

Innovation vs. Regulation: the future of travel and customer experience

lastminute.com

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Agenda

- **Main dimensions**
- **lastminute.com introduction**
- **Innovation vs Regulation**



A high-angle, front-facing view of a white commercial airplane flying over a vast, dense layer of white, puffy clouds. The sky above the clouds is a clear, vibrant blue with some wispy white clouds. The airplane is centered in the frame, with its two engines visible under the wings. The text "TRAVEL INDUSTRY" is overlaid in large, white, bold, sans-serif capital letters across the middle of the image.

TRAVEL INDUSTRY

DIGITAL ENVIRONMENT

Inarok

US ONEMCTG

A low-angle, upward-looking shot of a large, modern glass atrium. Numerous flagpoles are arranged in rows, each flying a flag. The flags include the European Union flag (blue with yellow stars) and various national flags of EU member states, such as Romania (yellow and red), Hungary (red, white, and green), and others. The architecture features a curved glass ceiling and walls, with warm interior lighting visible through the glass. The word "REGULATIONS" is superimposed in large, white, bold, sans-serif capital letters across the center of the image.

REGULATIONS

A young woman with brown hair in a ponytail, wearing a yellow t-shirt and a grey backpack, is smiling while standing at an airport check-in counter. She is looking at a computer monitor. In the background, other passengers and airport signage are visible, including a prominent yellow sign. The word "CUSTOMER" is overlaid in large white letters across the center of the image.

CUSTOMER

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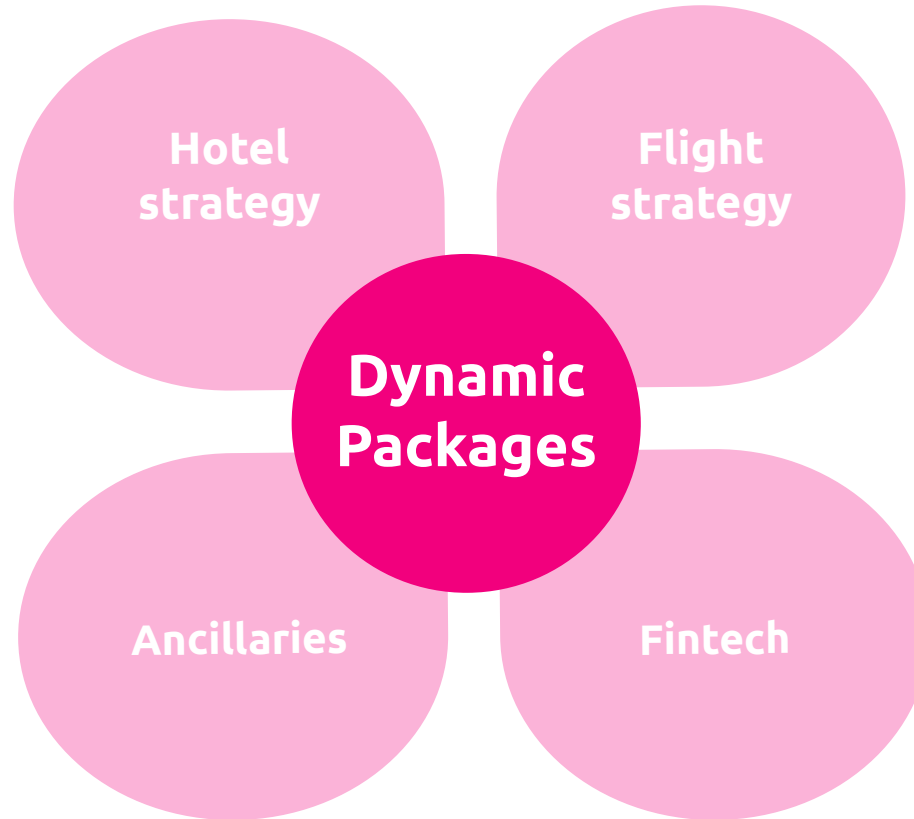


