



# **SOSTRAVEL.COM**

*Presentation*

*July 2018*

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# Company overview – Key People

Role	Background
<p><b>Rudolph Gentile</b> President – CEO - CCO</p> 	<ul style="list-style-type: none"><li>• Degree in Sociology at La Sapienza University of Rome</li><li>• President and founder of Safe Bag S.p.A. (since 1997)</li><li>• Founder &amp; CEO of Moviemax S.p.A, a production and distribution company listed on the stock exchange (2004)</li><li>• Founder of M2 Pictures S.r.l. (2010)</li><li>• Member of the Board of Air Italy (2010-2012)</li></ul>
<p><b>Simone Gamba</b> CTO – COO <i>(Board member)</i></p> 	<ul style="list-style-type: none"><li>• 18 years of working experience as Analyst / Developer and Consultant in several companies including Hermes, Mondial Assistance, Europ Assistance, Deutsche Bank, FIAT</li><li>• In Safe Bag as Chief Technology Officer since 2016</li></ul>
<p><b>Nicola De Biase</b> Investor relator <i>(Board member)</i></p> 	<ul style="list-style-type: none"><li>• Degree in Economics of Financial Markets at Bocconi University</li><li>• Relevant experience in PE sector (Meridie Investimenti S.p.A, Cape Natixis SGR and Convergenza S.C.A.)</li><li>• Partner of Italglobal</li><li>• Member and director of AMF S.p.A., Ideal S.r.l. and Gimel S.r.l.</li><li>• Business Partner, IR &amp; Head of Corporate Finance at Safe Bag S.p.A.</li></ul>

# Company overview – SOS Travel

## Market

SOS Travel operates in the **integrated assistance services market for air passengers**, by providing services to passengers through digital platforms and mobile devices.

## Activity

- SOS Travel was **founded in 2017**, as a **spin-off from Safe Bag SpA**, with the aim to take the significant opportunities currently offered by mobile technology in the global air travel market.
- The company's goal is to overcome the highly fragmented air passenger services market by **offering a single integrated digital platform**, able to assist the traveler throughout his entire journey (assistance with multiple services before, during and after his journey).
- SOS Travel works basically as an **“aggregator” of services**, signing up ad-hoc contracts with multiple providers (partners) in order to become the main reference point for the final customers.
- SOS Travel **provides passengers helpful information**, service purchases, travel insurance and other assistance services in a clear, simple and complete way for a pleasant journey.



## Clients

Passengers (**B2C**), Airport/Handler operators (**B2B**).

## Financials

(Fonte: Management)

Key Financials (€)	2017 (Pro-forma)	2018F	2019F
Value of production	1.861	2.609	4.478
YoY%	-	40,2%	71,6%
EBITDA	915	436	1.248
EBITDA Margin %	49,2%	16,7%	27,9%
EBIT	786	218	821
NFP (cash)	44	(605)	(1.450)
Users (mln)	0,13	0,89	2,15

Note: 2017 figures are audited by Audirevi. For a better understanding, 2017 is represented in a pro-forma format (company was founded in Dec 2017). 2018F and 2019F will be included in the admission document.

## Strategy

SOS Travel's aim is to increase App awareness among passengers. The company's strategy is focused on:

- 1) **Safe Bag-related growth:** Increase of SOS Travel's online services destined to 2 million actual Safe Bag clients;
- 2) **Digital Marketing:** Digital marketing investments (SEO & SEM), in order to allow the increase of SOS Travel's online market services;
- 3) **Commercial Partnership:** Development of commercial partnerships with top airline players and handler.

# Value proposition – Vision and value proposition of SOS Travel

## Vision

“One thing I would focus on is **apps**.. which a lot of companies aren't getting the **value of** yet and aren't putting a lot of **development** into...

**Mobile** is going to be more and more important for **travel**.. the paradigm will shift from a world of web to a **world of apps**...

The average person **only has 26 apps**, so for travel, he will **never have a lot of travel apps**... and will probably end up with an **aggregator**...

Right now it's a **huge window of opportunity**, it's a **land grab**.”

Lee McCabe, 2015

VP Alibaba Group North America  
former Global Head of Travel Strategy at Facebook  
and Director of Market Management at Expedia.

SOS Travel is based on the effective satisfaction of air passengers' needs.

## Passengers' needs

Is my flight on schedule? Did the gate change?

What can I find at the airport?  
(Pharmacies, ATM...)

Can I skip the queue for security checks?

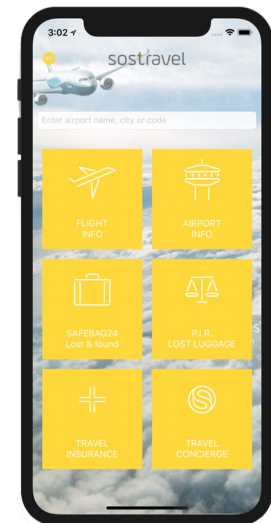
I would like to take out a travel insurance.

My flight has been cancelled: what can I do?

I need to track my mishandled baggage.



