







## **SHEBAH RIDESHARE**

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SHEBAH RIDESHARE

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## MESSAGE FROM THE CEO .

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As we reflect on the past year at Shebah, I am filled with pride for what we have accomplished and excitement for the road ahead. Together, we've continued to make strides in creating safer, more inclusive rideshare experiences for women and their families in Australia.

This year, we were thrilled to introduce Rydesafe, Shebah's sister service. Soft-launched on a small scale, Rydesafe caters to senior passengers and people with disabilities, meeting a growing demand for safe, reliable, and empathetic transport for women and men. The response has been incredibly positive, and we look forward to expanding Rydesafe in the coming year to help even more people.

Shebah has also taken significant steps in the philanthropic space with the inception of Ride for Hope, a new charity branch to be launched in 2025 dedicated to offering discounted rides for those facing financial hardship. Ride for Hope will make a big impact for struggling families, and we're exploring exciting new charity event opportunities to extend our reach even further. Watch this space.

Another highlight this year was a partnership with What Were You Wearing, an initiative challenging misconceptions around gender-based violence. This collaboration reflects Shebah's ongoing commitment to advocacy and support for women's safety and empowerment.

Our work has also captured the attention of the media this year, with features in the Sydney Morning Herald, Bendigo Advertiser, the Herald Sun, and a coveted live spot on Channel 7's Sunrise. We're grateful for these opportunities to amplify Shebah's story and vision to a wider audience.

As we look to the future, we remain committed to driving positive change in our communities. Thank you to our drivers, riders, and partners who continue to believe in and support Shebah's mission. Together, we are creating safer, stronger journeys for everyone.

Warm regards,

A handwritten signature in blue ink, appearing to read 'Sara Stewart', positioned above the printed name.

