

CORPORATE TRAVEL SAAS

Lola.com makes managing corporate travel easy, fast and agile. We provide your company with the visibility and control you need, while giving your travelers the amazing experience they want.

PRODUCT

FINANCE & OPERATIONS

- Control
- Visibility



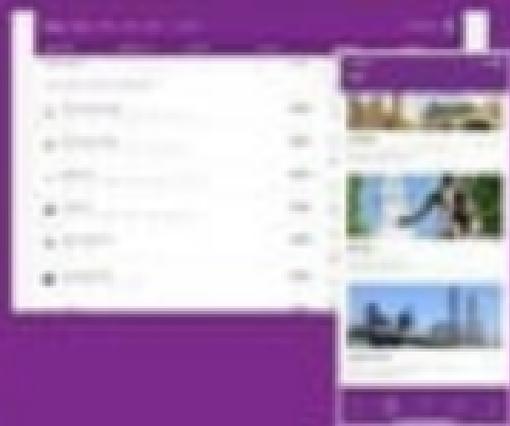
EXECUTIVE ASSISTANTS

- Save time
- Peace of mind



BUSINESS TRAVELERS

- 24/7 support
- Save time



BUSINESS MODEL

- Combination of SaaS and Transactional revenue
- Go to Market via inside sales & partner reselling
- Long term GM of 70%+ (SaaS business)
- More growth leverage via product than anyone else

MARKET ACTIVITY

- \$8 Billion SAP acquisition of Concur (2014)
- \$154m round for TripActions at \$1B valuation (2018)
- \$44m round for TravelPerk (2018)
- AMEX GBT / Lola.com Commercial Partnership (2018)

AMEX GBT DEAL

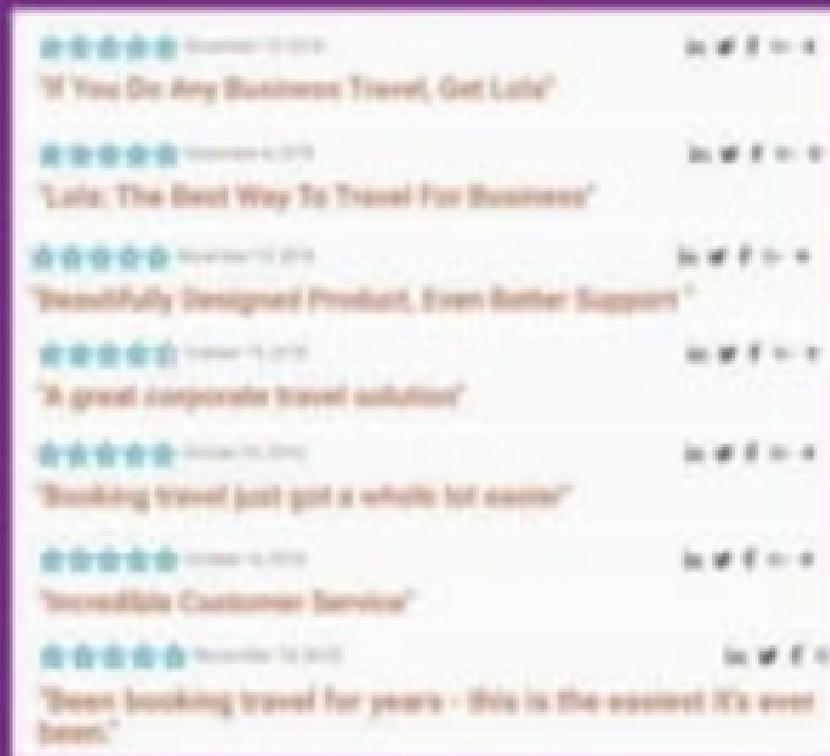
- GBT is the largest b2b travel agency with \$45B in annual travel bookings
- GBT re-sells Lola.com to their customers and prospects
- 5 year mutually exclusive partnership

GBT is the absolute best possible partner for this market.
Partnership creates sustainable competitive advantage.

