



23

**SHEBAH PTY LTD**  
**ANNUAL REPORT**  
**FY 22/23**



## **SHEBAH RIDESHARE**

# **TABLE OF CONTENTS**

---

### **INTRODUCTION**

Message from the CEO.....

### **AN OVERVIEW**

Principal Operations Marketing.....

Principal Operations Technology.....

Principal Operations Customer Service.....

### **FINANCES**

Financial Statements 2022/2023.....

SHEBAH RIDESHARE

---

## MESSAGE FROM THE CEO .

---



I hope this message finds you well. We are thrilled to bring you the latest news and developments from Shebah.

Navigating the challenges posed by disabilities should never impede access to crucial services or connecting with community. With this in mind, we are proud to introduce our sister app, Rydesafe, which is set to launch in the next few months. Rydesafe has been designed to offer a lifeline of safe, convenient, and accessible travel options, ensuring independence and convenience for its passengers. Every Rydesafe driver will undergo rigorous vetting and specialised training to assist passengers with diverse disabilities. We believe in recognising the unique needs of each passenger, and Rydesafe drivers will go above and beyond in catering to these. They will be trained to provide tailored assistance, whether it's facilitating mobility aids, aiding in embarking and disembarking, or addressing specific requirements.

In order to support our expansion, we have further reduced overhead costs to ensure the sustainability of our services. There has been no change in your share price and that remains as it was. We continue to seek investments and the addition of more drivers to help Shebah thrive and reach even more passengers.

In August, Shebah received a silver medal in the Digital Innovation category at the AusMumpreneur Awards in Sydney. This recognition underscores our dedication to innovation in the technology space and was an honour to receive. We are proud of these achievements and we couldn't have done it without your support.

As we move forward, we look forward to further growth, and our upcoming launch of Rydesafe. We believe that this new venture will empower even more passengers to access safe and convenient transport options.

Thank you for being a part of the Shebah journey. We appreciate your trust and support.

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

SARRA STEWART  
*Chief Executive Officer*

---

# 2023 for women.

In 2023, Australia experienced a pivotal year in addressing women's safety, marked by a mix of progress and persistent challenges.

- The year commenced with a surge in public awareness and advocacy for women's rights. High-profile incidents of gender-based violence ignited a collective demand for change, leading to intensified discussions on legislative reforms and community-driven initiatives aimed at enhancing women's safety.
- Despite this, challenges lingered throughout the year. Reports of gender-based violence persisted, underscoring the ongoing need for comprehensive and systemic changes. The criminal justice system faced scrutiny for its handling of such cases, prompting calls for reforms to ensure justice survivors.
- Tragically, the year saw an alarming number of women dying from violence at the hands of their partners or someone they knew intimately. These incidents underscored the urgency of addressing the root causes of gender-based violence and implementing effective preventive measures. The devastating loss of lives highlights the need for comprehensive reforms in legal frameworks, support systems, and societal attitudes to ensure the safety and well-being of women across the nation.



# SHEBAH RIDESHARE PRINCIPAL OPERATIONS

*From Year 2022 to 2023*

## MARKETING UPDATE

Our marketing efforts in the past financial year focused on our social channels including Instagram, X and Facebook, as well as public relations opportunities through press releases in local and national publications.

### Press Coverage

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

In the last twelve months, Shebah has been featured in The Adelaide Advertiser, The NT News, The Townsville Bulletin, The Geelong Advertiser, The Cairns Post, news.com.au and more.

Concentration has been on press coverage of Shebah and building brand awareness in the general community. This included a philanthropic partnership with Good Friday Appeal in Melbourne, when Shebah lent 5 of its drivers to the appeal for the day, to drive the young ambassadors to their Good Friday commitments.

### Awards

In August, Shebah, achieved a significant milestone by being awarded silver medal in the highly competitive Digital Innovation category at the AusMumpreneur Awards, held in Sydney. This accolade not only serves as a testament to our commitment to pushing boundaries and embracing cutting-edge technology but also highlights the remarkable strides we've made in the realm of digital innovation. The recognition received at this event is not just an award; it symbolises the collective efforts and passion of our dedicated team, who consistently strive for excellence.

