

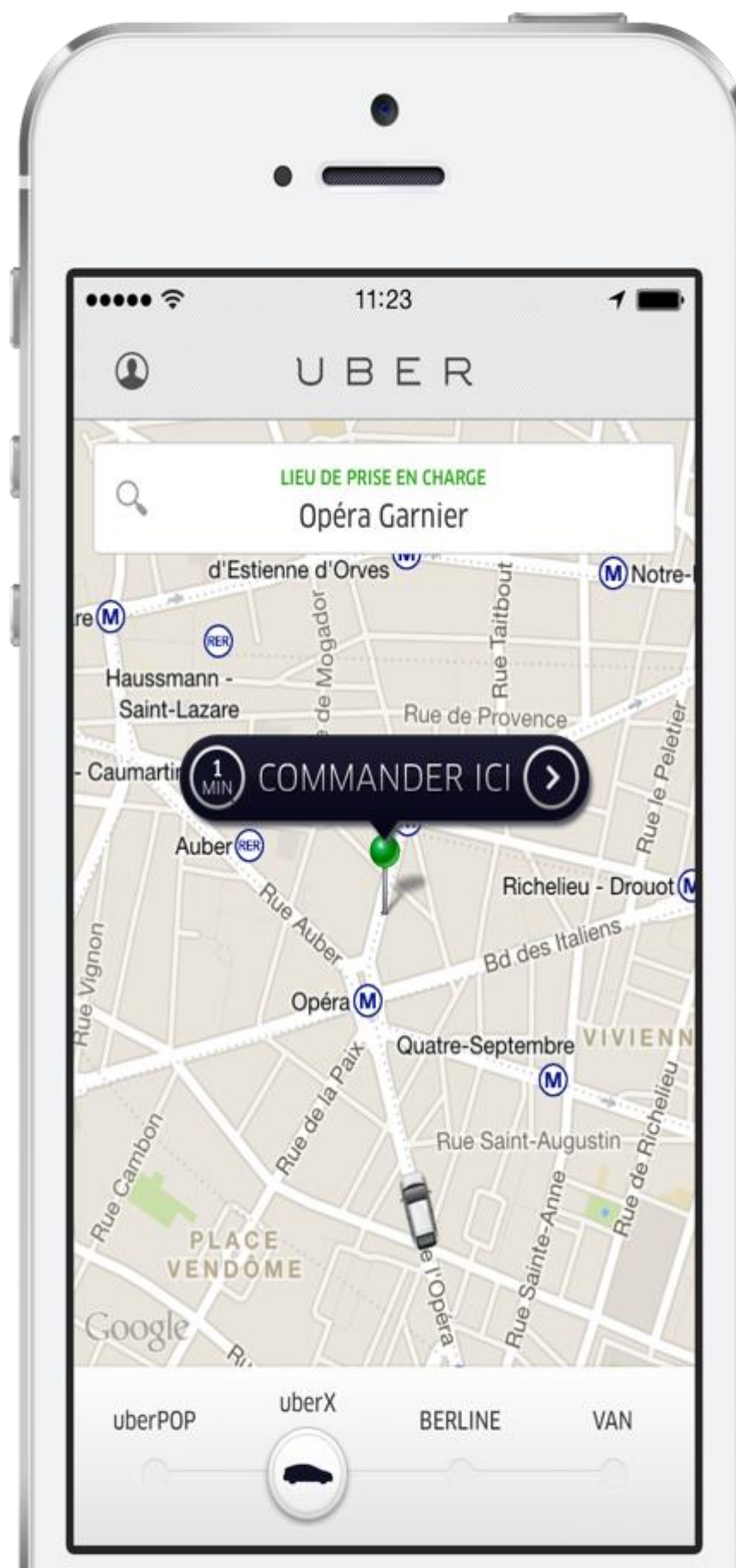
Presentation SNS

Alok Alström, April 2016

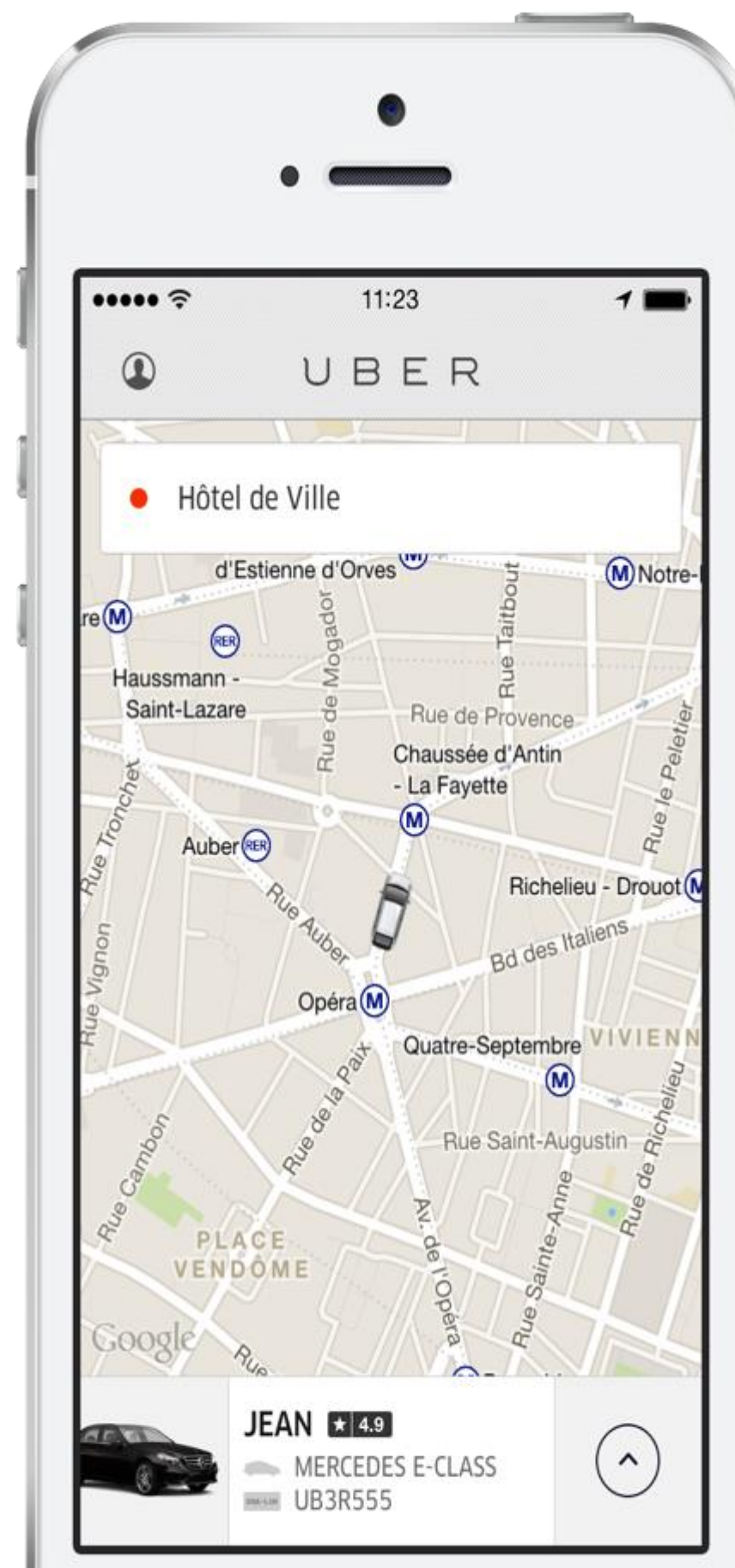
A woman with curly hair, wearing a white shirt and blue overalls, is walking across a city street. She is carrying a brown bag. The street is lined with trees and buildings. A white truck is visible on the left side of the street. The Uber logo is overlaid on the bottom left of the image.

UBER

Transport lika enkelt som
rinnande vatten, överallt, för alla



Beställ
Acceptera



Åk
Kör



Betygsätt
Betygsätt

Ny teknik ökar effektiviteten



Betalande kund
(minuter per timme)



Betalande kund
(minuter per timme)



A dark blue world map serves as the background. It features faint outlines of continents and countries. Numerous small, light blue dots are scattered across the map, representing cities. The map is divided into two equal halves by a thin white vertical line.

