

Distribution + the post-COVID recovery

29th April 2020

**We're building the future of
airline distribution**



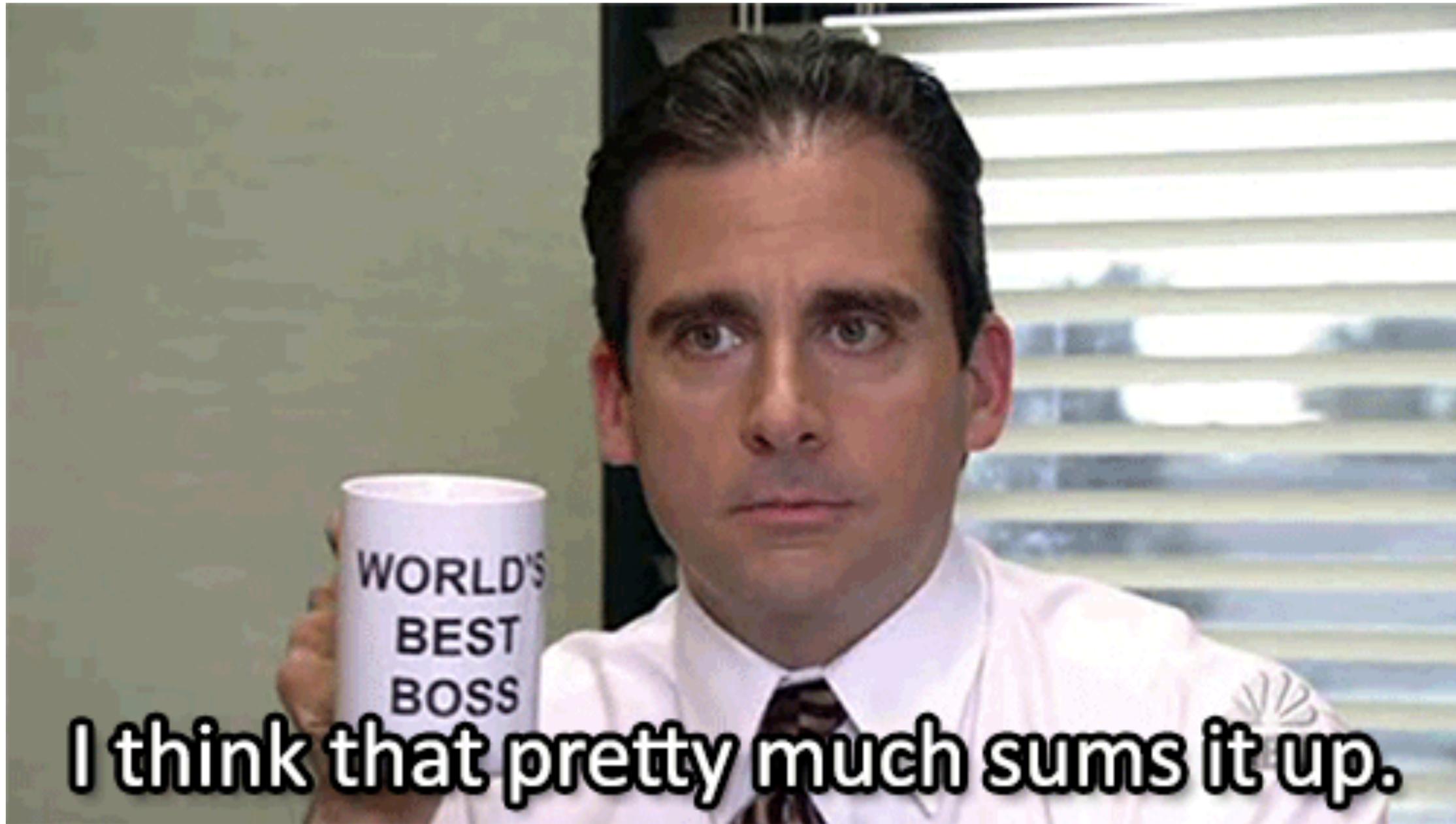
#StayAtHome



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The recovery starts here

Why does distribution matter for the post-COVID recovery?



