

 hopper



# Meet the Hopper Team



**Frederic Lalonde**  
CEO Co-Founder



**Dakota Smith**  
Chief Strategy Officer



**Daniel Calderon**  
Chief Financial Officer



**Ella Schreiber**  
GM, Fintech



**Brian Carroll**  
General Counsel



**Patrick Pichette**  
Board Member



**Laurence Tosi**  
Board Member



**Damien Steel**  
Board Member



**Sophie Forest**  
Board Member



**Jeff Fagnan**  
Board Member



**Stephen Crawford**  
Board Member



# About Hopper



Largest travel app in North America with over **60 million downloads**.

Hopper sells **\$1.5B in travel and travel related financial services** each year.

**Hopper has global travel inventory** with over 300 airlines, 2 million hotels and 100 car rental companies participating in our marketplace.

Hopper has **raised nearly \$600 million USD** of private capital and is backed by some of the largest institutional investors and banks in the world.



App	Free Rank
Uber Uber Technologies	1 =
Lyft Lyft	2 =
Yelp: Discover Local Favo... Yelp	3 =
Hopper - Watch & Book F... Hopper	4 =
Airbnb Airbnb	5 =
United Airlines United Airlines	6 ▲ 1
Google Earth Google	7 ▼ 1
Southwest Airlines Southwest Airlines	8 =
American Airlines American Airlines	9 ▲ 1
Fly Delta Delta Air Lines	10 ▲ 1
Booking.com Travel Deals Booking.com	11 ▼ 2
Hotels & Flights - Expedia Expedia	12 ▲ 2

# 60M+ Installs Lifetime - 2M+ New Installs per Month

## 60% Organic

We get more installs on a daily basis than our competitors and we don't pay for 60% of them.

## Less Marketing

Our largest competitors outspend us \$100 to \$1 in digital marketing but their networks fail in the app ecosystem.



# **We are building a travel marketplace that saves customers money, always.**

Our proprietary Fintech offerings create unique value for customers and generate high margins for Hopper that we then use to lower the price of traveling itself.

# We've Recovered from the Shutdown

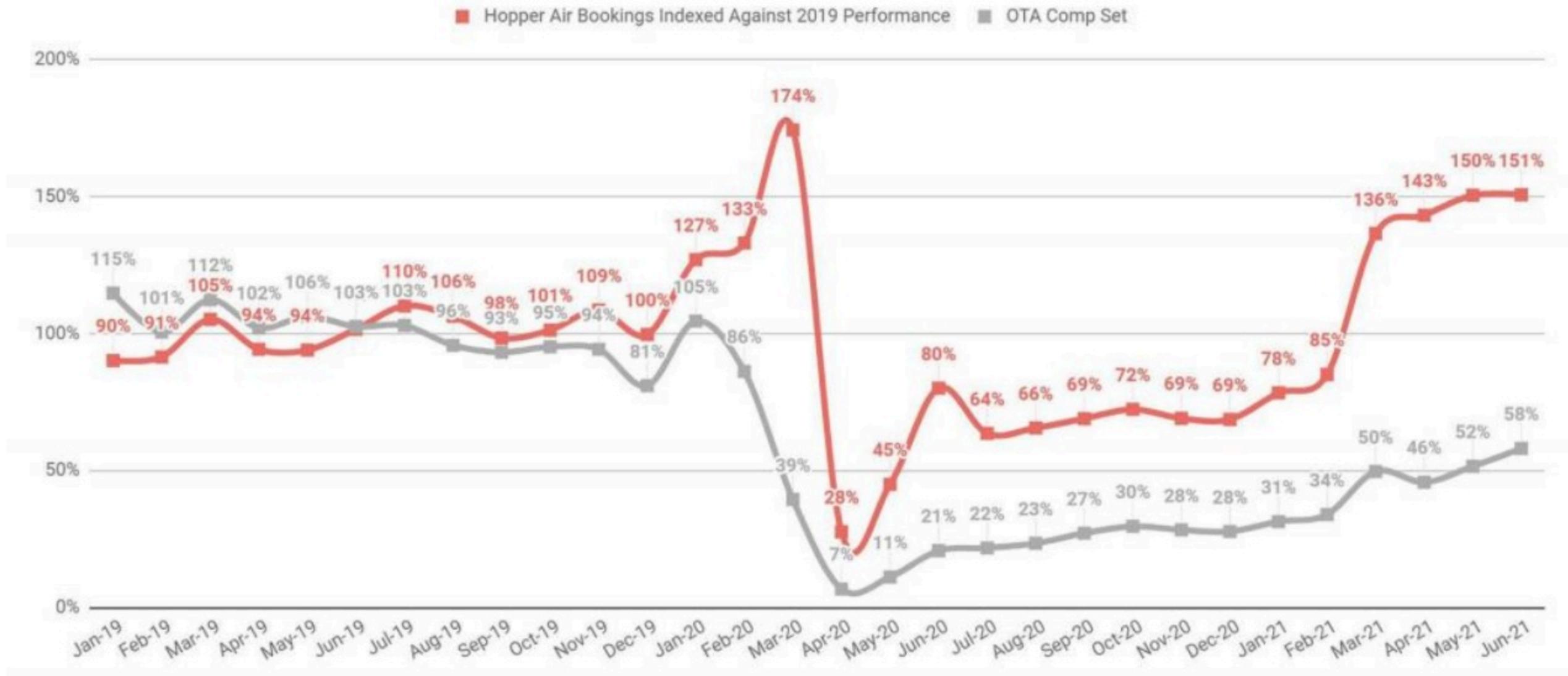
The COVID-19 Shutdown was very impactful, but we have since recovered and are now +180% higher than our pre-pandemic high point from Q1 2020.