400

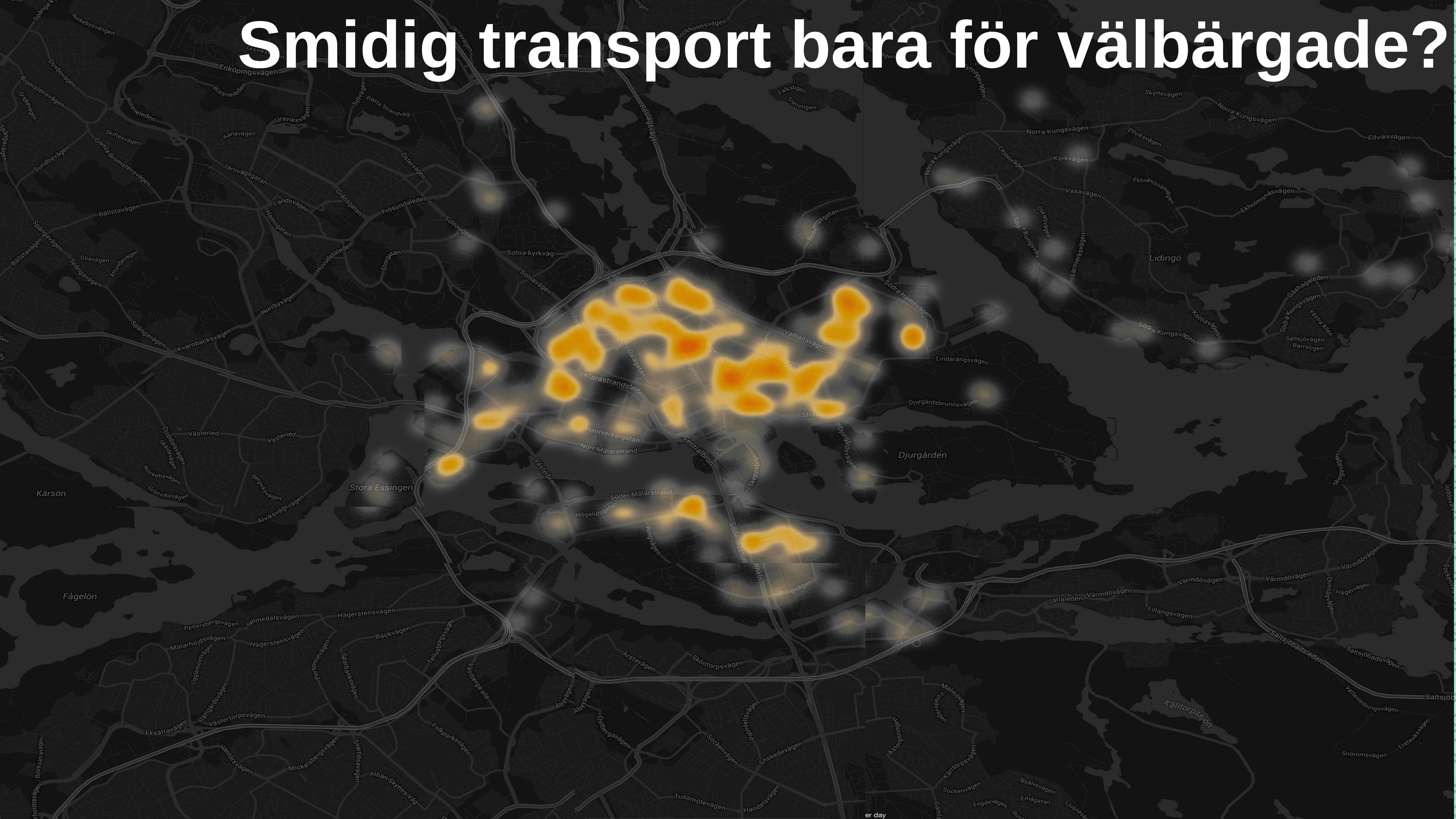
Cities

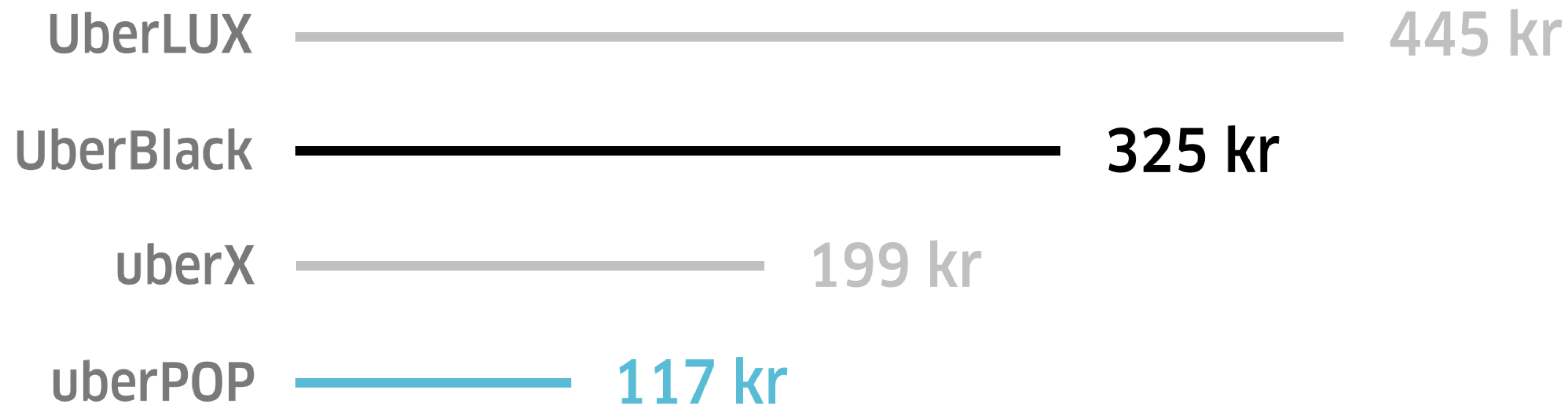
69