Roughly 40% of airline bookings come through indirect channels

USA vs. Sabre Corp., et al. (2020)

**Optimising that 40% is crucial
to build a great business**



Bring the airline.com experience
to your indirect sales channels

**Differentiate yourself, so you
can grow your market share**

**Upsell with ancillaries and upgrades,
so you can grow your revenue per
passenger**

**Differentiate yourself, so you
can grow your market share**

**In today's indirect channels,
passengers only see a brand,
a time and a price**

**Your product is treated as a
commodity**

**This is a huge missed
opportunity**

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MIA ↔ **MSP**
Round Trip
Jul 1 – Jul 3
1 Passenger

Miami, FL Minneapolis/St Paul, MN

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WE ARE READY WHEN YOU ARE.

Offering industry leading flexibility - We are extending travel credits for affected travel until September 30, 2022. >

Terms apply.

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THE DELTA CUSTOMER EXPERIENCE

Supporting You Through Your Travel Journey



CAN I CANCEL/CHANGE MY FLIGHT?

We understand you have questions. Learn more about our simplified waivers and find out if your upcoming >



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If your trip has been impacted by coronavirus, it's easy to cancel or change your flights. Learn how to >



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Information is more important than ever. We pledge to share updates with you as quickly as possible, with >

**Travel sellers want to provide
a great customer experience**

**To provide that great experience,
travel sellers need rich data**

The “pipes” of our industry don’t support this kind of data today

**Upsell with ancillaries and upgrades,
so you can grow your revenue per
passenger**

**In 2019, airlines generated
\$109.5bn in ancillary revenues**

CarTrawler Worldwide Estimate of Ancillary Revenue (2019)

**Only a small fraction of these sales
come through indirect channels**

In this case, it's not that your products are treated *badly*

**Your products aren't even on
the shelf**

**This is a huge missed
opportunity**

Configure Your Trip | Enter Passenger Details | Choose Payment Method

Please choose your flights

Please note: Due to the current developments related to the Coronavirus, Lufthansa, Austrian Airlines, SWISS, Brussels Airlines and Eurowings offer various goodwill rules for rebookings. Detailed information on whether these goodwill policies are applicable for your booking can be found [here](#)

Based on your request we have routed you to our ticket shop in Germany. The displayed currency is Euro (EUR) and your payment card will be charged from a merchant in Germany.

[Frankfurt/Main, Frankfurt](#) | [Shanghai, Shanghai](#) | 08.08.2020 | [Modify search](#)

Your Shopping Cart

Flight Tickets

- Please select flight -
1 Passenger(s) 0,00 EUR

Total price: 0,00 EUR
incl. taxes, fees & surcharges

Redeem your miles flexibly

Use your miles! You can settle up to 100% of the price of your flight with your Miles & More award miles!

[Login and spend miles](#)

Frankfurt/Main - Shanghai

Thu 06.08.20	Fri 07.08.20	Sat 08.08.20	Sun 09.08.20	Mon 10.08.20
from 2.455,36 EUR	from 2.455,36 EUR	from 2.455,36 EUR	from 2.455,36 EUR	from 2.455,36 EUR
Sort by		Economy		
Number of stops		Flex		
17:10 - 09:55 0 Stops 10 h 45 min	FRA - PVG LH728			2.455,36 EUR
22:05 - 14:50 0 Stops 10 h 45 min	FRA - PVG LH732			2.455,36 EUR
07:40 - 07:05 1 Stop 17 h 25 min	FRA - ZRH LX3601 Operated by LUFTHANSA CITYLINE FOR LUFTHANSA ZRH - PVG LX188 Operated by Swiss International Air Lines			2.463,57 EUR
08:45 - 07:05 1 Stop 16 h 20 min	FRA - ZRH LX1069 Operated by Swiss International Air Lines ZRH - PVG LX188 Operated by Swiss International Air Lines			2.463,57 EUR
09:40 - 07:05 1 Stop 15 h 25 min	FRA - ZRH LX3603 Operated by Lufthansa ZRH - PVG LX188 Operated by Swiss International Air Lines			2.463,57 EUR
09:50 - 06:00 1 Stop 14 h 10 min	FRA - VIE OS122 Operated by Austrian Airlines VIE - PVG OS075 Operated by Austrian Airlines			2.475,19 EUR
10:50 - 06:00 1 Stop 13 h 10 min	FRA - VIE OS134 Operated by Austrian Airlines VIE - PVG OS075 Operated by Austrian Airlines			2.475,19 EUR
11:50 - 06:00 1 Stop 12 h 10 min	FRA - VIE OS7204 Operated by Lufthansa VIE - PVG OS075 Operated by Austrian Airlines			2.475,19 EUR

