



# Changing the Game: How Innovation Shapes an Industry's Landscape

Brian Cu, Grab PH Country Head





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**Grab is Southeast Asia's  
leading ride-hailing  
platform.**





**2012**

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**Anthony Tan & Hooi ling Tan  
Harvard Business School**

**Safe rides for their  
families**



Why we exist:

**TO SOLVE  
LOCAL PROBLEMS**









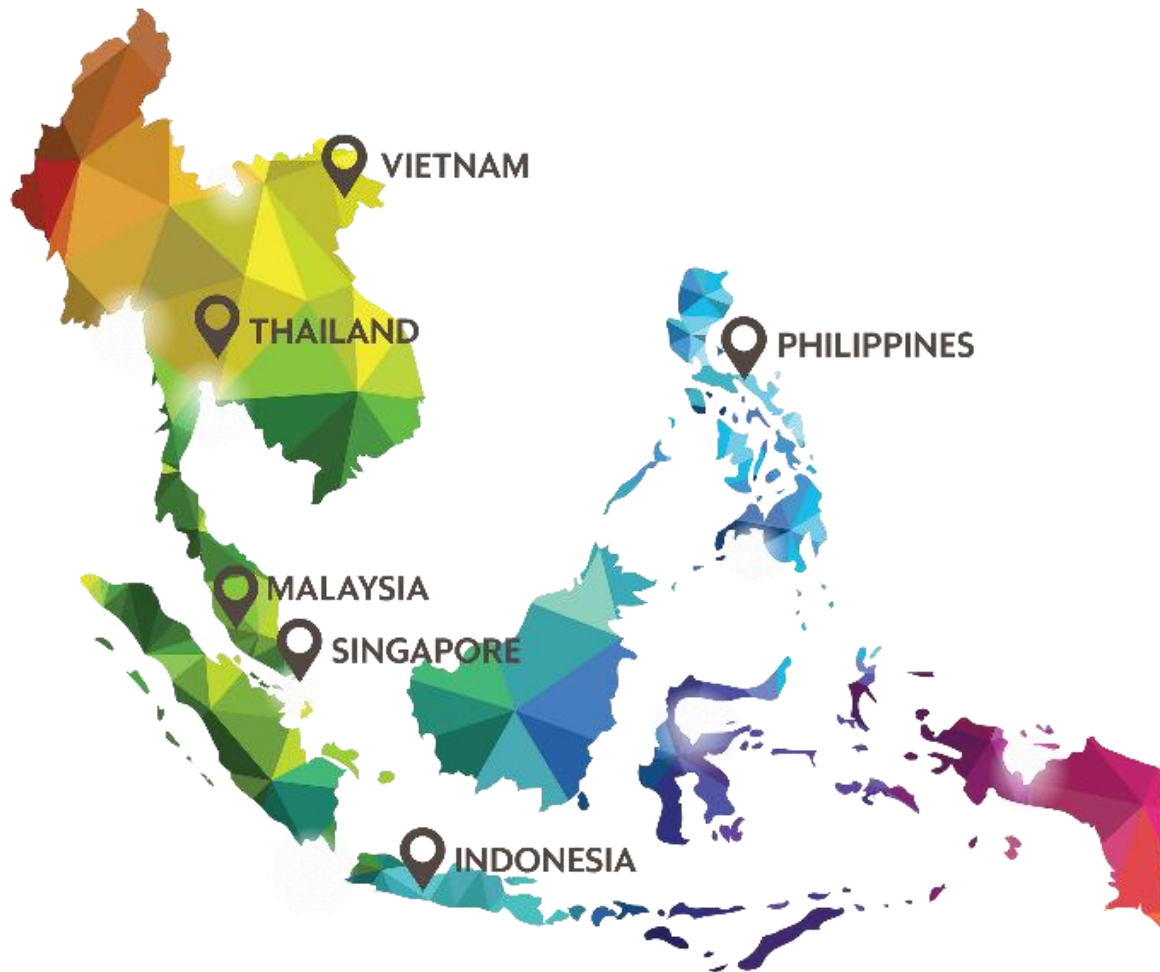
# Our Services





**Now available in  
Angeles City,  
Pampanga**





# 55 Cities 7 Countries

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930,000 drivers in our network  
across Southeast Asia

45 million downloads

6 Research & Development centers

ISO 9001:2015 certification







# Grab in the Philippines

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**Manila. Cebu. Davao. Bacolod.  
Iloilo. Baguio. CDO. Pampanga**







# VISION

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**Drive Southeast Asia  
forward**





# Driving SEA Forward



## Safety

Travel with confidence knowing that Grab's top priority is your safety.



## Convenience

We offer the best transport options at various price points.



## Financial Freedom

We improve the quality of life for passengers, drivers, employees and society at large.





