

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

OZONE

Revolutionizing  
travel booking



# Travel booking is complex

01





# 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



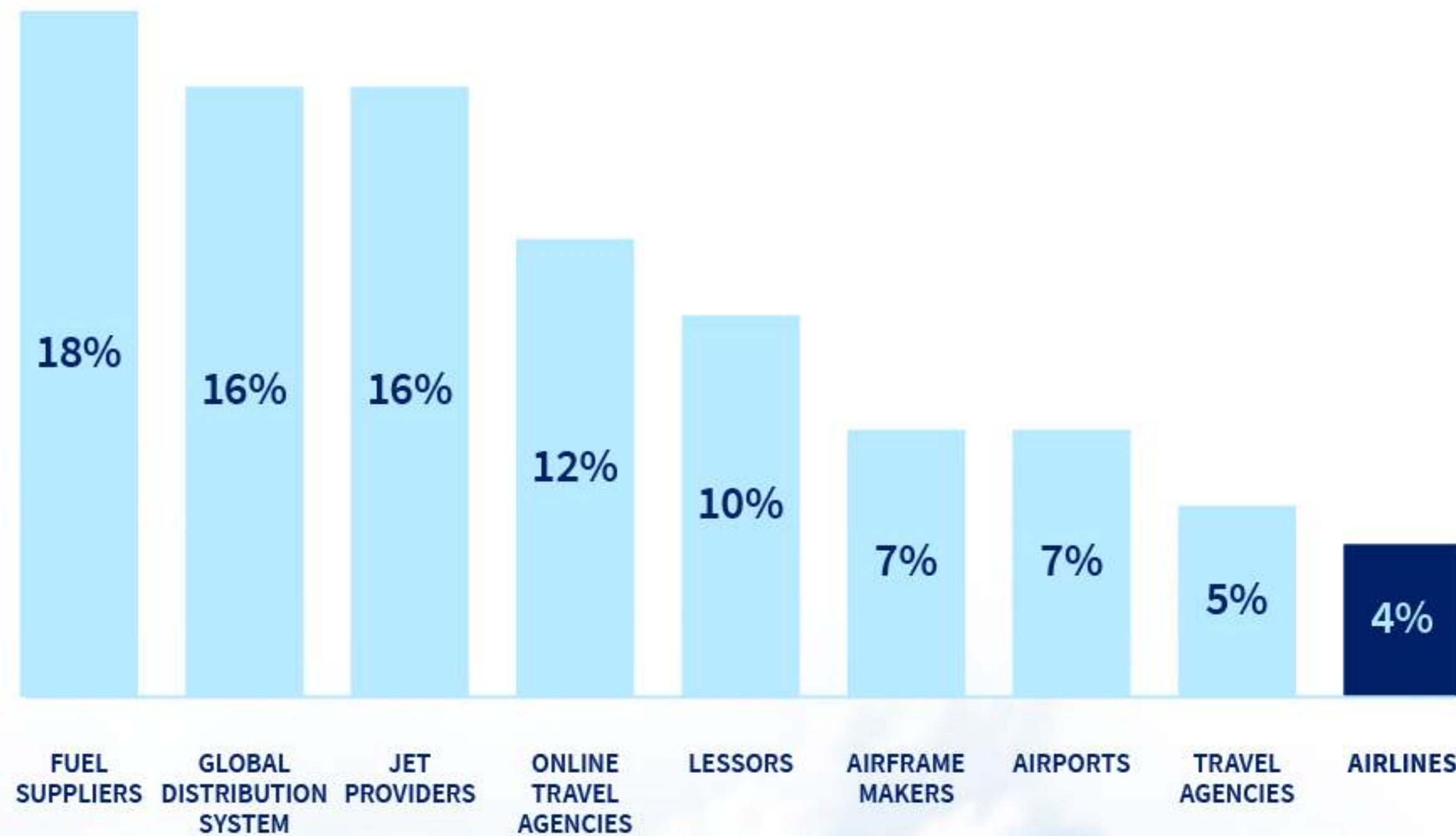
# Intermediaries are redundant and capture all the value

