BUSINESS TRAVEL SHOW AMERICA 2025 BY NORTHSTAR

Business Travel Innovation Faceoff

BUSINESS TRAVEL innovation FACEOFF

SPONSORED BY

AMERICAN EXPRESS GLOBAL BUSINESS TRAVEL

FareX™

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Co-Founder and Chair, SeatCash

BTNGROUP CONFERENCES & EVENTS BY NORTHSTAR

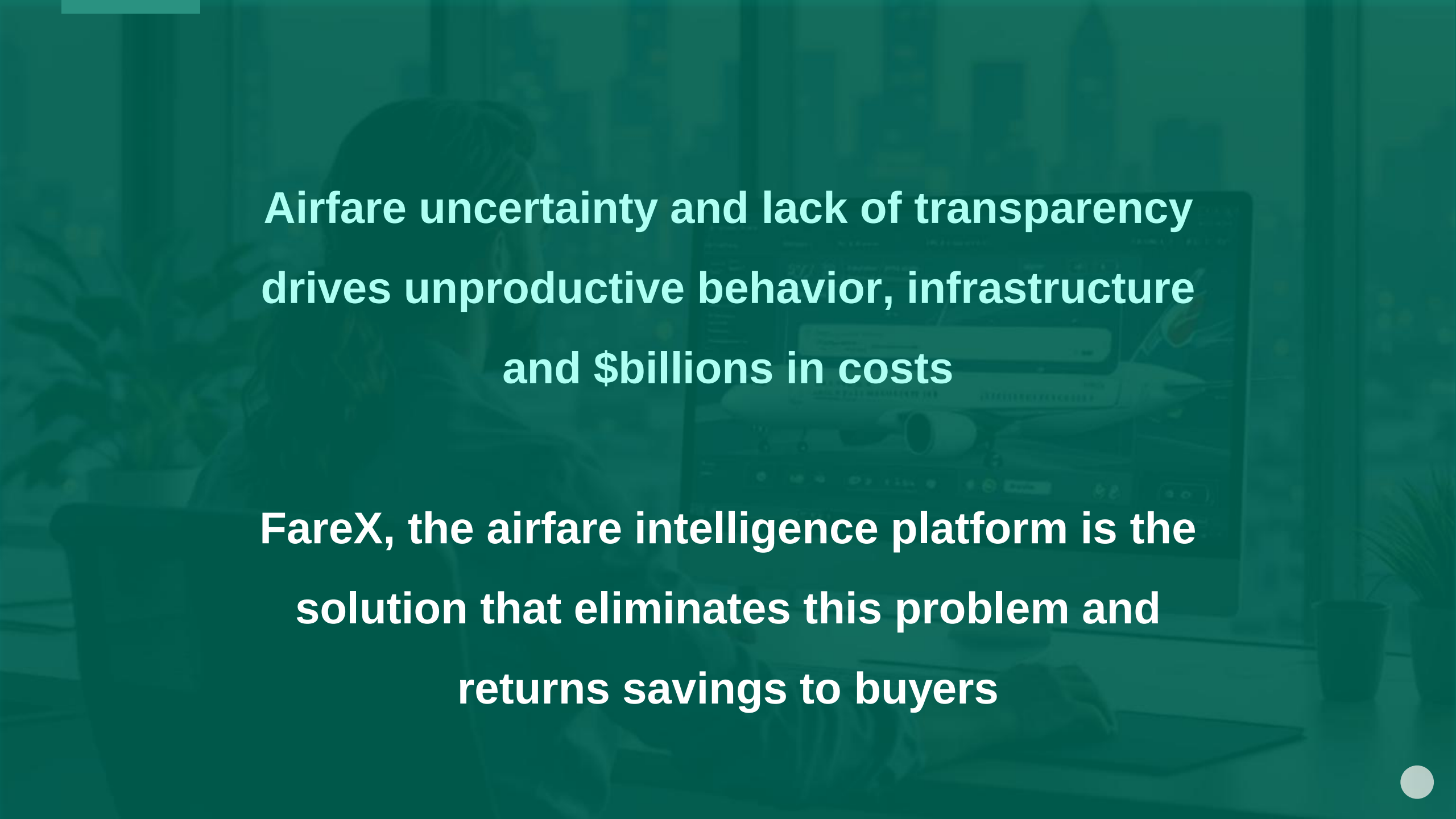
FareX™

by SeatCash™

October 2025

Chris Amenechi

Chairman and Founder



Airfare uncertainty and lack of transparency drives unproductive behavior, infrastructure and $billions in costs

FareX, the airfare intelligence platform is the solution that eliminates this problem and returns savings to buyers

Airfare Problems

Purchase timing mistakes cost money

Companies negotiate rates and book thousands of flights annually yet airfare volatility days before departure can quietly inflate spend

Meetings are planned. Airfare isn’t.

