



Airline Distribution Conference

Shanghai, China 18th Oct 2017

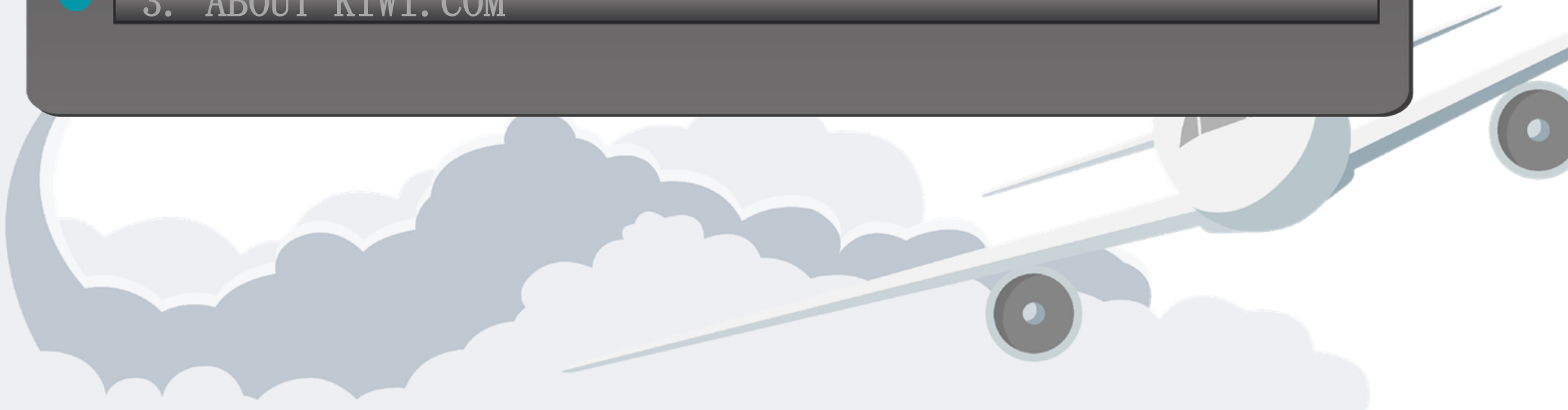
Oliver Dlouhy, Founder & CEO





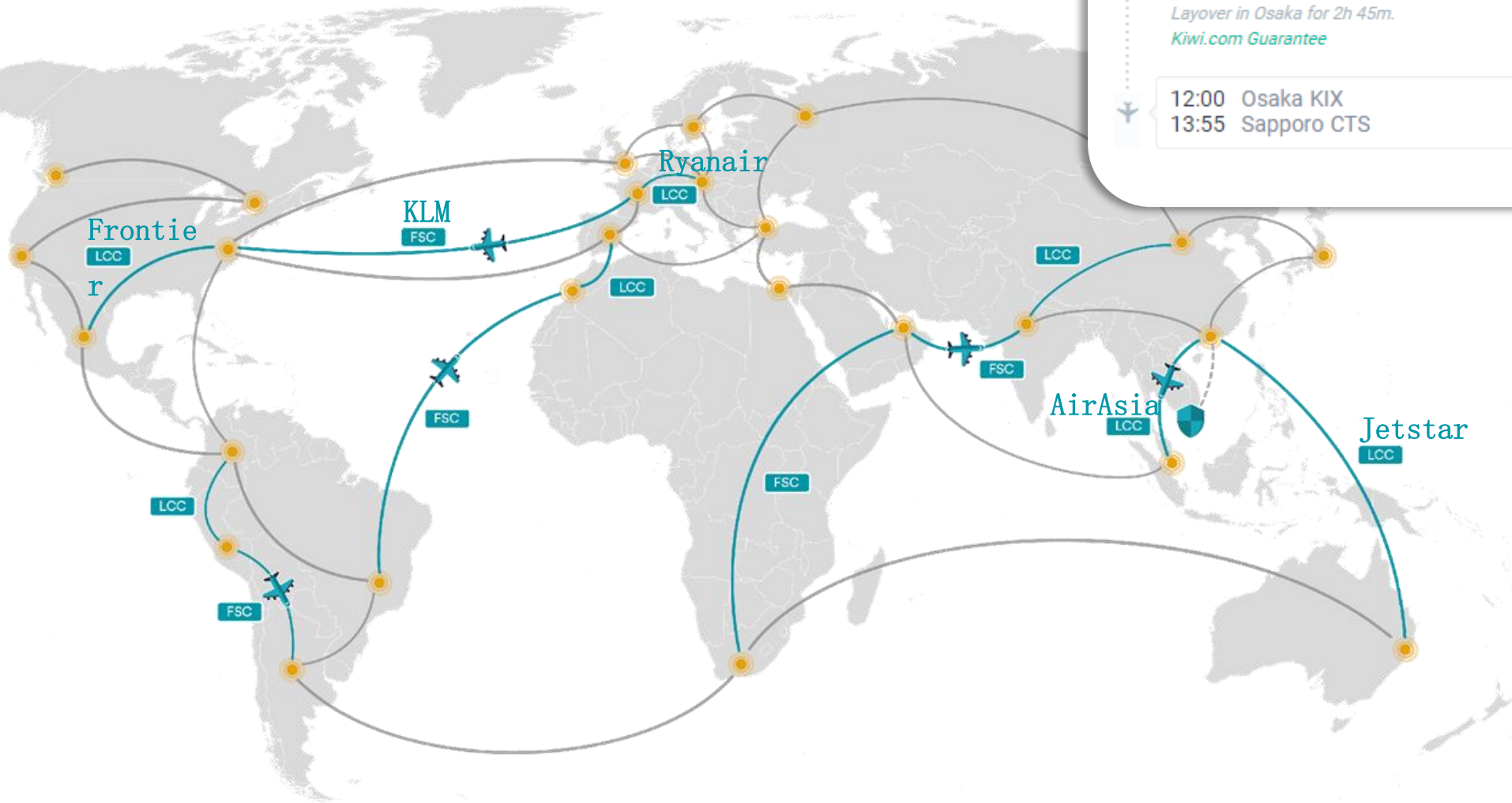
Content

- 1. PRODUCT INTRO
- 2. VI BENEFITS FOR AIRLINES
- 3. ABOUT KIWI.COM





Virtual interlining



Mon 13 Nov

✈ 06:05 Shanghai PVG
09:15 Osaka KIX  2h 10m

Layover in Osaka for 2h 45m.
Kiwi.com Guarantee







✈ 12:00 Osaka KIX
13:55 Sapporo CTS  1h 55m



Standard interlining vs. Virtual interlining

Standard interlining



	Interline set up	Up to one year airline negotiation	Instant
	Customer search	GDS / Airline web	Kiwi.com + 2,000 affiliate partners, airlines websites
	Booking	one PNR	1 booking, multiple PNR's
	Transfer	Transit zone, depending on airport	Airside / Landside / Re-Check, visa info provided
	Connection guarantee	Airline	Kiwi.com
	Bag	Checked through	Re-check



