

TRANSFORMATION

Flight Centre Brand: Digital Progress

ASX:FLT | OCT 2018

DIGITAL IMPACT

Digital ≠ E-commerce

Digital is *much more* than online transactions.



Our digital transformation focuses on digital touch points throughout the entire user journey – before, during and after travel.



We use our digital assets to reduce friction, empower consultants with better tools and connect customers with the right consultants for improved results.



Our goal is to make it easier to buy from us, regardless of channel.



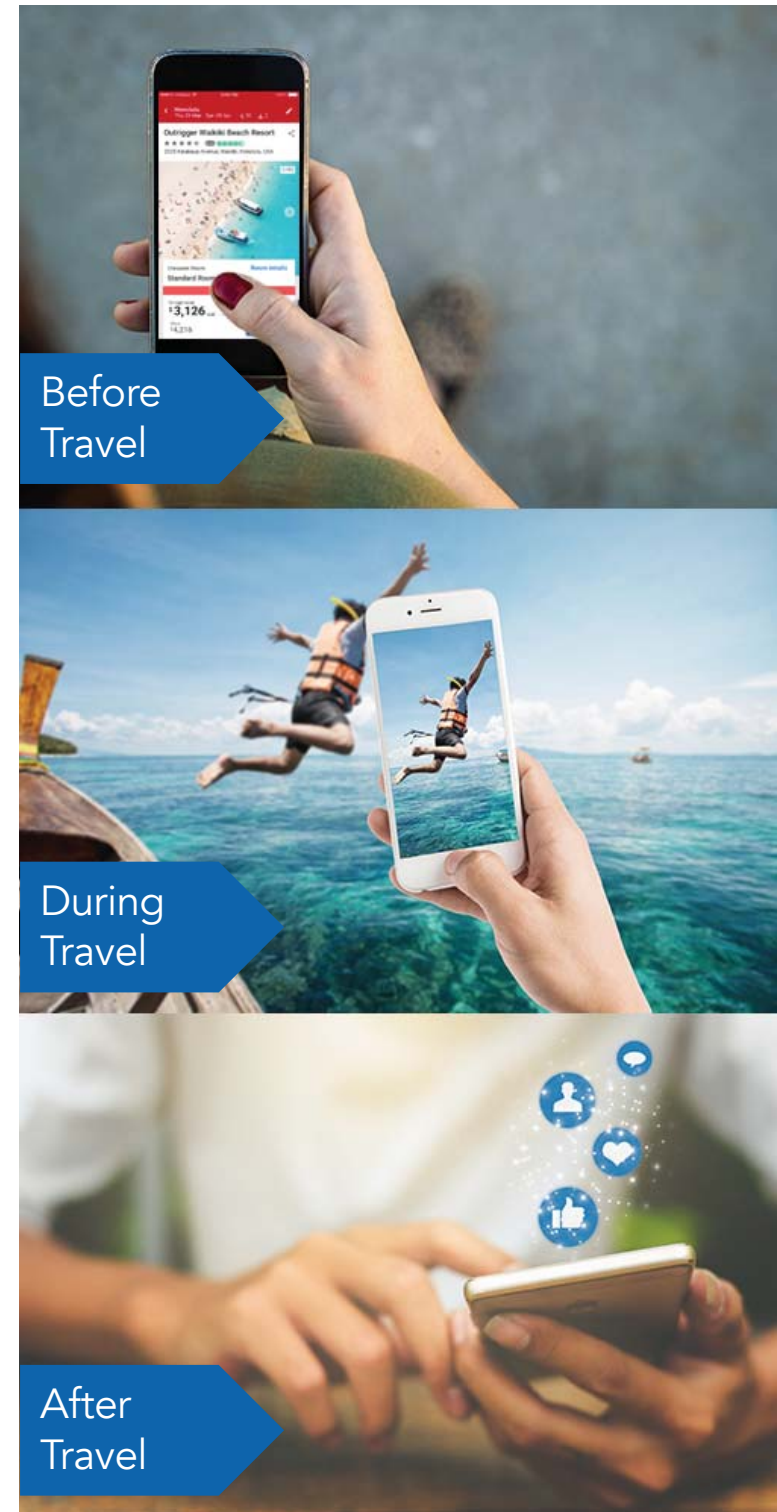
Digital is just how we do it.



