



airfree

MARKETPLACE OF THE SKY

Reinventing the Inflight Shopping Experience

Valéry Méary, Co-founder, VP Sales

www.airfree.aero

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Inflight Duty Free: a massive opportunity



PAIN POINTS OF INFLIGHT DUTY-FREE

FOR PASSENGERS



Restricted product offer



Paper customer experience

FOR AIRLINES



Dead Weight & Painful logistics



Marginal & Declining sales

OPPORTUNITY FOR AIRLINES



Worldwide Duty-Free Market: \$50billions

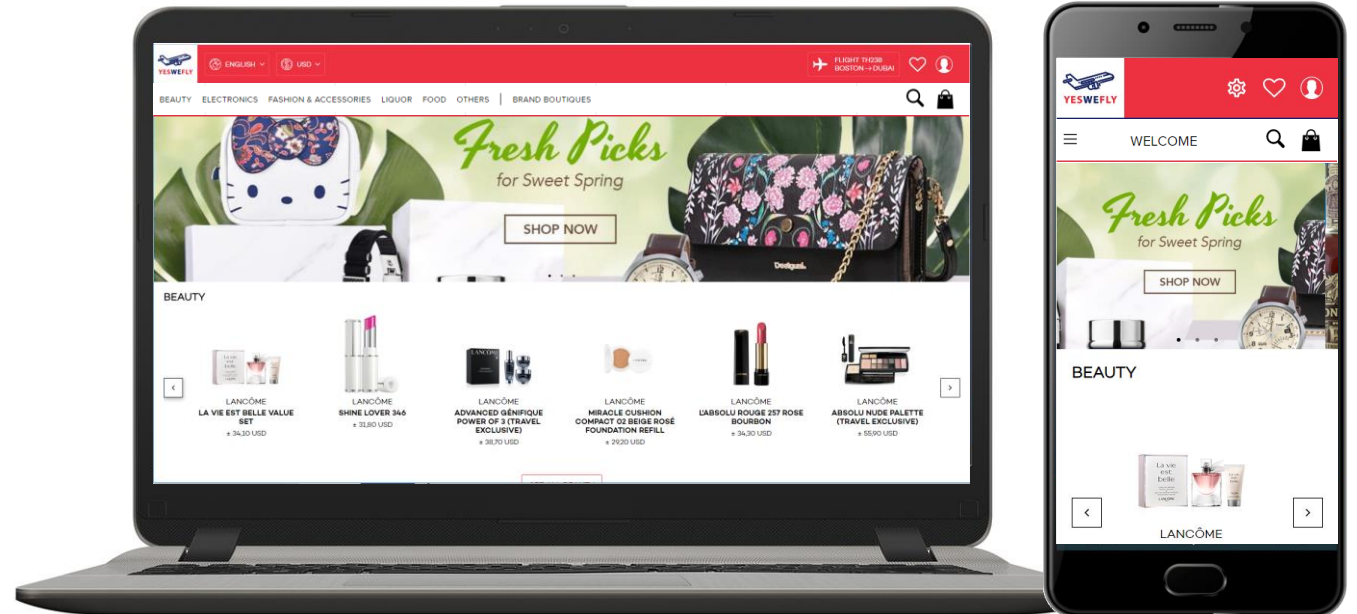


Captive & connected audience

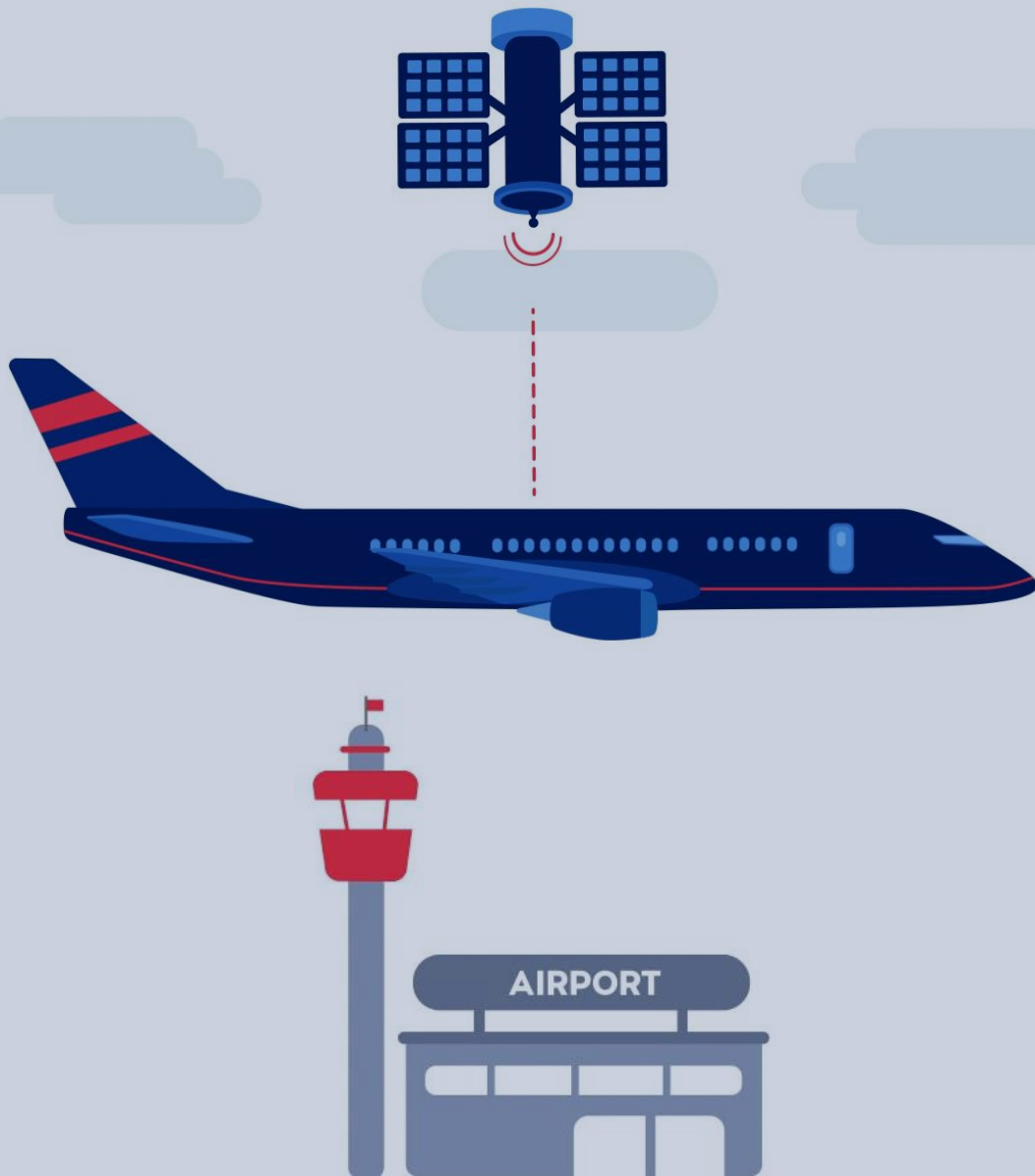
airfree, marketplace of the sky



Make airport duty free products & services available up in the air



The airfree experience



1

Access to the airline marketplace :