lastminute.com is the European Travel-Tech leader in Dynamic Holiday Packages

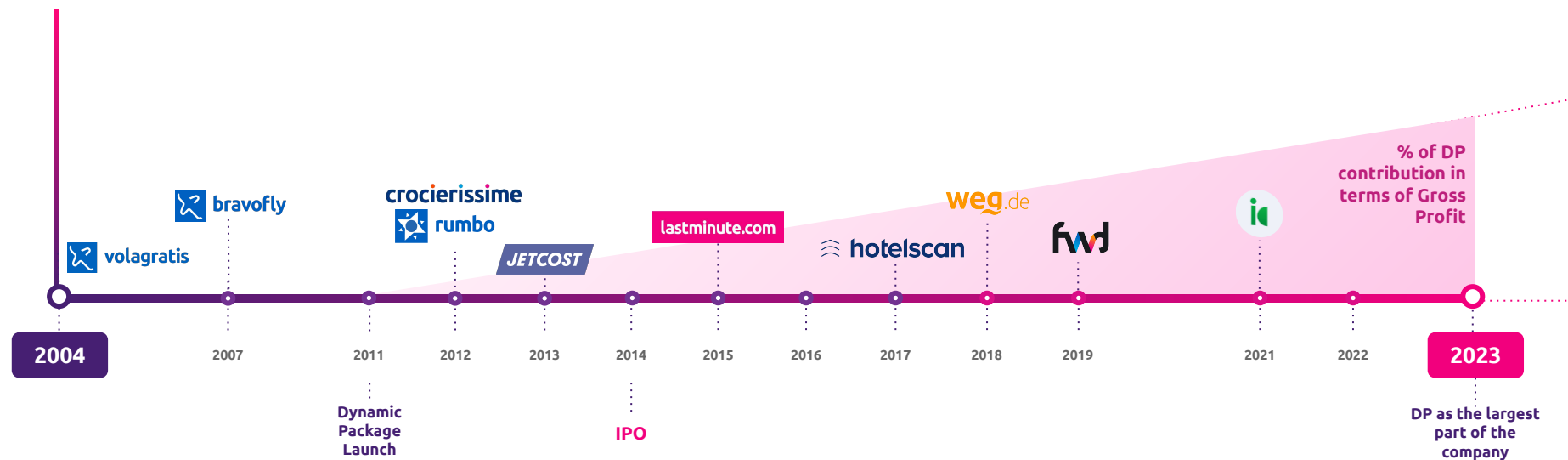


**Our mission is to simplify, personalise,
and enhance customers' travel
experience by leveraging our
technology**

DP as a combination of valuable elements to enrich customer experience



Spreading our wings - Leveraging Our Technology to Evolve from Flight-Centric to Dynamic Packaging Leaders



2023 Financial highlights and European reach



€3.4bn Gross Travel Value (GTV)



€321.3m Revenues



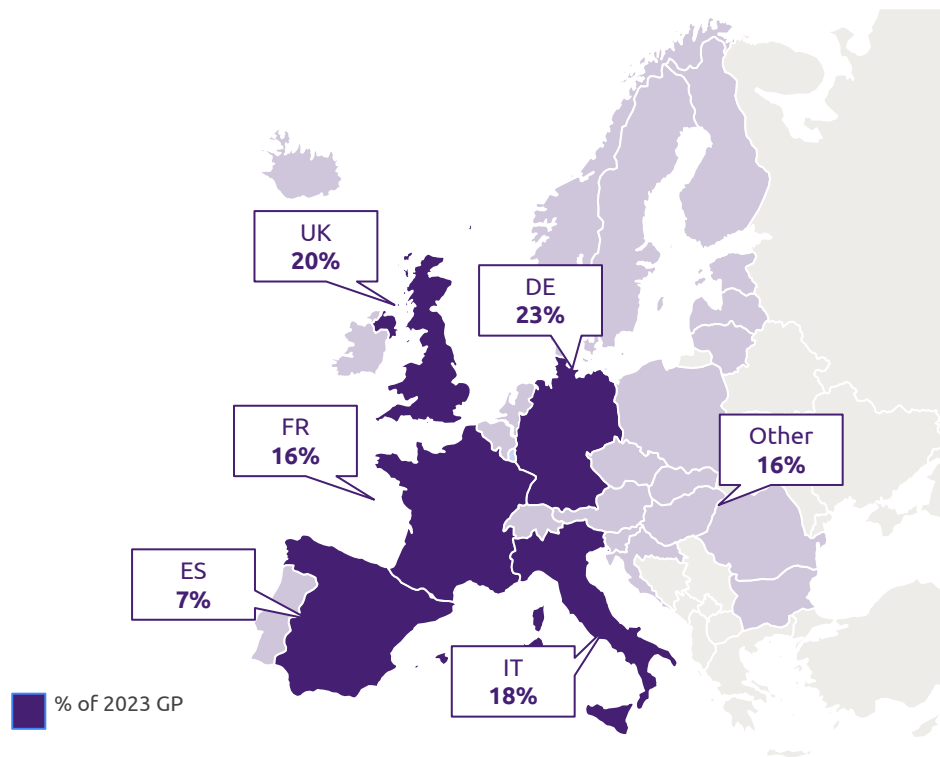
€126.4m Gross Profit
(50.5% DP)