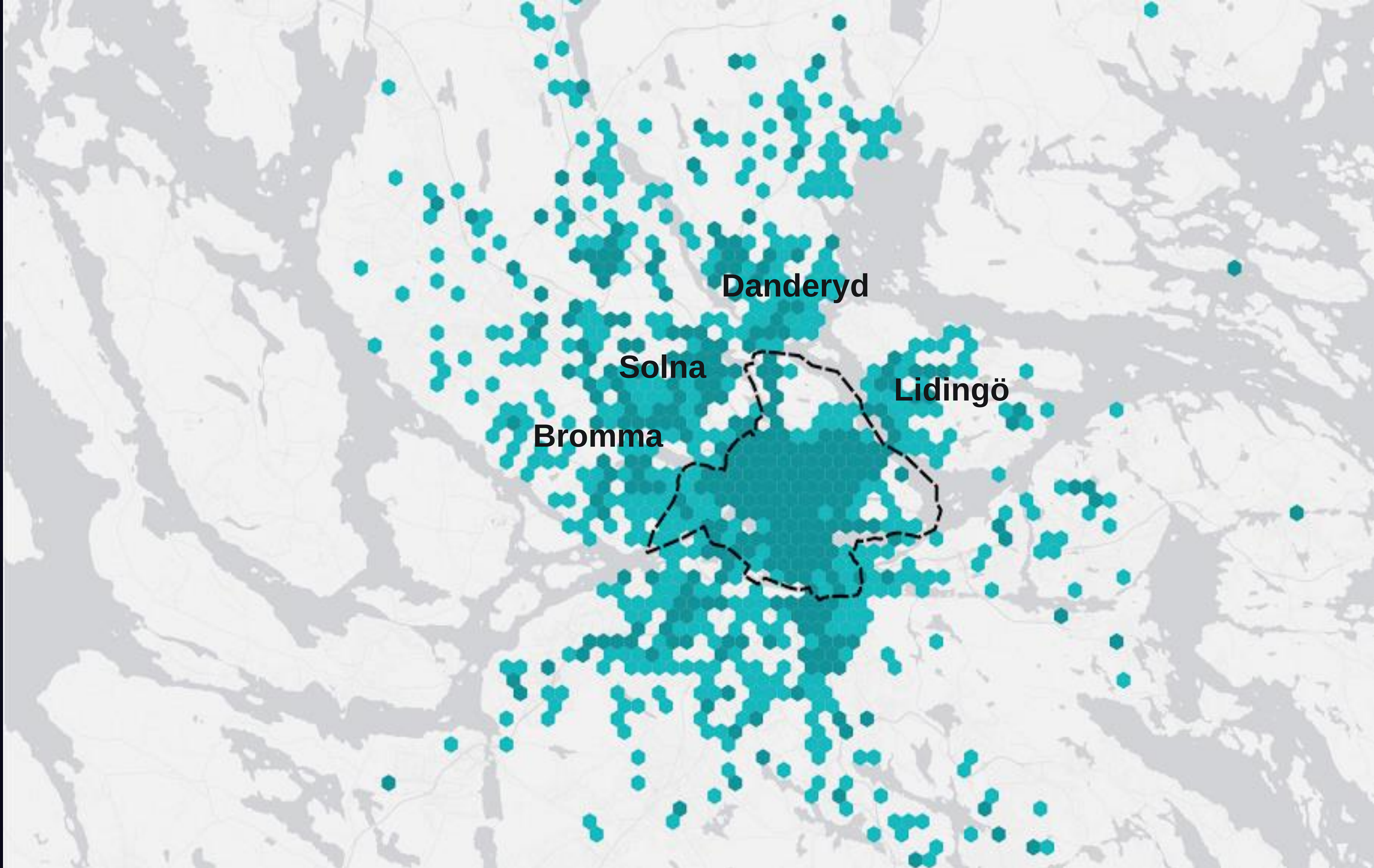
Countries



Smidig transport bara för välbärgade?