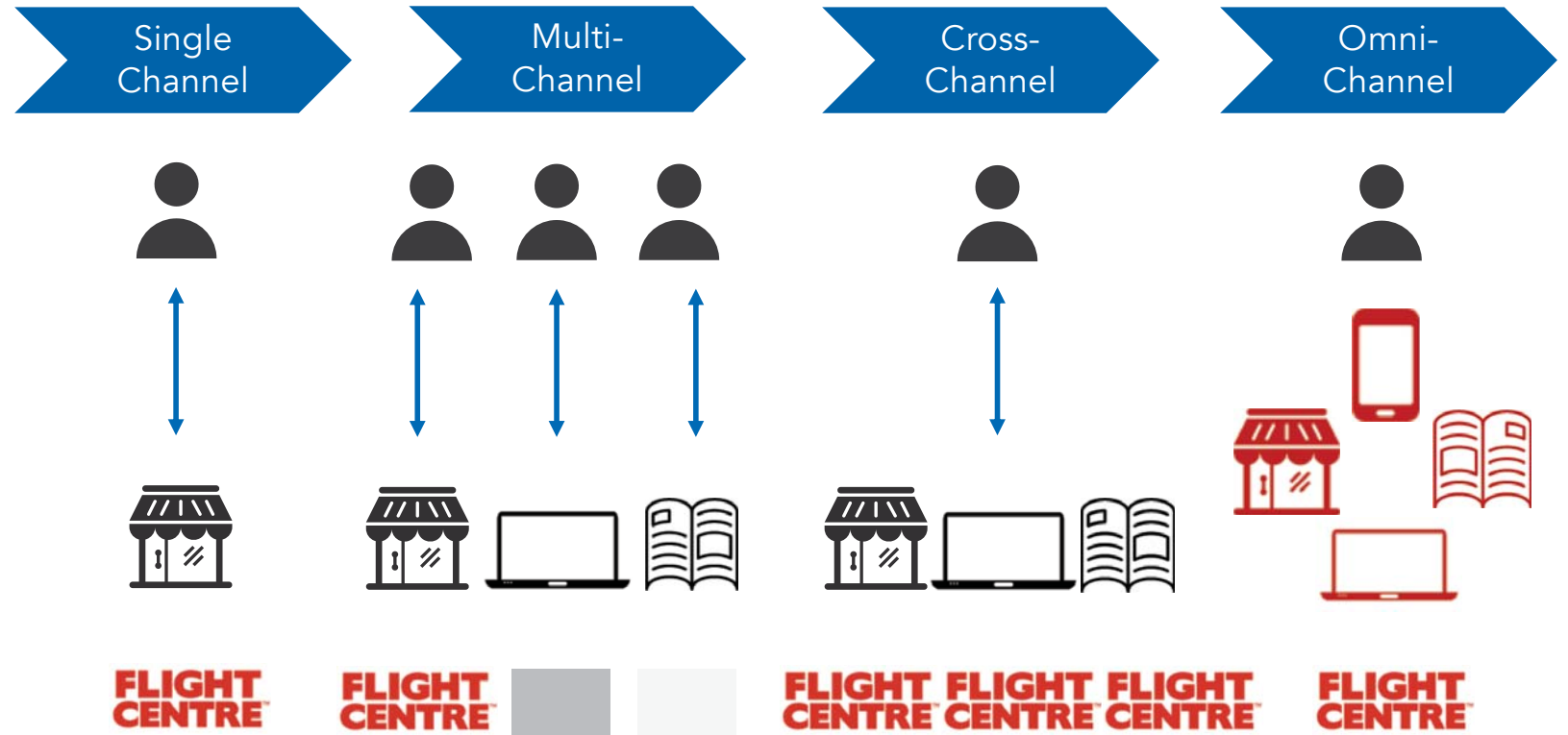
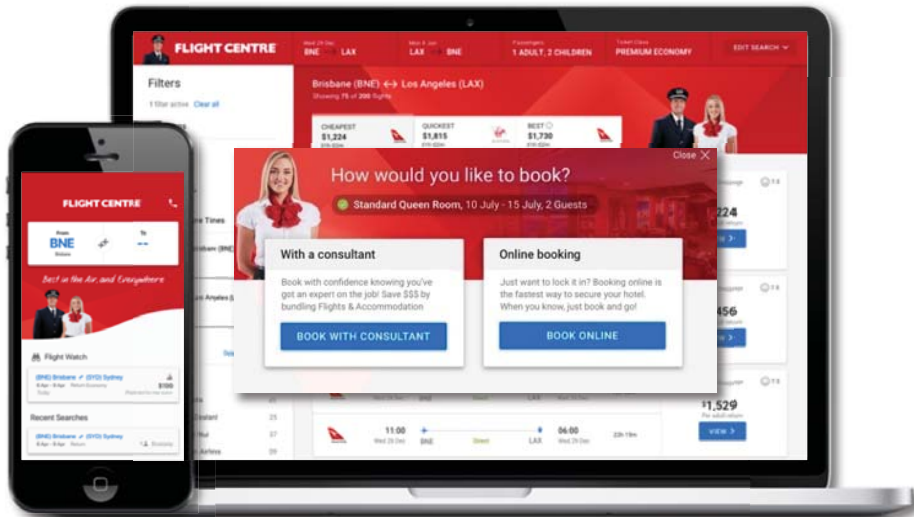
Before
Travel

