



kleesto

A person wearing a yellow jacket and a helmet is seen from behind, holding a smartphone to take a photo of a snowy mountain landscape. The scene is overlaid with a semi-transparent blue and purple gradient. The text is overlaid on the left side of the image.

Only **4%** of global “Tours and Activities” spendings come from Online Travel Agencies (OTAs).

- Skift Annual Report

Excel or Pen&Paper



GET YOUR GUIDE



BARBABRILIOS BIKE TOURS

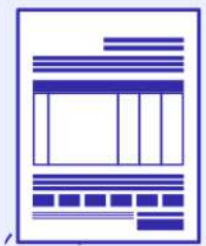


X 20



kleesto (All-in-one)

Expedia®
 Booking.com
 + 50 more marketplaces
 GET YOUR GUIDE
 tripadvisor®
 airbnb EXPERIENCES



BOOK

kleesto
 BARBABRILIUS
 BIKE TOURS
 X 50

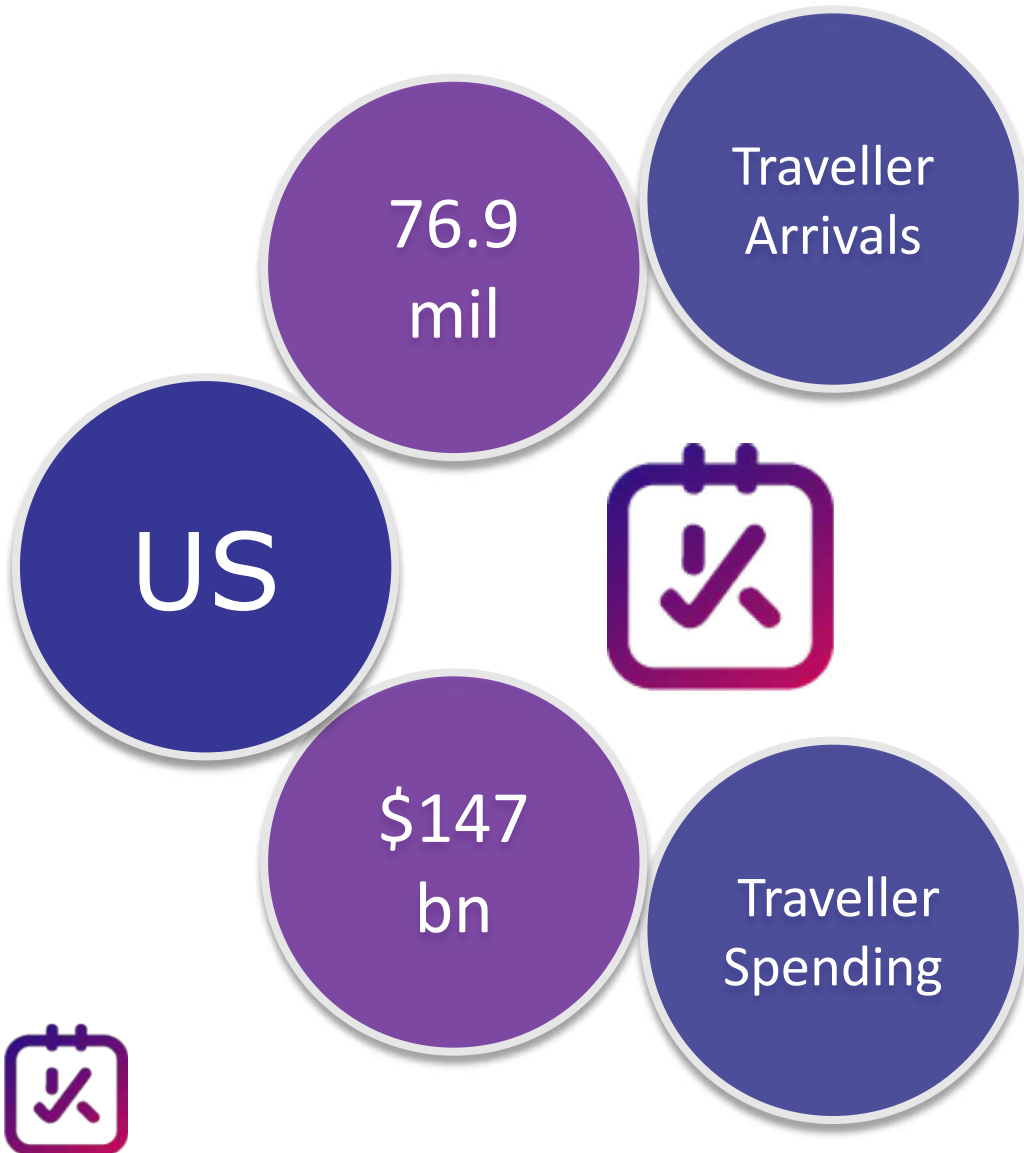
BOOKINGS



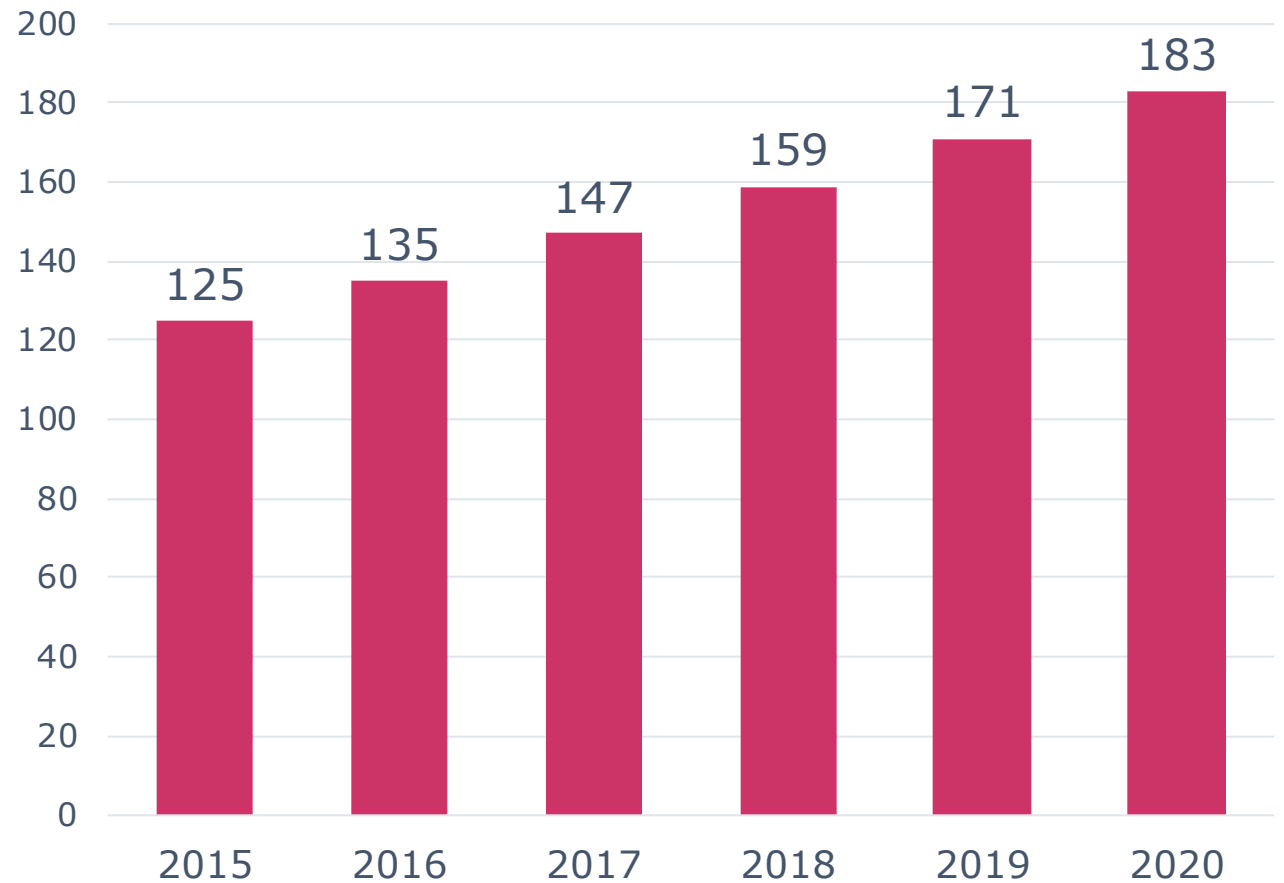
HOTEL



Tours & Activities (Market Trends)



