



tripsta

8.11.2014

OBILITY DEPARTURES OBLET

Car	Destination	Let	Time	Phon/Dir	Pass
08	0730				
08	0724				
08	0738				
02	0590				
43	0773				
02	0434				
02	0852				
07	0151				
02	1508				
02	0635				
02	0800				
02	0804				
02	1303				
02	0635				
02	1447				
02	0533				
02	0454				
07	0637				



# Annual Trends 2015



# Our Mission is to be the Leading OTA Globally.

## Vision Statement

Our vision is to provide great experiences to online travelers anywhere in the world. Innovation is core to our DNA and we are constantly thinking about how we can add value to our passenger's journey. We believe in the simple, not the complex. We never compromise on excellence. We know that great ideas can come from anyone and anywhere. We have the strength to admit when we are wrong and the courage and agility to evolve.

## Corporate Profile

In 2005 two restless entrepreneurs founded a startup initially called Travelplanet24 in the heart of one of the world's travel hot spots, Athens Greece. Today our online travel agency, Tripsta, is one of the largest and most recognized leaders in the industry. Our trusted brands, tripsta, airtickets, and travelplanet24 are preferred by more than a million loyal travelers throughout the 45 global markets that we presently operate in.

With offices in Athens, Bucharest and Istanbul our committed team of 280 passionate travel geniuses ensure that you reach your destination with guaranteed low prices and dedicated support. Our booking engine processes more than two million travel requests per minute to make sure you get the most complete set of options and prices for your journey by plane, train, ferry or car. We can do this because we collect over 100 gigabytes (that's equal to roughly 50,000 songs worth) of bookings data daily that we use to make your search experience more seamless and intuitive on whatever device you happen to be using at that moment. Add on top our world class multi-lingual passenger service and we just know we are going to make your next booking experience a great one!

## Strategic Pillars

 **Customer Experience & Loyalty Focus**

 **Multimodal OTA Services**

 **Data Focused Organization**

# About tripsta

# Letter from the CEO



During last year our company has grown substantially as we've successfully executed our corporate strategy which included, the merger with airtickets®, expanding our service offerings and geographic coverage; capturing large-scale projects; pursuing selective acquisitions; and implementing cost, pricing and productivity improvement initiatives.

Tripsta has now become the largest OTA in south-eastern Europe and the largest e-Commerce business in Greece. Surpassing the economic crisis of 2015's summer, handling the capital controls and the airlines BSP issue, we turned every challenge and every obstacle in an opportunity to improve and continue growing.

The integration of the two companies was a definite encounter, as both businesses had an equal sales volume and number of employees and we worked hard to sustain the tripsta corporate culture across all departments of the company. As 2015 went through, we experienced several accomplishments, we launched a redesigned airtickets® booking flow, a Dynamic Booking System with our German IATA and we also enriched Meta results with LCC Content.

Looking ahead, we remain encouraged about our prospects. We will focus on three pillars of tripsta evolution: Multimodal OTA Focus,

Customer Experience & Loyalty and Data-focused culture.

We are working to become a multimodal OTA by enhancing our core products and offer a wide selection of travel options in response to growing passenger demand. We are continuously investing to build a diverse and engaging customer experience inside tripsta that allow us to generate loyal customers and increase our service level. Moreover, enhancing our data-focused culture will allow us to lead and serve the transportation industry, indicating the travel trends and improve our prosperity.

Moving forward we are fully committed to engaging all of our people who seek progress on our shared challenges. That is why tripsta is more committed to Performance than ever before. It is how we will position our business for sustainable long-term growth and contribute to solving broader challenges that impact each and every one of us.

The comprehensive sales and financial reporting initiatives we have underway at tripsta will support our performance and the growth in profitability we are projecting for 2016.

I invite you to visit to our website & mobile Apps frequently for updates on our progress.

**Philipp Brinkmann,  
Co-Founder & CEO**

**Tripsta – travelplanet24 - airtickets®**



# Key Milestones per Month

# 3

January

February

**March**



airtickets® acquisition

**April**

best workplace 2015 award



May

June

**July**



2.383 ferry tickets annual record in a day

August

September

October

**November**

launch of airtickets® android app



December



# OTA Acquisition

# 4

**In March of 2015 tripsta successfully completed the acquisition of local Greek market leader, airtickets®.**

This acquisition thrust the 'new' tripsta beyond the half billion-euro gross revenue milestone and into the top five OTAs in Europe.



**the largest OTA in south-eastern Europe**



**the largest eCommerce business in Greece**

with daily sales ranging between € 1,5 - 1,8 M

Airtickets® brought into the mix a brand with exceptional loyalty in the Greek travel market that is completely non-reliant on metasearch for its position.

The synergy benefits realized surpassed 50% of the acquisition purchase price of airtickets® within the first 2 years. Furthermore, the financial benefits of these synergies will continue to be enjoyed in the years to come.

