



IATA Webcast

**A Production-ready Solution to forecast and
price under complex market conditions**

April 2020



FLYR provides a **Commercial Operating System for Airlines**, unifying their data to maximize revenue through Deep Learning

“Legacy revenue management systems have become useless. We need a solution that works under unprecedented market conditions”

Unlike any other solution, FLYR’s platform ingests and understands market context, enabling high-quality pricing decisions, even under extreme conditions



Airline-optimized Data Infrastructure

Standardization and centralization of all commercial airline data is an essential prerequisite for enabling new, data-driven capabilities



Deep Learning / AI based Revenue Management

To maximize airline revenue, our pricing decisions automatically consider all commercial data and marketplace conditions



Hyper Targeted & Highly Reactive

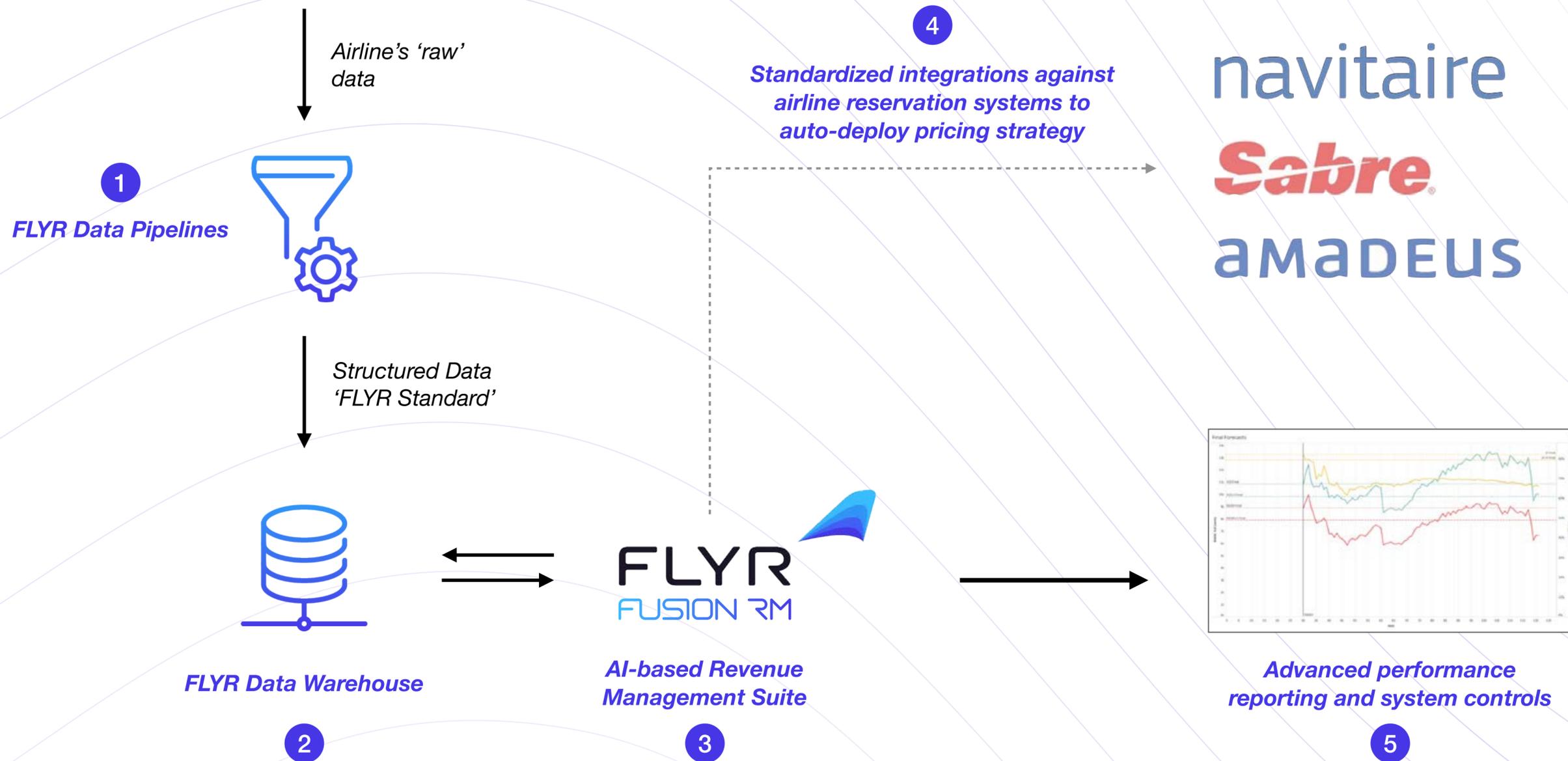
Distribution channels, location, events, loyalty program information, etc. are considered in real-time



