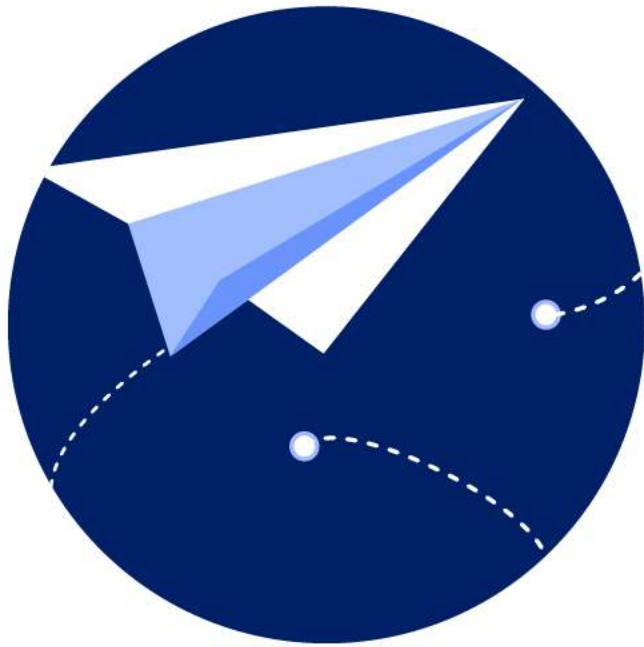


The background of the slide is a solid blue color. In the upper half, there are white, fluffy clouds. In the lower half, there is a faint, glowing network of white lines and dots, resembling a globe or a complex web structure.

OZONE

Revolutionizing  
travel booking

# Welcome to the new era of travel!



Ozone is a **blockchain-based travel booking protocol** set to disrupt the monopolistic legacy inventory distributors surrounding inventory providers (airlines, hotels, car rentals)

Ozone brings:

- **Cheaper tickets for end customers** – reducing booking costs up to 10x
- **Enhanced placement for airlines** – flexible and affordable even for low-cost carriers
- **Open and transparent booking** – avoiding overbooking and enabling new business models (e.g., secondary market for tickets)
- **Security and reliability** – booking data protected from deletion, tampering, or revision

Ozone introduces **end-to-end protocol, tokenizing two critical components of the booking value chain**

- **Inventory search** with a fungible XO2 token (coin) incentivizing the newly-built distributed nodes for contributing bandwidth and processing power
- **Travel booking and settlement** with a non-fungible OZN smart contract

Ozone is **operational from Day 1** – can search through publicly available inventory whilst negotiating direct partnerships

# Travel is a billion dollar industry



TRAVEL AND  
TOURISM INDUSTRY

> \$2.3tn



BOOKINGS  
COMPLETED

≈ 4bn



TRAVEL BOOKING  
COMMISSIONS

> \$130bn



# Travel booking is complex



- Travel booking is a **centralized mess** with a number of companies sitting in the middle between the travel buyer and travel supplier, **charging fees of up to 30% of ticket price**
- The entire industry is **controlled by three players** (Amadeus, Sabre, and Travelport) that effectively compete in an oligopoly, run on mainframe computers, and have **no incentive to innovate**

# And broken!



## COSTLY

Each middle layer collects a commission so the ticket turns up to be **30% more expensive for the end customer**



## COMMON OVERBOOKINGS

Passengers are **often denied boarding** as airlines commonly overbook flights



## NO CANCELLATIONS

Cancellations are often **tedious, can cost more than the original ticket, or are even impossible**



## NO RESELLING

In most cases, tickets **cannot be resold or transferred to a different passenger**



