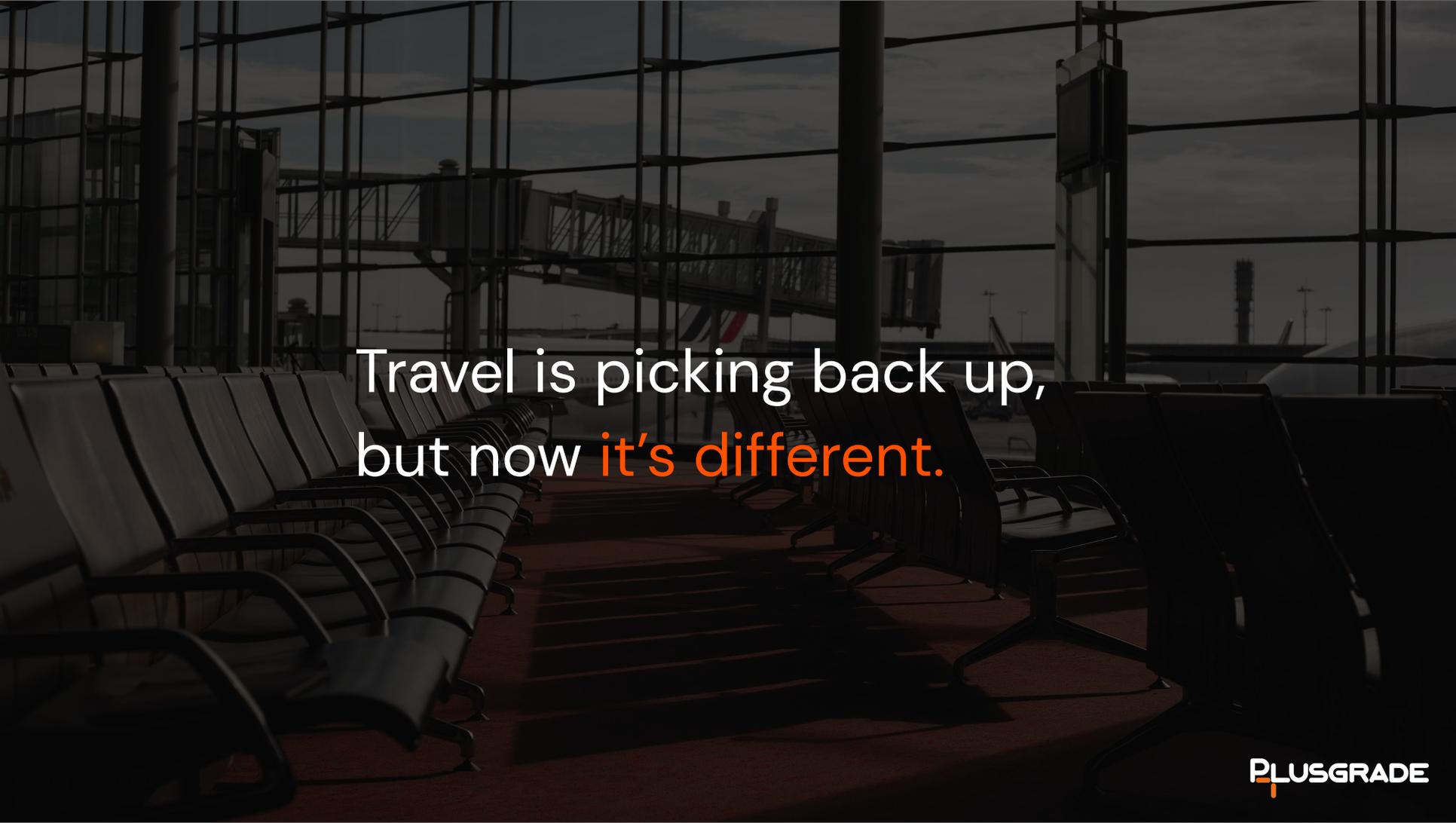
A photograph of an airport tarmac at sunset. In the foreground, a white airplane is docked at a gate with its boarding bridge extended. In the background, another airplane is visible on the tarmac. The sky is filled with soft, colorful clouds in shades of orange, yellow, and blue. A sign with the number 'C28' is visible on the gate structure.

