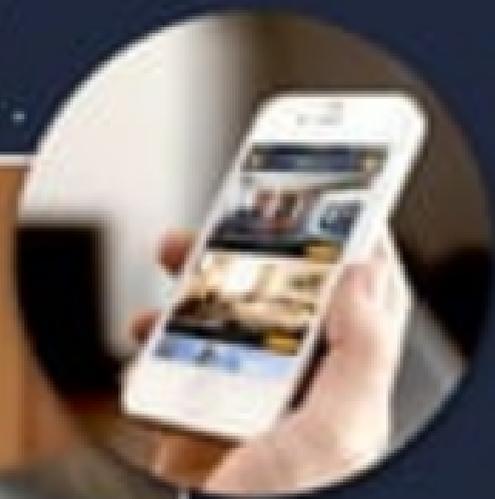


# BidAway

*A new marketplace of luxury experiences...*



# We make sure that awesome experiences don't go unsold

The screenshot displays the BidAway website interface. At the top, there is a navigation bar with the BidAway logo and several menu items. The main content area features a large image of a resort at night with a swimming pool. Overlaid on this image is a dark blue banner with the text "BidAway for your dream getaway!" and "Resort stay in". Below the banner is a search bar with fields for "Where", "When", and "Who". Below the search bar is a smaller image of a resort room with a blue light theme. To the right of this image is a sidebar with a countdown timer showing "12 7:48" and a list of details including "10 rooms", "4 beds", and "2 bathrooms". At the bottom of the sidebar is a "Bid" button.

- Only 4-5 star products
- Flexible pricing tool
- Increase revenue
- Increase engagement
- Create urgency
- Optimize pricing
- Capture real demand
- Build a buzz
- Guarantee sales for high-end inventory

★★★★★ Ratings

*High customer satisfaction*



# Auction Page

The image shows a screenshot of an auction page. At the top, there is a banner image of a person skiing. Below the banner, there is a search bar and a 'Buy Now' button. The main content area includes a map, a list of items, and a table of customer bids. A red arrow points to a 'Countdown Clock' in the top right corner. Another red arrow points to the 'Buy Now Button'. A third red arrow points to the 'Customer Bids' table.

Customer	Bid
1	€ 100
2	€ 100
3	€ 100
4	€ 100
5	€ 100
6	€ 100
7	€ 100
8	€ 100
9	€ 100
10	€ 100

**Countdown Clock**  
*Create Urgency*

**Buy Now Button**  
*Quick Purchase*

**Customer Bids**  
*Real-time market demand*

# Excess Capacity

*For when the availability is greater than demand*

**Filling empty rooms and empty seats...**



**...through real-time online auctions**

## Excess Capacity Auctions - fill empty rooms

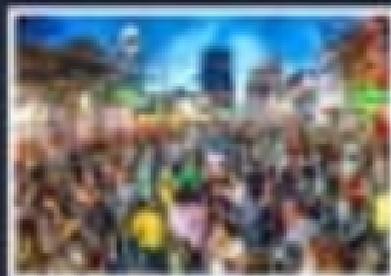
- **Fill excess inventory** — don't let perishable items go unsold
- **Availability** — focus on specific need dates
- **No quoted rates** — only registrants see current bids and prices **not indexed in Google**
- **No historical price** — prices disappear and only winners know the price they pay
- **Optimize prices** - benefit from customer competition
- **Assured booking** — no-shows pay in full and systems not overloaded by group coupons
- **Auctions** — based on internally developed algorithms that optimize auction-user-price model
- **4-5 Star** — maintain the highest image surrounded by the best in the industry

# Excess Demand Auctions - optimize revenue

*For when the demand is greater than the availability:*

*For specialty packages that are in high-demand and have VWP appeal, we can auction starting at market price*

**Optimizing prices to capture true willingness to pay...**



**...through online auctions starting at market price**

# Onsite widget - direct bookings or auctions



The image shows a screenshot of a website with a sidebar widget. The widget is titled "Exclusive auctions powered by BidActivity" and features a photograph of a horse and rider on a path. The text below the photo reads "Gran Fondo Winecup Package" and "See it here: [Shop now](#) with our best friend!".

TIME REMAINING	LATEST
1:34:21	\$535 <small>4 bids</small>

[Bid](#)

# Widget – host auctions on your own website

- ✦ Create a buzz with onsite auction
- ✦ Create double-sided traffic from BidAway site
- ✦ Live real-time auction creates exciting competition
- ✦ Create urgency for last minute deals as timer expires
- ✦ A new gamification aspect to leisure purchases
- ✦ Price flexibility for specialty packages
- ✦ **Fully customizable to your website**



