REVENUE MANAGEMENT TOOL
Helping hotels increase their revenue
Problem

UNSOLD HOTEL ROOMS cost up to €100 billion/year

- 90% hotel managers use spreadsheets
- 20 hours/week spent to collect, process and analyze data
- 50% hotel managers use only past reservations data
Solution

REVENUE MANAGEMENT TOOL THAT USES AI TO DELIVER INTELLIGENT PRICING IN REAL TIME

REVENUE INCREASES 29%/year
50% TIME SAVED
CLIMBER RMS (Modular)

- **AUTOMATIC DYNAMIC PRICING**
- PROPRIETARY IP

**TARGET:** SMALL AND MEDIUM SIZED HOTEL CHAINS

**HOW IT IS BUILT:**
- Machine Learning
- Hotel Reservations Data
- Analise External Data Sources (competitors rates, city events)

**EXTRA MODULES**

+ **REPORTING**
  REPLACES STATIC AND COMPLEX SPREADSHEETS
  saving over 50% of the time that was spent in manual analysis.

+ **GROUP DISPLACEMENT**
  THE RIGHT PRICING FOR GROUPS
  to convert more to stay at the hotel.

+ **FORECASTS**
  REPLACES GUT FEELING
  converting insights into evidence-based decisions.
Product

CLIMBER LITE (Post-COVID)

- AUTOMATIC DYNAMIC PRICING
  PROPRIETARY IP

TARGET: INDEPENDENT HOTELS

HOW IT IS BUILT:

- Rules-based system
- Hotel Occupancy Data
- Competitors Rates
<table>
<thead>
<tr>
<th>HOTEL TYPE</th>
<th>HOW MANY CLIENTS</th>
<th>EXAMPLE</th>
<th>HOW THEY DO REVENUE MANAGEMENT TODAY?</th>
<th>COMPETITION</th>
</tr>
</thead>
<tbody>
<tr>
<td>BIG</td>
<td>2,000 hotel chains</td>
<td>Chains, Big hotels</td>
<td>RMS, RM, Vendors</td>
<td>Duetto, IDeaS, Atomize, BeOnPrice</td>
</tr>
<tr>
<td>SMALL</td>
<td>233,000 hotels</td>
<td>Independent</td>
<td>Excel, Gut Feeling</td>
<td>climber lite</td>
</tr>
</tbody>
</table>

| TAM            | €520 Million         |                               |                                        |                                   |
| SAM            | €240 Million         |                               |                                        |                                   |
| SOM            | €160 Million         |                               |                                        |                                   |
| €2.08 Billion  | €960 Million         |                               |                                        |                                   |
| €640 Million   | €160 Million         |                               |                                        |                                   |
| SALES CYCLE    | Long 16 months, multiple levels |                               |                                        |                                   |
| RMS SOLUTION   | COMPLEX             |                               |                                        |                                   |
|                |                      |                               |                                        |                                   |

**CLIMBER**
Business Model
SaaS

**CLIMBER RMS**

3€ per room per month
+ 1€ per room per extra module

**CLIMBER LITE**

75€ base + 1€ per room per month

WE GENERATE **111€ EXTRA REVENUE** PER ROOM PER MONTH
Why Now

RMS PENETRATION IS GROWING FAST 17% YEAR

NO DOMINANT PLAYER YET ONLY 6% OF HOTELS USE RMS

ARTIFICIAL INTELLIGENCE REPLACES MANUAL LABOR Revenue management can’t be done at scale without technology. Climber smart algorithms are best in class.

RMS IS THE ONLY INTELLIGENT SOFTWARE WITHIN HOTELS It powers all the other hotel software (Channel Manager, PMS, Booking Engine)

ALL HOTELS WILL (EVENTUALLY) OPEN
When that happens, they will more than ever need help on setting their rooms prices right. (independent hotels will have bigger demand than chains – travelers will want to be comfortable in smaller hotel)

90% OF HOTELS STILL USE SPREADSHEETS Technology has had limited impact. The market is ready for disruption
COVID Action Plan

- Lower LTV but higher long-tail volume
- Shorter sales cycle
- Sales Funnel Success Rate 30%
- CAC €350
- Faster adoption during recovery period
- Non-PMS dependent
- Target: independent hotels

- Higher LTV (Lifetime value)
- Long sales cycle
- Sales Funnel Success Rate 9%
- CAC (Customer Acquisition Cost) €12,000
- Slower adoption during recovery period
- PMS (Property Management System/Hotel Reservation System) dependent
- Target: small-medium sized chains

ORIGINAL
CUSTOMER PROFILE
PRE COVID-19

OUTBOUND 95%
MANUAL ONBOARDING

OUTBOUND 30%
SELF ONBOARDING

ADDITIONAL
CUSTOMER PROFILE
AFTER COVID-19

INBOUND 70%

7 MONTHS SALES CYCLE

45 DAYS SALES CYCLE