



# e-hailing Fleet Setup and Management Pitchdeck

Maximize Revenue with Managed E-Hailing Fleets: A High-Growth African Transportation Solution

Discover a transformative investment in Africa's rapidly expanding digital transportation ecosystem. YOTE offers a comprehensive fleet management platform that empowers entrepreneurs to generate sustainable income through strategic e-hailing services and more



# About YOTE

YOTE is redefining e-hailing by creating a value-driven ecosystem for fleet owners, drivers, and platforms. We are committed to building a more sustainable and rewarding future for the e-hailing industry.

Founded in 2014, YOTE has been a pioneer in South Africa's e-hailing industry. We understand the challenges and opportunities that this sector presents and have developed innovative solutions to address them.



# Why Invest in Managed E-Hailing Fleets?

1

## Growing Market

The South African e-hailing market is expanding rapidly, with an annual growth rate of 11.2%. This growth is driven by increasing consumer demand for convenient transportation options.

2

## Shifting Consumer Habits

Post-COVID, consumer preferences have shifted towards e-hailing and delivery services. These services offer flexibility, convenience, and affordability, driving further adoption.

3

## Vehicle Ownership Trends

Vehicle ownership is declining, creating a greater demand for flexible fleet options. Managed e-hailing fleets offer a cost-effective alternative to traditional vehicle ownership.





# Key Challenges YOTE Addresses

## Rising Costs

Fleet owners face escalating costs for fuel, maintenance, and platform commissions, impacting profitability.

## Limited Earnings Diversification

Fleet owners often rely solely on rental income, limiting opportunities for earnings diversification and growth.



## Driver Downtime and Underutilized Vehicles

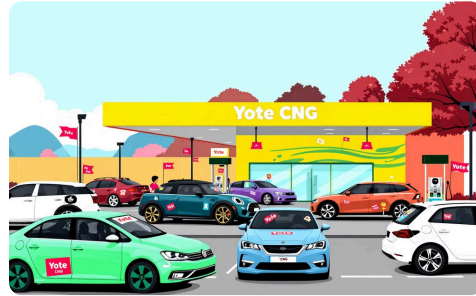
Driver downtime and underutilized vehicles contribute to lost revenue and operational inefficiencies.

# YOTE's Managed Fleet Solution



## Vehicle leasing and Rentals

Flexible rentals providing weekly income potential for drivers with reliable vehicles.



## LPG/CNG Conversion

Innovative CNG program dramatically reducing fuel costs and boosting driver earnings.



## Revenue from Car Ecosystem

Multiple income streams through on-car advertising and driver ambassador opportunities.



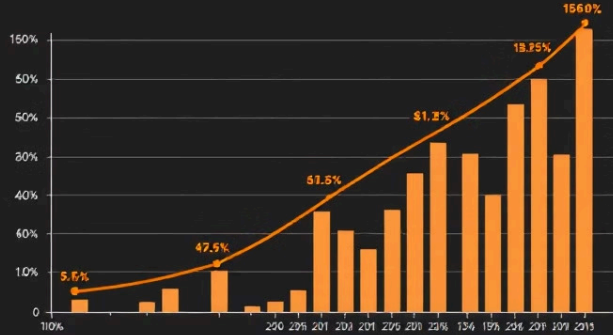
## Fully Managed Fleet Services

Comprehensive management handling all operational aspects for passive investors.

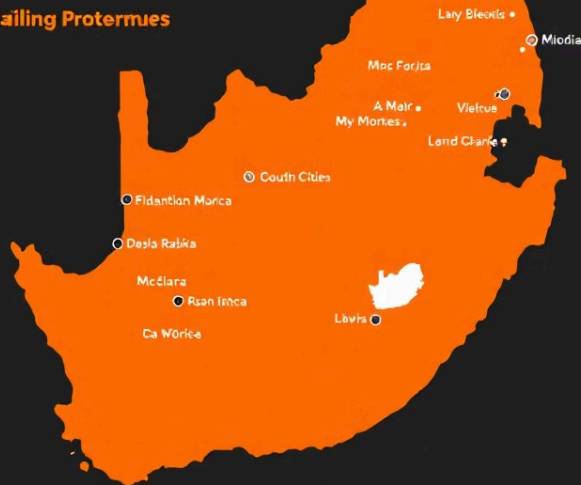
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## Rapial Growth for e South Africa