HIGHEST RATED PRODUCT

G2Crowd Ratings:

- Lola.com 4.8 stars
- TravelPerk 4.7 stars
- TripActions 4.6 stars
- Concur 4.0 stars



A screenshot of a G2Crowd review page for Lola.com. The page displays a list of seven customer reviews, each with a star rating, a date, and a quote. The reviews are all 5-star ratings. The quotes are: "If You Do Any Business Travel, Get Lola!", "Lola: The Best Way To Travel For Business", "Beautifully Designed Product, Even Better Support", "A great corporate travel solution!", "Booking travel just got a whole lot easier!", "Incredible Customer Service", and "Been booking travel for years - this is the easiest it's ever been." The review dates range from November 2019 to November 2020.

Rating	Date	Quote
★★★★★	November 19, 2019	"If You Do Any Business Travel, Get Lola!"
★★★★★	November 19, 2019	"Lola: The Best Way To Travel For Business"
★★★★★	November 19, 2019	"Beautifully Designed Product, Even Better Support"
★★★★★	November 19, 2019	"A great corporate travel solution!"
★★★★★	November 19, 2019	"Booking travel just got a whole lot easier!"
★★★★★	November 19, 2019	"Incredible Customer Service"
★★★★★	November 19, 2020	"Been booking travel for years - this is the easiest it's ever been."

PRODUCT-LED CUST SUCCESS

We had zero onboarding / acct mgmt team, but in Q4 saw our product leading to great customer success:

- XX% of customers have booked travel
- Of the customers who booked, they do so fast
 - XX% in <15 days
 - XX% in <60 days
- XX% were booking multiple times a week in Q4

PROGRESS IN LAST 6 MONTHS

1. Hired Mike Volpe as CEO
2. Implemented Subscription Pricing
3. Hired Jeanne Hopkins as CMO
4. Hired Ryan Ball as VP Sales
5. Signed AMEX GBT commercial partnership
6. Closed X companies on subscription
7. Reached \$X subscription ARR
8. Passed \$X rev run rate (w/ transactional rev)

LOLA.COM

Company Overview Q1 2019



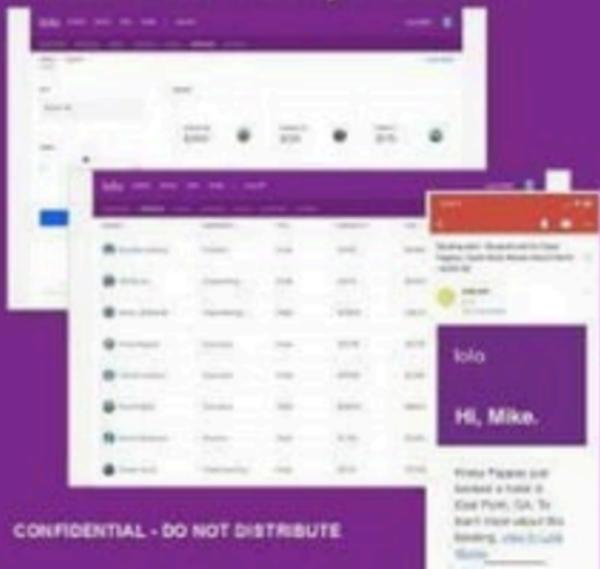
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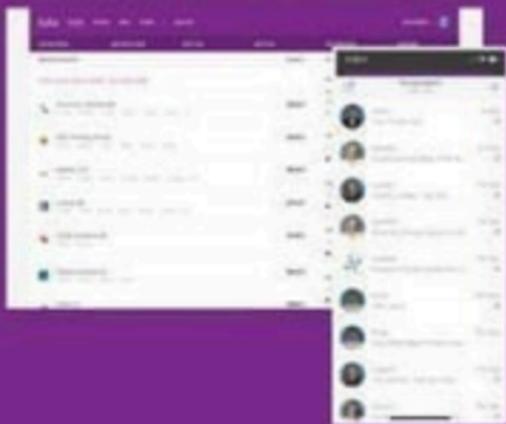
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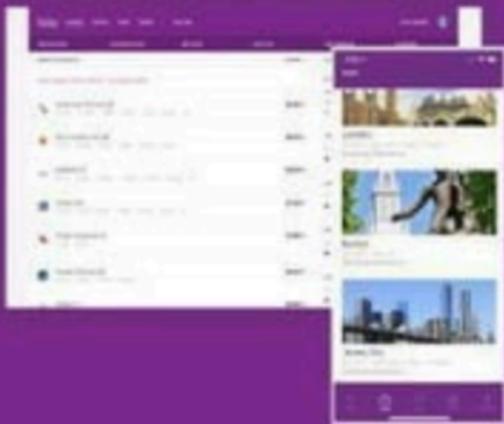
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MARKET SIZE

