



PREDICTIVE MOBILITY

Big Intelligence for Agile Marketing

EXPAND YOUR WORLD





We Deliver Big Intelligence

BIG DATA
MARKET INTELLIGENCE
AGILE MARKETING

Expand your world with forward thinking analytical solutions through Big Data science and Advanced Modelling capabilities.

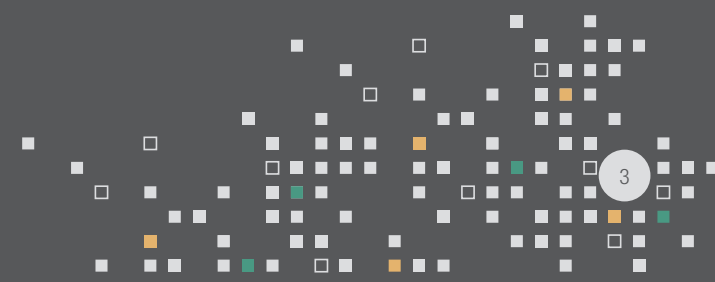
Growth, change, and competition are realities no airline can afford to ignore. Sustainable marketing strategies and commercial tactics that help your network grow while reducing cost, and managing your revenue, are just as essential as having the agility and creativity to respond to a rapidly changing environment.

Predictive Mobility delivers Big Intelligence that helps you to be Agile in your Marketing responses, to grow and create a competitive advantage. Big data and market intelligence are behind our solution **AIR.PM** for building a coordinated strategy in network planning, route development, scheduling, pricing and revenue management.

Expand your world and achieve your strategic objectives - today!

AGILE MARKETING \equiv SCHEDULING $+$ NETWORK PLANNING $+$ REVENUE MANAGEMENT

BIG INTELLIGENCE \equiv BIG DATA $+$ MARKET INTELLIGENCE



Great Service brings Great Success

If you are serious about expanding your world and want to attract passengers and revenue on a more consistent and predictable basis, we offer a whole range of solutions to enhance your profitability and market share.

Management Consulting

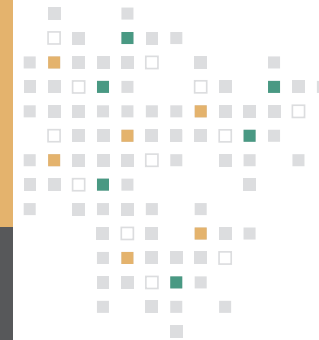
Our team comprises a large number of experienced professionals with more than 15 years of experience from diverse aviation background, with solid technical expertise. Our management consulting services include airline management reports, network forecasting and budgeting, business reorganisation and network restructuring, mergers and acquisitions, financial, commercial and operational due diligence, and start-up business consulting with preparation of business and financial plans, feasibility studies, and implementation services.

Route Development

Our route development services for airlines and airports are not just about computing data and producing presentations but focus on a proven methodology: triangulation of different data sources, from MIDT to Civil Aviation and socio-economics, triangulation of the forecasting methodologies to estimate future demand, building a true Profit & Loss statement, and ultimately delivering a detailed report in both document and presentation formats. Your audience doesn't know who to trust anymore - we earn their trust back by our cross referenced analytics, our experience, and results!

Demand Forecasting for Long Term Planning

Our long term forecasting methodology is approved by independent authorities such as the French Civil Aviation and the Transport and Mobility Commission of the European Union. Our work has led major international airports to benefit from public support for their infrastructure projects. We are also participating as aviation experts to the construction of the long term airline market forecast studies for two major aircraft manufacturers worldwide.



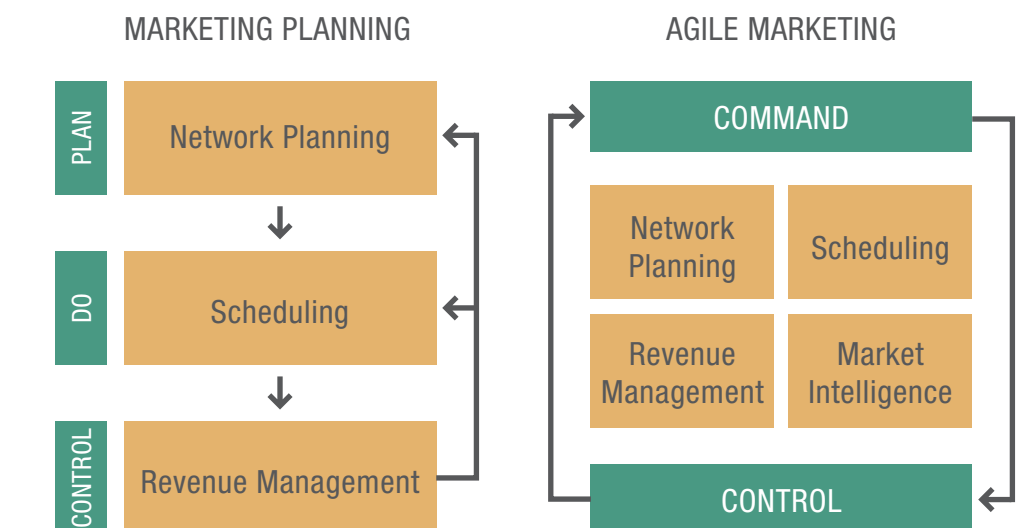
AIR.PM

Agile Marketing is the new approach to address your competitive environment. Your competitors are multiple, your environment disruptive, and your customers volatile, grabbing any opportunities for low fares.