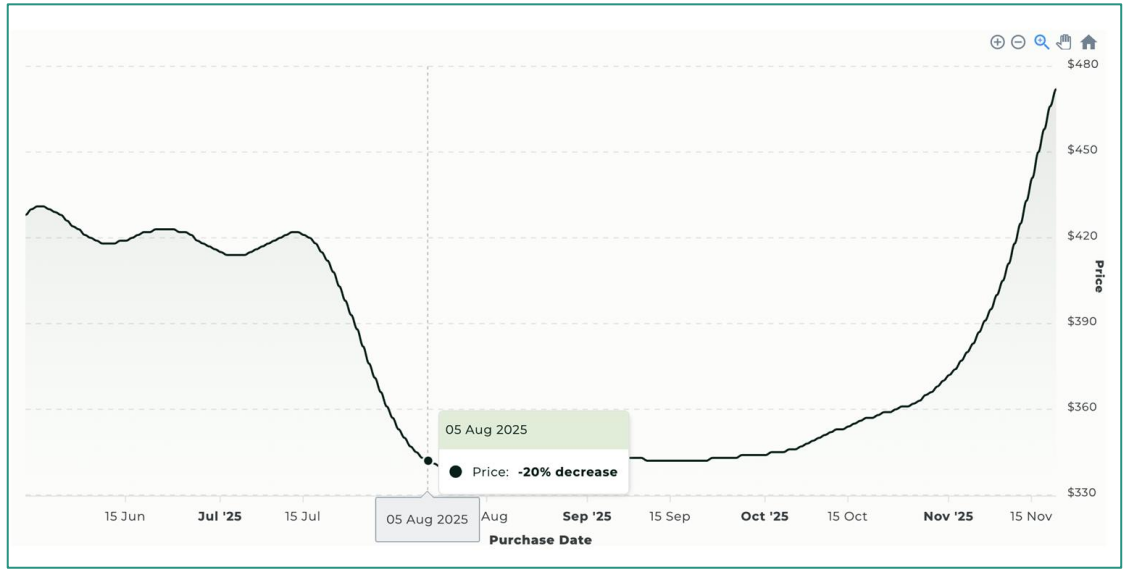
Meeting planners lock-in great hotel rates but, don’t have the same visibility into attendee airfare leading to budget surprises and missed savings opportunities

Search tools don’t fit customer workflows

Today’s search tools mirror airline workflows, requiring repetitive searches instead of supporting how users actually compare options

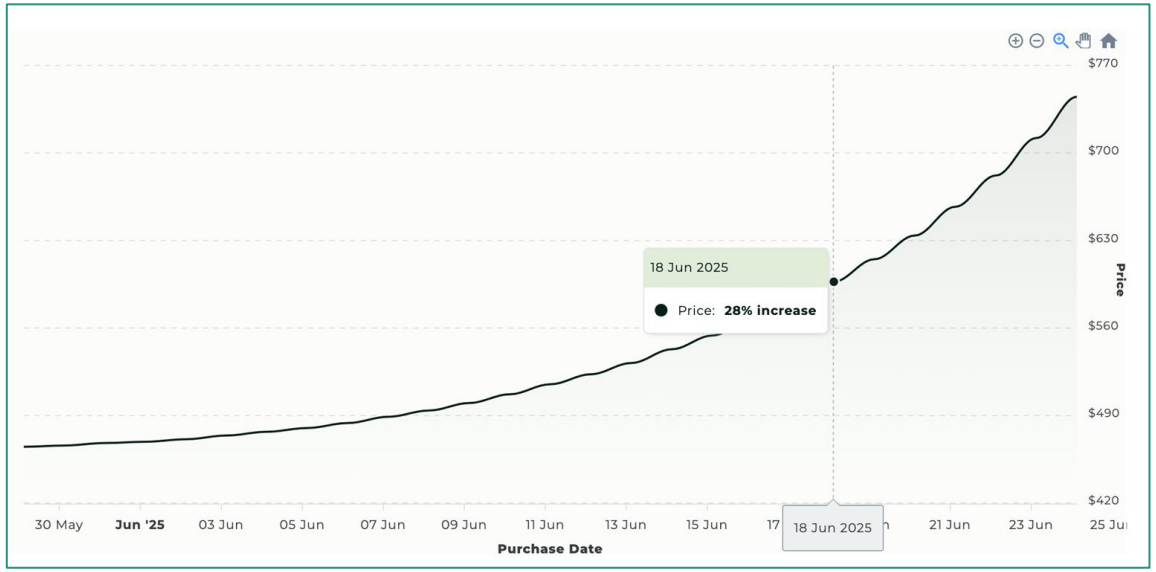
Buying airfare at the wrong time expends extra billions and depletes corporate travel budgets. FareX predictions/intelligence mitigates and saves these billions