## Solution



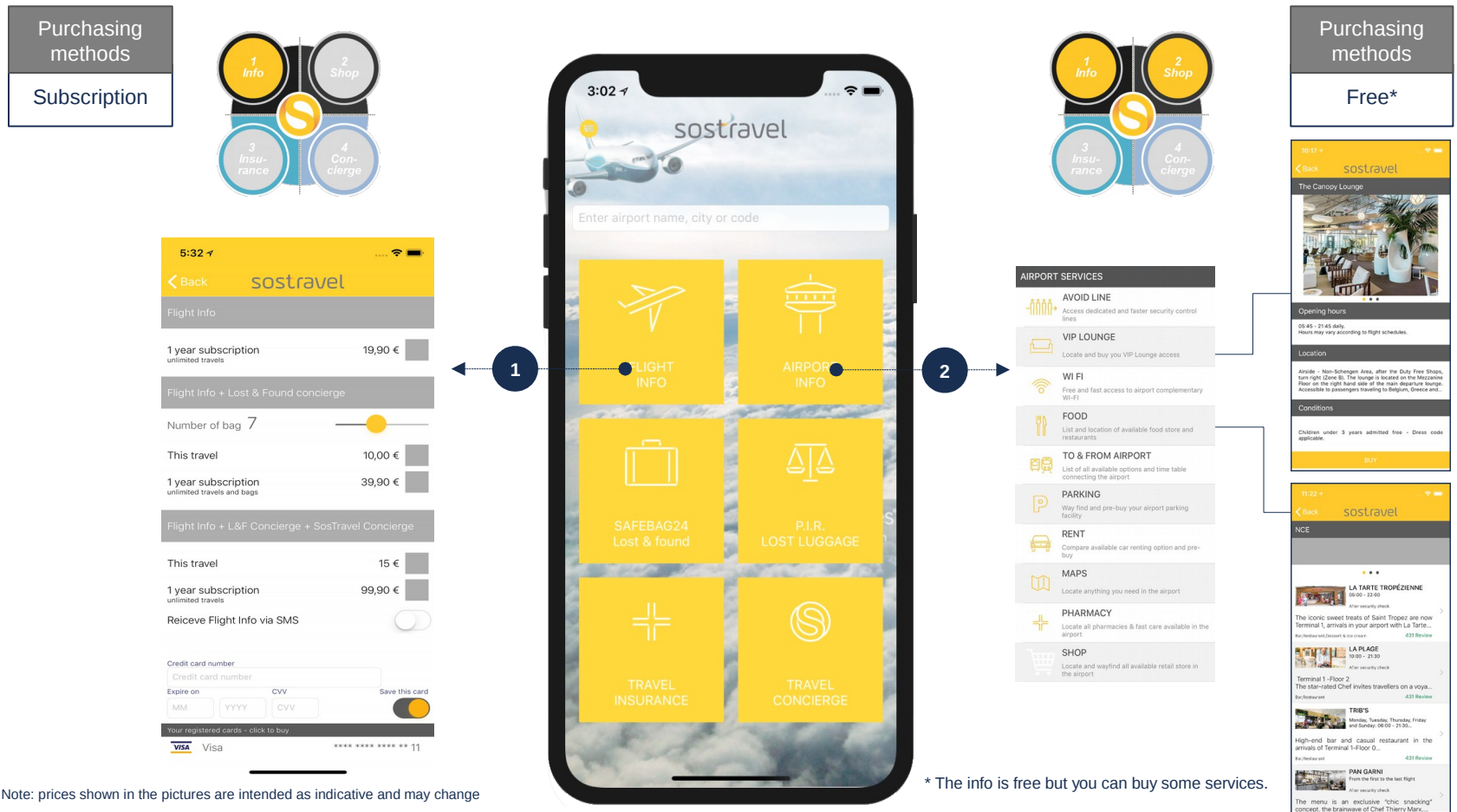
# Value proposition – Product overview

Sostravel offers its target customers access to an integrated digital platform characterized by an innovative concept aimed at ensuring the user a series of services for the traveler through a single mobile app that aspires to be clear, simple, complete and functional to facilitate and make the users' journey enjoyable.



# Value proposition – Flight info (1) & Airport info (2)

- 1) Flight Info:** this service allows access to useful information related to the reference flights (flights status, gate...) after signing a subscriptions (the user who installs the App for the first time will have the possibility of using the service twice for free).
- 2) Airport Info:** allows free access to a series of useful information related to the airports (i.e. transfer, maps, food, Wi-Fi) and the possibility to purchase some available services (i.e. parking, rental, access to VIP lounge, etc...).