Improved customer experience

DIY Self-transfer



Search

Time consuming

All airlines in one search



Booking

Multiple bookings

One transaction



Payment

Multiple payments, fees

One payment



Post-booking support

Individually for every flight

Whole booking



Boarding pass

Manually on-line, offline

Automatically



Missed flight insurance

Not protected

Protected



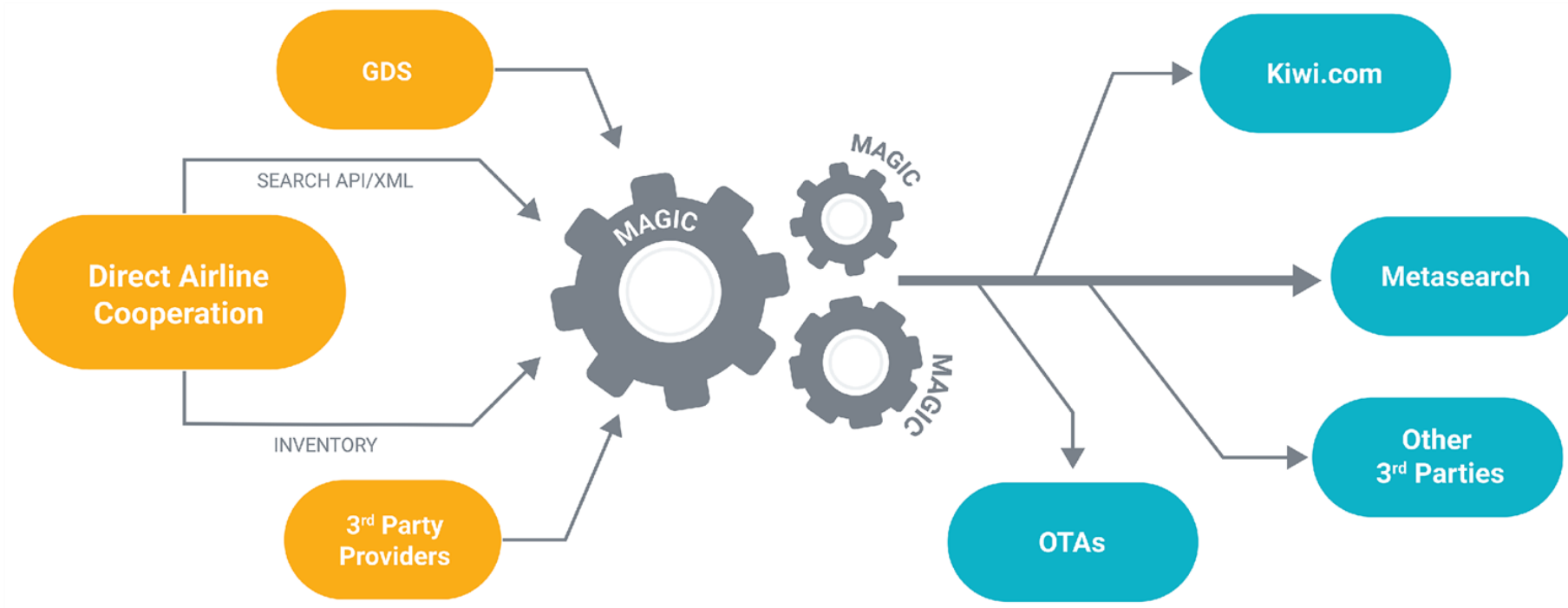
Checked bag

Re-check

Re-check



Kiwi.com airline content flow

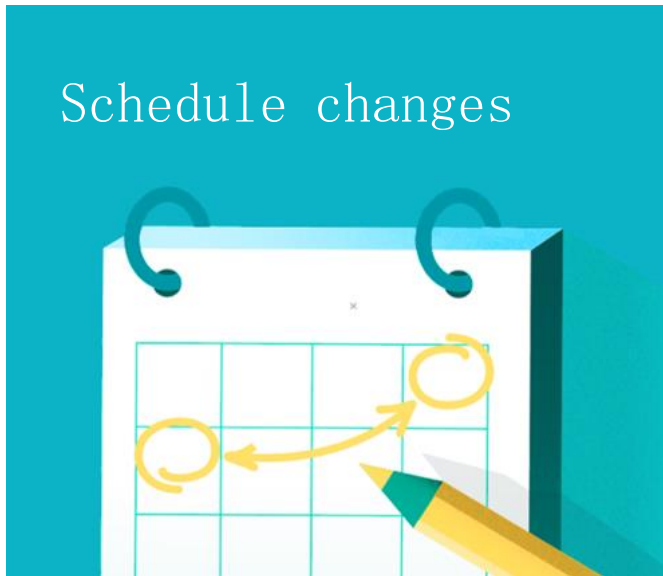


Kiwi.com data capability

- Global Scale
- 700+ airlines LCC + FSC
- Number of flight combinations: 15 Billion
- All possible connections up to 2 stopovers created
- Number of city pairs: 5 Million
- Data set size: 16TB cached



