# TravelPass.

## Product Statement

Subscriptions are becoming second nature for many consumers, and the examples are to be found in all walks of life. Whether it's entertainment, food, or communications, consumers are learning they can do more than just shop for individual products or services. More and more, they are choosing preferred, long-term providers. And companies are getting the message, not just about what consumers want, but about the advantages of becoming a preferred supplier.

Mobile telecom providers have seen the light of subscription retail, rental car companies offer car sharing deals, entertainment channels offer subscription streaming – even online grocers tempt shoppers with packages designed to keep them coming back for more, and not surfing the net for deals.

While airlines tend to concentrate their market battles around pricing, subscription travel offers them the opportunity to compete on more than just price. The technology is 100% configurable to an airline's specific business logic and they can decide the terms for cancellation and refunds, rebooking and billing. In addition, TravelPass opens the opportunity to create products that can be configured to different fare families and fare classes whilst allowing for exemptions on flight range, time of day and day of week in the product set up.  This gives all airlines the opportunity to set themselves apart by defining their own unique set of parameters.

Subscription travel is faster, more flexible, and easier, both pre- and post-flight. The simplified travel process alone could be enough to convince many travellers that this is the way to go.

For repeat travellers, subscription is the future. TravelPass enables airlines to offer prepaid trips, unlimited trips and pay as you fly to their frequent customers. Travelers experience outstanding flexibility and corporate buyers enjoy cost efficient travel management. Embracing subscription products helps airlines maximise high yield revenues and in order to deliver on convenience, subscription travel solutions will have to be accessible from multiple platforms. As the first mover in the field, TravelPass has all the bases covered, the interface is fully mobile and intuitive, and up to 60% quicker to use than a standard airline web page or app. TravelPass subscriptions are available as three product categories: Trips, Unlimited and Pay As You Fly, all of which can be set up to be valid for single or multiple travellers.

**Trips**

TravelPass Trips is a prepaid solution designed for frequent travellers flying on a regular basis between two destinations or within a zone. The airline designs the number of trips included in the product(s), from 1 to infinity. Airlines can also set different business rules assigned to the products such as whether a trip should be debited at the time of booking or upon completion, giving them maximum flexibility to design products designed for their market and customers.

Several products can also be combined. For example, if a passenger has a Trips product between two destinations, they can also have another Trips product for other destinations and also a Pay as you fly product. The TravelPass system recognizes the different products associated with that particular customer.

**Unlimited**

TravelPass Unlimited is a prepaid solution that is designed for frequent travellers flying on a regular basis between two destinations or within a zone during a given period of time. The airline designs and

sets the duration of the products, making Unlimited very flexible. Reservations can be charged after trip is completed, eliminating the need for reissue or refund of tickets.

### Pay As You Fly

TravelPass Pay as you fly is based on (negotiated) fares that the airline has with corporate customers. With Pay as you fly, reservations can be charged after a trip is completed, eliminating the need for reissue or refund of tickets or it can be configured to charge at point of booking. Payment is made after TravelPass receives flown data from the airlines' DCS (departure control system) or at the point of booking if preferred. If the airline wishes to introduce a rebooking fee or a no-show fee, they may do so in the administration tool.

### Corporate Travel Management

Traditional Corporate travel management is both time consuming and costly. With TravelPass, the whole process is easier, quicker and more efficient. TravelPass enables more accurate budgeting and cash flow forecasting, together with better expense management and travel policy compliance. Not only does this reduce the overall cost of travel for the corporate, it also significantly helps the corporate discharge its duty of care responsibilities towards its employees.

### Product Set Up

For Airlines, setting up and maintaining TravelPass is easy. Using the web administration tool, and in only a few steps, the new product is published to the desired markets and segments. Customers wishing to buy a TravelPass, go to the Airline's webpage, call the call centre or visit their Travel Agent and select their preferred TravelPass product(s). When the product(s) has been purchased, it's ready to be used straight away with no further payment processes (for prepaid products).

### Traveller Experience

When a traveller books a trip using their TravelPass, the whole process is up to 60% faster. This is because the traveller's profile already contains all the necessary information and the booking has no associated payment process. A TravelPass booking is easier for the traveller, as they can make a booking on their mobile without the need to print documents or claim anything.