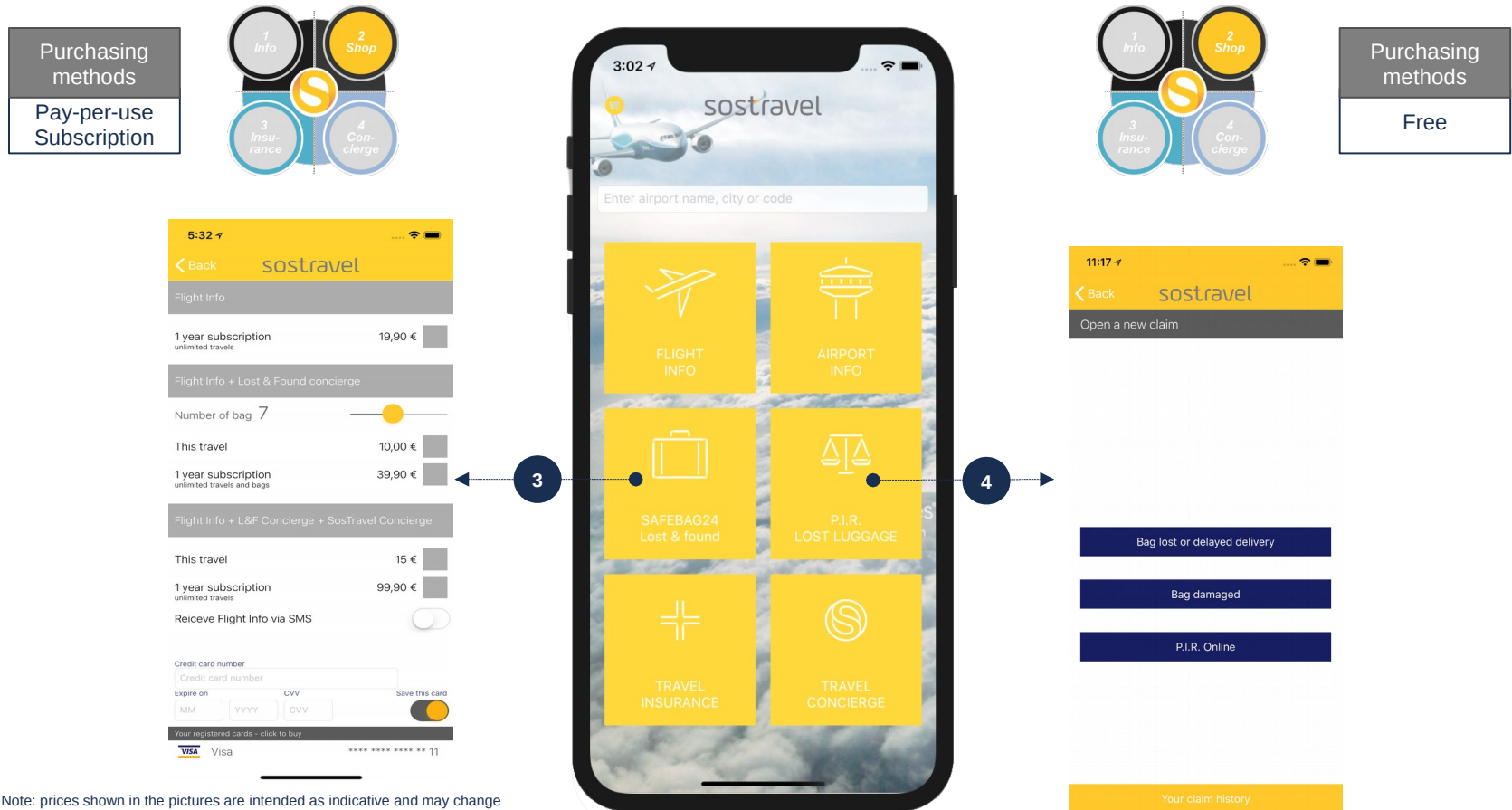




# Value proposition – Lost&Found (3) e PIR Online (4)

**3) Safe Bag 24 Lost&Found:** allows to trace your baggage in case of loss and/or failure to return at the airport of destination; the service, to be purchased before the trip, is available both on «pay-per-use» and by subscription and includes a call center. The Company undertakes to trace the baggage within 1 day of receipt of PIR and, if not, to pay a penalty.