# BidAway

*A new marketplace of luxury experiences...*



# We make sure that awesome experiences don't go unsold

The screenshot displays the BidAway website interface. At the top, the BidAway logo is on the left, and navigation links for 'All deals', 'Hotels', 'Packages', and 'Cruises' are in the center. A user account icon labeled 'User' is on the right. Below the navigation is a large hero image of a resort at night with a thatched roof and a pool. A dark overlay on the image contains the text 'BidAway for your dream getaway!' and 'Exclusive auctions from \$61'. Below the hero image is a dark navigation bar with three buttons: 'Register' (with a user icon), 'Bid' (with a bid icon), and 'Win' (with a checkmark icon). Below this is a product listing for 'Accommodation & spa - Hotel Zarauz'. The listing features a photo of a spa area, a price of '€ 21', and a 'Bid' button. To the right of the photo, there is a countdown timer '12 7 45' and a short description: 'You deserve a relaxing getaway like this! Fall in love with Zarauz, breathtaking scenery and some of the most primal beaches of Cantabria. And also the relaxing spa area...'. Below the description are filters for 'Top deals', 'Double', '7 seats', and 'January - Sep...'. The listing also shows 'Zarauz, Cantabria' and a 'Bid' button.

- Only 4-5 star products
- Flexible pricing tool
- Increase revenue
- Increase engagement
- Create urgency
- Optimize pricing
- Capture real demand
- Build a buzz
- Guarantee sales for high-end inventory

★★★★★ Ratings  
*High customer satisfaction*

# Partners in Europe

Exclusive partnership agreements signed with:



60 hotels



16 hotels



100 hotels



500 hotels and Spas



2500 hotels



52%<sup>↑</sup>  
of Spain's  
4 & 5 star  
hotels

*And also cruises!*



Acquisition strategy focused on Luxury brands... moving also into other luxury segments such as Events, Cruises and Spas in order to deliver a great product – daily!

# Auction Page

The screenshot shows an auction page for a package titled "Aneto Hotel + 2 day ski pass". The package includes a "Carer Station (Huesca-Pyrenees)". A countdown clock shows 1:50:40 remaining. The current bid is €152. The page features a map, a list of inclusions, and a list of customer bids. A "Buy Now" button is also visible.

**Aneto Hotel + 2 day ski pass**  
Carer Station (Huesca-Pyrenees)

1:50:40

Last bid €152 Per person

**ALSO AVAILABLE FOR**  
Buy Now for €140

**CAUTION**

**Customer Bids**

Customer	Bid
aneto	€152
Buy now	€150
Super 1980	€148
aneto	€143
Super 1980	€139
Super 1980	€130

**Countdown Clock**  
*Create Urgency*

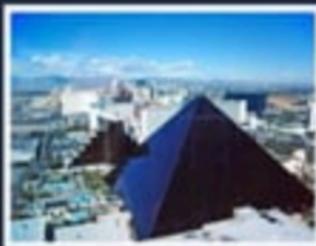
**Buy Now Button**  
*Quick Purchase*

**Customer Bids**  
*Real-time market demand*

# Excess Capacity

*For when the availability is greater than demand*

**Filling empty rooms and empty seats...**



**...through real-time online auctions**

## Excess Capacity Auctions - fill empty rooms

- ✦ **Fill excess inventory** — don't let perishable items go unsold
- ✦ **Availability** — focus on specific need dates
- ✦ **No quoted rates** — only registrants see current bids and prices **not indexed in Google**
- ✦ **No historical price** — prices disappear and only winners know the price they pay
- ✦ **Optimize prices** - benefit from customer competition
- ✦ **Assured booking** — no-shows pay in full and systems not overloaded by group coupons
- ✦ **Auctions** — based on internally developed algorithms that optimize auction-user-price mode
- ✦ **4-5 Star** — maintain the highest image surrounded by the best in the industry

# Excess Demand Auctions - optimize revenue

*For when the demand is greater than the availability:*

*For specialty packages that are in high-demand and have VVIP appeal, we can auction starting at market price*

**Optimizing prices to capture true willingness to pay...**



**...through online auctions starting at market price**

# Onsite widget - direct bookings or auctions

The image shows a website interface with a grid of travel packages on the left and a detailed view of one package on the right. The detailed view is titled 'Exclusive auctions powered by BidAway' and features a photograph of cyclists on a scenic road. The package is the 'Gran Fondo Hincapie Package', which includes staying at Hotel Domestique with VIP Race Access. The current bid status shows a time to award of 1:34:21 and a last bid of \$535 per night. A large orange 'Bid' button is at the bottom of the detailed view.

Exclusive auctions powered by BidAway

Gran Fondo Hincapie Package  
Stay at Hotel Domestique with VIP Race Access!

TIME TO AWARD	LAST BID
1:34:21	\$ 535 Per night

Bid

# Widget – host auctions on your own website

- ✦ Create a buzz with onsite auction
- ✦ Create double-sided traffic from BidAway site
- ✦ Live real-time auction creates exciting competition
- ✦ Create urgency for last minute deals as timer expires
- ✦ A new gamification aspect to leisure purchases
- ✦ Price flexibility for specialty packages
- ✦ **Fully customizable to your website**



## The founding team



*Albert*



*Luca*



*Brian*

International Team



Founded in Barcelona

**500**  
**STARTUPS**

BLOWING UP STARTUPS SINCE 2012

A stylized white palm tree icon with three fronds, positioned to the left of the text.

**Bid**Away