

The Carsharing Marketplace for Ridesharing



NASDAQ: **HYRE**

Investor Presentation
March 2019

Company Overview

- HyreCar is a carsharing marketplace for ridesharing, connecting excess car owners with ridesharing drivers
- **Driver Demand Outstripping Car Supply**
 - ~40% of the 50,000+ drivers applying monthly to ridesharing services like Uber and Lyft don't own a qualifying vehicle
 - HYRE attracts 25,000+ ridesharing drivers each month, which is more than 10x the amount of vehicles currently on the platform
 - #1 independent activator of new Lyft drivers in the U.S.
- **Highly Scalable Business Model, Growing Fast**
 - Revenue tripled to ~\$10.0M in FY18 vs \$3.2M in FY17
 - We had <400,000 rental days in 2018 and are already at an annualized rate of 550,000 after February – we need more cars
 - Experienced leadership with high insider ownership (~33%)
- **Went Public in June 2018 at \$5.00, Nationwide Footprint**
 - Strong balance sheet with decreasing burn (~\$6.8M in cash and marketable securities at 12/31/18)
 - We can identify where driver demand is highest, and with our asset light model, we can scale anywhere quickly
 - Custom insurance coverage to secure both owners and drivers, annual insurance repricing starting for Q2 2019

HyreCar, Inc. (NASDAQ: HYRE)	
Stock Price ¹	\$7.52
YTD Trading Range ¹	\$1.54 - \$7.98
Market Cap ¹	\$88.0M
Shares Outstanding ²	11.7M
Insider Holdings ²	33%
FY 2018 Revenue Growth ²	> 200%
Revenues (TTM) ³	\$7.9M
Gross Profit Margin ⁴	54.0%
Headquarters	Los Angeles
Founded	2014
FT Employees	88

NOTES:

1) Daily Close March 15, 2019.

2) At December 31, 2018.

3) TTM = Trailing twelve months ended September 30, 2018.

4) For the quarter ended September 30, 2018.

Large Total Addressable Market

HyreCar

\$1.2T
US
Transportation
as a Service
Market¹

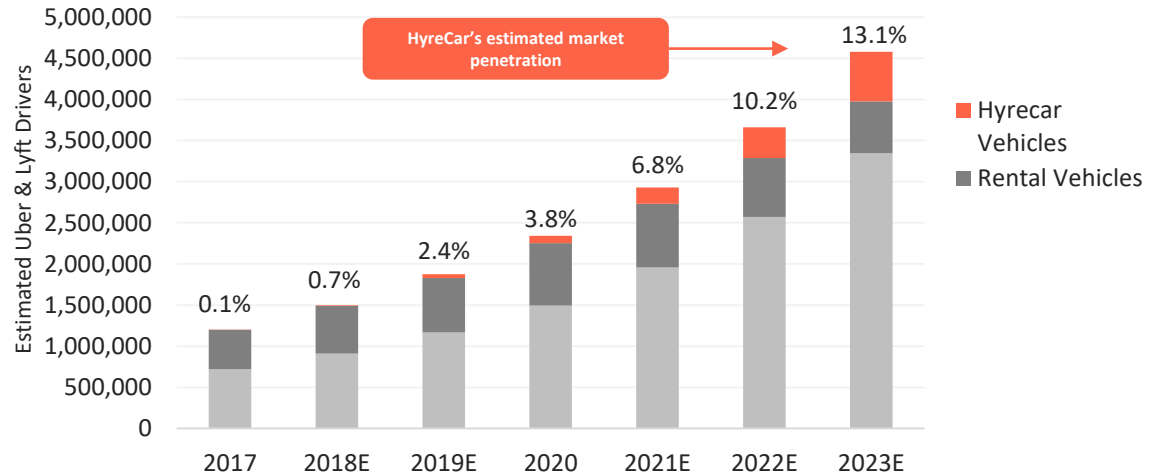
Uber and Lyft are adding
50,000+ drivers a
month,
but many don't have
qualifying cars

\$84B
US Rideshare
Rental Market
Estimates

“Goldman Sachs research expects
40% year over year revenue growth
in ridesharing through 2030”



