12th Ancillary Merchandising Conference – Edinburgh 2018
Lead Sponsor
The 5 key technologies you need to know for travel retail merchandising
...winning the hearts & minds of consumers AND improving profitability

Ursula Siling
CEO & Founder at
XXL Solutions -
Do things differently
Top 10 largest companies in the world by market value in 2017 (in bn US$)

<table>
<thead>
<tr>
<th>Rank</th>
<th>Company</th>
<th>Market Value (bn US$)</th>
<th>Sector/Industry</th>
<th>Country</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Apple</td>
<td>752</td>
<td>Technology</td>
<td>US</td>
</tr>
<tr>
<td>2</td>
<td>Alphabet</td>
<td>579.5</td>
<td>Technology</td>
<td>US</td>
</tr>
<tr>
<td>3</td>
<td>Microsoft</td>
<td>507.5</td>
<td>Technology</td>
<td>US</td>
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<tr>
<td>4</td>
<td>Amazon.com</td>
<td>427</td>
<td>Retail Online</td>
<td>US</td>
</tr>
<tr>
<td>5</td>
<td>Berkshire Hathaway</td>
<td>409.9</td>
<td>Conglomerate, incl NetJets and BNSF Railway</td>
<td>US</td>
</tr>
<tr>
<td>6</td>
<td>Facebook</td>
<td>407.3</td>
<td>Technology</td>
<td>US</td>
</tr>
<tr>
<td>7</td>
<td>ExxonMobil</td>
<td>242.2</td>
<td>Oil and gas</td>
<td>US</td>
</tr>
<tr>
<td>8</td>
<td>Johnson &amp; Johnson</td>
<td>338.6</td>
<td>Pharmaceutical / consumer packaged goods</td>
<td>US</td>
</tr>
<tr>
<td>9</td>
<td>JPMorgan Chase</td>
<td>306.6</td>
<td>Financial Services</td>
<td>US</td>
</tr>
<tr>
<td>10</td>
<td>Tencent Holdings</td>
<td>277.1</td>
<td>Technology</td>
<td>China</td>
</tr>
</tbody>
</table>
Tech evolution from “purpose driven” to “SMART”

- 50’s: GDS, Electronic Res System
- 60’s:
- 70’s: Mobile
- 80’s: web, blogging
- 90’s: Iphone, snap, chats, apps
- 2007: Face to face (virtually), Video streaming
- Present & Future: AI, VOICE, Robotics, Cloud, Wearable, BLOCKCHAIN, Tech & Human, AR, VR, IoT, Video streaming, Wearables

Ancillary Revenue Conference, 9th – 11th April 2018
1) UNDERSTAND: data & insight

Every 60 seconds on Facebook:

510,000 comments are posted,  
293,000 statuses are updated, and  
136,000 photos are uploaded. (source: The Social Skinny)

Connected devices (IoT) expected to increase from 20 bn today to 31 bn by 2020 & **75 bn by 2025** (source: statista 2018)

80% of unstructured data in AI
AI creates knowledge from all data: understanding, reasoning, self learning
Vote for the Next City

At Lonely Planet, quality is paramount. All the content in the app is created and fact-checked by professional travel writers, and that takes time. We’re working hard to add new cities as soon as possible, but we need your help to decide which city should we add next.

These are currently our most requested cities:

1. Phuket Town, Thailand
2. Lima, Peru
3. Québec City, Canada
4. Hoi An, Vietnam
5. Málaga, Spain

Vote for the next city we should add to the Guides App!
2) ENGAGE - conversational commerce, robotics

Some things you can ask me:

- Phone
  - "Call Andrew"

- FaceTime
  - "FaceTime Claire"

- Apps
  - "Launch Photos"

- Messages
  - "Tell Susan I'll be right there"

- Apple Pay
  - "Where can I use Apple Pay?"

- Calendar
  - "Set up a meeting at 9"

- Translation
  - "Translate 'I love you' to French"

- Sport
  - "Did Liverpool win?"

- Photos
  - "Show my photos from yesterday"

- Camera
  - "Scan a QR code"

- Maps
  - "Give me directions home"

- Restaurants
  - "Good Indian restaurants"
Ancillary Revenue Conference, 9th – 11th April 2018
Munich Airport and Lufthansa testing Josie Pepper the information robot

© February 16, 2018

Jose Pepper is 120 centimeters tall, with sparkling, round eyes, a pleasant voice and speaks English.
3) ENHANCE & Augment - experience over products, flexitise, personalise - omni-channel, holistic experience
<table>
<thead>
<tr>
<th>Seat preferences</th>
<th>Done</th>
<th>Seat preferences</th>
<th>Done</th>
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<tr>
<td>Backward facing</td>
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<td>Window</td>
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<tr>
<td>Forward facing</td>
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<td>Aisle</td>
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<td>Airline style</td>
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<td>Individual (First class only)</td>
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<tr>
<td>Quiet</td>
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<tr>
<td>Amenities</td>
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<tr>
<td>Near luggage rack</td>
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<td></td>
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<tr>
<td>Near toilet</td>
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<td></td>
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<tr>
<td>Power socket</td>
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</tbody>
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*Seat reservations are free but cannot be guaranteed.*
DECENTRALIZED TRAVEL DISTRIBUTION

Making travel cheaper for consumers and more profitable for suppliers

Learn About Lif Token
Customizable, real-time inventory management and marketing.

Built on Ethereum blockchain.
Your flight is 2h late? Get money without claiming.

Check your flight

-ticket number

- Last name

Allow AXA to retrieve information about my flights. Learn more

START
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Save 20% at Greens
Before security, Food Court

Save time at security
Priority lane vouchers online

You can buy vouchers for a security fast lane online to save time when flying at peak times. The Priority Lane voucher costs CHF 8.00 per passenger and must be booked online before midnight of the day before your flight. Priority Lane is not available in Terminal 2 but can be used for flights from the French sector.
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Ancillary Revenue Conference, 9th – 11th April 2018
Cool Cousin is a VC-backed company that allows locals to earn from their knowledge while making it easy for travellers to upgrade their trip.

Cool Cousin

Revolutionizing travel with a sharing economy powered by blockchain

24-HOUR PRE-SALE BONUS UP TO 50%

Opens 10 April 10am UTC

02:23:07:29

Days Hours Mins Secs

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loyyal is the universal loyalty and rewards platform, built with blockchain and smart contract technology.
It will only matter that consumers can get what they want, when they want it.

Thank you for your attention. Do things differently!

ursulasilling@xxlsolutions.us

www.xxlsolutions.us