



TO WHOM IT MAY CONCERN

January 5th, 2018

We have decided to invest in Yieldin RM solutions and trust its abilities to support our teams into the RM evolution that our challenger market positioning requires.

Yieldin started its mission with us by conducting a one week audit of our RM department.

Yieldin findings and recommendations were very clear, direct to the point and backed up by a lot of business cases showing dilution and spill instances. We understood part of the issues slowing down our revenue optimization.

We decided not only to ask them to drive a 6 months consulting mission but also externalized the RM of our most difficult route. We were right since Yieldin succeeded to increase the Revenue per seat by 8% the first winter and by +14% the second. Since then, the Revpas has decreased due to a drop in the yield on this market where the capacity has almost doubled. However, Yieldin has achieved to keep the Load Factor at high level.

We used to have a very heavy process for preparing our weekly commercial meeting, taking out more than one day and a half of our resources to get ready. Yieldin decided to improve productivity and automatize all the reporting using their Excel VBA Macro skills. All this time saved has been used by the team in achieving more efficient tasks.

I must confess than before Yieldin, no RM software providers had convinced us to invest in an RM solution. As a matter of fact we are a hybrid company which divides its capacities among our Tour Operator customers, our schedule capacities and even our own Tour Operators. Tour operators' contracts and aggressive competitor moves lead us to always adapt our schedule and capacities. It is very difficult then to use sound forecast for optimizing revenue. This why so far, we let the RM team used Altea Inventory functionalities to manage flights inventory.

During the first months of Yieldin mission, and while taking over the routes we assigned them, they developed a RM prototype that we considered not only innovative, flexible and agile, but also matching perfectly our hybrid business model and challenger position. We asked them to develop fully the solution. Today we use Yieldair for managing our routes and believe this is a premium RM solution on the market. We appreciate as well that Yieldin masters Amadeus web services technology and that soon all the RM system recommendations will be automatically transferred into our Amadeus inventory.

It is almost 3 years now that we have started our collaboration with Yieldin and we are more than happy to keep on this long term partnership by entrusting them with the development of our Group Revenue Management Tool and with the strategic mission to improve the team processes so that not only spill or dilution instances become exceptions, but also that the RM team can adapt very fast its RM strategies according to top management decisions.

I really appreciate and share Laurent RM vision, knowing perfectly when and how to play yield or when and how to play volume, and always sharing a ideas for supporting sales. I like Yieldin abilities in advising, doing and supporting us in doing better, faster.



Lud BERENI
Chief Commercial Officer



XXL Solutions GmbH - Comercialstr. 34 - 7000 Chur

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When I met the YieldIn team more than six years ago I realised that they combined the knowledge of the challenges facing an airline with forward thinking and practical skills to find solutions to meet best the daily requirements of revenue management and revenue development.

During my time as interim CCO with Monarch Airlines - which were quite strong on ancillary revenue - I recommended the YieldIN team to join in order to find some simple solutions to achieve their goals.

As Air Malta CCO, I asked Yieldin to run an Audit of Air Malta RM tools and processes and to help improve the forecast and analytical processes.

Again I was very positive about this cooperation. They listened to the team members and checked how they used the tools, but they also analysed a lot of data, computed it and demonstrated some limitations of what the team was doing whilst pointing out opportunities and solutions how they could help to achieve them.

As always there was some reluctance to change. However when Yieldin provided the analysts with some automated tools to detect automatically the instances of cases they had difficulties to manage they convinced with these strong benefits.

The Air Malta RM team was very professional and had seen a lot of RM consultants in the past but no one had ever really convinced them that they could do better. Yieldin opened their eyes by filling some gaps in Sabre RM tool with a very clear strategy, and simple strategies to overcome the problems.

We run a pilot on 5 routes and the revenue clearly improved.

do things differently



Moreover, Laurent and Alexandre fitted very well with the team. Everyone was very happy to see them, in spite of a lot of scepticism to start with, maybe because they were not giving lessons or repeating pieces of advice, but they saw their role in supporting the team and pointing out opportunities.

