



**UPGRADE
PACK**

for Airlines
Your ancillary revenue partner

What is Upgrade Pack?

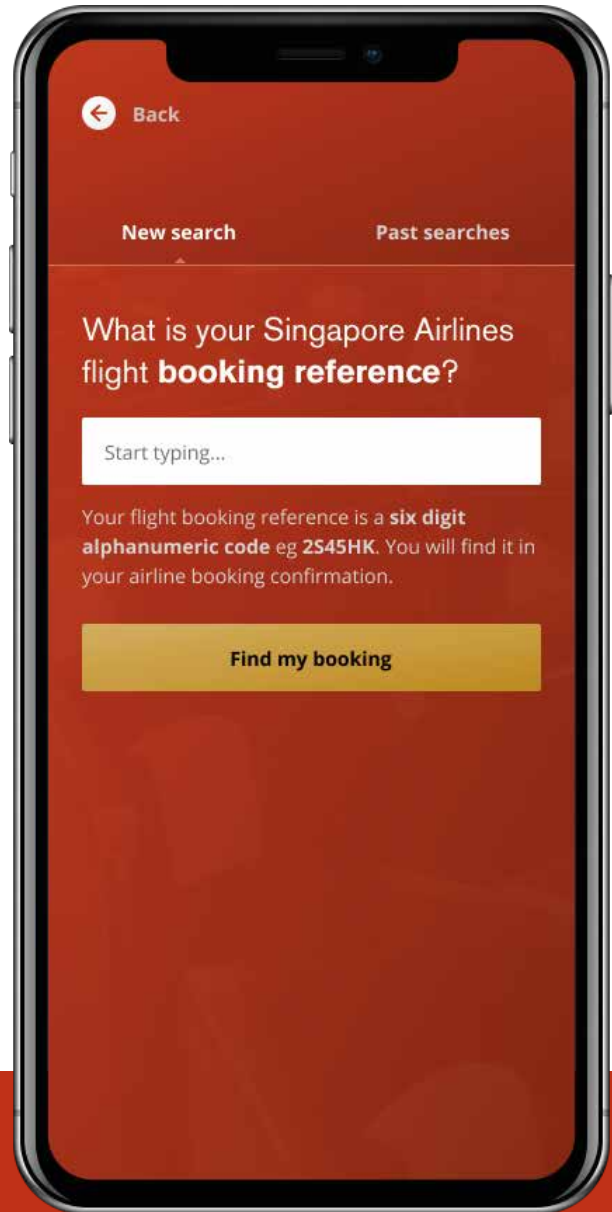
Upgrade Pack is a market-first in distribution. We provide an unrivalled source of ancillary revenue at zero fee, zero cost, and zero commission.

A **unique aggregator**, we provide a new way for you to connect with high value and hard to reach customers who want to purchase upgrades.

We help you increase load factor while optimising your premium inventory.

Closed distribution	✓
High value passengers	✓
Increased revenue	✓
Optimised occupancy	✓
Entirely fee free for airlines	✓
Direct customer relationships	✓
Full pricing control	✓
World class data and insights	✓

A new, easy, and zero cost channel for paid upgrades



How it works

We start with an existing booking. Our platform connects directly with your system through APIs or NDC, or via your GDS partner. Based on the PNR, our user (your passenger) is presented with exclusive discounted upgrade offers; encouraging them to **migrate to a higher cabin class**.

We don't charge our airline partners any commission, costs, or fees. Instead, we are paid by our financial services clients who provide our app, on a subscription basis, to their most valuable customers as a loyalty benefit or reward.

Technology

Our ability to connect directly (APIs, NDC) or using a GDS product (such as Amadeus Altéa) means **minimal IT integration**.

Our tailored integration plan ensures we do the heavy lifting for you.

Rapidly and easily integrated	✓
Connect directly (APIs, NDC)	✓
Compatible via GDS partners	✓
Next generation technology	✓
Full certification	✓

Why it works

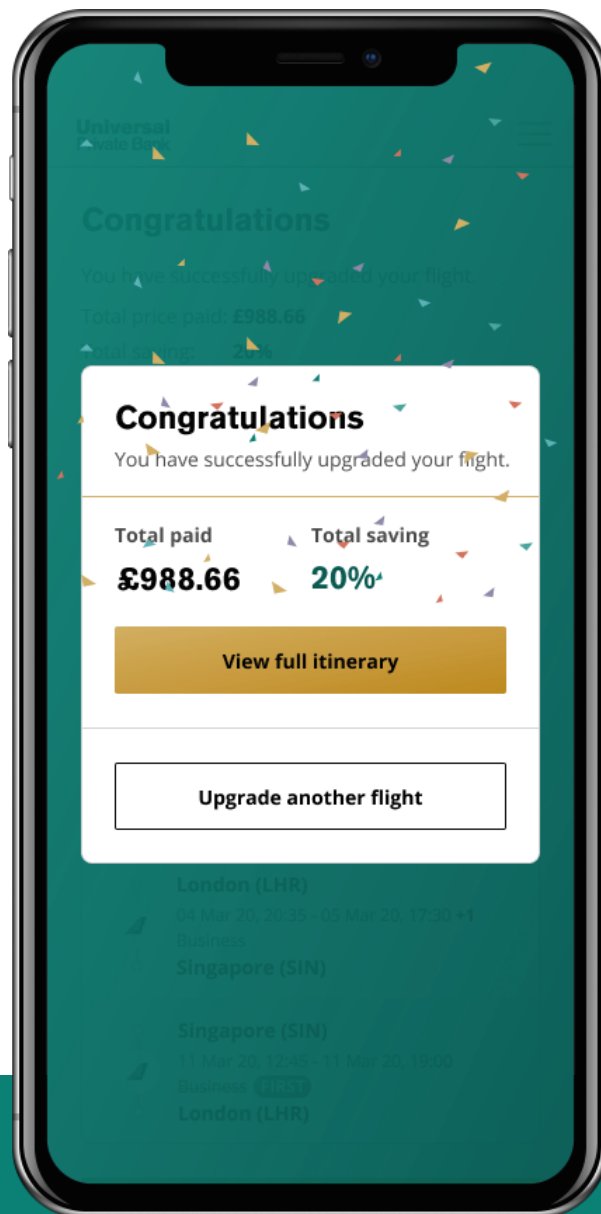
Upgrade Pack is unlike anything else in the ancillary revenue or distribution market. We're not a bidding or auction mechanic, we don't demand our own pricing, and you retain the relationships with your passengers.

Upgrades are prepaid and confirmed in real-time and you always (always) retain **full pricing control**.

Our app is 100% focused on upgrades, helping you sell premium inventory.

Our closed marketplace combines the right type of messaging (direct 1-2-1), passengers with a high disposable income, and a trusted third party (their bank or card issuer).

Upgrade Pack is the ultimate win-win solution; helping you further monetise passengers, add to the bottom line, and **enhance customer experience**.



“For us, it’s a no brainer.”

Director, Global Airline

In summary

Increased revenue, enhanced yield management, and optimised occupancy – all for no commission or fee.

Upgrade Pack creates an alternative and efficient sales channel for unsold premium inventory. Access a closed marketplace of hard to reach affluent travellers who are willing to pay for an upgrade.

- A passenger focused solution ✓
- A revenue generating solution ✓
- A technology based solution ✓

Talk to us

James Edwards

Head of Airlines

jamesedwards@upgradepack.com

Urchana Moudgil

Co-CEO

urchanamoudgil@upgradepack.com

Find out more at upgradepack.com
Follow us @UpgradePack