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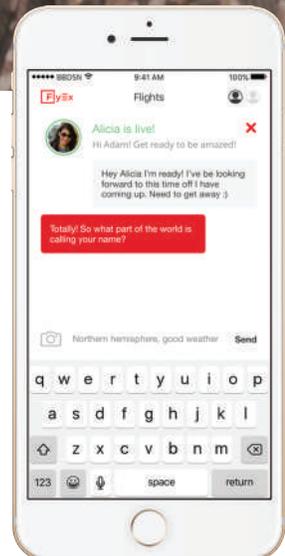
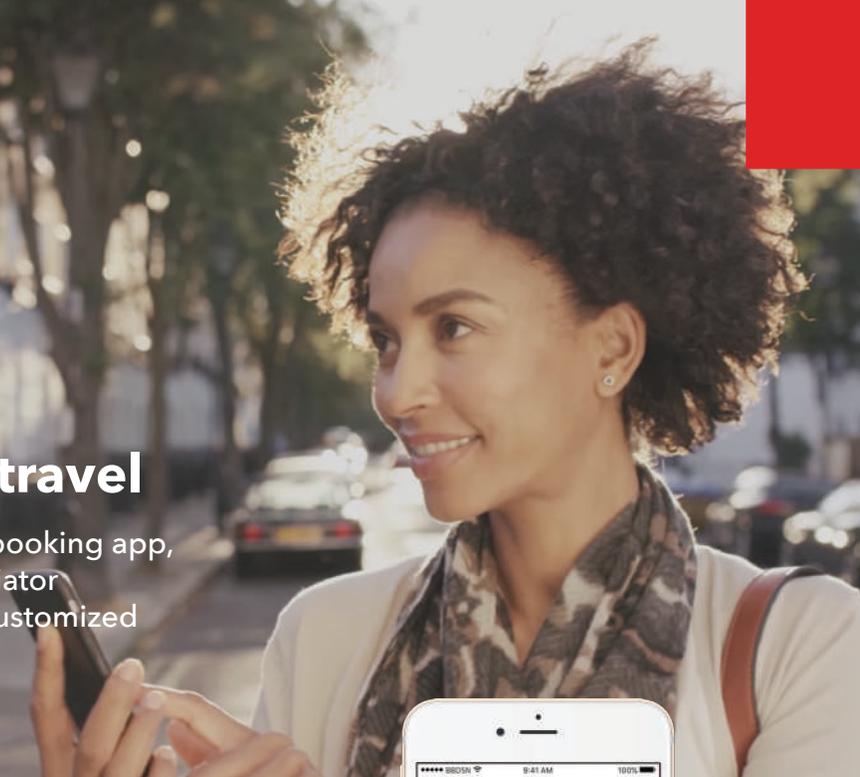



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BOOK



Join a **revolution in travel**

FlyEx™, the first peer to peer travel booking app, connects you instantly to a FlyEx Aviator to get the lowest prices anywhere customized for you on-demand.



Travel Everywhere at Prices **Lower Than Anywhere**

The Travel Revolution starts with you! FlyEx™ allows you to **personalize your travel buying experience**. Choose who you purchase travel from, when, and at what price. FlyEx instantly and seamlessly gives you access to **exclusive travel inventory, at the lowest prices anywhere, customized by someone you trust**. Use our unique Travel Chat™ technology to connect with your Aviator and 24/7 Support staff real time.

HOW IT WORKS



Download the app, if you've been invited by a FlyEx™ Aviator enter your code. No code, no problem, let us recommend a trusted Aviator for you.



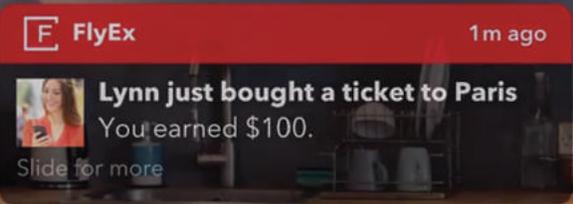
As a FlyEx™ Traveler, you'll enjoy a **personalized travel purchase** experience with access to the lowest airfare and hotel prices customized by your trusted Aviator.



Let your FlyEx™ Aviator **save you time and money**. Message them in-app what you're looking for, sit back, let FlyEx do the rest. No hassles, no headaches.