You fly planes, we drive (additional) revenue

How airlines can generate additional ancillary revenue opportunities

Pramod Jain, Chief Operating Officer

PLUSGRADE

An empty airport terminal with rows of grey seats and large windows overlooking an airfield. The scene is dimly lit, suggesting dusk or dawn. The text "Travel is picking back up, but now it's different." is overlaid in the center. The word "it's" is highlighted in orange.

Travel is picking back up,
but now **it's different.**

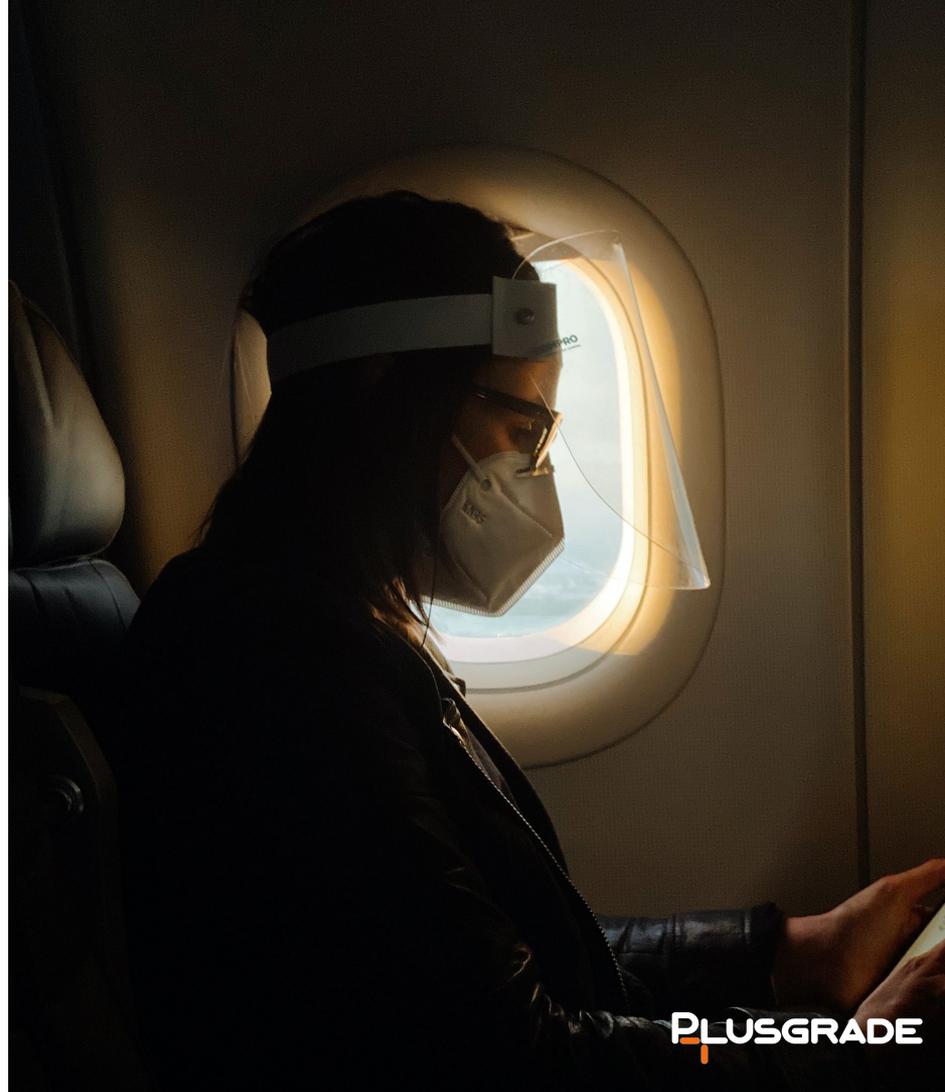
A person is silhouetted against a large window in a dark airport terminal. The window looks out onto an airfield with several aircraft parked on the tarmac. The scene is dimly lit, with the primary light source being the window, creating a strong contrast between the dark interior and the bright exterior.