Kiwi.com Guarantee

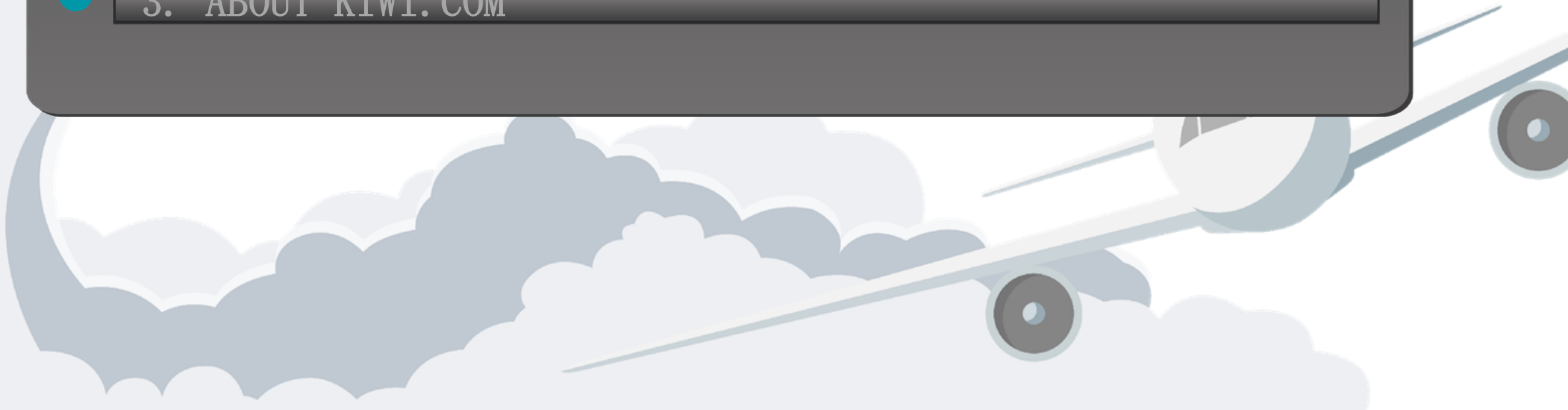


Every virtually interlined itinerary is covered and guaranteed to get the traveller to their final destination.



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Benefits for the airlines

1.

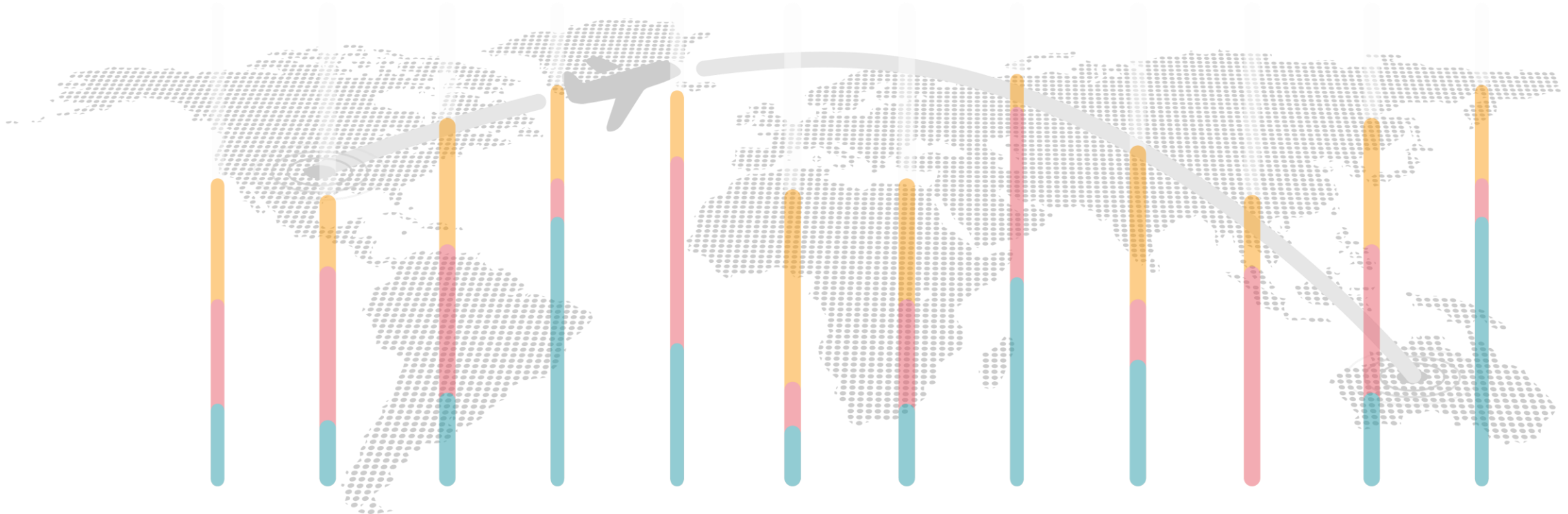
Access beyond online network

2.