All these happening together, simultaneously and continuously!

Facing these challenges, a coordinated approach is mandatory.

AIR.PM is the first tool to be conceived **from a decision maker perspective**. Our system allows you to push different levers at the same time in a coordinated fashion. You command and control your marketing planning activities all together. Because fierce competition requires to review you pricing while adjusting your schedule, looking for tactical market opportunities, and streamlining your booking allocation.



AIR.PM allows you to implement coordinated commercial decisions on your network, and to grow your revenue and passenger traffic - Expand your world by gaining market share and opening new routes worldwide!



Welcome to our world

What more could we ask for? Our clients trust our years of experience and passion to deliver actionable results. The most fruitful and rewarding client relationships we have, develop when we are positioned as a trusted part of the team and more than just a vendor. With trust comes responsibility, and our goal is always to treat our clients' needs as paramount, while repaying that trust with strategic support and impactful results.

Our clients range from blue-chip corporates and large government departments through to small and medium airlines and airports:



Our partners work with us to co-create, sponsor, and deliver our services.

We are a registered company on the Research and Innovation program supported by the European Union in transportation and mobility, in cooperation with the Polytechnic University of Turin and large metropolitan areas.



Great achievements start with great team efforts!

Our aim is to provide you with the system and experience to expand your World, through marketing intelligence, route development, network optimisation and revenue management. We are a team of experienced airline consultants, having had assignment with international airlines and airports worldwide. We have a culture of individuals committed to the perfection of our roles and the growth of our industry standards. We are out of the box thinkers that require a high level of performance while managing our work and life balance. We work in a world of accountability at the highest level. Because we know that your trust shall be earned, not given!

Working with reputable European institutions and having our own research team in data and modelisation, we have developed our proprietary models and software to provide you with reliable information. Today we are the only company providing you with a multidimensional approach to expand your world! We have data experts, we have complex modelisation specialists, we know the airline business, and we have designed the tools you want for agile marketing and business intelligence, route development, network planning, and revenue management in a truly integrated solution. We are confident that our highly experienced team of professionals can both meet and exceed your expectations, and Predictive Mobility's client base will attest to this.



IT'S BIG INTELLIGENCE AND IT'S AWESOME

The Data Problem

The vast majority of new air services are purely based on market creation, where the value of historical data is limited. Low cost, regional carriers and new airline models flourish on routes where the most used data set had zero historical traffic. Why? Historical data provides you with backward information (what was sold) but not the market potential (what could be sold). Moreover, MIDT or BSP data uses information generated from the travel agencies bookings, while online portals, direct and internet sales, allotments, and groups represent the bulk of the market! Building you growth on limited information is a very risky business, why take a chance?

Triangulation to Minimize Bias

Predictive Mobility's approach is based on Triangulation. It facilitates validation of data through cross verification from more than two sources. It tests the consistency of findings obtained through different instruments and increases the chance to control, or at least assess, some of the risks influencing the forecasts. Triangulation is not just about validation but about deepening and widening your understanding of the market forces. It leads to multi-perspectives that explain more fully, the richness and complexity of a market pattern by studying it from more than just one standpoint. What are your benefits?

More Data from historical market information to socio-economics, customer patterns, etc.

Multiple Estimations using various modelling such as gravity models, demand un-truncation, capacity forecasting, price elasticity, S-curves, and like markets.

Robust Results having more than one methodology to build your market study!

Triangulation aims to reduce your operational, commercial, and financial, risks in launching a new route by cross referencing the results of the various methodologies deployed. We are the only firm having designed multiple forecasting models:

- › **Gravity Model** is the most common spatial interaction model in travel forecasting. It is based on the assumption that interaction between two locations is proportional to their size and inversely proportional to their distance. We supplement it by the destination choice model based on the availability of other modes of transport, city economics, and other parameters;
- › **Un-Truncation Model** is particularly performing for passenger demand recapture from other airlines and competing city and helps enhance the quality of the catchment area. In addition, it helps determine the optimal demand regardless of the current capacity available.
- › **Capacity** is driving the demand as scheduling a brand new route generates new traffic that no historical data could have made you guess! The Capacity model is addressing this by looking at the demand stimulation and creation being generated.
- › **Price Elasticity** shall be used to formulate the future demand based on the pricing evolution, either driven by some intrinsic capacity growth or by a competitive reaction from your competitors!
- › **Demand Curve** is providing you with an intuitive and rapid estimate on the potential demand based on the distance of your flight, its capacity, markets / regions / countries of origin and destination, based on the thousands of new flights in our database.
- › **Like Markets** is the aggregation of similar routes which determine the potential of a new destination, its market stimulations, impact on yields, leakage, etc.
- › **Armed with these results**, you just need to determine the proper aggregation level between the models, calibrate our Quality of Service Index model to determine the potential local and flow traffic demand, allocate your costs, and generate your own Profit and Loss results.




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IT'S OK TO BE SMART

Holdings Ltd 43 Thessalonikis street 6035 Larnaca Cyprus
christophe.ritter@predictivemobility.com - +33 618 417 003

 www.predictivemobility.com

