



Orange Taxi Joins Careem Network

- **Hurghada's Orange Taxi supports tourism in one of the largest Egyptian cities in Red Sea**
- **Careem seeks to launch its app in Upper Egypt soon**

Cairo, 23 August, 2017- Careem, the region's leading app-based car booking service, announced expansion of its service in Hurghada with Orange Taxi. A number of Orange Taxi cabs have already joined the Careem network with more cars expected to join in the coming period.

"Hurghada is one of the most important tourism destinations in the Red Sea. Despite the challenges facing the Egyptian tourism sector, Hurghada welcomed more than 5,000 tourists from around the world last April. With tourism numbers expected to increase, we integrated Orange Taxi into the Careem network to provide safe, convenient transport for tourists and Egyptians alike," said Ramy Kato, Head of Careem Egypt Operations and Vice President of Careem Care. "Providing Careem services in Hurghada enables us to enhance our presence in the Egyptian market, support the tourism sector, provide employment opportunities for taxi drivers and continue to develop the transportation sector in Egypt using the latest technology in the field."

Careem has been operating in Hurghada since December 2016, helping create more job opportunities for local Egyptians and offer affordable, safe, convenient, reliable and quality transport solutions for its citizens as well as providing Captains with additional income. The integration of Orange Taxi aligns with Careem's strategy to integrate taxis across Egypt within the Careem network, as with the integration of the white taxis in Cairo.

"We have unlimited ambition regarding the Egyptian market. The Careem app is currently available in 14 cities in Egypt. We recently expanded to the Suez Canal area including Port Said, Suez and Ismailia and expansion into Upper Egypt is also in the pipeline," Kato added.

Careem applies the highest international standards in selecting Captains, whether free captains or taxi captains. Captains must be presentable, hold a driver's license and a national ID number. In addition, all new Captains must pass the customer service training provided by Careem before engaging with customers to ensure customer satisfaction and the proper use of the app. Cars also undergo a set of checks to ensure quality.

As a part of its commitment to provide job opportunities in the markets where it operates, Careem has increased its fleet to 60,000 captains delivering millions of rides across Egypt.

Kato added: "Careem's ability to create job opportunities, supporting and developing our Captains' skills, and utilizing modern technology to transform challenges into real opportunities in the tourism sector and beyond, confirm our positive contribution to economic growth in the Egyptian market."



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About Careem:

Careem is the region's leading ride-hailing service that provides reliable, safe and affordable transportation choices via a mobile app, on the web and through a call center. Careem is a pioneer in the region's 'sharing economy' – its mission is to make people's lives simpler, create millions of jobs, and to BeCareem – to be kind, generous, and inspiring as we move the region towards better living. Established in July 2012, Careem operates in more than 80 cities across 13 countries in the broader Middle East, including North Africa, Turkey and Pakistan.

For more information, visit www.careem.com

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