## QUEUES

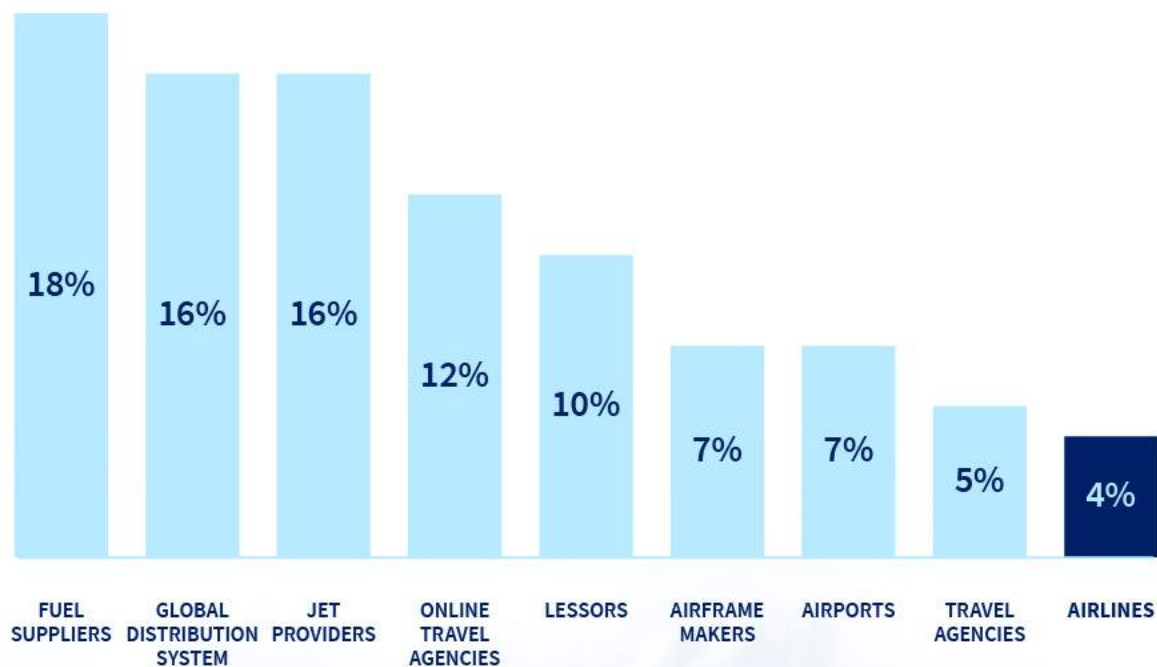
When existing centralized systems break, travelers are **commonly left stranded at airports** queuing to board

# Intermediaries are redundant and capture all the value

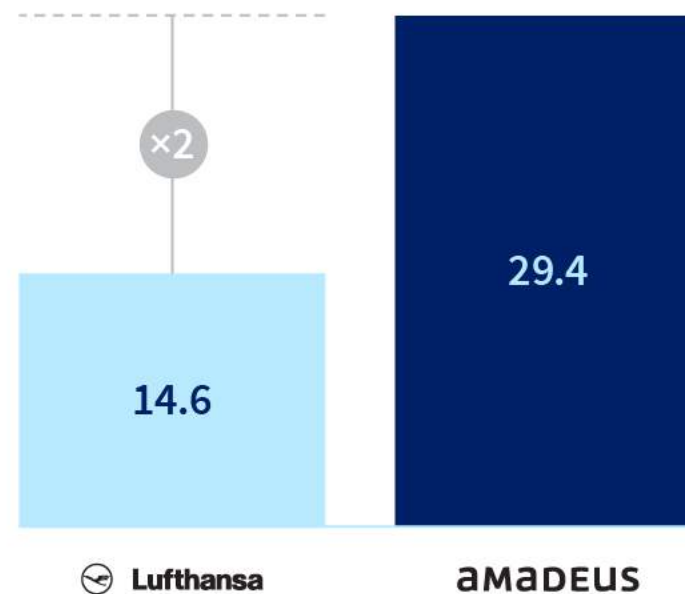
Returns are unevenly distributed across the entire value chain ...



... so that, for instance, the Amadeus market cap is double that of Lufthansa



ROIC for representative groups  
(including goodwill)



Market cap  
(USD billion, October 2017)



# Only a radical step change can revolutionize the industry



INCREMENTAL  
**20% TO 30%**  
**COST REDUCTION**  
WON'T DO



WHAT THE  
INDUSTRY NEEDS IS  
**A STEP CHANGE:**  
**10x**

# Blockchain is the technology of the future



## BANKING AND PAYMENTS

- Blockchain allows anyone to **send money** across borders almost instantly and with very low fees
- Banks are investing in blockchain to make their business operations **faster, more efficient, and secure**



## SUPPLY CHAIN MANAGEMENT

- Blockchain can be used to **verify authenticity or fair trade status** of products by tracking them from their origin



## CLOUD STORAGE

- Data on centralized servers is **inherently vulnerable** to hacking, data loss, or human error
- Blockchain allows cloud storage to be **more secure and robust** against attacks