## Populat Grows in E-Hailing Protermues



## Market Insights

**R10.9B**

Market Size (2021)

**R16.3B**

Projected Market Size  
(2025)

**20,000**

Active Drivers (2021)

**50,000**

Projected Active Drivers  
(2025)

# Revenue Streams for Fleet Owners

## Tier 1: Rental Income

- R2,500/week per vehicle, providing a consistent and reliable base income for fleet owners. With a fleet of 5 vehicles, owners can generate up to R12,500 weekly, creating a stable passive income stream.

## Tier 2: Car Ecosystem

- CNG/LPG Fuel Rebates: Up to R1/liter, significantly reducing fuel costs. For an average 2,000km monthly drive, this can save R2,000-R3,000 per vehicle per month in fuel
- On Car Advertising: Owners earn R1500/car/month, adding an additional R15,000 per month for a 10-vehicle fleet.
- Potential Total Ecosystem Earnings: Up to R5,000 additional monthly revenue per vehicle.

## Tier 3: Driver Ecosystem

- Driver Ambassador Program: Drivers Earn Revenue by tapping into their network, with owners receiving a percentage of subscription proceeds. Each successful driver referral can generate R250-R500 in additional monthly income.
- Potential Network Expansion: A well-connected fleet of 10 drivers could generate an extra R50,000 monthly through referral and network growth, Owner earns 10% = R5,000 per month

# Earnings Overview: 10 Car Fleet Package

Our comprehensive 10-car fleet package offers investors a robust and predictable revenue model with multiple income streams and strategic financial advantages.



This package represents a strategic investment opportunity with predictable returns, professional management, and multiple revenue generation mechanisms.



# Fleet Investment Packages

Fleet Package	Investment Amount	Setup Fee (One Time Fee)	Monthly Gross Revenue	Net Revenue (after costs)	Annual Net Revenue
5-Car Fleet Package	R1 Million	R125,000	R50,000 (Rentals Only)	R37,500/month	R450,000
10-Car Fleet Package	R2 Million	R200,000	R100,000 (Rentals Only)	R75,000/month	R900,000
20-Car Fleet Package	R4 Million	R360,000	R200,000 (Rentals Only)	R150,000/month	R1,800,000
50-Car Fleet Package	R10 Million	R800,000	R500,000 (Rentals Only)	R375,000/month	R4,500,000



# Fleet Setup/Establishment Fee Overview

The **establishment fee** for a YoTe fleet setup is a **one-time cost** that covers the comprehensive process of setting up and readying your fleet for operation. This fee is essential because it ensures that every aspect of your fleet setup is handled professionally, efficiently, and in compliance with all legal and operational requirements. Below is a detailed breakdown of what the establishment fee covers and why it is necessary:

## What It Covers:

1. **Vehicle Search & Procurement:** Finding and purchasing the right vehicles for your needs.
2. **Insurance Setup:** Arranging comprehensive coverage for all vehicles.
3. **Vehicle Inspections:** Ensuring each vehicle is safe and roadworthy.
4. **Licensing & Permits:** Handling registration and legal compliance.
5. **Business Setup:** Registration of new entity to manage vehicles
6. **Fleet Management System:** Setting up tools for tracking and maintenance.
7. **Administrative Support:** Managing paperwork, contracts, and records.
8. **Customization (if needed):** Branding or modifying vehicles for your business.

## Why It's Necessary:

- **One-Time Investment:** Covers all setup costs upfront, saving time and effort.
- **Expert Handling:** Ensures compliance, safety, and efficiency.
- **Risk Mitigation:** Avoids fines, delays, or operational issues.
- **Long-Term Savings:** Reduces unexpected costs and downtime.
- **Peace of Mind:** Professionals handle the complex setup, so you can focus on your business.