Go to
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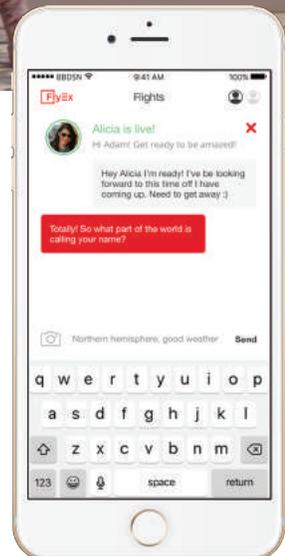
Earn **anywhere**, helping people travel everywhere.

Become the travel aviator for your friends, family and your social networks.



Earn up to \$50 an hour, working part-time or full. You decide your earnings, you decide your schedule.

As a FlyEx Aviator, your social network will be able to access exclusive wholesale travel inventory through you. You help them book, they save and you earn. **It's that simple.**



HOW IT WORKS



To become an Aviator, you'll go through a **quick approval process** and sync your social networks.



Customize and give your social network access to **the exclusive FlyEx™ Traveler app**. You'll be helping them travel everywhere at prices lower than anywhere.



You'll control the amount **you earn from every booked fare and hotel**, with complete dashboard visibility into year-to-date earnings as well as any upcoming payouts.

Enroll as a FlyEx Aviator at www.flyex.com and become a travel industry insider today.



Earn **anywhere**, helping people travel **everywhere**.

EARN WITH FLYEX



To become an Aviator go to FlyEx.com. You'll go through a **quick approval process** and sync your social networks.



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TRAVEL WITH FLYEX

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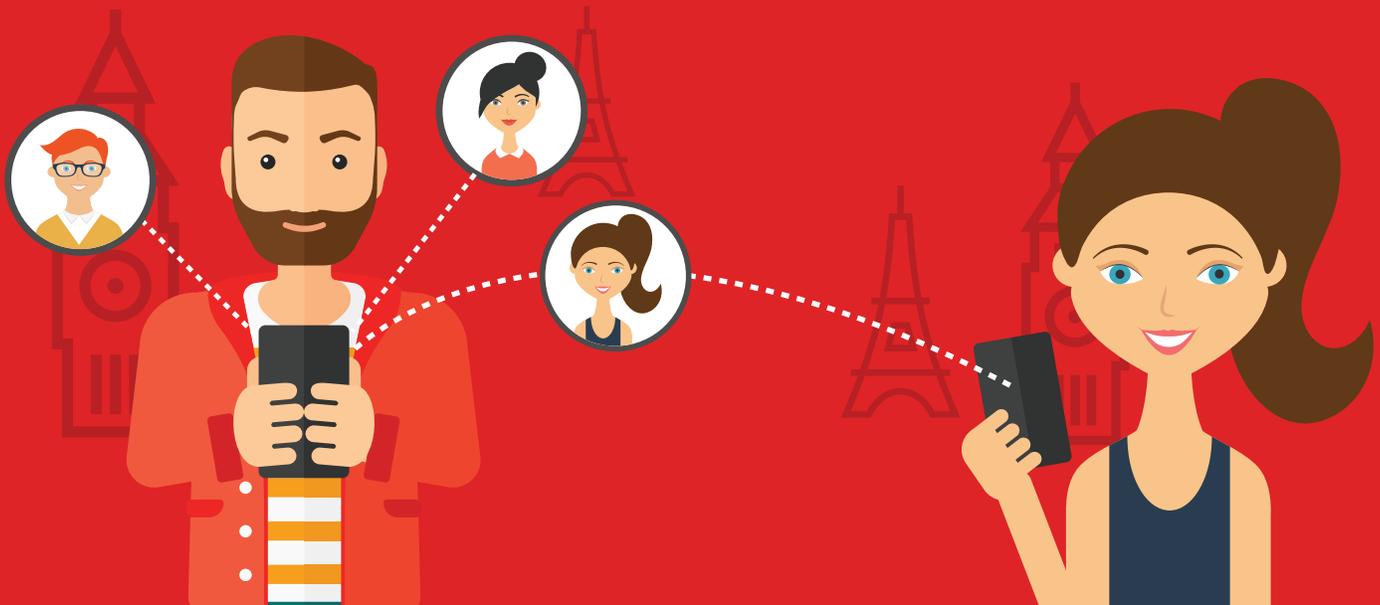


or

Up to **\$50/hour!**

Join the **Travel Revolution!**

Peer To Peer **Travel Booking**





What is FlyEx?