# We're Gaining Market Share

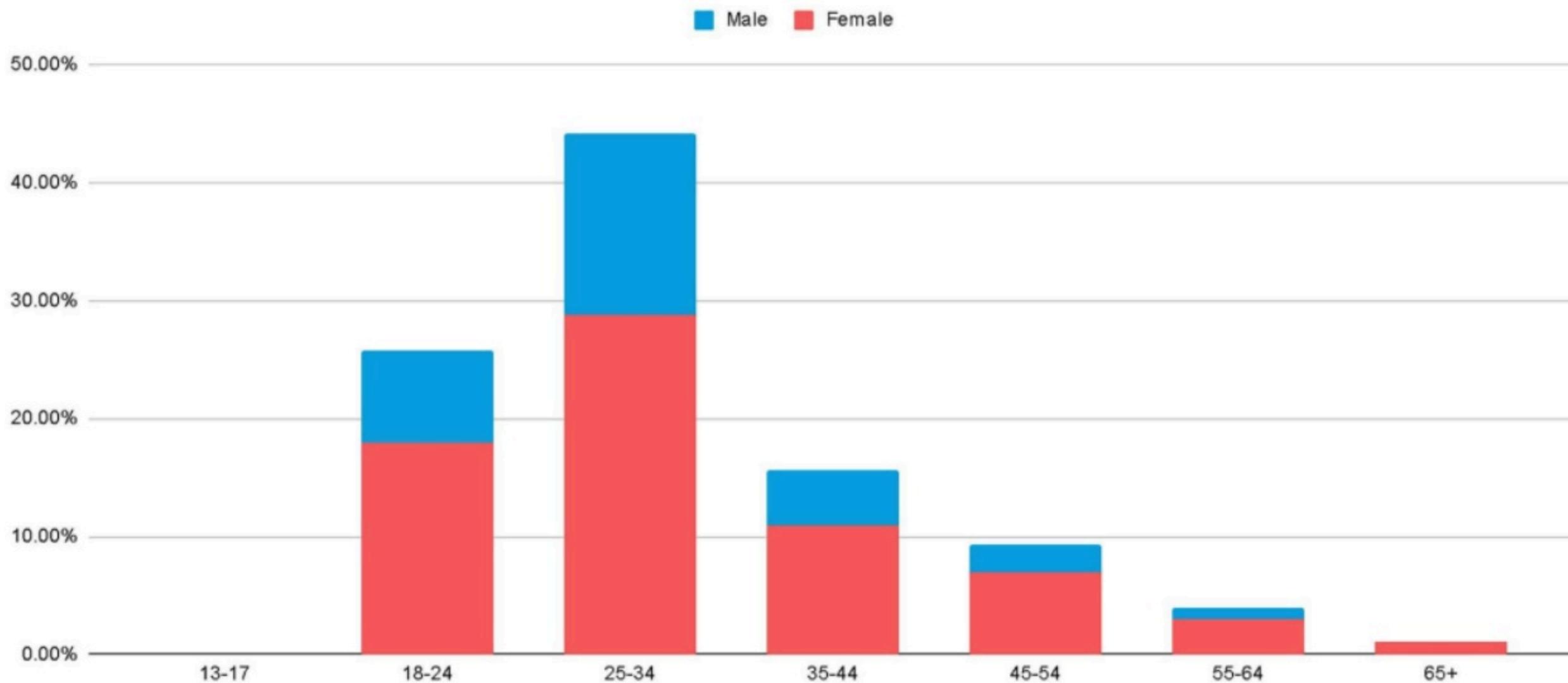
Our recovery is faster than the market and our North America air travel market share (MIDT) is now higher than prior to the pandemic.