47% of people are ready to fly again, but they have some real concerns.

Their top concern?

65% of people said they are worried about sitting beside someone who may be infected.

- IATA Traveler Survey, IATA July 2020



To address that worry,
passengers **want to**
make their own
choices.

Will travel if they
have options

Won't travel if prices
are raised

35.5%

24.5%

Americas

37.1%

45.7%

APAC

40.6%

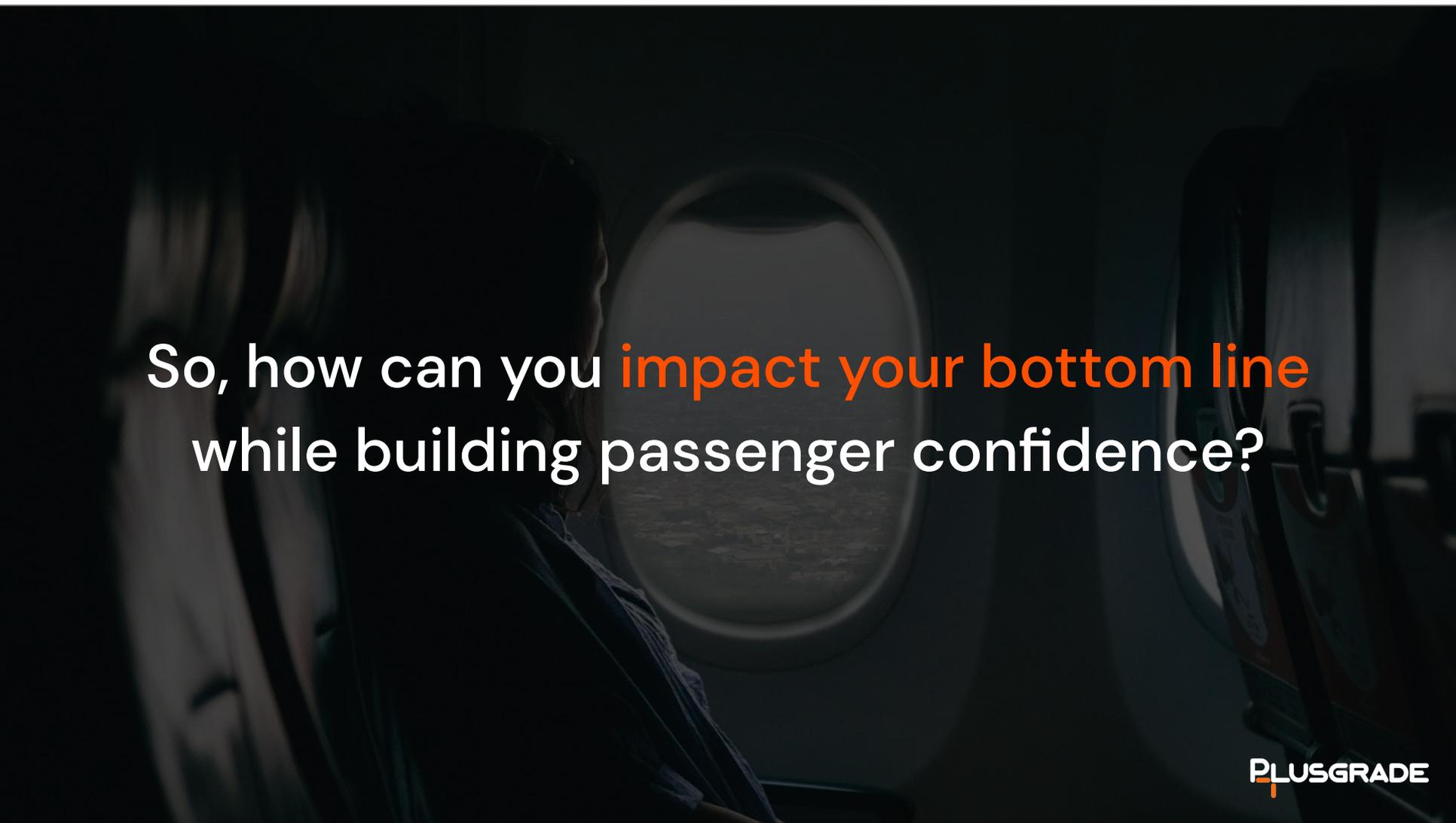
31.3%

Europe

24.3%

22.9%

MEA



So, how can you **impact your bottom line**
while building passenger confidence?