03

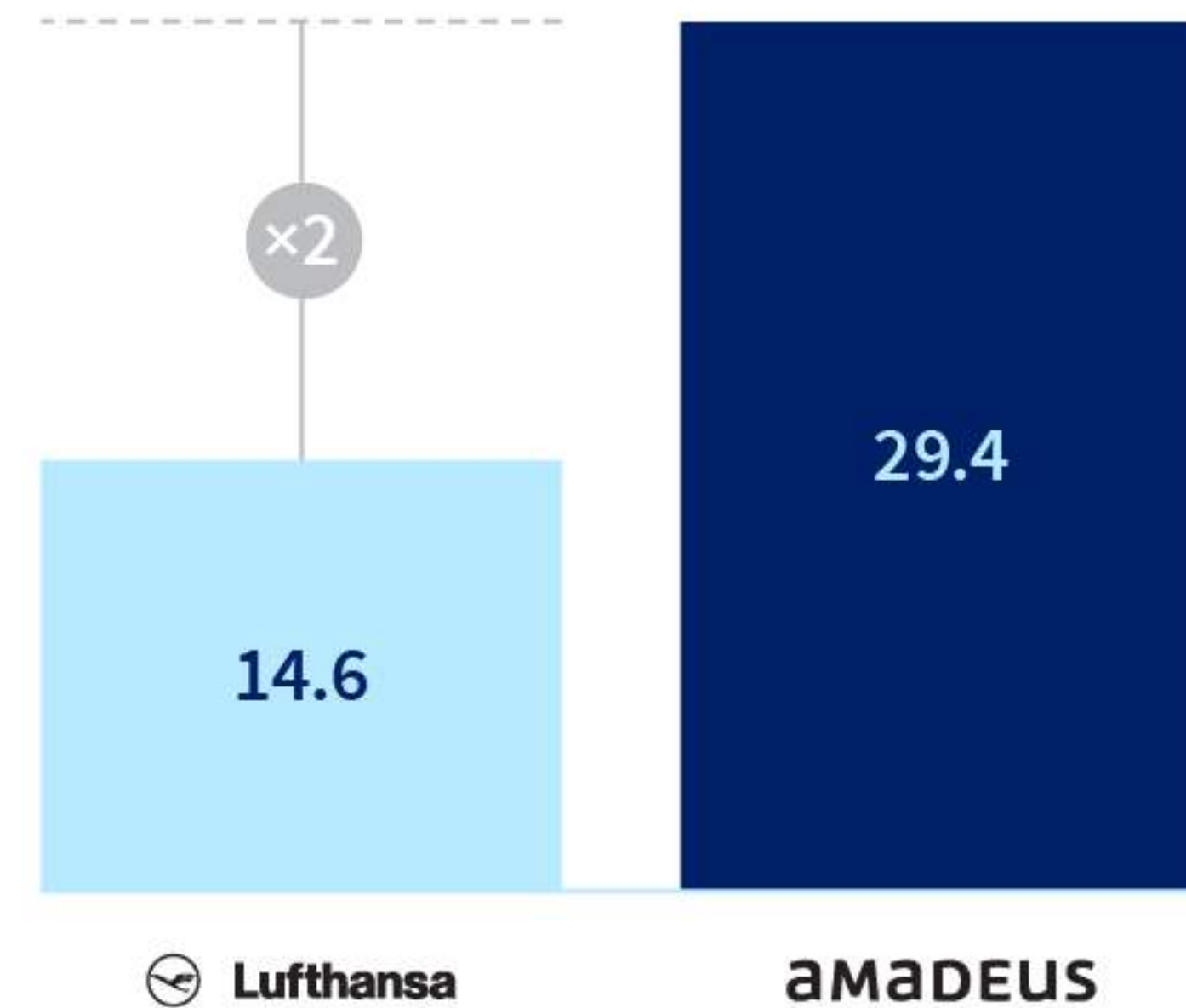
Returns are unevenly distributed across the entire value chain ...