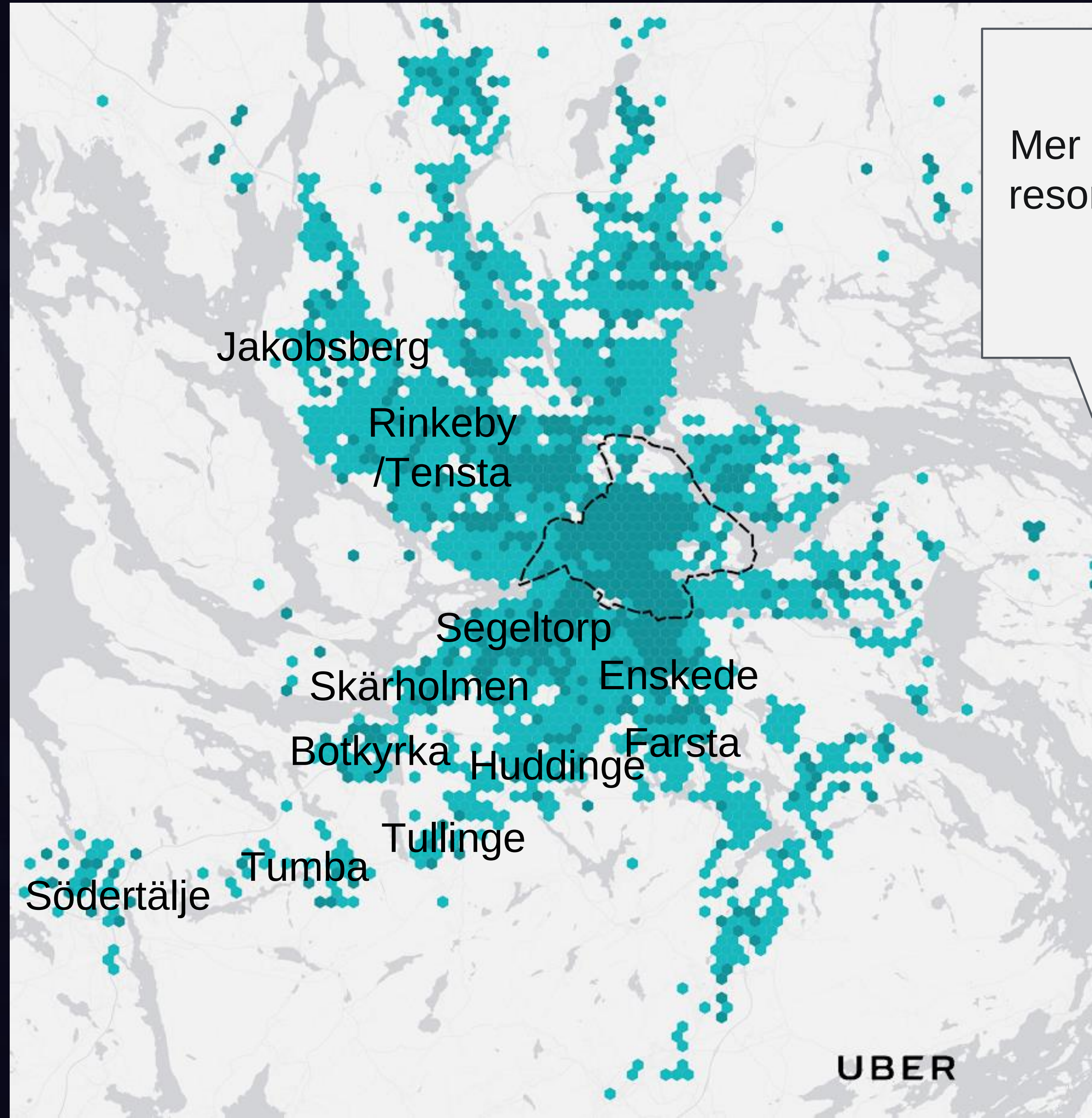
Danderyd

Solna

Lidingö

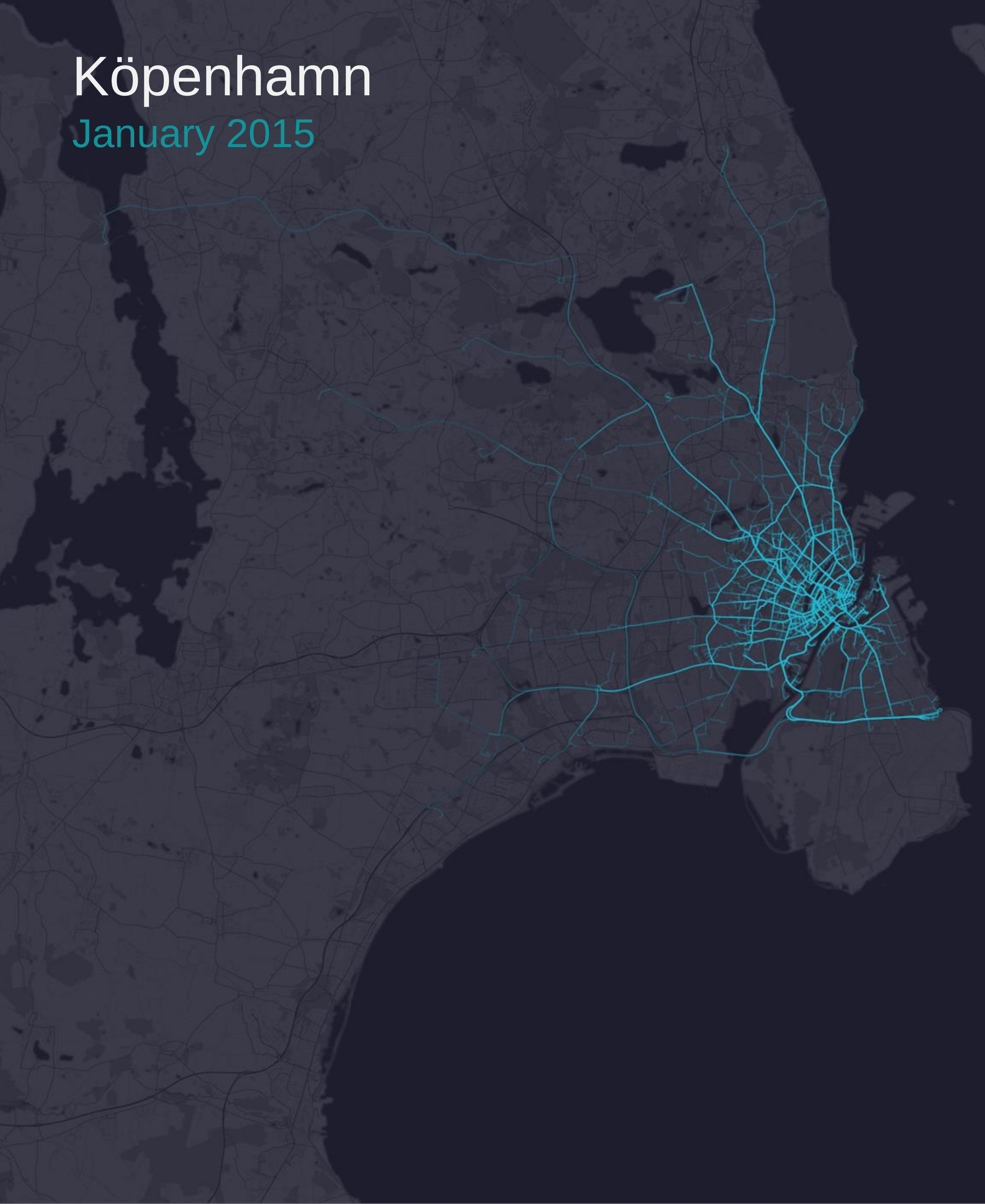
Bromma

