

We connect drivers and people looking for a ride

The image shows a screenshot of the BlaBlaCar website. At the top left is the logo "BlaBlaCar" with a colorful car icon. Below it is the tagline "Connecting drivers with people looking for a ride". The main visual is a blue car with two people inside, driving on a green hill. A large orange speech bubble points to the search bar area, containing the text "A search engine travel site". A green speech bubble points to a section of the page, containing the text "A trusted community". The page features a search bar with "Find a ride" and "Choose from 822,234 fabulous drivers in Europe". Below the search bar are sections for "Watch How It Works", "Good Deals" (listing "Lisbon to Lisbon" for €10 and "Paris to Paris" for €24), and "Trust, Safety & Insurance" with a photo of two people and a smiley face.

A search engine travel site

A trusted community

Find a ride
Choose from 822,234 fabulous drivers in Europe

Search

Watch How It Works

Good Deals

- Lisbon to Lisbon €10
- Paris to Paris €24

Trust, Safety & Insurance

ALONE

Cost of motoring
=
£90



CAR-SHARING

£30
£30
£30



Less CO₂



Social experience



Useful to people & planet



Less traffic



Savings

BlaBlaCar is growing fast

Seat capacity on BlaBlaCar



1,012,433

seats available on 18th June 2012

135%

annual growth
since January 2009

2009

2012



On the 18th June 2012, BlaBlaCar had over one million seats to choose from: 17 times more than in January 2009.



... and disrupting road travel

Average car occupancy comparison



Average car occupancy is 1.4 in the UK, 1.7 in Italy & Spain, and 1.8 in France. BlaBlaCar occupancy is 2.8, that's **197% more passengers**.

BlaBlaCar is the European leader



European market shares
Share of trip offers on main routes in 2012

Growth is powered by social WOM...

92% of our traffic is natural



Our Community is socially active



200 000 Facebook fans



10 000 Ambassadors

...and by strong media coverage



Major TV, radio & press regularly cover BlaBlaCar as leaders of a growing social phenomenon, with a powerful impact on acquisition.

LE FIGARO

EL PAÍS

la Repubblica

THE INDEPENDENT

Le Monde

EL MUNDO.es

LA STAMPA.it

the guardian



rtve

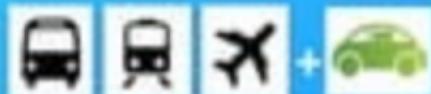


The New York Times

WIRED

We have a sustainable business model

- ✓ **2,500,000** members (November 2012)
- ✓ **500,000+** people transported monthly
- ✓ **100%+** year-o-year growth
- ✓ **5.0 million** unique visits per month**
- ✓ **50 million+** Pages views*
- ✓ **Commission** based model
- ✓ **A mainstream** travel option



BlaBlaCar is the only car-sharing platform entirely monetized by online booking.

* AllDecisions data Sept 2012

** Google Analytics Sept 2012

EUROPAS



Nicolas Brusson

 @nbrusson

We connect drivers and people looking for a ride

The image shows a screenshot of the BlaBlaCar website. At the top left is the BlaBlaCar logo. Navigation links for Search, Join, Login, and Help are visible. A banner reads "Connecting drivers with people looking for a ride". The main section features a blue car with passengers on a green hill. A search bar is prominent with the text "Find a ride" and "Choose from 822,234 fabulous drivers in Europe". A "Search" button is next to it. Below the search bar are "From" and "To" fields with location pins. A "Watch How It Works" section is partially visible at the bottom left. A "Good Deals" section lists routes like "Telford - Trafford Tomorrow" for £13 and another for £31. A "Trust, Safety & Insurance" section shows a photo of people and a checkmark. Two callout bubbles are overlaid: an orange one saying "A search engine travel site" and a green one saying "A trusted community".

A search engine travel site

A trusted community

BlaBlaCar Search | Join | Login | Help

Connecting drivers with people looking for a ride

Find a ride

Choose from 822,234 fabulous drivers in Europe

From To

Search

Watch How It Works

Good Deals

Telford - Trafford Tomorrow £13

→ Manchest Tomorrow £31

Trust, Safety & Insurance

ALONE

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Savings

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Seat capacity on BlaBlaCar

1000000

800000

600000

400000

200000

100000

2009

2012



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annual growth
since January 2009



On the 18th June 2012, BlaBlaCar had **over one million seats** to choose from: 17 times more than in January 2009.



... and disrupting road travel

Average car occupancy comparison



Average car occupancy is 1.6 in the UK, 1.7 in Italy & Spain, and 1.8 in France. BlaBlaCar occupancy is 2.8, that's **157% more passengers**.

BlaBlaCar is the European leader



European market shares
Share of trip offers on main routes in 2012

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LE FIGARO

EL PAÍS

la Repubblica

THE INDEPENDENT
ON SUNDAY

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the guardian

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3

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FINANCIAL
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