During
Travel

After
Travel

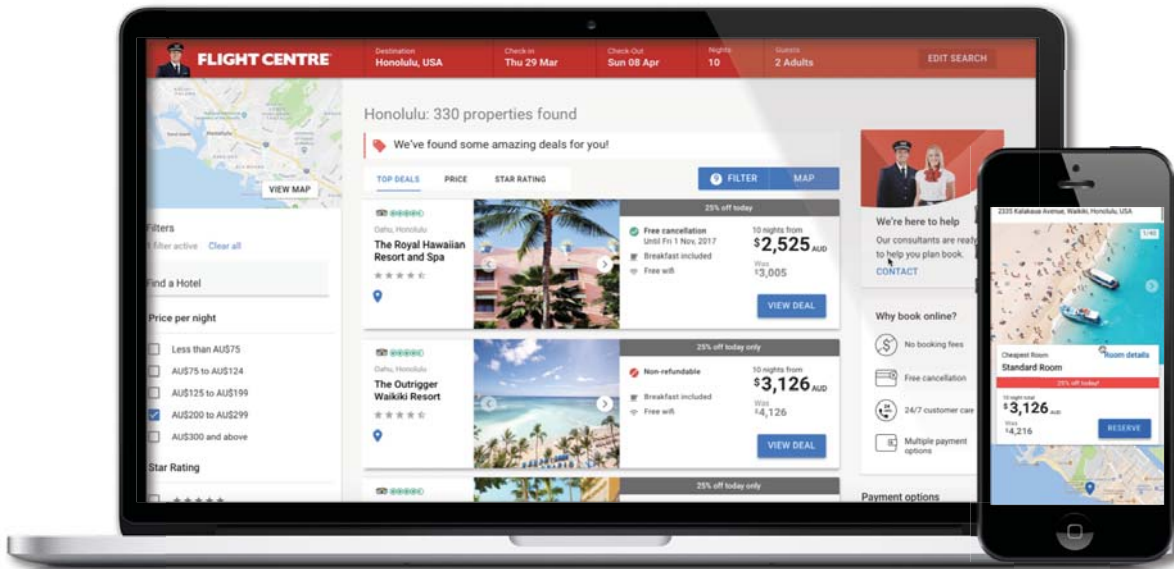


CROSS CHANNEL



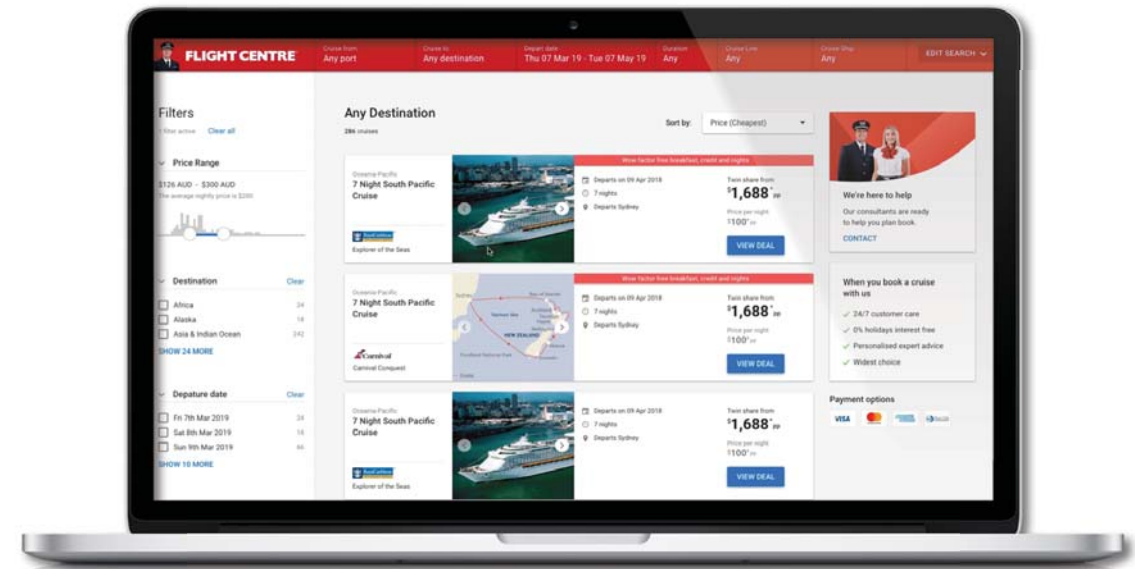
PROGRESS

Hotels: Live and booking



- ▶ Completely new presentation layer
- ▶ Continued development to surface proprietary content

Cruise: Search and book



- ▶ Lead generation improvements
- ▶ Ability to service specialty product

NATIVE APP



Mobile innovation

New services.

Faster and more attractive.