Travel Tour & Activities Bookings (US \$ Bn) Trends by Phocuswright



Business Model (SaaS)

Starter

No subscription

3% per online booking

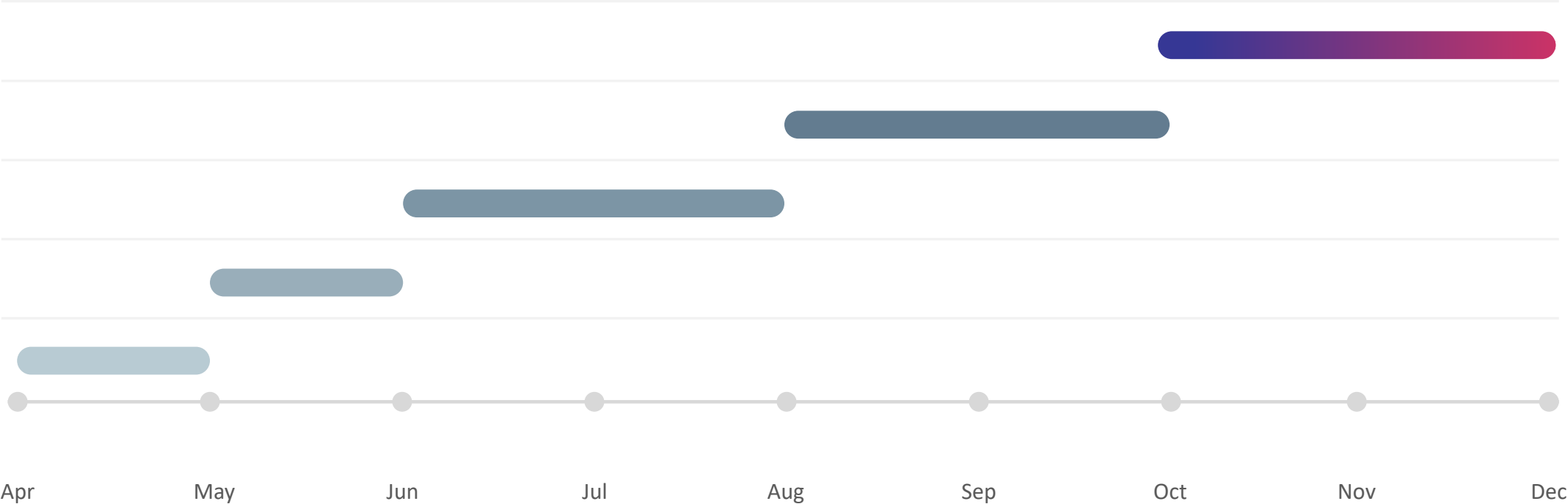
Pro

\$99 / month

1% per online booking



Next steps – Product Roadmap 2019



+ Feature
B2B Deals & Partnerships Management

+ Feature
Email Marketing & Customer Success Automations

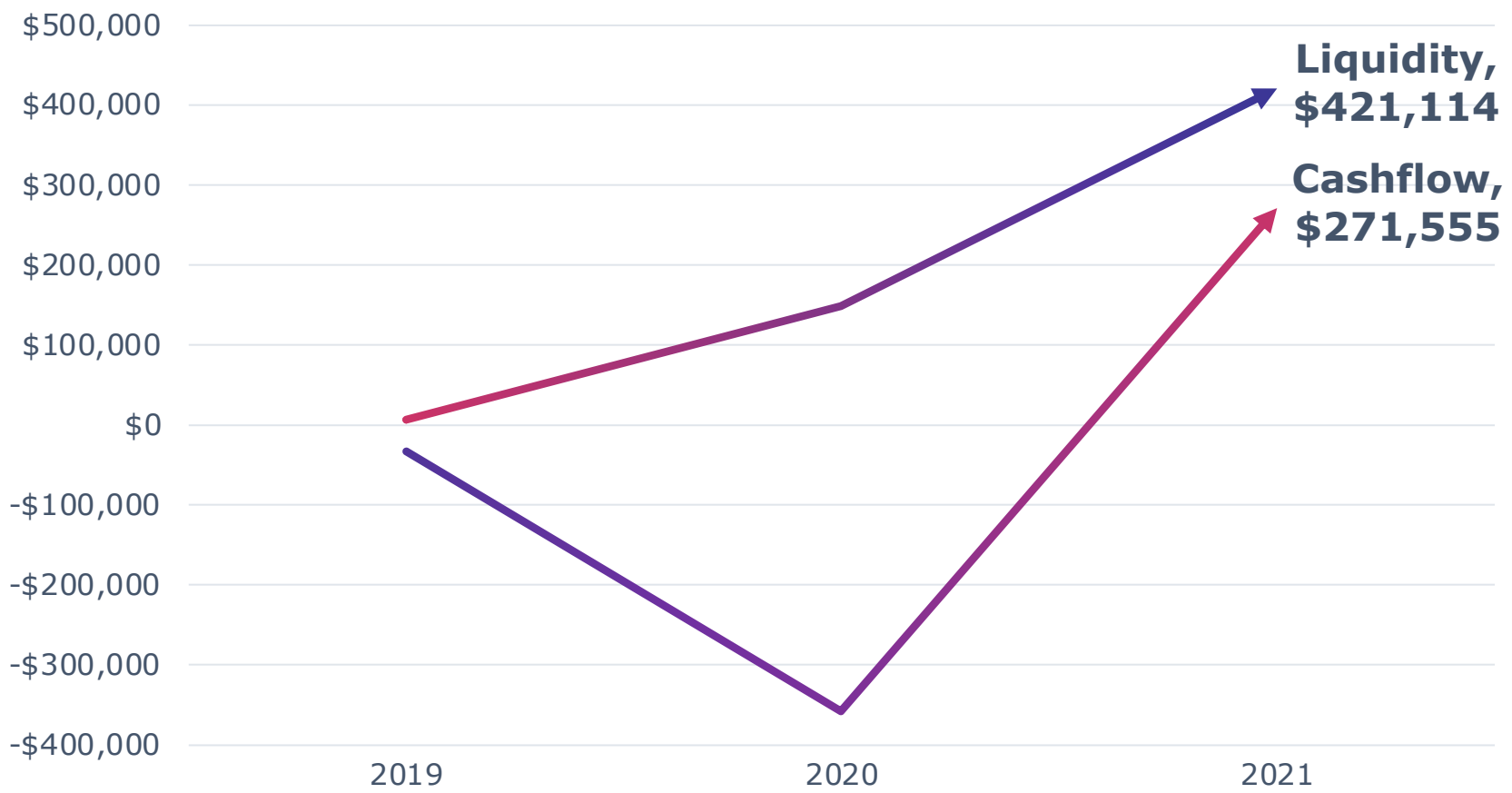
+ Action
Integrate with popular Marketplaces

+ Feature
Advanced Performance Optimization

+ Feature
AI Dynamic Pricing & Yield Management

\$500K Seed Investment Round

3yr Cashflow Projections



Exit Opportunities

With TripAdvisor acquiring Bokun and Booking acquiring FareHarbor, both plain bookings engines with no advanced back-office services, an M&A exit to **AirBnb**, focusing on experiences but not having any backoffice, would give them an advantage to this competitive market.



The kleesto Rainmakers



George Pilpilidis
Business Development



George Siatras
Software Development



Eleni Kolliga
PR & Marketing



Marios Rachmanis
Financials & Performance



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