

ProveLocal

INVESTOR DECK



WHAT IS PROVELOCAL?

An OTA for locals only.

An OTA for locals only bringing our members exclusive discounts on nearby hotels and resorts.

- Membership based
- Free to join
- Unpublished local-only rates
- New demand from loyal, frequent new customers

- Secure distribution to PL Members only
- PL Geofence ensures local viewership only
- Compliant with hotel rate parity agreements

Low CAC, High LTV



PROVELOCAL COMMUNITY

ProveLocal Pass Members are the heart of ProveLocal.

- A community of local residents
- Building a unique brand with a loyal customer base
- New demand for our hotel partners
- Young, hip, social, community

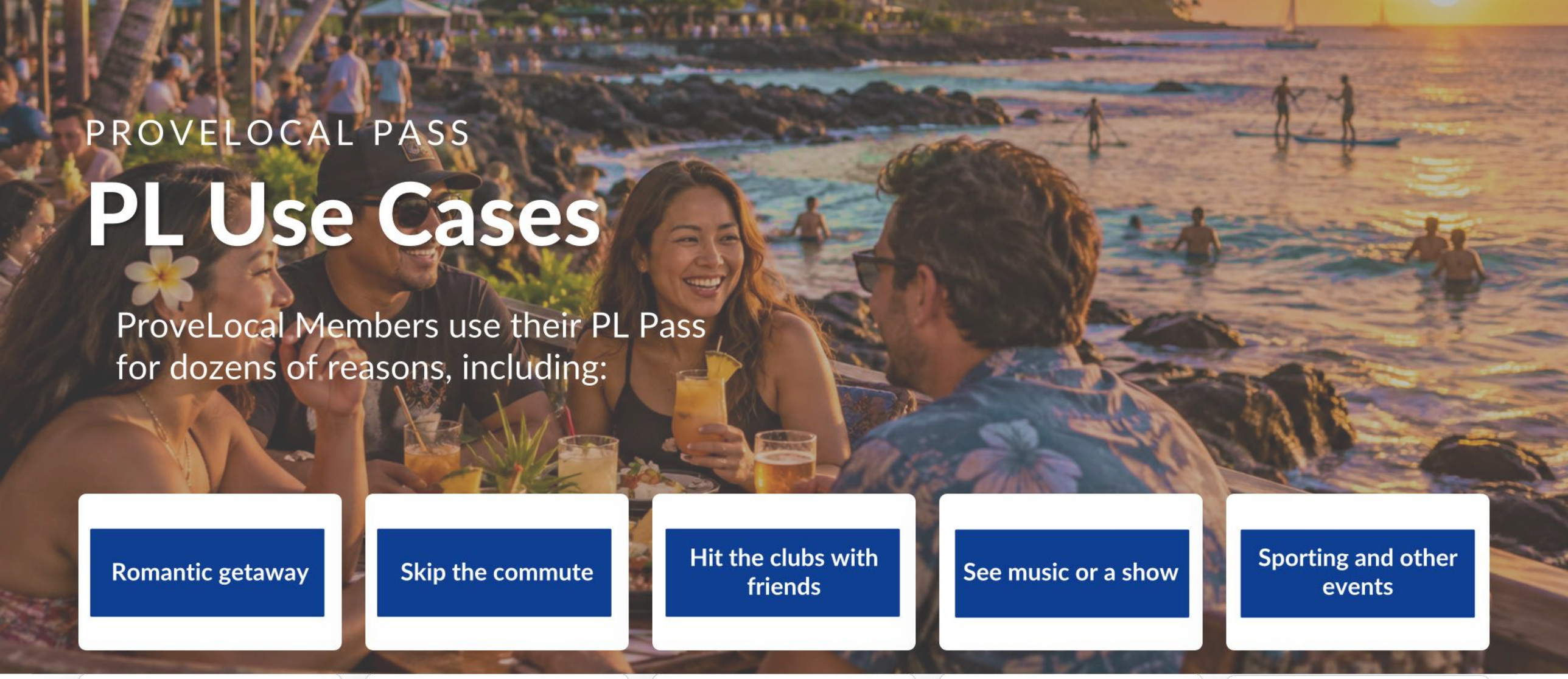
- Local-only rates on places to stay and things to do
- Positioning to be the OTA leader for local stays
- The go-to OTA for local stays and experiences
- The most sustainable OTA on the planet

STRATEGIC PARTNERSHIPS

PL Hotel Partners

We expect to have strong strategic partnerships with all of the major hotel chains.





PROVELOCAL PASS

PL Use Cases

ProveLocal Members use their PL Pass for dozens of reasons, including:

- Romantic getaway
- Skip the commute
- Hit the clubs with friends
- See music or a show
- Sporting and other events
- Family staycation
- Mother-in-law is visiting
- Weekend getaway
- Babysitter needs work
- Group outings

INITIAL MARKETS

PL Initial Markets

We are launching in Hawaii before bringing ProveLocal to cities and regions throughout North America.

