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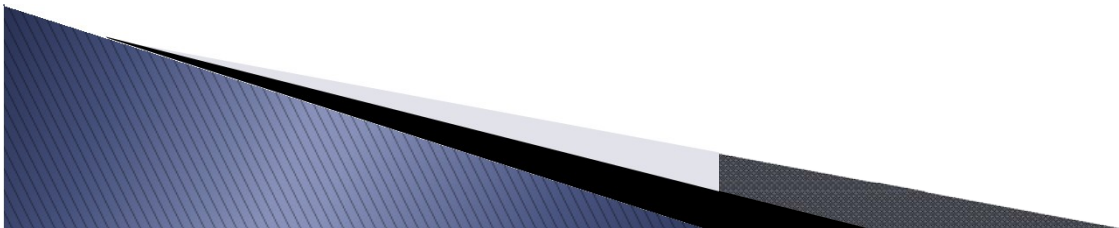
Purchasing Overview: Flighthunt

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Overview of Flighthunt

About the company:

- Founded in 2015
- Headquarters are in 821 Bubb Road, Denmark.
- Expansion in the US and globally through the acquisition of the US company Pilotmondo in 2018
- US HQ are in Cupertino, CA.
- Active in 20 EU MS, and particularly strong in Denmark, Germany, France, the UK, and Italy.
- Also active in other markets around the world.
- After its acquisition, Flighthunt adapted Pilotmondo's business to become closely modeled on Flighthunt's business in the EU.
- Flighthunt is valued at \$ 1.1 B (€943 M).

About its business:

- Flighthunt operates the leading flights MSS in the EEA and the US under the Flighthunt brand.
- As an MSS, Flighthunt aggregates and compares fares, but does not offer booking services, channeling consumers to OTAs or airlines for the booking.
- More than 65 million monthly visitors and cooperation with most airlines globally, and several OTAs.
- Unique algorithm designed to provide the best results. Technology leader in the US and Europe.
- Loyal inventory base due to long lasting cooperation with airlines and travel agents.

FlighthuntEEAQuarterlyRevenue (2023–2025)				FlighthuntUSQuarterlyRevenue (2023–2025)			
2023Q4	2023Q3	2023Q2	2023Q1	2023Q4	2023Q3	2023Q2	2023Q1
€30.94 \$36.11	€30.70 (\$35.84)	€29.92 \$34.93	€28.89 \$33.72	\$39.20 €33.61	\$34.42 €29.52	\$30.22 €25.91	\$26.53 €22.67
2024Q4	2024Q3	2024Q2	2024Q1	2024Q4	2024Q3	2024Q2	2024Q1
€34.38 \$40.15	€35.13 \$41.02	€34.21 \$39.93	€32.82 \$38.31	\$44.74 €38.36	\$43.40 €37.22	\$42.10 €36.10	\$40.83 €35.01
2025Q1				2025Q1			
€32.42 \$37.85				\$41.13 €35.23			

US Market overview (1/2)

- The two other major competitors in flights MSS in the US are:
 - Gatecompare
 - Cabinfare

Current Geographic Market Share %(2021)	Before Purchase			
	Flighthunt	Gatecompare	Cabinfare	Other
West Coast	47%	16%	17%	18%
Mountain West	33%	28%	31%	8%
Midwest	39%	24%	22%	15%
South	42%	12%	18%	18%
Northeast	50%	19%	17%	14%
Canada	22%	18%	16%	44%
Total North America	41%	22%	21%	16%



US Market overview (2/2)

- Gatecompare and Cabinfare have an advantage in the Middle-American region, whereas Flighthunt has a stronger influence on the West Coast and the Northeast

