



REALIZE YOUR FULL POTENTIAL IN THE LODGING CATEGORY BY INTEGRATING A DEDICATED EXPERT INTO YOUR TRAVEL ECOSYSTEM

INDUSTRY SHIFTS PROMPT THE NEED FOR CHANGE

The landscape of travel management is at a pivotal juncture, underscored by major developments such as Amex GBT's acquisition of CWT and investments by figures like Steve Singh in Direct Travel. Traditional Travel Management Companies (TMCs) are grappling with the increased demands of higher travel volumes, more sophisticated corporate requirements, and the need for rapid technological advancements. As traveler expectations shift, and the complexity of travel management deepens—particularly in lodging with the introduction of new categories like meetings and co-working spaces—the shortcomings of legacy TMCs become increasingly evident. This is especially true for mid-market clients who are constrained by technological and staffing investments. A strategic pivot towards an open API approach, harnessing AI and secure technologies, is crucial to meet the diverse and regional needs of the global corporate travel market.

5 CORE CHALLENGES TMCS FACE TODAY



CONNECTIVITY ISSUES

→ **Despite digital booking capabilities**, the failure to exchange detailed data beyond basic GDS and legacy TMC connections results in fragmented data silos. This fragmentation hinders analysis, transparency, and optimization, leading to opacity and elevated costs for customers.



INADEQUATE DATA QUALITY

→ **Corporate Customers worldwide** can channel only half of their bookings through managed platforms. The data from these transactions, which typically includes only basic information such as price and destination, lacks the detail necessary for meaningful spend analysis. This is due to its non-itemized nature and the absence of crucial details such as taxes and other

fees, which significantly limit insights into budget expenditures. Manual aggregation and inconsistent data further delay actionable insights and future readiness of upcoming program challenges such as detailed sustainability footprints on property-level.



RELIANCE ON OFFLINE PROCESSES

→ **The reliance on offline processes** disrupts the flow of real-time data, impairing decision-making and causing travelers to circumvent managed programs for more personalized, digital solutions.



NET RATE LIMITATIONS

→ **Only 25% of the global supply** is accessible via the Global Distribution System (GDS), which constrains the management of non-compliance risk (NCR), payments, loyalty points, and access to net rates beyond chain properties. Approximately 40% of managed transient spending is allocated to individual hotels, primarily through Online Travel Agencies such as booking.com, which are not fully integrated, without net rates.



INNOVATION BARRIERS

→ **The current system's limited connectivity** with outdated technology, such as GDS, hinders continuous innovation and the seamless integration of new technologies (Attribute-based Selling & AI).

ADOPTING AN OPEN API ECOSYSTEM FOR CORPORATE TRAVEL

The future lies in embracing an ecosystem that prioritizes open API collaboration, extending beyond traditional suppliers to encompass the entire travel journey. This approach facilitates data consolidation and personalization, addressing leakage and aligning with company goals more effectively.












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THE TRANSFORMATIVE ROLE OF A DEDICATED **LODGING & MEETINGS** EXPERT

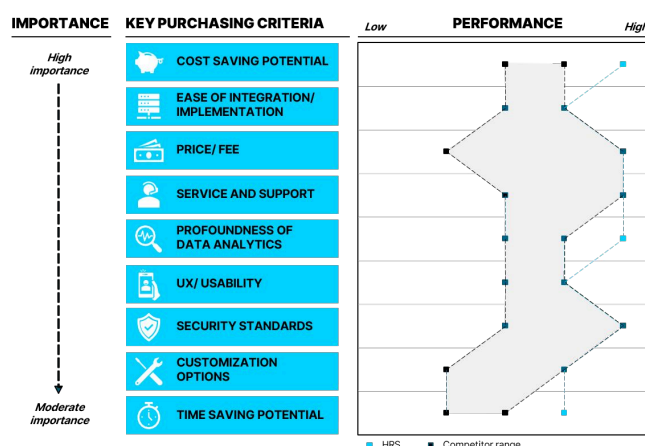
HRS Lodging-as-Service (LAAS) & Meeting-as-a-Service (MAAS) is revolutionizing corporate travel management, offering sustainable and seamless travel experiences through real-time data and AI. Our procure-to-reclaim model breaks down data silos and delivers unparalleled Level 3 data quality for complete transparency. This grants the insights necessary to refine your corporate travel strategy—lowering costs, boosting performance, increasing employee satisfaction, and enhancing risk management. From end-to-end, we're digitizing processes to meet modern expectations and expanding lodging and meeting options well beyond the confines of traditional GDS systems. Our platform transforms corporate travel management into a more customized, efficient, sustainable, compliant, and intelligent operation, empowering you to meet the challenges of today while being prepared for the challenges of tomorrow.

