

LOCOMUTE

Introducing **Sibusiso Xaba**
our **Chairman**, whose primary
role is strategy and business
development. He worked his
way up from the **Government
ranks** within the South African
government to his last position
as **Director General of
National Department of
Arts and Culture.**



Vuyi Majola, my childhood friend joined Locomute as a **Brand Executive** and **Head of Marketing**. She has assumed a position of **Chief Operations Officer**. Vuyi spent her tenure in **Banking, Retail and Management Consulting** prior to joining us.





Tumi Marope spent all of his time prior to Locomute in aviation as an engineer and inspector. We met at **Nelson Mandela Metropolitan University** as **MBA** candidates and found that we had a shared purpose and mission. He holds a position of CEO at Locomute and sadly he couldn't be here with us due to prior commitments and operational requirement back in South Africa



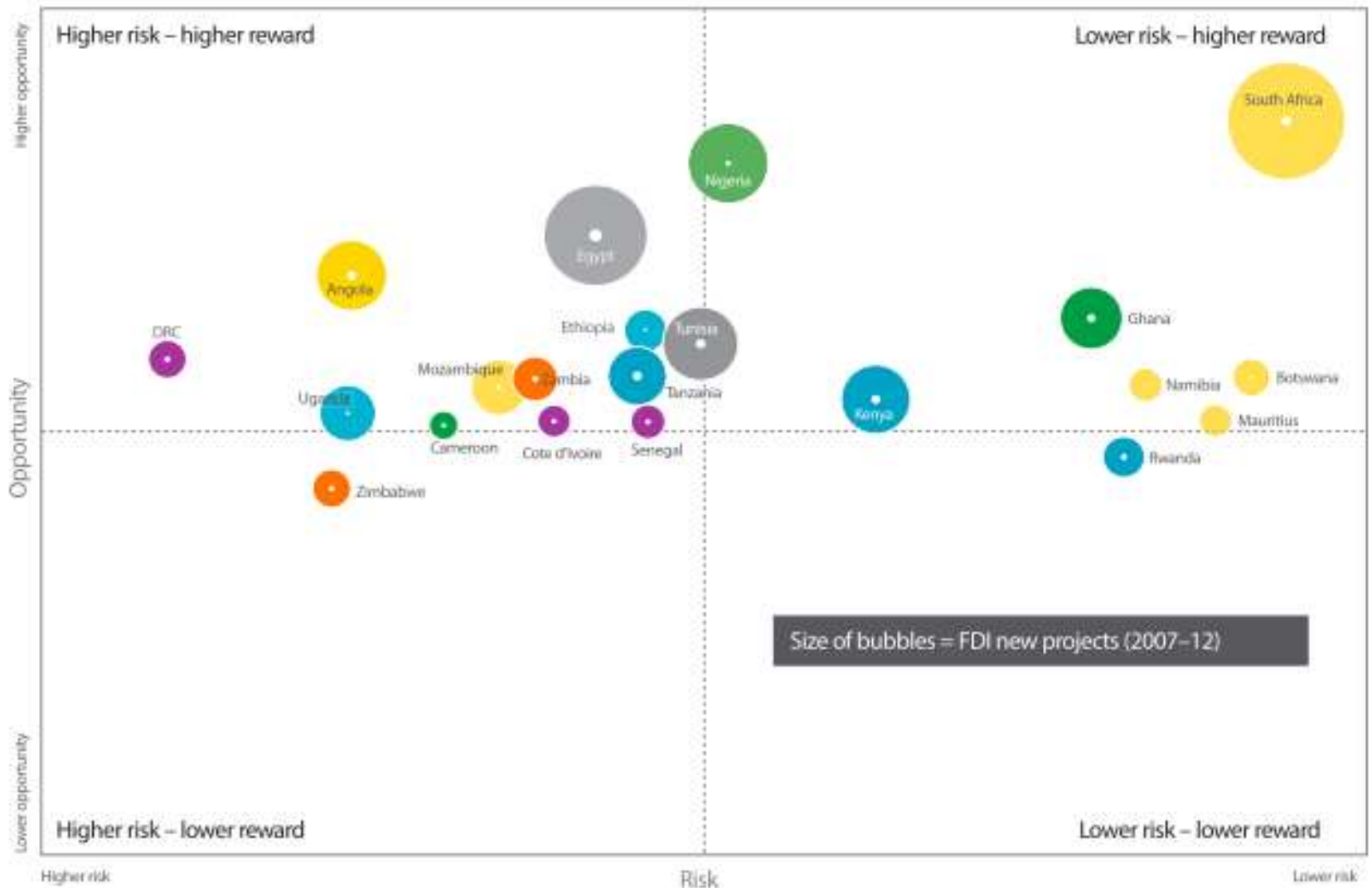
I spent the early years of my career in **Accounting and Finance**. I then explored **Business Analysis** and **process engineering** quickly growing into **project management**.

Managed major **SAP** implementations in government entities and soon found myself in major **SA bank** where I managed same.

