PKFARE &

Our NDC Implementation Experience
1

About PKFARE
Product Line-Air Ticket

Supplier
- FSC
- Air ticket consolidators
- Airline
- Charter & Group Providers
- 3rd Party Partners

PKFARE

Buyer
- Subagent
- Travel Agency
- TMC
- B2B Platform
- OTA
- Meta Search

Customer
Milestones

- May, 2018: Officially Launched Finnair NDC Contents on PKFARE.com
- March, 2018: Accomplished 5M USD Venture Capital Investment
- November, 2017: Accredited IATA NDC Level-3
- October, 2017: Officially Launched PKFARE.com V2.0
- August, 2017: Officially Launched Hotel & Hospitality Product
- June, 2017: Officially Launched Group Seat Redistribution Product
- April, 2017: Established Representation Office in Singapore and Dubai
- February, 2017: Established Subsidiaries in Beijing, Seattle and London
- January, 2017: Accomplished 2M USD Venture Capital Investment
- October, 2016: Achieved 1B USD Sales Revenue
- September, 2015: Signed Global Agreement with major GDS
- July, 2015: Officially Launched PKFARE.com V1.0
- June, 2015: Accomplished 1M USD Venture Capital Investment
- June, 2014: Founded in Shenzhen & Hong Kong, China

*Note: information above is publicly available*
Global Offices & Representations

CORPORATE HQ @ SHENZHEN
GLOBAL OFFICES & REPRESENTATIONS @ BEIJING · HONG KONG · SEATTLE · SINGAPORE · LONDON · DUBAI · TAIPEI · TOKYO · SEOUL · GUANGZHOU · SHANGHAI · CHENGDU
Figures

100+
Countries & Regions Partnership

12,000+
Order Transactions Per Day

600+
Airline Contents

400,000+
Hotel Contents

200+
Worldwide Suppliers

10,000+
Worldwide Buyers
Awards

“New Distribution Capability (NDC) Certification” Level 3

2018 “20 Startups to Watch”, Skift

Runner-Up of “2017 Asia Pacific Travel Innovator of the Year”, PhocusWright, India
Management Team

200+ Employees
Speak 9 Languages
Located at 7 Countries
6 Nationalities
70+ Developers
Our NDC Capabilities

**NDC Architecture**

- **Airlines**
  - AY/AA/EK + Others

- **IT Providers**
  - Amadeus/Farelogix + Others

- **PKFARE (Aggregator)**
  - NDC contents + GDS contents

- **PKFARE.com (Portal)**
  - TMC
  - OTA
  - Tour Operator

- **Offline Agent**

**Schemas we adopted**: 16.1 & 17.2

**Messages we used**:

**16.1**
- AirshoppingRQ / AirshoppingRS
- FlightPriceRQ / FlightPriceRS
- SeatAvailabilityRQ / SeatAvailabilityRS
- ServicelistRQ / ServicelistRS
- OrderCreateRQ / OrderViewRS
- OrderRetrieve / OrderViewRS
- AirDocIssueRQ / OrderViewRS
- OrderCancelRQ / OrderCancelRS

**17.2**
- AirshoppingRQ / AirshoppingRS
- OfferPriceRQ / OfferPriceRS
- OrderCreateRQ / OrderViewRS
- OrderChangeRQ / OrderViewRS

**Concurrence we can support**: 2500 per second
Airline Partners in NDC Distribution
Distribution Option: PKFARE as Aggregator

NDC Pipeline Powered by PKFARE

General, Special & Ancillary Contents

<table>
<thead>
<tr>
<th>Settlement</th>
<th>Direct &amp; BSP</th>
</tr>
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<tbody>
<tr>
<td>Points of Sales</td>
<td>Agent POS</td>
</tr>
<tr>
<td>Transaction</td>
<td>Airline-Agent</td>
</tr>
<tr>
<td>Services</td>
<td>Agent Responsibilities</td>
</tr>
</tbody>
</table>
Distribution Options:
PKFARE as Super Agent

<table>
<thead>
<tr>
<th>Settlement</th>
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<tbody>
<tr>
<td>Points of Sales</td>
<td>Multi-POS</td>
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<tr>
<td>Transaction</td>
<td>Airline-PKFARE</td>
</tr>
<tr>
<td>Services</td>
<td>PKFARE Responsibilities</td>
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</tbody>
</table>
Demos

Flight & Ancillary Shopping via Finnair NDC

@ PKFARE
Flight Shopping

Language: Chinese/English

Payment Currency: 30+ Including CNY

Trip Supported on NDC: One way/Round Trip

Customer Service: 24/7 Multi Language
Flight Shopping

Display on Results:
- Flight Details
- Lowest RBD
- Rates with Taxes
- Local Currency
- Result Filter
Flight Shopping

Display on Results:

NDC Offers

Rates Breakdown

Fare Type Details
### Flight Shopping

#### Fare type details:

- **Basic**
  - BKK - HEL
  - 6618 CNY
  - Priority security: No
  - One personal item: Briefcase, laptop or handbag
  - Changes (before / after departure): THB 2500
  - Seat selection: Chargeable
  - Maximum weight / dimensions of a normal-size piece: 23 kg (50 lb) / 158 cm (62 in)
  - Name change: Not permitted

- **Value**
  - BKK - HEL
  - 7532 CNY
  - Priority security: No
  - One personal item: Briefcase, laptop or handbag
  - Changes (before / after departure): Permitted
  - Seat selection: Chargeable
  - Maximum weight / dimensions of a normal-size piece: 23 kg (50 lb) / 158 cm (62 in)
  - Name change: Not permitted

- **Pro**
  - BKK - HEL
  - 9732 CNY
  - Priority security: Yes, where available
  - One personal item: Briefcase, laptop or handbag
  - Changes (before / after departure): Permitted
  - Seat selection: Free
  - Maximum weight / dimensions of a normal-size piece: 23 kg (50 lb) / 158 cm (62 in)
  - Name change: 200 EUR
Demos-Ancillary Shopping

Seat Selections
Demos-Ancillary Shopping

Seat Confirmation

Add Extra Bags

Rates Changes upon Ancillary Selections
Demos-Booking Confirm to be Paid

Various Payment Options

Check Orders

Instant Ticket Issue
Summary of Experience
• **Benefits from NDC so far:**
  - Our agents can buy air tickets and ancillaries (paid seat and baggage) in one place in one order;
  - Branded fares provide agents with more flexible choices to meet different demands from their clients.

• **NDC implementation tips:**
  - No matter which airline or IT provider you work with, being familiar with standards and schemas provided by IATA is always the most important and beneficial thing to do.
Challenges we face:

- Agents identification (IATA & Non-IATA agents);
- Move agents to NDC channel;
- NDC connections with more airlines;
- L2B Limit;
- Agent reporting problem;
- Invoice problem.
Thank You!

www.PKFARE.com