## REAL ESTATE

- Blockchain can help with tracking, verifying ownership, ensuring accuracy of documents, and transferring property deeds
- It can also **speed up transactions**, reducing the need for paper-based record keeping



## ENERGY MANAGEMENT

- Blockchain allows users to buy and sell energy from each other in a **peer-to-peer way**



## RETAIL

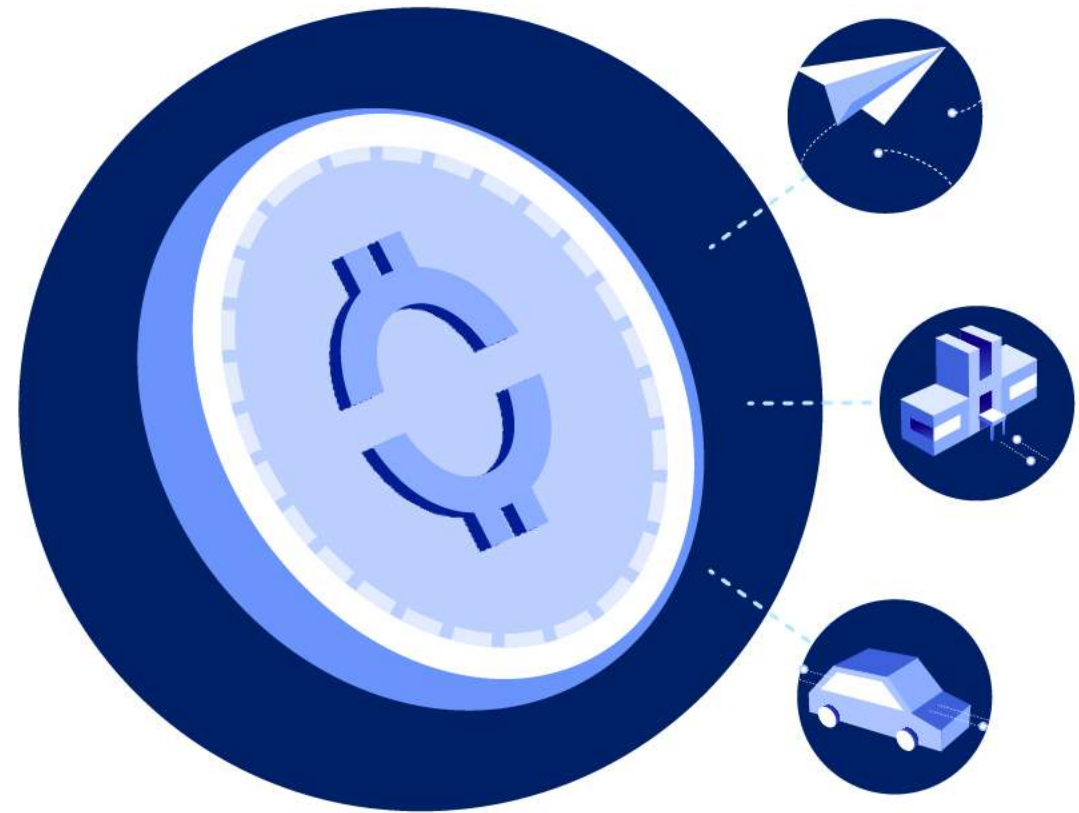
- Blockchain can connect buyers and sellers **without the middleman and associated fees**
- **Trust** comes from smart contracts, secure exchanges, and built-in reputation systems





# Ozone is the new era of travel

Ozone is a decentralized global distribution system completely based on blockchain technology with the most comprehensive inventory of airlines, hotels, and car rentals.



# Ozone is the new era of travel

Our vision for Ozone is based on four strategic pillars to revolutionize the travel booking industry.



