



**UPGRADE  
PACK**

*for Financial Services*  
Your premium loyalty partner

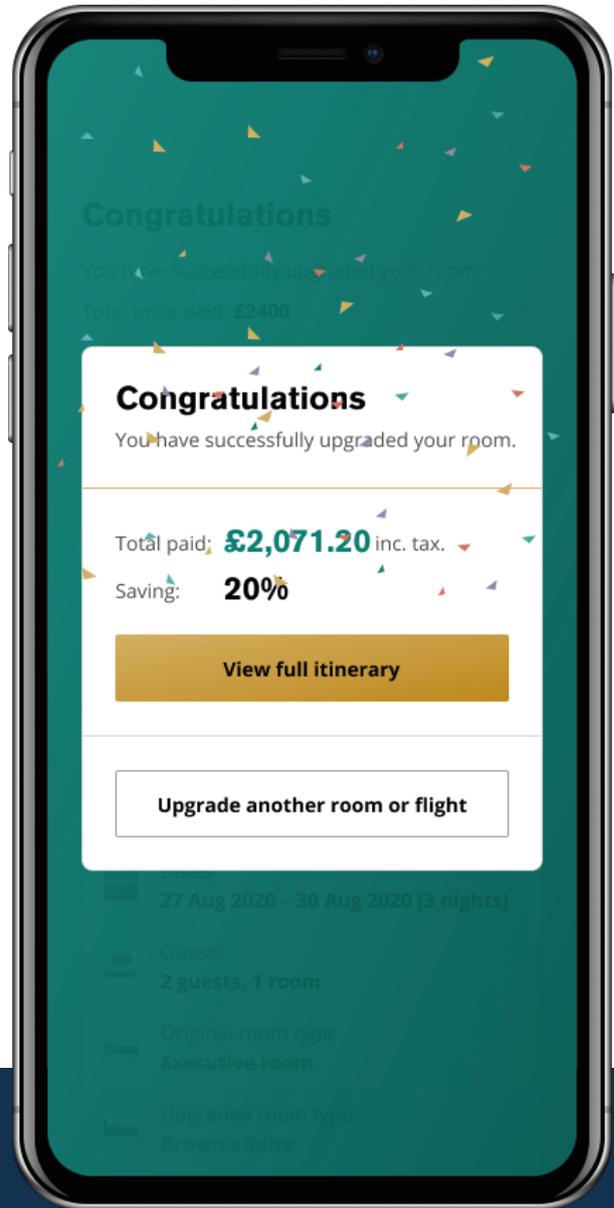
## What is Upgrade Pack?

**Upgrade Pack** is an innovative loyalty benefit, designed specifically for your **premium customers**. It drives revenue through additional card spend while retaining profitable relationships.

Our **next generation app** for flight and hotel upgrades shows your most valuable customers that they, and their loyalty, matter - with tangible savings on luxury travel, accessed exclusively via you as their financial services partner.

Premium and uncommoditised	✓
Simple subscription model	✓
Increased on-card spend	✓
Low cost / high utilisation	✓
Global coverage	✓
Simple user experience	✓
World class data and insights	✓
PCI DSS Level 1 compliant	✓

## The ultimate addition to your loyalty arsenal



## How it works

**Upgrade Pack** helps you give your high value customers something they can't get anywhere else; **exclusive access** to unlimited **flight and hotel upgrade offers** whenever and wherever they travel.

Our technology connects directly with our global airline and hotel partners to provide real time upgrade **discounts of 15-40%** seamlessly and effortlessly.

With the **Upgrade Pack** app, upgrades (for the whole group travelling) are easy to find and easy to purchase - in just a few clicks.

## Customer experience

As a client, you simply sponsor access to our upgrade platform for your most valued customers as part of your loyalty offering; delivering an experience-rich benefit for a **discerning audience**. All for less than the price of providing a concierge service or airport lounge access.

Options for co-branding	✓
Options for exclusivity	✓
Options for marketing partnerships	✓
Options for API integration	✓

## Why it works

**Upgrade Pack** offers a unique fusion of **travel, technology, and loyalty** in one innovative platform-based solution.

This creates a benefit that customers want - and will actually use. Unlike other premium loyalty rewards, with utilisation rates in excess of 25%.

### Because everyone loves an upgrade.

95% of people say an upgrade is the thing they want most when they travel.

We augment your customer experience to provide a reward that they will both value and use.

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One fixed fee per user per year ✓

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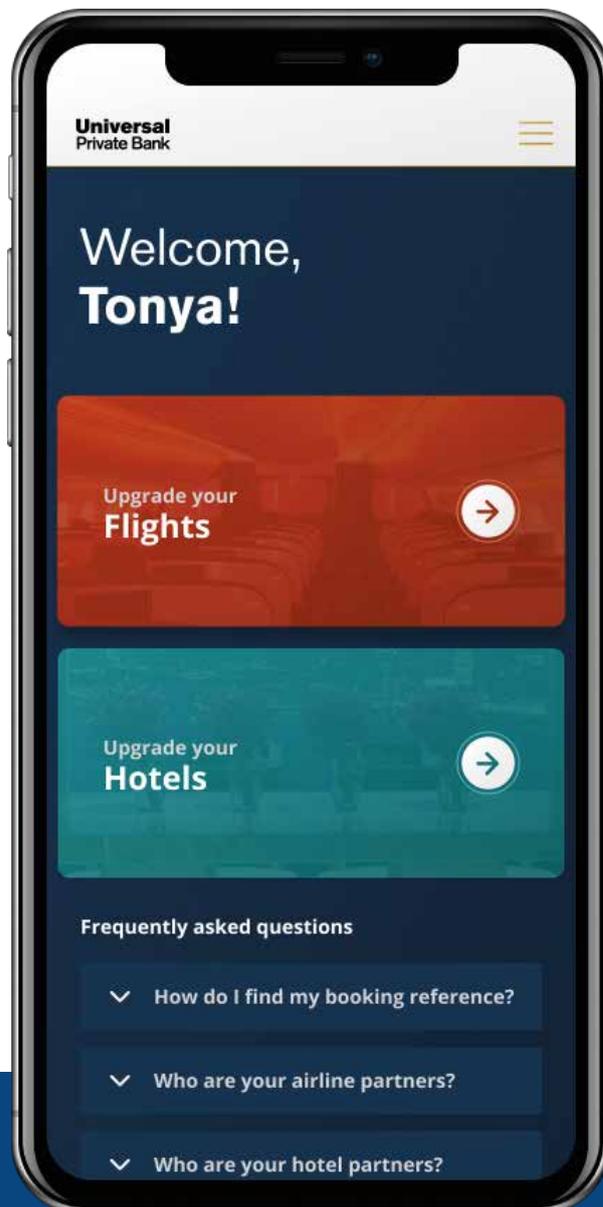
Unlimited usage ✓

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Category leader in efficiency ✓

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GDPR-standard data management ✓



**“This is the future of loyalty”**

*Vice President, Global Bank*

## In summary

For years, benefits have been staid and generic. With **Upgrade Pack** we have created a new and appropriately levelled benefit for the premium market - helping you reward the customers and clients that contribute most to your bottom line.

Simple, elegant, and highly valued, our app combines perfectly with your product suite.

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An engaging benefit ✓

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A demographic appropriate benefit ✓

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A retention-focused benefit ✓

## Talk to us

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