

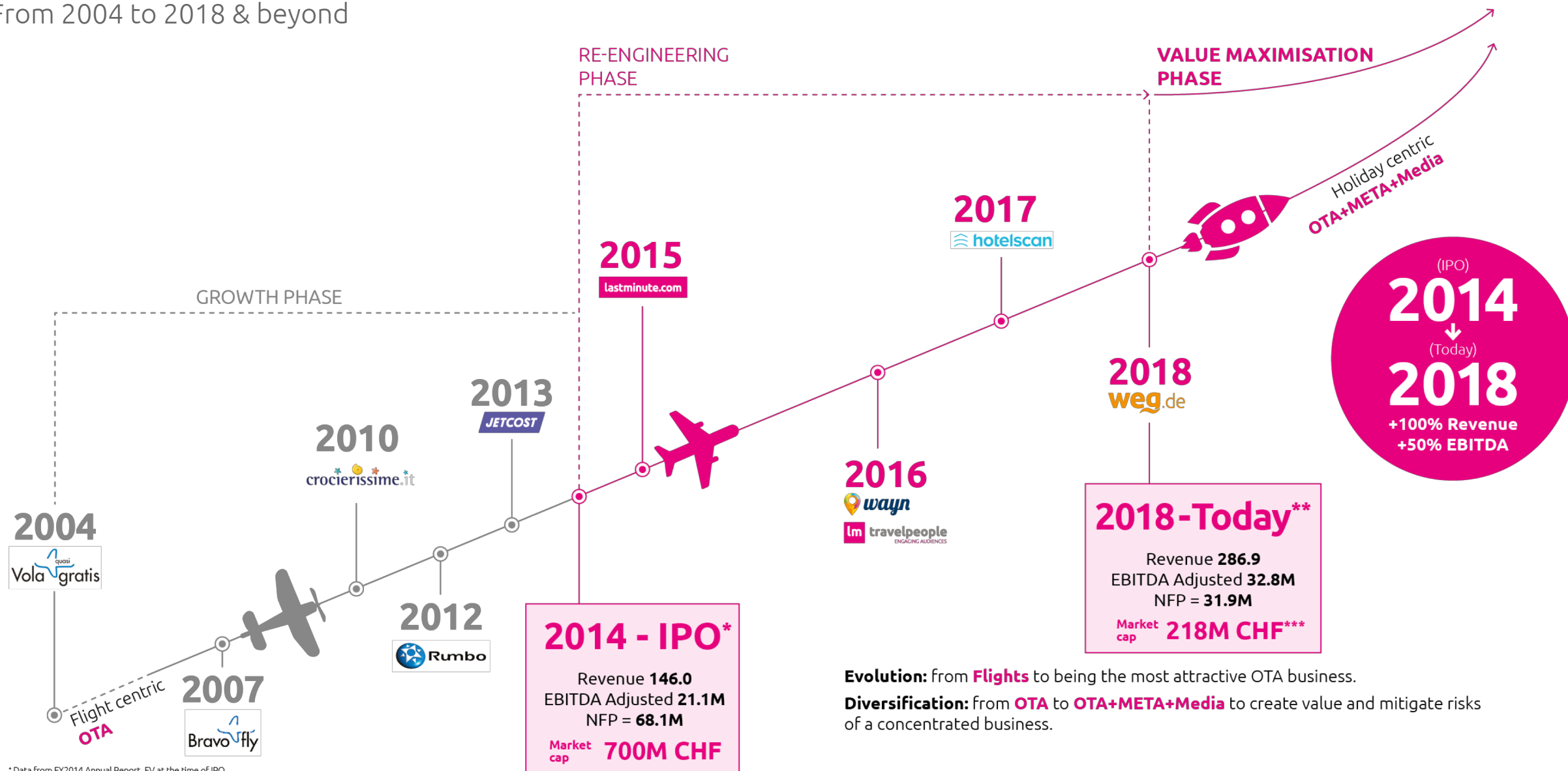


group



Our journey through time

From 2004 to 2018 & beyond



* Data from FY2014 Annual Report, EV at the time of IPO

** Data from FY2018 Annual Report, EV at the time of the announcement of preliminary unaudited FY2018 results
*** As of 31/12/2018

We wanted to “flag”
our record year:
**2018 was the year
to celebrate
the pink plus!**