SARRA STEWART  
*Chief Executive Officer*

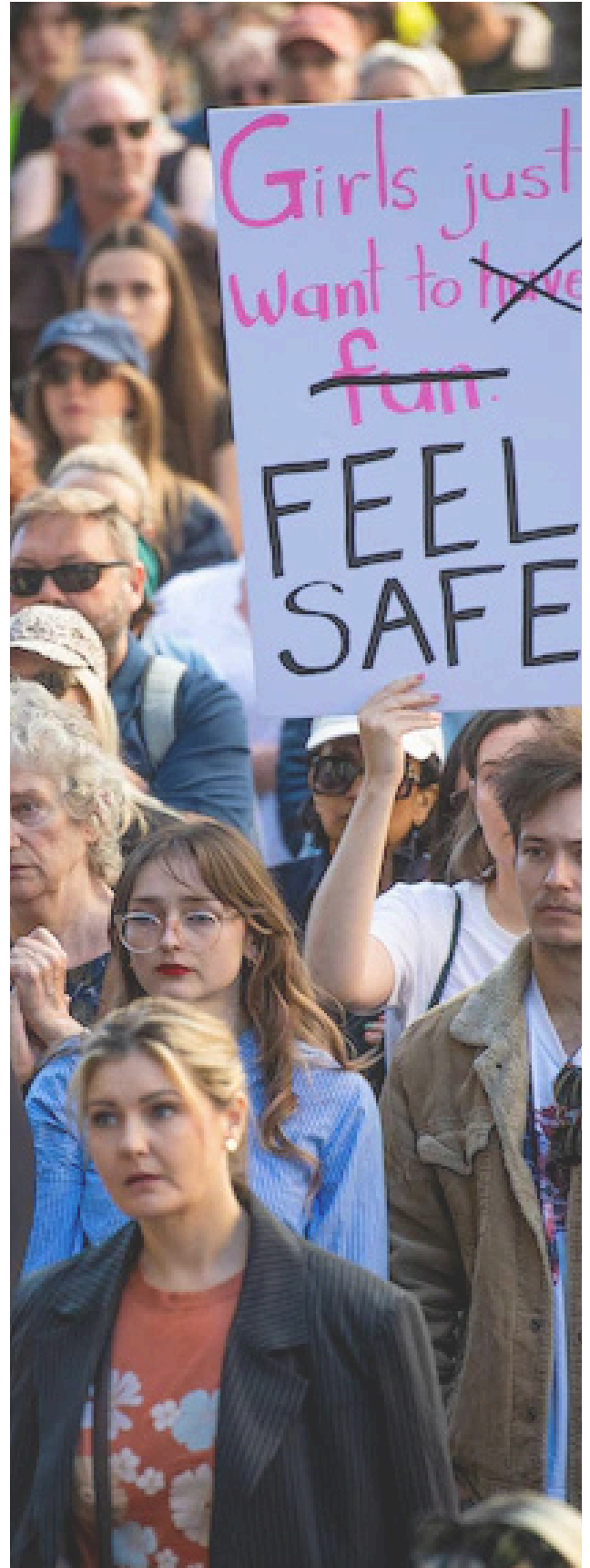


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# 2024 for women.

This year has brought both challenges and renewed commitments to women's safety in Australia, as the nation grapples with rising violence against women.

- In 2024, Australia faced a significant escalation in violence against women, with at least 80 women dying violently, marking a sharp increase from previous years. By April, 25 women had died due to gender-based violence, 11 more than the same period in 2023. This surge prompted the Prime Minister to declare the situation a "national crisis," emphasising the urgent need for action.
- The federal government introduced measures to address this crisis, including the implementation of a code of conduct for the online dating industry, requiring platforms to detect and prevent harmful behaviour. This move aimed to enhance women's safety in digital spaces, acknowledging the growing prevalence of technology-facilitated abuse.
- Community engagement also intensified, with nationwide vigils honoring the women who lost their lives to violence. These events, organised by groups like the National Rally Collective, aimed to raise awareness and foster solidarity against gendered violence. Advocates continued to call for comprehensive reforms, including better access to support services and stronger legal protections, to effectively combat the pervasive issue of violence against women in Australia.



# SHEBAH RIDESHARE PRINCIPAL OPERATIONS

From Year 2023 to 2024

## MARKETING UPDATE

Our marketing efforts in the past financial year scaled up our PR efforts in order to reach more eyes on a national scale. We also concentrated on digital marketing through Facebook and Instagram ads targeted to our market.

### Press Coverage

2024 has been a remarkable year for Shebah in the media, as our story and mission gained significant attention across various platforms. This widespread coverage has helped amplify Shebah's commitment to safety, empowerment, and inclusivity in ridesharing.

National attention came from outlets such as ABC News, Sydney Morning Herald and Herald Sun, exploring Shebah's mission-driven approach to ridesharing and the unique ways we're creating safe opportunities for women and their families.

Finally, Shebah made waves on Sunrise, one of Australia's most-watched breakfast programs, where our work received national exposure. This segment helped shine a spotlight on how Shebah is reimagining ridesharing to prioritize safety, flexibility, and empowerment.



Shebah chief executive Sarra Stewart said the national crisis of violence against women had pushed women of all ages to turn to her company, [which employed only female drivers](#), to ensure they arrive at their destination safely.

"The demand's always been there but I would say it's actually become almost all the time now," she said.

"It used to be night but now it's starting earlier from about 5pm. This stuff is happening in taxis and Ubers, so now women are just so much more cautious all the time."



Christy Moses uses Shebah to book rides for her daughters, Mackenzie and Sailor. DION GEORGOPOULOS

# Financial statements

## 2022/2023

### Balance Sheet

#### Safe Transport Australia As at 31 December 2023

Company is Ryde Safe.

