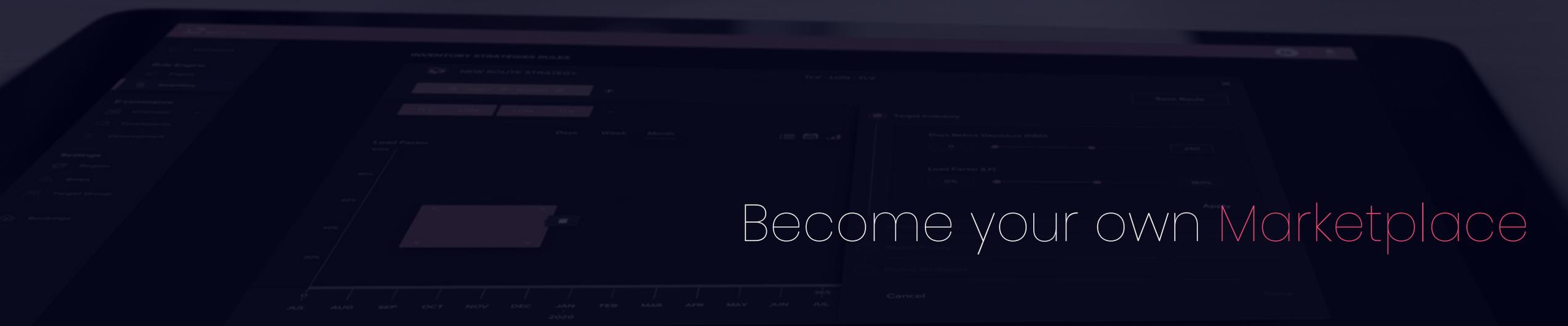
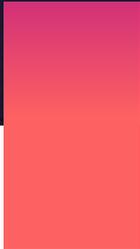


Full Retail Platform for Airlines

A tablet is shown in the foreground, displaying a dark-themed dashboard with various charts and data points. The dashboard includes a sidebar menu on the left, a main content area with a large chart, and a right-hand panel with several smaller charts and controls. The text "Become your own Marketplace" is overlaid on the bottom right of the tablet screen.

Become your own Marketplace

Introduction



About us

Fareplace is a travel tech company, with offices in New York, USA & Tel Aviv, Israel.

Fareplace provides services to airlines around the world, helping them generate millions in new revenue.

About our Business

A vertical bar with a red-to-pink gradient, positioned to the left of the "What we do" section header.

What we do

FarePlace is a full retail platform which empowers airlines with new pricing and product capabilities, helping airlines to become their own marketplace within weeks.

- ✓ Over 5 years of lab research
- ✓ Cloud based & scalable
- ✓ True disruptive technology
- ✓ Proven commercial success

Market Domination Achievements vs. Failures

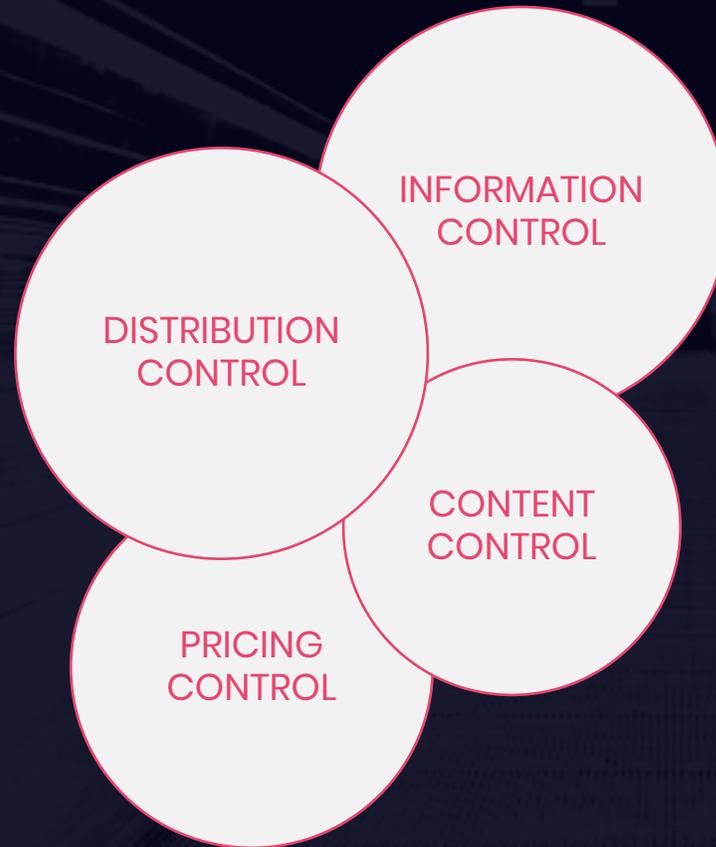
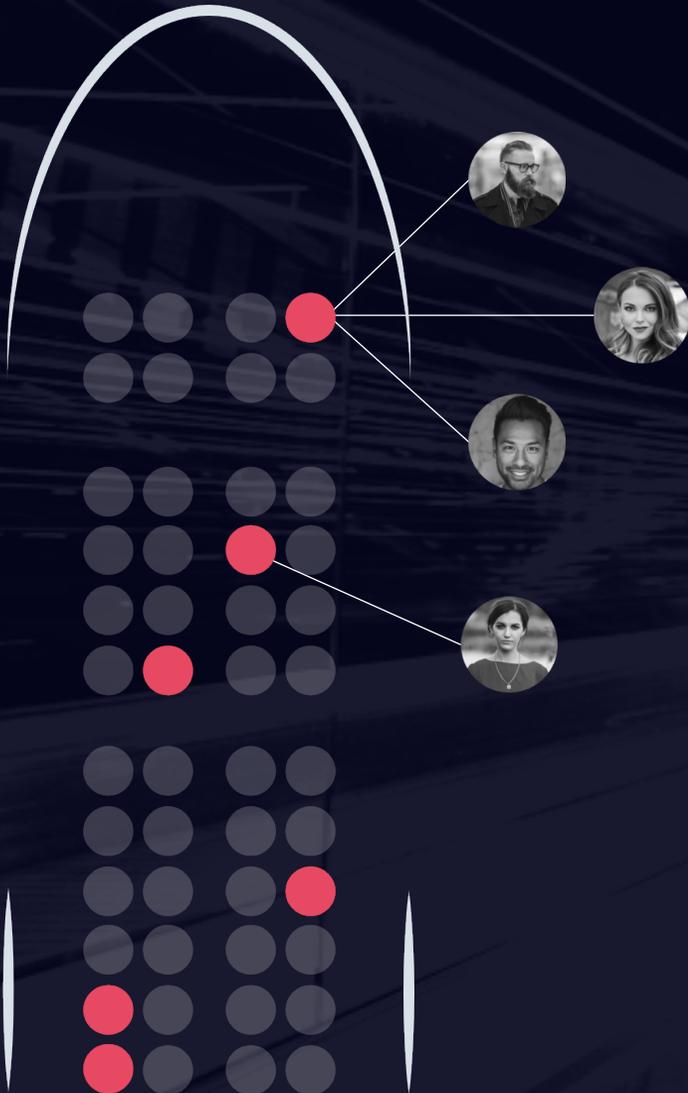
Airlines: zero control