Mer än dubbelt så många
resor med uberPop börjar
utanför tullarna



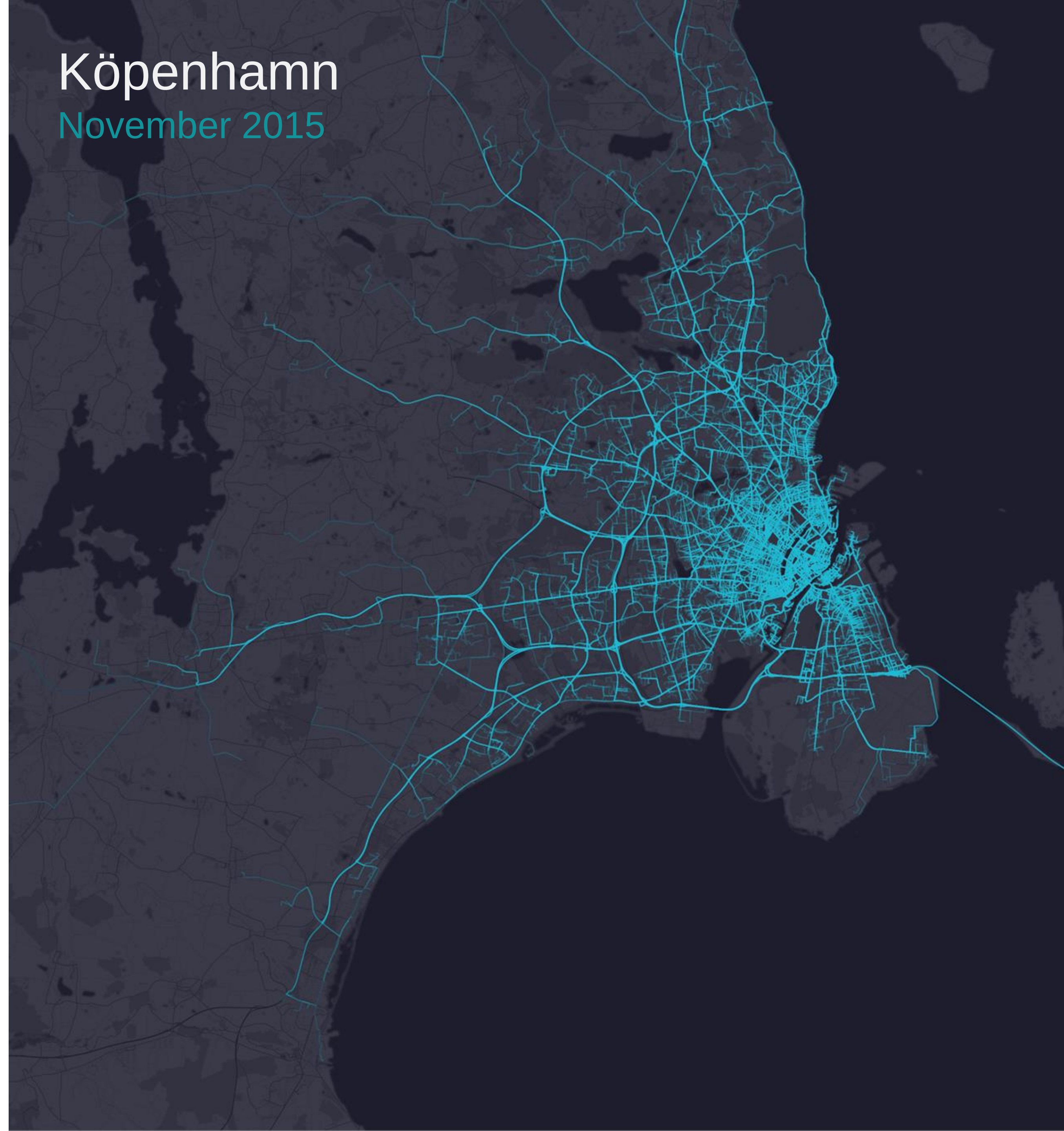
Köpenhamn