Efficient Distribution

While we output the optimal 'selling price' opposed to traditional inventory controls, we can distribute strategies into any PSS

Compatible with all existing airline systems, FLYR FusionRM manages the airline's commercial data in one place and maximizes revenue with AI



		Legacy RM Vendors
Forecasting Focus	Establish the right price	Allocate Inventory to Fare Classes
Data	Schedule Inventory / Capacity Bookings Real-time Events Search Demand Competitor Capacity Competitor Pricing Marco Economics (e.g. GDP) Loyalty Programs Weather Ancillary Revenues	Schedule Inventory / Capacity Bookings Static Events (entered by the airline in advance)
Optimization Frequency	Continuous	Once per Day
Revenue Focus	Total Revenue (Fares + Ancillary)	Fare Only

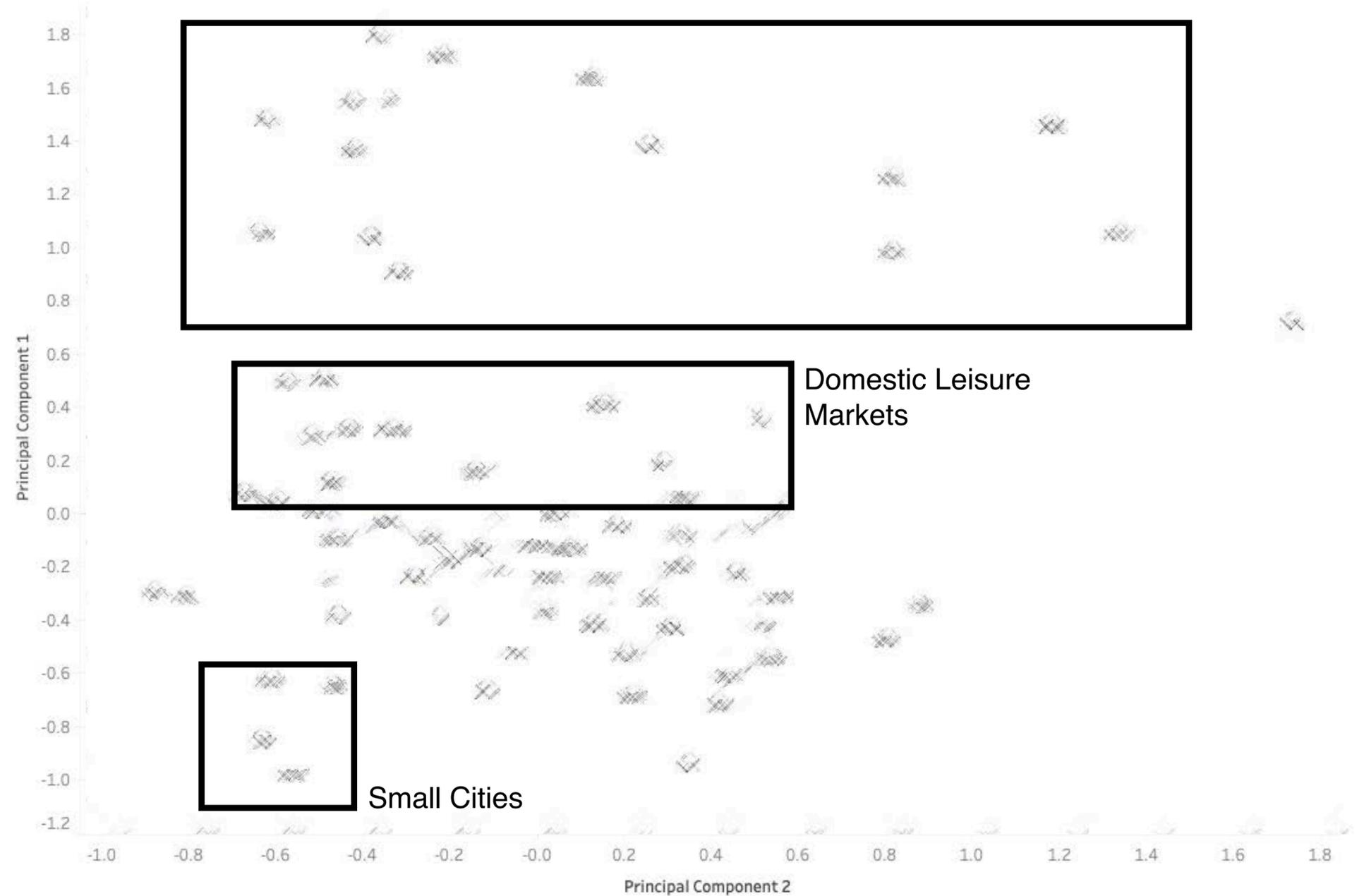
FLYR's FusionRM Revenue Management Platform automatically evaluates the impact of changes that were traditionally only identified by human analysts and implemented in form of 'rules' that simply override the pricing solution.