Hawaii first

- ProveLocal Hilo
- ProveLocal Kona
- ProveLocal Honolulu
- ProveLocal Maui
- ProveLocal Kauai

Then North America

- ProveLocal Cape Cod
- ProveLocal San Francisco
- ProveLocal Nashville
- ProveLocal Seattle
- ProveLocal Denver







COMPETITIVE LANDSCAPE

PL Competitors

We are the only OTA distribution channel with a Membership based local only customer.

Competitor	Brands
Expedia Inc.	Expedia, Hotels.com, Travelocity, Orbiz
Booking Holdings	Booking.com, Kayak, OpenTable, Priceline
Airbnb	HotelTonight
TripAdvisor	Viator
GetYourGuide	–
Peek	–
ResortPass	–
Groupon	–

Team



Brian MacKenzie

CEO



Sean Bradley

CTO



Anthony Foronda

Brand



Tara Bastura

Partnerships



Chris Burton

Operations

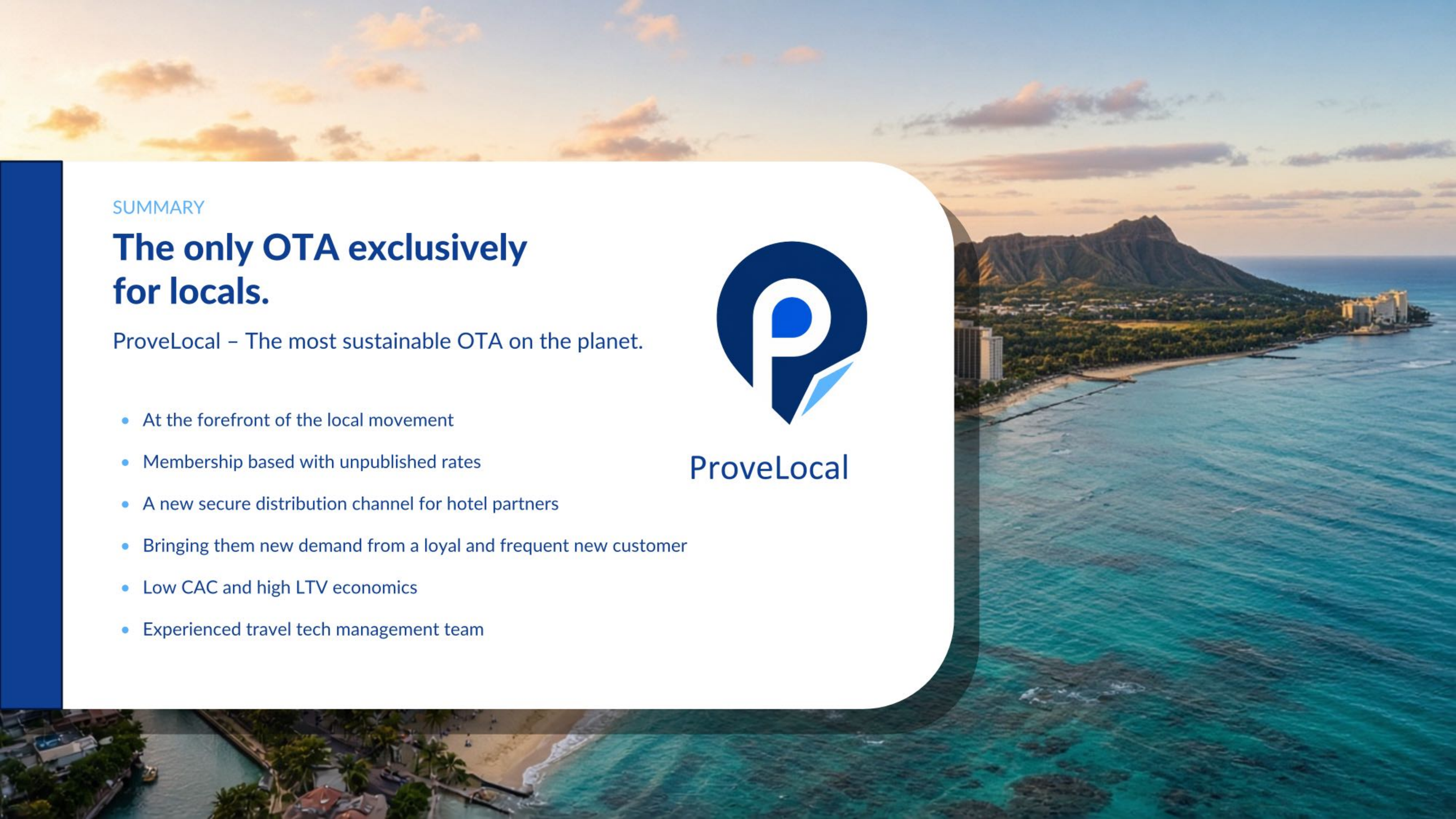
SUMMARY

The only OTA exclusively for locals.

ProveLocal – The most sustainable OTA on the planet.

ProveLocal

- At the forefront of the local movement
- Membership based with unpublished rates
- A new secure distribution channel for hotel partners
- Bringing them new demand from a loyal and frequent new customer
- Low CAC and high LTV economics
- Experienced travel tech management team



ProveLocal

The Most Sustainable Online Travel Agency on the Planet