Estimated Uber & Lyft Drivers by Category¹



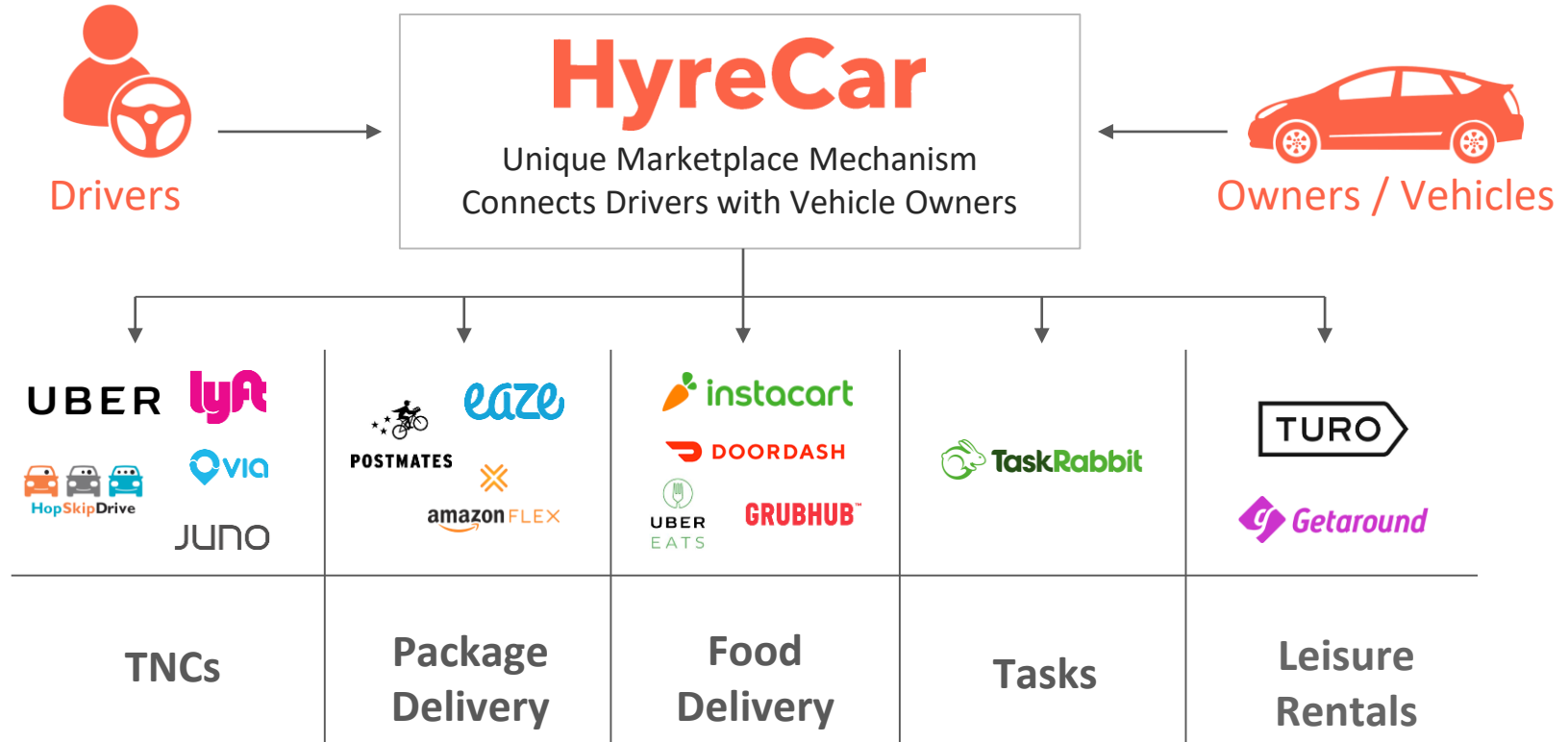
“Lyft has 1.9 million drivers at the end of 2018”¹



1) Lyft S-1, March 1, 2019.

