

curb

# Driving the future of taxi

[www.gocurb.com](http://www.gocurb.com)



# About Curb

Curb powers a **taxi-centric mobility network** through a comprehensive suite of ride-hailing, fleet management and payments offerings

Curb has built an innovative suite of products that creates and empowers a **unified supply** of licensed taxis and for-hire vehicles by matching them to multiple sources of demand in an **open mobility marketplace**.

Our services power millions of rides for consumers, transit agencies, healthcare providers, and businesses -- while also providing frictionless payments and advertising that reaches captive audiences of millions on Taxi TV.



# Our History

Adaptation. Innovation. Leadership.

## Metrometer 21R developed

Amos Tamam, founder of Metro Shop and President of TaxiTronic in New York City, led the development of the first credit card taximeter

1992



2000

## Credit Card taximeters installed across US

TaxiTronic launches partnership programs with government regulators in various markets, They began outfitting thousands of taxis with hardware to accept credit card payments.



## TaxiTronic partners with Verifone

TaxiTronic partnered with Verifone, the global payments company, to form Verifone Transportation Services and continue upgrading the taxi payment experience across the US and beyond.

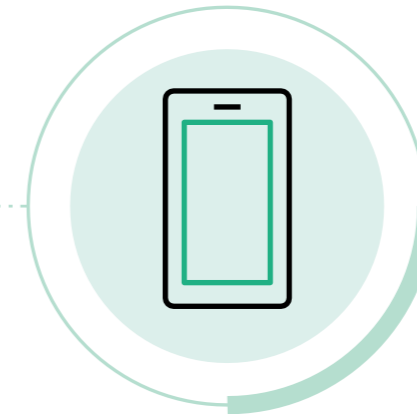
2007



2015

## Verifone acquires Curb

VTS acquires Curb and merges its app with Way2Ride to offer a viable alternative to rideshare, helping taxi drivers compete in the rapidly changing market.



## Curb Mobility is born

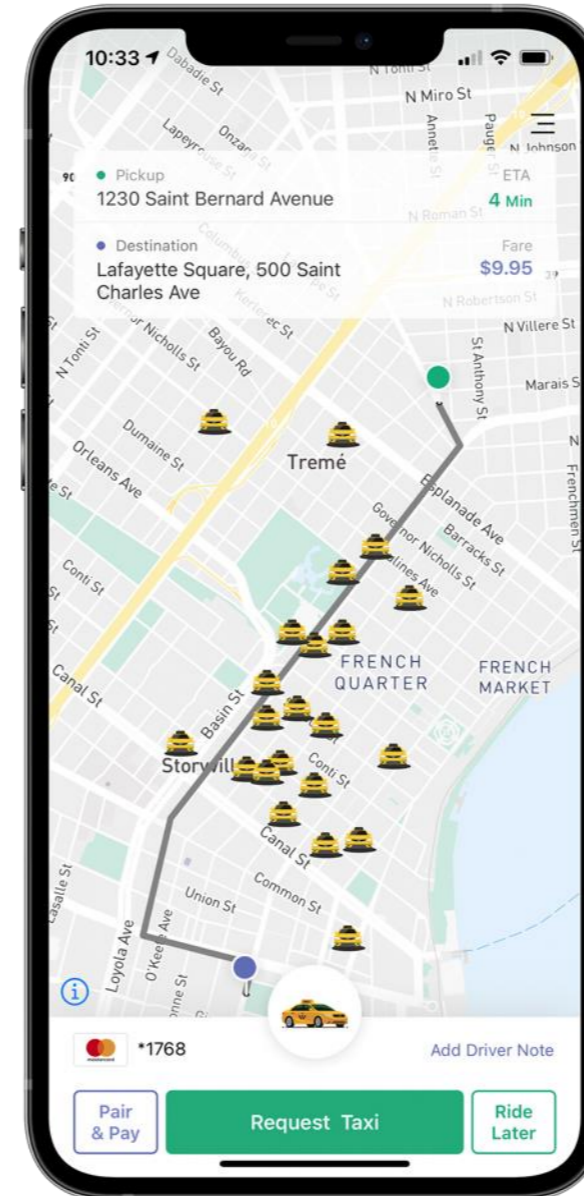
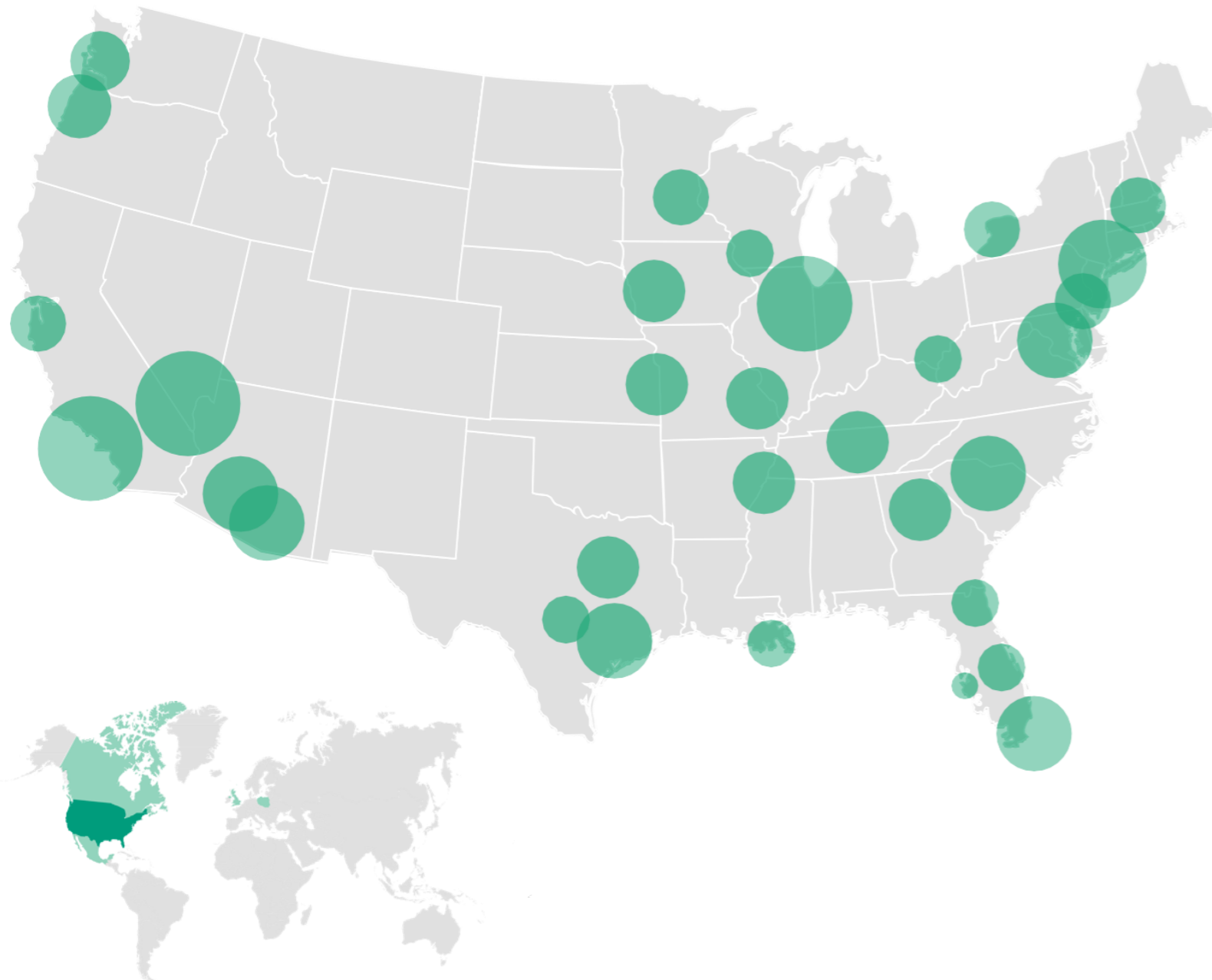
VTS management carves out from Verifone, and Curb Mobility was born.