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volagratis

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hotelscan

JETCOST

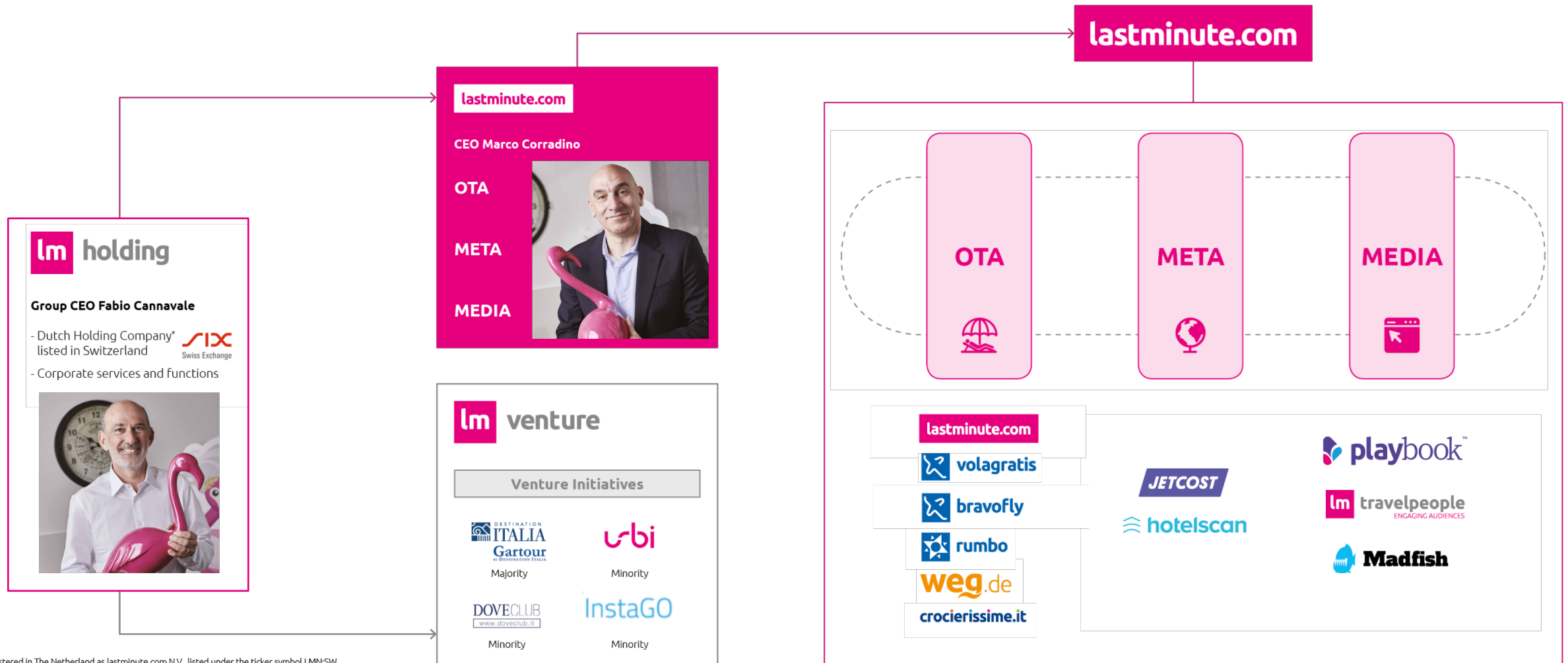
lm travelpeople
ENGAGING AUDIENCES

Madfish

playbook™

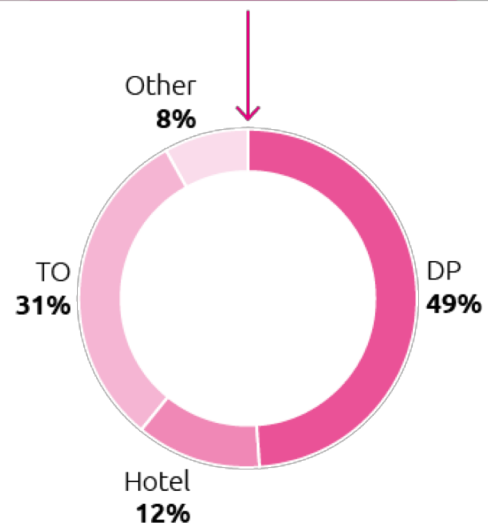
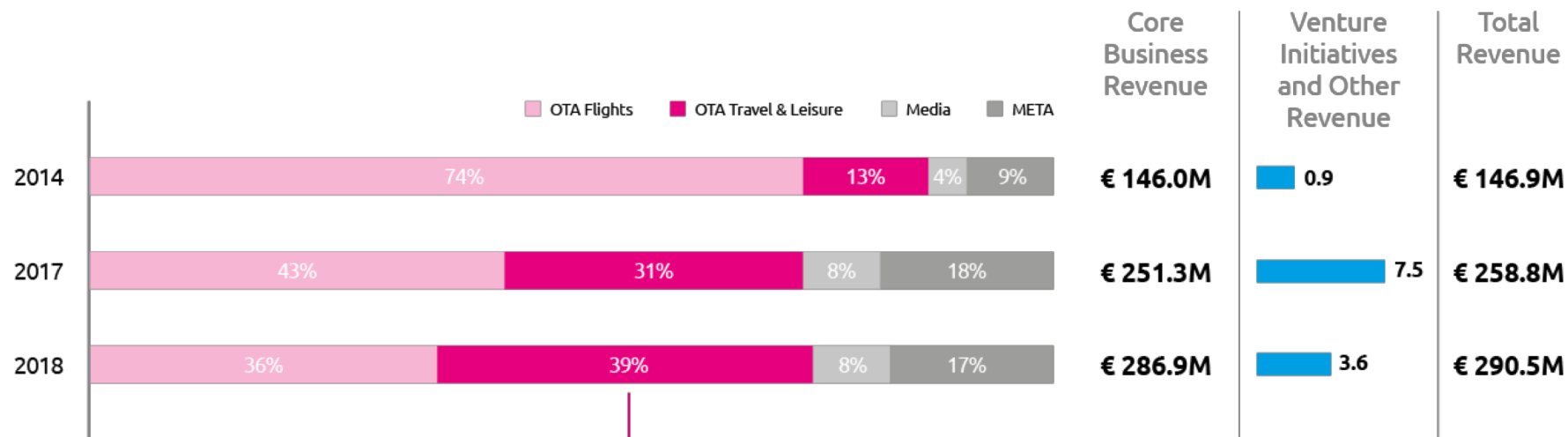
lm group is...

