Investor Presentation

Making sustainable travel accessible to all.

Member of: United Nations Global Compact

Smarter. Wilder. Greener.
In 2022, travel is still broken

Booking an integrated trip is a **huge hassle**.

Today, the booking journey looks like this:

- **38 different websites**
- **3 months**
- **850 different touchpoints**

*Travelmarket Report 2015: Travellers visit 38 websites on average during their booking phase*

*Think-with Google 2016: Travellers perform 850 different touch points over the course of 3 months for one trip*
After the pandemic, a whopping **73%** of travellers seek authentic and sustainable travel experiences but struggle to book it conveniently.
How are we solving the problem?

Viatu offers travellers one single platform to book their integrated trip.

- Lufthansa
- KLM
- Emirates
- Flight API
- Avis
- Namibia2Go
- 4x4Trecks
- Car rental API
- Nightsbridge
- Synexis
- Amadeus
- eZee
- Hotel API
- Stripe
- Alorica
- Revolut
- Payment Gateway
- Dineplan
- Zomato
- Jolt
- Restaurant API
- DayTours
- Safari RowCruise
- Activity API
- Rates & Yield & Availability Optimization
- Service Automation
- Automated offsetting by Squade

‘Instant & real time trip creation’
‘Live & transparent pricing’
‘Integrated travel services’
How does our product work?

Viatu provides trip templates that travellers can customise safely to their travel dates, style and budget.
Business Model

We take **15-20% commission** of each trip.

- **$4500* Average Basket Size per Trip**
  - Ø $128 per person per night
- **$765* Average Commission**
  - Ø 17%
- **$122m Revenue**
  - Projected by 2026

*Based on year 1 forecast and initial traction
**Based on average trip size of 25 guests spending $1,800 per person
Proof of concept in a contained sandbox. Scale to markets our team is very familiar with. Expand beyond Africa.

*All numbers represent market directly relevant to Viatu (Serviceable Obtainable Market) i.e. millennial travelers inbound from Europe and North America.
Go to Market

We focus our expansion efforts on destinations with the biggest need for integrated trips, disrupting traditional travel agencies.

**Rationale**
Leverage existing knowledge, relationships to serve the fastest growing tourism markets

**Sales Offering**
Leverage existing supplier relationships & technology in fast-growing developing markets

**Source markets**
- **Africa**
- **South America & Asia**
- **Global expansion**
  - Capitalise on a growing Viatu travel community offering hidden of Europe and North America

**Year 1-2**
Leverage existing supplier relationships & technology in fast-growing developing markets

**Year 2-3**
Leverage existing supplier relationships & technology in fast-growing developing markets

**Year 4+**
Leverage existing supplier relationships & technology in fast-growing developing markets
Our Impact

We understand impact holistically. By promoting underserved destinations and only selling vetted local partners, our travellers have a positive impact on the communities and the environment.

*Estimates based on the financial forecast for the next 5 years*
Traction to Date

+570 Sustainable tourism partners onboarded with flexible cancellations and payment terms.

+220 Travellers served (despite the pandemic)

$350k Gross revenue of itineraries sold

Fully-functional Beta with a smart trip-builder and hotel integration.

91t CO² Carbon Offset on behalf of our travellers

Without marketing spend

Travelling with Viatu was a real pleasure. I designed my trip in a day, and was on the plane within 24hrs of payment. Viatu’s flexible booking terms made my trip to Namibia a dream!

- Johannes F.
The Team

Viatu boasts an experienced team in travel, tech and sustainability. We have previously built one of Africa’s leading tech-enabled travel companies with an annual revenue of $70m and brought over 100,000 guests to the continent.

Johan
Co-Founder & CTO
Proven Lead Engineer
Integration Automation
+4 Years in Travel
+20 Years in Tech

Bárbara
Co-Founder & COO
Proven Global Leader
Cross-Cultural Leadership
Sustainability Expertise
+10 Years in Operations

Alfredo
Founder & CEO
Proven Startup Experience
Strategy
+6 Years in Travel
+10 Years in Marketing
Investors & Advisors

Our advisors bring in-depth knowledge and experience across industries and geographies, including venture building and operating, with diverse networks across Europe, Africa and the Americas.

Guido Dunckel

Guido spent 6 years as CEO of Rhino Africa and helped grow the company into the largest online travel business focused on wildlife travel in Africa. Previously, he was venture partner at Rocket Internet in Latin America. Guido holds an MBA in Finance and an M.A in Strategy and International Management.

Loic Amado

Loic is the Founding Partner of Ambo Ventures, a venture capital firm investing in impact-driven and socially responsible startups across Africa. He is also the Co-Founder and Director of Emboo Camps, the first truly circular safari operator in East Africa. Prior to that, Loic was the Head of Expansion of Uber in Middle East and Africa.

