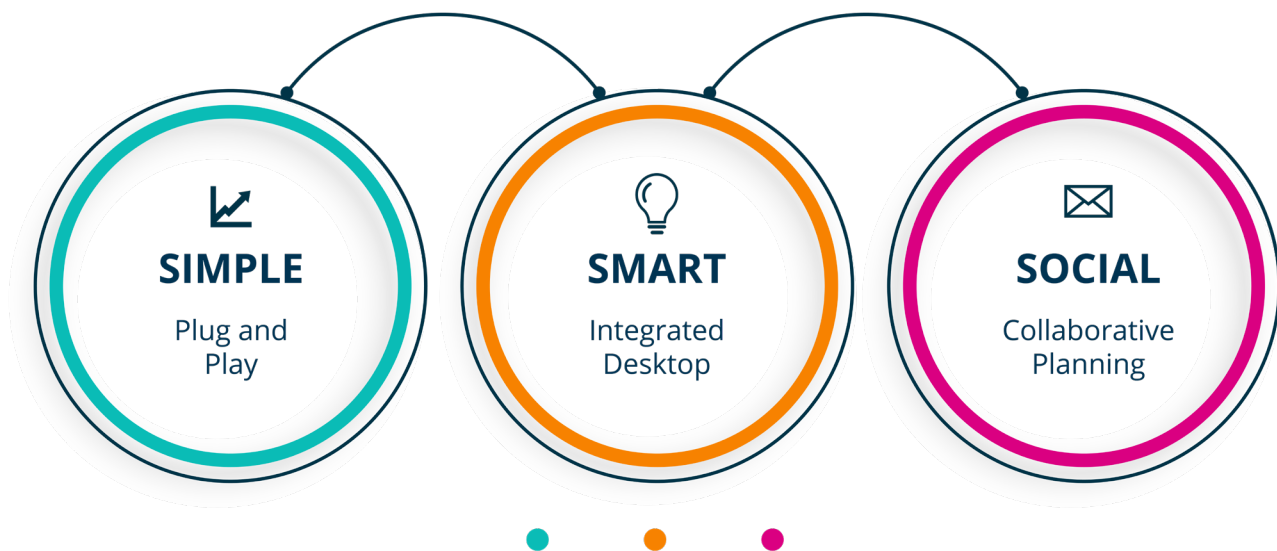


12
ONE

THE FUTURE HAS ARRIVED





THE FUTURE HAS ARRIVED



Power to the Travel Agency Group

The central control panel enables full visibility of agency members' performance, with bespoke business intelligence, administration and unique marketing tools



**REAL TIME MONITORING OF AGENCY
INQUIRIES AND BOOKINGS**



CENTRAL DATA ANALYSIS



ENQUIRY AND BOOKING REPORTS



**AGENCY COMMISSION EARNING SET
CENTRALLY**



**ADD TRAVEL AGENCY GROUP
PRODUCTS AND CONTENT**



**CUSTOMIZED TRAVEL AGENCY
BRANDING**



**UNIQUE HOT LEAD GENERATION
TOOL FOR SUPPLIER MARKETING
OPPORTUNITIES DIRECT TO CUSTOMERS**



**CENTRALLY MANAGED AGENT/AGENCY
REWARDS PROGRAM**

one:1

The new Travel Landscape





Inspiration and Discovery – Lead Generation Tool

Centrally managed auto-marketing, will post content on each agents social media pages, generating a real-time hot lead, whenever the post is shared or viewed



Planning and Shopping – Customer (B2C) and Agent Meta-Search Tool

The equivalent of Trivago and Skyscanner for agencies, every customer search generates a notification to the agent and every agent search can be shared with the customer

- Airlines: 900+
- Hotels: 1.5 million
- Car Rental Locations: 28,000
- Cruise
- Tours
- Activities/sightseeing



Booking and Buying – Customer (B2C) and Agent Internet Booking Engine

Booking and payment can be made by the customer or the agent on behalf of the customer

- Payment processing
- Voucher generation
- Itinerary creation



Service and Experience – Dynamic Packaging Tool

The customer and the agent can add to the initial booking, shared through the Traveler Collaborator

- Enables upselling and on-selling to the booking to maximise revenues
- Itinerary enhancements such as hotel recommendations, local activities and car hire



Loyalty and Sharing – Collaboration Tool

The customer can share their inquiry, itinerary and booking with friends and the agent is able to track the shared link

- Extending the agents customer base
- Creates lifetime value
- Each traveller in effect has their own booking engine and the agent is notified of any searches and handles every booking



Back Office

Allows a complete personalisation to the agent and the agency – logo, colours and brand

Mid Office

A full business intelligence suite for analytics, reporting and customer relationship management (CRM)

Disrupting the Disruptors Power to the Agency!

