3,263.77
Superannuation	16,064.00
Telephone & Internet	3,196.15
Travel - National	24,119.42
Wages and Salaries	182,610.73
Total Operating Expenses	390,752.96
Net Profit	4,785.86



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PTY LTD**

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