30K

Using mileage to partly pay to generate demand and revenue through a miles + cash booking.
About 30K

Founded in 2012, **30K** is the only credible provider of **frequent flyer attributes** for air travel shopping.

We help de-commoditize airfare to improve **conversion, loyalty** and **revenue** for sales channels and airlines alike.
Social distancing won’t be the only cause of lower load factors.

- 100 millions of people come out of lockdown without an income.
- Others will try to preserve their money and consume less.
- Direct bookings will decrease with increased price sensitivity.

How to Protect Revenue?

How to Stimulate Market?
REDEMxon Platform
Enabling travelers to redeem miles on third party flight search engines, discounting the ticket price.

Starting from as few as 1,000 miles.

Through 30K’s API.
- Top results, where 70% of conversion occurs.
- Without lowering the price.
EVERYONE WINS

TRAVELER

- Saves money.
- Can pay with instantly usable currency.
- Available where they shop.
- Gets value out of loyalty scheme.

AIRLINE

- Improves competitiveness without lowering price.
- Drives NDC/DC adoption.
- Faster turnover of mileage liability.
- Loyalty also from low-frequency travelers.
AERILINES ON REDEMXON PLATFORM

- Compete without having to lower price.
- Protect revenue and bring in cash.
- Stimulates loyalty and loyal customers.

AERILINES NOT ON REDEMXON PLATFORM

- Compete with price.
- Lose out on revenue opportunities.
- Do not stimulate loyalty nor loyal customers.
30K will

- Build in your cash+miles business rules into the Redemxon platform.
- Build in capability for traveler to connect their frequent flyer accounts and debit miles.
- Make bookings via NDC or DC.

Any customization needs will be borne by 30K.

Minimal required involvement from your IT resources.
<table>
<thead>
<tr>
<th>ALIGNED INTERESTS</th>
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<tbody>
<tr>
<td>FREE ONBOARDING</td>
<td>30K will be the exclusive investor in the partnership in the integration and distribution.</td>
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<tr>
<td>NO REVENUE GENERATION -&gt; NO COST</td>
<td>30K will only monetize when you monetize, ie through bookings.</td>
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<tr>
<td>TARGET TRAVELERS WHERE THEY ARE</td>
<td>30K will align its business development strategy to target sales channel important to you.</td>
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<td>STRATEGIC ALIGNMENT</td>
<td>30K invites to discuss strategic engagement with its early and main airline partners, as a sign that your interests will be looked out for.</td>
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All to ensure your risk-free success on the Redemxon platform.
Unredeemed frequent flyer miles will be worth $280 bn by 2023, up from $205 bn in 2019.

- Skift, Economist, Webflyer, Global Flight
THANK YOU

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