

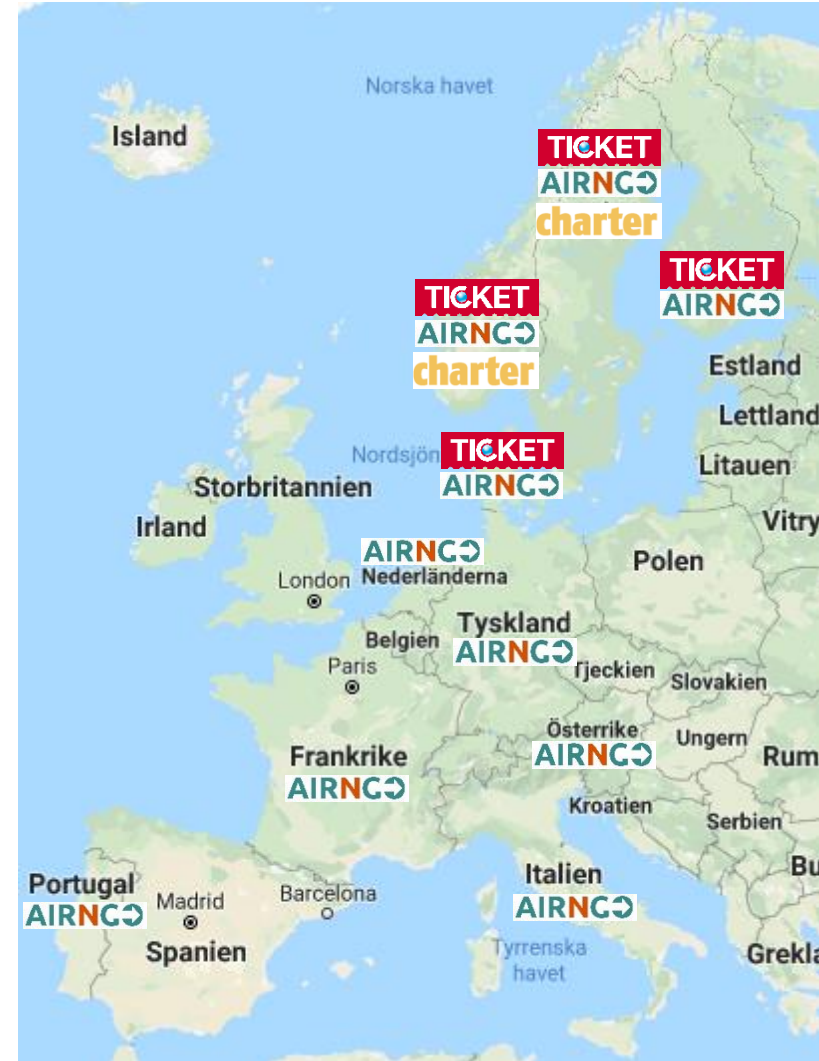


About Ticket



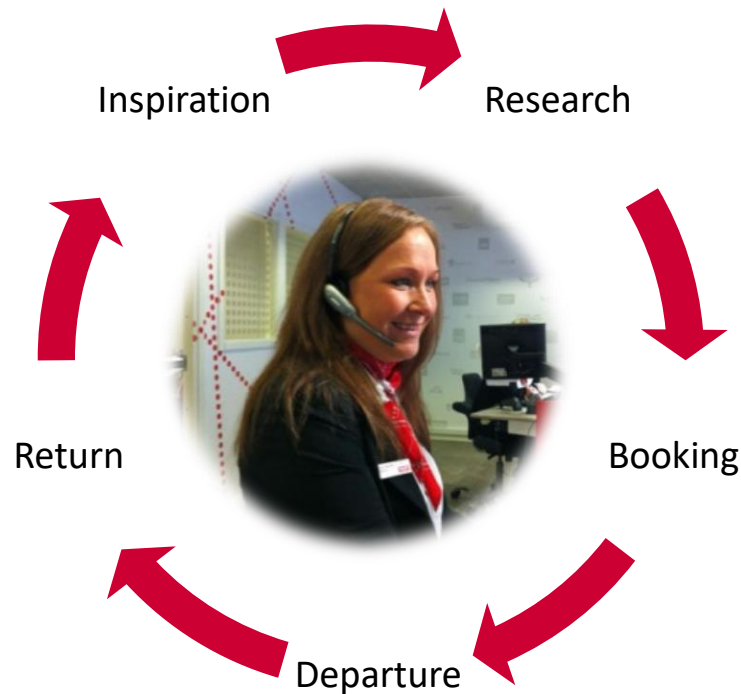
Ticket and Airngo

- 3 brands and 16 websites in 10 countries (omnichannel, OTA and metasearch)
- 650 MEUR turnover and 1,8 million travelers per year
- Scandinavia's largest leisure travel agent
- 70 stores and 330 sales reps
- Scandinavia's highest customer satisfaction



Omnichannel strategy – superior service

- Ticket develops all competence closest to the customer (in the stores)
- All sales staff handles all types of customers regardless of sales channel, product, location or type of case (no backoffice)
- Easy for the customer – short lead time for sales

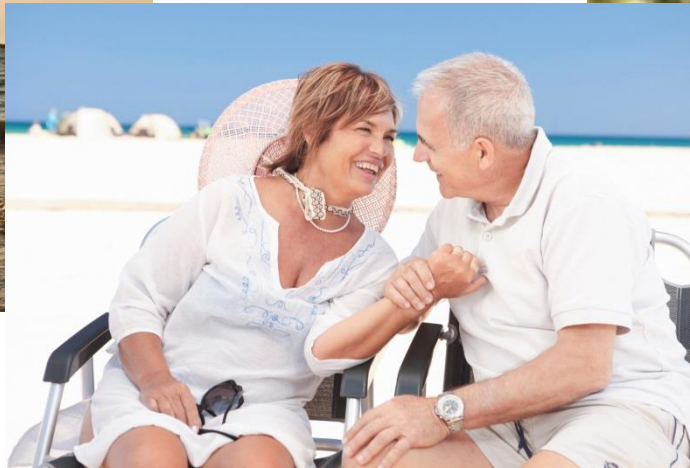


Main target groups



Families with children

- 35% of customer, 30% of net revenue
- Local but enjoy change
- 41 years old on average, live in house
- Both beach and city (London, Mallorca, New York, Bangkok)
- 65% Online, 35% Offline
- 20% chartered, 80% scheduled
- 61% read newsletters, 8 site visits and 23 searches per year (60% flight)



Older couples without children at home

- 43% of customers, 60% of net revenue
- Local, traditional, live in house
- Mainly beach (Gran Canaria, Mallorca and London)
- 50% Offline, 50% Online
- 1/3 chartered, 2/3 scheduled flight
- 61% read newsletters, 11 site visits and 28 searches per year (60% charter)



Young couples and singles

- 22% of customers, 10% of net revenue
- Global and enjoy change
- 29 years old on average, live in apartment
- Enjoy frequent travel, but cheaply and with light luggage
- Mainly city (London, Berlin, Bangkok)
- 75% Online, 25% Offline
- 15% chartered, 85% scheduled
- 56% read newsletters, 7 site visits and 20 searches per year (60% flight)

Statistics

Top 5 searched countries:

1. Spain (1)
2. Croatia (10)
3. Greece (3)
4. Portugal (NEW)
5. Italy (8)

Top 10 destinations in Italy:

1. Rome
2. Milan
3. Venice
4. Sicily
5. Florence
6. Bologna
7. Naples
8. Sardinia
9. Pisa
10. Turin

Wellness for our costumers