2018



# Nationwide and Expanding Internationally

How we keep people moving:

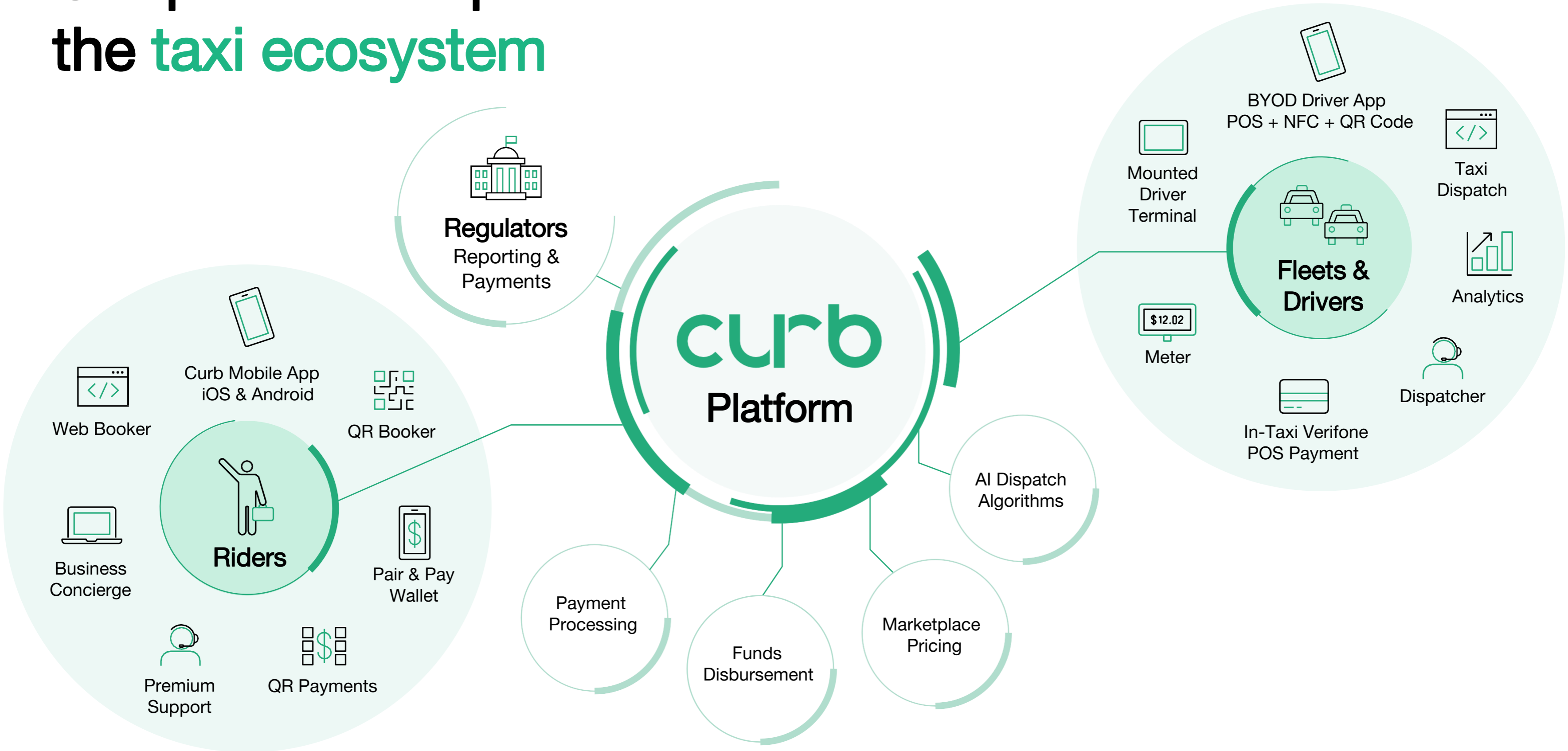


✓ **100,000+ vehicles**  
in more than 100 US cities

✓ **180,000,000+**  
annual passenger trips a year

✓ **25+ years of experience**  
in the transportation industry

# Our products & platform drive the **taxi ecosystem**



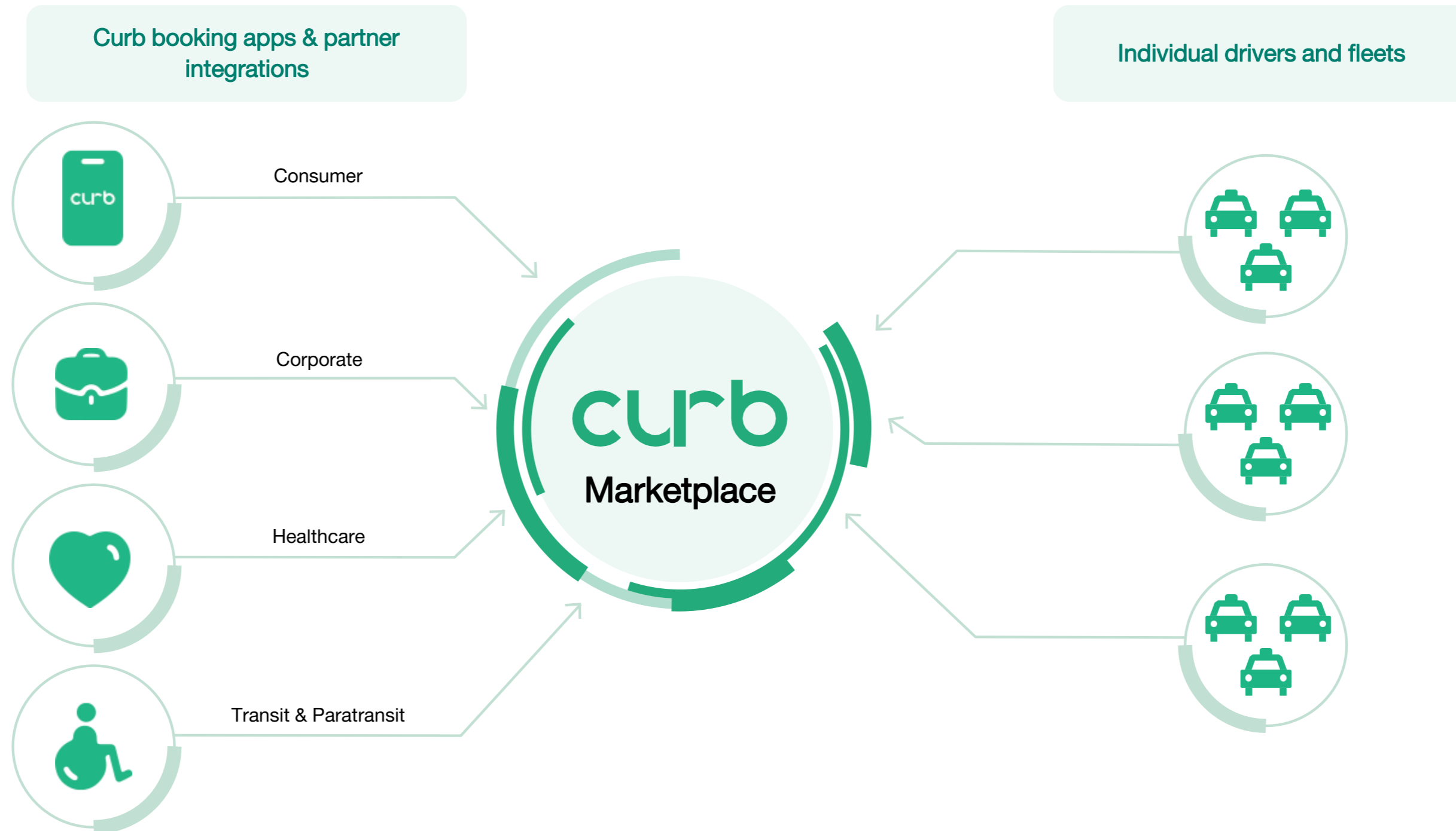