Dealing with distressed inventory /
Network impairment

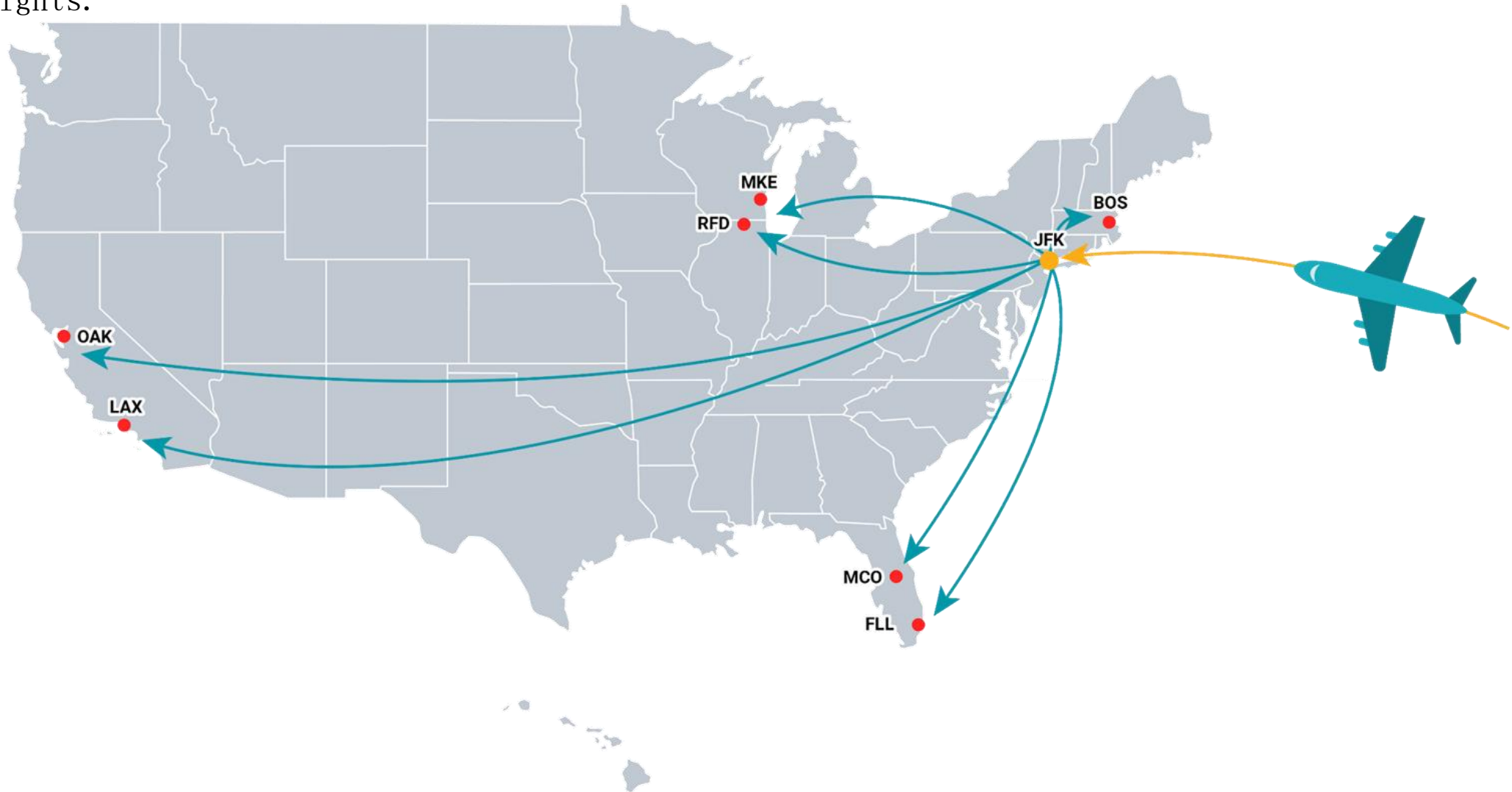
3.

