

Metadata

<b>Account</b>	gus@uber.com	SEMANTIC
<b>All Custodians</b>	Fuldner, Gus;Maredia, Sarfraz;Uber Technologies, Inc.	SEMANTIC
<b>All Paths</b>	Maredia, Sarfraz: \Maredia, Sarfraz\EDISCO-25479_GC_sarfraz@uber.com-1.zip\EDISCO-25479_GC_sarfraz@uber.com_0.mbox.zip\EDISCO-25479_GC_sarfraz@uber.com_0.mbox; Maredia, Sarfraz: \Maredia, Sarfraz\EDISCO-25479_GC_sarfraz@uber.com-1.zip\EDISCO-25479_GC_sarfraz@uber.com_0.mbox.zip\EDISCO-25479_GC_sarfraz@uber.com_0.mbox	SEMANTIC
<b>Application</b>	RFC822 Email Message	SEMANTIC
<b>Attachment Names</b>	2019-12-05.png	SEMANTIC
<b>Begin Family</b>	UBER_JCCP_MDL_000208845	SEMANTIC
<b>Confidentiality</b>	Confidential	SEMANTIC
<b>Date Created</b>	12/06/2019 6:06 am	SEMANTIC
<b>Date Modified</b>	12/06/2019 6:06 am	SEMANTIC
<b>DocID</b>	ACD7onpYwSaLgrpuwQqb3wfxN6IJzP/S9S1fpqxYwvxXUwpK772i4gb0QYJv/6oW2xnC6Kqzl+iBwXWDlgitPzoqWiHUQJIL+TQ60N/2oB2m1tLBBWGB8XTS6OeyKguLCEohtOlX58OFEG7E4qx2QmFSxBtcXVVVIm4jLPaK+UaLleW0bvYTX8fckW1FSII6BdDNXzFr/mEyE7e1iQQol80xvK36Usa9pTp+btAZj0Am0X/wkcvjnQ3GAS56rWTA2cpXhv8EFypCBfwgYj18zQLa1yNzSP86I36pTzccEo0xdR8WYNmo25gtZx+iJvAPmsnBSHjbK KciCn2Xw29RA+jHhZCqqZYAZsFScuMWri0Z2KZNC9gngcnxjuYo/3174ZSkdKSloLS/I R53IE2ZONG83YhuBcf41ZZb239y1wUxhzOmFGL4F981AlZT3mehMBPoNwve98hpZ ZuHCtM1KS6zW14yr21DHq4ePIWYGLt3ucAz1szxZ9zy7KxTki5RyNwguM4xlgfdxtQ1 XuEBGzDxMuvlaFtkwutjfoNj9Fng+PdepXiKZF8UXnE1eIMCJS4yVdnEal3Wal.cilehTp ZheBVHU9jES6rOQv7MUeBljtY2H8mvAp6BXuQCvvn95gDF2wWfEhAEgfQc2wqS5X dTtBTM8DSlrDKMaleYhGKxaE8+AKIQ1MpSL9leMQHZ89mCm6vsExrYnalAsfg4xb5l /+KtUF0Gf0HMX0CNn5EzmNFSCMHvujOh+NleChj4CuBNhBDnDPsk0bve1pUlaQZr HQ/4w35ztjS3G+kaBrHRfdGviXmvpvTehby/CJTLRWGmjvB9xS6QB6U6YevmzVxttS T6k6CESTA==	SEMANTIC
<b>End Family</b>	UBER_JCCP_MDL_000208851	SEMANTIC
<b>File Size</b>	42234	SEMANTIC
<b>Hash Value</b>	916fa4bb2983c1dc1724f637cec3784b	SEMANTIC
<b>Hidden Content</b>	No;	SEMANTIC
<b>ILS All Bates</b>	UBER_JCCP_MDL_000208845;UBER_JCCP_MDL_000208846;UBER_JCCP_MDL_000208847;UBER_JCCP_MDL_000208848;UBER_JCCP_MDL_000208849;UBER_JCCP_MDL_000208850	SEMANTIC
<b>ILS Document Date</b>	12/06/2019	SEMANTIC
<b>ILS Prod Date</b>	8/26/2024	SEMANTIC
<b>ILS Prod Vol</b>	Vol044	SEMANTIC
<b>Other Custodians</b>	Uber Technologies, Inc.;Fuldner, Gus;Maredia, Sarfraz	SEMANTIC
<b>Primary Date</b>	12/06/2019 6:06 am	DOC_TYP E_ALIAS
<b>Production Volume</b>	Vol044;	SEMANTIC
<b>Redacted</b>	No	SEMANTIC
<b>Sort Date</b>	12/06/2019 6:06 am	SEMANTIC