Being honored in the technology space at such a renowned platform is a source of pride and motivation for Shebah, encouraging us to continue our pursuit of groundbreaking solutions and maintaining our position as trailblazers in the industry.



---

# SHEBAH RIDESHARE

## PRINCIPAL OPERATIONS

---

*From Year 2022 to 2023*

### TECHNOLOGY UPDATE: SYSTEMS AND PROCESS

#### Database Restructure for Increased Performance

We recently embarked on a strategic initiative to enhance our system's performance by restructuring its database architecture. This involved a meticulous evaluation of the existing database framework to identify bottlenecks and inefficiencies. The aim was to optimize data retrieval and storage processes, ultimately leading to improved system responsiveness. The restructuring process involved implementing industry best practices, adopting efficient indexing strategies, and ensuring seamless data integration.

#### Backend Portal Development

In an effort to elevate the user experience and streamline data management, our tech team initiated the development of a new backend portal. This portal is designed to not only address existing performance issues but also to introduce advanced search capabilities. The focus is on creating a robust and scalable infrastructure that can handle increasing data loads while providing users with faster and more accurate results.

#### Innovation in the workplaces portal

Simultaneously, we have undertaken the development of a revamped workplaces portal, incorporating novel features to enhance functionality and user engagement. This initiative is aligned with our commitment to staying ahead in the market by delivering cutting-edge solutions. The new portal aims to offer a more intuitive and enriched experience for users, catering to evolving needs and expectations.

#### New Map Solutions

Recognizing the importance of cost efficiency and user satisfaction, the company has initiated a transition to more cost-effective map solutions. The focus is on optimizing the mapping services to not only reduce operational costs but also to enhance user experience and overall system performance. This strategic move ensures that the organization continues to deliver high-quality services without compromising financial sustainability.

#### Strategic IT Budget Optimisation

In an effort to align resources with strategic objectives, the company made the decision to optimize the IT budget. This involved a comprehensive review of expenditures and a restructuring of financial allocations to ensure maximum efficiency and value. The goal is to achieve a leaner yet more impactful IT budget that supports the organization's overarching goals.

#### Team restructuring

To drive organisational change, we implemented a series of personnel changes. This included parting ways with the Chief Technology Officer (CTO) and an iOS developer. This decision was made with a focus on reshaping leadership and talent to better align with the company's current and future objectives. As part of the strategy to optimize costs and tap into a global talent pool, two offshore developers were hired. This decision is aimed at leveraging skilled resources while maintaining a competitive edge in terms of development capabilities.

---

## SHEBAH RIDESHARE PRINCIPAL OPERATIONS

---

*From Year 2022 to 2023*

### SUPPORT AT SHEBAH

Our team has scaled back, however our commitment to a high standard of customer relations, means we always endeavour to assist our passengers and our B2B clients with care and attention.

#### Elderly phone line

In March 2023, we introduced an Elderly Phone Line 0467180190, where our most revered, older ladies are able to call a mobile number to book a Shebah. With stories abounding about the ongoing mistreatment of elderly passengers, price gouging and off-meter trips, we felt we needed to put a stop to this insidious, disrespectful conduct.

#### 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.

#### New drivers

With the end of lockdowns in 2022, Shebah, along with the national transport industry's issues, including rideshare, trains, buses and taxis, we were left with less drivers. We actively ran recruitment advertisements and incentives to engage with potential drivers to sign up. Over 100 new drivers signed up and went through training.



---

# Financial statements

## 2022/2023

---



# Balance Sheet

## Safe Transport Australia As at 30 June 2023

Company is Ryde Safe.

