Direct Travel Q&A

Q1. Do you believe TMCs will eventually connect directly to brand websites and bypass the GDS?

A: We have direct connections today to various suppliers so yes, we believe that direct connections are a reality today and direct content will be another valuable content source. That said, not all suppliers will have the ability or investment to create a direct connection so the GDS connections will still be a source of content.

Q2. You described the travel ecosystem and the need for integrations that largely exist today. What makes this solution innovative?

A: Avenir doesn't just connect and integrate separate tools. It replaces them with one system where travelers, advisors and travel managers all see the same data. Regional booking tools give way to one global platform, and monthly reports reconciled by hand give way to on-demand answers and proactive alerts. Most trip changes become self-service, with advisors stepping in with full trip context, so travel managers can focus on savings, policy, risk and traveler trends rather than individual bookings.

Q3. If Avenir is powered by Spotnana, how does Direct Travel's white-label offering differ from other TMCs powered by Spotnana?

A: A few ways:

1. Other TMCs are still treating Spotnana as a booking tool and are not incorporating the agent experience, so the agents are still using legacy tools and do not have the same content and traveler context to personalize.
2. We have built on top of Spotnana to add additional capabilities, such as our Ask Avenir Data Assistant that can in real time answer questions like "Where are my people?", get an instant report and insights and recommendations on what to do next.

Q4. Does Avenir overlay Spotnana, and is it available to Direct Travel customers that do not use Spotnana?

A: Yes, Spotnana is at the core of the infrastructure of Avenir. We do also have customers on other online booking tools and support those as well but are seeing more customers choose Avenir due to the value of direct access to content, data and service on a single platform.

Q5. What does Avenir do in practical terms?

A: Avenir is Direct Travel's single platform for corporate travel. Travel managers and travelers use one connected system for booking, servicing, reporting and program management, instead of separate tools for each. The problem it targets is fragmentation: disconnected booking tools, siloed data and service that varies from region to region. The Avenir Platform delivers direct access to content, data and service, globally.

Q6. The offering appears similar to Kayak and Blockskye. What differentiates it?

A: Here are the ways in which the Avenir platform differs from the Kayak and Blockskye partnership:

1. One owner of the whole program. Booking, servicing, data and support come from one company in one global setup. Blockskye, FCM and Kayak are three independent companies.
2. Program intelligence. Ask Avenir, proactive insights, dashboards and on-demand reports serve the travel manager, not just the traveler.
3. Human service at global scale. Kayak and Blockskye are technology led with service via a partner. Avenir pairs AI with follow-the-sun advisors, which matters for complex and disrupted travel.
4. A single global instance. One configuration live in over 60 countries today, with local expertise and foundation for regulatory, tax and invoice requirements.

Q7. How does Avenir make implementation easier than it is today?

A: Avenir is a single instance globally, with one implementation and setup. This has allowed us to take complex global customers live in three to four months—30+ countries—versus the traditional tools that can take over a year to set up country by country.

Q8. Why would a customer choose Avenir rather than going directly to Spotnana or another online booking tool?

A: A booking tool handles the reservation, but travel managers also need duty of care, disruption handling, policy enforcement, savings tracking, reconciliation and reporting. Avenir delivers all of that from one accountable partner, so the customer doesn't have to piece it together. It also provides experienced advisors for the moments that matter, one

consistent global setup with local service, and negotiated supplier rates and consulting that standalone booking tools usually don't offer.

Q9. Is Avenir currently available to all Direct Travel customers, and is there an additional cost?

A: Yes, Avenir is available to all customers but as it is a completely separate product it would be a move off of the existing toolset and is priced in a different way than the legacy tools. You can reach out to your account manager for more information on how to move to Avenir.

Q10. Does Avenir simply connect disconnected technologies, or does it change how travel is managed? What measurable results can it deliver beyond integration?

A: Avenir does more than connect existing systems: it changes how a travel program is run. Measurable results include savings due to all the content being available in a single engine with full access to GDS, NDC and Direct connections—a current customer study showed average savings of $358 per ticket.

Other results include reduction of leakage, with over 90% of bookings on the program for over 200 customers to date; over 70% self-service of changes and cancellations; 94% online adoption; CSAT at 96%; and savings due to unused-ticket automation, with one customer recouping over $15,000 in 14 days.

We are also seeing efficiency gains for travel managers using Ask Avenir. In the disruption example, it saved one customer an average of three to 10 hours per week, depending on the number of disruptions, compared with collating all the information manually.

Q11. How do you manage content in China and Africa as part of a global offering?

A: In China due to country limitations we are required to use a Chinese partner application, but all the data remains on the Avenir platform. In addition we are wholly owned in China from a service perspective. For Africa we do have content on the Avenir platform via the GDS and support online and offline bookings.

Q12. Are any call-center services outsourced?

A: No, all service is done by Direct Travel.

Q13. How does the system combine NDC and GDS pricing to present travelers with the best option?

A: Spotnana searches every air content source at once: direct NDC connections with major airlines, NDC through Sabre and Amadeus, classic GDS content, and low-cost carriers through aggregators. It converts every result into one format, so the same flight can be compared like for like across channels. When the same flight and fare come back from

more than one source, it shows the traveler a single option at the lowest price. Branded fares map to one standard grid, so fare names and what's included, such as bags and seats, read the same whichever channel the fare came from.