FlyEx is the industry's first personalized, on-demand peer-to-peer travel booking and messaging platform. It connects Travelers through their smartphones to a global network of trusted FlyEx Aviators to help them book flights and hotels at the lowest prices anywhere, with on-demand access to comprehensive, 24/7 travel concierge services and support.

How are we revolutionizing the industry?

The FlyEx platform is direct, peer-to-peer booking and messaging platform that connects FlyEx Travelers and Aviators directly via a two-sided marketplace. Like Uber, Airbnb, and other sharing economy upstarts, FlyEx allows anyone with a smartphone that has met the minimum qualifications to become a FlyEx Aviator. The registration is simple at www.flyex.com, and once approved, users become FlyEx Aviators with the ability to provide customized, personalized travel booking and concierge services directly to their private FlyEx Traveler network, on-demand.

How does it work?

With FlyEx, users register and are immediately assigned an "Aviator," a handpicked human travel expert with intimate knowledge of the travel industry and destinations worldwide. The Aviator can not only assist users with information about their flight, hotel or destination, they have the power to customize fares and hotel prices to meet the traveler's budget, on-demand and in real-time. For the first time, millions of travel consumers can get personalized fares and hotel prices to meet their exact travel needs. On the Aviator side, once signed up, Aviators earn every time a traveler makes a travel booking.



*The travel purchasing process is broken. According to Expedia research, the average consumer visits **38 separate websites during a typical online travel transaction.** The travel consumer's confusion is magnified by travel companies that spend billions on online pay per click advertising that creates an unvirtuous cycle from Google, to travel website, to click aggregator or meta-search, and back again. Confusion reigns, brand loyalty has evaporated, online travel booking needs help.*



What is an Aviator?

Think Uber driver or Airbnb property owner, but in this case an Aviator is a 21st century virtual travel agent connected to a network of FlyEx Travelers. FlyEx Aviators are real people who with the assistance of FlyEx's proprietary technology and AI, are able to provide high touch, personalized service, on-demand and 24/7. Aviators earn every time a traveler books a ticket, hotel, or other service via the FlyEx platform.

What is a Traveler?

The typical FlyEx Traveler has realized the travel purchase process is broken and is tired of visiting 38 different websites before making a travel booking. They use messaging and apps versus calling or searching the web and prefer high-touch 24/7 service over wasting hours searching for the best prices online. FlyEx travelers want a trusted source to help them find the best travel destination, price, and itinerary and FlyEx delivers this revolutionary experience.

What is ABHI?

ABHI is FlyEx's artificial intelligence agent, it can assist customers while working hand in hand with FlyEx's expert Aviators. "ABHI" can recommend travel times, dates and other suggestions based off relevant data. ABHI can also recommend tours and excursions, cruises and more, all in real time!

*Millennials, the most online and socially connected generation have taken notice, and have started to purchase and consume travel differently than other generations. They are, surprisingly, the age group most likely to use travel agents, driving up travel agent use from **13% in 2013 to almost 19% in 2016**. They are travel savvy, global consumers that trust their social networks and technology for recommendations, and they use smartphone messaging more than other generation. On average, millennials message **67 times per day** and according to research, by a large margin, prefer to interact with travel brands via mobile and messaging versus voice and web.*

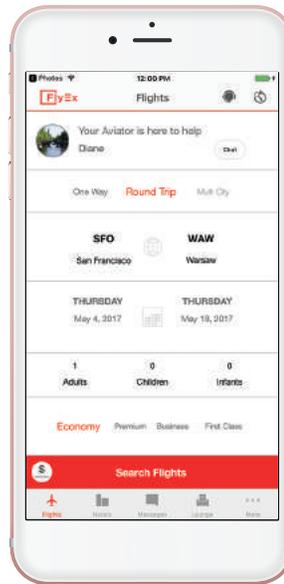
*“ Instead of one Expedia, FlyEx is creating **a million Expedias**, each with intimate knowledge of their customers and the destinations they love to visit. ”*