HyreCar Carsharing Opportunities

HyreCar



Disrupted Incumbents Need Solutions

HyreCar

Fleet Incumbents

Automobile
Manufacturers



Automobile
Rental



Automobile
Dealers



Insurance
Carriers



Gig Economy Players

UBER



HyreCar Revenue Model

Gross Revenue Example	
Average National Rental Charge - Week	\$230
Driver Fee	\$23
Insurance Charge - Weekly	\$91
Gross Merchandise Value - Driver Paid	\$344

Net Revenue Example	
HyreCar Owner Fee (15% x \$230)	\$35
HyreCar Driver Fee (10% x \$230)	\$23
Insurance Charge (\$13 per day x 7)	\$91
HyreCar GAAP Reportable Net Revenue	\$149

- Compares to 28.5%
Net Margin for Lyft.²

Net Revenue Margin² **43%-45%**

Gross Profit Margin **60%+**



Margin Expansion:

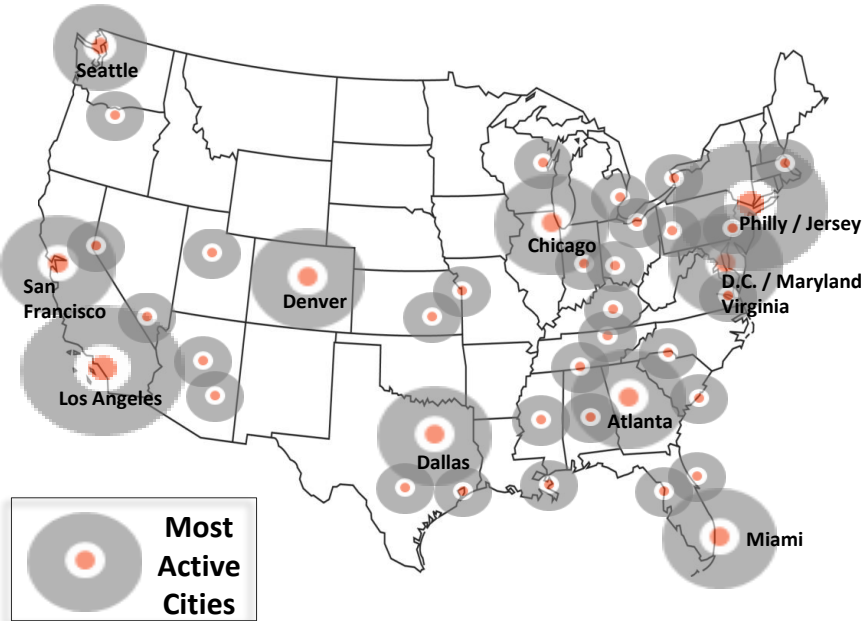
- Reduction in direct insurance costs
- Addition of new benefit tiers at higher revenue shares
- Alternative revenue sources

- 1) Gross billings is a non-GAAP term and an important measure by which HyreCar evaluates and manages its business. The Company defines gross billings as the amount billed to drivers, without any adjustments for amounts paid to owners or refunds. Gross billings include transactions from both revenues recorded on a net and a gross basis.
- 2) Net revenue margin refers to profit margins on gross billings., this compares to 28.5% for Lyft as reported in their S-1 on March 1, 2019.