# Mobility Marketplace

# Matching Supply & Demand

Millions of Curb mobile transactions per month and growing

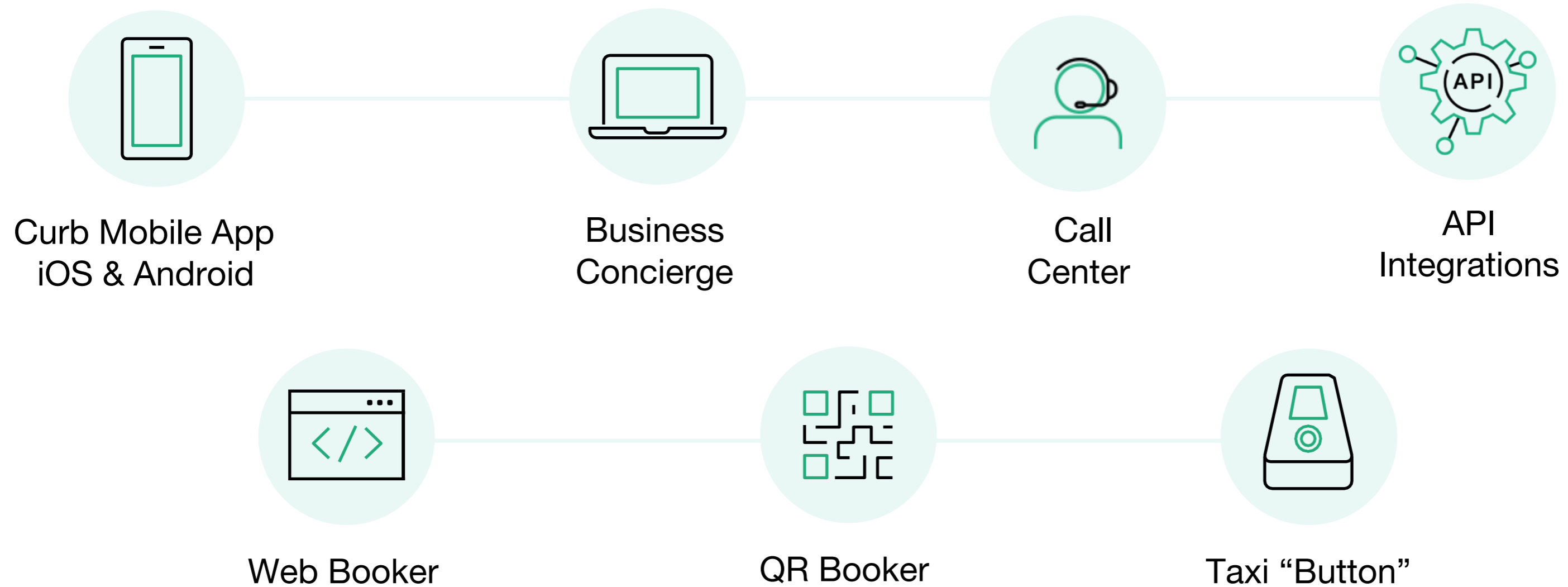
A frictionless consumer, B2B, and B2G ride hailing service that matches aggregated rider demand with unified driver supply.



# Booking Tools

## Removing friction from ride booking

A full suite of booking tools supports a wide array of use cases and user experiences