- **\$1.3 Trillion spent on business travel worldwide**
- **600K US Companies with 20-500 employees**
 - **Primarily using consumer sites today**
- **\$6B TAM in US alone at \$10k annual rev / cust**

WHY LOLA.COM SUCCEEDS

- Team - built KAYAK and HubSpot
- Product - most beautiful, easiest to onboard and use
- Partnerships - work with industry

TEAM

- Mike Volpe, CEO (HubSpot)
- Paul English, CTO (KAYAK)
- Krista Pappas, SVP Biz Dev (Farecast --> MSFT)
- Jeanne Hopkins, CMO (Ipswitch, HubSpot)
- Ryan Ball, VP Sales (CarGurus, HubSpot)

MARKET ACTIVITY

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PRODUCT VISION

Easiest way to book and manage travel

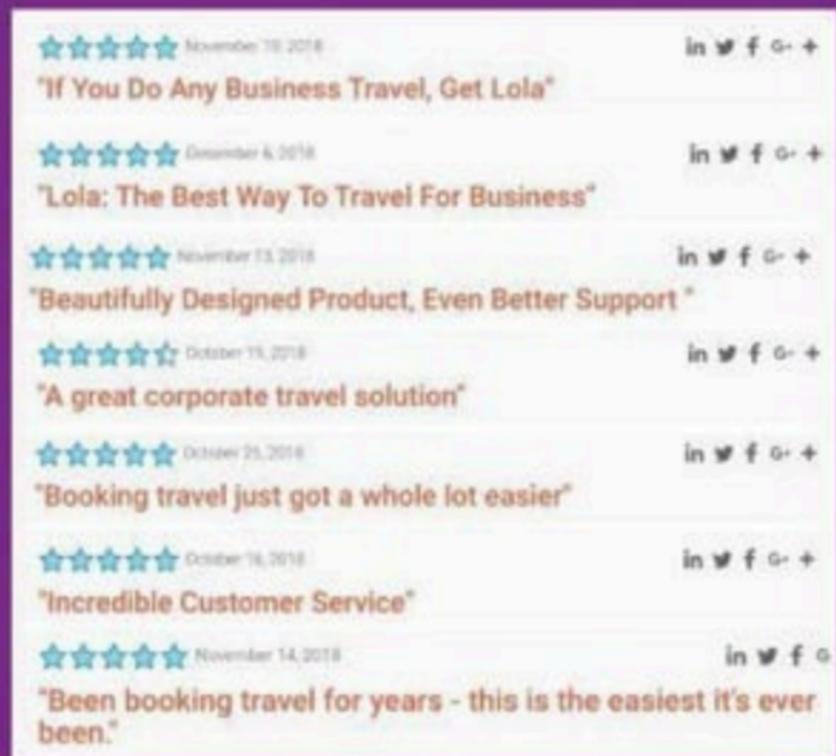
Core Principles

- Extreme ease of use
- Known for speed
- Gorgeous user interface and brand
- Collaboration

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Rating	Date	Quote	Share
★★★★★	November 10, 2018	"If You Do Any Business Travel, Get Lola"	in w f G+ +
★★★★★	December 6, 2018	"Lola: The Best Way To Travel For Business"	in w f G+ +
★★★★★	November 13, 2018	"Beautifully Designed Product, Even Better Support"	in w f G+ +
★★★★★	October 19, 2018	"A great corporate travel solution"	in w f G+ +
★★★★★	October 25, 2018	"Booking travel just got a whole lot easier"	in w f G+ +
★★★★★	October 18, 2018	"Incredible Customer Service"	in w f G+ +
★★★★★	November 14, 2018	"Been booking travel for years - this is the easiest it's ever been."	in w f G+

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PROGRESS IN LAST 6 MONTHS

Customers

Customers

Estimated Revenue

Subs Rev Trans Rev

Revenue

Travel Bookings

Hotels Flights

Bookings

THANK YOU

volpe@lola.com
paul@lola.com