[Show more flights](#)

**Passengers *can* come to the
airline.com afterwards - but will they?**

Most of these ancillaries have no marginal cost - they go straight to your bottom line

**Travel sellers want to provide
a great customer experience**

The “pipes” of our industry don’t fully support ancillaries today

Where does Duffel come in?

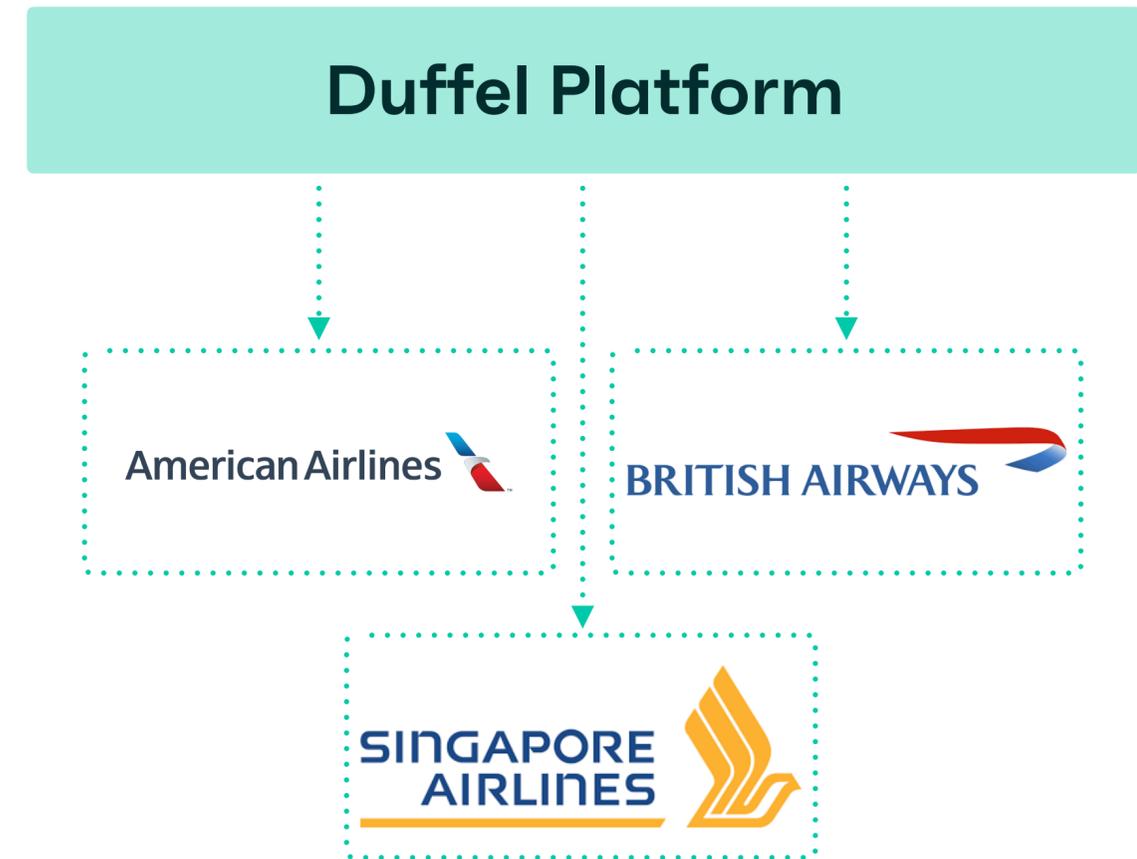
**Delivering the airline.com
experience through travel agents is
a big revenue opportunity**

