

# Easy Taxi Empowers Women in Saudi Arabia

Free rides to voting centers helps women participate in elections

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In the spirit of women empowerment during the 2015 municipal elections in the Kingdom of Saudi Arabia, Easy Taxi is currently on a mission to make the process of voting for women much easier, in a country where women are not allowed to drive.

Dennis Wang, Global Co-CEO of Easy Taxi, says: “We believe as a company that supporting all positive activity in the Kingdom of Saudi Arabia is important. Easy Taxi’s main demographic are females, which is why the company feels strongly about this historical municipal election.”

On Thursday, the 10th of September, Easy Taxi has announced that they will be giving out free ride tickets to all the women headed for the voting centers in the capital, Riyadh, as well as Jeddah, Dammam and Khobar.

Easy Taxi are keen to highlight the positive efforts that are being made in the Kingdom of Saudi Arabia, and the importance of making women's voices heard; supporting this in any way possible Easy Taxi has offered them a chance to overcome one of the obstacles that they would face when voting.

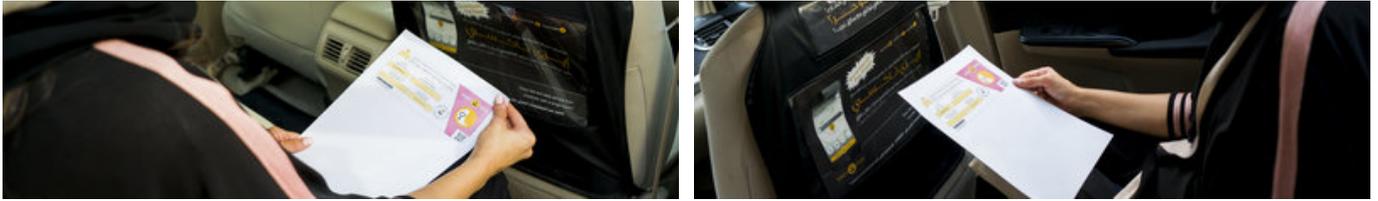
## About Easy Taxi

Launched in 2011, [Easy Taxi](#) is the most downloaded taxi booking app in the world. Present in over 420 cities throughout Latin America, Africa, Middle East and Asia, the company connects 20 million passengers to more than 400,000 drivers. The app is designed for all major app stores, including Samsung Store, iTunes, Google Play, and Windows Store, and available for B2B clients through Easy Taxi Corporate.



## IMAGES





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## ABOUT ROCKET INTERNET

### Our Mission

Rocket's mission is to become the world's largest Internet platform outside of the United States and China. Rocket identifies and builds proven Internet business models and transfers them to new, underserved or untapped markets where it seeks to scale them into market leading online companies. Rocket is focused on online business models that satisfy basic consumer needs across four main sectors: e-Commerce, marketplaces, travel and financial technology. Rocket started in 2007 and has now more than 30,000 employees across its network of companies, which are active in more than 110 countries across six continents. Rocket Internet SE is listed on the Frankfurt Stock Exchange (ISIN DE000A12UKK6, RKET). For further information visit [www.rocket-internet.com](http://www.rocket-internet.com).

### Our Focus

Our e-commerce companies include retail companies in the areas of fashion, general merchandise, home and living, office supplies and food and groceries. Our marketplace companies seek to displace traditional supply chains by creating venues where buyers and sellers can transact directly, and include real estate and car online classifieds, travel and transport, and food delivery companies. Our third sector, financial technology, includes companies that focus on bringing together borrowers and lenders in regions and segments that are underserved by traditional banks, particularly in the consumer and small and medium-sized enterprise segments, and on facilitating payments. Our travel companies seize opportunities in the rapidly growing online travel and transport sector. They focus currently on vacation packages and online travel booking.

### Our Strategy

As part of our global strategy, we have created regional Internet groups in Africa, Asia Pacific, Latin America and

the Middle East in order to bundle local market and business model insights, facilitate regional commercial, strategic and investment partnerships, in particular with mobile telecommunication providers, enable local recruiting and sourcing and accelerate the regional rollout of our companies. We have developed proprietary technology where we believe it provides our companies with a competitive advantage. Our proprietary technology is highly flexible and scalable and provides our companies with significant cost and speed advantages, particularly during their initial rapid launch and rollout processes.

### **Our Platform**

Our platform has enabled us to build a large, global network of companies and has historically put us in a position to launch more than 10 new companies every year through application of a standardized business model identification and development process. Every new company that we start accelerates the virtuous circle of synergy creation among our companies. The larger the size of our network of companies, the more significant our opportunity is to benefit from synergies and network effects with respect to our suppliers, solution providers, customers and employees.



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