We can do what our industry does best: adapt, and take a step into the future

9/11

COVID-19

All in one travel

Unbundled fares

Choice

1990's

2000's

Today

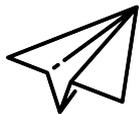
One price with everything you need to get from A to B included.

Ancillary was born to unlock additional revenue opportunities per flight.

COVID has created the need for more room, and accelerated industry trends. It opens the gate for the next-generation of ancillary—experiential upgrades.

A win-win solution (for you and your travelers)

Create opportunities to drive high margin revenue, and give your passengers an exceptional experience.



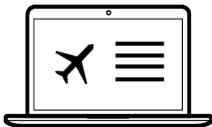
Offer targeting

expertly driven by 10 years of data



Total flight revenue optimization

with a focus on maximizing load factor at a high yield



A white-labelled solution

implemented in 8-12 weeks



2nd largest ancillary revenue generator

Plusgrade is the second largest source of ancillary revenue for many of our partners, and the largest for some

Upgrades, our bread and butter

Helping you manage unsold inventory, drive higher yields and stimulate buy-up behavior.



We start by helping you reach more passengers



Mobile app



Web check-in



Email sequences



Booking confirmation, management or Marketing page



Travel agents



SMS / Push notifications



Then, we let them submit an upgrade offer

1

Closed bid

2

Real-time bidding

3

Pay with Miles

4

Instant upgrade



Finally, we seamlessly upgrade them based on your rules

Travelers are upgraded based on inventory and business rules established by the airline.

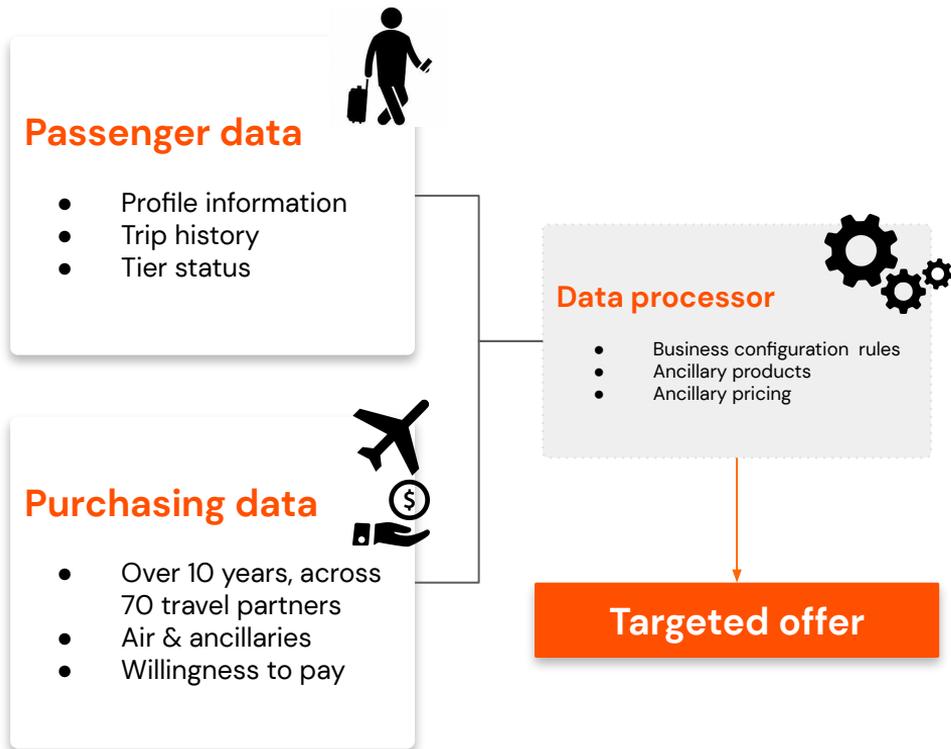
Our **turnkey solution** provides seamless integration into your systems, so you can put your ancillary revenue on autopilot.

