

# ACES (Advanced Customer Experience Solution for Travelers) digital travel platform



# Why the Travel & Transportation Industry?

***Digital disruption all over the place, putting pressure on traditional providers***



Blablacar allows you to share your car and being paid, from a location to another.



Disruptive model for Rail and intercity buses



Uber currently has drivers available in 56 countries



Disruptive model for taxi companies



Airbnb has listings in more than 34,000 cities

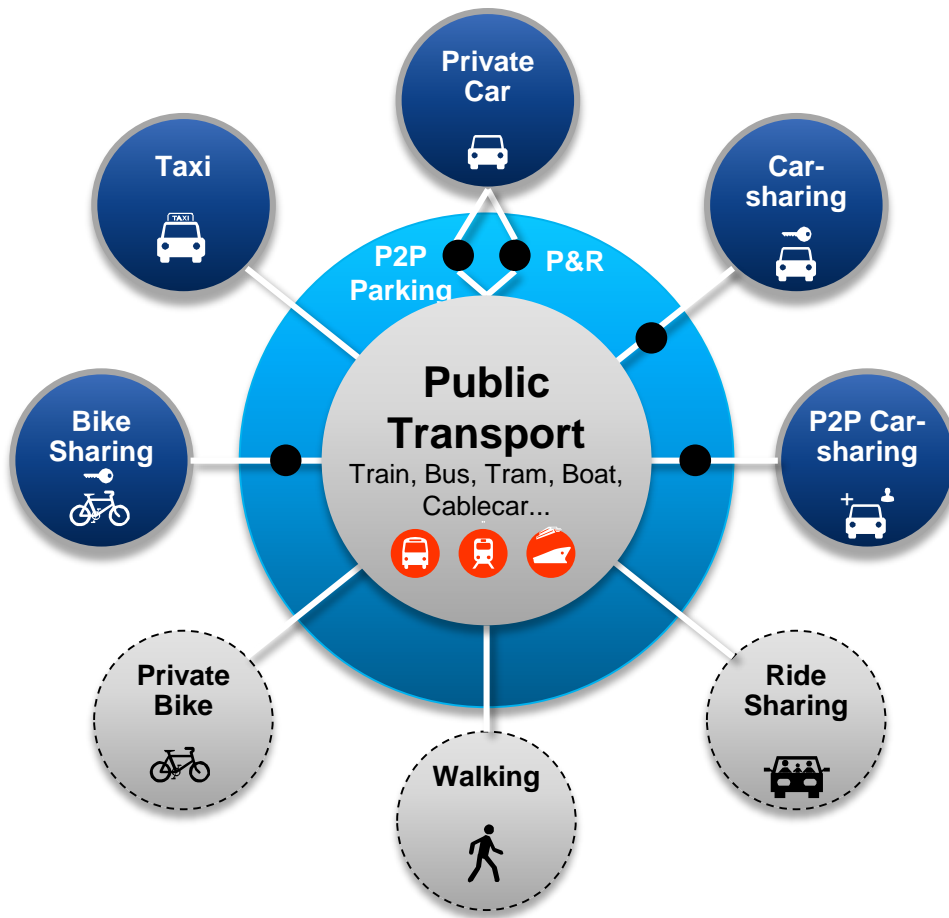


Disruptive model for Hotels

# What does ACES mean for the end consumer?

*It's all about Smarter Mobility by...*

*...combining different means of transport....*



*...and providing an easy and comprehensive digital support for the end-to-end trip....*



- Intermodal Planning
- End-to-End Trip Booking
- Pro-active Assistance
- Buy add-on services & products

*...with an intermodal travel companion app*

# Why would travel providers want to bring such an offering to the market?

***Established transport providers face the risk to loose customer relationship and to be downgraded to a provider of a commodity transport service...***



***...they are thus engaging in initiatives that allow them to own and secure the customer relationship***