Unlimited O&D connectivity
offered at airline website



K · Online destinations

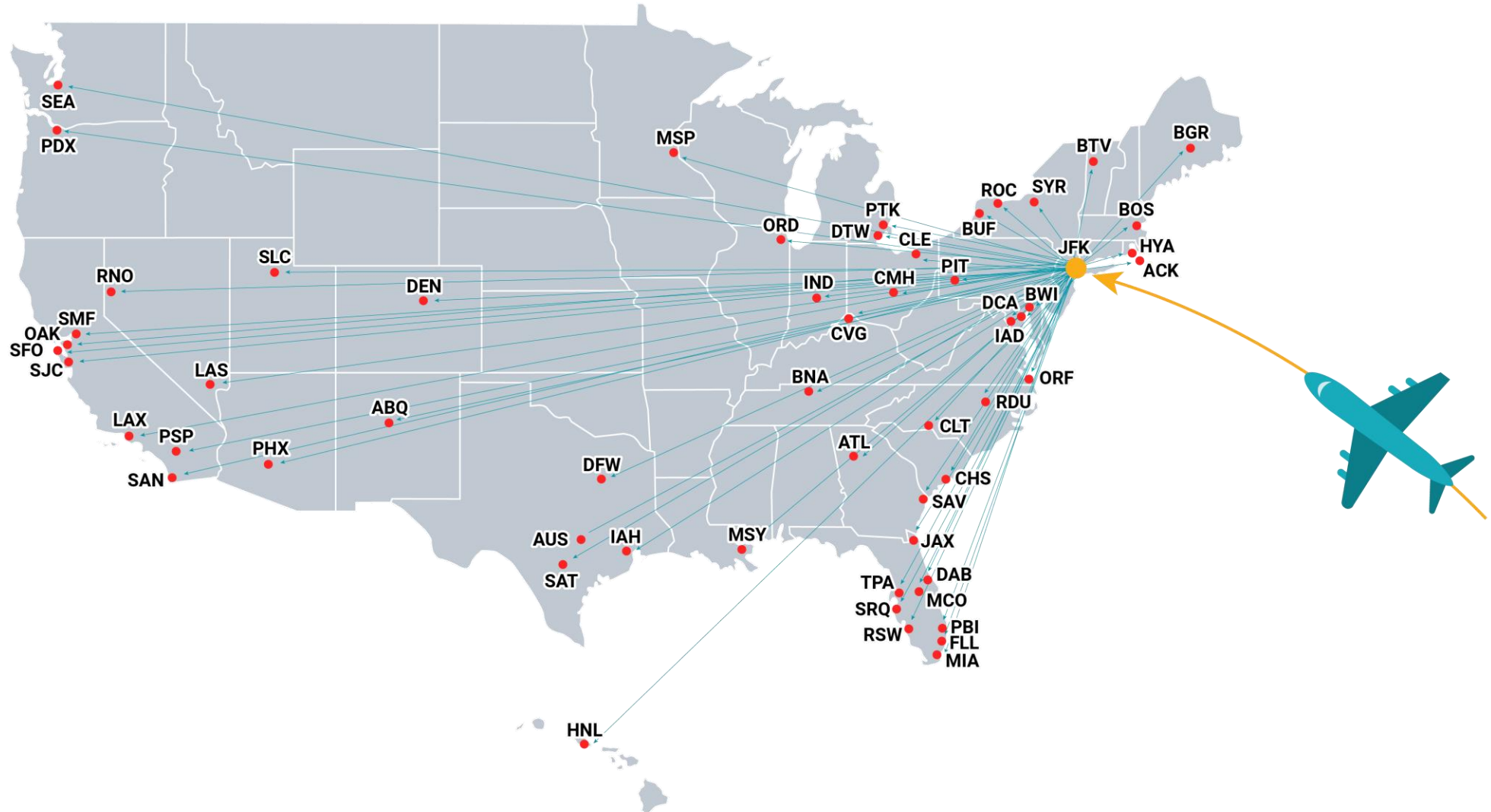
Standard Interline & Code Share Agreements give access to 5-20 destinations to feed long-haul flights.





