



KNOWLEDGE EXCHANGE DAYS

Digital Transformation in Travel Industry

2024-10-31

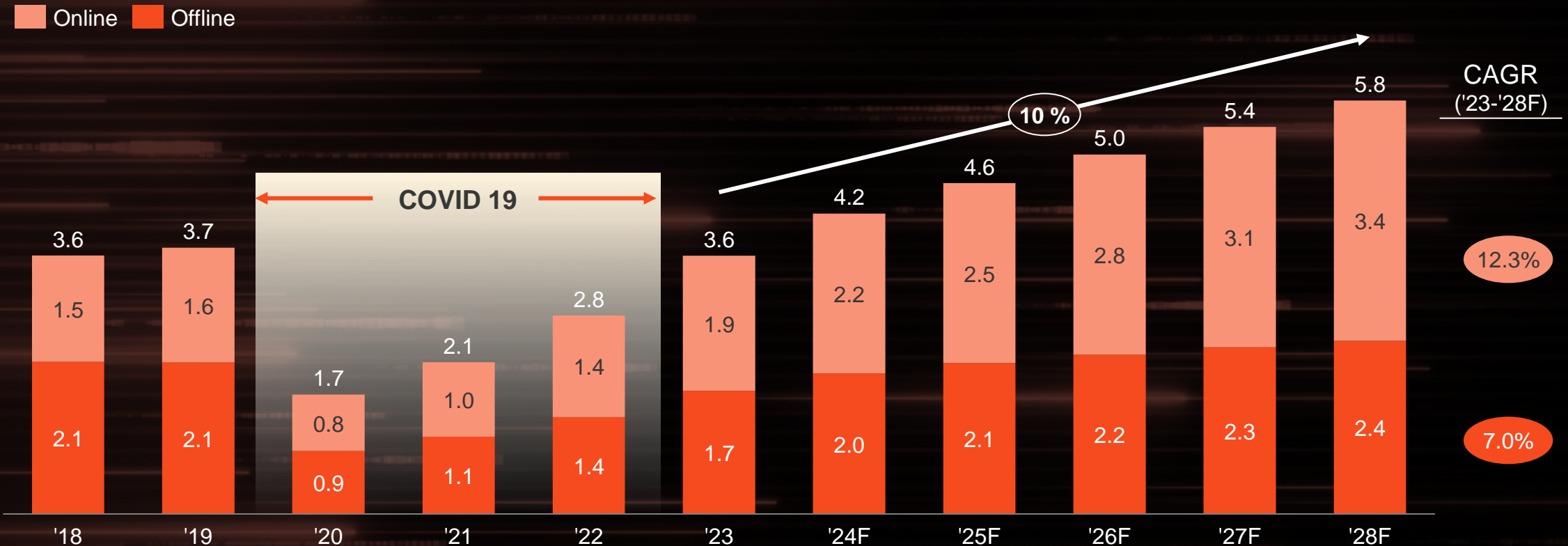
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Travel market is expected to grow to US\$5.8trn by 2028 at a CAGR of 10%

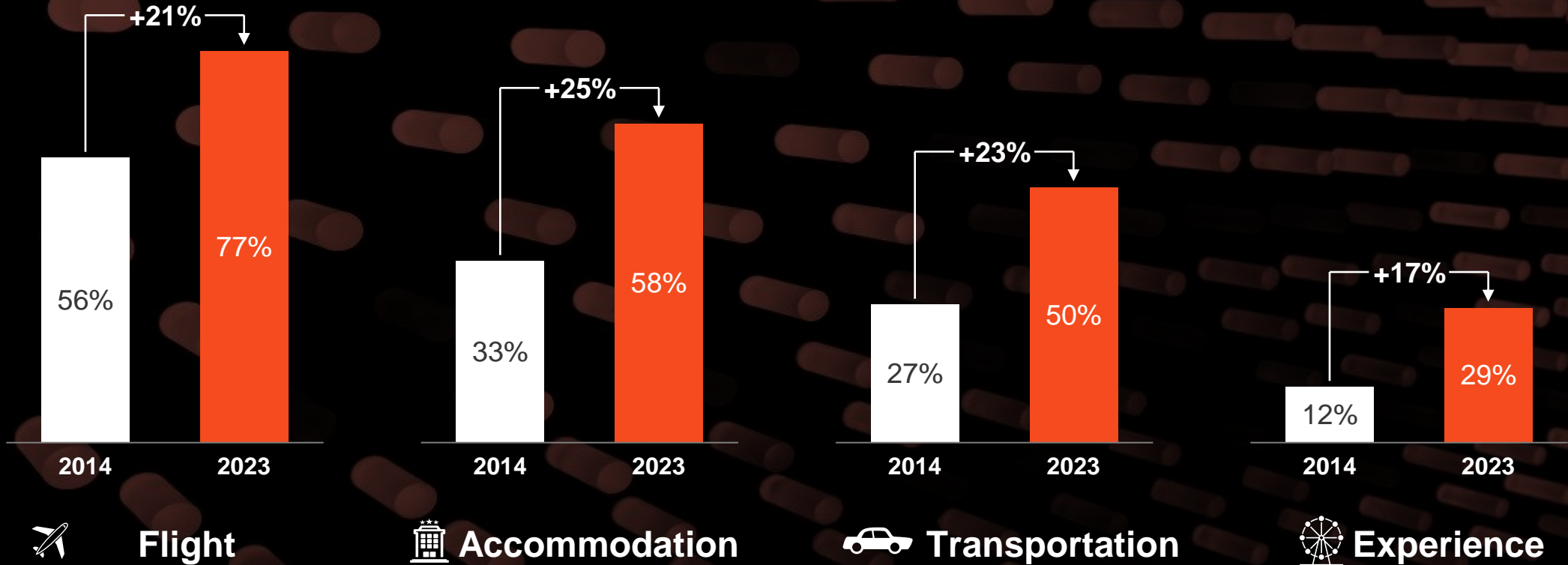
Global Tourism Market Size (2018~2028F)