New York, JFK to London, LHR
Searching 5 months before departure



Airfares may drop over time, making it **wise to wait** before booking

New York, JFK to London, LHR
Searching less than 30 days to departure



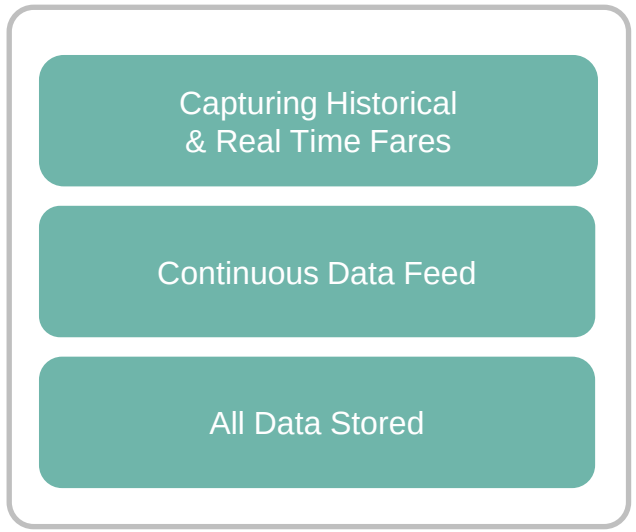
In other cases, fares may **rise**, and **booking sooner** avoids higher costs

OUR ADVANTAGE

With 130B+ records collected over 3+ years, FareX delivers unmatched intelligence footprint and scalable infrastructure

Base Data Advantage

- **35+ TB** today, **100+ TB** by year end
- **5T+** data points from global fare signals
- Captures historic and live pricing with full storage and continuous feed



AI-Powered Transformation

- **Artificial Intelligence.** Predictive fare engine at petabyte scale
- **Customizable delivery.** Query-ready access via APIs and LMM interfaces and plug-and-play widgets to make embedding insight effortless

FareX solutions embed directly into existing workflows via APIs and widgets, ensuring adoption without disruption

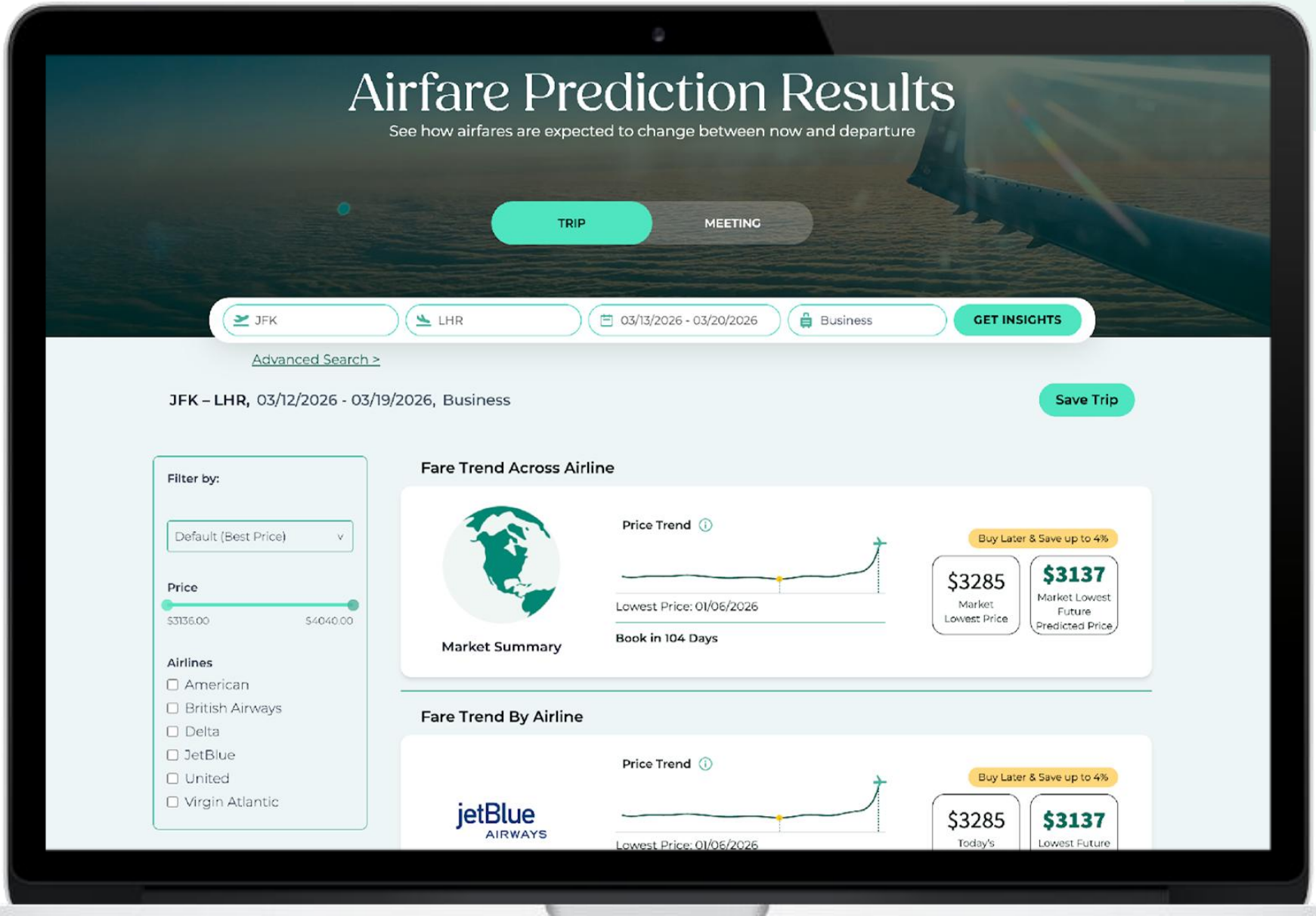
Intelligence APIs to power:

- When To Buy Savings Promoter
- Pre and Post Fare Audit Support
- Contract Negotiation Support

Agentic AI Planning Agents for:

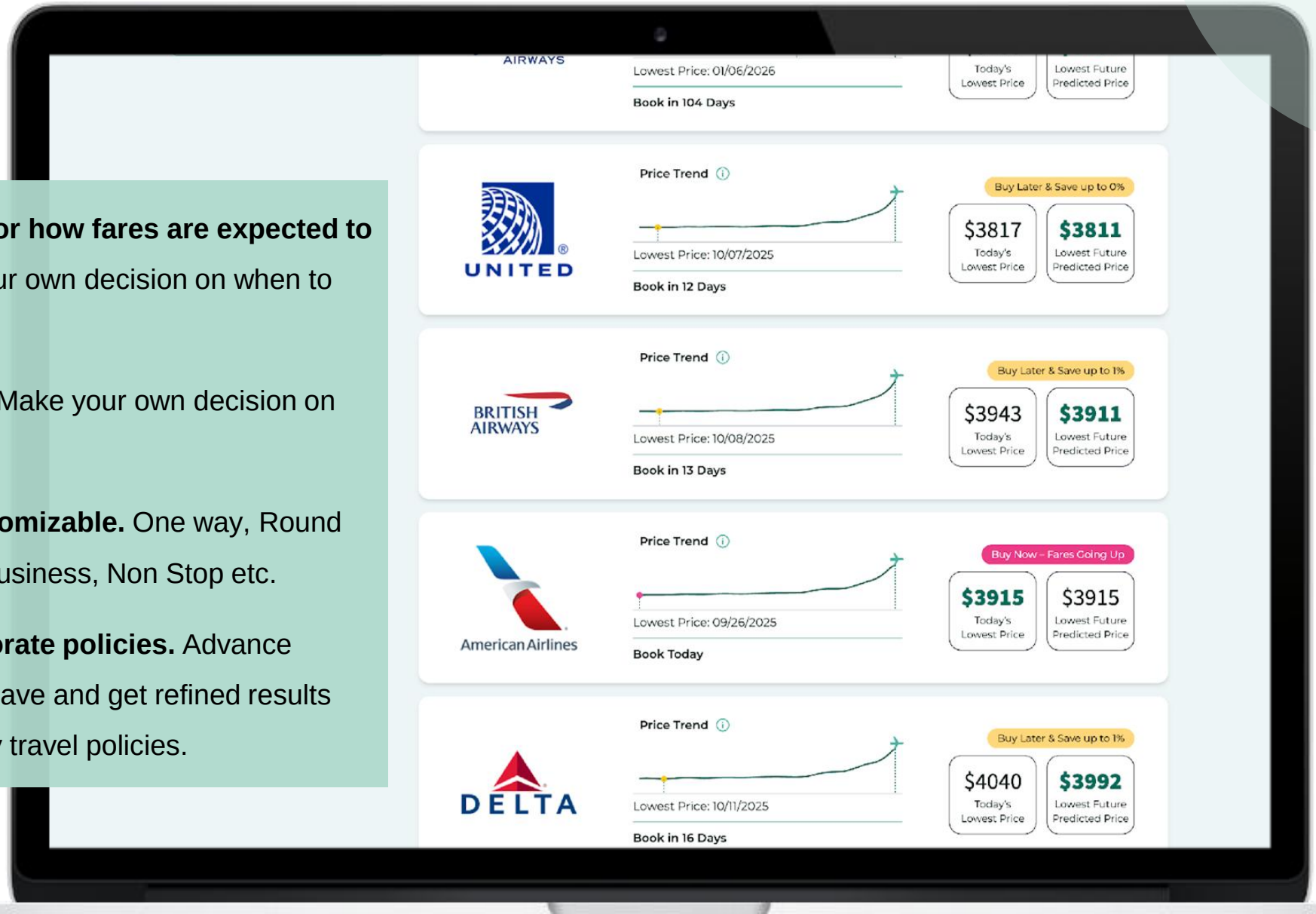
- Meetings
- Multi Origin / Destination Search
- Recurring / Commuter Trips