The establishment fee is a **smart, one-time investment** that ensures your fleet is set up correctly, legally, and efficiently, laying the foundation for smooth operations.

# Strategic Car Selection for E-Hailing Fleets

We work only with authorized dealers to ensure the highest quality and reliability for our fleet vehicles. We carefully select cars based on the following criteria:



**Here's how the vehicle purchase process works with YOTE:**

- 1 Step 1**  
YOTE identifies the suitable vehicle based on the selection criteria.
- 2 Step 2**  
The investor pays the dealer directly for the vehicle.
- 3 Step 3**  
The vehicle is registered in the investor's business name.
- 4 Step 4**  
The vehicle is then passed to the YOTE management company to be included in the e-hailing fleet.

# Our Choices for Suitable E-Hailing Vehicles

We've carefully evaluated various vehicle options and have identified two top choices that meet our strict selection criteria for e-hailing fleets:

## Suzuki Celerio



### Specs

- 1.0L 3-cylinder engine - 5-speed manual transmission - Seats 5 passengers - 239L trunk space - 4.9L/100km fuel efficiency - Range: 600 km

**Cost: R189,900**

## Suzuki Spresso



### Specs

- 1.2L 4-cylinder engine - 5-speed manual transmission - Seats 5 passengers - 268L trunk space - 5.1L/100km fuel efficiency - Range: 580 km

**Cost: R179,900**

Both the Suzuki Celerio and Spresso models offer excellent fuel efficiency, ample cargo space, and seating for up to 5 passengers - making them ideal choices for e-hailing fleets. The Celerio's lower price point and slightly better fuel economy give it a slight edge, but the Spresso's larger trunk and engine may be preferable for some fleet operators.

Please note that fleet options may depend on current vehicle availability, as supply chains can be impacted by global factors. Our team will work closely with you to secure the most suitable vehicles for your e-hailing fleet.



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1

 **Cost Value**



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Management fee is R400 per car per week.

# Fuel Cost Optimization with LPG/CNG

## Strategic Partnership with Insinkwe Energy

We've partnered with Insinkwe Energy to provide comprehensive CNG conversion and fueling services, including technical training and maintenance support.

## Significant CNG Cost Savings

CNG costs R12/liter versus petrol at R21/liter, offering a 43% fuel cost reduction. A 10-car fleet can save over R400,000 annually in fuel expenses.

## Environmental and Operational Benefits

CNG reduces carbon emissions by 25%, supporting sustainability goals and potentially generating carbon credit opportunities.



# Insurance and Security Features

## Comprehensive Insurance Coverage

We offer comprehensive insurance coverage including vehicle, public liability, medical, and job loss protection, ensuring peace of mind for fleet owners and drivers. Our policies are underwritten by reputable insurance providers with a proven track record.

## Built-in Vehicle Security

Our vehicles are equipped with advanced security features such as GPS tracking, dual-facing cameras, and panic buttons, enhancing driver and passenger safety. We also have a 24/7 monitoring and response team to ensure swift action in case of emergencies.

## Experienced Fleet Management

Our fleet is managed by a professional team with over 10 years of experience and a proven 98% collection rate. They handle all maintenance, repairs, and driver oversight, giving you peace of mind and reliable service.



# Comparative Investment Benefits

1

## Property

Traditional real estate investment with slow, steady appreciation. Requires significant upfront capital and ongoing maintenance costs. Typically yields 4-6% annual returns.

2

## Fixed Deposits

Low-risk, guaranteed returns with minimal volatility. Bank-secured investments offering 3-5% annual interest. Highly liquid but limited growth potential compared to other investment vehicles.

3

## E-Hailing Fleets

E-hailing fleets offer the potential for higher returns with diversified revenue streams and a scalable business model. Potential for 60%+ annual returns through rental income, fuel rebates, and additional ecosystem revenue. Lower barrier to entry compared to traditional fleet investments.

Each investment option presents unique advantages: property offers stability, fixed deposits provide security, while e-hailing fleets deliver dynamic, technology-driven returns.



