



airfree

MARKETPLACE OF THE SKY

Reinventing the Inflight Shopping Experience

www.airfree.aero

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Inflight Duty Free: a massive opportunity



PAIN POINTS OF INFLIGHT DUTY-FREE

FOR PASSENGERS



Restricted product offer
200 sku vs 30 000 in the airport

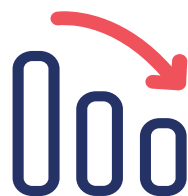


Poor customer experience
Paper catalog
Inconvenient ordering

FOR AIRLINES



Dead Weight & Painful logistics
Fuel cost of up to 15% of sales



Marginal & Declining sales
-1,5% decline
2\$ spend pax in the air
Vs 30\$ in airport boutiques

OPPORTUNITY FOR AIRLINES



Worldwide Duty-Free Market:
\$50billions

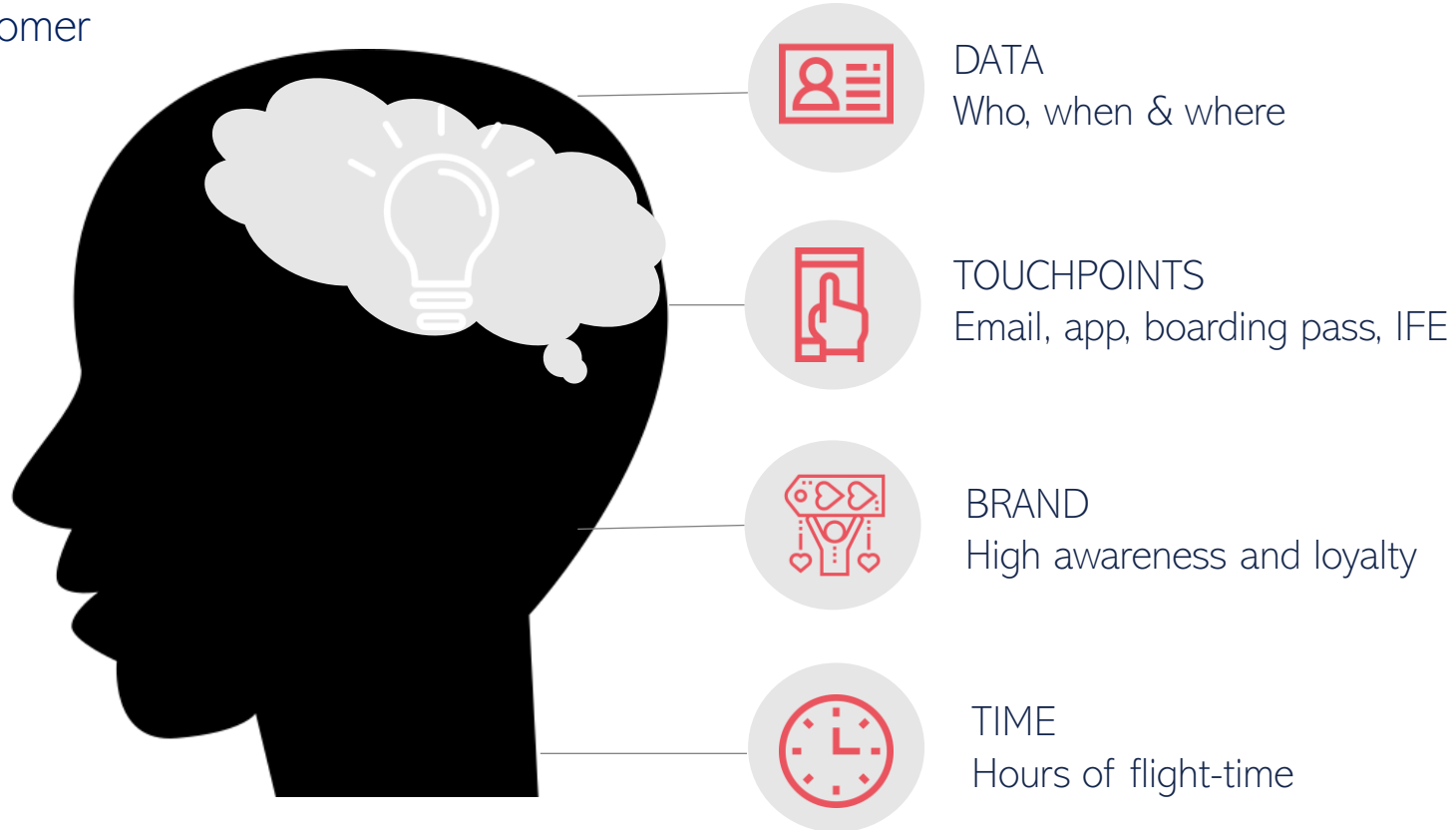


Development of inflight opportunity
30% of commercial aircraft today
50% in 3 years

Assets of Airlines in the shopping experience



In TR, Airlines own the customer



INFLIGHT COMMERCIAL OPPORTUNITY

⇒ Estimated to 5\$ / pax in 2023 *

* London School of Economics Study (September 2017) :
Quantifying the commercial opportunity of passenger connectivity for global Airline industry, [link](#)

airfree: digital shopping solution for connected Airlines



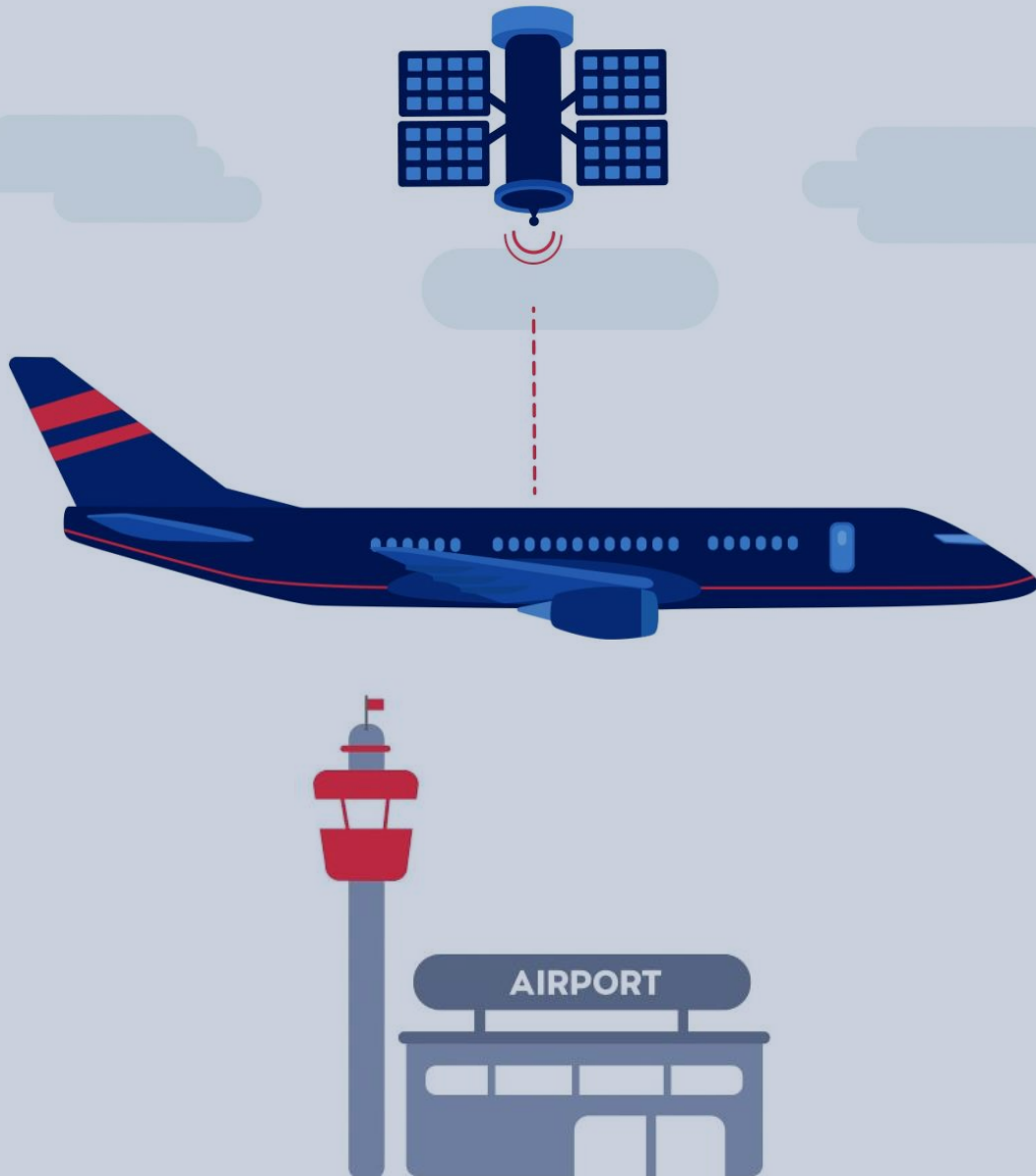
Digital Inflight Shopping
Thousands of products available

