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(74) Agent: **KANGXIN PARTNERS, P.C.**; Floor 16, Tower A, InDo Building A48 Zhichun Road, Haidian District, Beijing 100098 (CN).

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(71) Applicant: **GRABTAXI HOLDINGS PTE. LTD.**
[SG/SG]; 3 Media Close, #01-03/06 Singapore, 138498 (SG).

(72) Inventors: **QIU, Han**; 1701, 17/F, Building 19, No. 5 Anding Road, Chaoyang District, Beijing 100029 (CN).
CUI, Yanda; 1701, 17/F, Building 19, No. 5 Anding Road, Chaoyang District, Beijing 100029 (CN). **QIU, Xucheng**; 3 Media Close, #01-03/06 Singapore, 138498 (SG). **WENG,**

(54) Title: SERVER AND METHOD FOR DETERMINING FARE FOR ON-DEMAND SERVICE

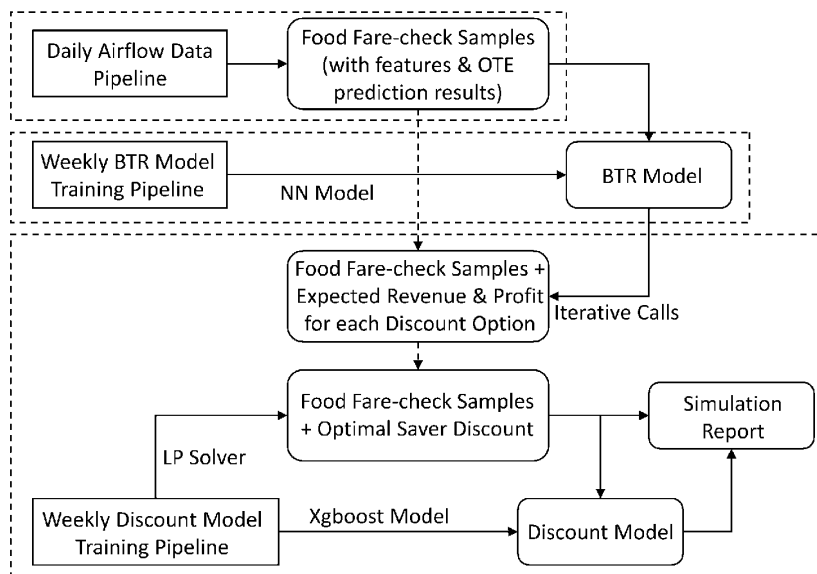


FIG. 6

(57) Abstract: Aspects concern a server for facilitating determining a fare for an on-demand service, the server comprising a processor configured to: predict a first book-through rate (BTR) for a first delivery option and a second BTR for a second delivery option for an order, for each of a plurality of discount options for the fare for the second delivery option, wherein the second delivery option offers a slower delivery at a lower fare than the first delivery option; compute at least one of an expected revenue and an expected profit for the order for each of the plurality of discount options, based on the first BTR and the second BTR; select a discount option from the plurality of discount options, based on the at least one of the expected revenue and the expected profit; and determine the fare for the second delivery option based on the selected discount option.

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