**Travel sellers want to provide
that great customer experience**

**But the infrastructure that powers
the industry today gets in the way**

**We're rebuilding that
infrastructure**

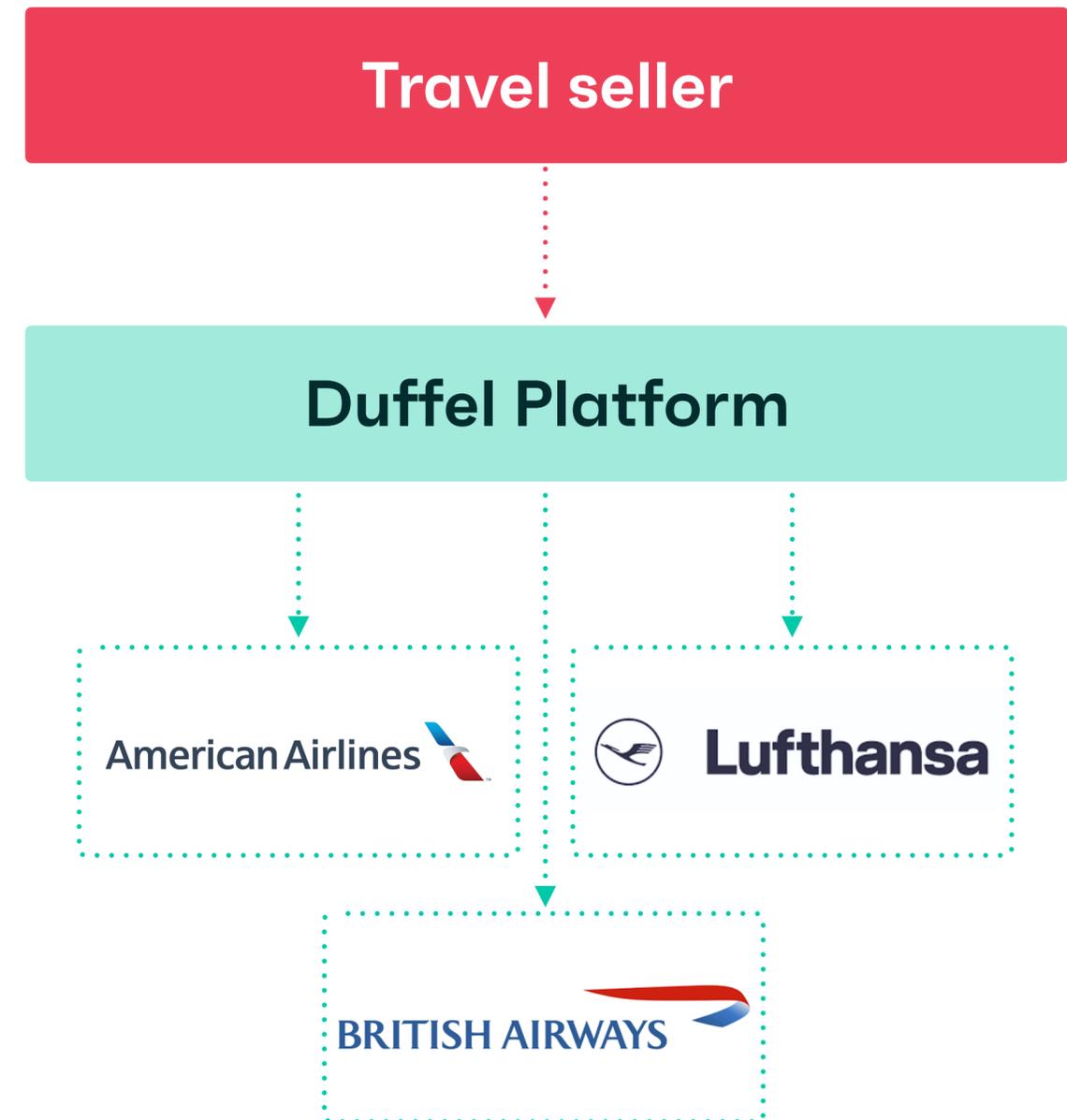
We're starting from scratch, building brand new pipes direct to airlines' reservation systems



Travel sellers could do this themselves - but it's way too expensive and time-consuming



With Duffel, travel sellers only have to build one connection to get rich content from across the industry



We can distribute airlines' full product ranges, including ancillaries

**Rich data to enable a 21st
century customer experience**

**For the travel seller, it's
incredibly simple**

One simple API integration

We handle the differences between airlines, so travel sellers can turn on new carriers in one click