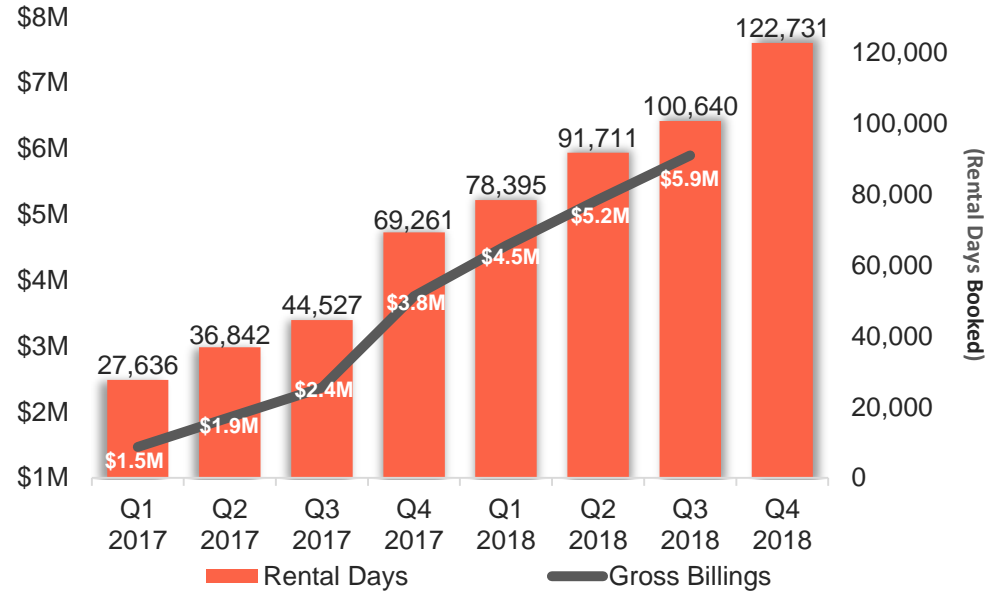
Nationwide Footprint

HyreCar

Active in All 50 States



Growing Quarterly Rental Days and Gross Billings



Automotive Market Goes Fleet

Automotive News

"Retail Sales will decline slightly over the next decade, but Fleet sales will jump from 10% to almost half the market."

- Automobile News Retailer Forum - NADA 2019

McKinsey & Company

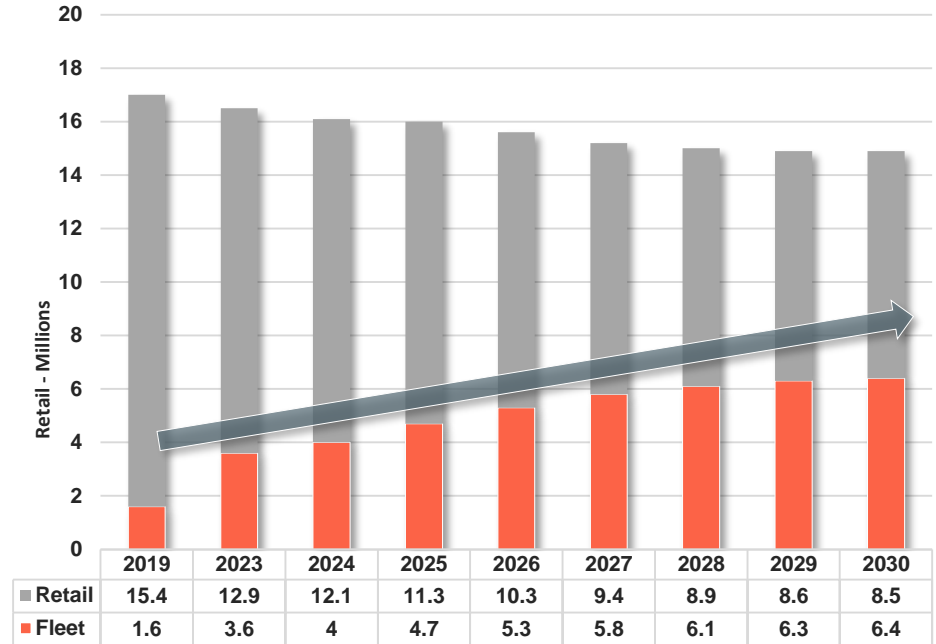
"Evolving retail landscape requires dealerships to adapt drastically different business models and pursue different revenue streams."

- McKinsey Center for Future Mobility - January 2019

We help dealerships stay in a leading position to succeed in the Mobility industry shift through:

- Steady flow of qualified ridesharing drivers to help Dealers qualify for OEM program incentives
- Innovative financing for rideshare vehicles
- Supplying existing dealership sales and service departments with new revenue opportunities from ridesharing

New Car Sales 2019-2030 - Retail vs. Fleet



Source: Automotive News Retailer Forum NADA 2019

Management Team and Board of Directors

HyreCar

Management Team



Joe Furnari
CEO

Morgan Stanley



Abhi Arora
CTO

charles SCHWAB



Scott Brogi
CFO

CHASE



Henry Park
COO



Mike Furnari
CBDO

HYATT



Brian Allan
Strategic Partnerships



Board of Directors



Grace Mellis
Chairman

JPMORGAN
CHASE & CO.



Joe Furnari
CEO

Morgan Stanley



Abhi Arora
CTO

charles SCHWAB



Brooke Skinner
CMO



Investor Relations Contact:

Ted Haberfield
President
MZ North America
HYRE@mzgroup.us
www.mzgroup.us

HyreCar Inc.

355 South Grand Avenue,
Suite 1650
Los Angeles, CA 90071
Main: 888-688-6769
www.hyrecar.com

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