### TravelPass History

The TravelPass product has been in operation for over a decade with Scandinavian Airlines (SAS) and was until recently a proprietary product. Braathens IT originally built the product specifically for SAS but acquired the full global commercial rights to the TravelPass suite of products during 2014 and this now puts us into the position of being able to offer it to the world's airlines for the first time. For clarity, Braathens IT has the commercial rights to the product in perpetuity.

### TravelPass Product information

TravelPass is provided on a Software as a Service (SaaS) basis and works by integrating into the PSS system of the customer airline as well as other necessary functions such as Payment Service Providers (PSP'S), Revenue Accounting, DCS, etc. TravelPass is offered as a hosted service, meaning that the airline need not install or maintain software, hardware, or go through complex implementation projects. We offer hosting in a private cloud environment designed specifically for running TravelPass with exceptionally high levels of security.

Our standard offering includes premium data centre facilities with global coverage, secondary site with real time data replication, single point of contact 24/7 support, and SLA with uptime promise and all necessary licenses. As an Oracle gold partner, Braathens IT provides TravelPass in combination with a wide range of proven Oracle products.

- Premium data centre facilities and network infrastructure provided by IBM/Softlayer
- Independent fail-over site at different geographical location with data replication
- 24/7 emergency telephone and ticket support
- SLA including 99.5% uptime and defined support response times depending on severity

TravelPass works within the GDS environment as well as through direct channels and online and on mobile.

TravelPass opens the world of ticketless travel to both the airline and the customer, offering significant benefits for both. The customer will value the ease of use, especially in terms of changes to bookings, while the airline benefits from reduced manual processing costs, reduced e-ticket handling costs and a reduction of complexity in purchase and servicing processes.

When using the TravelPass Ticketless option, no clearing via BSP (Bank Settlement Plan) is required, but it is optional. Distribution is done utilizing the IATA standard ETLP, which is supported by all PSS providers. The ticketless solution offers direct and standard reporting to revenue accounting, handled as a normal ticket sale in the reporting system.

At the same time, airlines can opt to use e-tickets, taking advantage of the benefits of the current e-ticket processes within the airline including the ability to work with codeshare partners. TravelPass also provides standard reporting to the airline's revenue accounting system. The main benefit of using e-ticket is the handling on other airlines in cases of travel disruption. For most airlines, it is recommended to start using TravelPass with the ticketless option.

TravelPass integrates with major industry PSS systems, including Amadeus, HP and others. A wide range of supporting functionality is available in a menu of parameters and options. The system is compatible with modern mobile technologies as well as industry standards like NDC. A typical TravelPass integration takes three to four months.

*This illustration shows a typical integration (blue areas are included in the TravelPass product). Other related resources, like PSP, loyalty and customer databases are integrated according to the airlines' requirements. TravelPass' library of connectors and web services is built to fit into airline industry systems. The enterprise class software platform, including latest web service API's and message driven architecture and supports modern integration frameworks.*
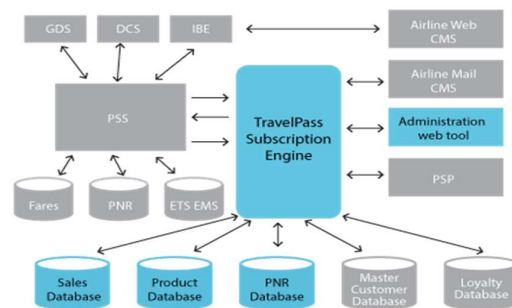


**Web Administration Tool**

The web administration tool allows the airline to create and maintain different products for both public and corporate clients. This is achieved using a web page with login credentials. The tool provides different business logic that can be configured according to the airlines' needs, and a wide range of functionality is available in menus of parameters and options.

Reports and statistics are also available for viewing in the browser or export to Excel or other formats. Access to travel history is available online for the traveller as well as the travel management function for each corporate client.

With this flexible tool, new products can be created and offered in only a few steps.

**Unique Product & First Mover Advantage**

To our current knowledge we are the only provider to be able to offer a subscription model product to Airlines in the fully automated & comprehensive way that TravelPass works. As such, we currently believe that our TravelPass product holds a unique position in the Airline Industry.

The TravelPass product not only delivers the commercial and loyalty benefits of a fully integrated subscription model but also drives disruptive innovation in the industry and significantly encourages customers to migrate to direct channels and increase customer self-service.

Our current customer airlines are all based in Scandinavia and hence TravelPass offers a significant first mover advantage to airlines based in other geographies.