Decrease  
global  
distribution  
**fees**



Offer a simpler  
and more  
**flexible**  
**solution**

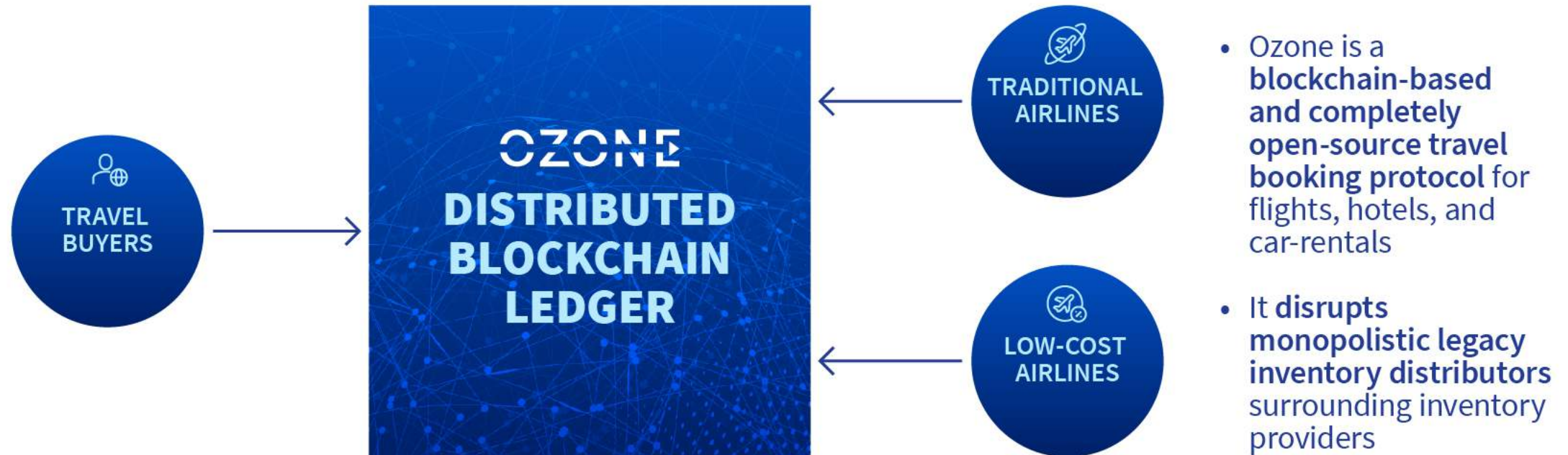


Increase  
**reliability**  
and  
**security**



Reduce  
inefficiencies  
through  
**transparency**

# Ozone disrupts the legacy!





# It covers the entire travel booking value chain






- Ozone connects buyers with suppliers directly over a distributed blockchain ledger eliminating redundant middle layers
- Ozone covers the entire value chain:
  - Posting inventory
  - Search and bundling
  - Booking & payment
  - Settlement

# The Ozone Protocol executes each step independently without third party involvement...



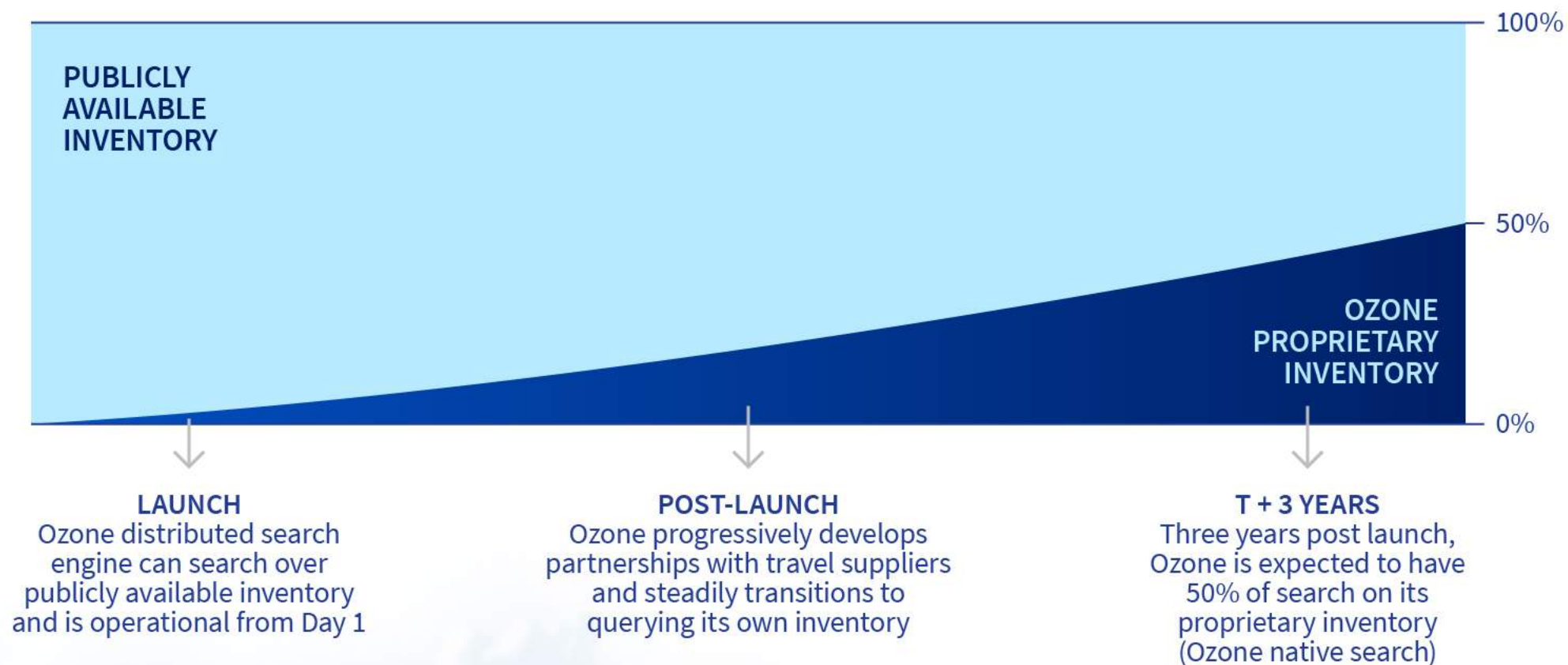
Ozone exchange nodes are compensated in X02 (Oxygen) token through taker and maker fee

