Transforming the Mobility Industry – the Story of Didi

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Ridesharing Will Create the Next Technology Giant

Evolution of ridesharing propelled by maturity of GPS / HD Mapping / 4G LTE technology

Smartphone

Present

Future

Connecting Information

Connecting the Physical World

PC $210 bn

Smartphone $340 bn

×10

Ridesharing

Evolution of ridesharing propelled by maturity of GPS / HD Mapping / 4G LTE technology
# Creating Value for Consumers and Communities

## Present: Transportation 1.0

<table>
<thead>
<tr>
<th>Key Features</th>
<th>Impact on Consumers and Cities</th>
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<tbody>
<tr>
<td>Private ownership</td>
<td>Congestion and pollution</td>
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<tr>
<td>Low utilization (less than 5%)</td>
<td>Large spaces used for parking</td>
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<td>Driver-dependent</td>
<td>High cost of ownership</td>
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<td>Car as an asset</td>
<td>Higher utilization → Fewer cars</td>
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## Future: Transportation 2.0

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<tr>
<td>Shared rides</td>
<td>Autonomous cars</td>
</tr>
<tr>
<td>High utilization</td>
<td>Mobility-as-a-service (MaaS)</td>
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</tbody>
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- Convert parking space to commercial districts/parks
- Lower cost driven by MaaS

$7 \rightarrow $3
Ridesharing Solves the Supply and Demand Conundrum

Traditional model does not solve the imbalance in supply and demand

Peak Hours - Undersupply
Low fulfillment rate

Non-Peak Hours - Oversupply
Low driver income/hour

Ridesharing is the only solution to balance market supply and demand

Peak Hours - Undersupply
Full-time drivers
Part-time drivers

Fulfilled by other Didi services

User fulfillment rate
Driver income/hour

Demand Prediction
Intelligent Dispatch
Dynamic Pricing
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Didi – Over The Past Five Years

Didi has become the world’s leading mobile transportation platform.

- **June 2012** Birth of Didi
- **Feb 2015** Merge of Didi & Kuaidi
- **Dec 2015** Cover 400+Cities
- **June 2016** 15m Daily Rides
- **June 2016** 20m Daily Rides
- **March 2014** 100m Users
- **Sep 2015** Rename as Didi Chuxing
- **March 2016** 10m Daily Rides
- **Aug 2016** Acquire Uber China
Didi – The World's Largest One-Stop Transportation Platform

>20 million daily completed rides

- 1.7mn Registered Drivers
- 60,000 Enterprise Accounts
- 160k Daily Rides
- 400mn Registered Users
- 400+ cities
- 13mn Daily Rides
- 2mn Daily Rides
- 500k Registered Users

Note: # of daily rides above as of Nov 2016. Uber China is included in private car business.
World's Largest Technology-driven Transportation Platform

**Big Data**
- **20+mn** peak requests per day
- **70TB** location tracking data per day
- **4500TB** data processed per day

**AI / Machine Learning**
- **85%** accuracy of **15mins** demand prediction
- Precise ETA prediction with deviation of <**15%**
- **Dynamic** pricing

**Cloud Computing**
- Highly reliable: **24/7** stable operation
- Intelligent incentives: **4x higher** efficiency
- Advanced infrastructure: **100,000+** servers in 2 years

**World-class** technology team with **top** R&D and data analytics capabilities
Dynamic demand forecast for the next 15 mins, directing drivers to denser demand areas

Optimal route planning and accurate ETA prediction based on real-time traffic

Dynamic pricing optimizes supply-demand equilibrium through sophisticated algorithms
4 Cutting-edge Technology: Pooling

Better pooling experience and higher fulfillment rate

User Experience

Basic Pooling

Multi-Hop Pooling

Multi-Passenger Pooling

Virtual Stations

Fulfillment Rate

70% pooling fulfillment rate

20% lower ASP

Better pooling experience and higher fulfillment rate
Leveraging big data and AI to enhance security for both drivers and passengers

Existing Safety functions:
- Facial and voice recognition
- Privacy protection
- Trip sharing
- Emergency assistance
- ID verification

Other initiatives to be launched:
- Proprietary driver assistance, real-time driver behavior monitoring, and danger warnings
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Continue to Drive Growth and Enhance User Experience

**Growth Initiatives**

- Continue penetration into 3rd/4th-tier cities
  - Private Car MAU from 3rd/4th-tier cities

- Increase engagement by adding more usage scenarios
  - Private car rides per month by cohort

**User Experience**

- Encourage better driver service through preferential dispatch and intelligent incentives
  - Driver score trends over time

- Increase user LTV through cross-selling of products
  - Lifetime spending per user

- Higher user value
Build a Smart Transportation Ecosystem to Capture Future Opportunities

- Private Car
- Taxi
- Minibus
- Hitch
- Bicycle
- Chauffeur
- Car Rental
- Fleet Management
- Used Car Sales
- After-market Services
- Auto Finance
- Smart City
- Cloud
Global Expansion through Alliances with Regional Partners

Global Ridesharing Footprint

- Uber
- 99/Easy/Cabify
- Ola
- Careem
- Mytaxi
- Line
- Didi Chuxing
- Grab
- Yandex Taxi
- Kakao Taxi
- Bitaksi
- N/A

Invested by Didi