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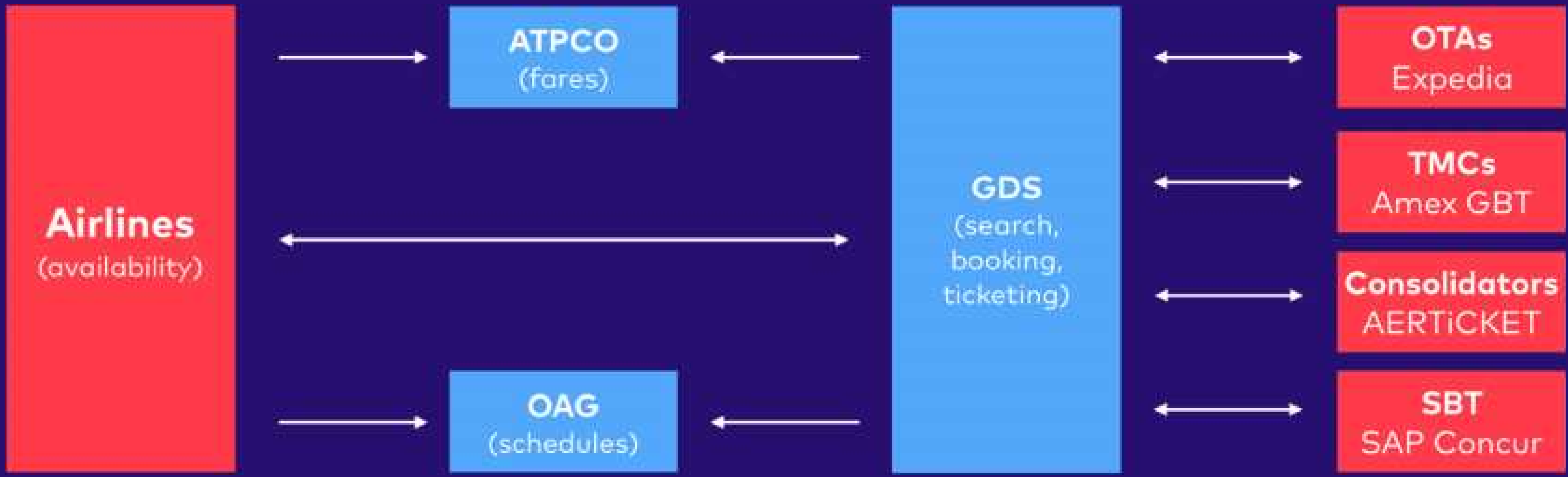
Building the future of distribution.

Brussels, 10 July 2018

Intermediary-driven model.



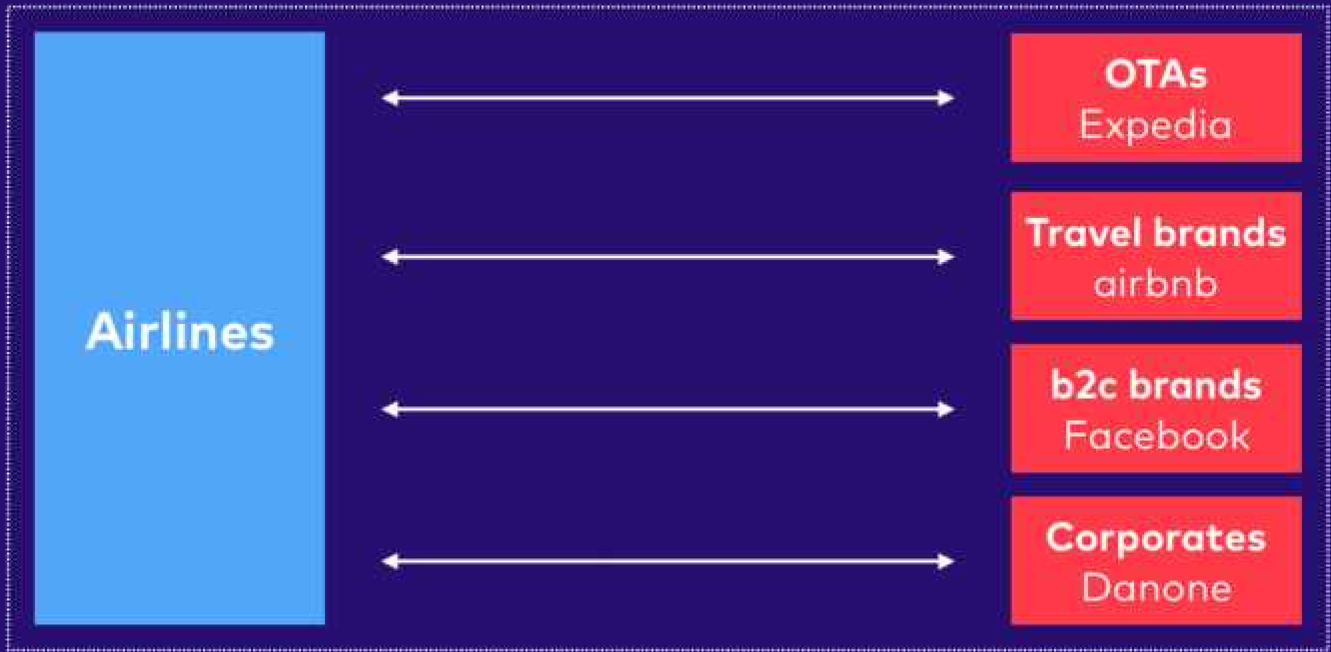
Airlines wish to become retailers, but can’t.

- No control of their distribution.
- No sense of the customer.
- Limited up-sell opportunities.
- Limited product differentiation.
- No user data.

Leading to poor customer experiences.

- Non all-inclusive prices.
- Invalid offers.
- No sense of the experience.
- Lack of transparency.
- Whom am I buying from? Airline? OTA?

Airline-driven model.



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An opportunity for all.

Airlines	Resellers	Travellers
New sales channels	**User-centric products**	**Comprehensive content**
↓	↓	↓
Increased revenues	**Stronger user adoption**	**Higher transparency**

Challenge.

Airline distribution is a **no-go** for investors.

- GDS are seen as **too large** in travel tech.
- OTAs are seen as **too powerful** in user acquisition.

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Thank you.

Stéphane Pingaud

spingaud@flyiin.com
+49 1575 891 9482