# ...and provides incentives to the right players

	1 <sup>st</sup> POSTING INVENTORY	2 <sup>nd</sup> SEARCH & BUNDLING	3 <sup>rd</sup> BOOKING & PAYMENT	4 <sup>th</sup> SETTLEMENT
 TRAVEL BUYERS	<ul style="list-style-type: none"><li>• Most comprehensive inventory offer (both publicly available and Ozone proprietary)</li></ul>	<ul style="list-style-type: none"><li>• Open access for all</li><li>• Unbiased and personalized search results</li><li>• No downtime</li></ul>	<ul style="list-style-type: none"><li>• No unnecessary fees</li><li>• No overbookings</li><li>• Possible to cancel or resell</li></ul>	<ul style="list-style-type: none"><li>• N/A</li></ul>
 EXCHANGE	<ul style="list-style-type: none"><li>• N/A</li></ul>	<ul style="list-style-type: none"><li>• Incentivized for performing complex search and bundling operations</li></ul>	<ul style="list-style-type: none"><li>• N/A</li></ul>	<ul style="list-style-type: none"><li>• N/A</li></ul>
 TRAVEL SUPPLIERS	<ul style="list-style-type: none"><li>• No unnecessary fees</li><li>• Can post full spectre of products and services</li><li>• Can easily change ticket price</li></ul>	<ul style="list-style-type: none"><li>• Proprietary inventory can be bundled with other categories to expand the offer</li></ul>	<ul style="list-style-type: none"><li>• Free of charge for the supplier</li><li>• Instantaneous payment without unnecessary fees</li></ul>	<ul style="list-style-type: none"><li>• Instantaneous settlement</li><li>• No (international) transfer fees or unnecessary exchange rate conversions</li></ul>