(Unit: \$ trn)

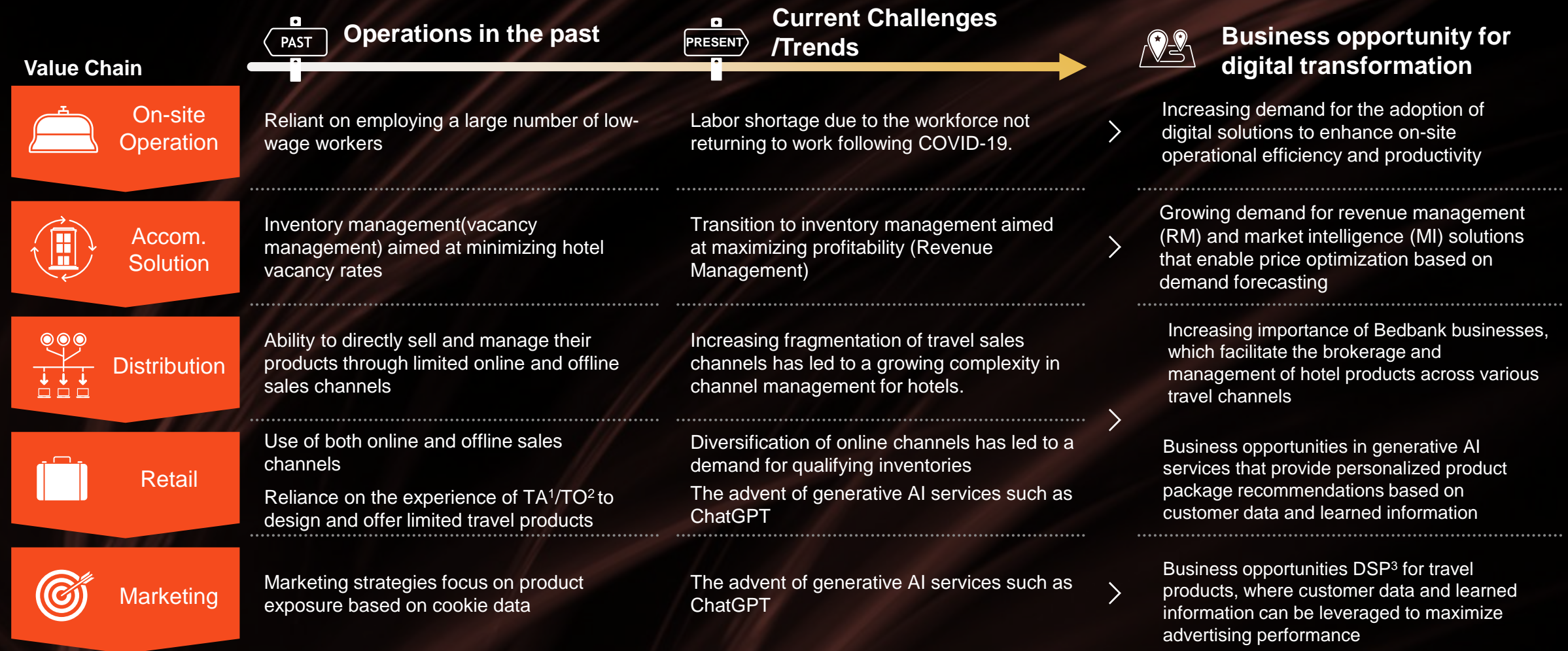


Customers plan their travel by online

Online Penetration by Category ('23)



Also, the impacts of COVID-19 and AI have led to widespread demands for DT throughout the value chains in the hospitality industry