January 2015



Köpenhamn

November 2015



Vad kommer häpnäst?



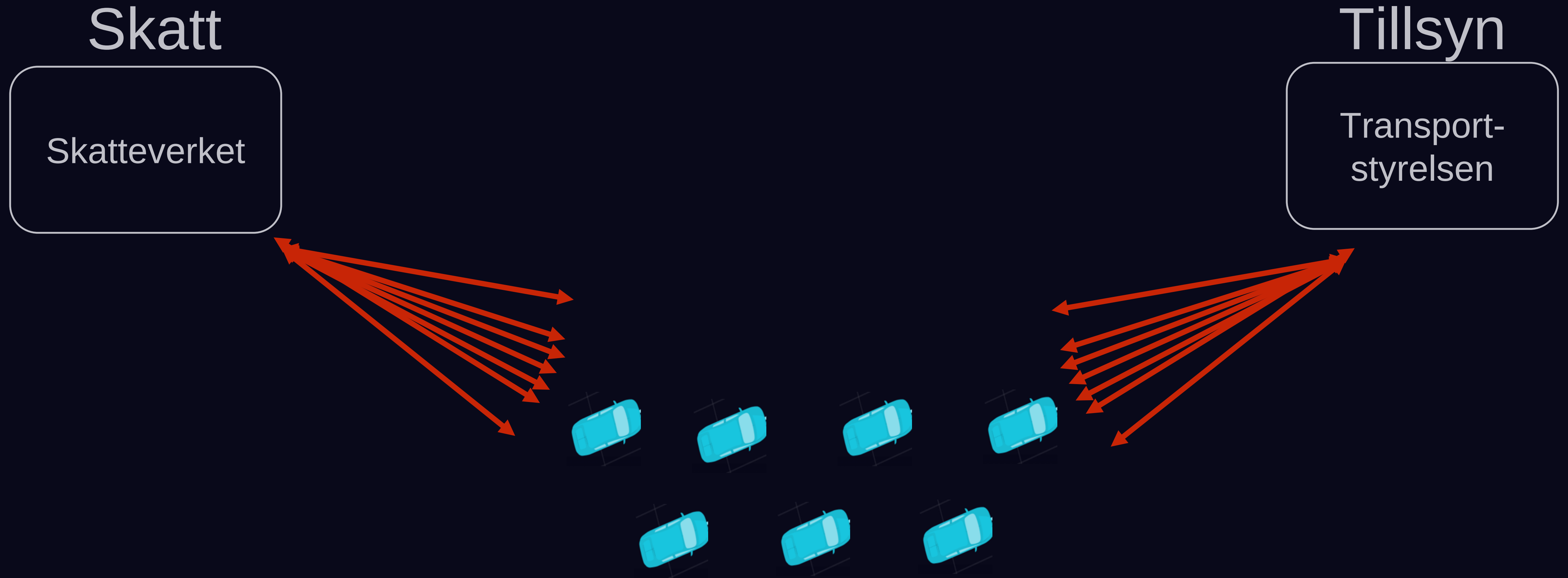
Men skatt då?