... 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)



# Ozone disrupts the legacy!





## 05





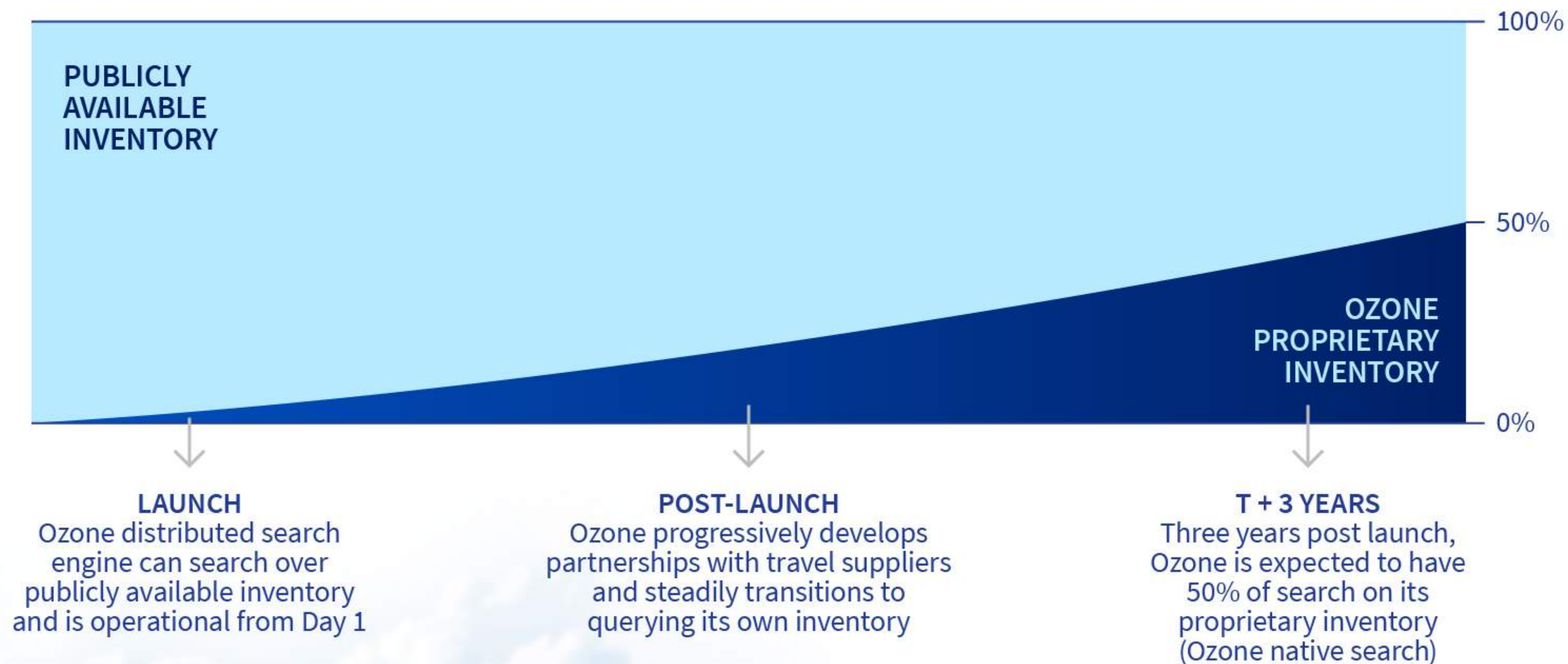
# ...and provides incentives to the right players

	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>
OZONE 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!