Yanolja provides Transaction, Subscription and Data solution to all participants in travel industry



Transaction Solution

A solution offering diverse travel and leisure products to B2B and B2C channels globally

**Online Travel Agency, Hotel B2B Wholesale*



Subscription Solution

A solution for distributing on-site and cloud travel services to global travel and leisure companies

**Property Management System, Channel Manager, Booking Engine*



Data Solution

Enhance productivity and deliver personalized services using AI/ML technology on rich data

**Targeted Digital Marketing, Machine Learning-based Dynamic Pricing, Fintech*

Yanolja distribute inventory across the entire value chain, with global expansion

Suppliers

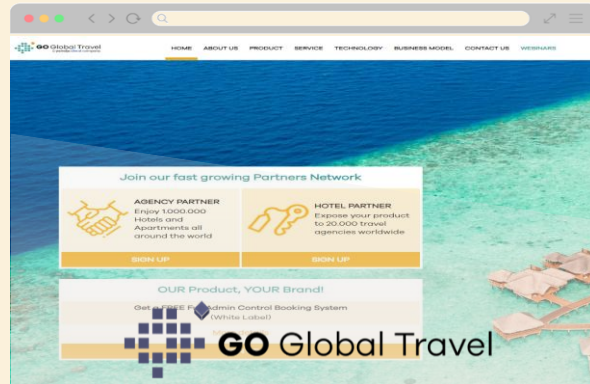
Hotels, Airlines, Rental Cars, Concert Operators etc.



Transaction Solutions (B2B)

Intermediaries

Wholesalers, Bedbanks



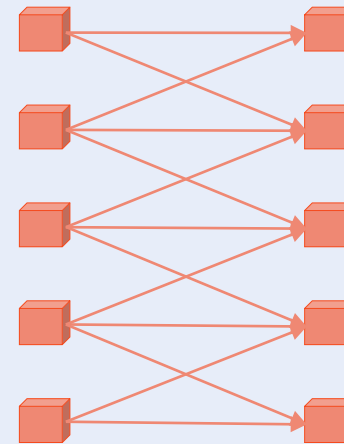
Our Intermediary Channel

Supplier value proposition connecting to our 1.3 million suppliers and 12,871 sales channels globally

Transaction Solutions (B2C)

Retailer

Travel Agent, Travel Operator, OTA



599 thn Retailers Globally

Consumers

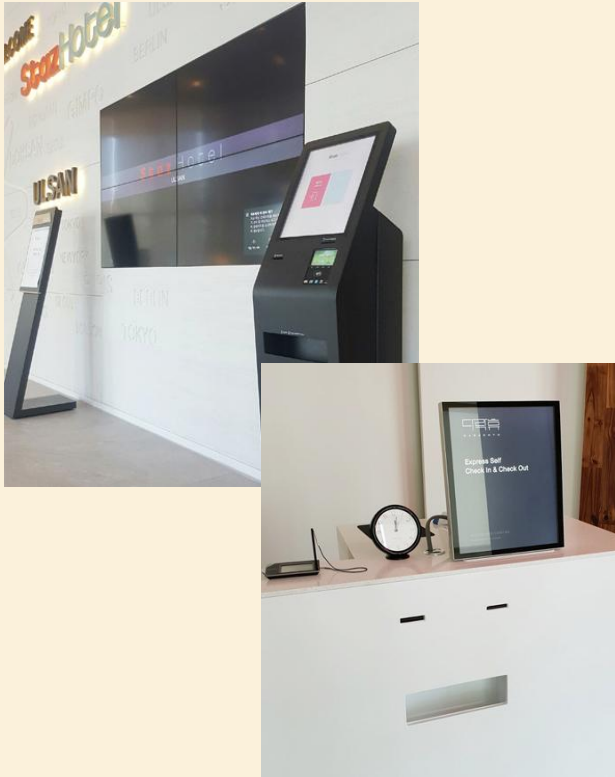
Individual Travelers, Group Travelers, Enterprise



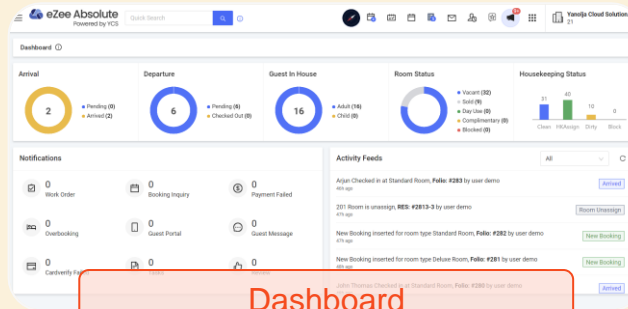
Subscription Solution

Our SaaS-based Subscription solutions help enhance operational efficiency for suppliers

Hardware (KIOSK)