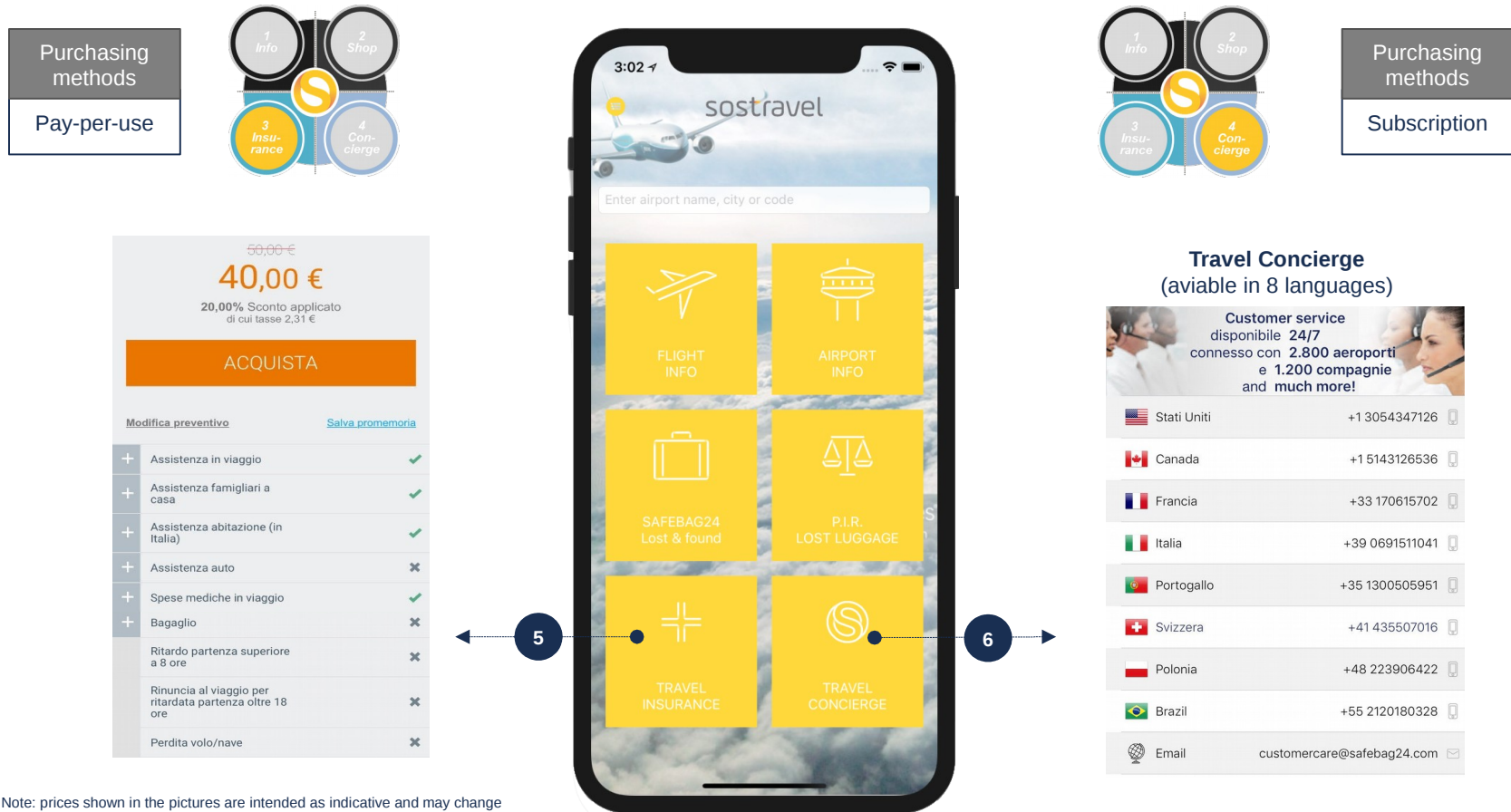
**4) PIR Lost Luggage:** it facilitates the compilation of the form (Property Irregularity Report) to report the loss of baggage and request the relative tracing. The service is free and requires the existence of commercial agreements with the airlines and/or airports handlers.



# Value proposition – Travel insurance (5) & Travel concierge (6)

**5) Travel Insurance:** allows access to the site of a primary insurance company and the purchase of insurance products and coverages relating to travel (SOS Travel doesn't in any way assume the role of agent, intermediary and/or part of the insurance contract).

**6) Travel Concierge:** allows, after signing a subscription, to contact a dedicated call center, operating 24/7, and get assistance for various needs (booking flights, hotels, taxi, restaurants, etc...). The service is available in 8 different languages.