FareX Airfare Predictor



FareX Airfare Predictor

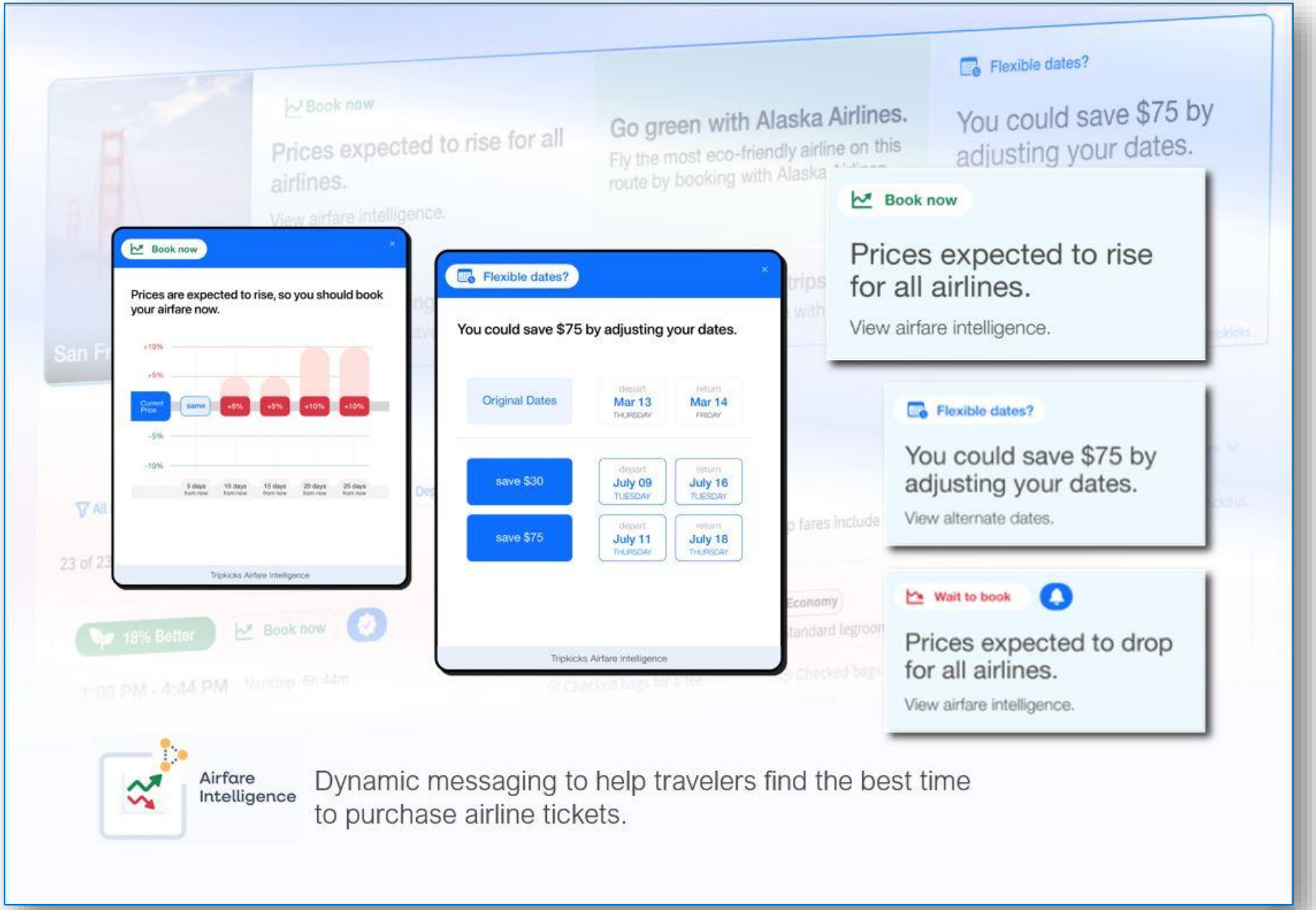
- **Daily prediction for how fares are expected to change.** Make your own decision on when to book.
- **Airline Agnostic.** Make your own decision on where to book.
- **Flexible and Customizable.** One way, Round trip, Economy or Business, Non Stop etc.
- **Support for corporate policies.** Advance search options to save and get refined results based on company travel policies.



PARTNER SPOTLIGHT

tripkicks

- Concur plug-in
- Dynamic messaging to promote corporate travel policy
- Influences employee behavior
- A/B testing



FareX Agentic AI for Meetings

Hidden airfare costs for meetings can quickly derail budgets. FareX for Meetings analyzes real-time fares across all travelers and destinations in a matter of minutes to inform decisions and minimize cost

Enter travel details

Enter meeting/event and dates, locations being considered and from where travelers are coming