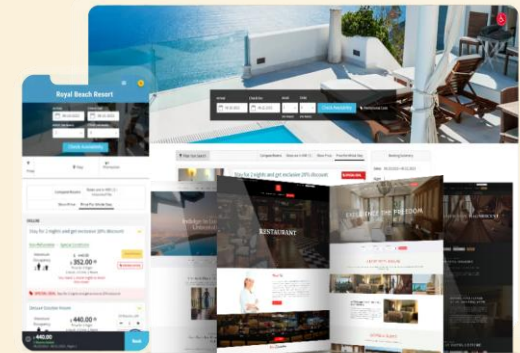
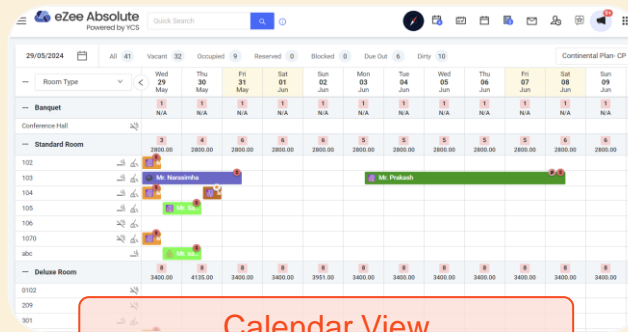
Property Mgmt. (PMS)



Connectivity (CM/IBE)

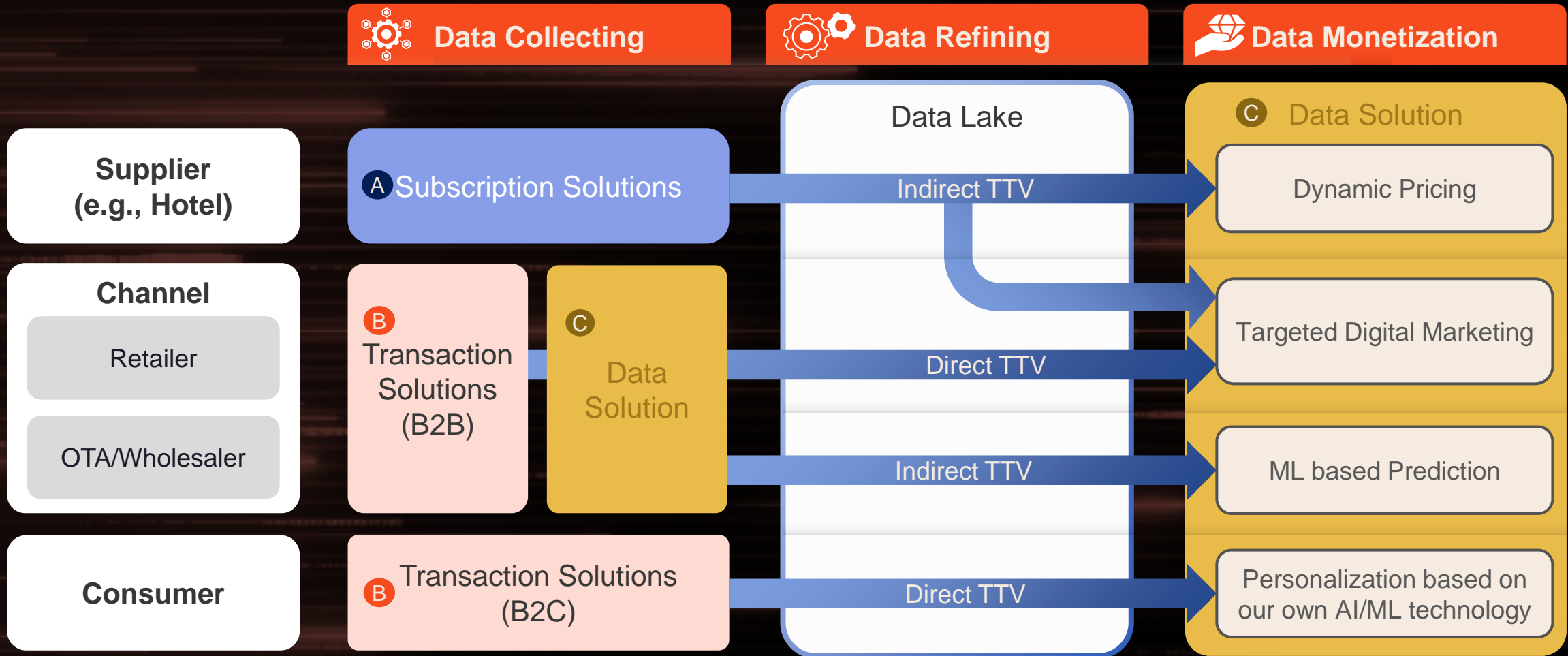
Res #	Booking Date	Guest Name	Room	Total	ADR	Source
2343	31/05	Mr. rajesh	Standard Room	10,500.00	0.00	
2344	30/05	Mr. Sagar n	Standard Room	2,240.00	2,000.00	
2343	30/05	Mr. tarun	Standard Room	3,136.00	0.00	
2342	30/05	Mr. sashi	Standard Room	5,000.00	4,464.28	
2344	30/05	Mr-jay-mishra	6-Bed Dorm	0.00	0.00	
2340	30/05	Mr. shamsunder	Deluxe Room	2,000.00	1,785.72	
2339						