07





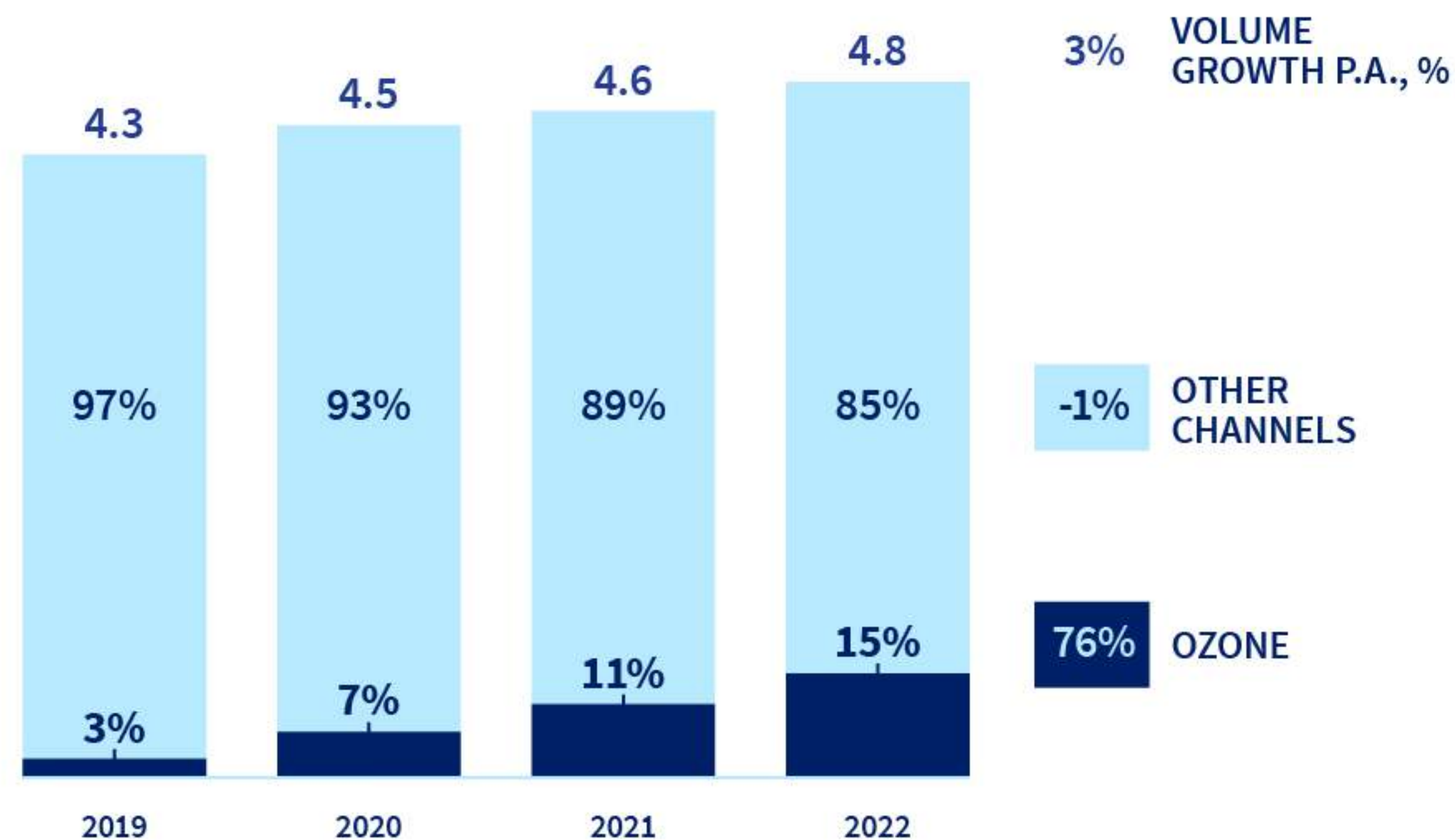
# Go-to-market strategy will ensure that there is no travel without Ozone in 2022

08

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 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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