



**UPGRADE
PACK**

for APAC

Your premium loyalty partner

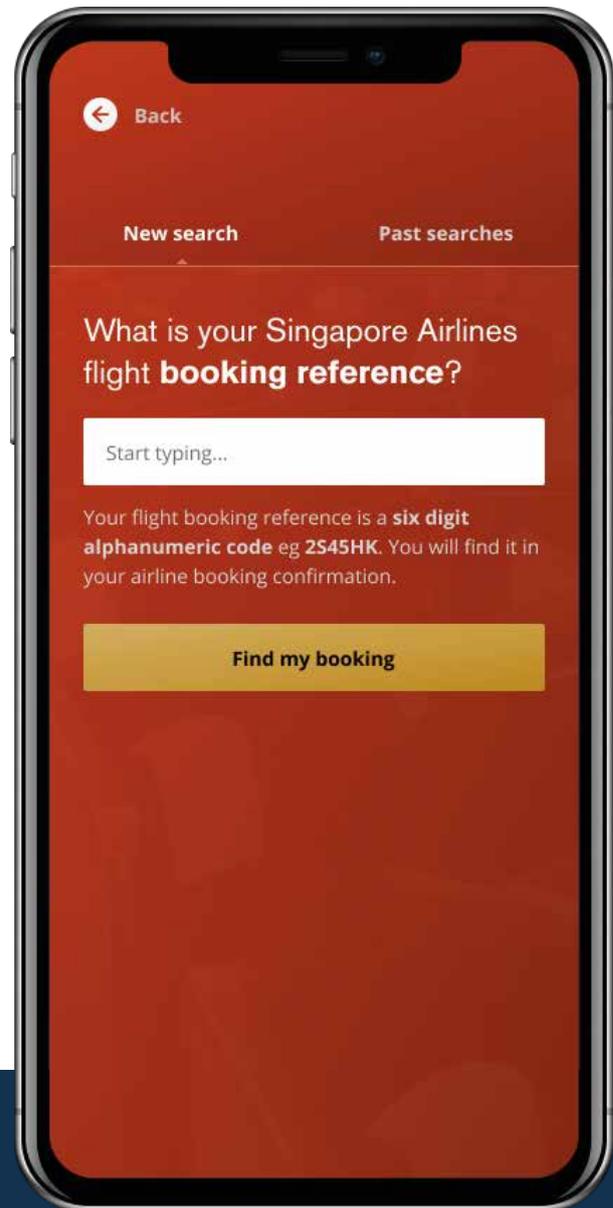
What is Upgrade Pack?

Upgrade Pack is a brand new way to keep, and acquire, affluent customers; with an exclusive benefit.

Our first of its kind app for flight and hotel upgrades is **the premium reward** that your best customers want - with tangible savings on luxury travel, accessed only through you.

We offer **unlimited usage** at one low fixed price per user per year.

A premium grade benefit	✓
App-based	✓
Increased spend through loyalty	✓
Low cost / high utilisation	✓
A simple subscription model	✓
World class data and insights	✓
APAC based	✓
Global coverage	✓



Helping you attract and retain high value customers

How it works

Upgrade Pack is an innovative reward, designed specifically for your high value customers; which drives revenue through additional card spend. Our app helps you give them **exclusive and unlimited** flight and hotel **upgrade offers** when they travel.

Our technology connects directly with airline and hotel systems to provide real time upgrade **discounts of 15-40%**.

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

Premium loyalty in APAC

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 concierge or airport lounge access.

Premium and private banking	✓
Exclusive credit cards	✓
Lifestyle and luxury brands	✓
Premium membership schemes	✓
Premium loyalty providers	✓

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.

Requiring **minimal IT integration** with your own systems; we can launch your co-branded version of the app, add to your **customer experience** toolkit, and meet all compliance requirements, in a matter of days.

All for immediate ROI.

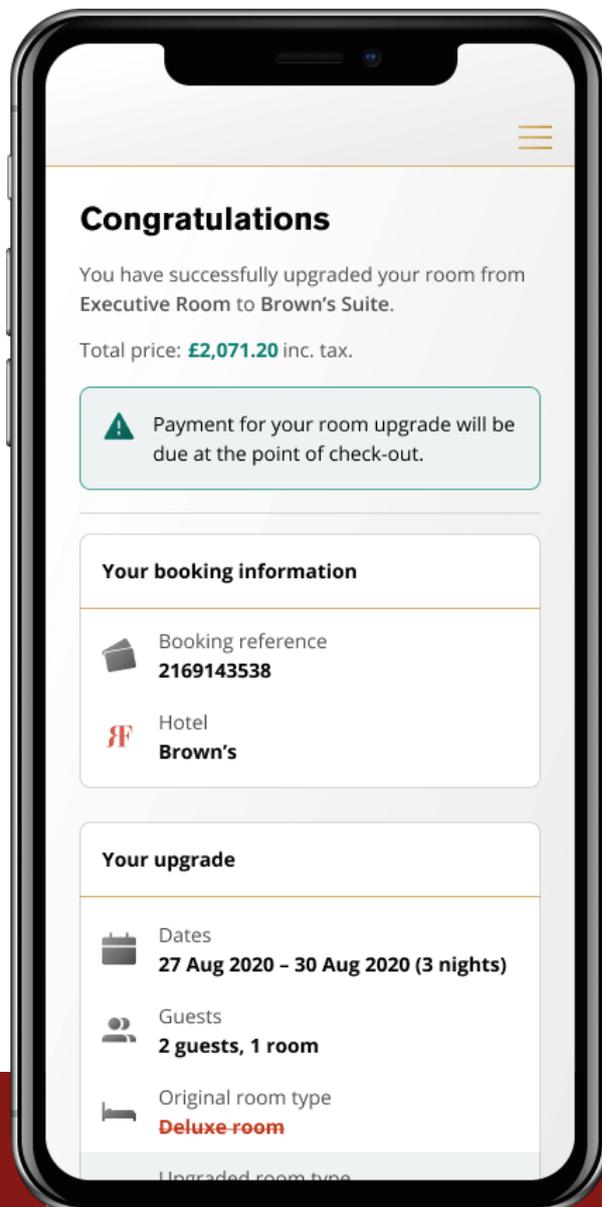
PCI DSS Level 1 compliant ✓

GDPR-standard data management ✓

Minimal integration required ✓

“This is the future of loyalty”

Vice President, Global Bank



In summary

Upgrade Pack is the next generation, and best in class, loyalty benefit created for your most valuable customers.

We work across APAC, based in Singapore, and offer a service that both operates and scales globally.

Travel, technology, and loyalty.

An engaging benefit ✓

An aspirational benefit ✓

A retention-focused benefit ✓

Talk to us

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Find out more at upgradepack.com
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