Market Share Leaders Among Regions

West Coast = Green

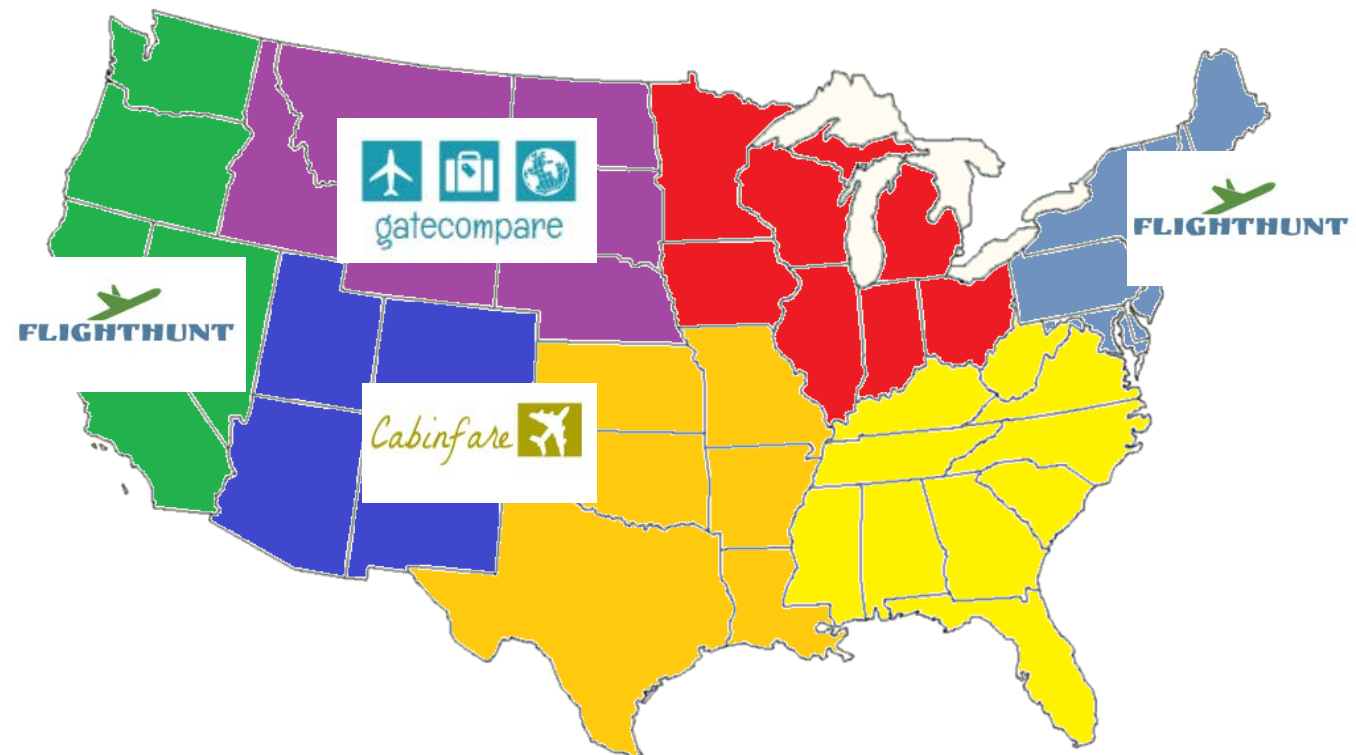
Mountain West= Purple

Midwest= Blue

South= Orange

Northeast= Red + Light Blue

Canada= Yellow

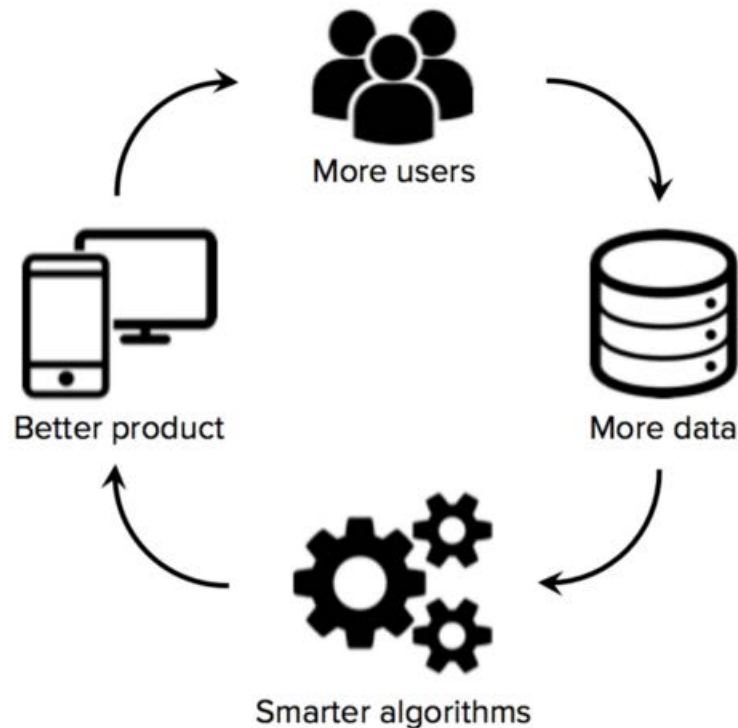


EU Market overview

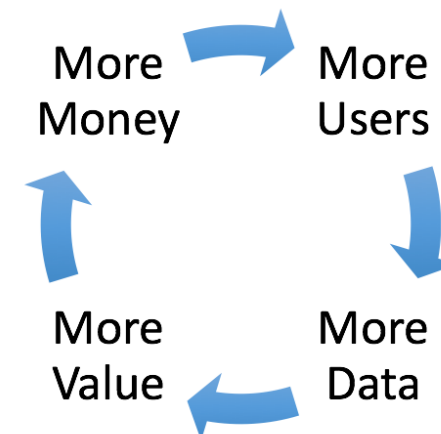
GEOGRAPHIC MARKET SHARE	FLIGHTHUNT	GATECOMPARE	CABINFARE	OTHER
Germany	46%	34%	15%	5%
France	44%	26%	17%	13%
UK	25%	46%	23%	6%
Italy	43%	32%	10%	15%
Denmark	75%	15%	8%	2%
Sweden	36%	22%	20%	22%
Total Europe	44%	24%	18%	14%

