

High-value customer acquisition

Elite status is a powerful tool



5% of loyalty members drive 30% of airline revenue



>75% of cobrand credit cards

Traditional airline status match tools

- Slow & clunky
- Resource intensive
- Fraud ridden
- Cost more to operate than the value they can bring



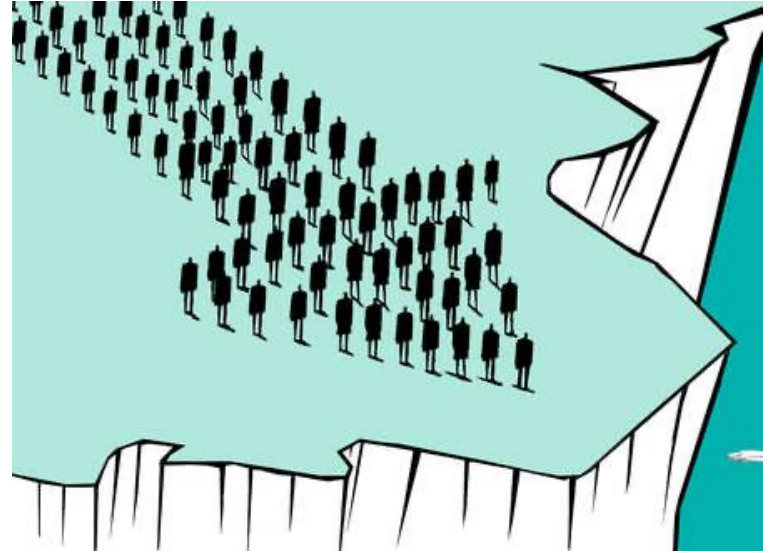
We are building the future of customer acquisition

- **Lightning-fast processing, leading to more airline revenue**
- **Fully outsourced. No cost to airlines**
- **Beautiful CX. Get more customers, faster**
- **Eliminate fraud**



Opportunities: Status cliff of 2022 – winners & losers

- Free status extensions are not sustainable
- 50% of elites worldwide due to downgrade
- Most airlines are not set up to manage the revenue cliff that is coming
- There will be winners and losers



Milestones since launch

- \$50,000 sales on launch day
- Profitable from day 1
- 6 major airline brands launched in 12 months
- \$600M new value created for our airline & hotel partners



Major clients in past 12 months



Ultra-valuable traveler database

- ~ 100,000 users
- Users from 85 different airlines
- Worth >\$700m in travel spend
- >\$5.5bn in cobrand card spend
- Larger elite base than some airlines



StatusMatch proven outcomes

- Up to 60% book and fly within 30 days
- Up to 30% get the cobrand credit card within 90 days
- 90% earn a point within 90 days



Proven team of industry experts



Mark Ross-Smith



Stuart Melim



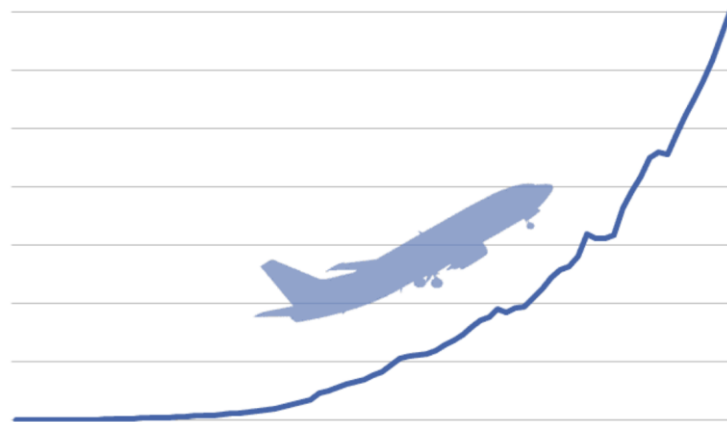
Phil Gunter

Founders have a combined
50 years of airline experience



Elite status drives airline growth

- Elite members spend more, more frequently
- Higher yield fares
- Less price sensitive



Elite status members = sell more tickets



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<https://www.youtube.com/watch?v=FNfxsttYXXo>