Over 70 travel partners worldwide



Our (next) step into future: **personalized retailing**

It starts with data—our specialty.



Rich data insights deliver a personalized retailing experience for your customers by generating relevant offers based on customer insights, flight attributes, and product and rule configurations.

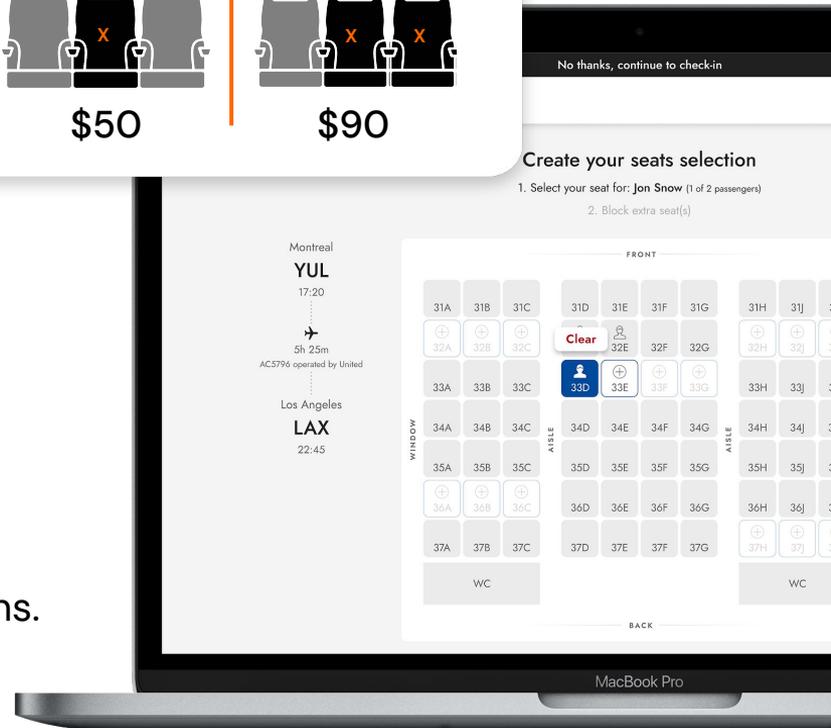
Dynamic Seat Blocker

Capitalize on distressed inventory.

Create new, long-term ancillary revenue stream.

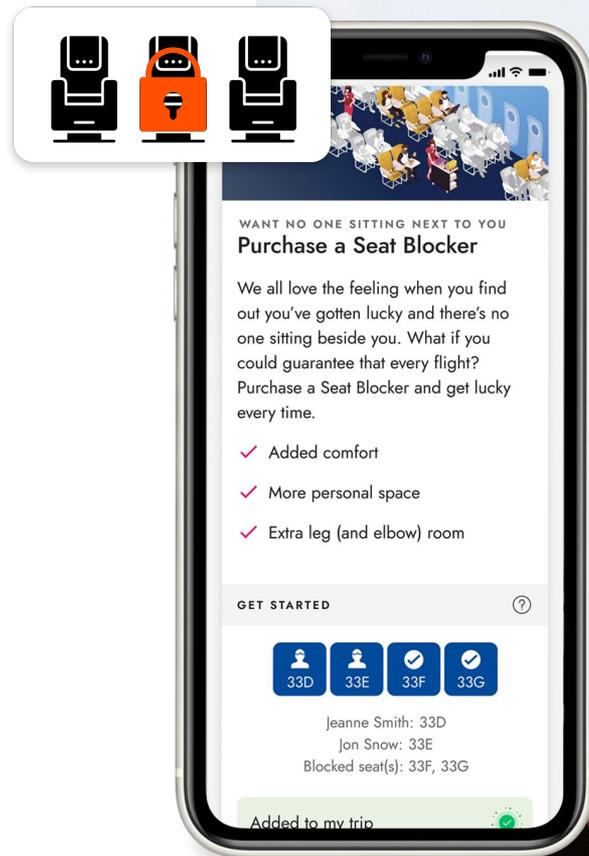
Get passengers back on board, by giving them options.