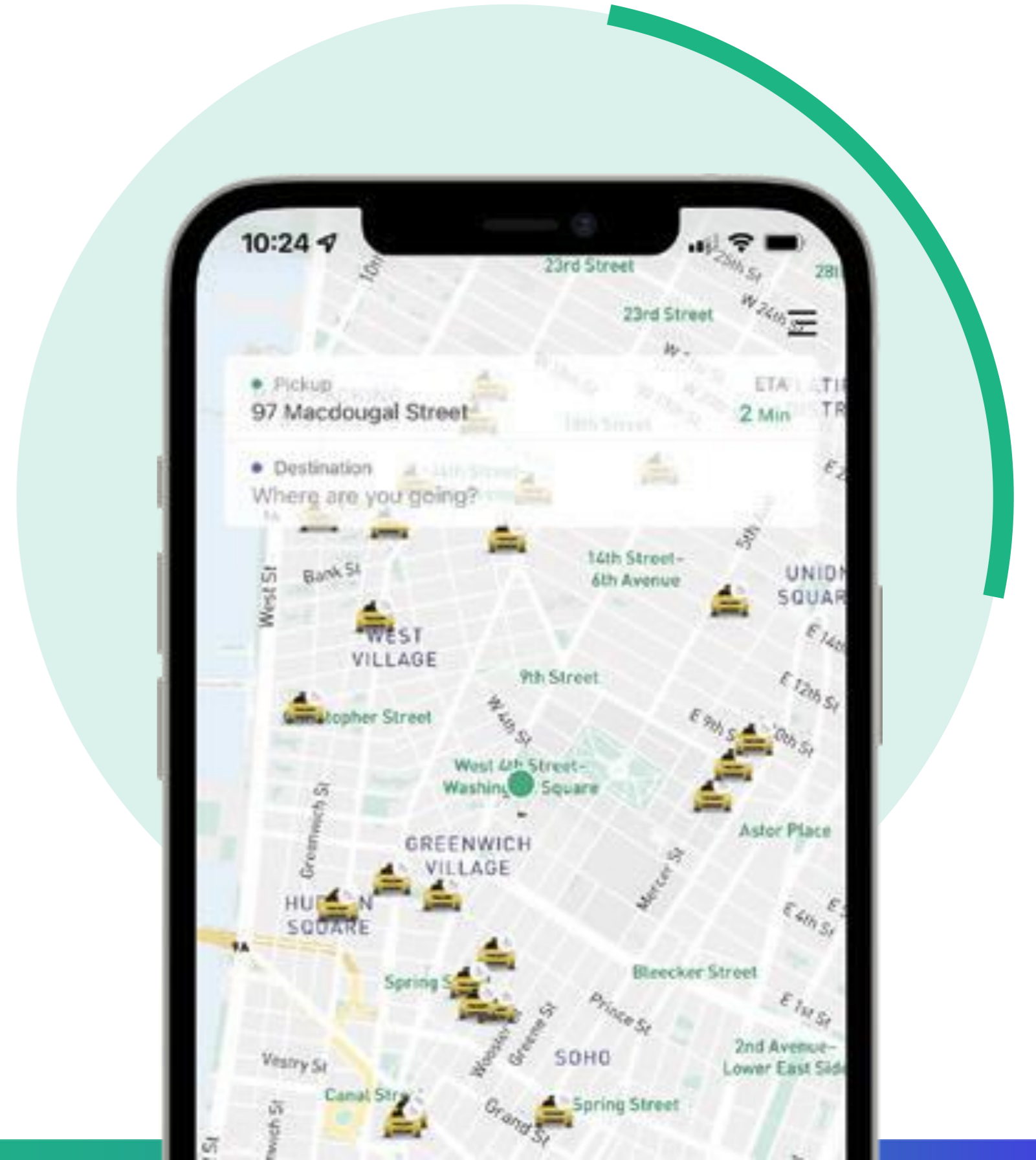


# Curb Mobile App

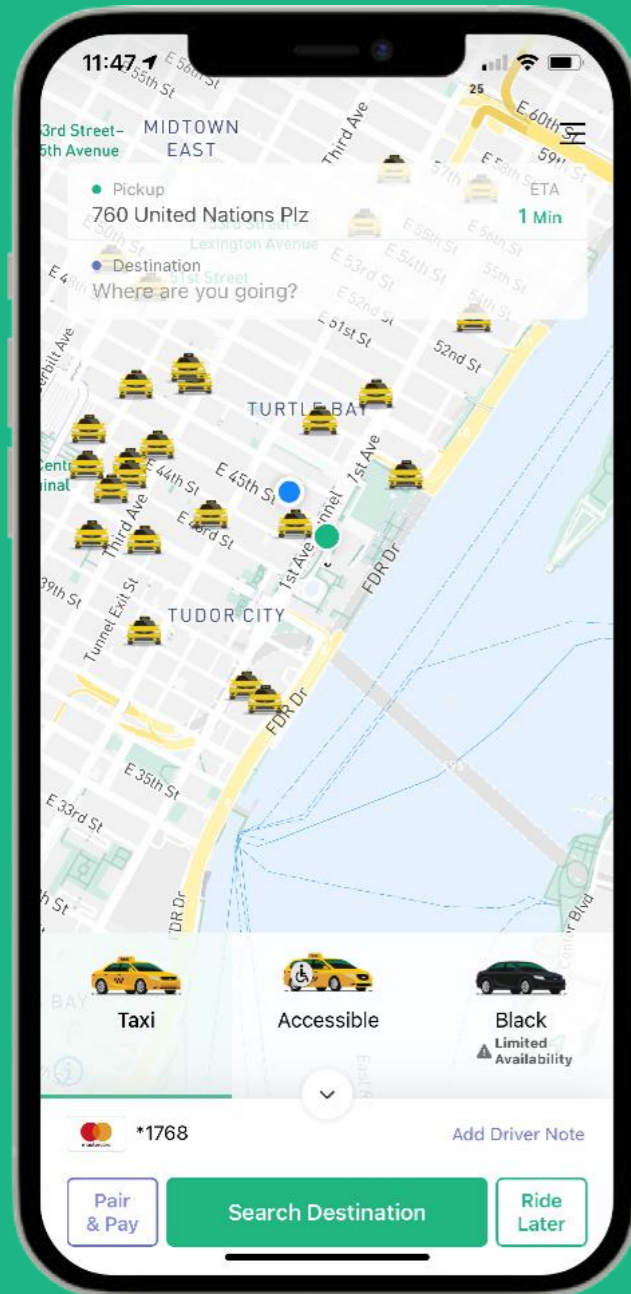
## For Consumers & Businesses

Curb is the #1 taxi app in the US, connecting millions of passengers to over 100,000 drivers in 20+ major markets, including New York City, Chicago, Philadelphia, Boston, Miami, New Orleans, Las Vegas, and Los Angeles.

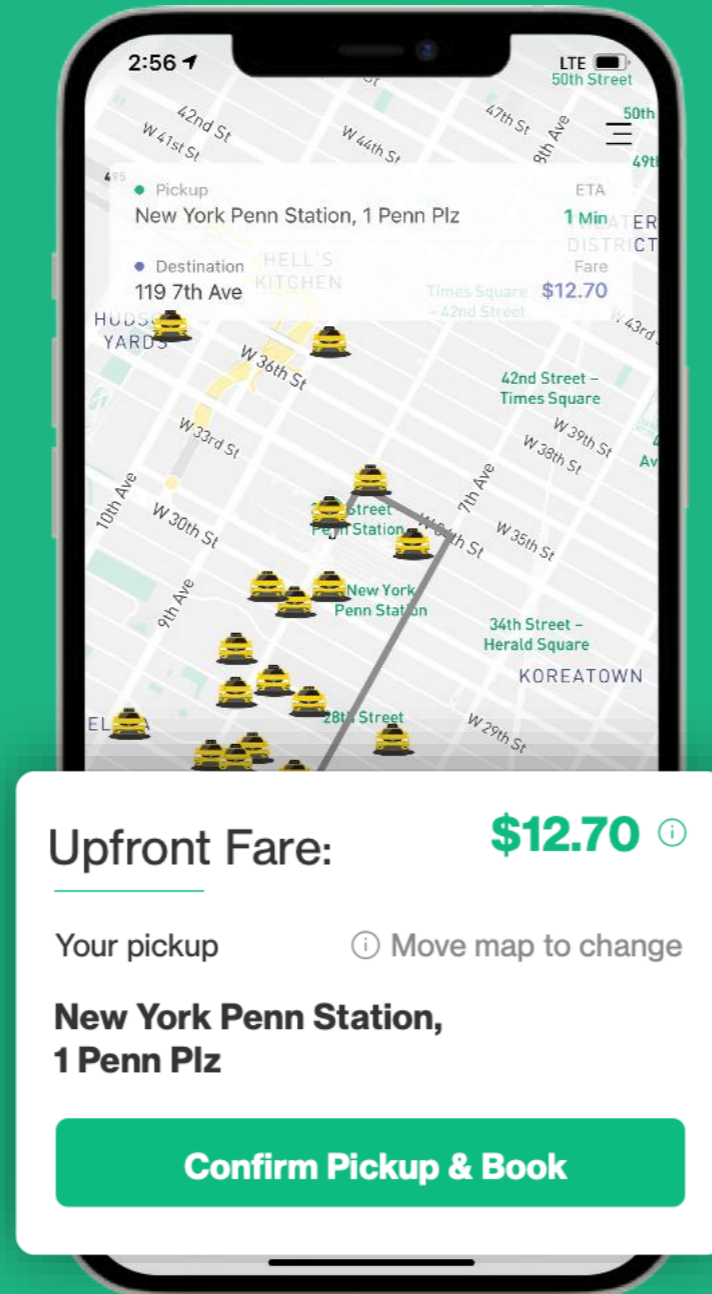
Curb provides unparalleled transparency to riders and drivers alike with our **Upfront Pricing** feature. Best of all? **Curb does not price surge**, riders have the comfort of knowing they are getting reliable fare pricing. Curb only works with fully licensed and insured taxi drivers.



