



Going Mobile

This is an edited version of the presentation. If you wish to receive the full version, please email gerry@mttnow.com

Gerry Samuels
Founder & Executive Director
Mobile Travel Technologies Limited





Agenda

1. Mobile from the Traveller Perspective
2. What is Mobile Travel?
3. The Mobile Internet
4. Mobile Travel Technologies ("MTT")
5. Going Mobile - What Technology?
6. Monetising Mobile



1. Mobile from the Traveller Perspective





- The services your customers need via mobile, when they are on-the-go, are not the same as those required via online and traditional channels.
- Mobile is becoming a crucial customer service platform for innovative travel intermediaries and suppliers.

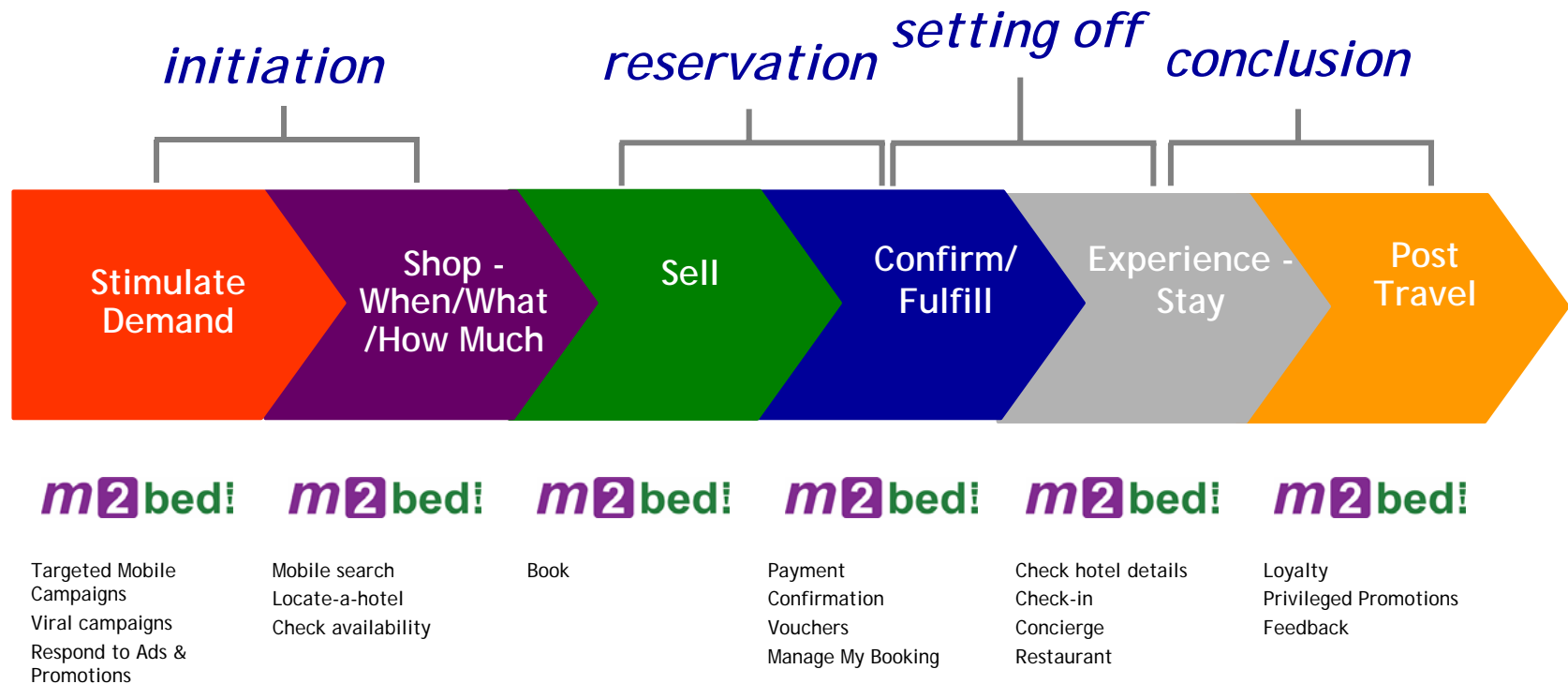


2. What is Mobile Travel?





Travel Value Chain



Multi-channel Integration





Mobile travel services must deliver

- Save time and hassle
- Clear, consistent, timely and applicable information
- Anticipate customers' needs
- Ubiquity - work on all mobile devices





Getting traction...



- Itineraries pushed to mobile
- Accessing travel information
- Simple bookings
- Manage My Booking
- Travel and service notifications



3. The Mobile Internet





Increasing use of Mobile Internet



Top Mobile Sites July '06	
1.	Google
2.	Chat sites
3.	WAP Directories
4.	Other search sites (e.g. Yahoo)
5.	BBC
6.	Games/Wallpapers/Ringtones
7.	Mobile entertainment sites
8.	MSN
9.	Mobile communities/blogging
10.	Shopping sites

- Internet enabled phone penetration : 78% ^(a)
- An average of 15m users per month accessed the internet through their mobiles ^(c)
- WAP enabled mobile phone is the 2nd most popular digital device owned by Britons ^(b)
- 15% 3G subscribers ^(d)

Source: a. Forrester 2005, Jupiter 2005; b. 160 Characters Ltd Mike Grenville 21.11.06;
c. NMA 01.01.07; d. MMetrics