CUSTOMERS



WANT TO BE RECOGNIZED
Leverage tech and processes



ARE IMPULSIVE
Push deals and service them well



ARE INCREASINGLY MILLENNIALS
Offer value and experiences



WANT AUTHENTIC BRANDS
Offer great content and service



ARE MOSTLY ON MOBILE DEVICES
Mobile first and mobile friendly



WANT OFFERS TAILORED TO THEM
Scale our expertise



ARE IMPATIENT
Faster search, faster services



SEEK EXPERIENCES
For travellers, by travellers



WANT DEALS
Offer irresistible deals



HAVE MORE THAN ONE USE CASE
Blended travel model and data

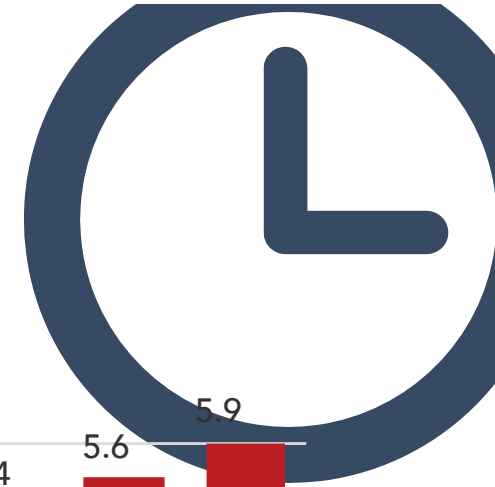


WANT REDUCED FRICTION
Reduce consumer pain points



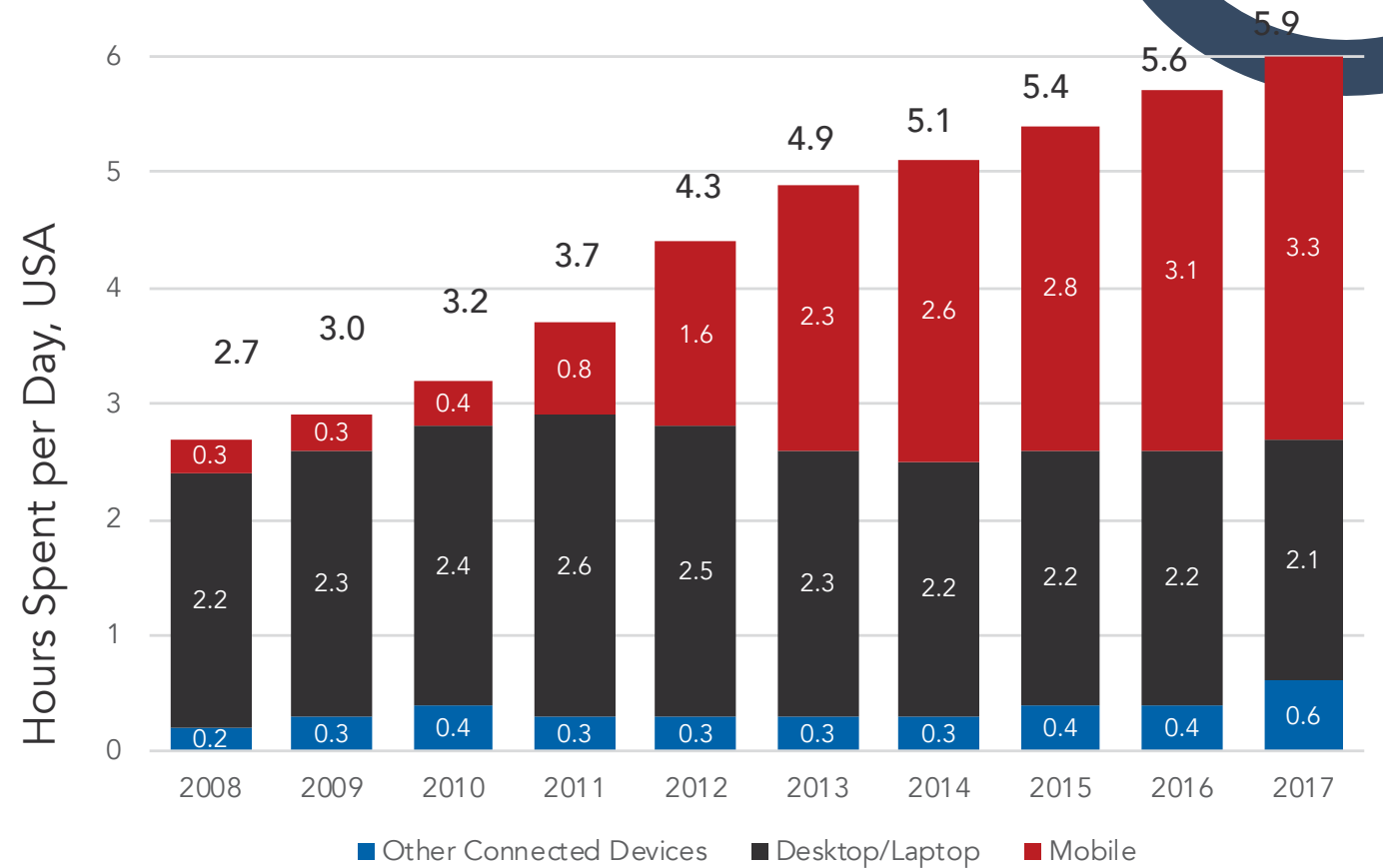
EXPECT PAYMENT TO BE EASY AND FRICTIONLESS
Make it even easier to buy from us