Booking Management

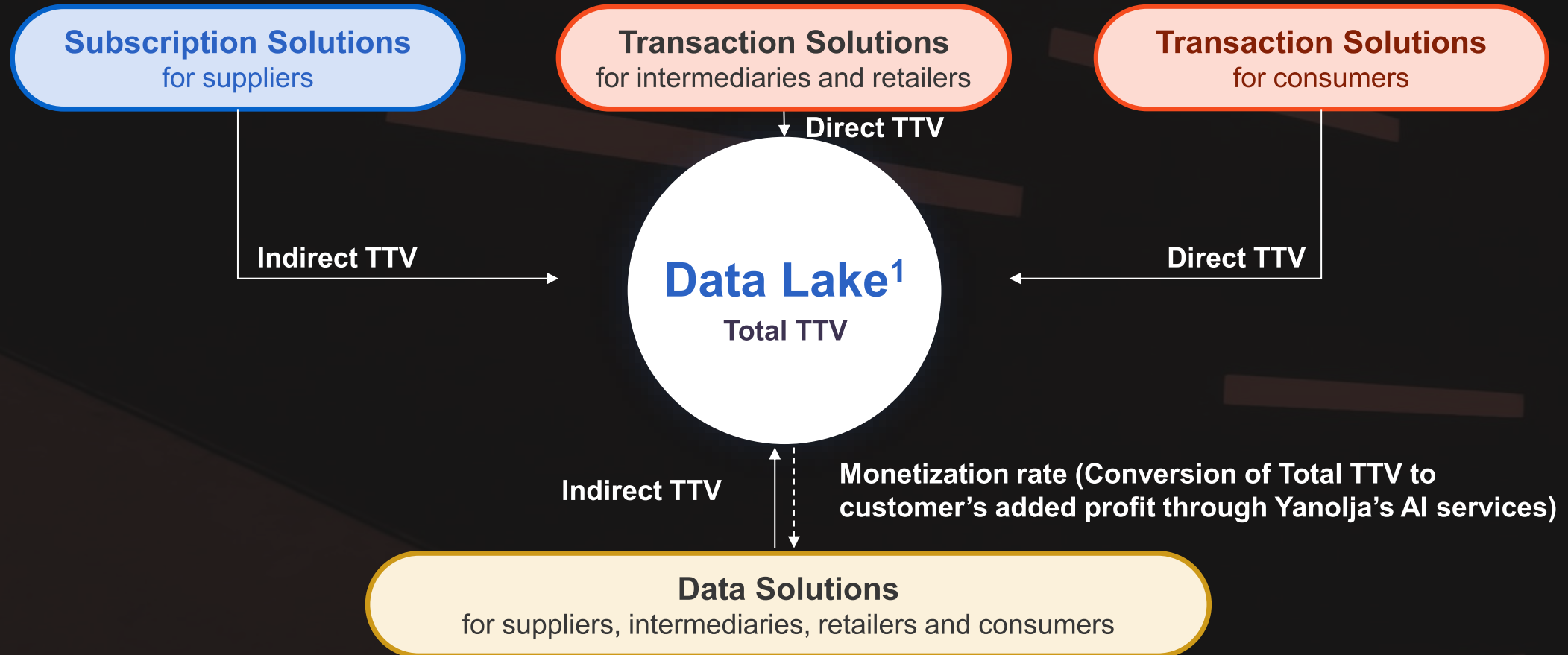


Website Builder Template

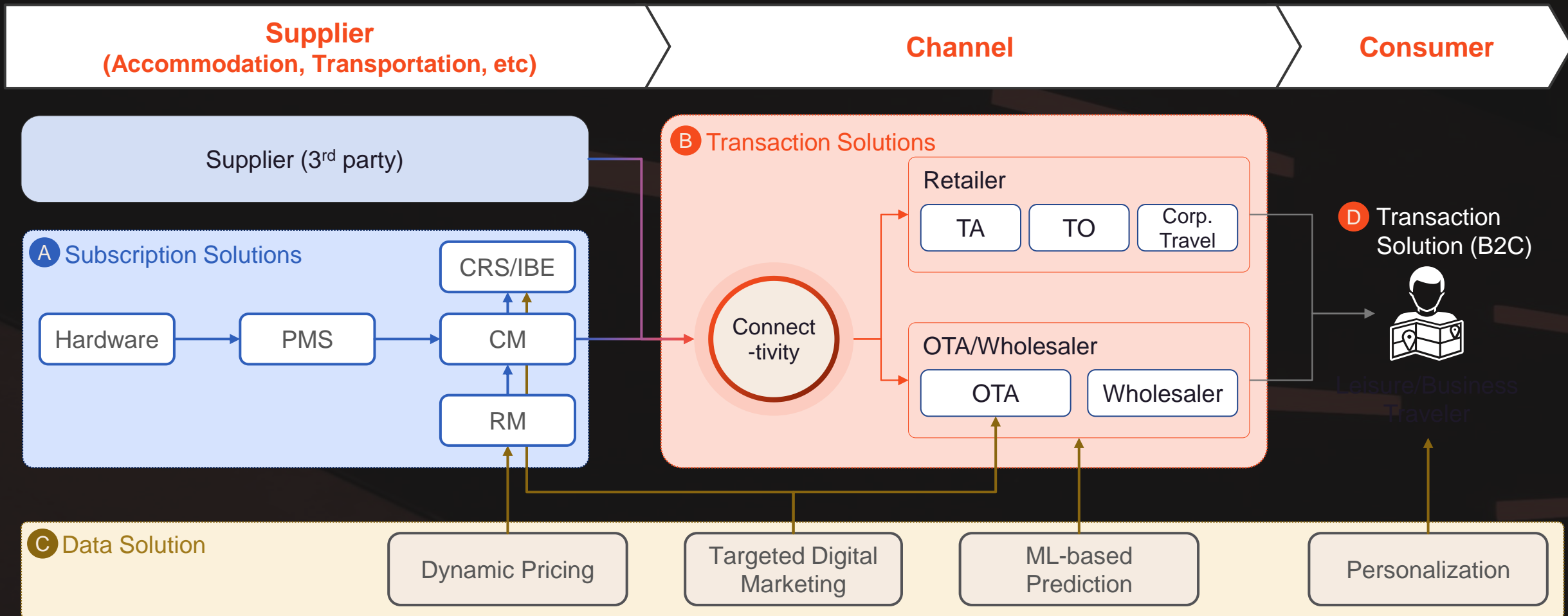
Our AI service offerings create additional profit for existing customers connected with data lake based on its AI/ML