www.flyex.com

FlyEx Screenshots



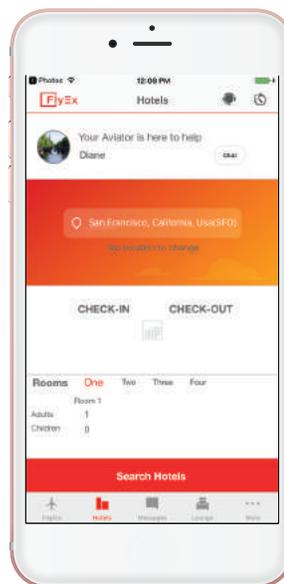
Travel Chat™



Flight Search



Flight Search Results



Hotel Search

FlyEx™ Launches the First Personalized, On-Demand, Peer-to-Peer Travel Booking and Messaging Platform

FlyEx, the first personalized, on-demand peer-to-peer travel booking and messaging platform, officially launched at SXSW. Through their smartphones, FlyEx connects Travelers to a global network of trusted FlyEx Aviators to help them book flights and hotels at the lowest prices anywhere, with on-demand access to comprehensive, 24/7 travel concierge services and support.

Powered by a revolutionary Travel Chat™ platform built for the needs of today's tech savvy traveler, FlyEx provides everything the modern traveler needs, from travel inspiration, planning, and booking, to concierge services throughout the FlyEx Traveler's journey.

Need inspiration for a vacation? Message your trusted Aviator in-app for ideas where to travel from real people with intimate knowledge of amazing vacation destinations worldwide. During booking, if FlyEx's fares or hotel prices don't fit your budget, your Aviator has the power to customize fares to meet your needs, on-demand. While traveling, if your flight is delayed, use the in-app messaging to let your Aviator know, and they'll make sure your hotel has been notified of your late check-in. At your travel destination, a FlyEx Aviator can help with recommendations for great places to see and eat locally. These travel concierge services and more are available free of charge, 24/7 to all FlyEx Travelers.

The FlyEx platform is revolutionizing the industry with a direct, peer-to-peer booking and Travel Chat™ platform that connects FlyEx Travelers and Aviators directly. Like Uber, Airbnb, and other sharing economy upstarts, FlyEx allows anyone with a smartphone that has met the minimum qualifications to become a FlyEx Aviator. The registration is simple at www.flyex.com, and once approved, users become FlyEx Aviators with the ability to provide customized, personalized travel booking and concierge services directly to their private FlyEx Traveler network, on-demand.

FlyEx Travelers looking for amazing deals and a revolutionary, personalized travel experience that can't be found on travel sites like Expedia, can download the app directly at <https://itunes.apple.com/us/app/flyex-travelers/id1181108711>. Once downloaded, Travelers are connected instantly to a global network of trusted FlyEx Aviators with the ability to customize fares and hotels, on demand. Concierge services are free and available to all FlyEx Travelers.



About FlyEx

FlyEx™, is the first personalized, on-demand peer-to-peer travel booking and Travel Chat™ platform. Download the iPhone app at <https://itunes.apple.com/us/app/flyex-travelers/id1181108711> or visit www.flyex.com to find out more. Founded by seasoned travel industry entrepreneurs and investors, FlyEx is revolutionizing the travel industry one happy customer at a time. Real people you trust, on-demand, always on, for all your travel needs.

Contact

For more information contact Adam Meron at ameron@flyex.com or (415) 439-0641.

Canadian

TRAVEL PRESS[®]

CANADA'S MOST TRUSTED TRAVEL TRADE PUBLICATION SINCE 1968

Exclusive to Canadian Travel Press

Is this retail travel's Airbnb?

BOB MOWAT

In late March of this year, San Francisco start-up, FlyEx rolled out a personalized, on-demand, peer-to-peer travel booking and messaging platform (called Travel Chat) at SXSW (South By Southwest) in Austin, Texas.

It allows any traveller with a smartphone (once they download the free App) to connect to a global network of FlyEx Aviators who will help those travellers book flights and hotels and have on-demand access to comprehensive, 24/7 travel concierge services and support.

As FlyEx's vice-president marketing, Adam Gershon Meron explained to Canadian Travel Press in an exclusive interview: "We're

kind of going back to the future when you had a trusted travel agent that you went to and you said 'I want to book a trip to X destination' and they gave you some recommendations; they found you a flight; they booked your hotel; they maybe made some recommendations for a place to eat – really that personal connection with travel agents that existed 20 or 30 years ago – before the Internet."