Meeting Dates

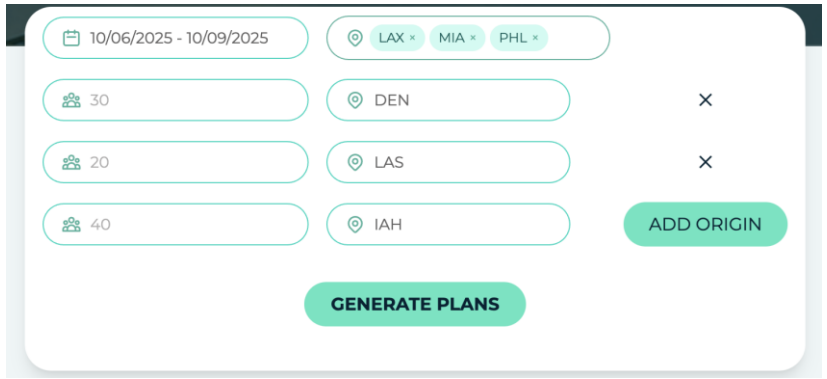
October 6 - 9

Location Considerations

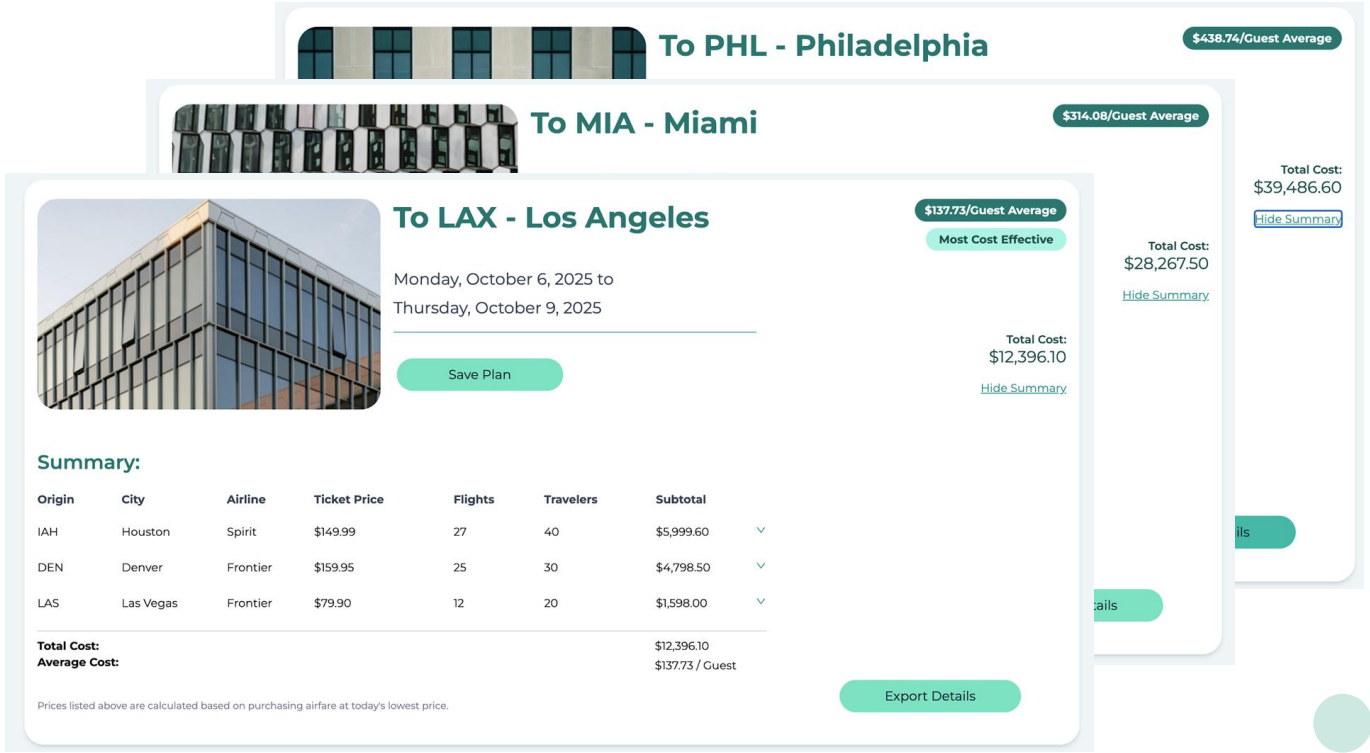
Los Angeles (LAX), Miami (MIA), Philadelphia (PHL)

Number of Travelers

30 from Denver (DEN), 20 from Las Vegas (LAS), 40 from Houston (IAH)