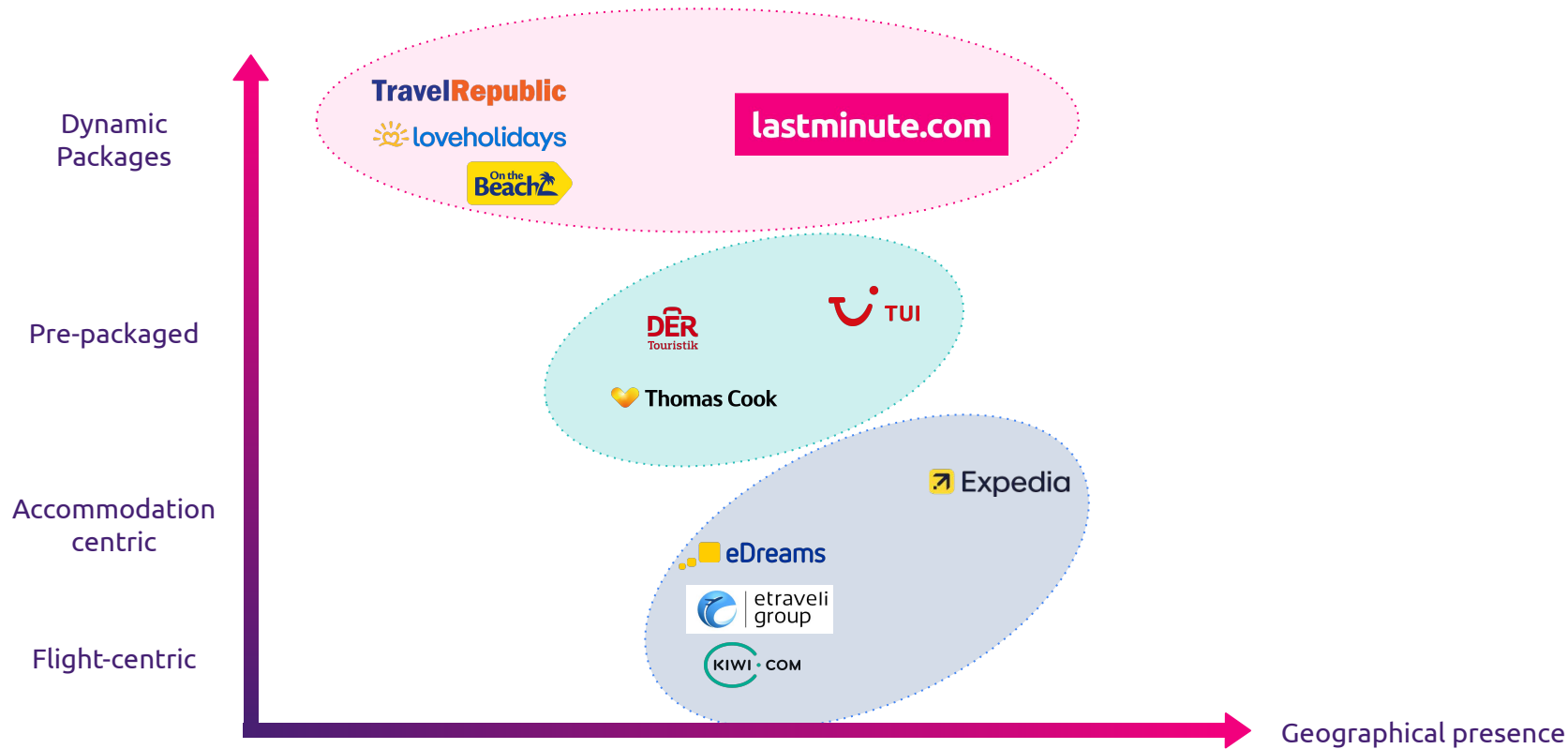
€39.7m Adj. EBITDA
(12% margin)



