FLY-FOOT

PICK YOUR GAME.
PACK YOUR BAG.
Watching a live game from the stadium is a hard pursuit.

- Ridiculous prices unless you book ahead of time
- Painful research to book the right flights/hotels
- Limited access to stadium tickets
- Unreliable secondary market
- Language barrier for most Arab football fans

"I wish Real Madrid toured the world like Coldplay"
WITH A FEW CLICKS, FLY FOOT MAKES A FOOTBALL FAN’S DREAM A REALITY

We focus on 13 of the best teams in the world:

• FC Barcelona
• Real Madrid
• Manchester United
• Arsenal
• Liverpool
• Chelsea
• Manchester City
• Bayern Munich
• AC Milan
• Inter Milan
• Paris St Germain
• Juventus
• Roma
IT'S MORE THAN JUST A FOOTBALL TRIP.

YOUR TRAVEL COMPANION
Fly-Foot offers an on-spot service app where you gain full access to your itinerary, documents such as flights or tickets, local information, a chat bot, an integrated AI prediction system that will suggest touristic excursions, emergency direct contact with the Fly-Foot team and access to a chat room with other fans on the same trip. You are never alone.
CHOOSE A FULL PACKAGE OR A SEMI PACKAGE

FULL PACKAGE
- round trip flight
- central accommodation
- stadium tickets
- airport pickup
- 24/7 on-spot service

SEMI PACKAGE
- central accommodation
- stadium tickets
- 24/7 on-spot service

ADD-ON PRODUCTS AND SERVICES
- Stadium Tours
- Museums, City and Guided Tours
- Special Family Packages
- Summer Camps
- VIP Experiences
We make money on every trip organized:

- FLIGHT + HOTEL + STADIUM TICKET
- +20% MARKUP NORMAL GAMES
- +50% MARKUP PREMIUM GAMES
- + OTHER REVENUE STREAMS

We always check competition prices before finalizing the markup to guarantee the best prices out there.
TECHNOLOGY

Pre-sale

- A consolidated Hotel XML Booking Service
- Amadeus E-Power Web-Service Flight Booking Engine
- Travel Insurance API integration
- Zip Transfer Taxi Booking API Areeba/Stripe Online
- Payment Gateway Price Bot to adjust margins
- Accept Gift-Cards as payment option
- Offer Coupon and Promo Codes
- Intelligent game Listing based on user preference
- Facebook Customer Chat Plugin
- Whatsapp web-link integration
- Match Ticket Inventory management tool
- Automated invoicing

Post-sale

During

A consolidated Hotel XML Booking Service
Amadeus E-Power Web-Service Flight Booking Engine
Travel Insurance API integration
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Automated invoicing
**TECHNOLOGY**

**Pre-sale**

- Zip Transfer Airport Transfer API
- Smart Algorithm that suggests targeted City Excursions Tickets
- Stadium Tours and Museums tickets integration

**During**

- Smart Calendar, Time to leave notifications etc..
- Share Pictures seamlessly
- Group Chat with other clients on the same trip
- Direct Messaging with Fly-Foot Team
- Centralized Emergency Contact Center
- Integration with Twilio for offline communication (SMS)
- Check & Download Trip Information / Documents / FAQ / Profile

**Post-sale**
TECHNOLOGY

Pre-sale

During

Post-sale

- Feedback Application forms
- Memories notification
- Loyalty program
- Moment of the game sale
- Past trips & profile overview
- Newsletter subscription
MANY FOOTBALL FANS
TRUST FLY-FOOT

FANS WHO BOOKED WITH FLY-FOOT

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<thead>
<tr>
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<td>0</td>
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</table>

- 2013: 0
- 2014: 0
- 2015: 0
- 2016: 0
- 2017: 0
- 2018: 0
- 2019: 0
MILESTONES

600 GAMES WATCHED
4,500 FANS FLOWN
$1,360 AVR BASKET SIZE

45 CITIES COVERED
90K FACEBOOK FANS
$1,2M SALES IN 2018
WE KNOW
OUR CUSTOMERS

THE OLD TIMERS

Hardcore fanatics
Jersey buyers
loyal soldiers

RETENTION 30%
CAC $28
CLV $5,800

THE NOOBS

Adventurous traveller
Trend followers
Caring partners
Our competitors

Football specific:
- Football specialist
- 1st to Regional Market
- Lower prices
- Ease to use (9 clicks)
- Free perks
- Local support at destination

Localized customer experience:

footballbreak

go sport travel

Thomas Cook Sport

viagogo

الطيار

ticketbis

1BOXOFFICE

Almosfer.com

nakhal
FLY-FOOT’S SECRET

BACKEND

- PROPRIETARY TICKETS INVENTORY
- GUARANTEED SEATS VIA PRE-BOOKINGS
- PARTNERSHIPS WITH LOCAL RESELLERS
- PARTNERSHIPS WITH TRAVEL CONSOLIDATORS

DATA DRIVEN PRE-BOOKINGS TO LOCK-IN PRICES

LOCAL PRESENCE TO SECURE PRIVILEGED ACCESS

OUTPUT (FRONTEND)

- Easy to Use One-Stop Shop
- Competitive Prices with Custom Options
- Trustworthy and Reliable
- Expert Local Assistance 24/7
01 The Regional football travel market is $2.5B with 38% of bookings happening online

02 Outbound GCC travellers to Europe grew by 16% in the last 5 years, with more than 1700 weekly flights to Europe

03 Arab players are emerging as international heros, and Arab entrepreneurs invested in more than 25 European Football Clubs

04 70% of the targeted population have interest in football, one of the highest rates in the world

05 Top European leagues are hosting official games in the region

06 More than 10 Top European Clubs established presence to connect with local fans in the region

FC BARCELONA MIDDLE EAST EXPERIENCE PARTNER
...and be well positioned for the World Cup 2022. Africa comes next.

Our ultimate mission is to make it easier and cheaper than ever to watch a live football game anywhere in the world.
## Financials

<table>
<thead>
<tr>
<th><strong>$5M</strong></th>
<th><strong>20%</strong></th>
<th><strong>$29,290</strong></th>
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</thead>
<tbody>
<tr>
<td>Sales in 2021</td>
<td>Gross Profit Margin</td>
<td>Average Monthly Burn</td>
</tr>
<tr>
<td><strong>Q1 2021</strong></td>
<td><strong>24 Mths</strong></td>
<td><strong>$5M</strong></td>
</tr>
<tr>
<td>Positive EBITDA</td>
<td>Net Burn Rate</td>
<td>NPV in 2019</td>
</tr>
</tbody>
</table>
WHAT WE NEED

- B&Y Ventures: $150,000
- PFI: $300,000
- IM CAPITAL: $250,000
- Seeders: $100,000
- TBA: $400,000

Total: $1.2M
MILESTONE FOR
NEXT ROUND

MAR 2020
CAPITAL INJECTION

MAY 2020
PENETRATE UAE

NOV 2020
PENETRATE KSA
**A ROCKSTAR FOOTBALL TEAM**

**RAYAN**
Co-founder & CEO
Oversees sales, business development and growth, 6 years as Business Consultant at Aramex

**FIRAS**
Co-founder & COO
Handles end-to-end operation, 4 years as Booking.com Middle East Senior Manager

**ALI**
CTO
Responsible for all software development at Fly-Foot, 10 years as Softnet Engineering Lead Software Developer

**Operations Team (2)**

**Support Functions**

**Sales & Marketing (3)**

**IT & Software Development (1)**