# In a Valuable Demographic

Hopper is primarily used by Gen Z and Millennial females, with 70% of our booking customers under the age of 35 and 25% under the age of 25.



# We Don't Rely on Google to Acquire Users

Unlike the incumbent leaders in travel, Hopper does not rely on Paid Search or Meta Search for its users and instead acquires customers through lower-cost channels.

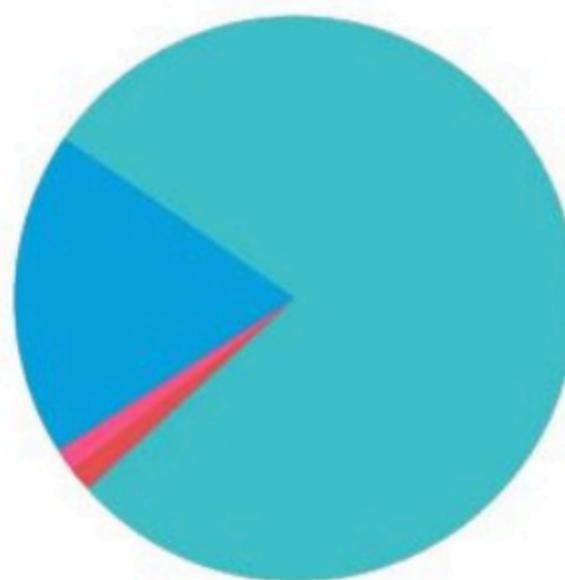
Direct   Web Search   App Store   Display   Email   Social