€7.0m Net result



Uniquely positioned as the only European DP specialist of scale

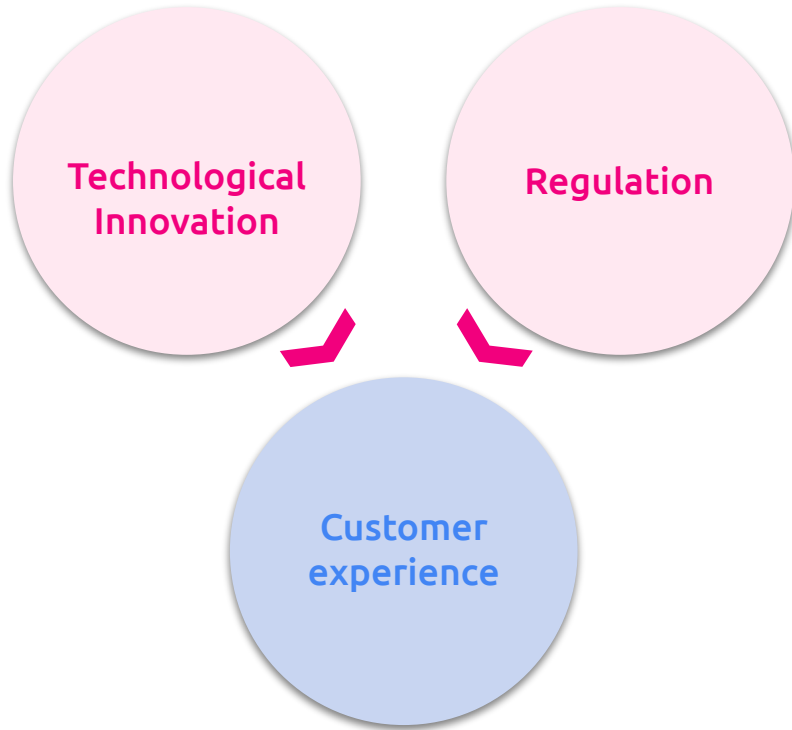


Agenda

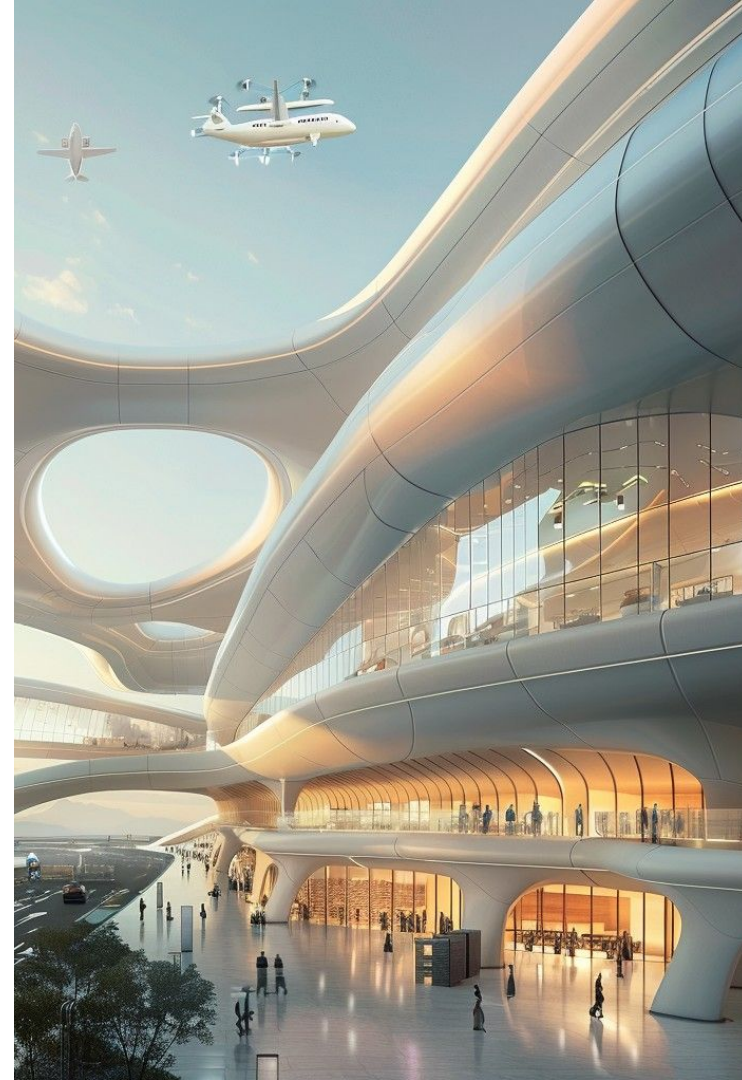