The Platform is:

SIMPLE - it is “plug and play”, making it easy to understand and implement for the agency

SMART - connected by a single desktop, the technology sits at the heart of the agency business

SOCIAL - the unique and dynamic traveler collaborator itinerary tool provides the agent with a B2C link directly connected and personalized to all their customers improving the traveller experience from end to end

The travel industry world is changing at pace. Technology becomes more important on a daily basis; enabling the agent to stay relevant in the purchasing chain. With digital technology at everyone's fingertips, consumers have numerous channels available to research their travel options around when and how they decide to book. Due to rapidly growing digitalization, travellers expect personalized services, seamless experience, and immediate response to questions.

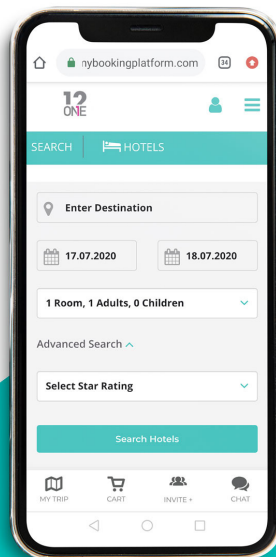
The future of the travel agent will increasingly require providing an exceptional experience across the full customer journey and executing a comprehensive, omnichannel strategy is going to be important for travel agencies to sustain competitive differentiation and succeed. As consumers and technology alike continue to evolve, travel agents must invest in mission-critical technologies to retain their customer base and attract new ones. But this comes at a cost which is not always affordable for smaller traditional travel agencies: – enter Snowstorm.

Snowstorm have developed a unique travel technology platform that is gaining massive traction around the globe. The technology provides the agents with all the tools necessary to compete with the major online players, with the added benefit of our unique real time collaboration itinerary manager for every trip. By marrying the knowledge and trust of a traditional travel agent with the latest technology and bringing these together through our collaborative agent booking solution, we are disrupting the market, giving the power back to the agent.

In addition to agencies being able to book their own content or book Snowstorm's global content, it is the technology options that sit on top of this breadth of product that creates the real difference, including B2B and B2B2C bookings solutions for business and leisure travel agents. The platform is fully mobile compatible, and the goal is to not only provide a great experience to the end user but to also maximize the revenue opportunity for the agent on each trip utilizing upselling and on-

Giving the Power Back to the Agent

one:1 is the leading travel platform that enables agents to compete directly with OTAs. We believe every agent should be able to increase their reach and drive sales 24/7. That's why we created a customizable environment that allows today's travel agent to work from anywhere. At every stage of the planning and booking process our unique "one to one" tool enables a shared travel experience between the customer and the agent, to monitor every interaction on a single, unique, personalized website.



About Snowstorm

What Defines Us

Snowstorm has created an all-encompassing, collaborative planning, searching and booking platform for travel agency groups, travel agencies, travel management companies and loyalty specialists. We empower agents from around the globe with technology that provides the perfect blend of human personality and technological efficiency, to not only compete but thrive in the travel marketplace.

Snowstorm's Customer Base

- Customers across 5 continents
- 60,000 users globally
- Leisure Travel Agents
- Travel Management Companies
- Loyalty Specialists
- Airlines

Software as a Service (SaaS) Technology

- Low Cost
- Simple to implement and use
- Flexible - one-stop shop or individual components
- Scalable
- Customizable to every agency and agent
- No maintenance/hardware costs
- No IT resource required
- Speedy implementation
- High performance
- Sales generating features



Core Functionality and Product

- 900 Airlines
- 1.5M Hotels
- 28k Car Rental Locations
- Worldwide Cruises
- International Tours
- Global Activities/Sightseeing
- Multi Language & Multi Currency
- Mobile Enabled
- Simple User Experience
- White Labels
- APIs
- 24/7 Multi Channel Contact Center
- Live Chat