MAXIMIZE YOUR POTENTIAL WITH SUPERIOR FEATURES:

-  **Automated end-to-end** data flow from procure-to-reclaim
-  **Superior L3 data quality & insights** including sustainability & security data points
-  Secure, PCI DSS certified **data handling**
-  Comprehensive **lodging coverage & convergence**
-  Access to **non-GDS net rates**
-  Streamlined invoice management & **VAT reclaim**
-  **Direct hotel supplier** connections
-  **Advanced booking technologies** and sustainability assessments on property level
-  **Transparent, customer-first** business model, global presence and local consultancy

This breadth of our functionalities and services leads to a competitive advantage:

| | | |
|---------------------------|------------------------------|---------------------------------|
| +20% ↑ | +27% ↑ | -12% ↑ |
| | | |
| LAAS Prime Savings | Traveler Satisfaction | Sustainability Footprint |



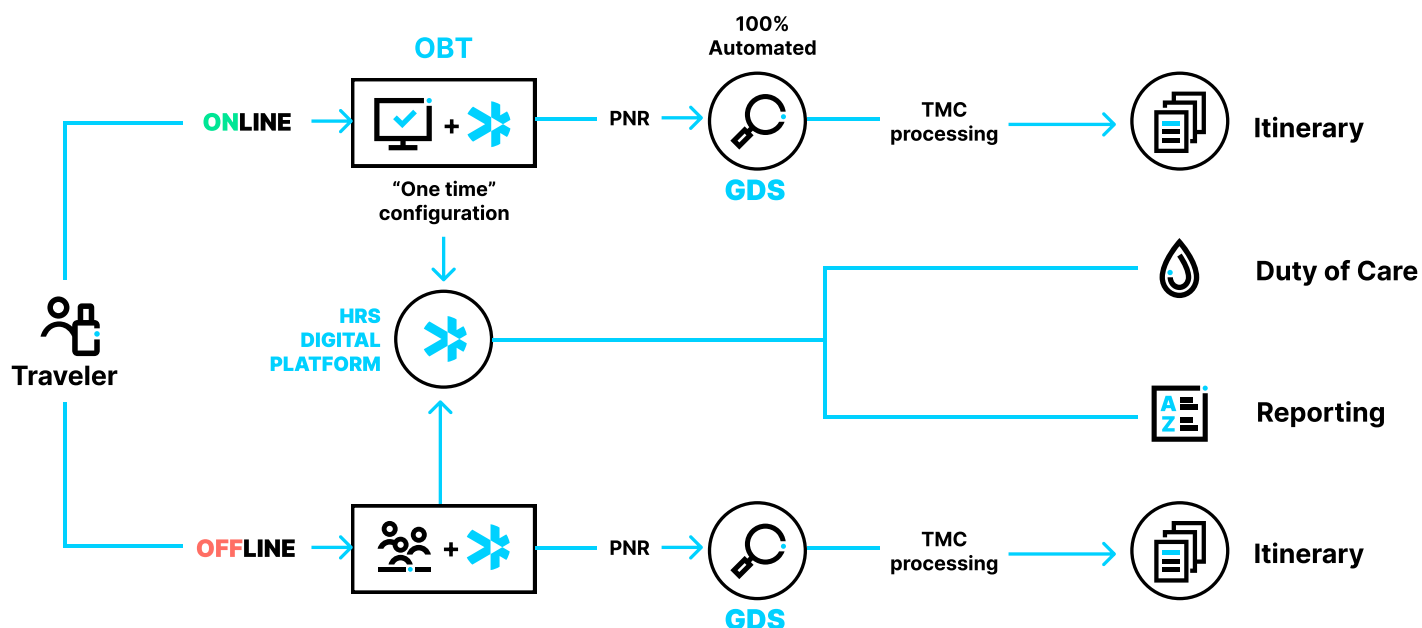
PLUG & PLAY: HRS IS EASY TO INTEGRATE INTO YOUR EXISTING ECOSYSTEM

The LAAS & MAAS platforms operate independently but are designed to complement and integrate with OBE, TMC, payment, and expense systems, enhancing their functionality. They are built on APIs for easy "plug and play" integration, facilitating smooth data exchange across existing ecosystems during the entire procure-to-reclaim process and ensuring a seamless user experience. Trusted by global Fortune 500 companies like Siemens, Deutsche Telekom, Allianz, and DPDHL, our platforms have proven their effectiveness. LAAS & MAAS level the playing field for all types of accommodation providers by standardizing property data—focusing on safety, security, satisfaction, and sustainability—and location, which facilitates the creation of unbiased and optimal hotel programs tailored to customer needs. HRS ensures the seamless implementation and rollout with selected ecosystem suppliers, thereby eliminating potential friction for both clients and travelers. While TMCs continue to offer offline/agent services through our interfaces, LAAS & MAAS manage all online bookings directly on the chosen platform, integrating seamlessly with existing payment networks to enhance volume and secure finance department approval.



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HRS ONLINE & OFFLINE INTEGRATION WITH TMCS:



KEY TAKEAWAYS

ONLINE

Completely automated, PNR and passive segment built compliant with TMC's requirements.

OFFLINE

HRS agent portal generates a passive segment based on TMC's requirements. TMC agent just copy and paste it in the PNR.

SERVICES

HRS becomes the single source of truth and is embedded in TMC's confirmations to travelers.

HRS EXPERIENCE WITH TMCS

| | BCD | AMEX GBT | CWT |
|---|---------|----------|---------|
| HRS Setup: Online & Offline sole content | ✓ | ✓ | ✓ |
| Markets covered worldwide | ✓ | | ✓ |
| HRS/TMC SLAs over 90% | ✓ | ✓ | ✓ |
| Agents trained | ✓ | ✓ | ✓ |
| Spend covered | \$ 1.2B | \$ 150M | \$ 500M |
| HRS Integration in TMC online & offline content is solution is proven and in use by customers worldwide | | | |