## Providing the Safest Transport Platform



Stringent driver background checks and training program



Passengers can share their ride to family and friends real-time



Passenger and driver feedback are taken seriously and are used to improve services.



First in transport to develop an in-app messaging service with GrabChat.



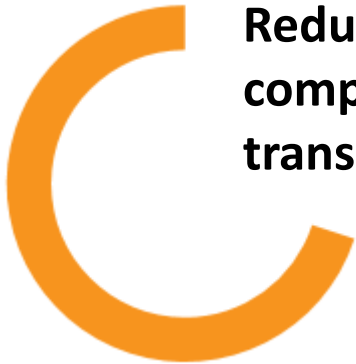




## Making Transportation Accessible to All



**Widest array of services to suit both  
transport and delivery needs**



**Reduced travel time by 70%  
compared to public  
transportation**







## Making Transportation Accessible to All



## OpenTraffic

**In 2016, Grab became the first ride-hailing company to partner with the World Bank to develop OpenTraffic.**





Improving the Lives  
of our Partners

Grab drivers earn  
on average

**35%**

more compared to the average  
worker wages in the  
Philippines







Improving the Lives  
of our Partners



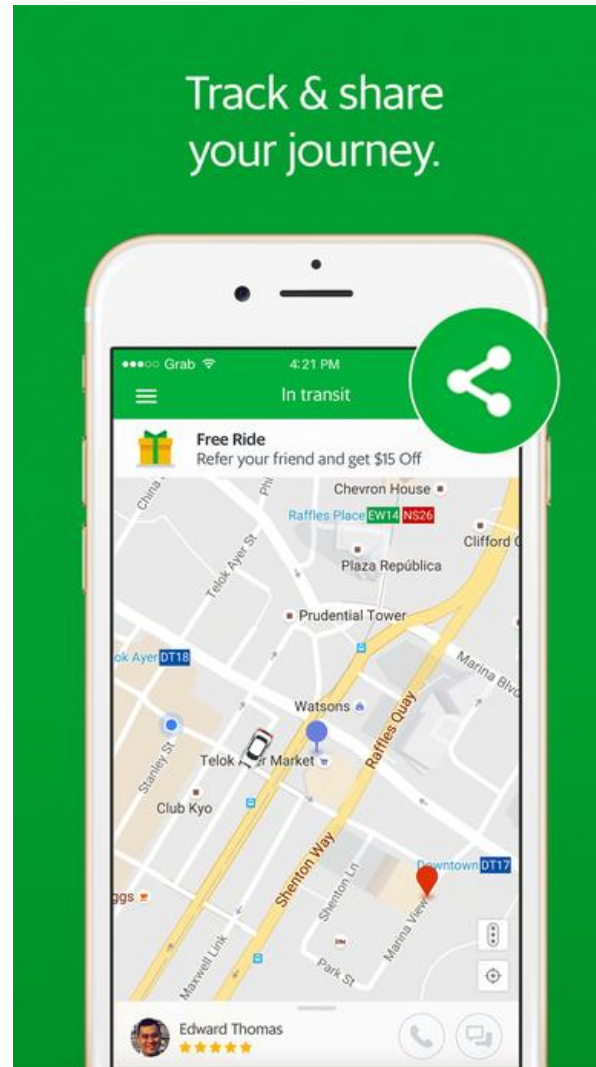
## Driver Benefits

- ❖ Life insurance
- ❖ Car insurance
- ❖ Health insurance
- ❖ Fuel discounts
- ❖ Car maintenance
- ❖ Discounts