Message

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**From:** sarfraz@uber.com [sarfraz@uber.com]  
**Sent:** 12/6/2019 6:06:19 AM  
**To:** gus@uber.com; sarfraz@uber.com  
**Subject:** 9CVILAAAAAE-MBI-FLAT:2019-12-05T11:06:19.940047  
**Attachments:** 2019-12-05.png

**sarfraz@uber.com** December 6, 2019 at 6:06:19 AM UTC

How are you feeling so far

**gus@uber.com** December 6, 2019 at 6:11:08 AM UTC

Neutral is a win here

**gus@uber.com** December 6, 2019 at 6:11:20 AM UTC

The stories are getting more positive

**gus@uber.com** December 6, 2019 at 6:11:24 AM UTC

Look at [nyt.com](http://nyt.com)  
<http://nyt.com>

**gus@uber.com** December 6, 2019 at 6:11:39 AM UTC

from a desktop

**gus@uber.com** December 6, 2019 at 6:12:09 AM UTC

2019-12-05.png

**gus@uber.com** December 6, 2019 at 6:12:58 AM UTC

The print headline is much tamer

**gus@uber.com** December 6, 2019 at 6:13:00 AM UTC

"Uber Offers Rare Window Into Its Safety Record"

**sarfraz@uber.com** December 6, 2019 at 6:13:09 AM UTC

Yeah, agreed

**gus@uber.com** December 6, 2019 at 6:13:20 AM UTC

And the article is fair

**gus@uber.com** December 6, 2019 at 6:13:37 AM UTC  
Wigdor, the law firm that started this in Q2 2018 is laudatory

**gus@uber.com** December 6, 2019 at 6:13:41 AM UTC  
in the article

**gus@uber.com** December 6, 2019 at 6:14:02 AM UTC  
Have you heard about the Lyft meeting this morning?

**gus@uber.com** December 6, 2019 at 6:15:10 AM UTC  
We had a call with Lyft at 9am. Myself and Andy Byrne about deactivation sharing.

**gus@uber.com** December 6, 2019 at 6:15:25 AM UTC  
And they brought up the safety report

**gus@uber.com** December 6, 2019 at 6:16:12 AM UTC  
And pushed hard on doing a joint report. It was super awkward. We said we committed to do it by the end of the year and we are going to hustle to get it done by then.

**gus@uber.com** December 6, 2019 at 6:16:48 AM UTC  
And then they seemed to think there was some way we could do a joint report with a neutral auditor by the end of the year if we started today

**gus@uber.com** December 6, 2019 at 6:17:41 AM UTC  
And seemed to honestly believe that

**gus@uber.com** December 6, 2019 at 6:18:13 AM UTC  
I said it took 2.5 weeks to schedule the call we were having. How could one possibly do all that in the remaining 4 weeks of the year.

**sarfraz@uber.com** December 6, 2019 at 6:18:23 AM UTC  
How can they be so undisciplined about this stuff

**sarfraz@uber.com** December 6, 2019 at 6:18:37 AM UTC  
Do you think the timing was totally coincidental?

**gus@uber.com** December 6, 2019 at 6:18:41 AM UTC

Yes

**gus@uber.com** December 6, 2019 at 6:18:50 AM UTC

I was involved in scheduling

**sarfraz@uber.com** December 6, 2019 at 6:19:01 AM UTC

Got it

**gus@uber.com** December 6, 2019 at 6:19:12 AM UTC

we were brining in the date in order to deliver the message on deactivation sharing ahead of the ad tomorro

**gus@uber.com** December 6, 2019 at 6:19:44 AM UTC

I think they thought we would just keep pushing into the future vs doing it this year.