What are Market Embeddings?

Each time our model is trained, each airport or route is assigned two 20 dimensional vectors that characterizes how similar or dissimilar the airport is compared to all other airports.

- These vectors allow the model to learn without being constrained to a single market.
- This type of training enables us to learn from a route's history as well as from identified similar routes.
- The model is even able to create optimized outputs for routes that have never been flown!
- The model has not been fed any geographical location information as input data.

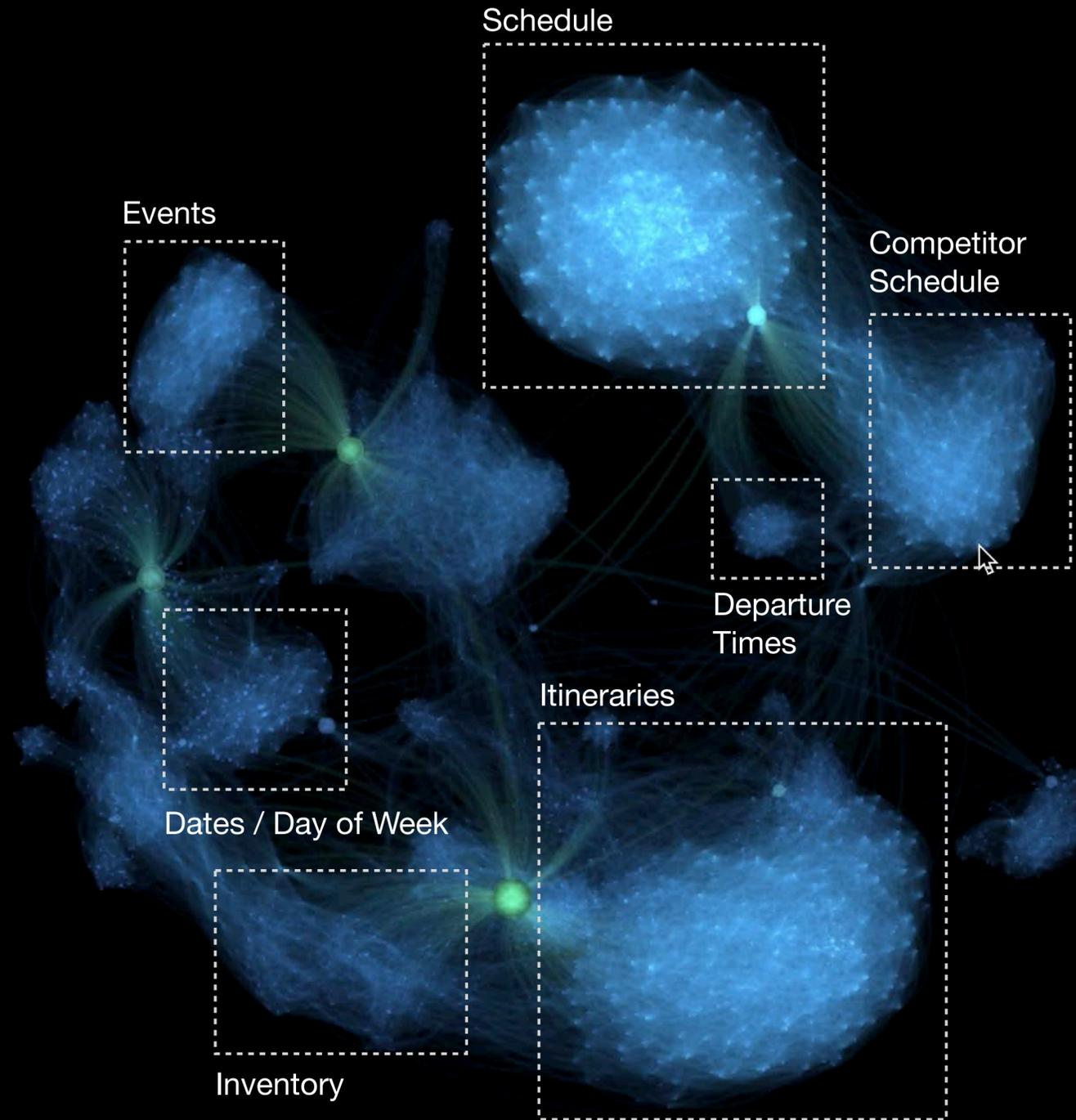
Leisure Markets are implicitly identified as extremely dissimilar from Business Markets.



Airport Codes are hidden for customer confidentiality purposes

Unlike existing systems, we:

- Consider all variables that influence performance
- Assess their impact on revenue
- Determining the optimal pricing strategy to maximize the outcome



Data sources we consider

- Schedule
- Competitor Schedule
- Revenue build
- Load factor build
- Bookings
- Search Activity
- Capacity
- Competitor capacity
- Pricing/Fares
- Competitor Pricing/Fares
- Ancillary attach-rates
- Revenue accounting
- Channel mix
- Promotions
- Marketing Campaigns
- Events
- Product mix
- GDP
- Weather forecasts
- Loyalty programs