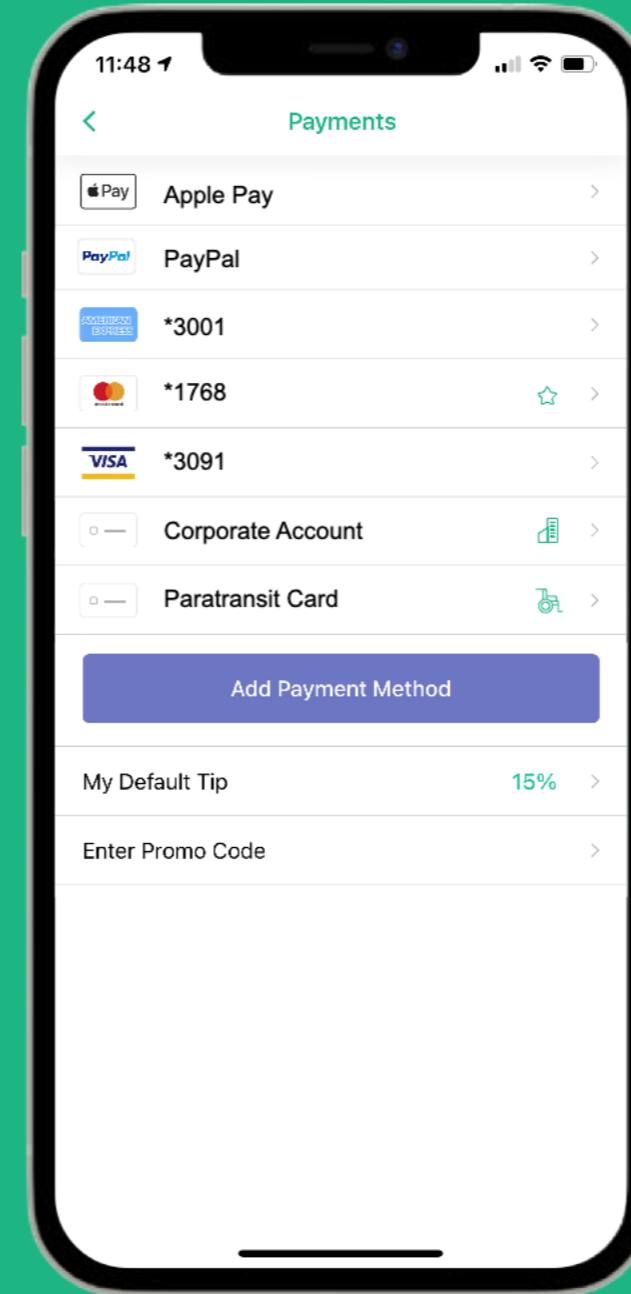
# Inside the app



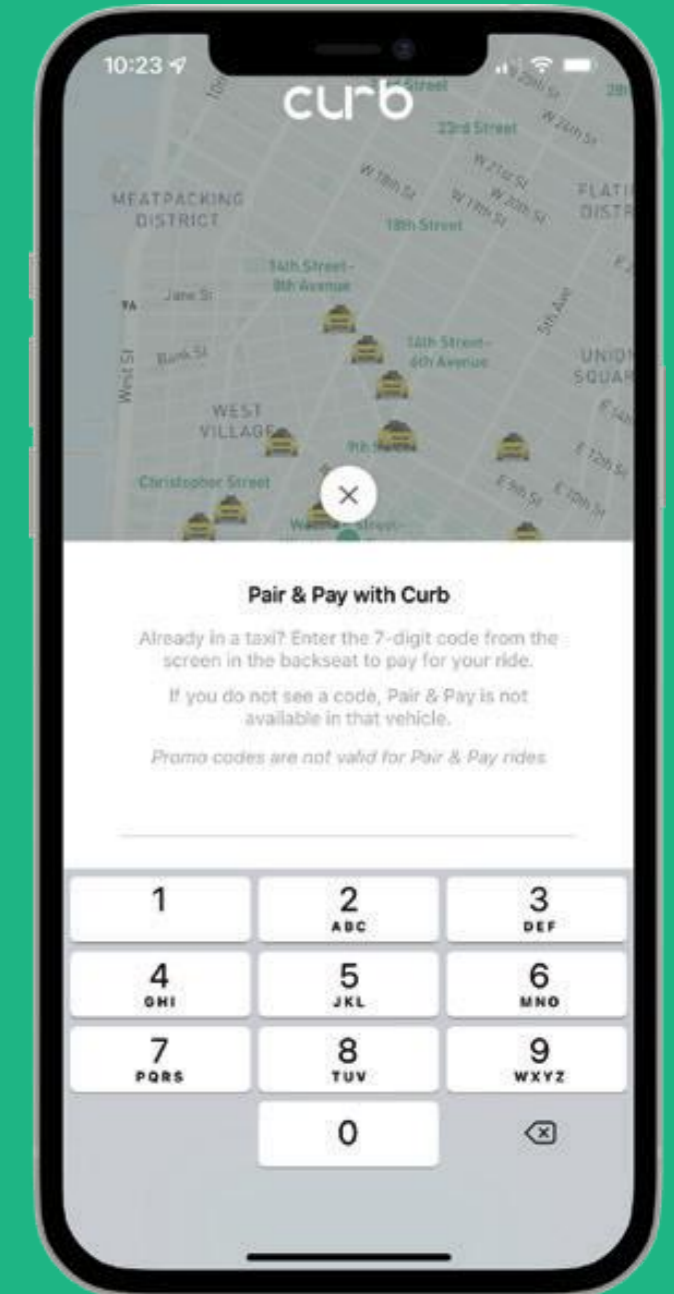
Book multiple vehicle types for now or later



Upfront Pricing for taxi rides



A wide range of payment options



Already in a taxi? Pair & Pay

# In The News

***“Passengers Return To The Original Ride Hailing Service: Taxis”***



***“As Uber and Lyft Surge, Taxis Are Becoming Popular Again”***



***“Rideshares vs Taxis In NYC, Which Gas A Better Price?”***



***“Uma Thurman On Why She Started Using Curb”***



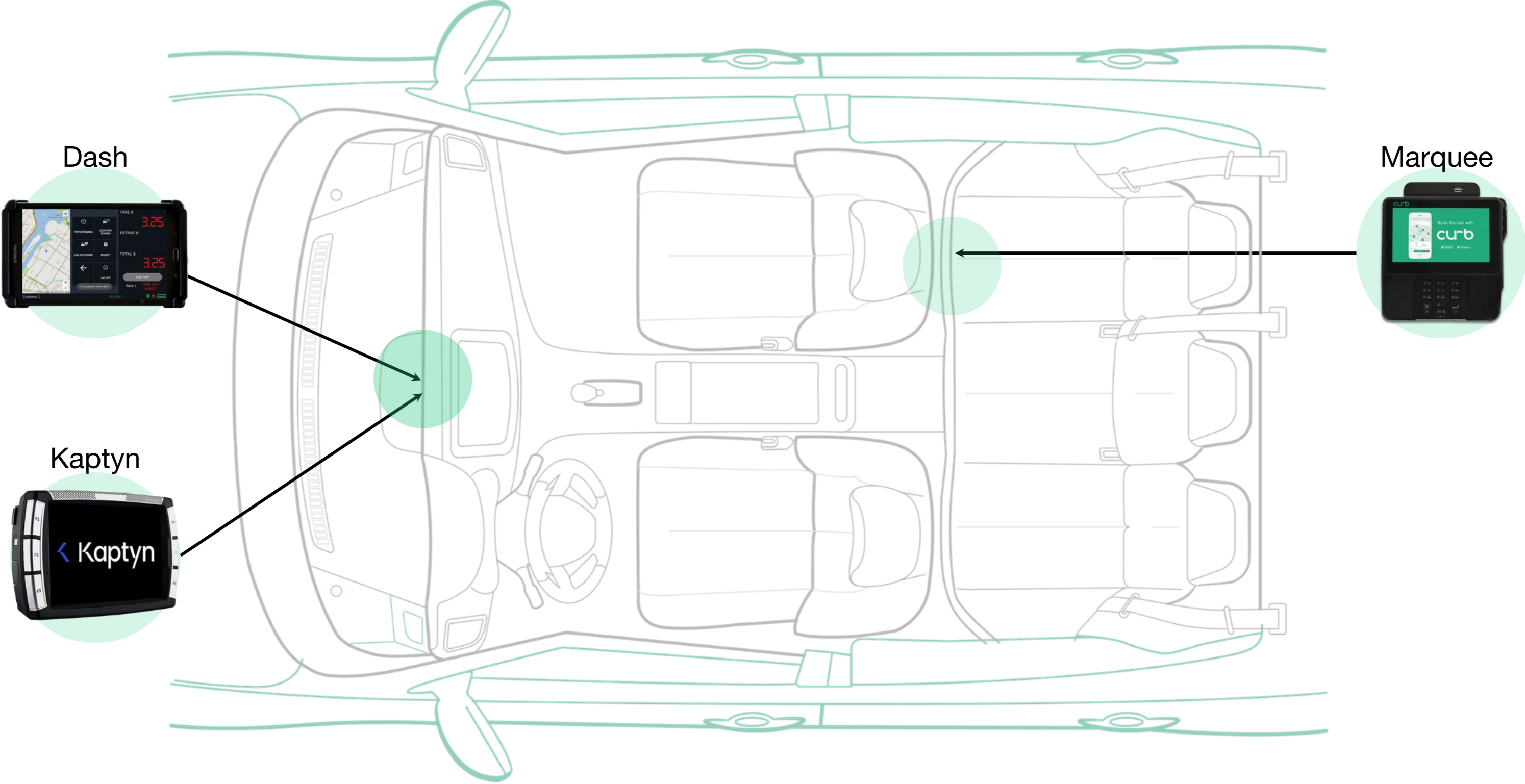
***“Uber To Offer NYC Taxis In App Through Partnership With Curb”***





# Fleets & Drivers

# Anatomy of a Curb Taxi



# Passenger Facing Payments

Currently installed in 75% of Vegas taxis



Create a uniform experience for passengers. With Curb, riders get access to all of our features whether they are using Pair & Pay, On-demand, or Advanced Booking.