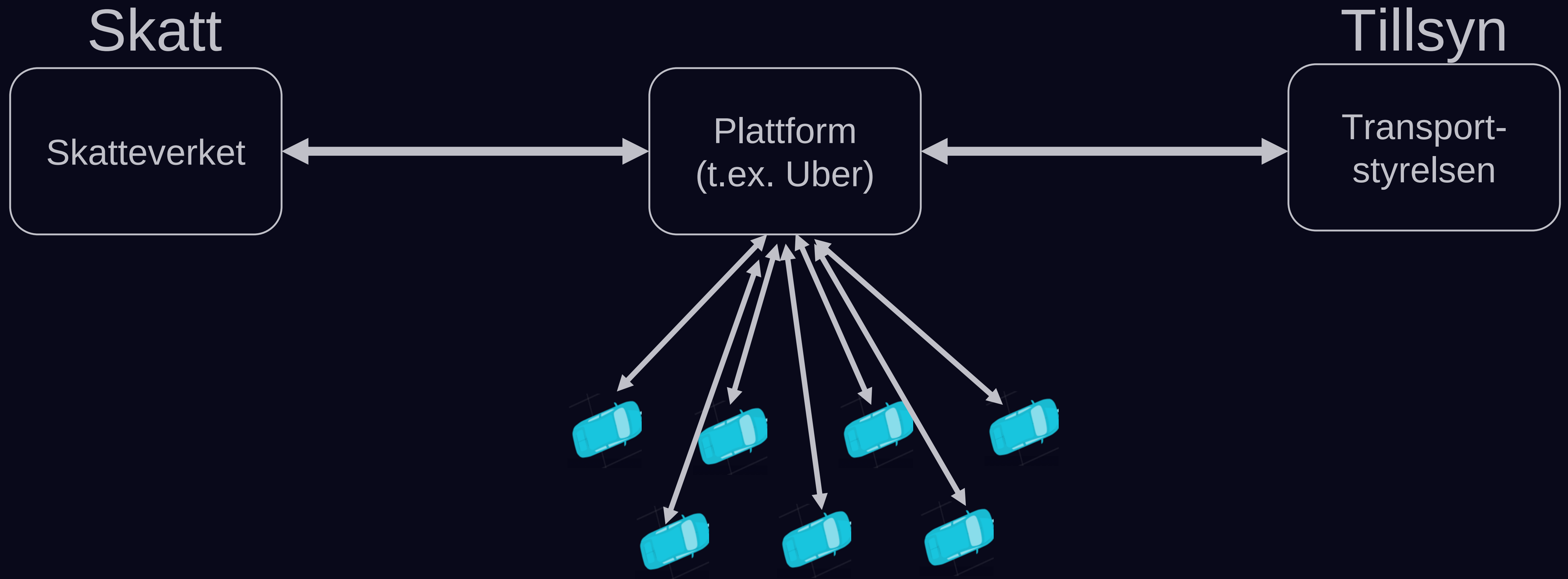
-1,000,000,000 kr

UBER

Det nuvarande regelverket utgår från den enskilda bilen och den enskilde föraren



Ett modernt regelverk reglerar plattformar istället för varje enskild bil och förare



Thank you

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