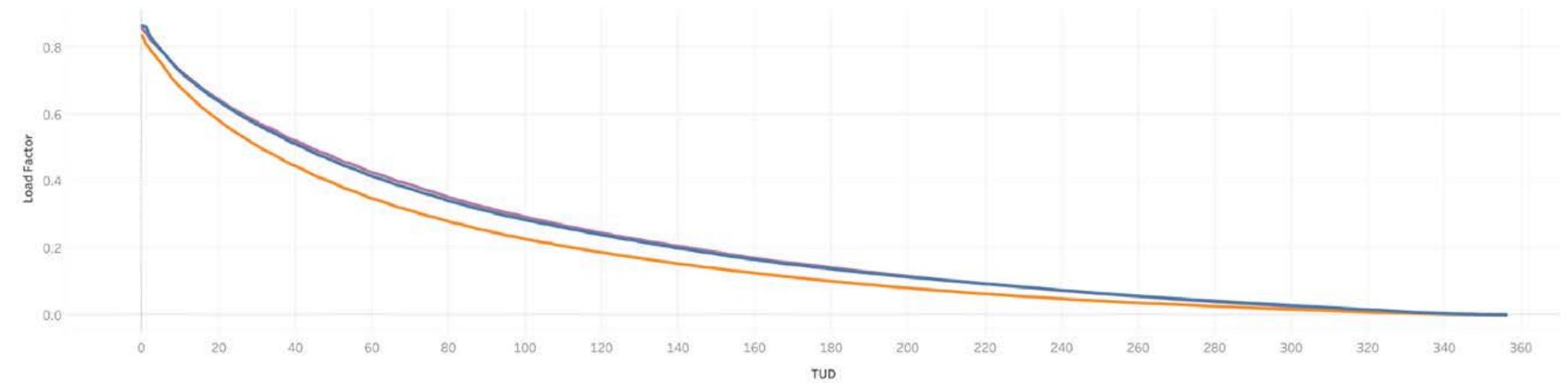
What are eRASK and eLF?

Once our model is trained with all of the airline's commercial data, it develops a highly-accurate understanding of the relationship between revenue and factors such as schedule, capacity, frequency, competitor pricing & capacity, events, etc.

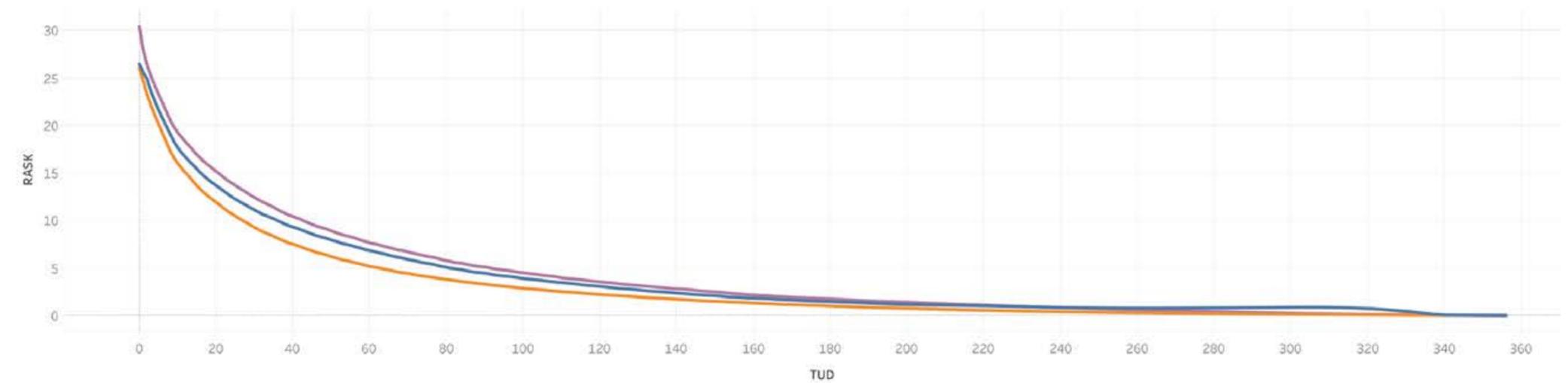
We continuously update these forecasted outcomes and expose them to our airline clients, enabling them to identify and understand the impact of changes in the marketplace or their own network.