	31 DEC 2023
<b>Assets</b>	
<b>Bank</b>	
Ryde Safe	67,088.46
<b>Total Bank</b>	<b>67,088.46</b>
<b>Current Assets</b>	
Accounts Receivable	(0.50)
Undeposited Funds	(2,140.71)
<b>Total Current Assets</b>	<b>(2,141.21)</b>
<b>Fixed Assets</b>	
Computer Equipment	1,346.31
<b>Total Fixed Assets</b>	<b>1,346.31</b>
<b>Non-current Assets</b>	
Loan - Rydesafe	27,614.00
<b>Total Non-current Assets</b>	<b>27,614.00</b>
<b>Total Assets</b>	<b>93,907.56</b>
<b>Liabilities</b>	
<b>Current Liabilities</b>	
Accounts Payable	4,424.76
American Express Platinum Card	106.71
BOM Credit card 6906	28,548.26
Books & Taxes Australia #7738	144.00
Citi Premier Card	28,508.31
GST	50,754.84
Loan - My Rewards International	4,643.00
MPC Business Expenses #7648	1,898.15
PAYG Withholdings Payable	143,184.00
Provision for Annual Leave	5,257.57
STA Operating A/c - xx6762	60,586.77
Superannuation Payable	74,026.29
Tracking Transfers	419,735.29
Wages Payable	(605,166.24)
Wages Payable - Payroll (804-1)	(61,395.21)
<b>Total Current Liabilities</b>	<b>155,256.50</b>
<b>Non-current Liabilities</b>	
Loan - PSK Consulting	137,630.00
MAITREYEE H KHIRE	128,340.80
	31 DEC 2023
Shape Pty Ltd	50,000.00
<b>Total Non-current Liabilities</b>	<b>315,970.80</b>
<b>Total Liabilities</b>	<b>471,227.30</b>
<b>Net Assets</b>	<b>(377,319.74)</b>
<b>Equity</b>	
Current Year Earnings	(336,610.67)
Retained Earnings	(40,709.07)
<b>Total Equity</b>	<b>(377,319.74)</b>

# Financial statements

## 2022/2023

### Profit and Loss

#### Safe Transport Australia For the year ended 31 December 2023

Company is Ryde Safe.

	2023
<b>Trading Income</b>	
Consulting Services	166,726.96
Other Income	3,380.03
Shebah Trip Revenue	228,079.56
Support Services	5,306.59
<b>Total Trading Income</b>	<b>403,493.14</b>
<b>Cost of Sales</b>	
Cost of Goods Sold	757.25
<b>Total Cost of Sales</b>	<b>757.25</b>
<b>Gross Profit</b>	<b>402,735.89</b>
<b>Other Income</b>	
Donations	5,378.24
Interest Income	13.99
<b>Total Other Income</b>	<b>5,392.23</b>
<b>Operating Expenses</b>	
Accounting	50.09
Accounting Fees	7,593.71
Advertising & Marketing	5,924.70
Advertising & Marketing - Emails	181.12
App Hosting	12,280.13
App Licence Fees - Shebah Pty Ltd	156.88
Bank Fees	368.64
Books and Taxes	106.52
Consulting Fees	8,373.75
Contractors	29,400.00
Entertainment	1,823.59
Fees & Permits	12,116.08
General Expenses	925.48
Insurance - Public Liability	1,737.98
Interest Expense	6,708.55
IT Costs	203.64
IT Development	214.61
Legal Expenses	299.00
Licence Fees	11,008.39
Office Equipment	1,964.23
Office Expenses	927.91
	2023
Printing & Stationery	1,078.73
Rydesafe Pty Ltd Credit Note on Purchase	419,772.34
S&W Salaries Other	(10,877.66)
S&W Superannuation	17,583.99
Salaries & Wages	185,928.42
SMS Charges	3,837.10
Software subscriptions	7,349.63
Staff Gifts	500.57
Staff Training & Amenities	212.73
Subscriptions	2,695.66
Superannuation	1,938.45
Telephone & Internet	2,122.44
Travel and Accommodation - National	10,097.04
<b>Total Operating Expenses</b>	<b>744,738.79</b>
<b>Net Profit</b>	<b>(336,610.67)</b>





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