



UBER TECHNOLOGIES INC.

OVERVIEW, BUSINESS MODEL & COMPETITIVE ADVANTAGE

Uber operates a global network for personal mobility, including ride-sharing, carpooling, delivery and other services. The company's app for smartphones enables consumers to contact drivers, arrange a meet point, and get to their destination in a cash-free transaction. The competitive advantage includes first-mover status and global brand recognition; massive scale resulting in 17 million trips daily; technology leadership based on proprietary marketplace, routing, and payments systems; and regional and product expertise. Uber intends to issue 180.0 million shares (207.0 million assuming underwriters' full option exercise) at a price of \$44-\$50. Selling shareholders will offer 27.0 million shares if and to the extent the underwriters exercise their option to purchase additional shares.

GROWTH

The Uber model has revolutionized personal mobility for the vehicle-less populace while completely upending the taxi/ride-hailing industry. Uber has a dominant position in key markets. Simultaneously, it has relatively small penetration in total consumer mobility, signaling vast room for growth. Uber believes the global personal mobility TAM (total addressable market) is \$5.7 trillion annually, including \$2.5 trillion within its current SAM (serviceable addressable market). The growth strategy includes increasing ride-sharing penetration in existing markets; expanding into new markets; growing additional services beyond personal mobility; and investing in advanced technologies, including autonomous vehicles.

FINANCIAL STRENGTH & DIVIDEND

As of 12/31/18, Uber had \$6.41 billion in cash & equivalents; \$23.99 billion in total assets; a stockholder's deficit of \$7.87 billion; and redeemable convertible preferred stock of \$14.18 billion. Uber does not currently intend to pay a dividend.

MANAGEMENT & RISKS

Dara Khosrowshahi is CEO, and Nelson Chai is CFO; co-founder and former CEO Travis Kalanick is on the board. Risks facing Uber include participation in highly competitive, low-barrier markets; a possible need to reduce fares in order to remain competitive; the potential classification of drivers as employees rather than as contractors; potential negative behavior by drivers or platform users; an inability to operate in certain jurisdictions; and significant operating losses.

SELLING SHAREHOLDERS, RECENT FUNDING & VALUATION

Uber engaged in 23 rounds of equity funding, raising a total of \$24.7 billion. The most-recent round in April 2019 raised \$500 million. Following the IPO, all executive officers and directors (19 people) will beneficially own 26.5% of shares. Entities affiliated with SB Cayman 2 Ltd. will own 12.8%, while Benchmark Capital Partners will own 8.5%. Three other entities will each control 4.2%-4.6%. Compared with a group of publicly traded personal mobility companies, Uber is growing revenue faster than most peers but trading at a premium P/S ratio and is unprofitable.

STATISTICAL DATA

Information as of: 04/30/2019

Symbol:	UBER
Exchange:	NYSE
Industry:	Consumer Services
Shares Offered:	180 million
Projected Range:	\$44-\$50
Projected IPO Date:	Week of May 6, 2019
Underwriters:	Morgan Stanley, Goldman Sachs, BofA Merrill Lynch, Barclays, Citigroup, Allen & Co., RBC Capital Markets, SunTrustRobinson Humphrey, Deutsche Bank Securities, HSBC, SMBC, Mizhuo Securities, Needham & Co., Loop Capital Markets, Siebert Cisneros Shank & Co., LLC, Academy Securities, BTIG, Canaccord Genuity, CastleOak Securities LP, Cowen, Evercore ISI, JMP Securities, Macquarie Capital, Mischler Financial Group, Inc., Oppenheimer & Co, Raymond James, William Blair, Williams Capital Group LP, TPG Capital BD
Website:	www.uber.com

COMPARABLES

Symbol	Close	Mkt. Cap. (mil.)	Rev. (mil.)	RevGr	Op Mgn.	EPS	EPSGr	P/E	P/S	Yield
UBER	\$47.00	\$78,817	\$11,270	42%	-3.8%	\$-	NM	NM	7.0	0.0%
LYFT	\$60.55	\$16,759	\$3,290	52%	-45.2%	\$(4.99)	11%	(12.1)	5.1	0.0%
R	\$62.77	\$3,345	\$9,050	8%	7.9%	\$6.10	5%	10.3	0.4	3.5%
UHAL	\$376.50	\$7,333	\$3,760	4%	15.6%	\$17.34	-57%	21.7	2.0	0.0%

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