Tripsta has now acquired the **internal knowledge for M&A** with a very **important initial success that can and will be leveraged for future acquisitions.** Tripsta's internal M&A 'rulebook' has been developed with future acquisitions in mind. Also **the company redesigned the foundation of its cutting-edge Internet Booking Engine to accommodate multiple brands in parallel.** It has also been reengineered to integrate these new brands quickly and efficiently to optimize the M&A process.

# Rebranding

# 5

## tripsta / travelplanet24

### Our Brand Mark

#### It says "We're tripsta"

Our iconic brand mark is the letter T formed by an ingenious trip between two connected points.



### No single colour is tripsta!

We have a bright and diverse range of colours that ensure that our brand is always fresh and engaging.



### Our Brand Essence

#### What is Travel Genius?

Travel genius is our brand essence. It is a simple powerful statement that inspires the things we say, the way we look and everything we do. Travel genius captures the brilliance of our search algorithms. It positions tripsta as energetic geeks who use the power of creative coding to deliver a travel booking experience that's so good, it's genius.



### Our Brand Mark

#### It consists of a tailfin icon and a window shape.

We decided to update our logo while **maintaining the key elements** and keep the brand recognition. We managed to visually strengthen the tailfin symbol to be even **more recognizable** and to stand out more as the core brand element in any of our communication.

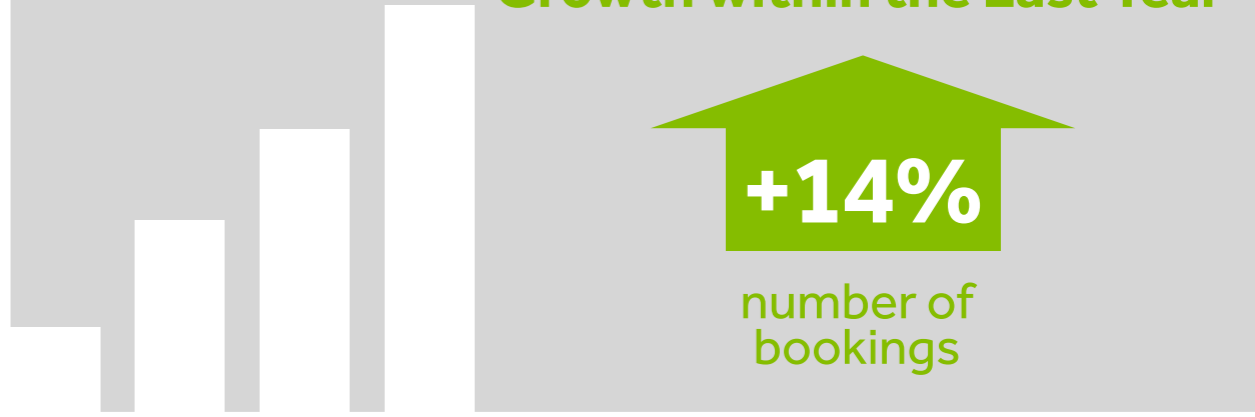


# 2015 Financial Highlights

## Sales Breakdown by Product

flight tickets  <b>+11,95%</b> € 509.232.072	ferries tickets  <b>+29,87%</b> € 5.367.039	total sales  <b>+12,22%</b> € 514.599.111
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## Growth within the Last Year



## Add-on Services that Saw the Biggest Growth in 2015

car rental  <b>+216%</b>	hotels  <b>+64%</b>
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SMS notification  <b>+30%</b>	insurance  <b>+11%</b>
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## Key Records



**7.801**  
tickets sold in a day

on 30.09.15



**5.452 bookings**

day with maximum  
bookings within 2015



**389**  
average number of  
tickets sold in an hour



**260**  
average number of  
bookings made in an hour

## Largest Contributing Markets



Great Britain



Germany



U.S.A.



France



Australia



Greece

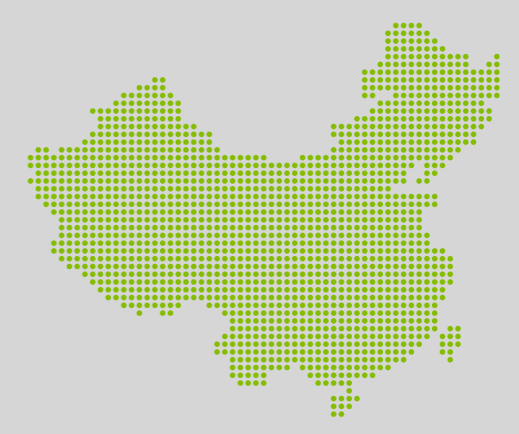
## Top 3 Markets that have Emerged in 2015