# Value proposition – In brief

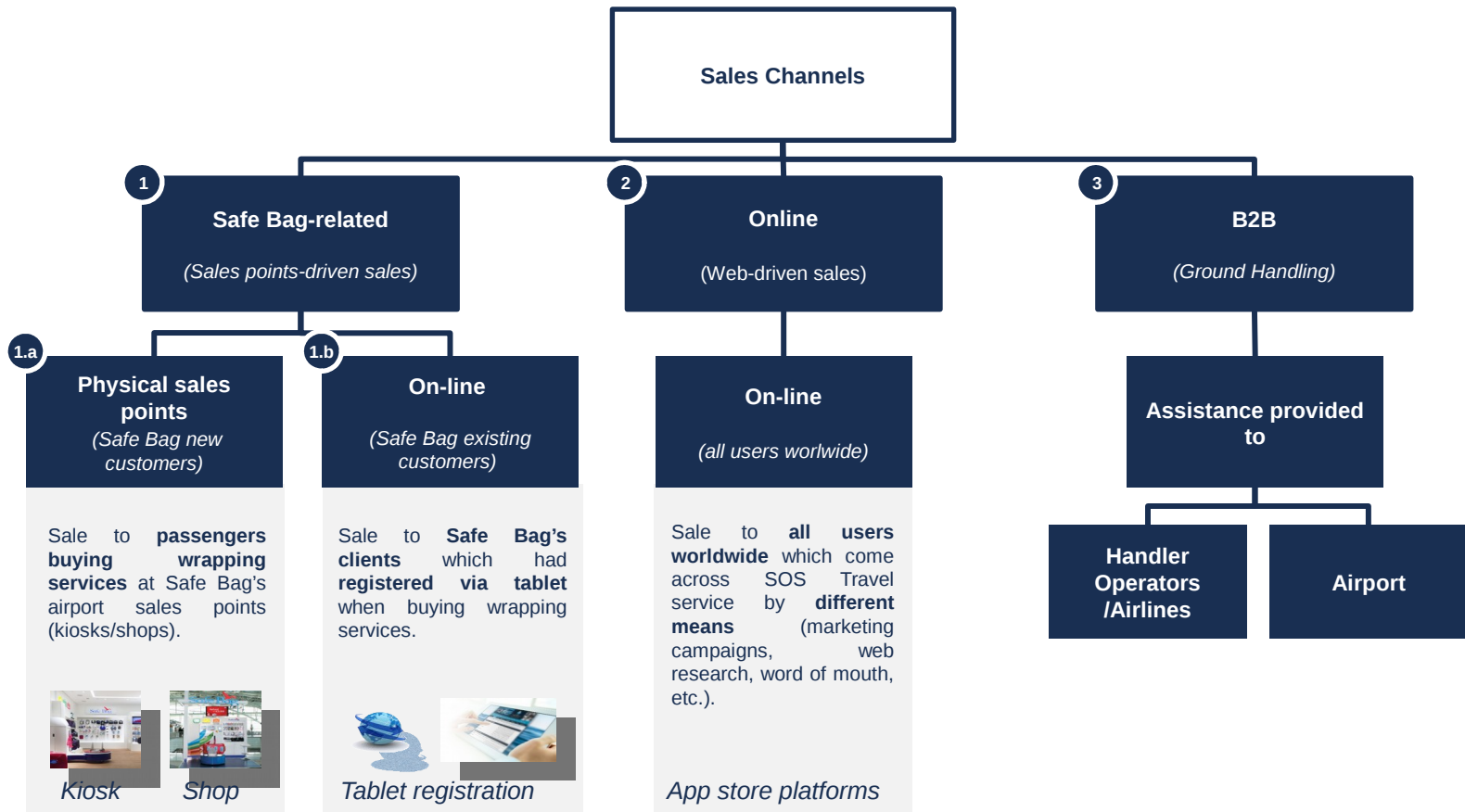


\* Airport Info: information is free, but some services can be purchased (eg Wifi, VIP lounge, parking ...).

\*\* Flight Info: is available for a fee but the user who installs the App for the first time will have the opportunity to use the service twice for free.

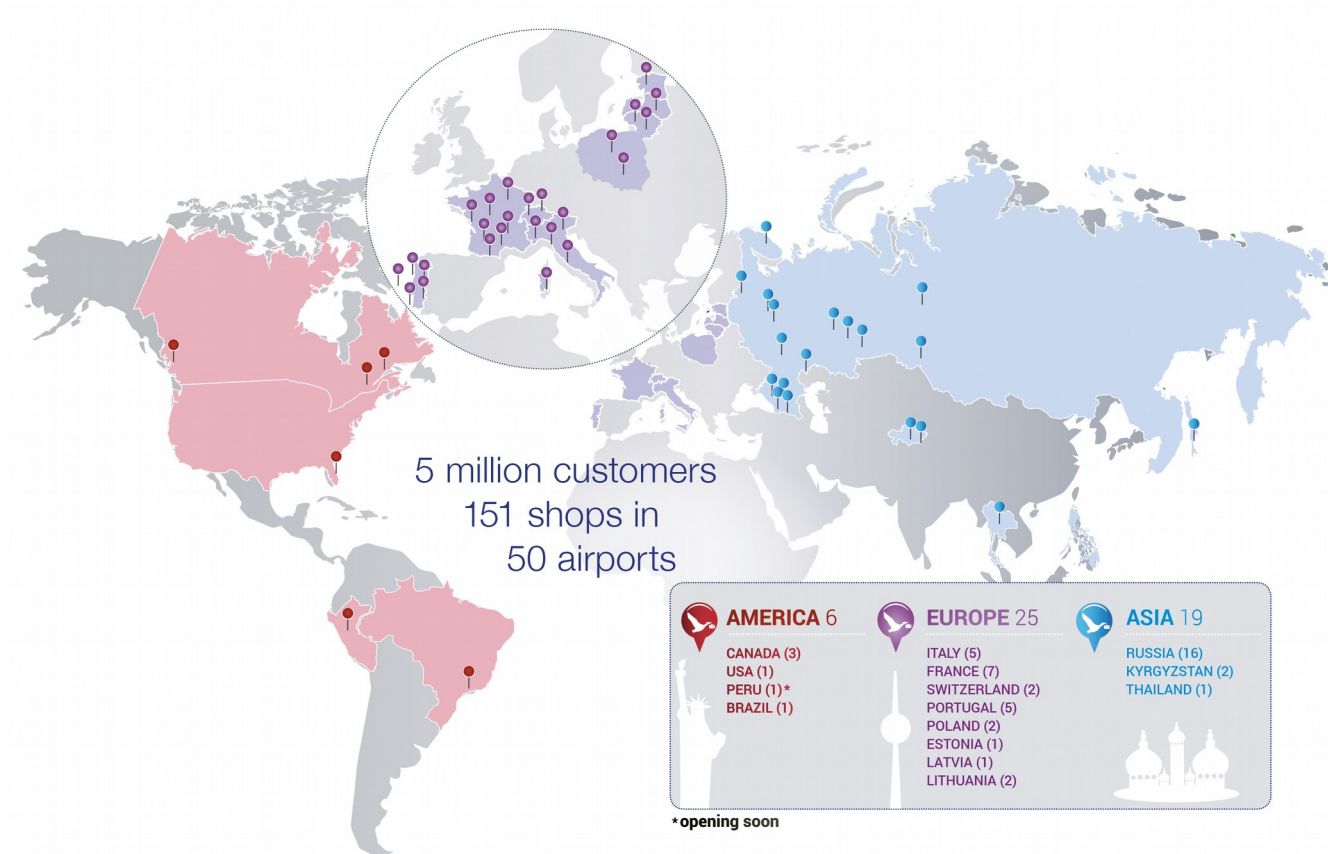
\*\*\* Safe Bag 24 Lost & Found: is available both on a "pay-per-use" and by subscription.