# Works from Day 1!



# By 2020, Ozone will cover airlines, hotels, and car-rentals

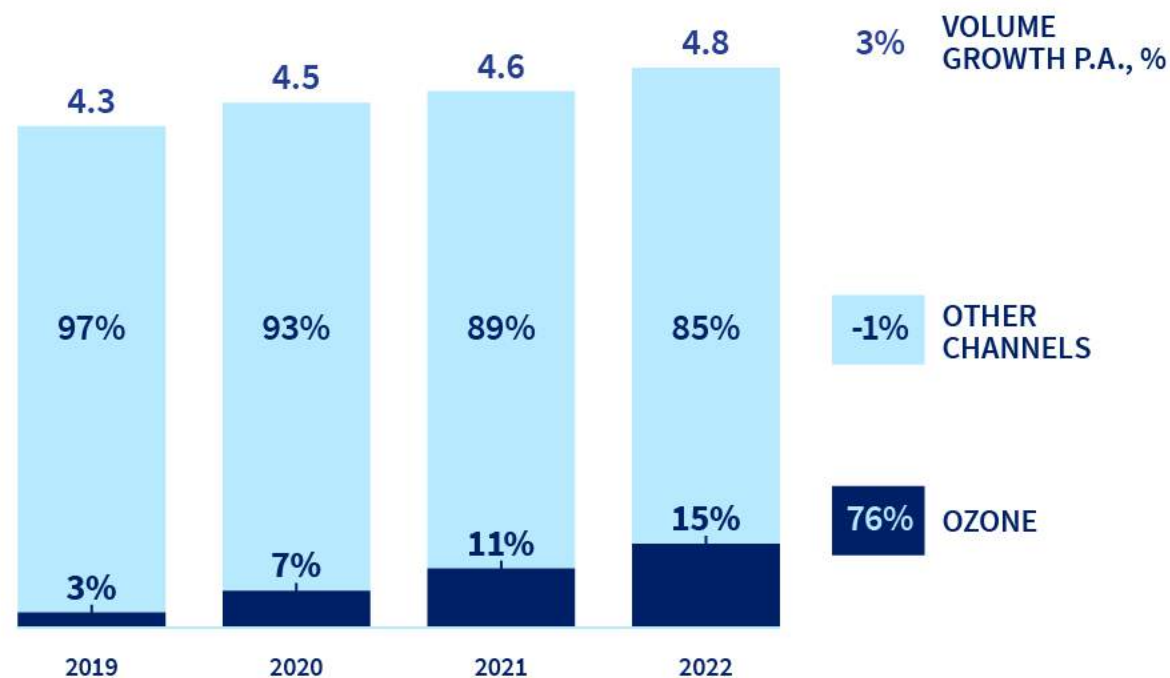


# Go-to-market strategy will ensure that there is no travel without Ozone in 2022

Innovative go-to-market strategy will bring about quick adoption ...



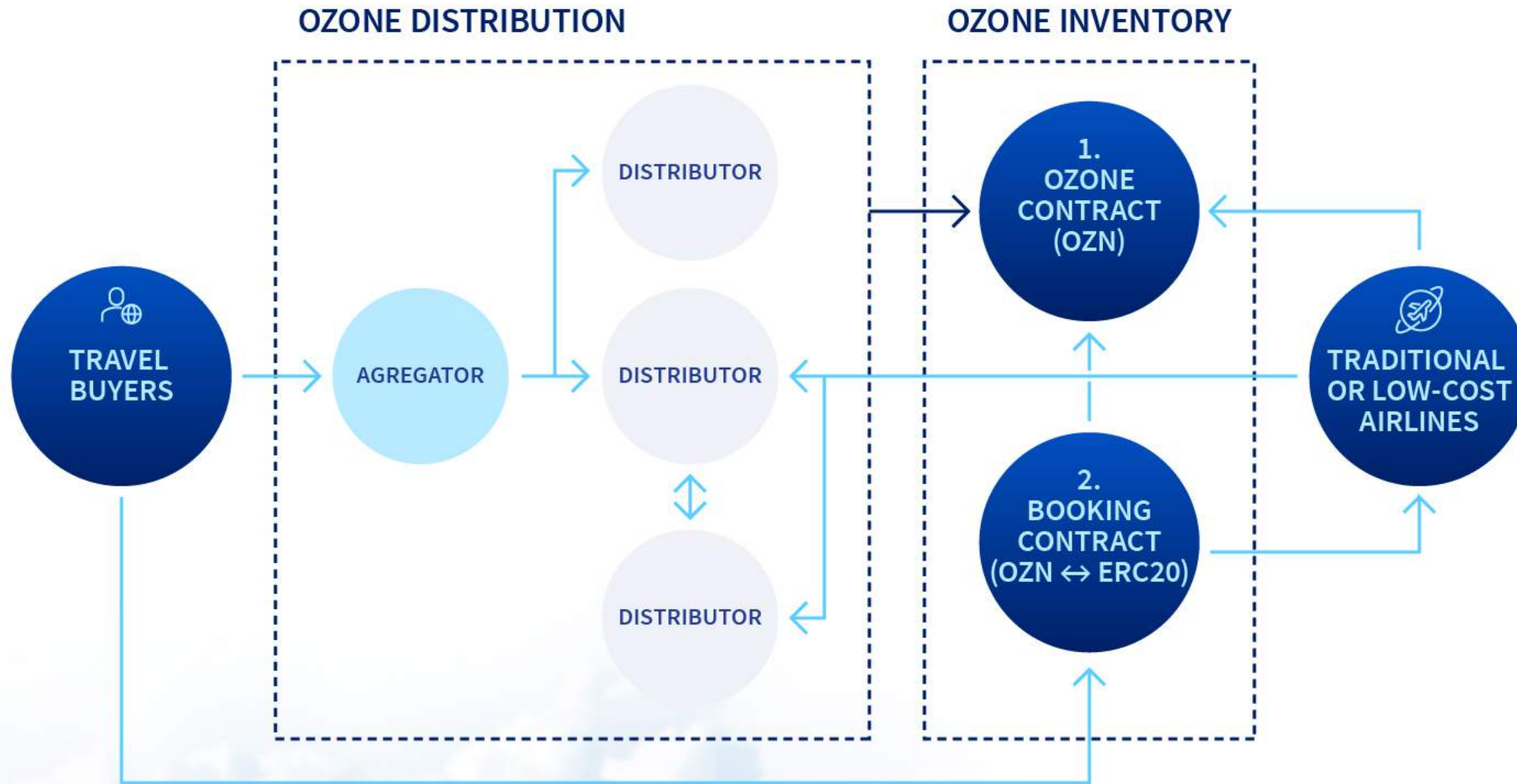
... and sustainable growth to 15% market share in 2022



