



eCabs

The Digitisation Journey

Matthew Bezzina - Founder & CEO



Background

- Identified opportunity and started operations in 2009.
- 11 years of operation in local dense road network.
- Today, a Tech driven ride hailing platform.
- Over 800 cars and partner drivers.
- 2019 - 1.5 million rides completed.
- Double digit growth since June with -75% of tourism market.
- 50+ Technologists | 10 nationalities | 7 countries including Malta, Germany, Belairs, Turkey, Ghana, Nigeria, Brazil.
- Exponential growth in technologist cohort in the medium to long term.
- Plans to go international in 2022.

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1 Company Incorporated
€60k own seed capital

2 Company commences operations with 3 cars



3 Digitisation process kickstarted
System built by 3rd parties

4 1st local consumer & driver taxi app
90% phone bookings
98% cash payments



6

Investing
Investing and developing own IT capability to reach the level it's at today



5

30% card payments
70% cash payments
50% phone bookings

7

COVID
MDB assistance through schemes dedicated to new investment and working capital



Post COVID

2021

Officially the local ride hailing platform with biggest market share

60%
Card
Payments

30%
Cash
Payments

10%
Business
Bookings

75%
App
Bookings

2022

Internationalisation of platform



Malta's preferred choice

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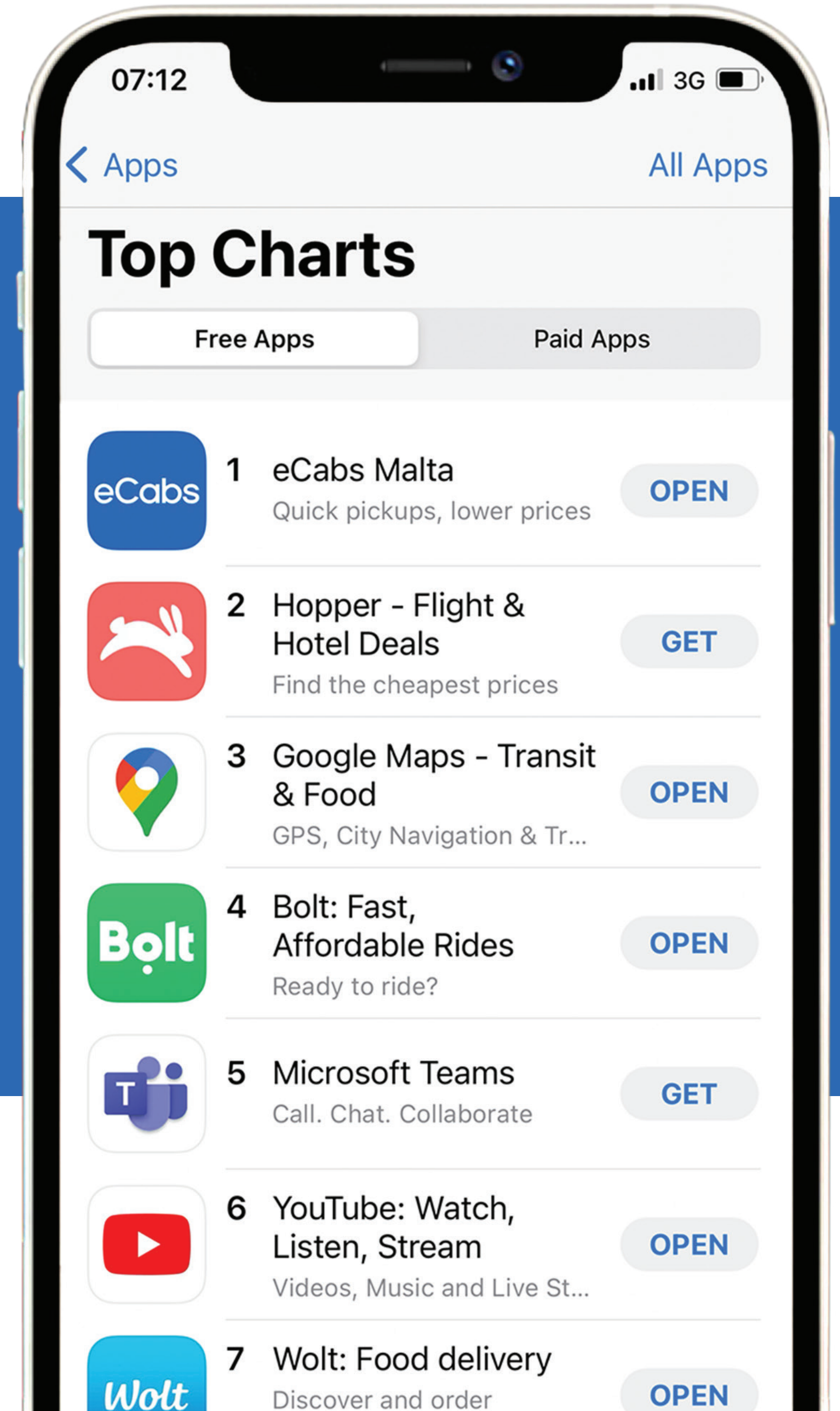
eCabs is taxi company of choice in survey on private taxi choice

A Polar survey finds that the St Julian's-based company eCabs is the preferred taxi choice for commuters



27 April 2021, 4:41pm
by Kurt Sansone

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Thank you