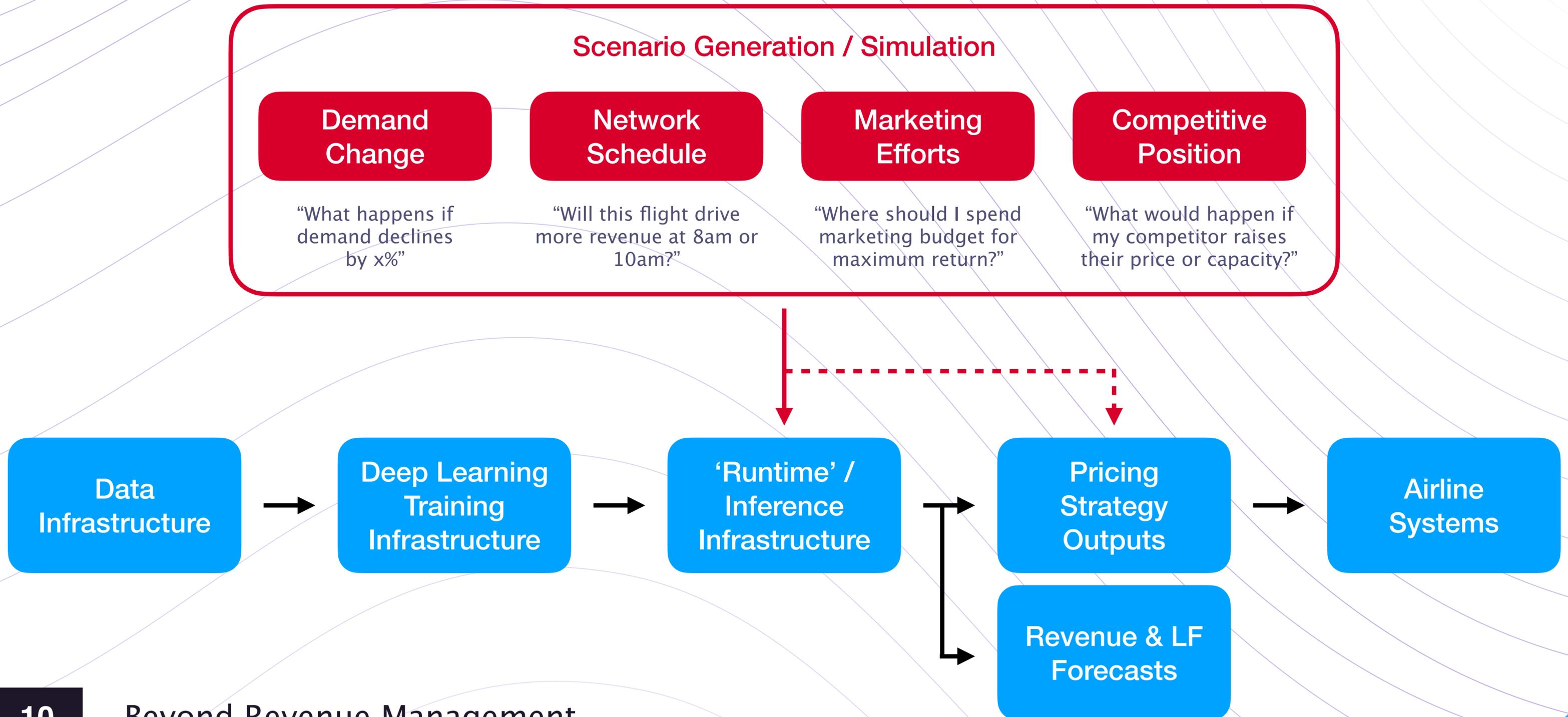
eLF vs TUD



eRASK vs TUD

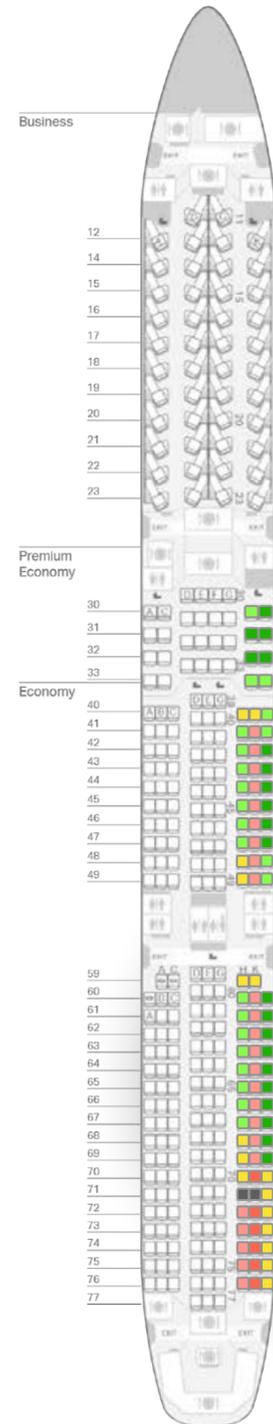


Built on top of our existing infrastructure, we can evaluate revenue outcomes based on arbitrary or simulated information, **answering complex questions that used to be guesswork**



Not Limited to Fares

To evaluate the revenue opportunity associated with pricing of seat selection, or to establish how the airline product experience can be further improved for frequent flyers by automatically retaining seats, FusionRM can establish a score for each seat on a flight based on remaining inventory and network-wide seat selection data.



1. Establish Scores

0.86
0.56
0.69

Seat taken

** Seat scores are established by taking into account which seats are still available as context is essential*

2. Map Scores to Price