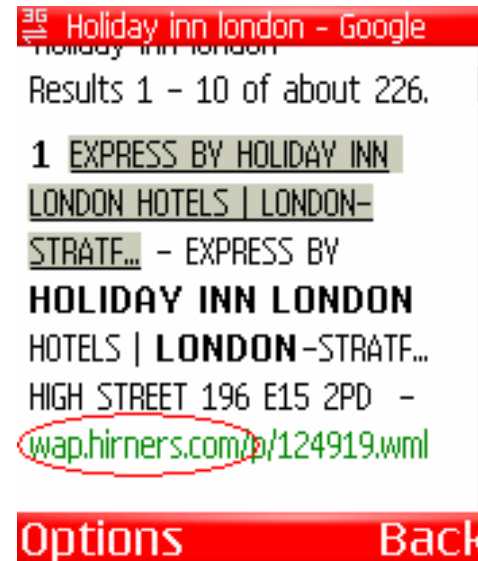
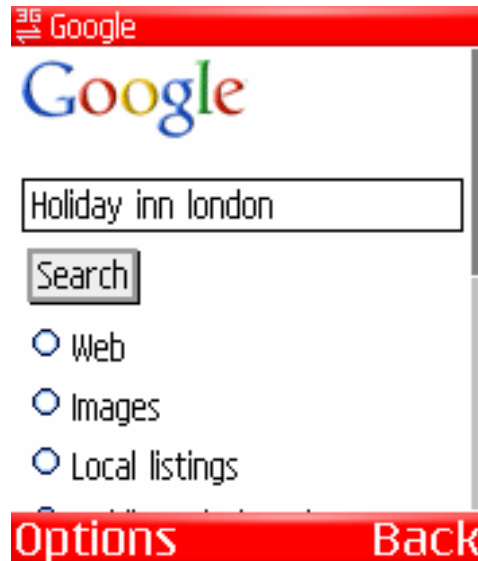
World's 10 largest mobile markets by net addition in 2006 and 2007

2006		2007	
China	77,997,000	China	68,205,000
India	53,784,800	India	66,463,400
Russia	27,199,600	Pakistan	25,102,000
Pakistan	26,600,500	USA	20,899,800
USA	24,017,200	Indonesia	18,681,100
Indonesia	16,802,500	Russia	16,799,800
Brazil	15,671,600	Brazil	12,137,800
Ukraine	12,206,500	Bangladesh	10,890,000
Nigeria	10,359,800	Nigeria	9,930,200
Bangladesh	10,340,000	Ukraine	8,206,800

Source: Netsize



Discovering Mobile Services





Conclusions

- There are a number of options to deliver mobile services to your customers, via SMS, Mobile Internet and On-handset Applications. SMS + Mobile Internet are typically used to deliver mobile travel services today
- It is becoming easier for users to find travel services on the mobile internet
- Secure your brand identity on the Mobile Internet.



4. Mobile Travel Technologies (MTT)





Company Profile



Headquarters	Dublin, Ireland
Sales & Marketing Office	London, England
Associate Offices	Singapore, New York
Clients	 <ul style="list-style-type: none"> • Airlines • Chain and Independent Hotels • CRS
Shareholders	<p>Management & Staff</p> 



Management experience from:

Sabre

NOKIA
Connecting People

Thomson

worldspan

Gradient
s-o-l-u-t-i-o-n-s

opodo

symbian





MTT Guiding Principles

- Focus exclusively on mobile travel technology
- Provide **ubiquitous** mobile access: via mobile browser, SMS and on-handset applications
- Be a **knowledge** leader in the sector, spotting mobile trends and technologies and encouraging the adoption of mobile travel services
- Continue to **invest** in developing our M2B Mobile Travel Platform
- **Technology enabler** - we are a software company, not an intermediary

The leader in mobile travel





MTT Value Proposition



- MTT focuses on the benefits that can be achieved from seamlessly delivering mobile services and applications to all mobile devices, where there is an opportunity for you to inform, service and market to your customers.
- MTT's knowledge of mobile technologies and its potential in the travel industry, together with our knowledge of travel technology, provides a direct benefit to you in working with us.



5. Going Mobile - what technology?





m2bed!



www.mttnow.com
STRICTLY CONFIDENTIAL.
Copyright © Mobile Travel Technologies Limited, 2007

12th November, 2007



6. Monetising Mobile





Monetising Mobile Travel

1. Generate Incremental Revenues:

- Bookings from travellers who are “on-the-go”
- Bookings in developing markets, where the mobile internet is the internet for many customers
- Business referred from mobile search engines
- Mobile as an instant response mechanism to travel promotions

2. Reduce Operating Costs:

- Reduces the volume of call-centre and desk traffic
- Cuts queues





The Mobile Generation is going places. Are you going with them?

Thank you

www.mttnow.com
gerry@mttnow.com
Mobile: +44 7769 640747

Dublin HQ
4 St. Catherine's Lane West
The Digital Hub
Dublin 8
Ireland
Tel: +353 1 480 6232

London Office
Lavery Haynes Building
1 Heath Street
London NW3 6TP
United Kingdom
Tel: +44 20 7443 5400

US Representative Office
Enterprise Ireland
345 Park Avenue, 17th Floor
New York, NY 10154
USA
Tel: (212) 546-0483

Asia Pacific Representative Office
541 Orchard Road #08-01
Liat Towers Singapore 238881
Tel: +44 7967 600405
Email: soren.langelund@mttnow.com