Activate in 4 - 8 weeks.



What is Dynamic Seat Blocker?

- Passengers block the seat or row beside them
- Blocked seats are chosen from the seat-map
- Seats are “soft blocked”, generating revenue on unsold inventory



Why this matters now

(and, more importantly, post-COVID)

1

Passenger confidence

Provide the means for customer to feel comfortable to fly again, training the habit to enjoy this added space for future

2

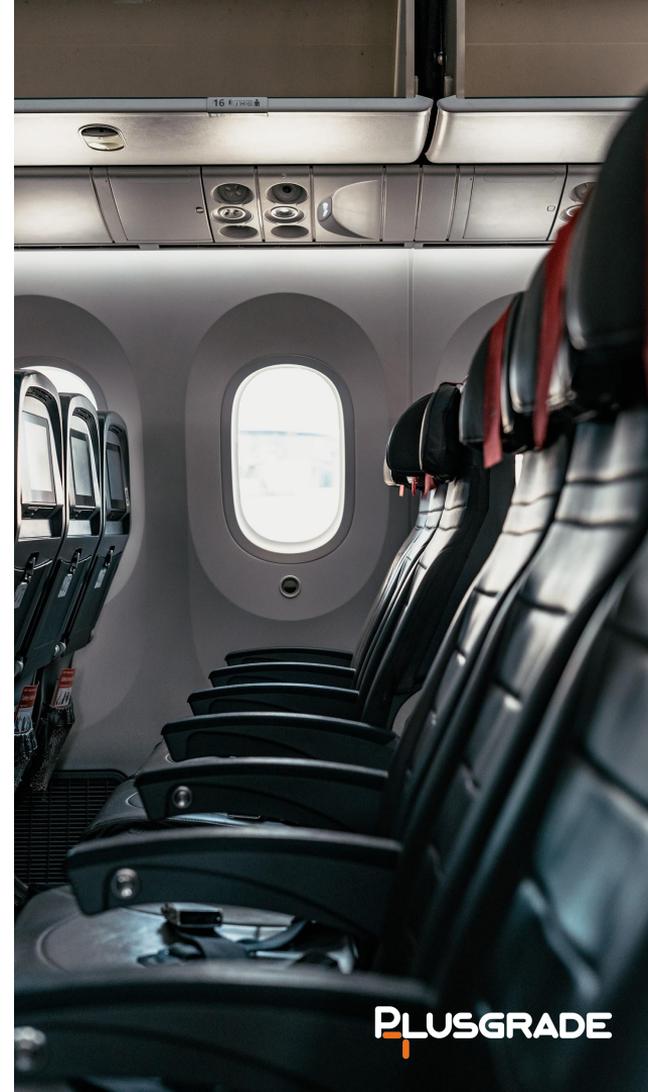
Additional revenue

Maximize revenue across the entire flight through an optimized ancillary merchandising strategy