Now Gershon Meron does admit that that kind of consumer-agent relationship still does exist to a certain extent. And that's a good thing, considering that: "If you look at some of the statistics around how Millennials value their time, they're



the generation most likely to use a travel agent offline. I think, from our perspective, the fact that a typical [online] travel booking requires a visit to 38 different websites, tells us something's not working quite right – the only company that benefits from clicking around that much is Google."

He continues: "What we're providing is a virtual travel agent, where [the consumer] can go to that agent and they can help [the consumer] book travel. [Consumers] can, of course, do it on [their] own with the App, which works as a traditional Search platform. So [they] can Search [for travel], but [they] can also reach out to what we call

FlyEx's Aviators."

As Gershon Meron explained it: "For the traveller, the proposition is very simple – simplify the process, reduce the time you waste and reduce the lack of trust that people have in the whole [online] booking process" and along the way have "a kind of revolutionary experience."

What we're saying is anybody with a phone, some passion about travel, some flexible time or interest in flexible income – part-time income, or for the really passionate people, full-time income – can download this App and become a virtual travel agent...

On the FlyEx Aviator side of the equation, Gershon Meron told CTP: "The analogy here is similar to what Uber did and what Airbnb did. Uber said: 'Well, anybody with a car can become a transportation provider.' Airbnb said: 'Anybody with a spare room or house can become an accommodation provider.' What we're saying is anybody

with a phone, some passion about travel, some flexible time or interest in flexible income – part-time income, or for the really passionate people, full-time income – can download this App and become a virtual travel agent."

The key here, FlyEx's marketing VP said is that the Aviator "is a virtual travel agent. So you're more of a promoter. You're not doing the selling. We manage the booking and selling. We're the agent of record and you're

really promoting and pushing that to your friends and family, to your social networks. There's always that one person that knows everything about where to go; who makes [all the arrangements] and books [all of the] travel for people. The idea here is we leverage that passion and we give you a way to make part-time, flexible

See **DISRUPTED** page 29



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Disrupted

Continued from page 3

income on the Aviator side.”

As to the pay, Gershon Meron told CTP that Aviators “get the full difference between the wholesale fare and whatever retail fare they set. Aviators also have the ability to fully customize the fares for each traveller.”

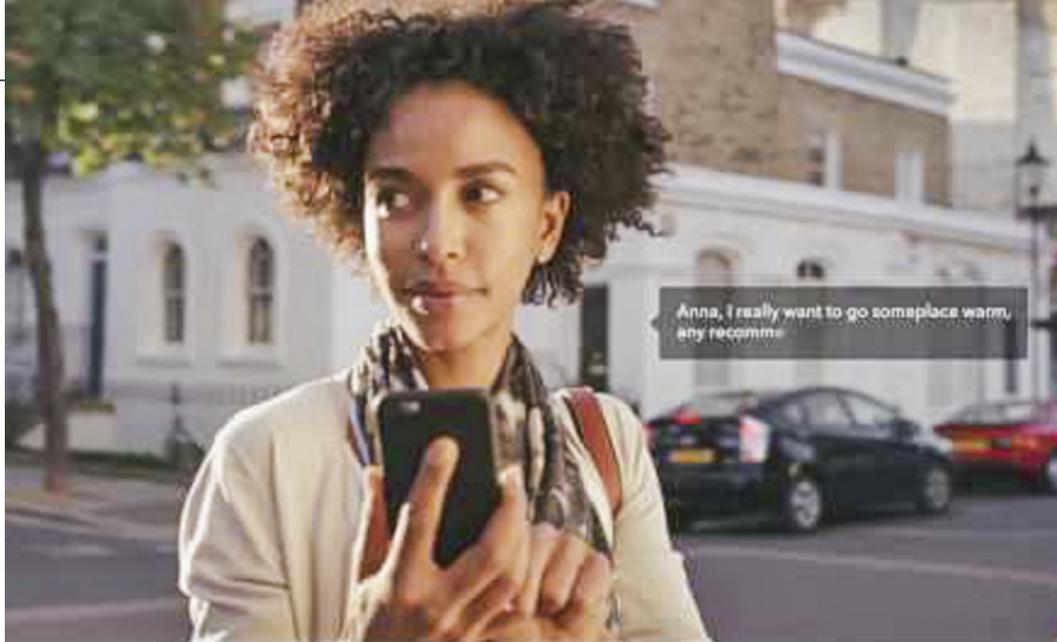
So the obvious question is, what kind of requirements do people have to have to become a FlyEx Aviator?