- Flighthunt is the market leader in the EEA and in several EU Member States. Its main competitors are Gatecompare and Cabinfare. There are also some smaller players in the market.
- The only continent-wide competitors are Gatecompare and Cabinfare.

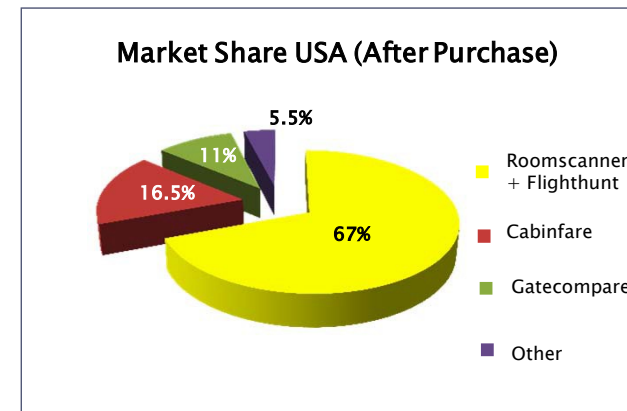
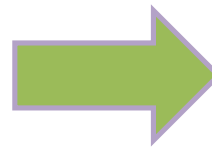
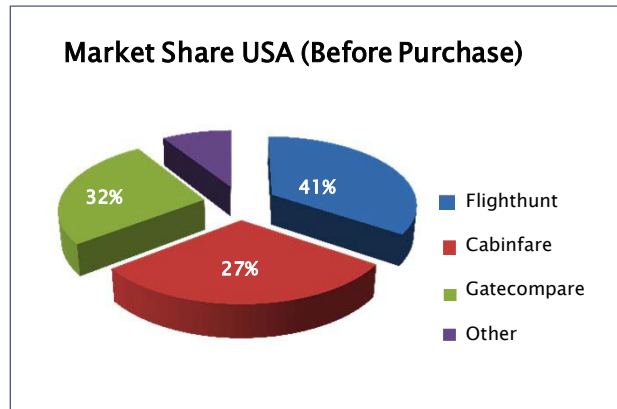
Network effects



- More users on the platform drive more airlines and online travel agents to participate and contribute to results
- At the same time, higher-quality and more tailored search results drive more users to use the platform
- Network effects are also key consideration for advertisers