American Airlines 



UNITED 
⋮

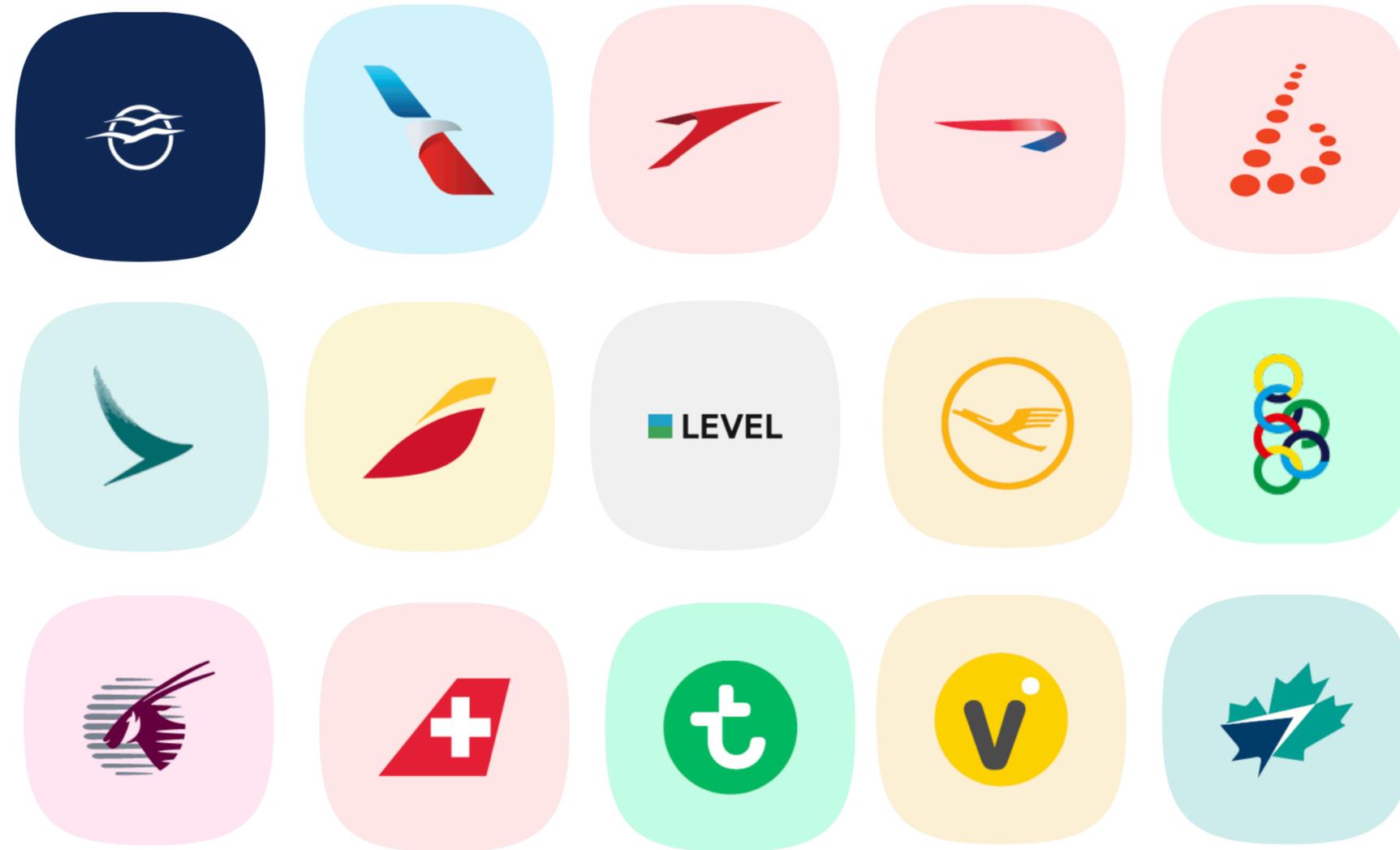


BRITISH AIRWAYS 



One mid- and back-office feed

We're already distributing live inventory from 15 airlines, with many more to come