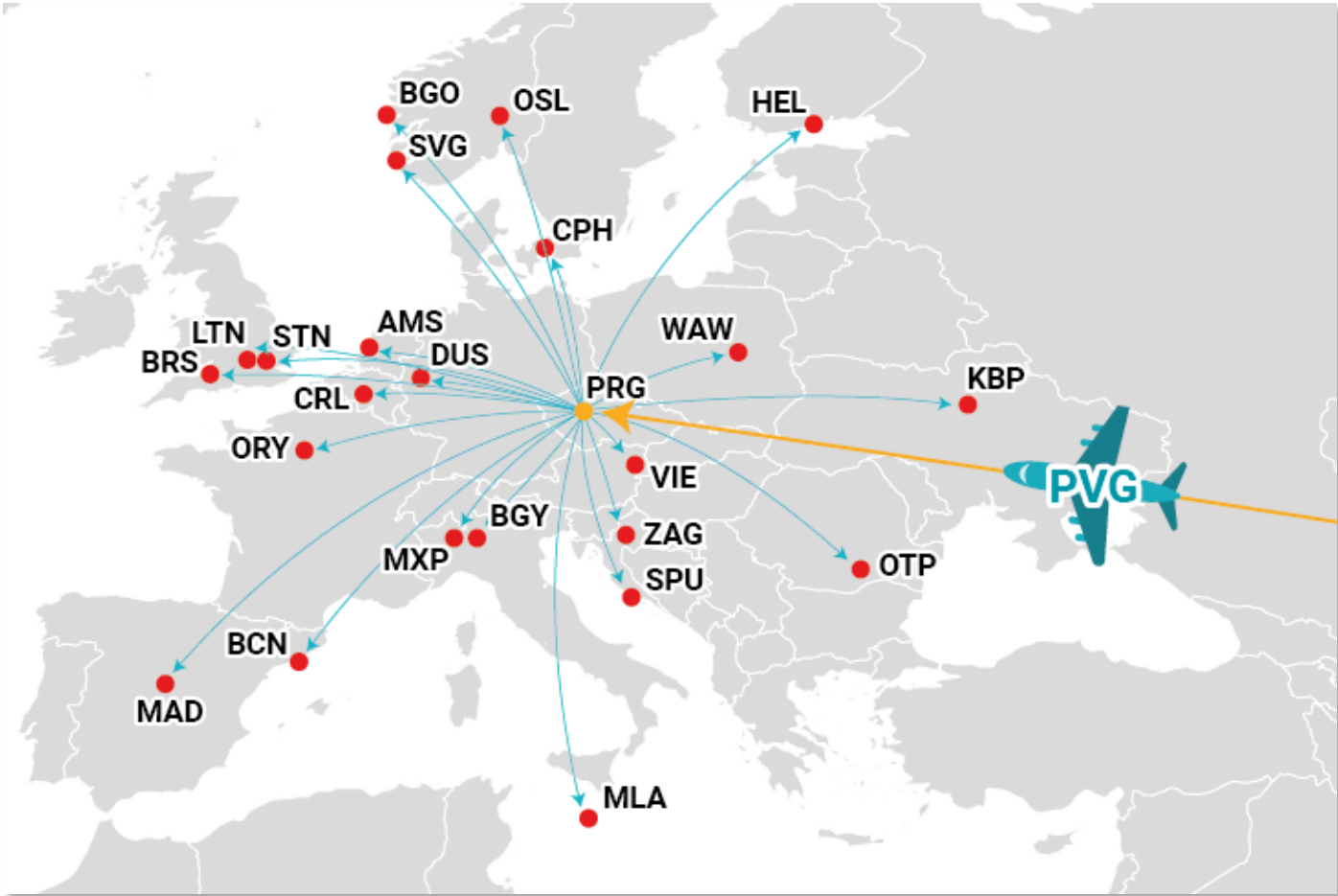
Offline destinations – Feeding

LCC feeds from 100+ destinations



K: Network balancing - Increased catchment area



MU PVG - PRG flight has been virtually interlined with more than 20 European destinations in 2016.



AMS	Amsterdam,NL	MLA	Valleta,MT
BCN	Barcelona,ES	MXP	Milan,IT
BGO	Bergen,NO	ORY	Paris,FR
BGY	Milan,IT	OSL	Oslo,NO
BRS	Bristol,GB	OTP	Bucharest,RO
CPH	Copenhagen,DK	SPU	Split,HR
CRL	Brussels,BE	STN	London,GB
DUS	Düsseldorf,DE	SVG	Stavanger,NO
HEL	Helsinki,FI	VIE	Vienna,AT
KBP	Kiev,UA	WAW	Warsaw,PL
LTN	London,GB	ZAG	Zagreb,HR
MAD	Madrid,ES		



Unlimited offline destinations


Check-in ✈️ My booking 🔒 Agents 🔒  


FLIGHTS TOURS TRAVEL INFO **WOW** air MAGAZINE CUSTOMER SERVICE ABOUT US


Flight BOOK FLIGHT

ONE WAY ROUND TRIP STOPOVER

Home Other

Reykjavik (KEF) 

Shanghai (PVG) 


18/10/2017  One way

ADULTS: M W Y O D

CHILDREN (2-11): INFANTS:

PROMO CODE

SEARCH TICKETS >

PROMO CODE HELP 

Destinations beyond Wow air's network.