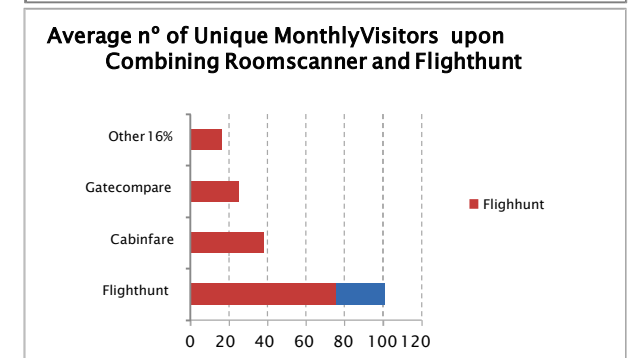
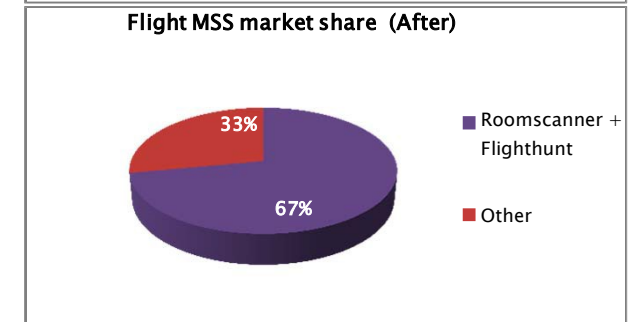
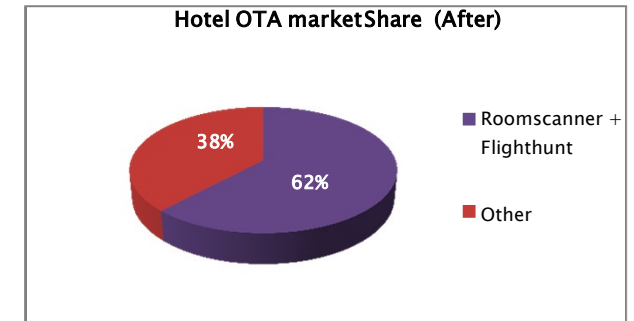
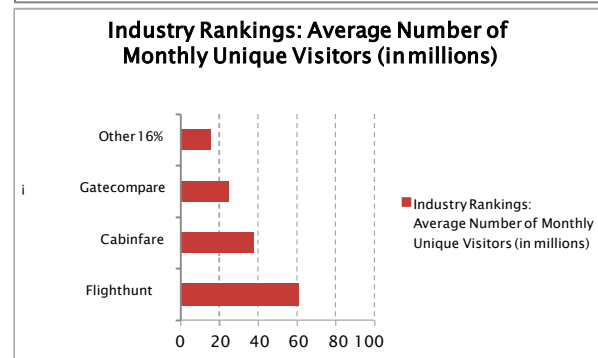
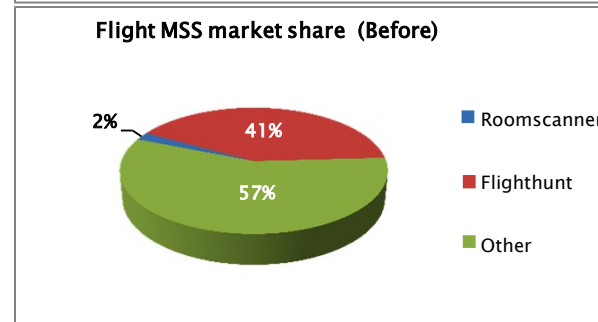
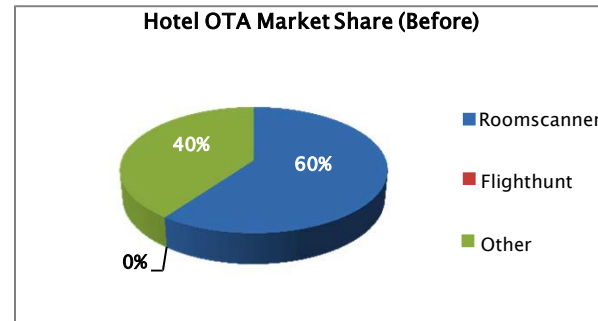
Purchase benefits (1/2)



- Effects of incorporating Roomscanner's extensive user network:
 - Significant growth of the combined company in US market.
 - Weakening the other players in both the flights MSS and hotel booking OTA markets.
- Similar effects in the EU, where Flighthunt is currently being beaten by Gatecompare (particularly in the UK)

Purchase benefits (2/2)

- The purchase will entail overall market share improvements for both companies when combined due to **synergy**.