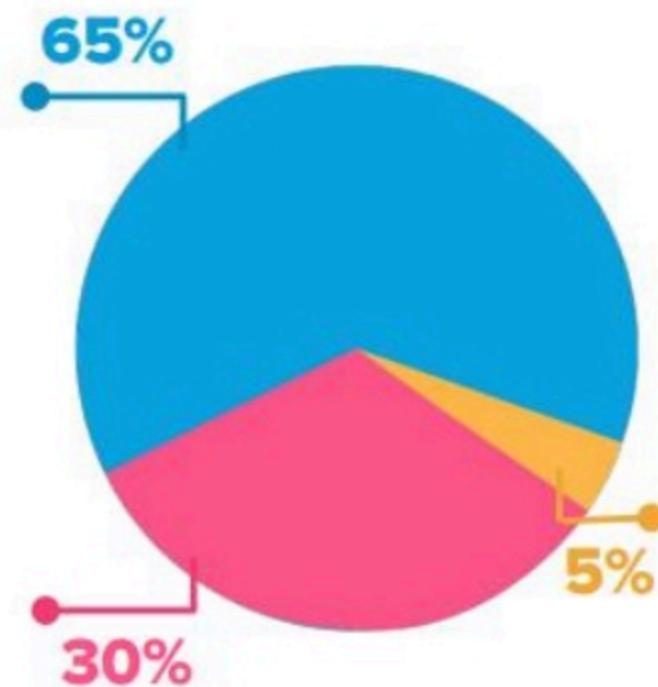
Booking.com



Expedia



Trip Advisor

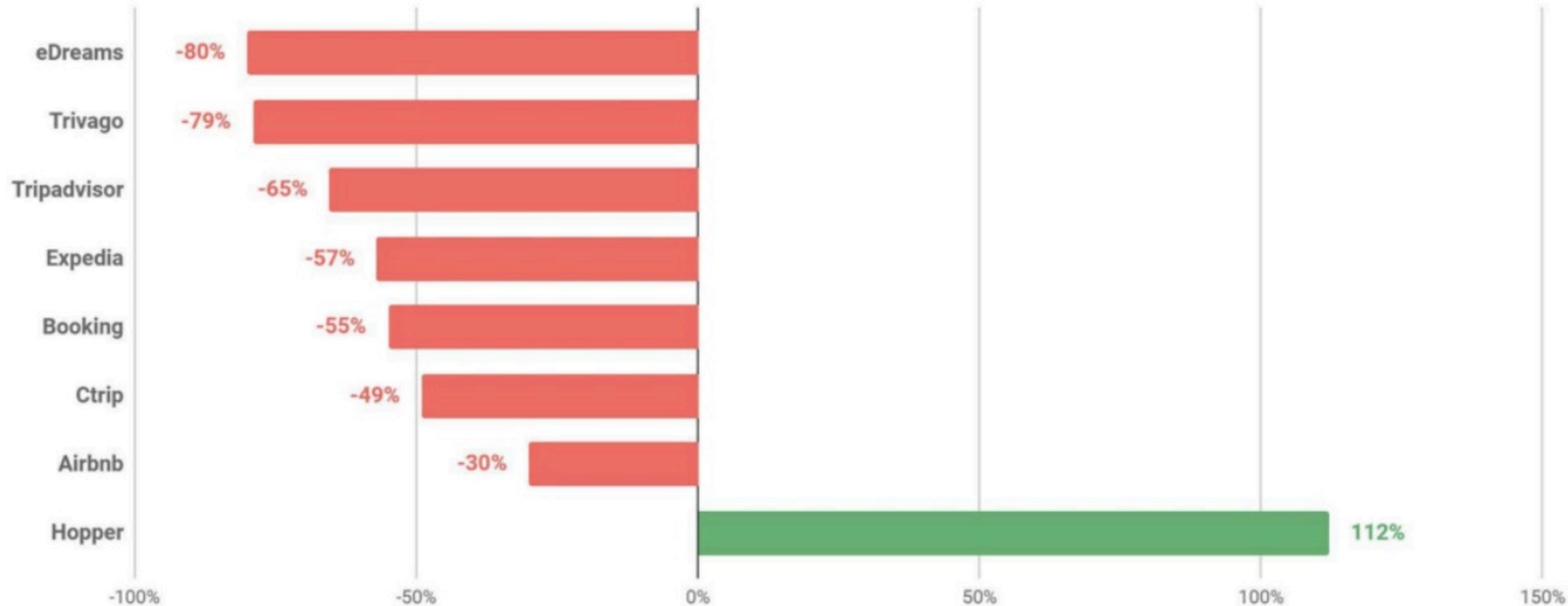


Hopper



# We Outperformed Competitors in 2020

The travel industry faced its most severe crisis in a generation in 2020, but Hopper's performance stands out as we grew our revenues by over 100%.



Year-Over-Year Change in Revenue 2020 vs 2019

# We Have a Diversified Travel Offering



## Flights

Air is where we first pioneered flight forecasting and price predictions on a mobile app.



## Hotels

Launched in 2018, our hotels product brings closed-user-group rates and mobile rates to our customers and saves them big bucks.



## Cars

We launched a native experience in our app in late 2020 and have already scaled the business materially.



## Homes

We're building a product to cover the other 50% of lodging spend for our under-35 user base.