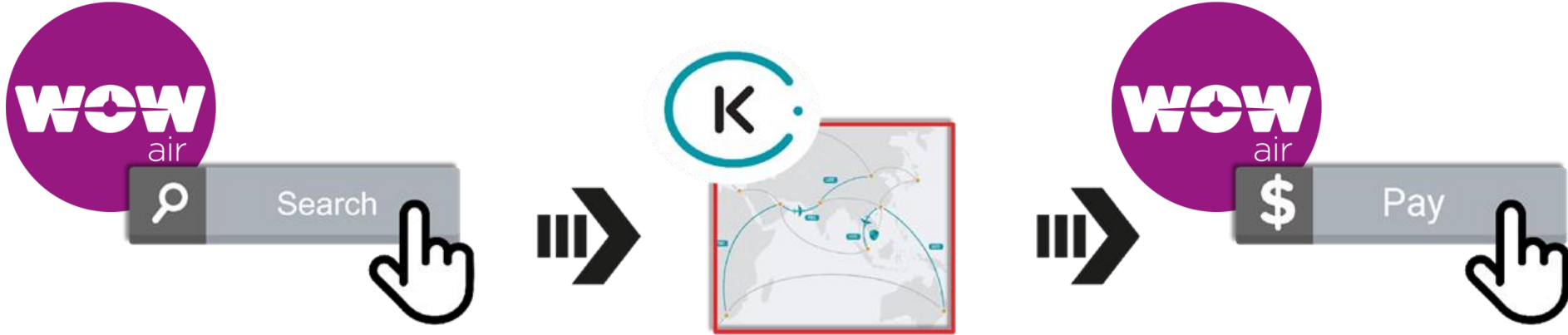
Customised search filters

Search filter example to utilise Wow air's network

- airlines
- routes
- regions
- additional parameters possible

The screenshot displays a flight search result for a route from Chengdu (CTU) to Reykjavik (KEF) on Sun 12 Nov. The total price is 594 €. The flight duration is 29h 40m. The itinerary includes a layover in Shanghai (PVG) and Chicago (ORD). A red magnifying glass highlights the flight details, including the airlines (China Eastern Airlines and Wow Air) and the layover times. A map on the right shows the flight route from Chengdu Shuangliu International to Keflavik International, with a price of 649 €.

K: White-label powered flow



1. Customer searches at Wowair.is

2. Finds a virtually interlined flight returned by Kiwi.com Search API

3. Pays at Wowair.is (Wowair being merchant of record)



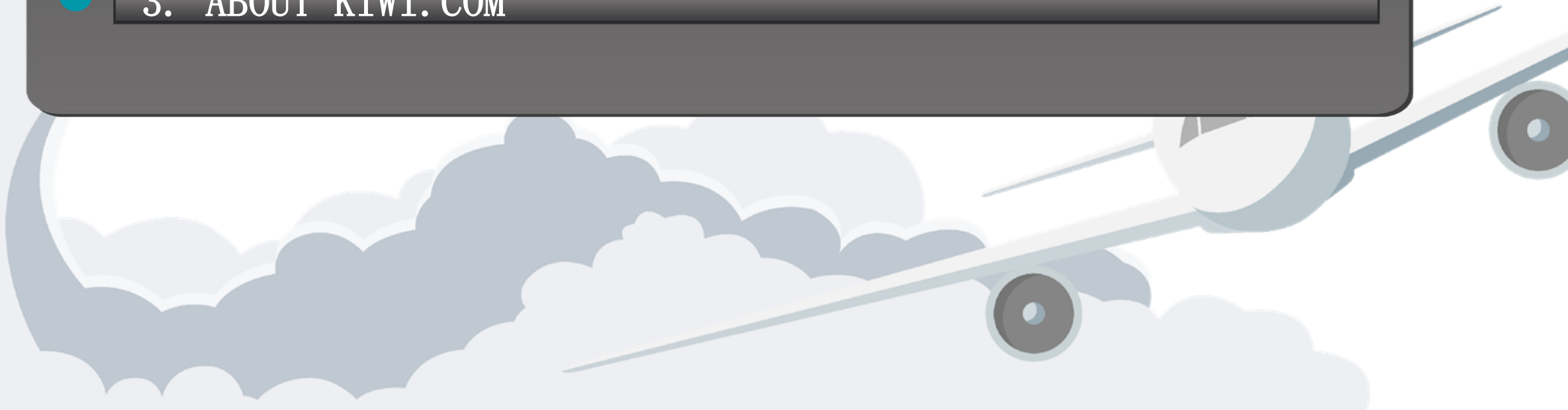
5. Kiwi.com books all the legs (incl. Airline) itself and returns a **Super PNR** for the whole

4. Airline calls Kiwi.com Booking API



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Kiwi.com current facts and figures

Global OTA with unique virtual interlining technology (developed in-house) successfully operating for five years on the market and serving customers from all countries across the globe.



305m €

Gross sales in 2016



495m €

Gross sales in
Q1 - Q3 2017



6.000+

Virtually interlined
itineraries sold per
day



18.000+

Seats sold per day



Global presence - 11 offices worldwide

Kiwi.com core employees: Brno, Prague, Barcelona

Outsourced partners: Bratislava, Belgrade, Dalian, Durban, Kiev, Manila, Split, Suva



1400+

Talented employees worldwide



Contact Us

Jakub Skopec

Email: Jakub.skopec@kiwi.com

Phone Number: +420 725 960 075