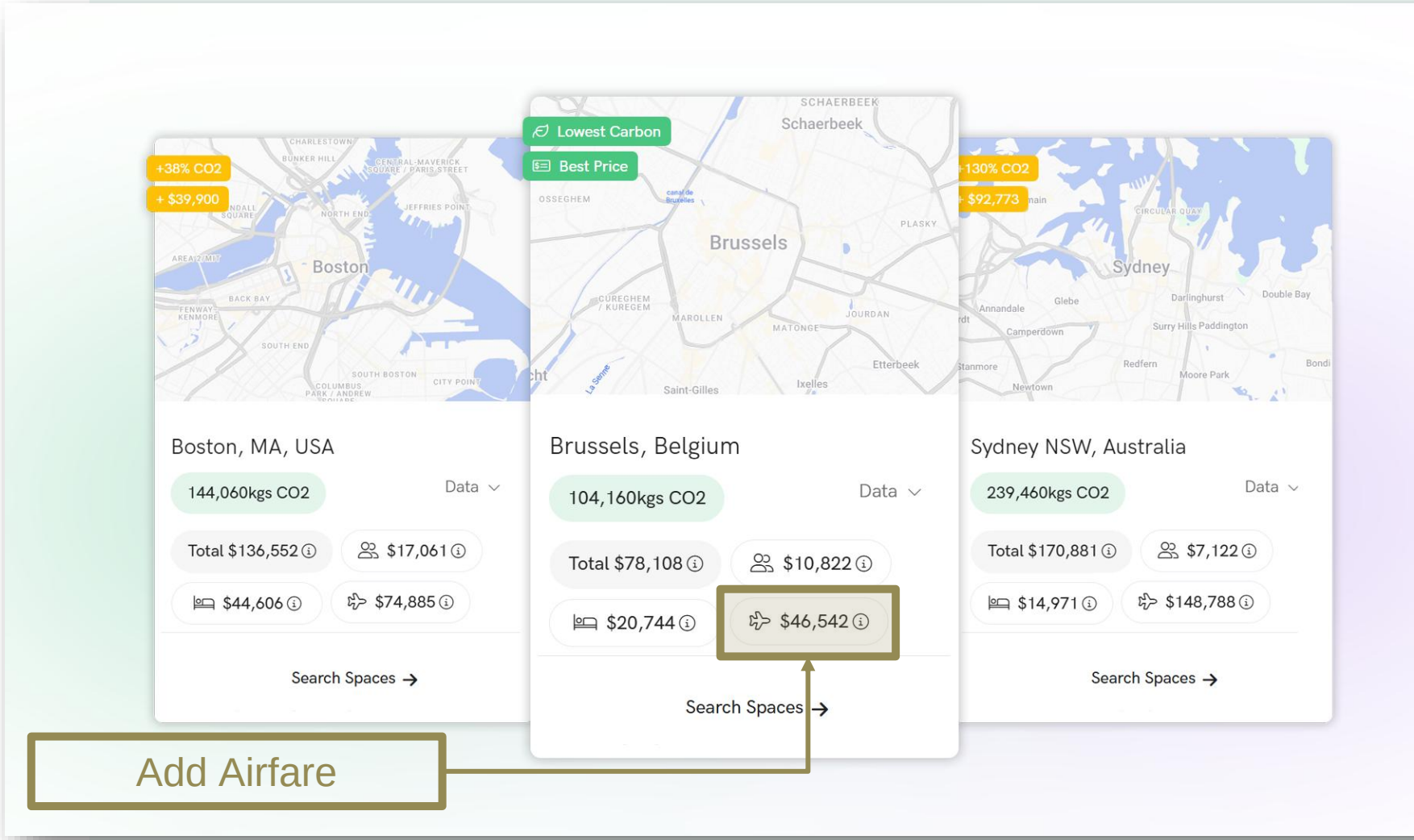
Receive airfare cost summary and detailed report



PARTNER SPOTLIGHT

hubli
by MeetingsBooker

- Global booking platform for meetings and groups at Fortune 500 companies
- Built-in contracting, savings and policy controls with hotels and meeting venues
- FareX provides missing link on airline intelligence for more complete meeting planning