**gus@uber.com** December 6, 2019 at 6:19:53 AM UTC

They said they were starting to put some numbers together

**gus@uber.com** December 6, 2019 at 6:20:41 AM UTC

But I think the had no sense of the depth of work that went into this

**gus@uber.com** December 6, 2019 at 6:21:03 AM UTC

Though I expect they have some sense when they get 84 pages with 100+ footnotes

**sarfraz@uber.com** December 6, 2019 at 6:21:10 AM UTC

Exactly

**gus@uber.com** December 6, 2019 at 6:21:46 AM UTC

We may need to help them along in order to move the ball forward on deactivation sharing

**sarfraz@uber.com** December 6, 2019 at 6:21:50 AM UTC

Now they can't do a 10 page pdf with 50% of it in smiley graphics like they were hoping to do

**gus@uber.com** December 6, 2019 at 6:22:01 AM UTC

yep

**sarfraz@uber.com** December 6, 2019 at 6:27:27 AM UTC

So you're feeling okay so far?

**gus@uber.com** December 6, 2019 at 6:27:46 AM UTC

There certainly isn't deleteuber2 at this point

**sarfraz@uber.com** December 6, 2019 at 6:27:50 AM UTC

I thought the social would be a little worse but the headlines a little less sensational

**gus@uber.com** December 6, 2019 at 6:28:13 AM UTC

I think Tony is a bit disappointed re: the articles vs. the interviews

**gus@uber.com** December 6, 2019 at 6:28:18 AM UTC

particularly Glamour

**gus@uber.com** December 6, 2019 at 6:28:25 AM UTC

Which supposedly was the best interview

**sarfraz@uber.com** December 6, 2019 at 6:28:30 AM UTC

I didn't love his NYT quotes

**sarfraz@uber.com** December 6, 2019 at 6:28:54 AM UTC

Re: numbers being jarring and hard to stomach

**sarfraz@uber.com** December 6, 2019 at 6:30:32 AM UTC

I expected more of the articles to touch on the declining trend but at least most were clear about the incident rates being low

**gus@uber.com** December 6, 2019 at 6:30:54 AM UTC

Jill's every story with an advocated didn't really come true

**gus@uber.com** December 6, 2019 at 6:31:02 AM UTC

especially the NBC thing

**gus@uber.com** December 6, 2019 at 6:31:20 AM UTC

There were several advocates and the interview itself was at the DC rape crisis center

**gus@uber.com** December 6, 2019 at 6:31:26 AM UTC  
but no advocates in the segment

**sarfraz@uber.com** December 6, 2019 at 6:31:31 AM UTC  
Interesting

**sarfraz@uber.com** December 6, 2019 at 6:31:49 AM UTC  
Was good to see them turn out in force on social though

**gus@uber.com** December 6, 2019 at 6:32:02 AM UTC  
There is some really good stuff coming tomorrow

**sarfraz@uber.com** December 6, 2019 at 6:32:17 AM UTC  
What do you mean

**gus@uber.com** December 6, 2019 at 6:32:37 AM UTC  
Just forwarded you the post from Urban Institute and Railance on their channels

**gus@uber.com** December 6, 2019 at 6:33:22 AM UTC  
That is the cover for their geeky review of the report accuracy here: <https://www.nsvrc.org/uber-taxonomy-use>  
<https://www.nsvrc.org/uber-taxonomy-use>

**sarfraz@uber.com** December 6, 2019 at 6:35:40 AM UTC  
Just read the attachment from the forward — that's great

**sarfraz@uber.com** December 6, 2019 at 6:36:39 AM UTC  
Fingers crossed that this is a 2-3 day cycle vs a full week cycle

**gus@uber.com** December 6, 2019 at 6:37:08 AM UTC  
I think it is plausible. We'll know morning once we see the morning shows and print

**gus@uber.com** December 6, 2019 at 6:37:19 AM UTC  
It is a ton of content for journalists to get through

**sarfraz@uber.com** December 6, 2019 at 6:46:16 AM UTC  
Interesting that Tina Tchen didn't tweet anything

**gus@uber.com** December 6, 2019 at 6:53:25 AM UTC  
She is conflicted in her new role

**gus@uber.com** December 6, 2019 at 6:53:35 AM UTC  
And Times Up asked for a \$1MM sponsorhiip

**sarfraz@uber.com** December 6, 2019 at 6:54:22 AM UTC  
Love the quid pro quo from these nonprofits

**sarfraz@uber.com** December 6, 2019 at 6:55:00 AM UTC  
Perhaps I'm being too harsh though