Yanolja's B2B business consists of three solutions seamlessly connected with its data lake and total TTV



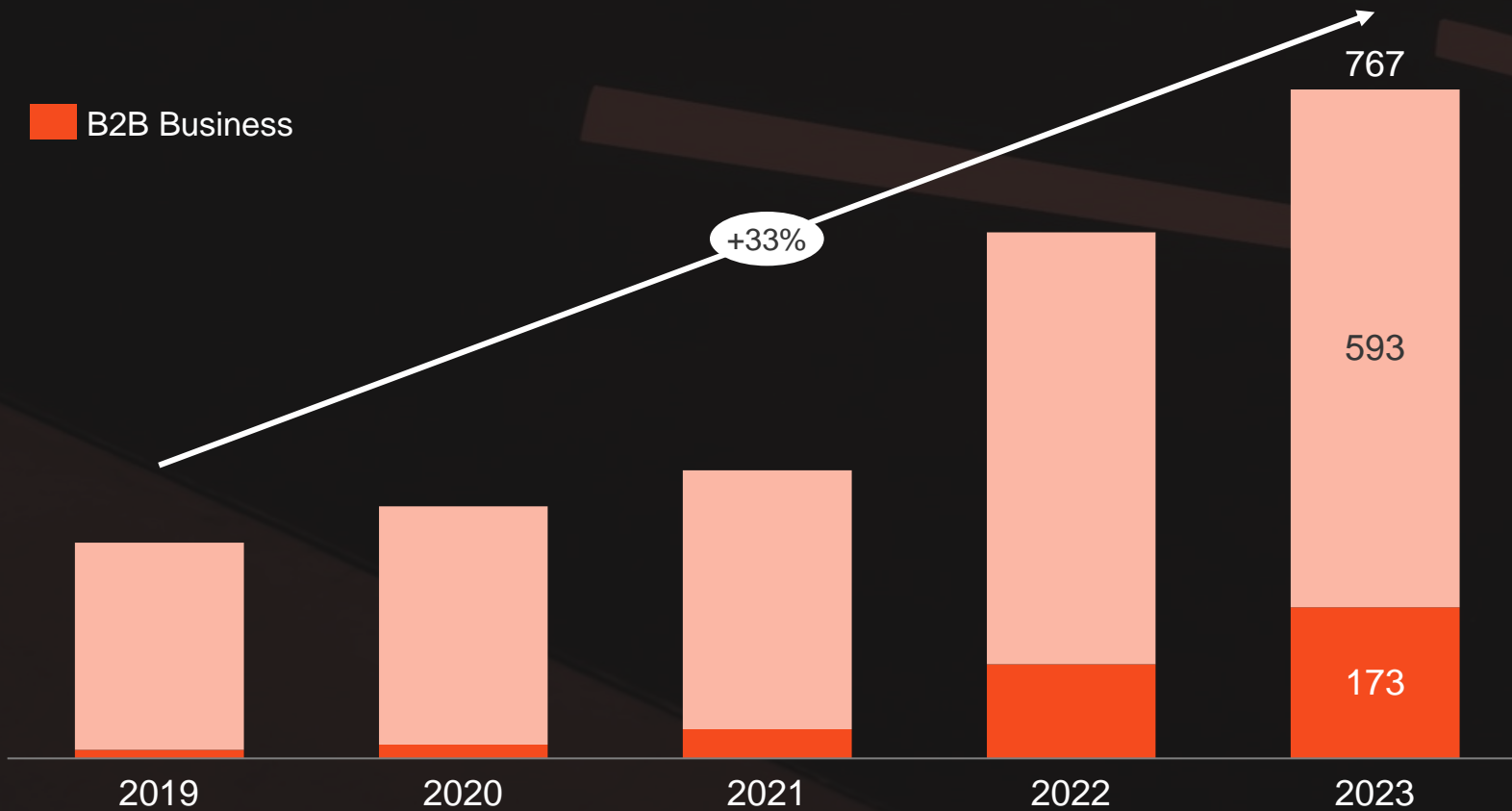
We are leading innovation that enhances data value across the entire value chain