FUTURE

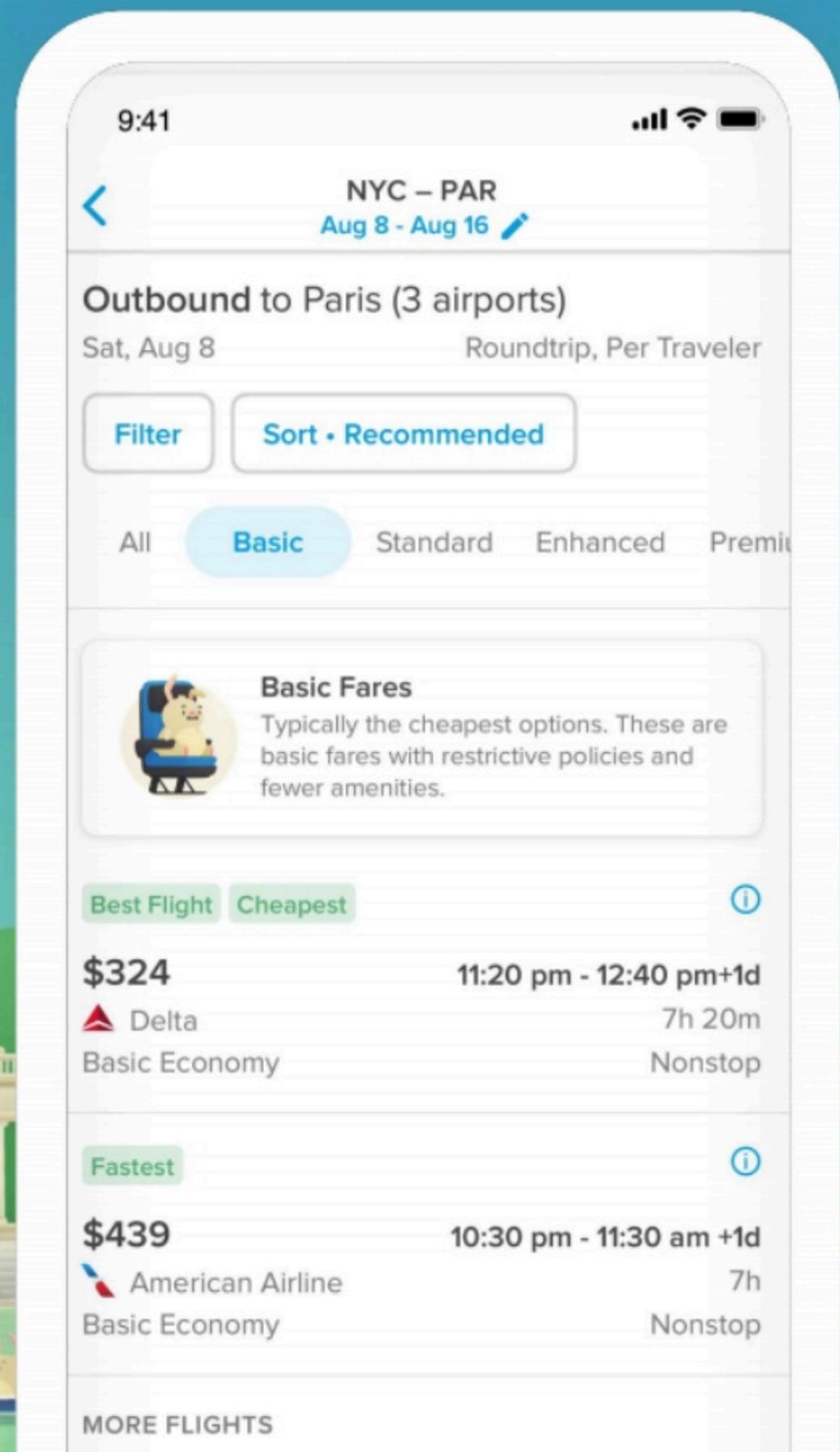


# A World-Class Air Offering

**A travel agency with great prices, great selection and great service.**

We are under commercial contract with over 200 airlines, have support for unique rate constructs like hacker fares and virtual interlining and utilize dozens of connectivity options - GDS, NDC, API - in our relentless pursuit of the absolute best prices and selection for our customers.

We pair this with a customer service offering that includes robust self-serve automation.