- ✓ Transport 4 Billion customers a year with limited to no data.
- ✓ Disclose information causing price wars & loss of revenue.
- ✓ Pay commission on every sale, made at any scope.
- ✓ Guess average fares (class rigidity) based on strict segmentation.

Google: full control

- ✓ Holds information about 4 Billion users world-wide.
- ✓ Shares information while hiding fares to increase revenue.
- ✓ Gets commissions from every sale, made at any scope.
- ✓ Negotiate fares (reverse bidding) based on willingness to pay.

Problem Conclusion



How does a Marketplace beat any business model ?

- ✓ **Control of distribution** is achieved by owning multiple distribution streams.
- ✓ **Control of information** is achieved by channeling traffic in-house.
- ✓ **Control of content** is achieved by becoming a content hub for vendors.
- ✓ **Control of pricing** is achieved using 1-on-1 negotiation, while keeping prices out of sight.



Bring the power and control of marketplaces
to the airline industry



FarePlace Technology

FarePlace combines proactive total revenue management with diverse content to negotiate and book real-time transactions for every customer using artificial intelligence.

“Content vendors like hotels will compete to join and sell through your marketplace, all under your control.”



Built in commercial applications
to get started right away



Fully compatible with any PSS and
revenue management system



Fully automated,
guaranteed higher yield

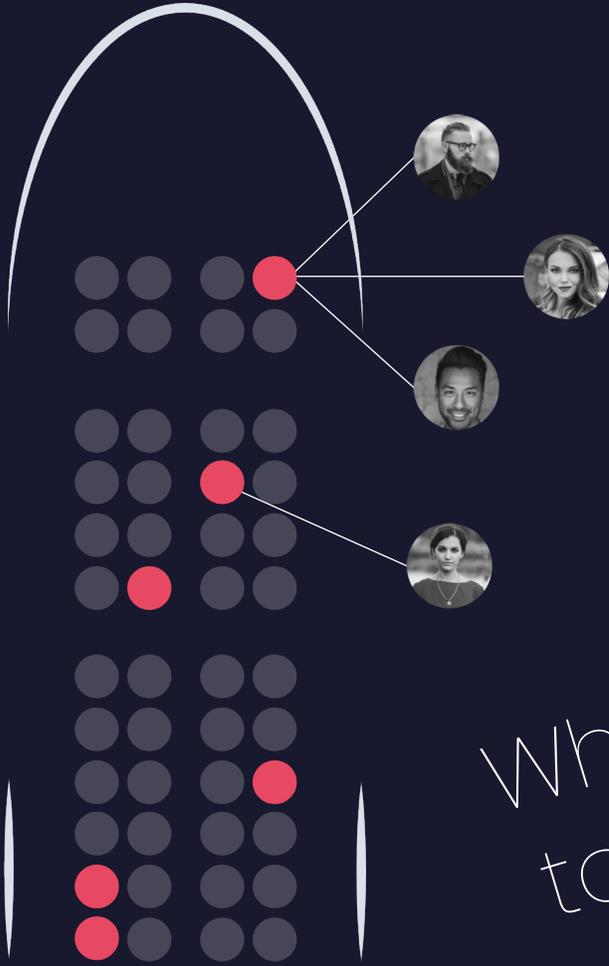
World's Smartest Marketplace



FarePlace Demo



Loading ...



What does it take
to become your
own Marketplace?

Covid-19 Ready

FarePlace is offering free deployment for airlines who want to get organized for the post Covid-19 era. You will be charged on a success-basis only.

- ✓ Up & running within weeks
- ✓ Zero change to existing systems
- ✓ Proactive revenue management
- ✓ Includes rich products & content
- ✓ Reverse bidding & auto pricing
- ✓ Connect your own apps & ideas



Thank you for your time
and participation



Learn **More**

144 Begin Road, 38 Floor, Midtown Towers Tel Aviv, Israel

Fareplace.com

info@fareplace.com