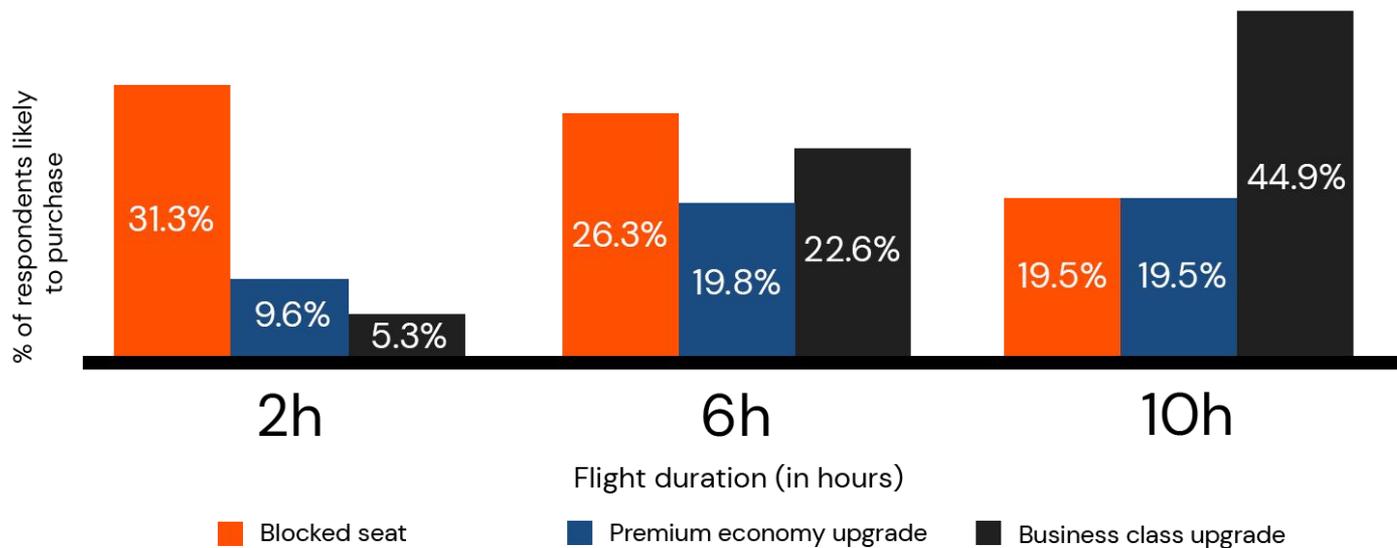
3

Long-term ancillary strategy

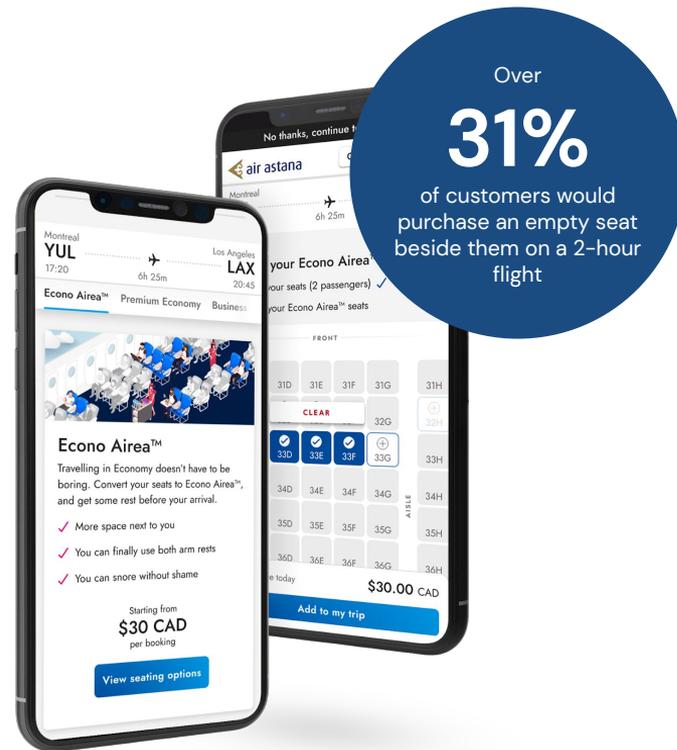
Add a new revenue stream by offering a product that meets passenger needs & drives greater customer satisfaction



No matter the haul, capture opportunity anywhere.



Revenue growth for the new era of travel.



Join these and other leading airlines who will use Dynamic Seat Blocker to capture additional revenue



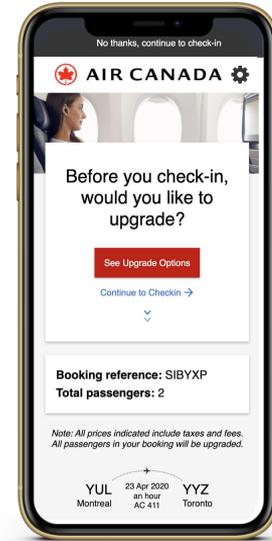
Ancillary revenue is more important than ever.

So, let's connect:

 Pramod Jain

 pramod.jain@plusgrade.com

 www.plusgrade.com



Brand used for illustrative purposes only

70

Travel partners worldwide

+17M

Upgrades requested

\$5B

In ancillary revenue opportunity

70

NPS

1 / 4

ASK is flown using Plusgrade technology