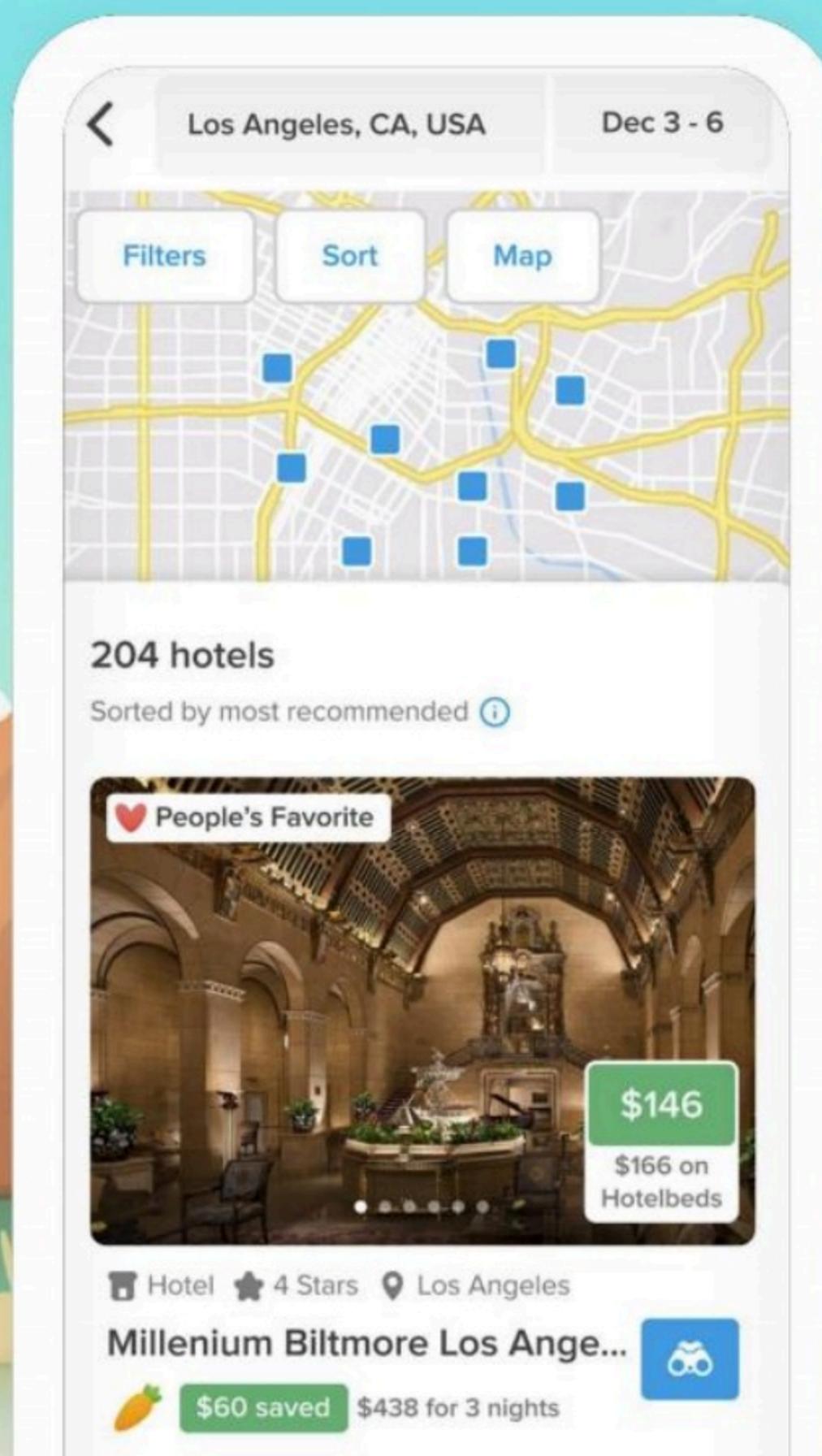


# A Hotel Product with the Best Rates

We're bringing users private rates cheaper than anywhere on the web.

Hopper has over 2M properties in our marketplace. We're pursuing a multi-sourced strategy where we're aggregating the best rates from across the internet to bring our customers the absolute cheapest closed-user group or mobile-only rates.

In 2021, we've already spun up a 20+ person direct sales team to start bringing our top performing hotels under contract - this will improve category margin by 50%.