Worked in a **Bank** as **Executive** in charge of features

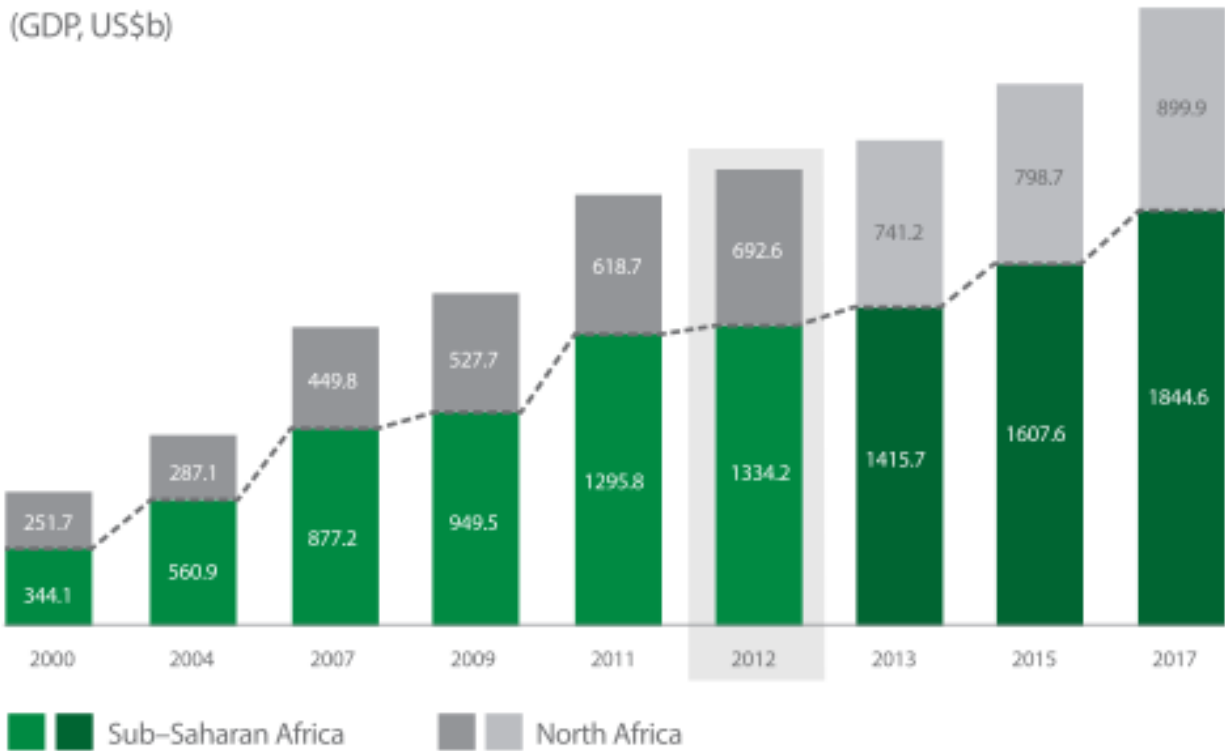
THE AFRICAN OPPORTUNITY

Risk opportunity matrix orientated toward consumer-facing sectors



Africa's economic output

(GDP, US\$b)



Source: IMF World Economic Outlook Database; EY analysis.



Since **2002**, the size of the overall African economy has more than trebled (and grown at twice the population growth rate) – over W this period, the size of the sub-Saharan African (SSA) economy has grown well over three-and-a-half times.

**ANGOLA, GHANA, ETHIOPIA, TANZANIA,
MOZAMBIQUE, NIGERIA AND ZAMBIA**

are among the fastest growing in the world, with
GROWTH OF 7%+ over a sustained period.

AT 313 MILLION, THE AFRICAN MIDDLE CLASS IS ROUGHLY THE SAME SIZE AS ITS INDIAN AND CHINESE COUNTERPARTS

**JOHANNESBURG, CAPE TOWN,
DURBAN, LAGOS, NAIROBI AND CAIRO,
AMONG THE FASTEST-GROWING CITIES
ARE THE LIKES OF KINSHASA (DRC),
ABIDJAN (COTE D'IVOIRE), DAR ES
SALAAM (TANZANIA), AND KAMPALA
(UGANDA).**

THE SOUTH AFRICAN CONTEXT

Ranked by the World Bank as an “upper middle-income country”,

Admitted to the BRIC group of countries of Brazil, Russia, India and China (known as BRICS) in 2011.

In its 2012-13 Global Competitiveness report, the World Economic Forum ranked South Africa second in the world for the accountability of its private institutions

THE SOUTH AFRICAN CONTEXT

It is projected to grow at 2.7% in 2013, 3.5% in 2014 and 3.8% in 2015

total government spending will reach R1.1- trillion in 2013

Under its inflation-targeting policy, implemented by the South African Reserve Bank (SARB), prices have been fairly steady.

The New Growth Plan, launched in November 2010, builds on plans to restructure the economy to ensure more inclusive and sustainable growth – and sets a target of creating five million new jobs by 2020

**LOCOMUTES VIEW ON CAR-SHARING AND
ITS CUSTOMER ACQUISITION STRATEGY**

A business' initial market is often called a beachhead market. It's where we started. If you pick well, you can expand quickly like **AMAZON** and **eBay** did to other communities and categories. If you pick poorly like **TRIBE**, you're dead.



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- a) Start our operations at local University campuses.
 - b) cities are the ultimate platforms for sharing
 - c) Sharing services are the next evolutionary step from social media.

SO WHAT?

Africa in terms of the sharing economy remains undiscovered

COLLABORATIVE CONSUMPTION, in generally, as well as car sharing in particular, present unique and **FRESH OPPORTUNITIES**

There is an **OPPORTUNITY** for operators around the **WORLD** to take a leaf from the lessons that we, **LOCOMUTE**, have learnt in as far as customer acquisition is concerned and apply these as a way to attract large **NUMBERS OF USERS**.

THANK YOU...