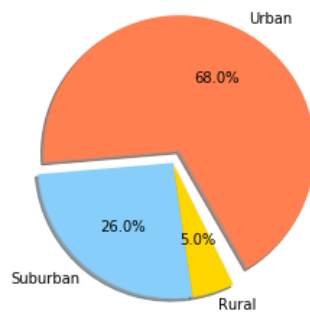


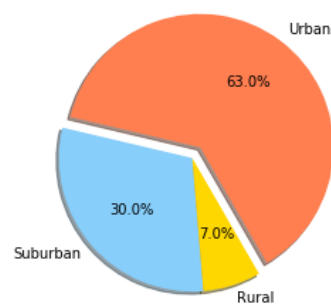
Pyber Market Overview & Recommendations

- The Urban Market is over saturated with available drivers and ready for rapid increased market share growth. A fare increase should be considered in the Urban Market.
- The Suburban Market has the highest return on ride to fare ratios and expansion in this market should be balanced with driver capacity.
- The Rural Market has a balanced ratio of driver to rides. Marketing efforts toward pooling rides to increase revenues over longer distances should be marketing

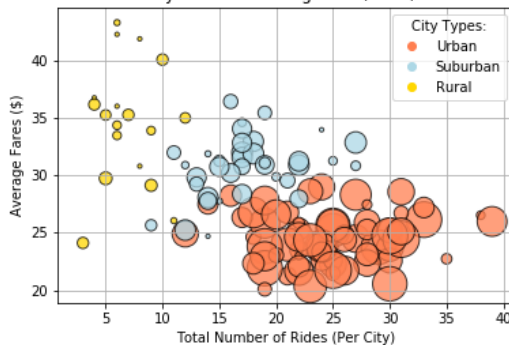
% of Total Rides by City Type



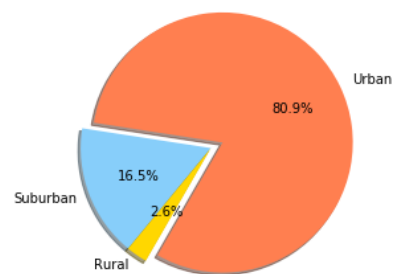
% of Total Fares by City Type



Pyber Ride Sharing Data (2016)



% of Total Drivers by City Type



% Fare to Driver Revenue by City Type