YOTE  
TOGETHER

# Tax Benefits of Investing in E-Hailing Fleets in South Africa

Based on Investment: R1.8 million (10 vehicles at R180,000 each) Annual Net Income: R900,000

- Section 12B – Accelerated Vehicle Depreciation
  - 100% depreciation in Year 1: Claim the full cost of the vehicles (R1.8 million) as a tax deduction in the first year, reducing taxable income to R0 for Year 1.
  - Alternative option: Claim 40% depreciation in Year 1 (R720,000 deduction) and 20% annually in subsequent years (R360,000/year).

Tax Savings Example:

Year 1: R720,000 deduction reduces taxable income to R180,000 (R900,000 - R720,000).

Year 2 onwards: R360,000 deduction reduces taxable income to R540,000 annually.

- VAT Refunds & Input Tax Credits
  - VAT on vehicle purchases: Reclaim 15% VAT on the R1.8 million investment = R234,783 (R1.8 million ÷ 1.15 × 15%).
  - Annual VAT recovery on expenses: Fuel, maintenance, and other operational costs could yield additional VAT refunds of R100,000–R150,000 annually.

Total VAT Recovery:

Year 1: R334,783 (R234,783 + R100,000).

Subsequent years: R100,000–R150,000 annually.

- Comprehensive Operational Expense Deductions
  - All fleet-related expenses are tax-deductible, including:
    - Fuel (save up to 30% with LPG/CNG conversion)
    - Insurance, repairs, and maintenance
    - Driver salaries and platform fees
  - Estimated annual deductible expenses: R600,000–R700,000.

Tax Savings Example:

Deductible expenses reduce taxable income to R200,000–R300,000 annually.

- Small Business Tax Incentives
  - Qualify for Small Business Corporation (SBC) tax rates as low as 7%.
  - The first R95,750 of taxable income is tax-free.

Tax Savings Example:

Taxable income of R200,000:

First R95,750 = R0 tax.

Remaining R104,250 taxed at 7% = R7,298.

Effective tax rate: 3.65% (R7,298 ÷ R200,000).

- Capital Gains Tax (CGT) Optimization
  - When selling fleet vehicles, benefit from reduced CGT rates (currently 18% for individuals).
  - Strategic fleet rotation can generate tax-efficient income streams while maintaining operational efficiency.

Why YOTE?

We provide a turnkey solution for fleet investors, ensuring compliance with South African tax regulations and maximizing your returns. From vehicle sourcing to tax optimization, we handle every detail so you can focus on earning passive income.

Estimated Annual Tax Savings:

Year 1: R720,000 depreciation + R334,783 VAT recovery.

Subsequent years: R360,000 depreciation + R100,000–R150,000 VAT recovery + R600,000–R700,000 operational deductions.

Invest smart. Earn smarter.

Note: Tax laws and rates are subject to change. Consult a tax professional for precise calculations and compliance.

# Why Choose YOTE?

## Proven Track Record

YOTE has a proven track record of success, with over 500 cars onboarded and 3,500+ drivers, demonstrating our expertise in the e-hailing industry.

## Ecosystem-First Approach

We prioritize building a comprehensive ecosystem to maximize fleet income and create long-term value for all stakeholders.

## Job Creation and Empowerment

YOTE is committed to creating job opportunities and empowering drivers through our transparent and ethical operations.

## Robust Security Measures and Full Compliance

We prioritize the safety and security of our drivers and passengers, implementing robust security measures and adhering to all industry regulations.



# Getting Started with YOTE



1

## Initial Investment

Fleet packages start at R1 million, offering various options to suit your investment goals.

2

## Support

We provide end-to-end management and comprehensive support, giving you peace of mind and access to our ecosystem.

3

## Scalability

Expand your fleet size and earnings as demand grows, leveraging our scalable business model to maximize your investment.



# Contact Us

Join the YOTE family and unlock the future of managed e-hailing fleets. We're here to support your investment journey every step of the way.

## Direct Contact

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Ready to transform your investment strategy? Our team is standing by to answer your questions and guide you towards financial success.