Travel booking market outlook  
(volume in millions)



# Ozone implements two smart contracts

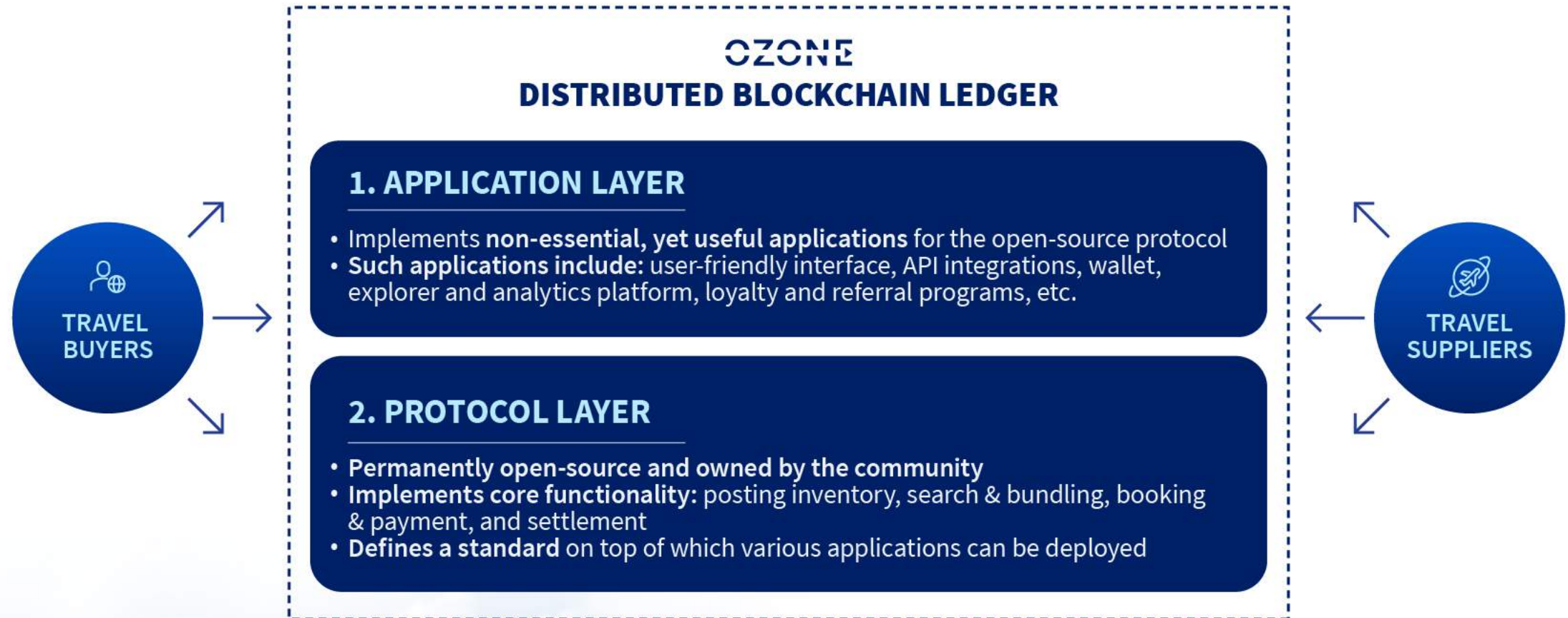


- **Distributors** - maintain book of orders from many suppliers, create liquid markets, and facilitate trades between suppliers and buyers
- **Aggregators** - aggregate and bundle orders from several different distributors

# Oxygen (XO2) and Ozone (OZN) have different properties and use cases

TOKEN	OXYGEN	OZONE
TICKER	XO2	OZN
FUNGIBILITY	fungible	non-fungible
DESCRIPTION	Coin minted and distributed by the protocol itself	Smart contract that is a digital representation of a physical asset (airline ticket, hotel reservation, car rental agreement, etc.)
USE CASE	<p>Rewarded to distributors and aggregators for their contribution in computing power and bandwidth to create liquid markets</p> <p>Can be used as a (preferred) method of payment on the platform</p>	<p>Travel suppliers post inventory on the Ozone platform in the form of a smart contract</p> <p>Travel buyers query inventory and book the preferred itinerary, at which point the smart contract changes the ownership</p>

# Ozone invests in building the application layer on top of open-source Ozone protocol





# Ozone team consists of seasoned professionals with relevant backgrounds



## **Marko Jurković - CEO and Business Development**

Extensive international experience in consulting with McKinsey&Co and industry, primarily in business development. MSc in Engineering at the University of Zagreb and MBA from IESE Business School.



## **Nikola Vrdoljak - Communications**

15+ years of experience in digital and media. Co-founder and managing partner of comms and digital agency. BA in Economics from St. Francis College.



## **Neven Miculinić - CTO**

Passionate computer programmer since age 9 with extensive experience in development and coding for, among others, Facebook and an MSc in Computer Science at the University of Zagreb.