- On personal device via Wifi Portal page
- On IFE backseat screen

2

Browse thousands of products at duty-free prices & pay online

3

Collect upon arrival

A turn key marketplace



TRAVEL RETAILERS

Partnership with leading Duty-Free groups
300+ airports



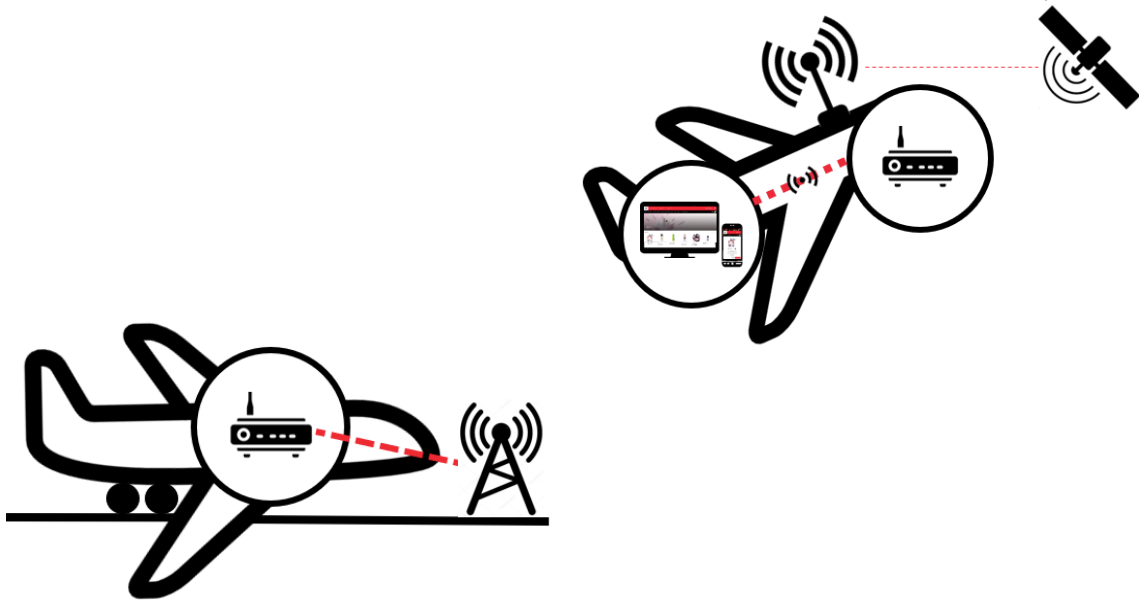
AIRLINES



Innovative technology: Smart Bandwidth Usage



Pre-loaded content
on aircraft server at ground level



50X less

satellite bandwidth consumption
vs traditional website



Fast & seamless
navigation



Cost optimization

In partnership with:

THALES



Panasonic

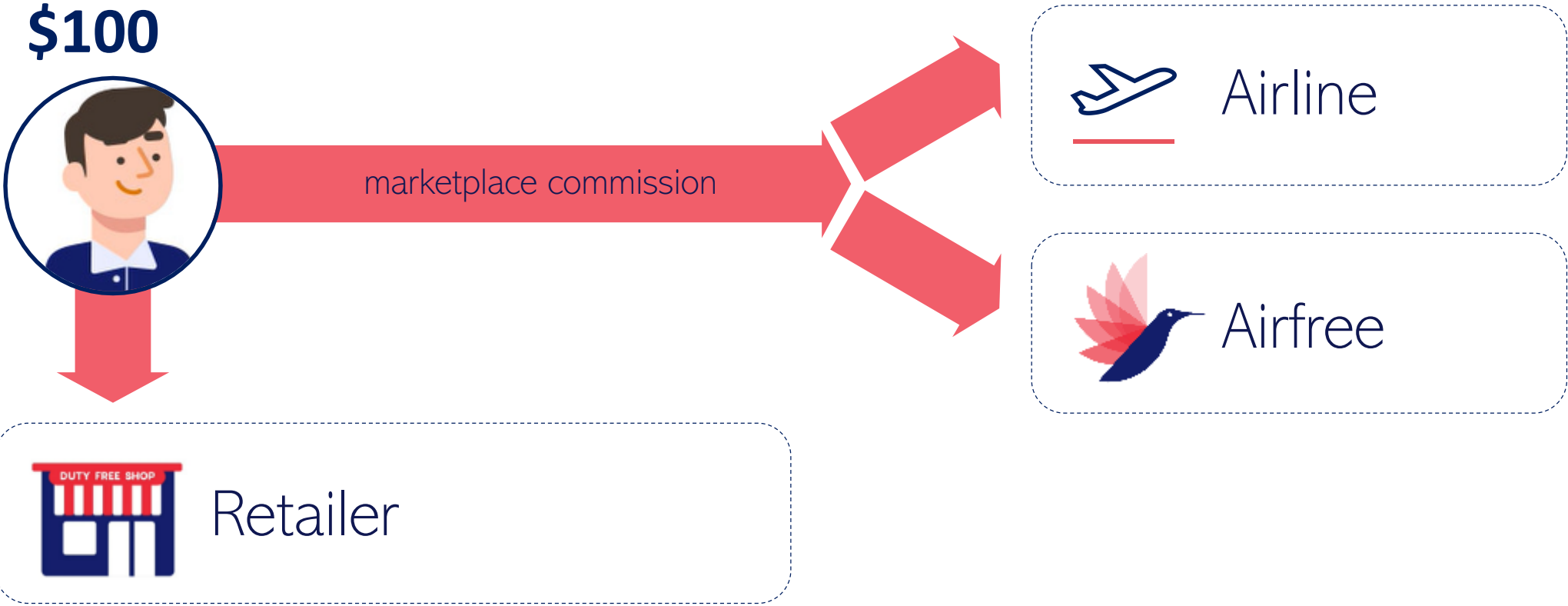


Technical POC validated in April 2019



THALES Panasonic

Business Model: Revenue sharing



Team: 3 Co-founders with complementary backgrounds & an internal team of developers



Etienne de Verdelhan
CEO

Agnès Debains
VP Product & Marketing

Valéry Méary
VP Sales

15 years expertise as CIO + consulting background

10 years expertise in marketing, digital, e-commerce

15 years commercial expertise in Duty Free





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