Flighthunt Call Script



Bear in mind: the initial contact is Evan JEPSEN but Maria BROWN will be reaching out.

STRATEGIC HOOKS



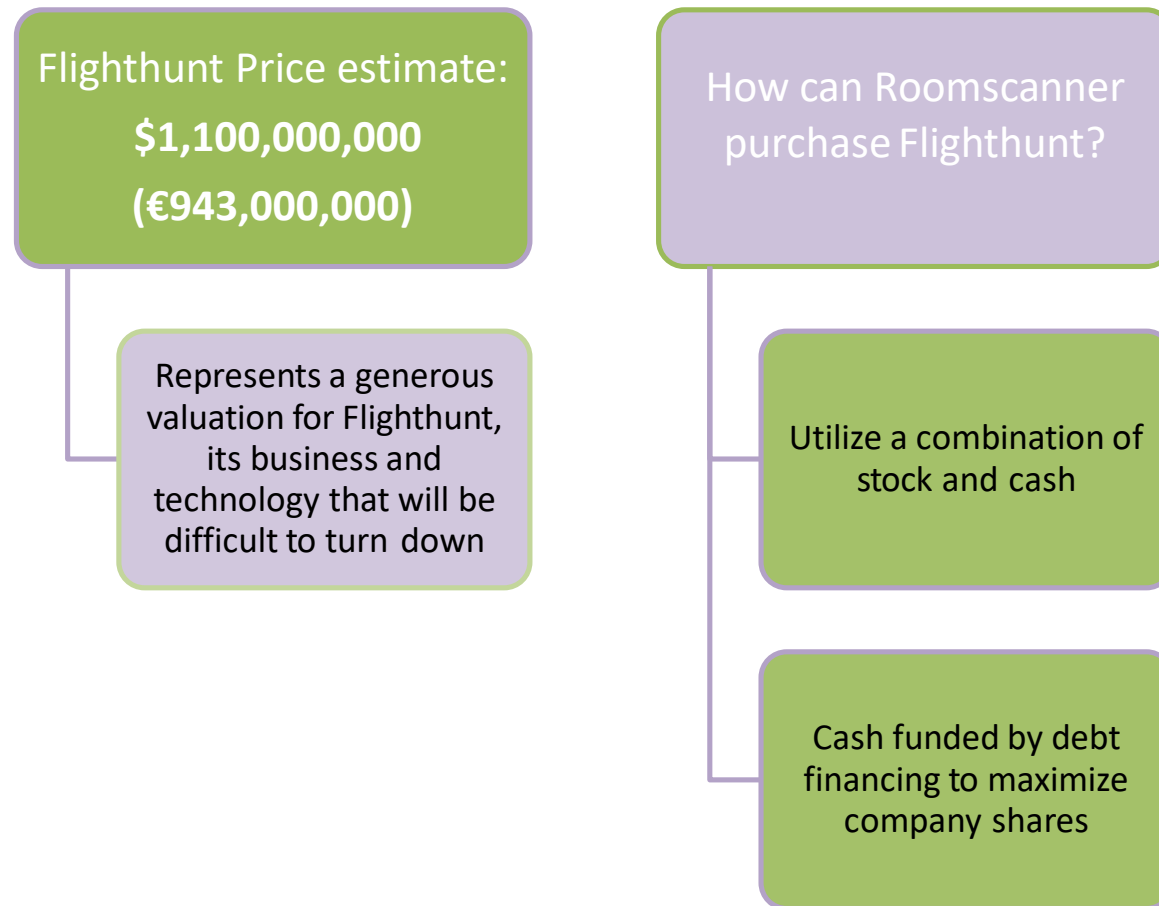
Potential game-changing **consolidation** for the flight MSS and hotel booking OTA sectors (and online travel industry) with huge **synergy** possibilities through combination.

Increased market share from Roomscanner users in the U.S. and parts of Europe, thereby weakening competitors' advantage in those areas.

Combination will create an innovative flight + hotel platform that may set a new **industry standard** (yet doubts about flights MSS + hotel OTA technical integration)

Drastically improved **financial stability** for Flighthunt's employees after Roomscanner purchase.

Purchasing strategies



- The great majority of Flighthunt employees will be retained after purchase, thus ensuring continued productivity in flights MSS services.