“The big qualification for us, if you go through the qualification process on FlyEx.com, is that you are socially connected. That you can actually bring some people into this new, vibrant, travel ecosystem,” Gershon Meron said.

And he continued: “So we ask you to add a social network and you do need a minimum qualification, right now, I think it’s about a 100 people in your network. We’ll do some checks. We have to make sure you’re a real person. And you have a bank account, if we’re going to pay you. And, right now, Aviators have to be US-based.”

He also pointed out that Aviators don’t do the actual transaction, they don’t process any credit card transactions, that’s all done by FlyEx.

“The way that it works, though,



is we have a pretty good sense of who’s really good at this; of who really responds to their travellers very quickly and we can help them. We can market for them and identify those stars who really want to make, not just part-time income, but some pretty good income,” he said.

What about Canada?

So what about Canada – when will FlyEx Aviators arrive here? “I think Canada is the easiest one for us to go into. So give us a year or two and we’ll be there. We already have, obviously, access to Canadian content, so it’s just a matter of opening an office there.”

Asked about Canadian regulations governing the sale of travel, Gershon Meron said that: “Everybody who’s involved [in FlyEx] has been in this industry for a long time. It was great that you brought up some of those regulation requirements in Canada for being an agent in Ontario, Quebec and BC. I think we’re well aware of those regulations, so as we expand our global footprint, we have the domain knowledge to make sure we’re not stepping in wrong potholes.”

While FlyEx’s content is currently air and hotel, Gershon Meron told CTP that: “The motivated Aviator can put it together and start creating their own packages,” observing that while there’s no dynamic packaging as of yet, “I think in the future there will be. We’ve

got the personal part. We have a technology layer that’s very sophisticated. We provide unique itineraries that you’re not going to find anywhere. We’re providing customized deals in the App. And we have AI [artificial intelligence] that’s being layered into it. So dynamic packaging is absolutely on [our] road map.”

Now, while FlyEx is clearly a disruptor, Gershon Meron made it clear that what it is aspiring to be is “a supplier-friendly, partner-friendly model.”

He told CTP that with FlyEx, the idea is “we’re going to collaborate” and like Amazon, the San Francisco travel start-up wants to create “a whole new class of entrepreneurs who are providing this wonderful [service]. Here’s Dianne who lives in Des Moines or who lives in Nelson, BC, who just wants to help you go to Bali because she knows Bali really well. Sophie knows France or Provence really well and she can get you a ‘kick-ass’ price and she can get you an awesome B&B. They can put together a unique itinerary, and I don’t care how much technology you’ve provided, you can’t duplicate the knowledge of a travel agent or travel Aviator.”

New generation agent

Again an obvious question: Is this the new generation of travel agents?

“Absolutely. They’re the next generation armed with the

technology platform that gives them information, data and customers – that’s hard to do on your own. You get the content. You get the technology platform that’s also creating unique itineraries; that’s helping you with recommendations; that’s providing weather for your client; that’s providing you with restaurant recommendations; and you’re able to take advantage of that and you get customers. I think it’s groundbreaking,” he said.

For FlyEx, it’s still early days, and Gershon Meron agrees that right now, it’s all about potential and possibilities. However, he also points out that although numbers are being kept confidential for the moment, things are going well.

“We’re trying to take this slow. We don’t want to blow the doors off everything before the infrastructure is ready. It’s nice steady growth,” he told CTP.

As for the take-away, Gershon Meron observed: “I think you’ve hit the nail on the head – this is potentially disruptive. What’s more it brings a lot of excitement to the industry. It’s a new way to book travel. It’s a new way to sell travel on all levels. I think it’s a very exciting space. There are other peer-to-peer travel booking [sites], but none on the side that we’re on.”

For more on FlyEx, go to <http://www.flyex.com> or to download the App, go to <https://itunes.apple.com/us/app/flyex-travelers/id1181108711>.