## FIXED POS

- ✓ Marquee is a 7" ADA compliant touch screen. Accepts all major credit cards, mobile wallets, PayPal, Tap & Pay, Swipe, and Chip.
- ✓ Works with Curb Pair & Pay.
- ✓ TaxiTV showcases the latest news and entertainment.
- ✓ Other features include: ETA tracking, Driver Chat or Call, Ride History & Receipts, 24/7 Customer Service Support, Driver Reviews, and more!





# TaxiTV

# Curb Taxi TV

## Connecting Brands With Audiences On-The-Go

TaxiTV is an iconic, one-of-a-kind video & audio network designed to showcase snackable 1:1 content and dynamic advertising on an interactive screen.

Featuring the largest news and entertainment, the Curb TaxiTV network offers consumers and brands an experience like no other in a captive, safe and fraud-free environment.

## Markets

- New York City
- Boston
- Chicago
- Philadelphia
- New Orleans
- Washington DC
- Las Vegas
- Los Angeles



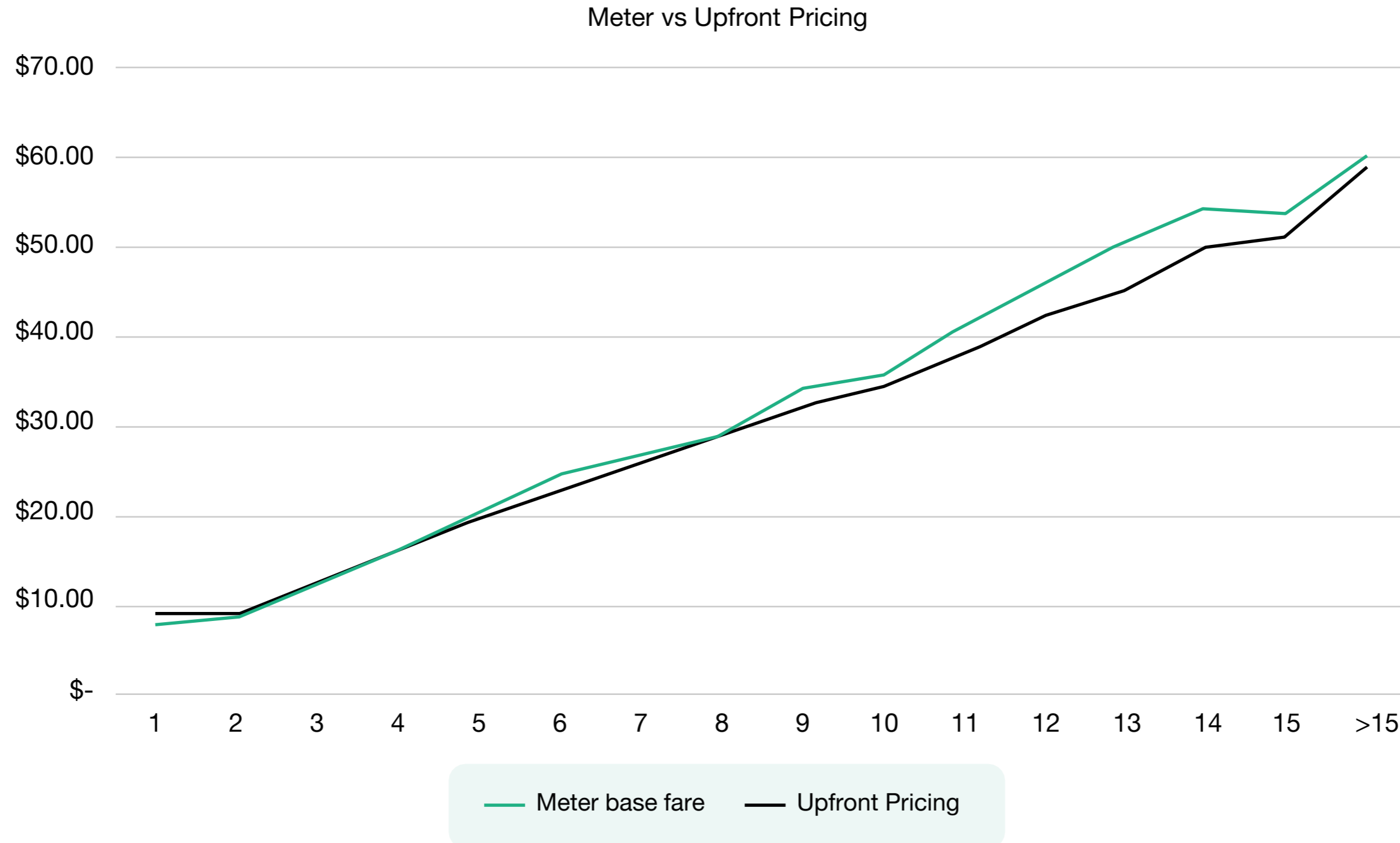