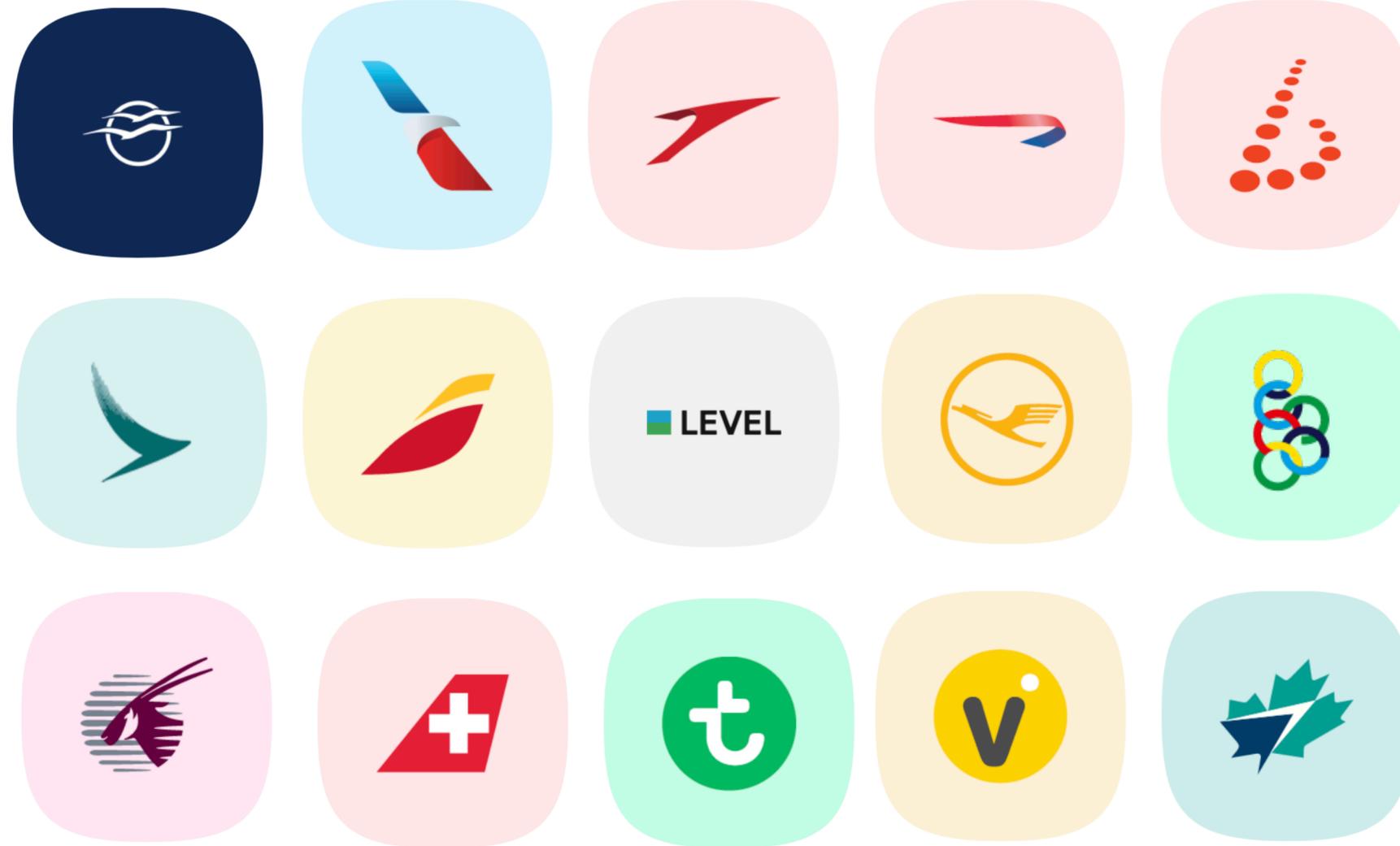


We're in a great position to grow, with \$56m funding from Benchmark and Index Ventures



We're fully engaged with the industry's initiatives, so we can drive value for airlines





**Working with Duffel is risk-free
- there is no cost for our tech**

**Let us build a direct connection
to your reservation system**

**You don't need to have NDC - we'll
take care of everything for you**

**We'll help you distribute your full,
rich inventory to travel sellers**

**Together, we can bring the
airline.com experience to wherever
your customers shop**



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