# Value proposition – Sales channels



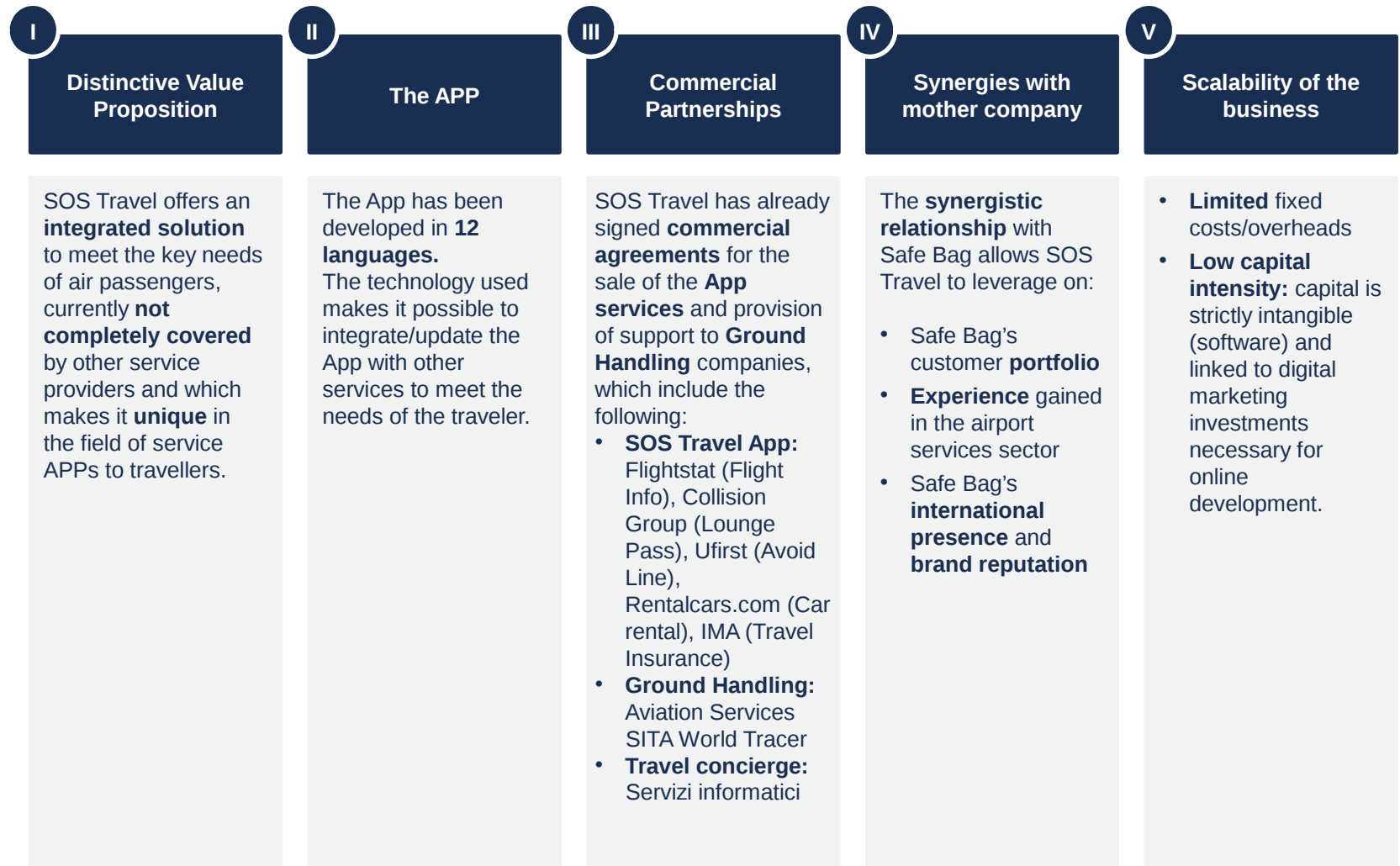
# Value proposition – Potential customer network

After the finalization of the acquisition of Pack & Fly Group, the main operator of the Russian Federation also active in Europe and Asia, the number of airports will increase to 50.