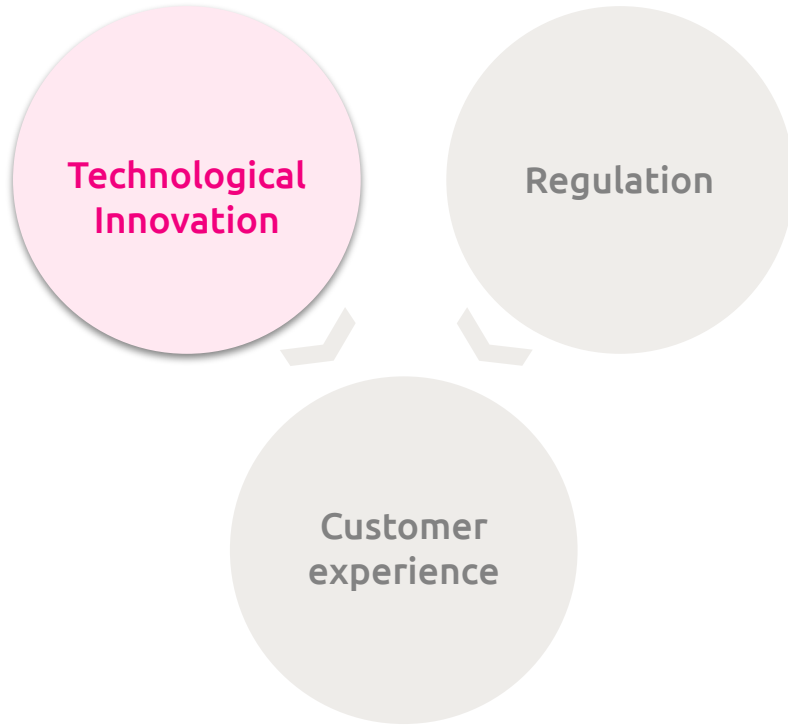
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Key Forces Shaping the Future of Travel