Norway



Sweden



China



# 2015 Global Trends



## Top 10 Booked Routes in 2015

From	To	Bookings
Athens	Thessaloniki	6.939
Thessaloniki	Athens	6.709
Larnaca	Athens	3.030
Athens	Heraklion	2.941
Athens	Thira	2.911
Athens	Larnaca	2.791
Athens	London	2.780
London	Istanbul	2.733
Heraklion	Athens	2.577
Istanbul	London	2.348



ATH



SKG



## Percentage of Bookings Made by Men and Women



**59,05%** of bookings made by men



**40,95%** of bookings made by women



## Percentage Booked on Desktop, Tablet & Mobile



## Most vs. Least Popular Booking Period



**November**

**139.531**  
bookings



**August**

**105.675**  
bookings



## Most vs. Least Popular Traveling Period



**December**

**127.271**  
bookings



**February**

**70.518**  
bookings



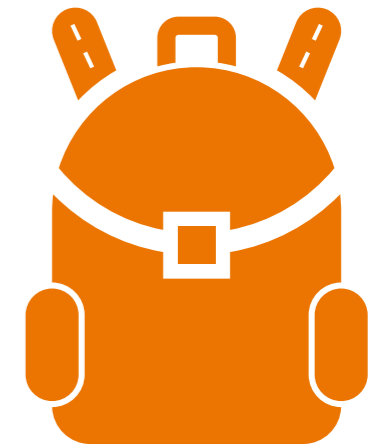
**14<sup>th</sup>-20<sup>th</sup> Dec**

**36.072**  
bookings



## Top 10 Low Cost Airlines and Bookings

Airline	Bookings
Ryanair	25.045
JetStar Asia	13.690
Germanwings	5.518
Norwegian	5.242
Tiger Airways Singapore	5.042
easyJet	4.211
Blue Air	4.045
Wizzair	3.387
Pegasus Airlines	2.911
Transavia Airlines	2.006



#ryanair



## Top 5 Most Popular / Favorite Airlines

Airline	Bookings
Aegean Airlines	93.854
SAS	54.726
Turkish Airlines	52.681
Air Berlin	39.811
Iberia	35.310



#aegeanair



## Average Cost of Flight Tickets for Most Popular Domestic Routes

# RU

From	To	Average cost (€)
Sankt Petersburg	Moscow	62
Moscow	Sankt Petersburg	84
Moscow	Murmansk	112
Moscow	Krasnodar	94
Moscow	Simferopol	235

# PL

From	To	Average cost (€)
Wroclaw	Warsaw	77
Warsaw	Wroclaw	97
Rzeszow	Warsaw	83
Poznan	Warsaw	57
Warsaw	Krakow	75

# RO

From	To	Average cost (€)
Bucharest	Timisoara	195
Bucharest	Cluj	235
Bucharest	Iasi	120
Iasi	Bucharest	137
Timisoara	Bucharest	303

# GR

From	To	Average cost (€)
Athens	Thessaloniki	89
Thessaloniki	Athens	82
Athens	Heraklion	141
Athens	Chania	111
Heraklion	Athens	119



## Average Cost of Flight Tickets for Most Popular International Routes

From	To	Average cost (€)
Larnaca	Athens	177
Athens	Larnaca	164
Athens	London	270
London	Istanbul	277
Istanbul	London	191

lowest average cost international flight  
**ATH - LCA**  
**€ 164**



# Tripsta's people

## HR results

total number of employees



**262**

by 31.12.15

number of new hires



**76**

normal hiring + trainees

number of trainees



**16**

nationalities



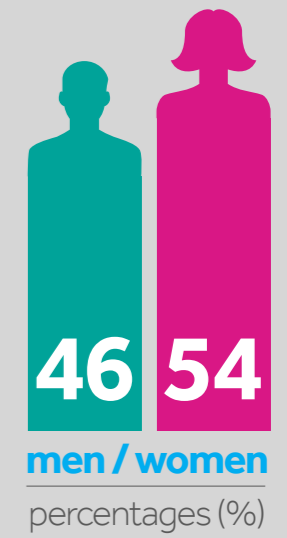
**24**

employee average

**32**  
age

average tenure

**2,7**  
years



we invest in training!



**7.166** hrs  
**internally**

27 hrs per FTE

**1.598** hrs  
**externally**

6 hrs per FTE

## fun facts!

we stay healthy!



**9,6tn / year**

oranges consumed

we love coffee!



**256kg / year**

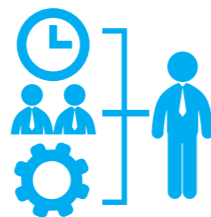
coffee drank

## HR plans for 2015

2015 was a very interesting and challenging year for the HR department! A lot of new processes were introduced, new systems, new roles and, of course, we supported the integration of the company with airtickets®.

