You fly planes, we drive (additional) revenue

How airlines can generate additional ancillary revenue opportunities

Pramod Jain, Chief Operating Officer
Travel is picking back up, but now it’s different.
47% of people are ready to fly again, but they have some real concerns.

Source: Plusgrade survey (June 2020)
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.

<table>
<thead>
<tr>
<th>Region</th>
<th>Will travel if they have options</th>
<th>Won’t travel if prices are raised</th>
</tr>
</thead>
<tbody>
<tr>
<td>Americas</td>
<td>35.5%</td>
<td>24.5%</td>
</tr>
<tr>
<td>APAC</td>
<td>37.1%</td>
<td>45.7%</td>
</tr>
<tr>
<td>Europe</td>
<td>40.6%</td>
<td>31.3%</td>
</tr>
<tr>
<td>MEA</td>
<td>24.3%</td>
<td>22.9%</td>
</tr>
</tbody>
</table>

Source: Plusgrade survey (June 2020)
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

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

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**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.

### Passenger data
- Profile information
- Trip history
- Tier status

### Purchasing data
- Over 10 years, across 70 travel partners
- Air & ancillaries
- Willingness to pay

### Data processor
- Business configuration rules
- Ancillary products
- Ancillary pricing

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.

Over 31% of customers would purchase an empty seat beside them on a 2-hour flight.
Ancillary revenue is more important than ever.

So, let’s connect:

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70
Travel partners worldwide

+17M
Upgrades requested

$5B
In ancillary revenue opportunity

70
NPS

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ASK is flown using Plusgrade technology