The other thing which helped a lot was that the team immediately realised the competence and thorough knowledge of the specific Air Malta environment, including issues around groups and tour operator business, board requirements, competitive pressures and more and always had solutions to move on.

Laurent and Alexandre are very professional, both in terms of skills and emotional intelligence. They are also complementary. Laurent brings his thorough knowledge of RM - the traditional view and the awareness of what can and should change to succeed in the current environment - and in terms of the capacity in designing solutions to problems. Alexandre develops them, and they both interact a lot with the teams, meaning a seamless and very effective improvement process.

I highly recommend Yieldin and particularly Laurent and Alexandre to whoever already has professional RM teams and tools in place and wants to improve its efficiency step by step, as well as to who wants to reconsider the way forward for the future. It is rare to find people this profound, professional and knowledgeable yet capable of working in a change environment to make change happen.

Yours sincerely

A handwritten signature in black ink, appearing to read 'US' or 'Ursula Silling'.

Ursula Silling

do things differently



Buenos Aires, 24th January 2018

TO WHOM IT MAY CONCERN

I have known Laurent when he was working for Flybaboo as RM and Network Director. For Flybaboo, competing with Swiss and Easjet was an everyday challenge. Laurent and his team always coped smartly with this challenge, animating sales, yielding when necessary.

Today as a CEO of Flybondi Airlines in Argentina, I asked Yieldin to present us Yieldair RM system. At Flybondi we believed it is a very innovative, professional and complete solution. While we have postponed our decision to select our RM solution, Yieldair is still in the loop and we believe it's offering is competitive with the other major players in the industry.

A handwritten signature in black ink, appearing to read "J. Cook".

Julian Cook,

CEO, Flybondi

Paris, January 15th 2018

I have known Laurent when I was working at Club Med. He was responsible for challenging Sabre in the development of Club Med RM solution and led as well many change management projects. Club Med business model is a complex one and moving from manual RM leverages to an automated bid price based solution that manages at the same time the hotel and transportation resources has proven to be a difficult challenge. I remember that Laurent and his team did an amazing job in supporting all the teams involved in the change management process, explaining how it worked and what was at stake. Personally I have learned a lot. Laurent has a complete vision of RM and knows how to share it.

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Ex Club Med Responsable RM, Ex Club Med Directeur Pricing, Offre Transports
& Contrôle de gestion - Business Unit EMEA

Today, JC Decaux, Directeur de la Création de Valeur - Revenue Management et
Pricing

London, January 13th 2018

Yieldin was quick to understand how Monarch can improve its ancillary revenue management tools and processes and recommend solutions. The prototype they delivered as a quick win has enabled our retail revenue management team to detect Ancillary revenue opportunities with greater efficiency, and helped to embed this into a robust process within the team.

Yieldin listen well, have good ideas based on extensive experience and work effectively with the teams. Laurent and Alexandre are very creative, provide meaningful and innovative recommendations and possess the necessary technical and functional capabilities to deliver value quickly.

Moreover, they have demonstrated themselves as true partners in the project, providing us support even when Monarch experienced financial difficulties.

We have been very pleased to collaborate with Yieldin in the development of an Ancillary Revenue Management solution to improve the quality of decisions to recommend the right price or special offer for the right customer.

I highly recommend Yieldin for strategic and innovative development projects in RM.

Seb Wereszczynski

Ex Head of Revenue at Monarch Airlines

Now, Director Revenue and Capacity Management Europcar.

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TESTIMONY

24th January 2018

To whom it may concern:

I worked three years with Laurent when I was Pricing and Interline Manager for Baboo Airlines in Geneva.

I reported to him and I appreciated to work within his team. Laurent gives the directions and then really entrust you, helps you if necessary. His RM functional and technical levels allow him to manage not by giving orders but by demonstrating. He convinces you. That kind of management contributed to the cohesion of the team. We worked hard, looking for efficiency and creativity, but the atmosphere was always nice.

Alexandre Debregeas
eCommerce & retailing Sales Engineer
Sabre