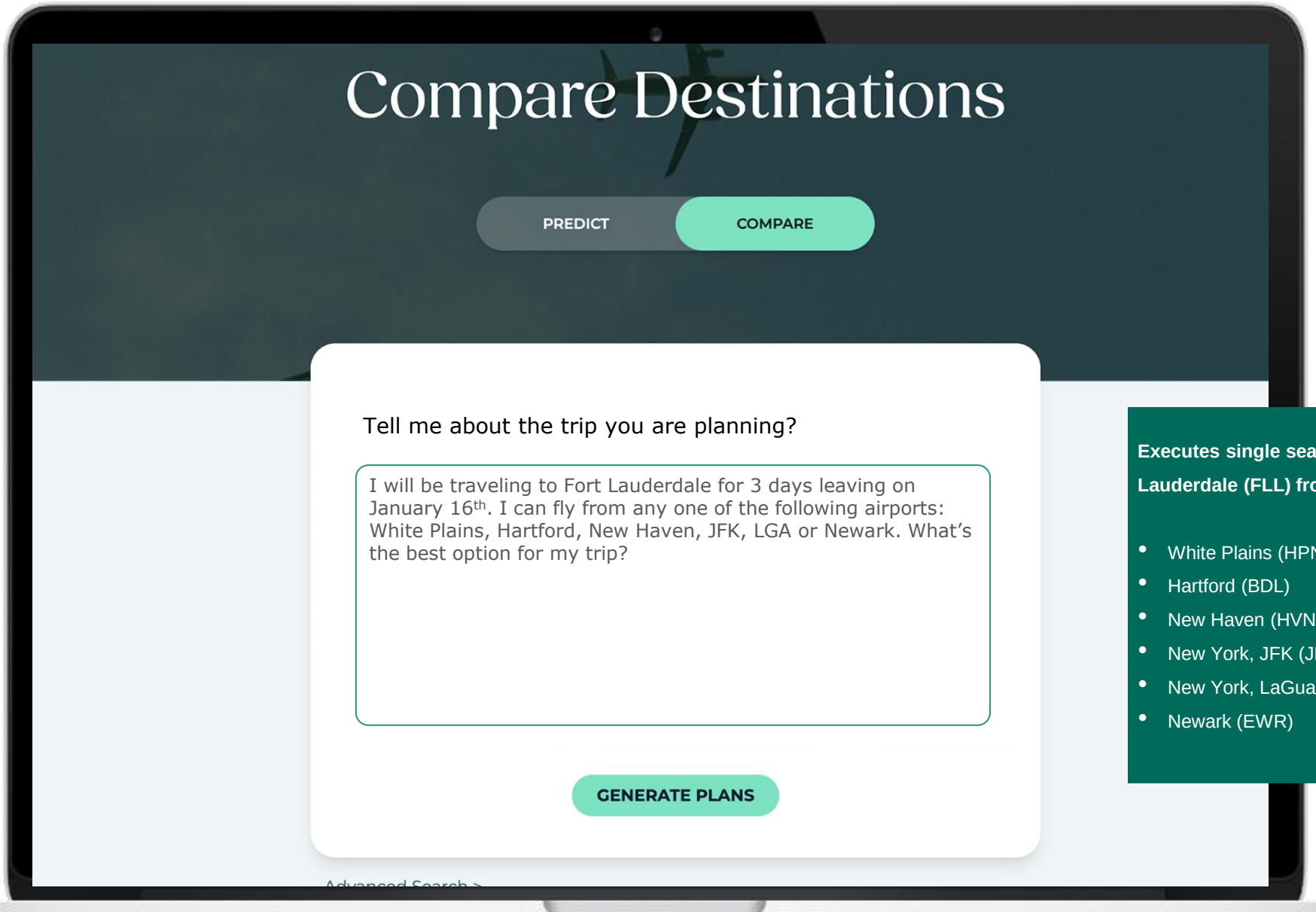


ON DECK –Partnership in development

Meeting Planners International

- **Save Time** – one search that shows results in seconds versus dozens of individual searches
- **Easy Comparisons** – side-by-side comparisons of all options and flights.
- **Personalized Planning** – pick and choose whichever flights best suit clients, not necessarily the cheapest options

FareX Contextual Comparison Planning Agents (Agentic AI)



Executes single search to compare fares to Fort Lauderdale (FLL) from:

- White Plains (HPN)
- Hartford (BDL)
- New Haven (HVN)
- New York, JFK (JFK)
- New York, LaGuardia (LGA)
- Newark (EWR)

To FLL - Fort Lauderdale

Friday, January 16, 2026 to
Monday, January 19, 2026

Hide Summary

Summary:

Origin	City	Airline	Ticket Price	
EWR	Newark	Spirit	$327.99	
LGA	New York	Spirit	$367.98	
HPN	White Plains	JetBlue	$288.97	
BDL	Hartford	JetBlue	$216.96	Most Cost Effective
JFK	New York	Delta	$407.98	

Prices listed above are calculated based on purchasing airfare at today's lowest price.

Export Details

To FLL - Fort Lauderdale

Friday, January 16, 2026 to
Monday, January 19, 2026

Hide Summary

Summary:

Origin	City	Airline	Ticket Price		Lowest Future Predicted Price	Booking Window	
EWR	Newark	Spirit	$327.99		**$125**	December 11, 2025	View Prediction Data
LGA	New York	Spirit	$367.98		**$134**	December 11, 2025	View Prediction Data
HPN	White Plains	JetBlue	$288.97		**$159**	December 11, 2025	View Prediction Data
BDL	Hartford	JetBlue	$216.96	Buy Later & Save up to 57%	**$93**	November 29, 2025	View Prediction Data
JFK	New York	Delta	$407.98		**$303**	November 28, 2025	View Prediction Data

Prices listed above are calculated based on purchasing airfare at today's lowest price.

Export Details

Airfare Problems & How FareX Solves Them

Problem	FareX Solution
Purchase timing mistakes cost money Companies negotiate rates and book thousands of flights annually yet airfare volatility days before departure can quietly inflate spend	**Predict the right time to buy** Our airfare prediction platform accurately identifies the right time to buy, eliminating costly purchase timing mistakes
Meetings are planned. Airfare isn’t. Meeting planners lock-in great hotel rates but, don’t have the same visibility into attendee airfare leading to budget surprises and missed savings opportunities	**Real-time fare analysis for Meetings** Get real-time fares across all travelers and destinations in a matter of minutes to inform decisions and minimize total airfare cost
Search tools don’t fit customer workflows Today’s search tools mirror airline workflows, requiring repetitive searches instead of supporting how users actually compare options	**AI-Agents built for customer workflows** FareX AI agents save hours by making comparisons easy in a single search to reduce wasted effort and enable faster, greener decisions

FareX™

by SeatCash™

Thank you