

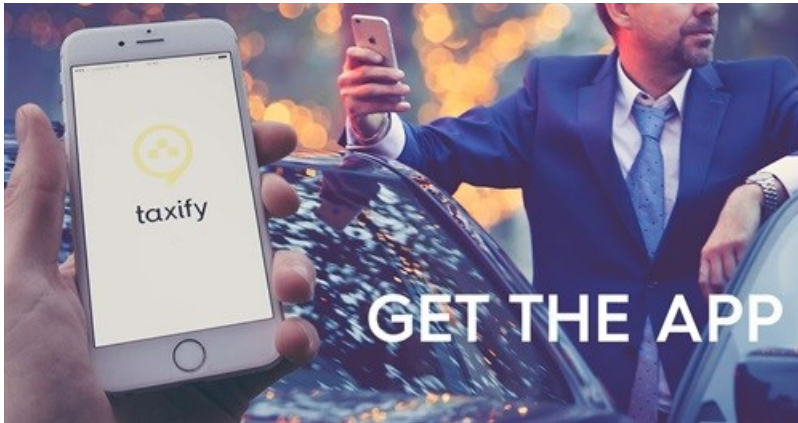
App-based taxi booking service, Taxify, launches in Johannesburg and Cape Town

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- Connecting you to a licensed taxi at the push of a button

Taxify, a smartphone-based application that allows clients to order a licensed taxi in two simple steps free of charge, is set to launch in Johannesburg and Cape Town at the end of January 2015.



Taxify is a globally expanding business currently operating in the United States, Spain, Netherlands, Poland, Finland, Estonia, Latvia, Lithuania, and South Africa is the first market for Taxify in Africa. The company attributes its appeal to two key benefits that have differentiated it from other similar offerings. The first is that Taxify instantly connects users to a range of licensed taxis within their vicinity. The second is that the business assists taxi companies to adapt to changes in the technological landscape of their industry - namely competition from new app based systems.

Where, in the past, taxi customers had to call a taxi company and wait for a dispatcher to locate the nearest taxi and direct them to the customer, Taxify instantly connects users directly to a wide range of nearby, licensed taxis. Customers then have the power to choose between the various options available by type of vehicle, fare, user feedback and the distance to the pick-up point. By including details about the individual taxis and drivers, the app helps to wean out any poor quality or unsafe service that might otherwise cause concern to potential-customers.

Taxify South Africa CEO, Trevor Joseph, echoes this tone of reassurance, stating that "being affiliated with licensed taxi operators only, gives the company an edge over our competitors. Our passengers are always assured that they are in the hands of properly licensed drivers, with the necessary taxi permit and public carrier insurance". According to Joseph, this is especially relevant for South Africa because of the unease over the accident figures on our roads and high crime rates - people want to know that they are in safe hands. Taxify does this by, for example, ensuring that a driver or vehicle can be traced and identified and that a vehicle has the appropriate public carrier insurance to cover passengers should there be an accident.

It is not only the customer who might benefit though. In the past other transport related apps have been met with resistance from the industry which sees them as competition for customers and a threat to drivers' jobs. Taxify is not a taxi company, however. Rather it is a taxi network service, designed to support and modernise the taxi industry in order to help it stay competitive.

It does this in two main ways. First, by simply connecting customers directly to taxis who have joined the Taxify system, it helps those taxi operators to expand their customer base. Second, it offers the taxi companies an all in one, web-based

solution for both dispatch and fleet management systems making them more efficient and capable.

Once registered, a taxi operator simply uses Taxify as a booking agent, dispatcher and fleet manager - taking direct control once a customer has made a booking. The only operator input in order to use this wide ranging service would be ensuring each driver's access to a smartphone with the app installed.

The app allows different taxi companies to easily present their existing service to customers in a single, simple, detailed and competitive offer wherever they are. Taxify is a one-stop taxi ordering service that guarantees customers that they will be connected to a taxi in Cape Town, Johannesburg and international cities where Taxify is present, using just one App. This is possible because the system uses GPS technology.

In just over two months of introducing themselves to the industry, Taxify Johannesburg and Cape Town have already registered over 250 vehicles on their system. They hope to exceed 500 vehicles by 31 March 2015. The company has plans to launch in other cities soon.

The app is available on the App store for iPhone and Google play store for Android users.

For further information visit www.taxifyapp.co.za or contact

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