30 JUN 2023

### Assets

#### Bank

Ryde Safe	60,875.68
<b>Total Bank</b>	<b>60,875.68</b>

#### Current Assets

Accounts Receivable	59,697.70
Undeposited Funds	(2,140.71)
<b>Total Current Assets</b>	<b>57,556.99</b>

#### Fixed Assets

Computer Equipment	1,346.31
Office Equipment	1,251.94
<b>Total Fixed Assets</b>	<b>2,598.25</b>

#### Non-current Assets

Loan - Rydesafe	88,000.00
<b>Total Non-current Assets</b>	<b>88,000.00</b>

<b>Total Assets</b>	<b>209,030.92</b>
---------------------	-------------------

### Liabilities

#### Current Liabilities

Accounts Payable	15,916.73
American Express Platinum Card	106.71
BOM Credit card 6906	26,112.93
Books & Taxes Australia #7738	144.00
Citi Premier Card	26,012.16
GST	45,866.82
InterCompany Loan	58,000.00
Loans Payable	4,643.00
Maitreyee Credit card	(8,794.61)
MPC Business Expenses #7648	907.00
PAYG Withholdings Payable	143,184.00
Provision for Annual Leave	5,257.57
STA Operating A/c - xx6762	10,335.48
Superannuation Payable	74,026.29
Tracking Transfers	419,735.29
Wages Payable	(453,831.73)
Wages Payable - Payroll (804-1)	(61,395.21)
<b>Total Current Liabilities</b>	<b>306,226.43</b>

30 JUN 2023

---

<b>Non-current Liabilities</b>	
Loan - PSK Consulting	137,640.00
MAITREYEE H KHIRE	128,340.80
Shape Pty Ltd	50,000.00
<b>Total Non-current Liabilities</b>	<b>315,980.80</b>

---

<b>Total Liabilities</b>	<b>622,207.23</b>
--------------------------	-------------------

---

<b>Net Assets</b>	<b>(413,176.31)</b>
-------------------	---------------------

---

<b>Equity</b>	
Current Year Earnings	(372,753.60)
Retained Earnings	(40,422.71)
<b>Total Equity</b>	<b>(413,176.31)</b>

# Profit and Loss

## Safe Transport Australia

For the 12 months ended 30 June 2023

Company is Ryde Safe.

JUL 2022-JUN 2023

### Trading Income

Other Income	1,238.88
Sales	305,038.62
Shebah Trip Revenue	147,300.86
<b>Total Trading Income</b>	<b>453,578.36</b>

### Cost of Sales

Cost of Goods Sold	757.25
Levies	14,292.54
<b>Total Cost of Sales</b>	<b>15,049.79</b>

### Gross Profit

**438,528.57**

### Other Income

Interest Income	11.79
<b>Total Other Income</b>	<b>11.79</b>

### Operating Expenses

Accounting	190.44
Accounting Fees	7,945.03
Advertising & Marketing	5,187.36
Advertising & Marketing - Emails	1,100.18
App Hosting	13,166.82
App Licence Fees - Shebah Pty Ltd	61.72
Bank Fees	(20.91)
Books and Taxes	106.52
Consulting Fees	2,126.25
Contractors	21,692.95
Donations	349.03
Employee Entitlements	(55,524.90)
Fees & Permits	38.79
Filing Fees	290.00
General Expenses	822.42
Insurance - Public Liability	5,655.06
Interest Expense	6,419.67
IT Costs	119.39
IT Development	5,040.92
Legal Expenses	2,099.00
Licence Fees	9,856.99
Motor Vehicle Expenses	120.00
Office Expenses	875.49

JUL 2022-JUN 2023

---

Postage, Freight & Courier	219.54
Printing & Stationery	232.12
Realised Currency Gains	(1,280.77)
S&W Salaries Other	(10,877.66)
S&W Superannuation	45,898.27
Salaries & Wages	521,110.43
SMS Charges	4,218.85
Software subscriptions	6,110.04
Staff Gifts	599.62
Staff Training & Amenities	380.98
Subscriptions	3,185.18
Superannuation	8,723.03
Telephone & Internet	2,998.78
Travel and Accommodation - National	15,447.97
Workcover	294.25
<b>Total Operating Expenses</b>	<b>624,978.85</b>

---

<b>Net Profit</b>	<b>(186,438.49)</b>
-------------------	---------------------



23

**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)