Emilian Popa

Emilian has +10 years of business expertise in Africa, across industries. He launched the online clothing retailer Zando in South Africa and started Jumia in Nigeria. He spent time at a VC fund, investing in growth-stage tech-enabled companies in Africa. Currently, Emilian is the CEO of Ilara Health, a Kenya-based diagnostic solutions company.

Alex Allegue

Alex is a serial Entrepreneur, with +15 years of global leadership roles in launching & growing ventures with a strong focus on Sustainability. He founded Pawame, a social impact company based in Kenya providing clean power to rural African communities. He is currently CEO of Graze-it, a disruptive agri-tech company that tackles food security issues in the Middle East.
Growth Drivers and Tech Roadmap

Integration of Activities
- API integration into Viatu’s trip builder
  - Increased usefulness
  - Increased basket size

Viatu Affiliate System
- Launch of affiliate program for influencers and local experts
  - Growth
  - Revenue
  - SEO Content
  - Validation

Viatu Concierge
- Mobile App offering in-travel support and sales of day tours, activities, restaurant reservations
  - Increased usefulness
  - Increased basket size

Integration of Flights
- API integration into Viatu’s trip builder
  - Increased usefulness
  - Increased basket size

B2B Platform
- Enable thousands of tour operators to trade through our system
  - Increased revenue
  - Increased trade volume
  - Better rates

2022 - 2023
# Competitive Landscape

<table>
<thead>
<tr>
<th></th>
<th>viatu</th>
<th>Booking.com</th>
<th>Airbnb</th>
<th>Tourlane</th>
<th>TIMBUKTU</th>
<th>Nemo</th>
<th>G Adventures</th>
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</thead>
<tbody>
<tr>
<td>Fully-integrated trip builder</td>
<td>✔️</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
</tr>
<tr>
<td>Instant Booking</td>
<td>✔️</td>
<td>✔️</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
<td>✔️</td>
</tr>
<tr>
<td>African network inventory</td>
<td>✔️</td>
<td>Limited</td>
<td>Limited</td>
<td>✔️</td>
<td>✔️</td>
<td>Limited</td>
<td>✔️</td>
</tr>
<tr>
<td>Sustainable Travel</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
<td>✔️</td>
<td>Limited</td>
<td>✗</td>
<td>✔️</td>
</tr>
<tr>
<td>Venture Funding</td>
<td>Target $1.2m</td>
<td>$6b</td>
<td>$100m</td>
<td>$600k</td>
<td>$5m</td>
<td></td>
<td></td>
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<tr>
<td>Global Scale</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✗</td>
<td>✗</td>
<td>✔️</td>
<td>✔️</td>
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Our team boasts two ex-Googlers and a decade of experience in scaling direct-to-consumer travel brands. We combine breath-taking content creation with state-of-the art digital advertising to minimize customer acquisition cost over time.
## Financial Projections

<table>
<thead>
<tr>
<th></th>
<th>2022</th>
<th>2023</th>
<th>2024</th>
<th>2025</th>
<th>2026</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Bookings</strong></td>
<td>210</td>
<td>738</td>
<td>2630</td>
<td>8044</td>
<td>14'313</td>
</tr>
<tr>
<td><strong>CPA</strong></td>
<td>$400</td>
<td>$347</td>
<td>$311</td>
<td>$254</td>
<td>$225</td>
</tr>
<tr>
<td><strong>Gross Revenue</strong></td>
<td>$0.9m</td>
<td>$3.9m</td>
<td>$17m</td>
<td>$60m</td>
<td>$122.7m</td>
</tr>
<tr>
<td><strong>Net Revenue</strong></td>
<td>$0.1m</td>
<td>$0.7m</td>
<td>$3.2m</td>
<td>$11.9m</td>
<td>$25.7m</td>
</tr>
<tr>
<td><strong>EBIT</strong></td>
<td>($0.6m)</td>
<td>($1.6m)</td>
<td>($1.7m)</td>
<td>$4.8m</td>
<td>$9.0m</td>
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<tr>
<td><strong>Funding Requirement</strong></td>
<td>$1.2m</td>
<td>$4.0m</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>
Unit Economics

The integration of more services will increase the basket size while efficiencies in marketing will decrease the cost of sales.

Today* (2022)

As we reach scale** (2026)

*Based on year 1 forecast and first 20 transactions
**Based on year 5 forecast
We are seeking investment of US$ 1.2m to build traction and further develop our product. This gives us 15 months of runway.

So far, we have US$ 900'000 committed & signed from various investors.

**Investment:** US$ 1.2m target via convertible note  
**Target close:** Q4 2022  
**Key terms:** to be determined
Let's change the world of travel together.

Alfredo Seidemann, CEO & Founder
Get in touch

alfredo@viatu.com