MOBILE GROWTH

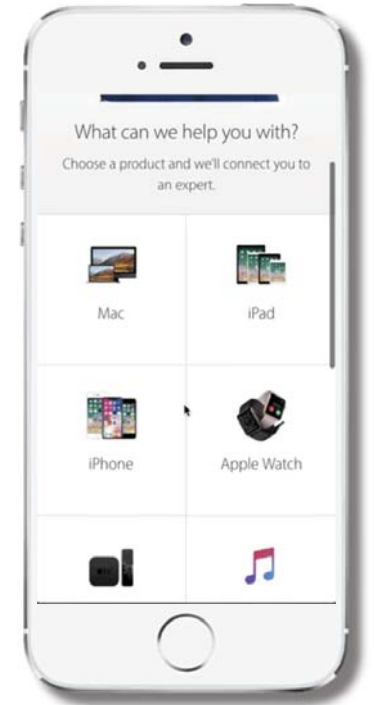
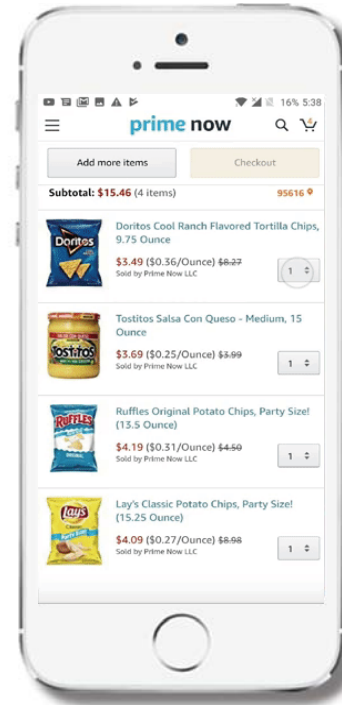
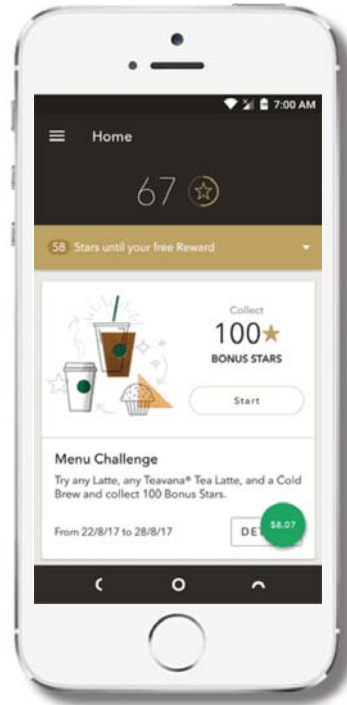
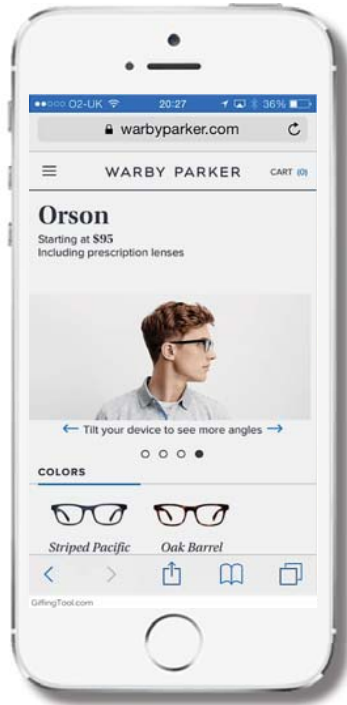


Daily Media Usage | Mobile

We are increasingly consuming digital media on our phones. At FCTG it impacts marketing, UX/UI design, product development and our need for speed.



