

A NEW APPROACH TO TOURISM: ECOSYSTEM FOR DIRECT SALES.

Tourism has always faced the challenge to increase direct sales. Today, only few players dominate the market. Today, guests want booking engines with directly bookable travel experiences – which most of them don't offer. We believe it's time for change! CUBE-TECH developed an all-encompassing solution that is open to all tourist service providers regardless of their technical infrastructure. We provide the digital ecosystem for accommodation providers, experience providers and destinations.

Neither service providers nor destinations currently have the technological infrastructure to promote and offer combined tourist services to bundled packages. The lack of direct solutions led to an overdependence on intermediaries such as travel agencies and online travel agents (OTA), making the booking of packages unnecessarily complex and above all, expensive.

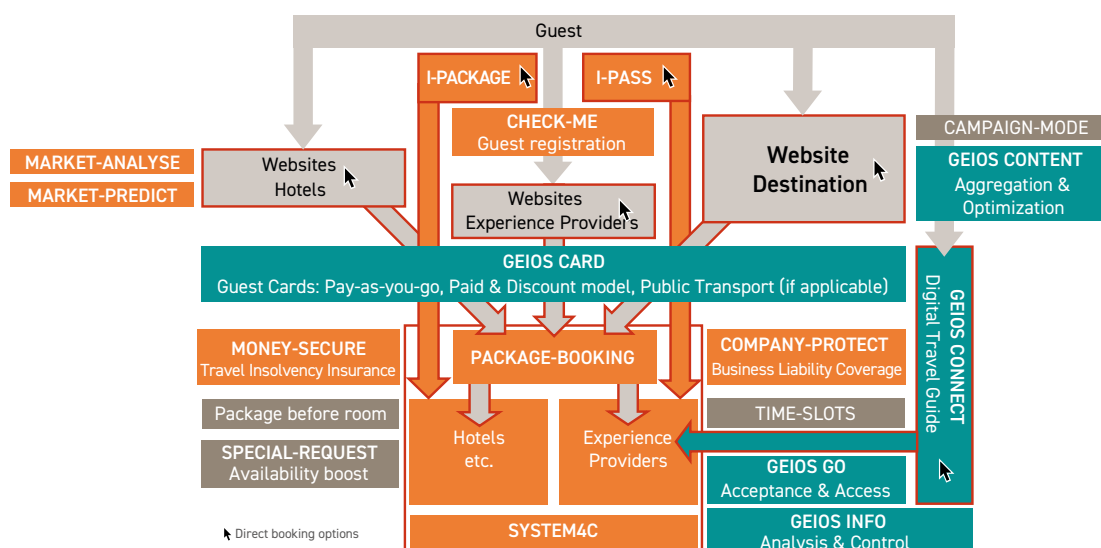
CUBE-TECH has developed a unique solution: **SYSTEM4C** (System for Customer), the booking platform for combined travel services that complies with applicable trade laws, the European Package Travel Directive and the Package Travel Act. Furthermore, the direct sales system eliminates the need to advertise offers through OTAs' "low price algorithm", and all this without losing your competitive advantage.

With **SYSTEM4C**, CUBE-TECH enables service-providers

1. to separate offers from low price algorithms
2. to replace expensive and consumer-deceptive meta search systems and underlying booking platforms with **MARKET-ANALYSE | MARKET-PREDICT**
3. to create price parity across the entire booking landscape

ADVANTAGES WITH SYSTEM4C

- Regional services as an overall experience
- Marketing activities lead to bookable offers
- Notable increase in the direct sales share
- Attractive packaging with experience partners
- Full control over offers, prices and bookings



Our goal is to **make meta search engines and intermediaries redundant through directly bookable offers**. Our solutions are therefore primarily aimed at increasing earnings along the value chain. To achieve this, we focus on addressing challenges within the entire distribution and booking ecosystem, particularly as it pertains to offering bundled packages.

CUBE-TECH's PACKAGE-BOOKING solution allows for easy bundling of products in compliance with applicable European laws such as the European Package Travel Directive and General Data Protection Regulation (GDPR). With **SYSTEM4C, MONEY-SECURE** (insolvency insurance) and **COMPANY-PROTECT** (liability coverage) make sure that service providers are covered for each individual business transaction.

With **MARKET-ANALYZE** you obtain insights into the pricing by your destination and comparable values of your competitors all the way down to room type level. With this insight, **MARKET-PREDICT** helps you set optimized pricing for each room type and day, up to six months in advance.

GEIOS' tailor-made guest cards make the system even more attractive as well as accessible. Furthermore, smart terminals with an information system for destinations optimally showcase service partners.

ALL TRANSACTIONS OFFER

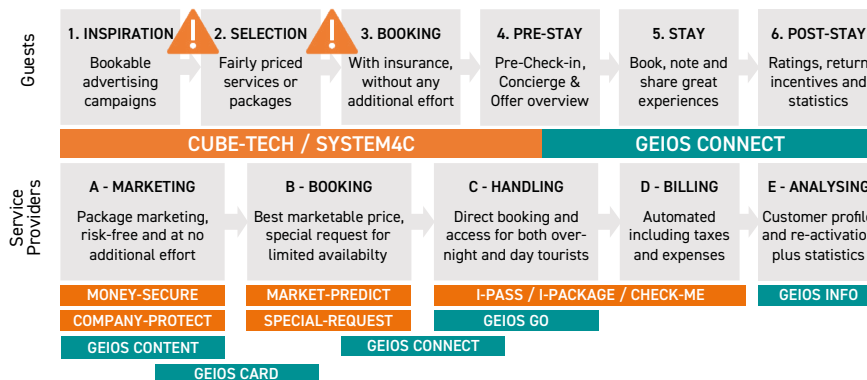
- EU-compliant processing
- Customer money insurance
- Liability insurance

SYSTEM4C PROVIDES

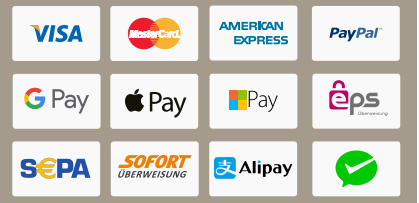
- White label infrastructure
- State-of-the-art technology and machine learning
- All-in-one solution: sales, processing & billing
- Software-as-a-Service
- Offers in all required languages and currencies
- Calculator function including guaranteed price parity

AS A RESULT

More added value with market-compliant sales prices



FLEXIBLE PAYMENT BY



The above booking process shows challenges right from the start. With our solution, destinations can make promotions and packages bookable without losing potential guests. As a white label solution, each booking strengthens your own brand instead of financing Google, Booking & Co.

Accommodation companies also benefit from the **SPECIAL-REQUEST** function, which bridges possible availability bottlenecks with individual offers, and thus minimizes booking failures.

WE ARE HAPPY TO PRESENT OUR SOLUTIONS TO YOU PERSONALLY!

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