Key Forces Shaping the Future of Travel



The Evolving Travel Landscape

Hyper-Personalisation



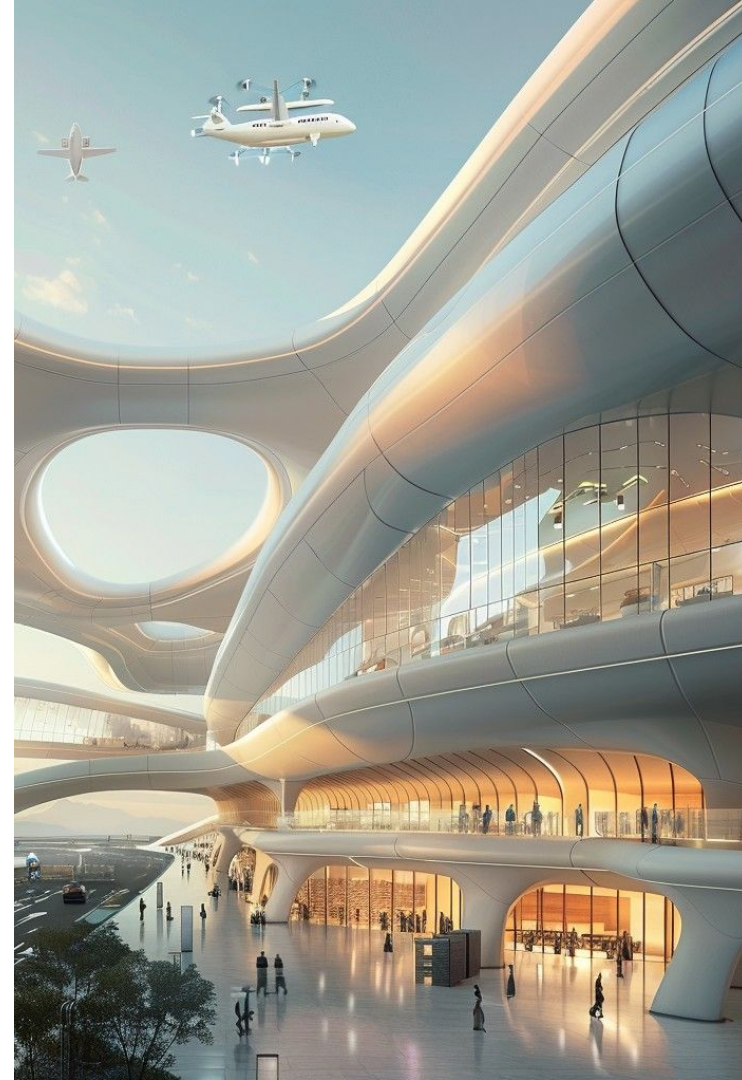
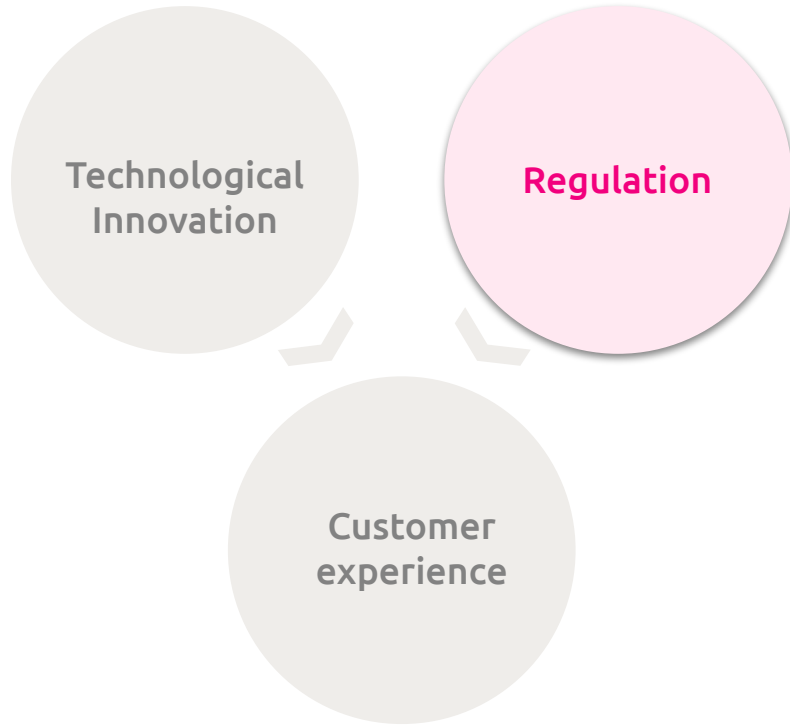
**Seamless Travel
with AI**