# Upfront Pricing For Taxis

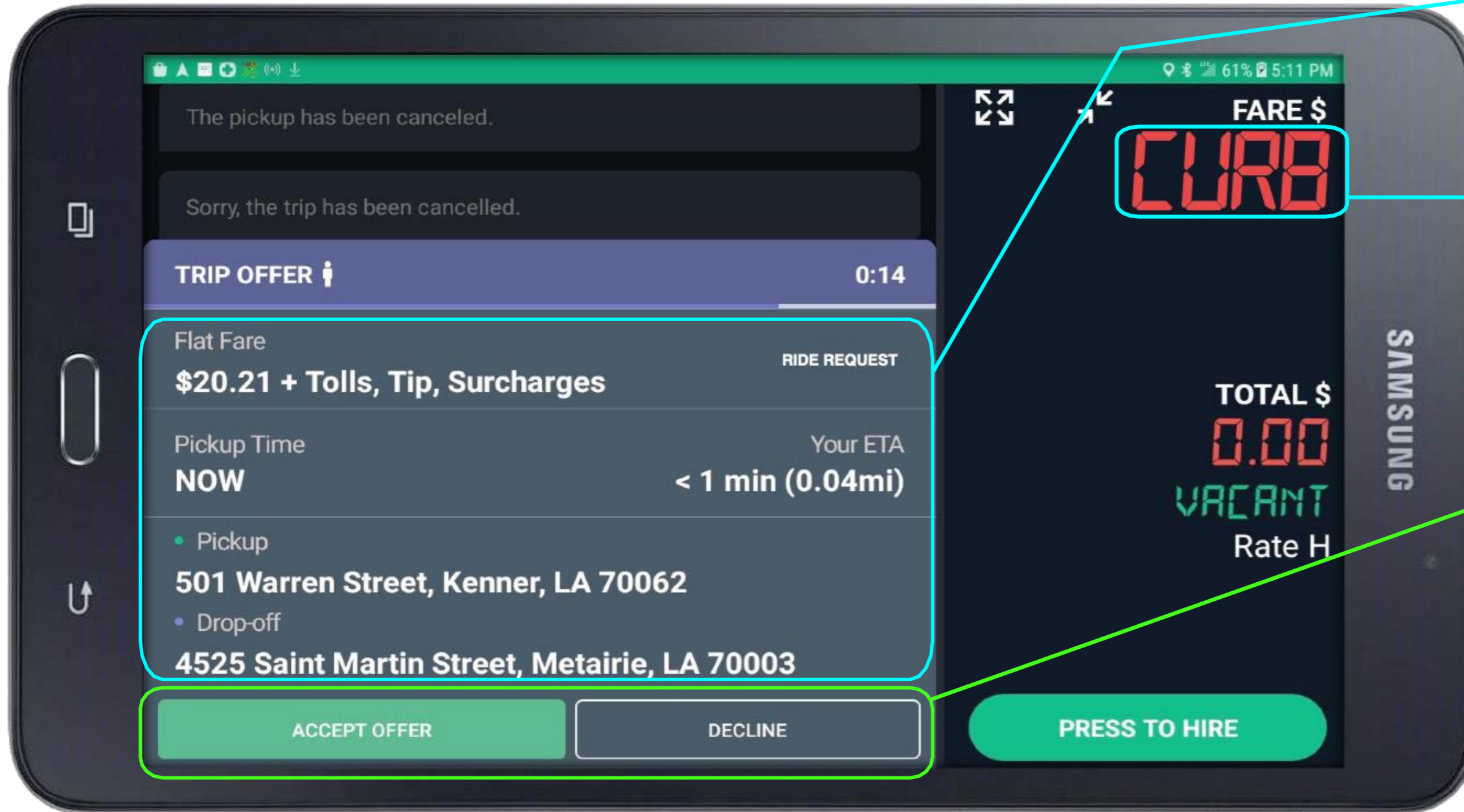
# Upfront Pricing Calculation

To ensure fair pricing for riders and drivers, our **Upfront Pricing** algorithm has undergone extensive testing. Upfront fare calculation takes into account historical trip data, time, distance, taxes, and tolls.



# Curb Driver Experience

Providing Drivers Transparency and Flexibility



✓ Driver is sent pickup address and time, drop-off, fare, and Distance/ETA to pick up

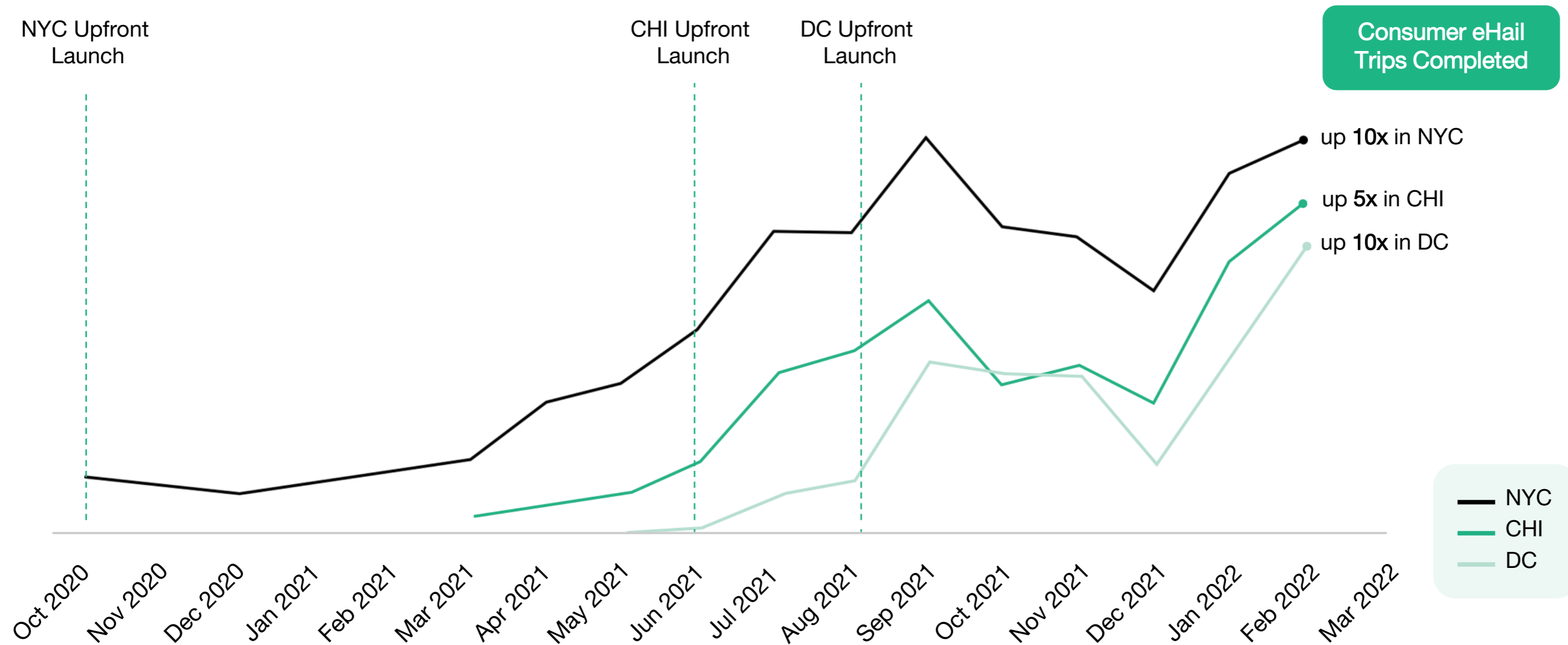
✓ Fare is not displayed on meter during upfront pricing E-hail rides to avoid passenger-driver confusion

✓ Drivers can accept or decline any trip offer ***without*** penalty

*If multiple drivers accept an offer, the trip will be awarded to the driver closest to the customer.*

# Upfront Pricing Drives Usage

Since launching **Upfront Pricing** in NYC, Chicago, and Washington DC, we've experienced unprecedented growth in market demand.