# Share Your Ride

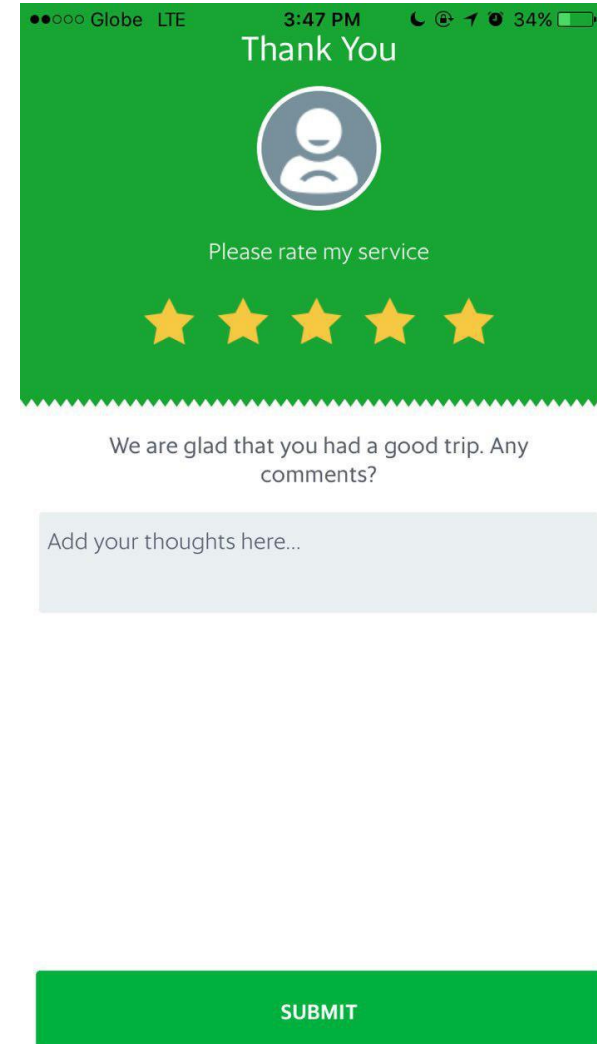
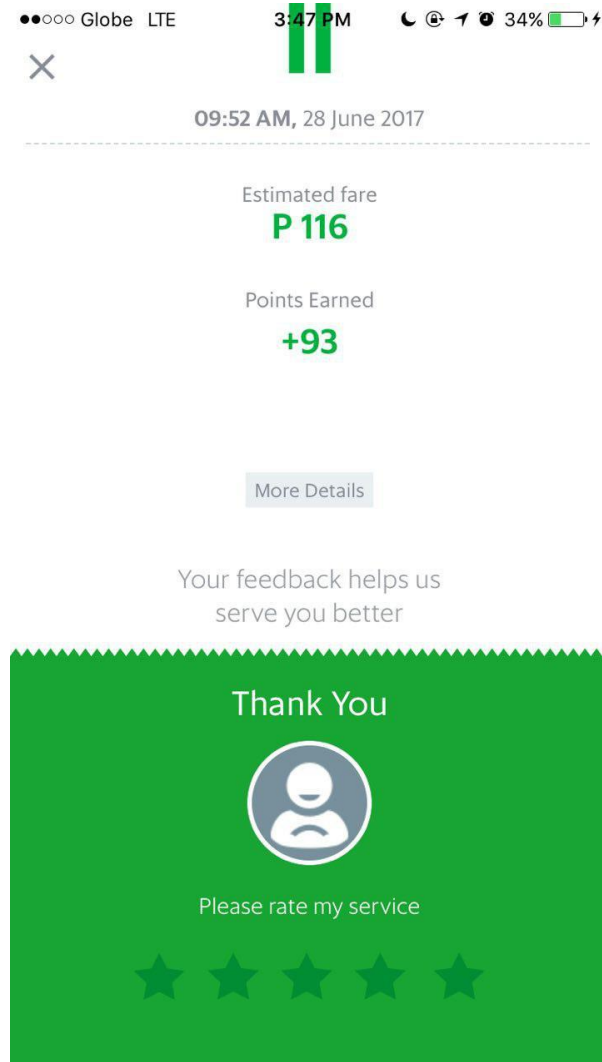