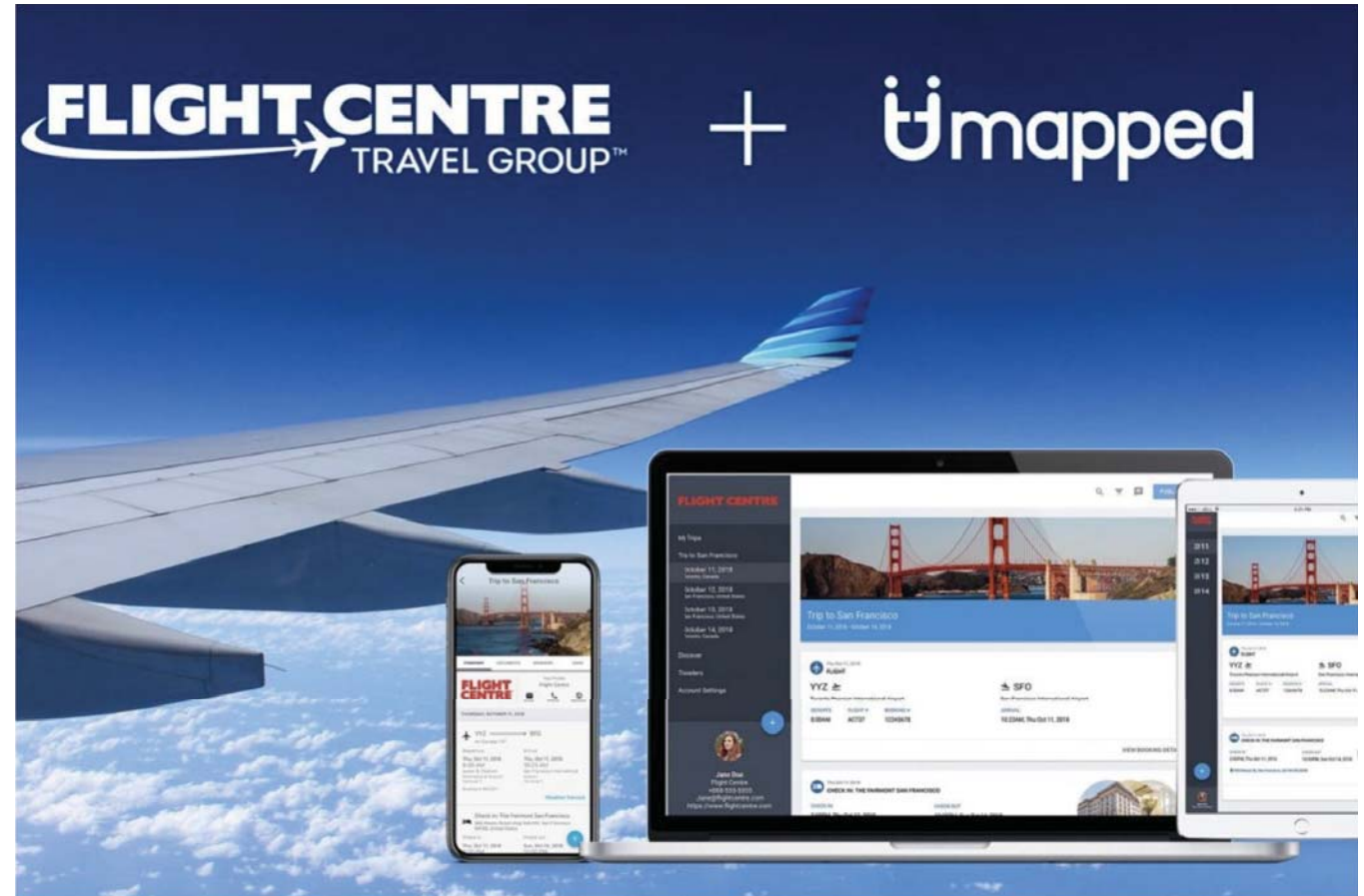
GETTING PERSONAL



FIRST CLASS DIGITAL

Delivering modern user experiences

- ▶ PDF with HD content, unique web version or native app
- ▶ Dynamic content from consumer grade web tools
- ▶ Templates and ability to edit, communicate and message users
- ▶ Pre-sales and collaboration tool with global synergies
- ▶ Dozens of integrations and content partnerships
- ▶ Dedicated team with clear roadmap for SAAS model





Thank you.

Haydn Long, Global Media & Investor Relations Manager
haydn_long@flightcentre.com

Atle Skalleberg, Chief Digital Officer
atle_skalleberg@flightcentre.com

FLIGHT
CENTRE
TRAVEL GROUP™