**Sustainable
Travel**



Key Forces Shaping the Future of Travel



Highly regulated market

TRAVEL

Travel Package

IATA

IDD

Transparency on flight's tickets final price

Rights to travel of disabled people

PRIVACY

GDPR

ePrivacy

NIS

DIGITAL

PSD2

Electronic Commerce

Geo-blocking

Copyright in the Digital Single Market

PCI DSS

Omnibus

Regulatory challenges



Consumer & Travel



Digital & Security

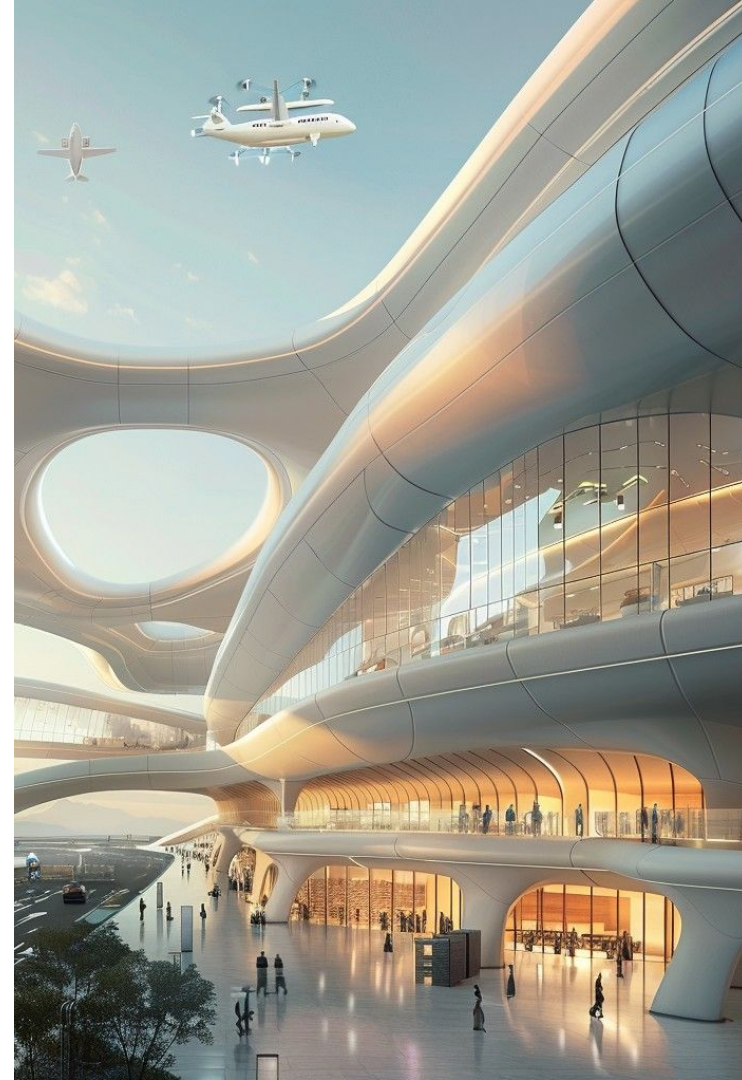
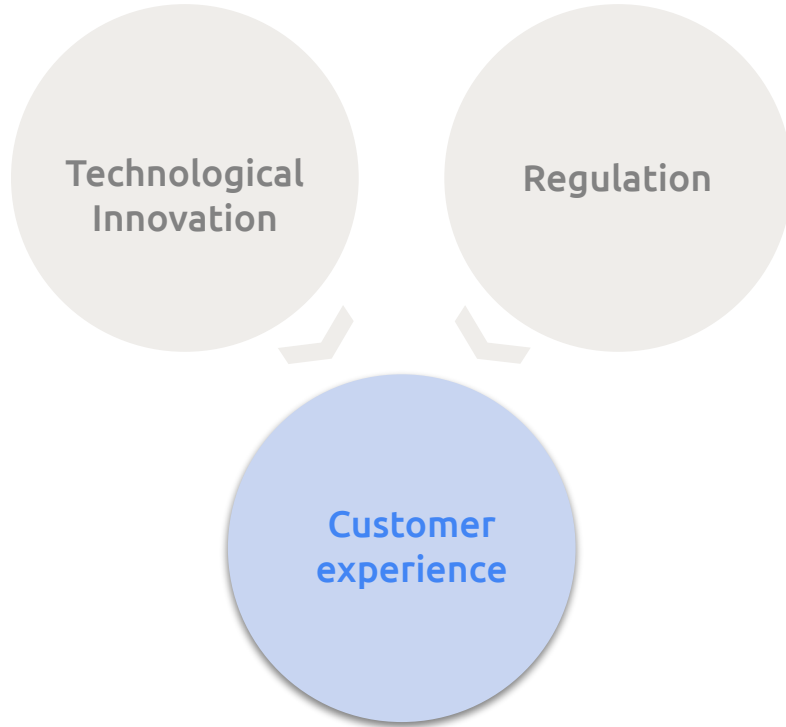