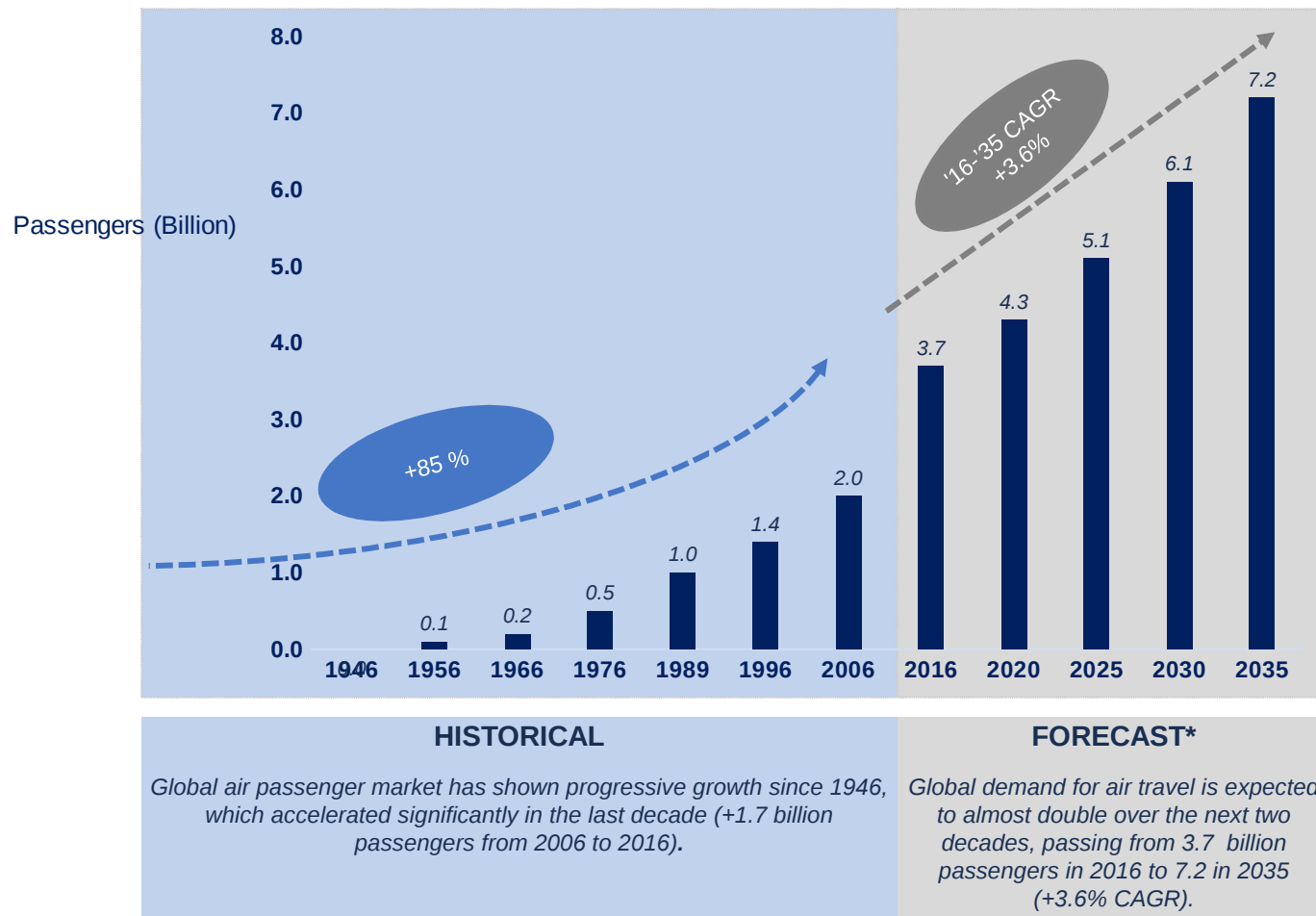


Source: Management data

# Value proposition – Critical Success Factors



# Market overview – Global air passenger market



Source: International Air transport Association (IATA), International Aviation Organization (ICAO).

(\*) Forecast based on IATA's constant policies scenario.

# Market overview – Service offering vs Competitors

SOS Travel is the only platform that offers all the main services useful for travelers in a single App.

Services/ Player category	Insurance companies	Airport operators	Airlines	Financial services	Emerging players in the Air Passenger Service Market*				SOS Travel
	<i>Allianz AXA</i>	<i>Dubai Airports Fraport</i>	<i>Emirates Luftansa</i>	<i>American Express</i>	<i>Flio Tripit</i>	<i>App in the Air</i>	<i>Lounge PASS</i>	<i>uFirst</i>	
Flight info		✓	✓		✓	✓			✓
VIP Lounge		✓	✓		✓	✓	✓		✓
Avoid Line		✓	✓					✓	✓
Lost&Found Concierge									✓
Travel insurance	✓			✓		✓			✓
Travel Concierge				✓					✓
Medical insurance				✓					✓
Other ancillary services	✓	✓	✓	✓	✓	✓			✓

Source: development by consulting firm based on the websites of the companies.



# Business plan: guidelines & use of proceeds

## Strategic guidelines

## Use of Proceeds

1

### Safe Bag-related growth

Growth of SOS Travel thanks to i) the commercial presence of Safe Bag, ii) the M&A strategy of Safe Bag (finalization of the acquisition of Pack & Fly Group and the others in pipeline according to the Business Plan) and, iii) supply of services to Handlers / Airlines (B2B)

2

### Digital Strategy

Investments in digital marketing campaigns (SEO & SEM) with the aim of making viral the app as quickly as possible and the aim of increasing SOS Travel services in the online market

3

### Commercial Partnerships

Commercial agreements with the main players active in the air transport sector

- b) Development of the App concerning new features and services;
- c) Finalization of marketing actions aimed to increase lead generation with subsequent acceleration of the growth plan.