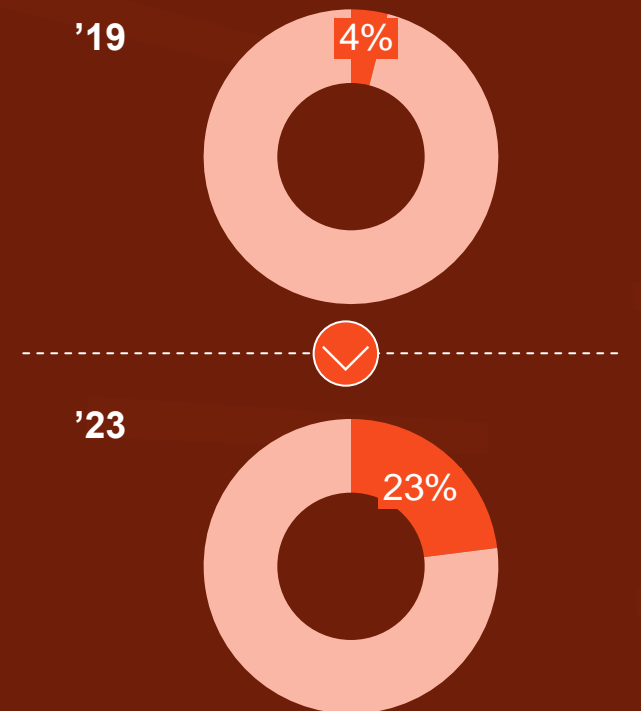
Yanolja's B2B business now accounts for a quarter of its revenue

Yanolja Revenue ('19 –'23)

(Unit: B KRW)