# Strong advisory team will bring a further wealth of knowledge and experience



**Sadiq Gillani,**  
Senior Vice President at Lufthansa Group and  
Lecturer in Management, Stanford GSB

Passionate travel industry professional with over 15 years of experience in airlines having worked for both Lufthansa and Eurowings. Graduated with an MBA from HBS and an undergraduate degree from University of Cambridge.



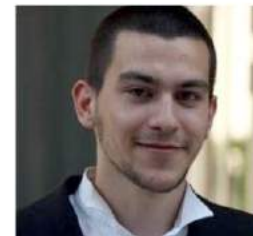
**Anela Husković,**  
Solution Specialist for Data & AI at Microsoft

Inventive IT expert with experience in machine learning, AI and implementation of new technologies. Worked as an implementation Engineer for Amadeus, a leading global distribution system. MSc in Automation Engineering at the University of Zagreb.



**Varun Dinodya,**  
Director Of Business Development at Kynetix

Entrepreneurial business development professional with over 10 years of global experience, especially in Asia. MBA from LBS and a MSc from LSE.



**Vinko Bradvica,**  
Founder at Running Beta

Innovative developer with 10 years of experience in IT mainly as a software developer/engineer, UX Team Lead in a start-up backed by Y-combinator. MSc in Computer Science at the University of Zagreb.



# Strong advisory team will bring a further wealth of knowledge and experience



**Maximilian Christ,**  
Corporate Finance & Business Development  
at Nyrstar

Experienced finance and PE professional with proficiency in corporate finance and over 10 years of experience. MBA from LBS and a Msc degree from Universita Bocconi.



**Anđelko Čalušić,**  
Founder at ULIX Travel

Serial entrepreneur with over 15 years experience in travel and IT. Started-up now biggest CEE travel agency aviokarte.hr and subsidiary letalske.si.



**Kristijan Rebernišak,**  
Founder at Running Beta

Expert developer with 10 years of experience in IT mainly as a software developer. Mobile Team Lead in a start-up backed by Y-combinator. MSc in Computer Science at the University of Zagreb.



# Connect with us

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