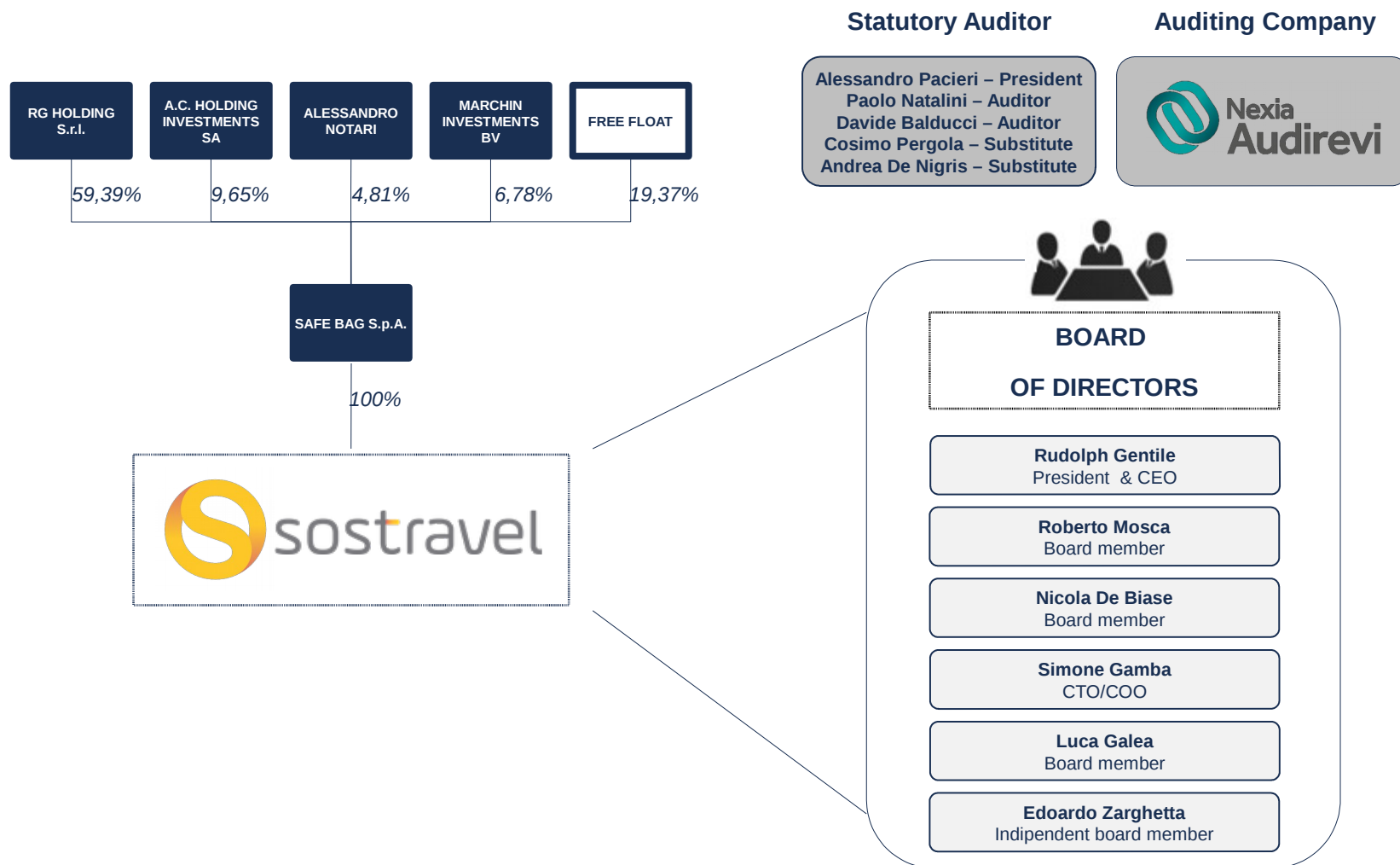
Source: management

# Business plan: Income statement and Balance sheet

€'000	2017	2018	2019
	Pro Forma	Forecast	Forecast
<b>Revenues</b>	1.723	2.487	4.385
<b>Value of Production</b>	1.861	2.609	4.478
<b>YoY%</b>		40,2%	71,6%
<b>EBITDA</b>	915	436	1.248
<b>Ebitda margin %</b>	49,2%	16,7%	27,9%
<b>EBIT</b>	786	218	821
<b>NFP</b>	44	(605)	(1.450)
<b>Equity</b>	2.073	1.741	2.334
<b>Registered Users (mln)</b>	0,13	0,89	2,15

At the date of the Admission Document, the Company counts 7 employees and 12 outsourced employees dedicated to the services provided by Sostravel through a call center located in Moldova.

# Company overview – Shareholders Pre-IPO & Corporate Governance





sostravel

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