THIEL

FLYR's Series A investment round was led by legendary investor and entrepreneur Peter Thiel (PayPal, Facebook)

G42

A major investor in FLYR, Group 42 is a leading applied AI research firm across various sectors

jetBlue

Customer and Investor, JetBlue has participated in multiple investment rounds

WTI

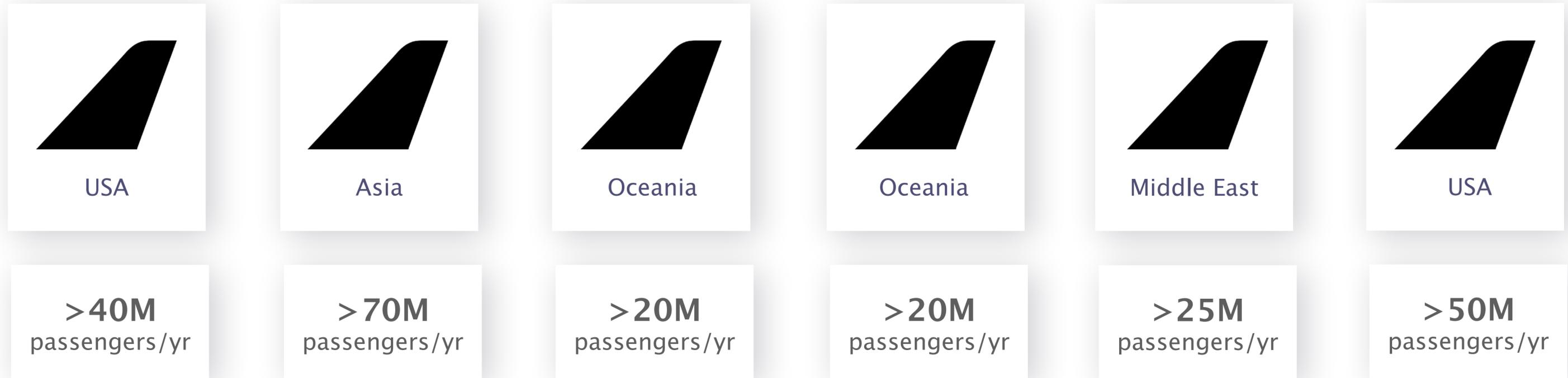
Famous for their investment in Facebook, WTI has been a long time investor in FLYR

streamlined

FLYR's first institutional investor that has participated in multiple investment rounds

Over \$30M Raised to-date

Major Airlines across the world already rely on our Solutions for Pricing Strategy and Intelligence





**Let's work together on a strong &
smart recovery from COVID19**

Alex Mans
alex@flyrlabs.com