Share

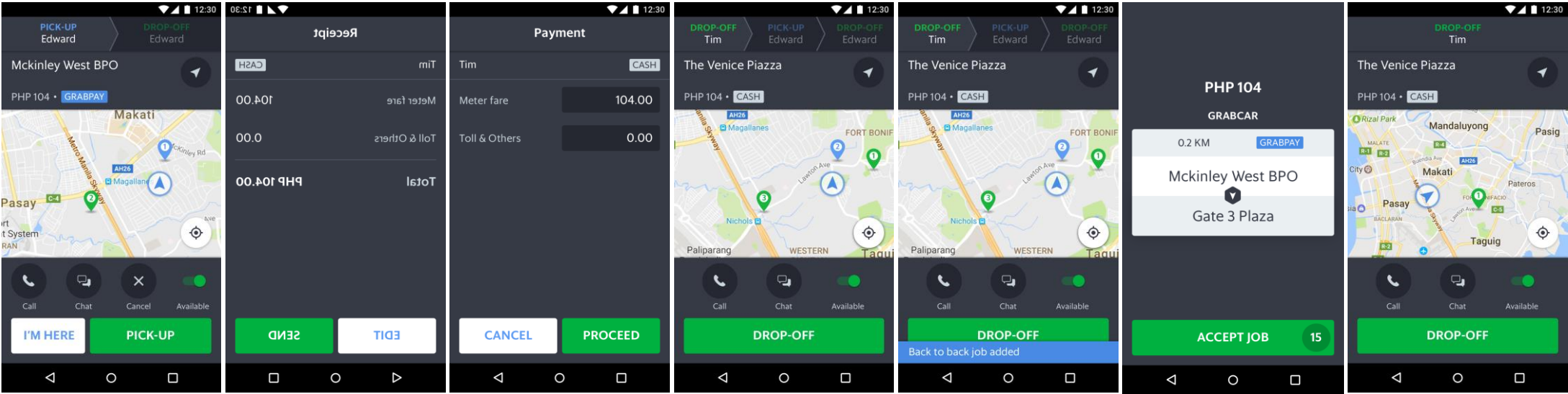




# Star Ratings

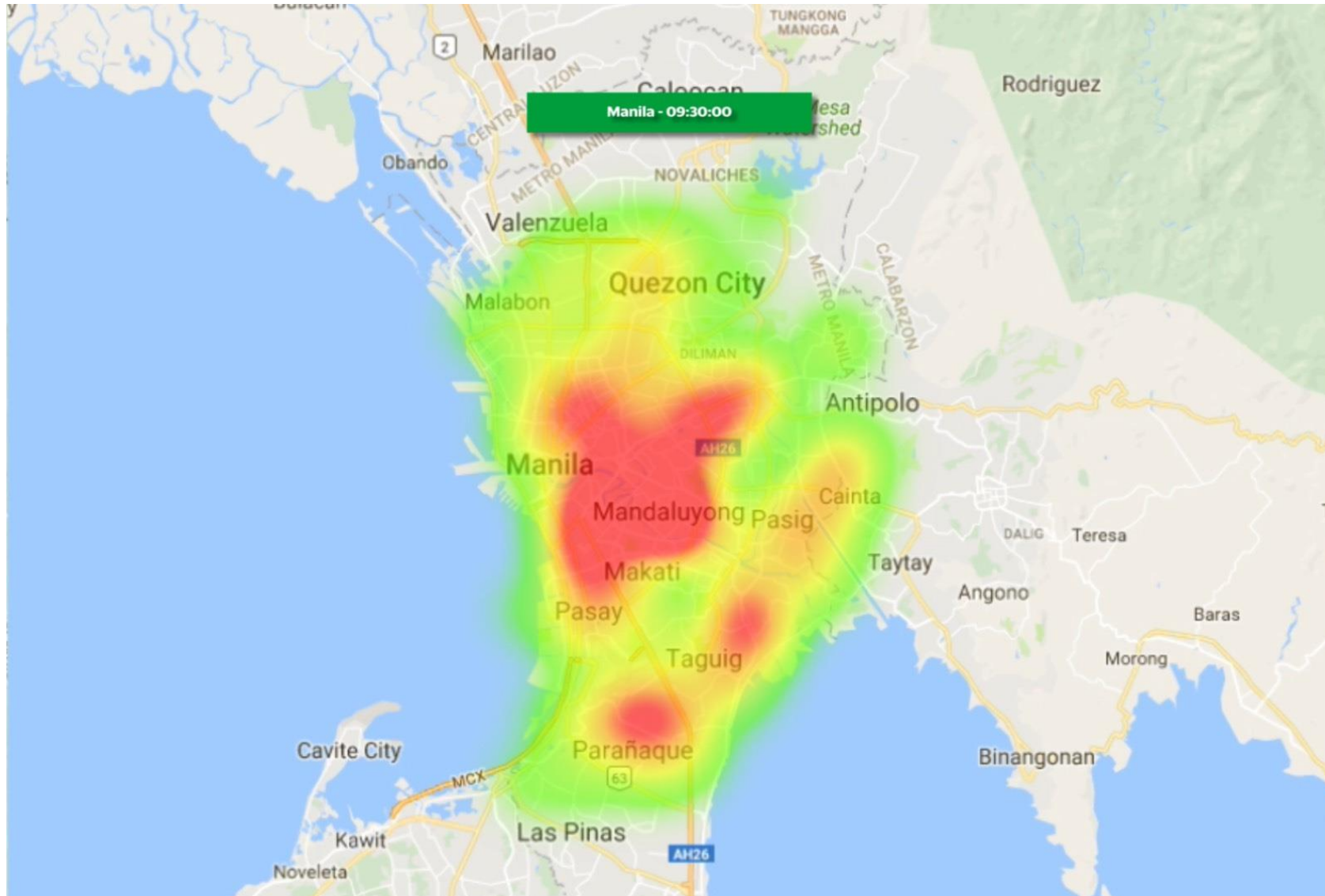


# Back 2 Back Jobs





# Heat Map



**What's happening in  
the next  
5 years?**





# The SEA ride-hailing industry

By 2025:



**5** fold  
increase in rides



**13** bn dollars  
in annual revenue



**15%** share of total travel  
market

# A Bigger and Better Grab





# Disruption beyond ride-hailing



**GrabPay**



**GrabPay  
Credits**



**GrabRewards**



**THANKS**  
FOR AN AWESOME  
**5 YEARS**