2016 is going to be even more interesting for us! Our efforts are going to be centered into creating a Customer Experience culture in our company. Various initiatives and actions are going to support this goal, here are some examples: the CX Ambassador program, training and development programs, the Agent for a Day program etc.

We will also further improve the High Performance culture by improving the process and introducing a new system. Last, but certainly not least, we have launched a program that aims to positively impact the engagement of our employees.



## THE GENIUS incubator

An umbrella of all development programs of our company designed to drive our high performance culture, develop our skills and competencies and support the realization of our mission & strategy.

The first complete program organized as part of The Genius Incubator was "The Genius Incubator: middle management edition!". This program was organized for middle management (30 people in total) in order to provide essential skills, knowledge & expertise to drive a high performance culture and enhance the overall performance of their team through a focus on people management.

The program was launched in October 2015, with an average of 2 days training per month and is scheduled to end in June 2016. We have collaborated with well-known professionals in fields of expertise taking also advantage of internal key people, to share knowledge.

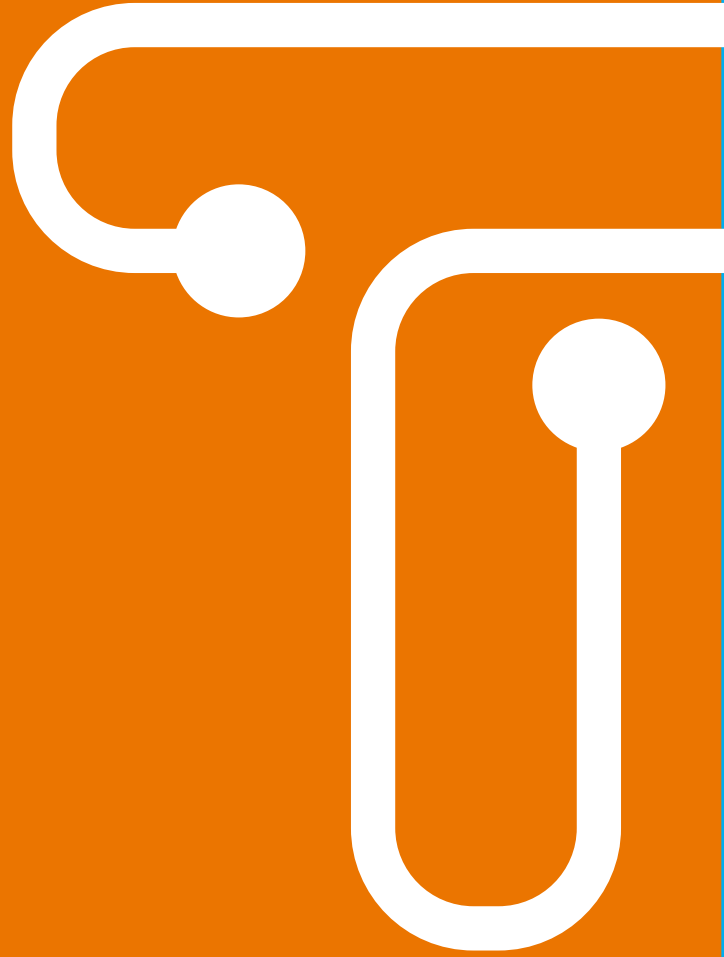
## insider lab 2016

Insider Lab is an annual business conference organized by us, for us to come together to share knowledge, learn and discuss new trends & opportunities pertaining to the business.

"Insider Lab 2016" was held for the second year in a row on Tuesday, December 8th, at Aigli Zappeion, with theme "Be The Travel Genius!" and the generous support of Travelport, Singapore Airlines and SAP.

Keynote speakers at the conference were Ms. Spyridoula Drakopoulou (Head of Performance Agencies, Greece, Cyprus & Malta, Google), which talked about the "Branding in the exponential age", Mr. Kostas Karipidis, (Speaker, Consultant, Trainer) which presented in a unique style «Genius performance for dummies», Mr. Vassilis Vassiliadis, (Training Director, OTE Academy) who analyzed the importance of storytelling by presenting "Never underestimate the power of a great story". Duncan Barraclough (Head of Online Travel Agencies for Western Europe, Travelport) and Jan Paul Ephithite, (Product Manager, Travelport) in a joint presentation on "Beyond Air - where is travel going», while joining also were Mr. Dimitri Kouvaras, (Business Development, Technology & Innovation Platform SAP Hellas, Cyprus & Malta SAP) and Gregory Nikiforov, (Head of JetCom Communication Agency, JetCom).

Apart from the successful conference, a series of workshops took place during that week as part of the insider lab conference.



## **2015 Annual trends report**

All the above data are taken from: Flights booked throughout 2015 (including those pre-booked for the end of the year). Specifically for bookings made in 2015 (01.01.15-31.12.15), but filtered out bookings with returning (inbound) date in 2016.