Environmental



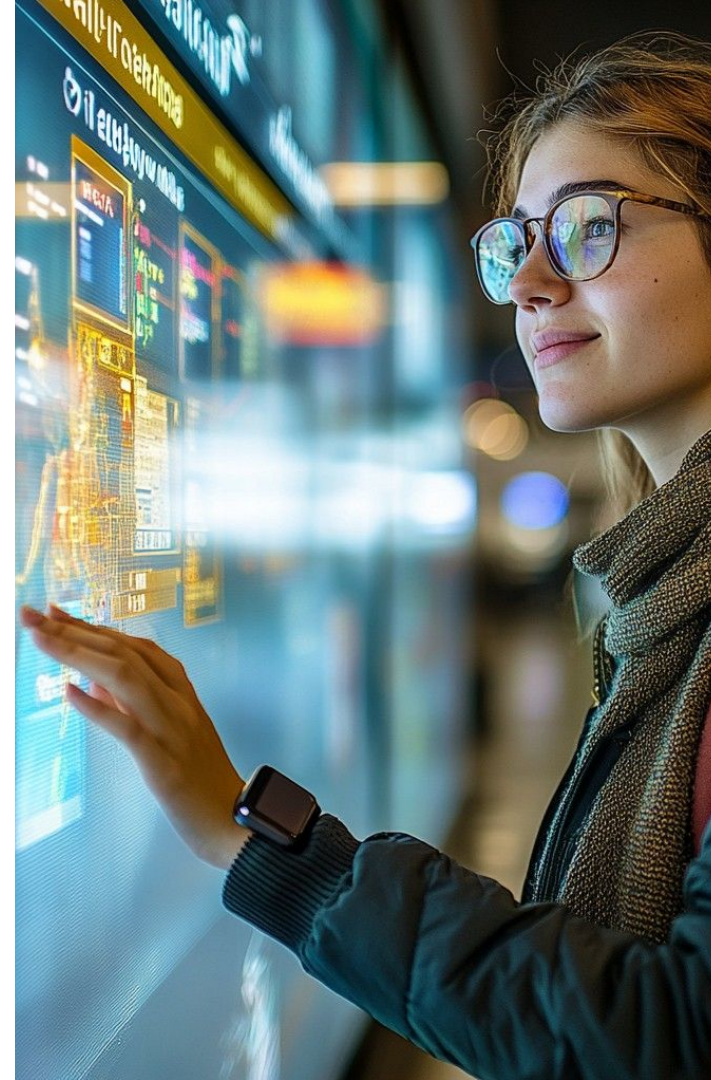
Ancillaries & Fintech

Key Forces Shaping the Future of Travel



The Impact on Customer Experience

- 1 Streamlined Journeys
- 2 Higher Expectations
- 3 Personalized Services
- 4 Trust and Transparency



A tropical beach scene at sunset. In the foreground, a person's arm is visible on the left, wearing a blue and white life preserver. In the center, a hand holds a smartphone displaying a blue-toned image of a celestial body. Next to the phone is a tall glass of orange juice with ice and a red straw. In the background, a person is sitting in the shallow water, and palm trees are visible against the warm, golden sky.

**UNLOCKING
NEW
POSSIBILITIES**

Thank you

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