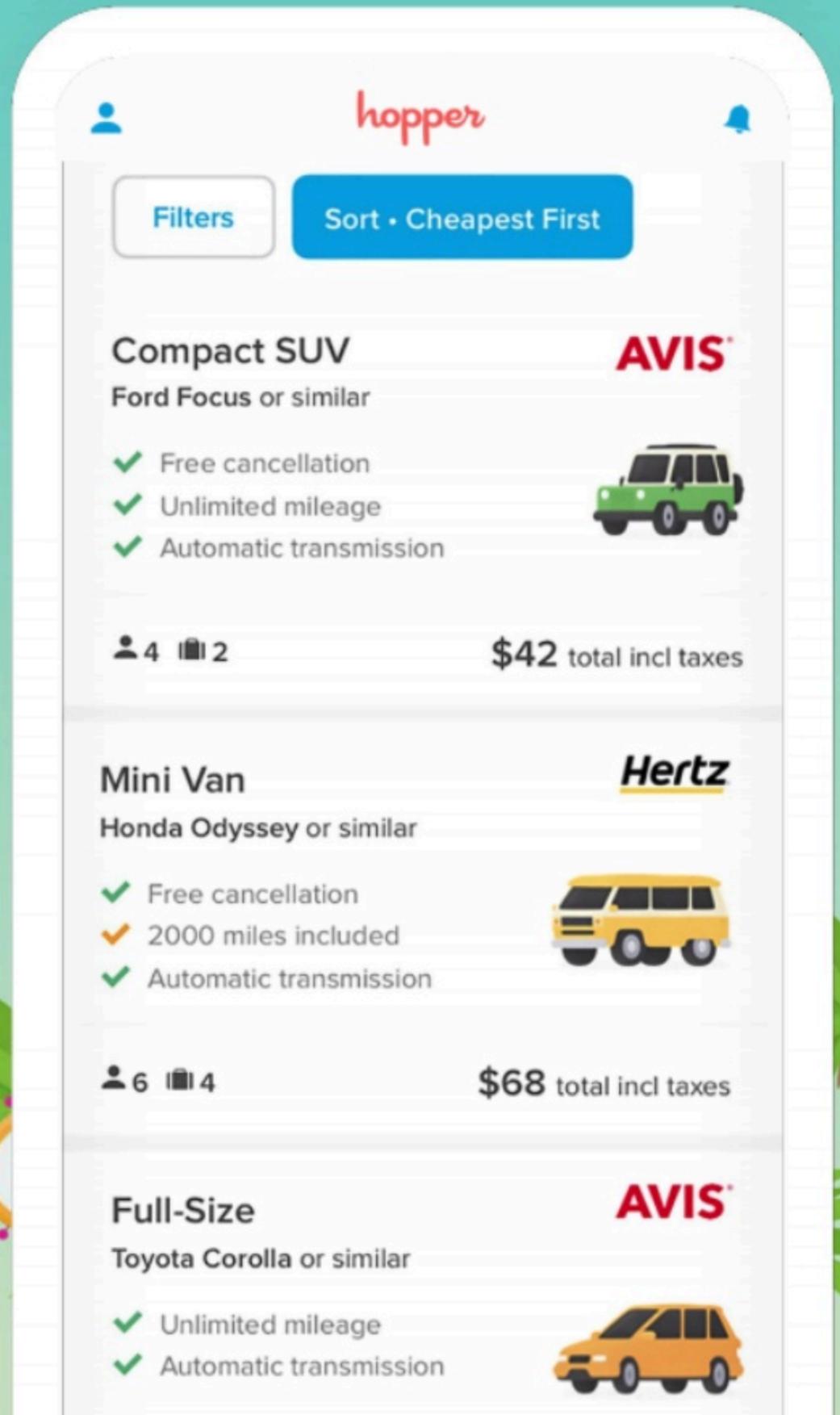


# Fast-Growing Car Rental Business

Our newest travel category, Cars is still only at the beginning of its journey.

We launched in late 2020 and already cars has grown to ~15% of our travel bookings.

We are multi-sourcing to bring our customers the best rates possible. We've also contracted directly +40% of our volume, already, to both improve margins and add value to customers through things like waiving the under-25 fee on our customers bookings.



# We Pair it All with Unique Fintech Products



## Price Prediction

We predict future travel prices with 95% accuracy and send smart notifications that tell customers the best time to book.

FREE



## Price Freeze

We lock flight and hotel prices from 1 hour to 14 days to protect customers from increases, for a fraction of the trip cost.



## Cancel/Change for Any Reason

We underwrite and dynamically price our own fare class that makes non-refundable fares or rate types flexible.



## Disruption Protection

We instantly rebook customers to their destinations if they are disrupted at the airport or delayed, at no extra cost.