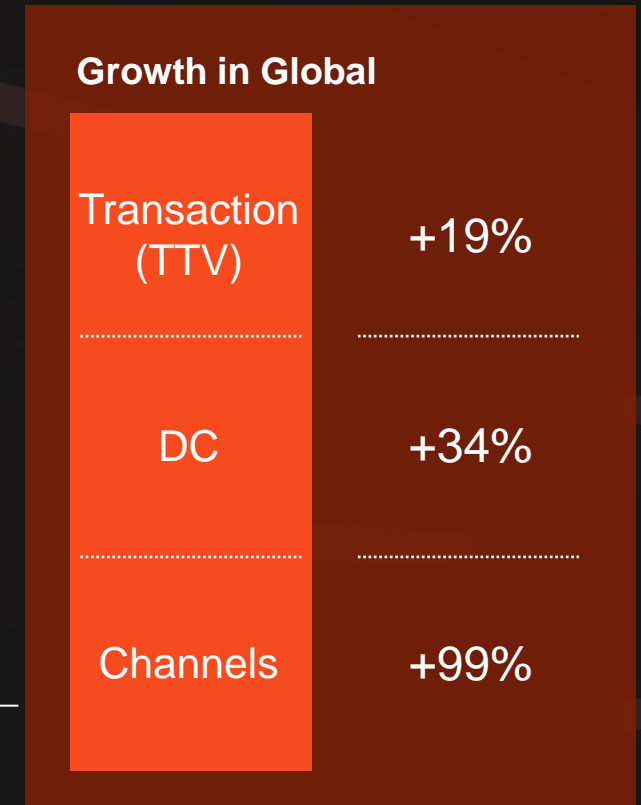
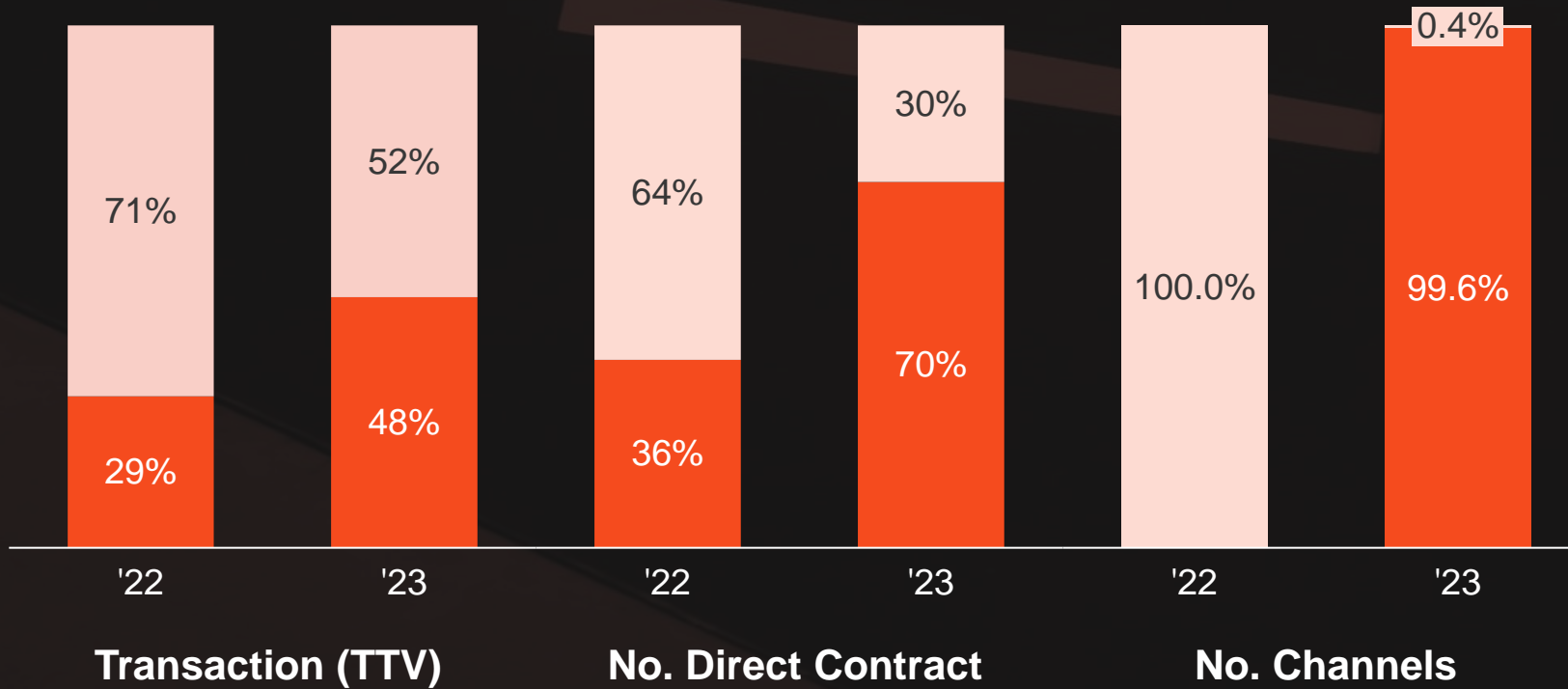
Proportion of B2B Business ('19 vs '23)



Also, Yanolja is expanding in the global market

Yanolja's presence in the global market

■ Korea ■ Outside Korea



As a result, Yanolja has achieved a position among the global top 10

	1st	2nd	3rd	4th	5th	6th	7th	8th	9th	10th
PMS	ORACLE HOSPITALITY	Cloudbeds	SynXis / Sabre	yanolja	protel	Shiji	amenitiz	VALSOFT	easybooking	HotelKey
Booking Engine	SynXis / Sabre	protel	yanolja	amenitiz	innQuest SOFTWARE	simpleBooking	AUTOCLERK	Profitroom	travelopro	guestcentric
Channel Manager	RateGain®	SiteMinder	yanolja	AMADEUS	d-edge HOSPITALITY SOLUTIONS	BookLogic	Cloudbeds	eRevMax The Gold Standard of Connectivity	amenitiz	STAAH
KIOSK	CANARY TECHNOLOGIES	LoungeUp GUEST ENGAGEMENT PLATFORM	Agilysys..	INTELITY	MEWS	HOTELBIRD	Chekin	yanolja	Duve.	NONIUS™ HOSPITALITY TECHNOLOGY

Yanolja's Mission – 10X