On a white label platform
Benefit from Airlines strong branding in the travel world

Fully optimized for low satellite bandwidth
Ready-to-integrate with all main Inflight Entertainment Suppliers



The airfree experience



1

Access to the airline marketplace :

- On personal device via Wifi Portal page
- On the backseat screen

2

Browse thousands of products with

- Best-in-class navigation
- Personalized offers based on itinerary
- Online payment

3

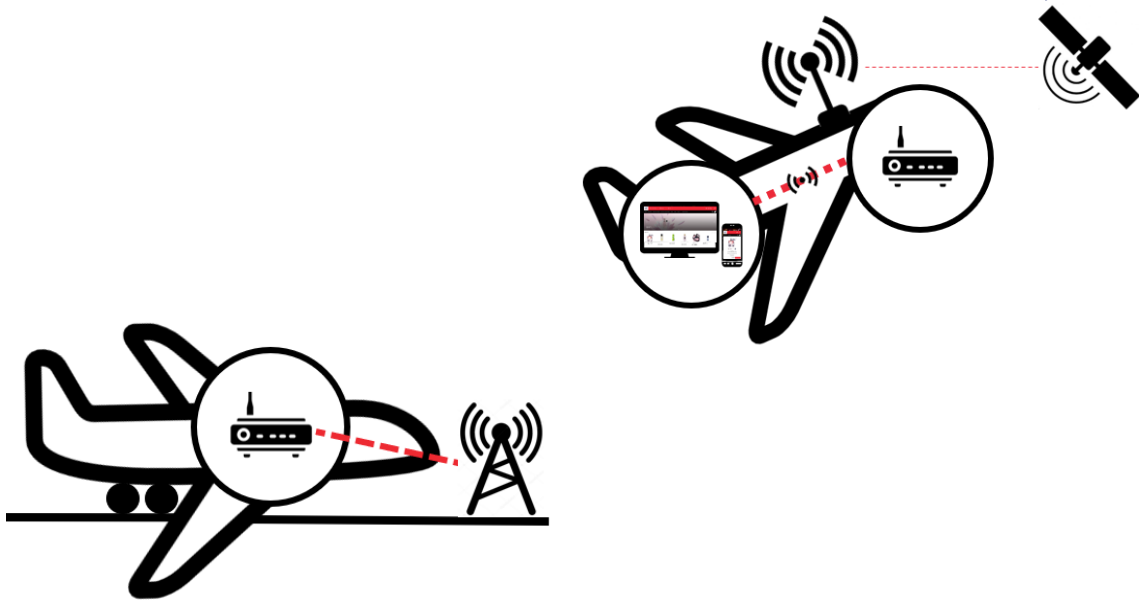
Multiple delivery options:

- Airport pickup
- Inflight delivery
- Home delivery
- Domestic pickup...

Innovative technology: Smart Bandwidth Usage



Pre-loaded content
on aircraft server at ground level



100X less
satellite bandwidth consumption
vs traditional website



Fast & seamless
navigation



Cost optimization

In partnership with:

THALES **Panasonic**

Launch Customer – coming soon:

SINGAPORE AIRLINES



- KrisShop boutique with Full Thales seat screen integration
- Broad Assortment
- Rich Content
- Multiple delivery options:
 - Home Delivery
 - Next Flight delivery