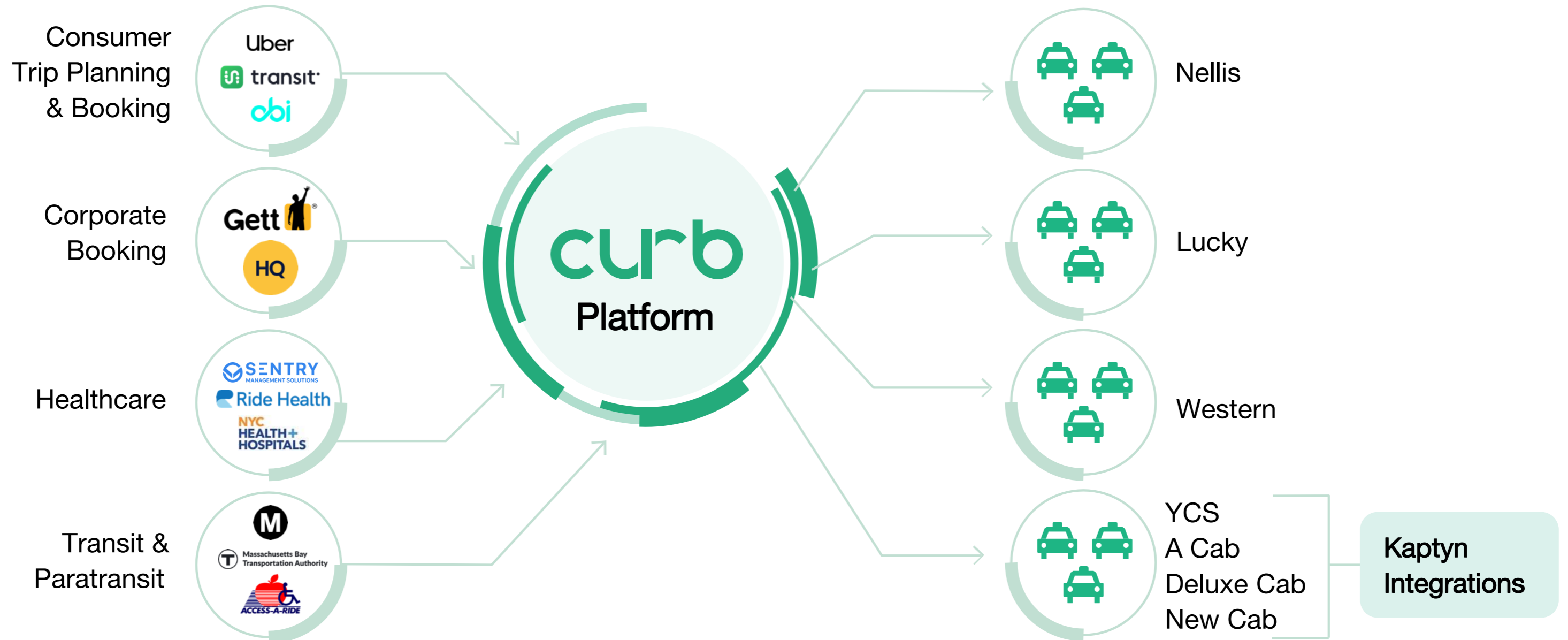




# Partner Integrations

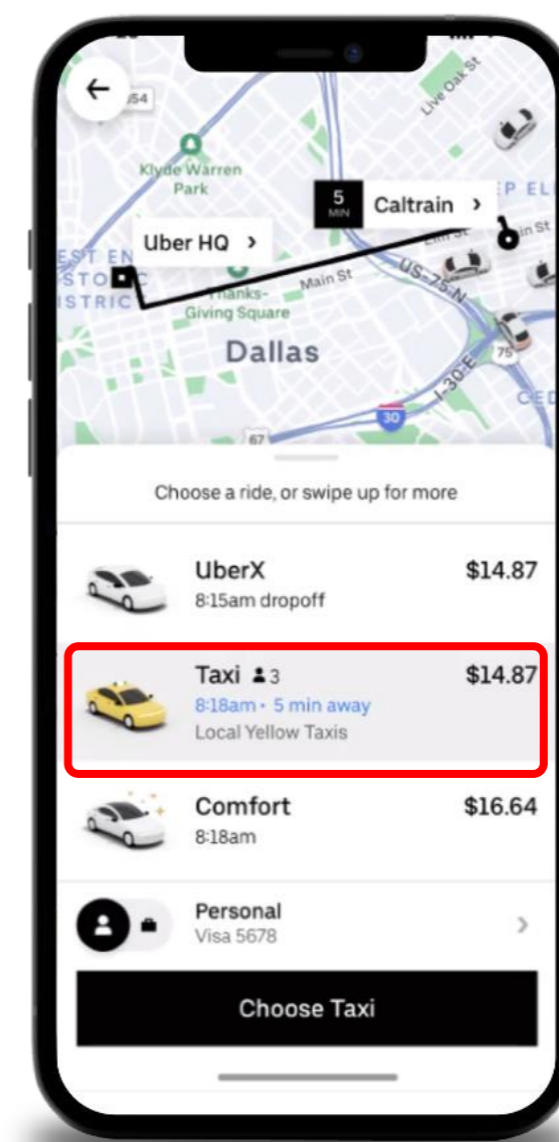
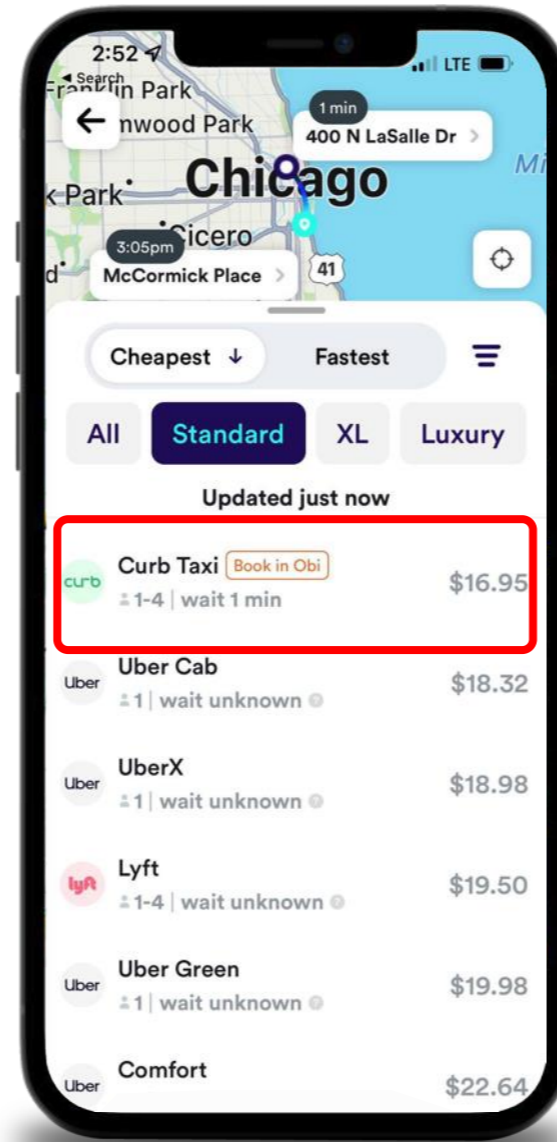
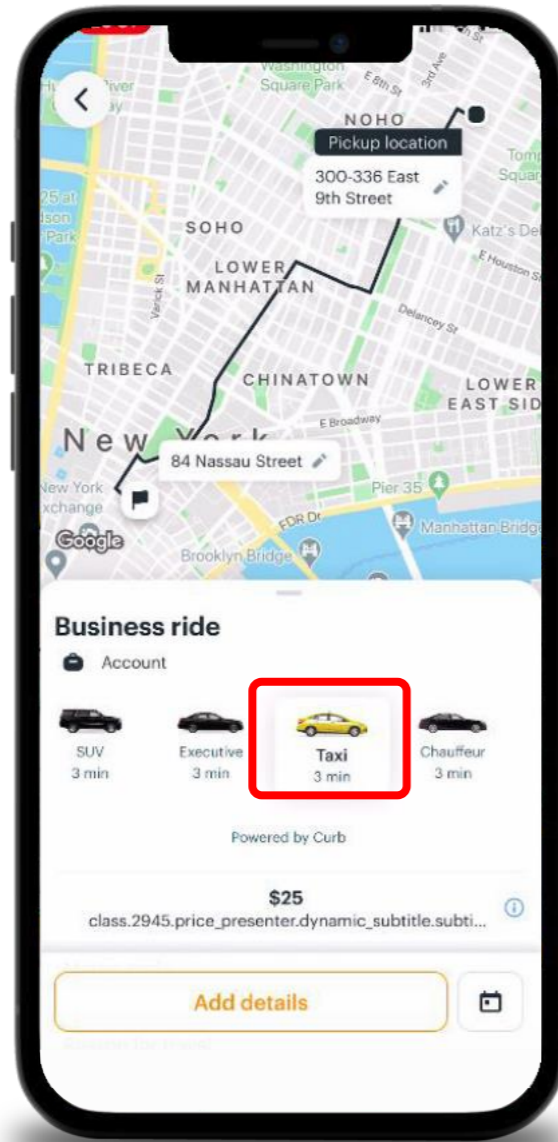
# API Integrations

**Integrations** enable third-party apps, platforms, and agencies to refer ride requests to be fulfilled by Curb through its network of taxi fleets and drivers



# Partner App User Experience

Requests are referred to the **Curb platform**, some examples of what Curb taxis offerings look like on third-party API integrations



Uber

(Conceptual Example)

Questions?