lastminute.com & lm venture



Our business mix

From flight-heavy to a balanced OTA model



Packaged products (DP+TO)
count for 80% of Travel & Leisure
business

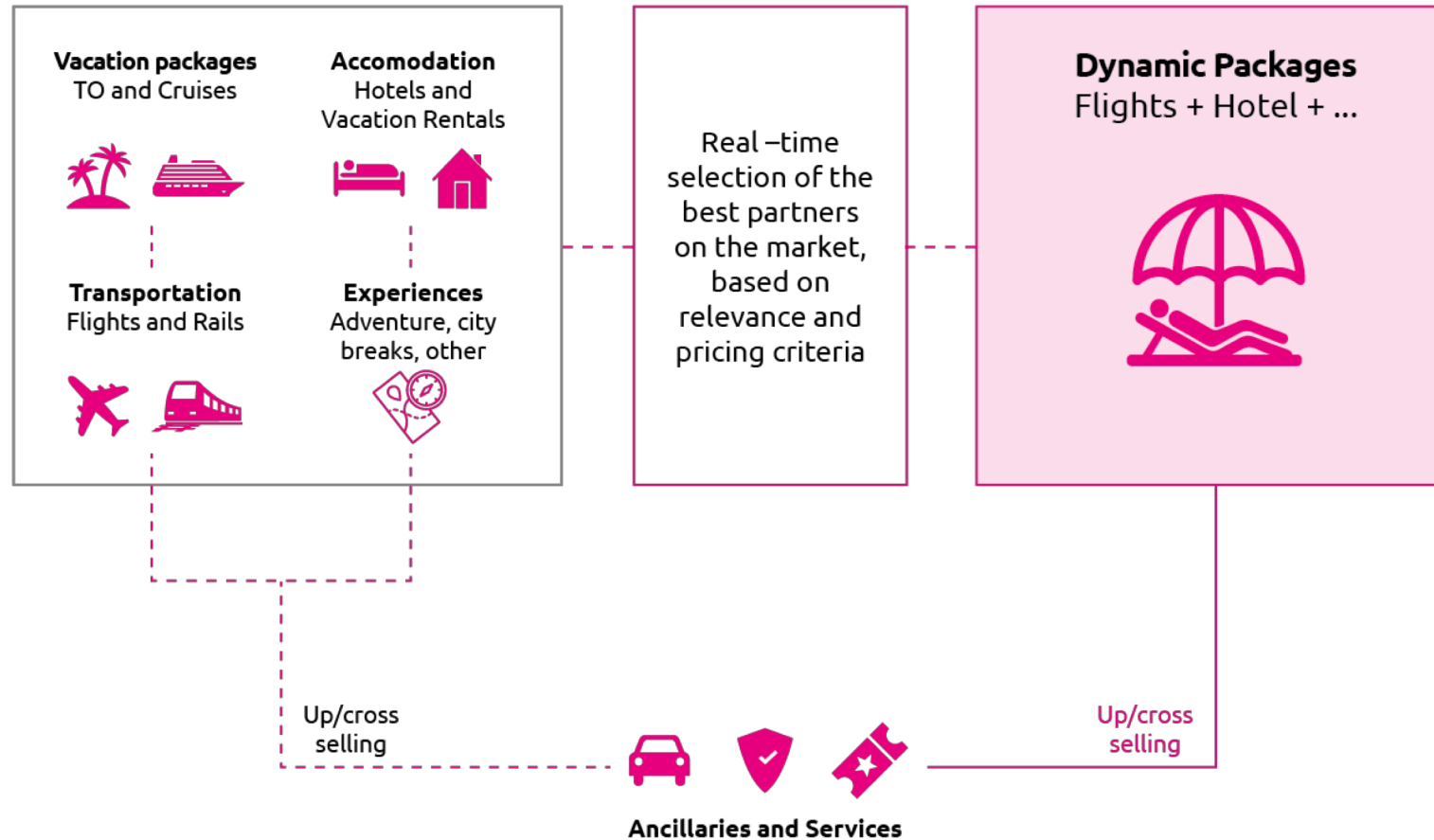
Online Travel Agency

Fully licensed & bonded

We sell a wide variety of travel related products and services on a stand-alone basis: flights, hotels, experiences...

...OR...

...we may act as your own personal holiday specialist since we can dynamically build your vacation package based on your own preferences and let you save money



Up/cross selling: along the whole customer journey and search/booking phases via push-pull interaction

A digital holiday specialist

Dynamic Packages – Revenue evolution



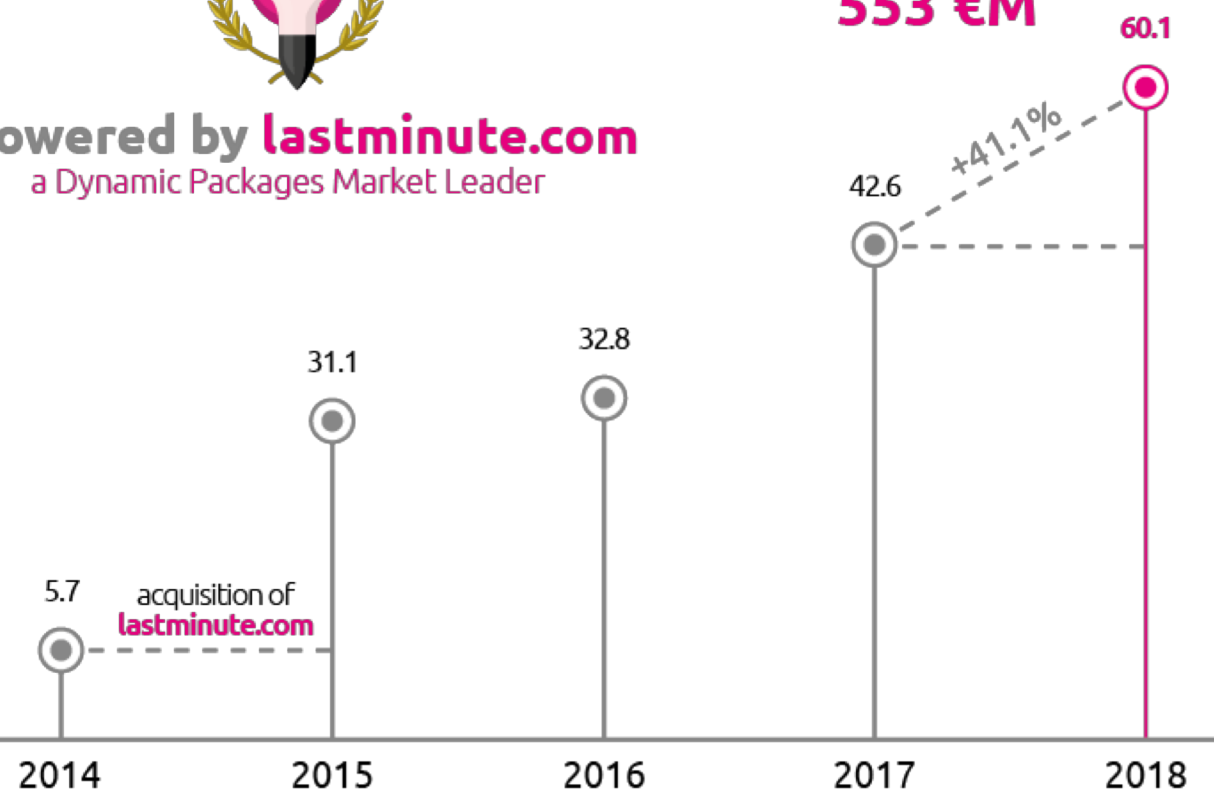
lastminute.com

Within OTA, our Dynamic Packages business is how we are smashing the holiday market. The company and the customer benefit from a unique value proposition that reflects into higher margins for lastminute.com and lower fares for travellers. We are leader in the field thanks to strong investments made in the past years that justify today our significant advantage against direct competitors and traditional offline Tour Operators. Our recent launch of B2B partnerships with large players in the field, through which we provide our technology to create holiday solutions dynamically, consolidates the perception of a Market leadership.



Powered by lastminute.com
a Dynamic Packages Market Leader

2018 GTV
553 €M

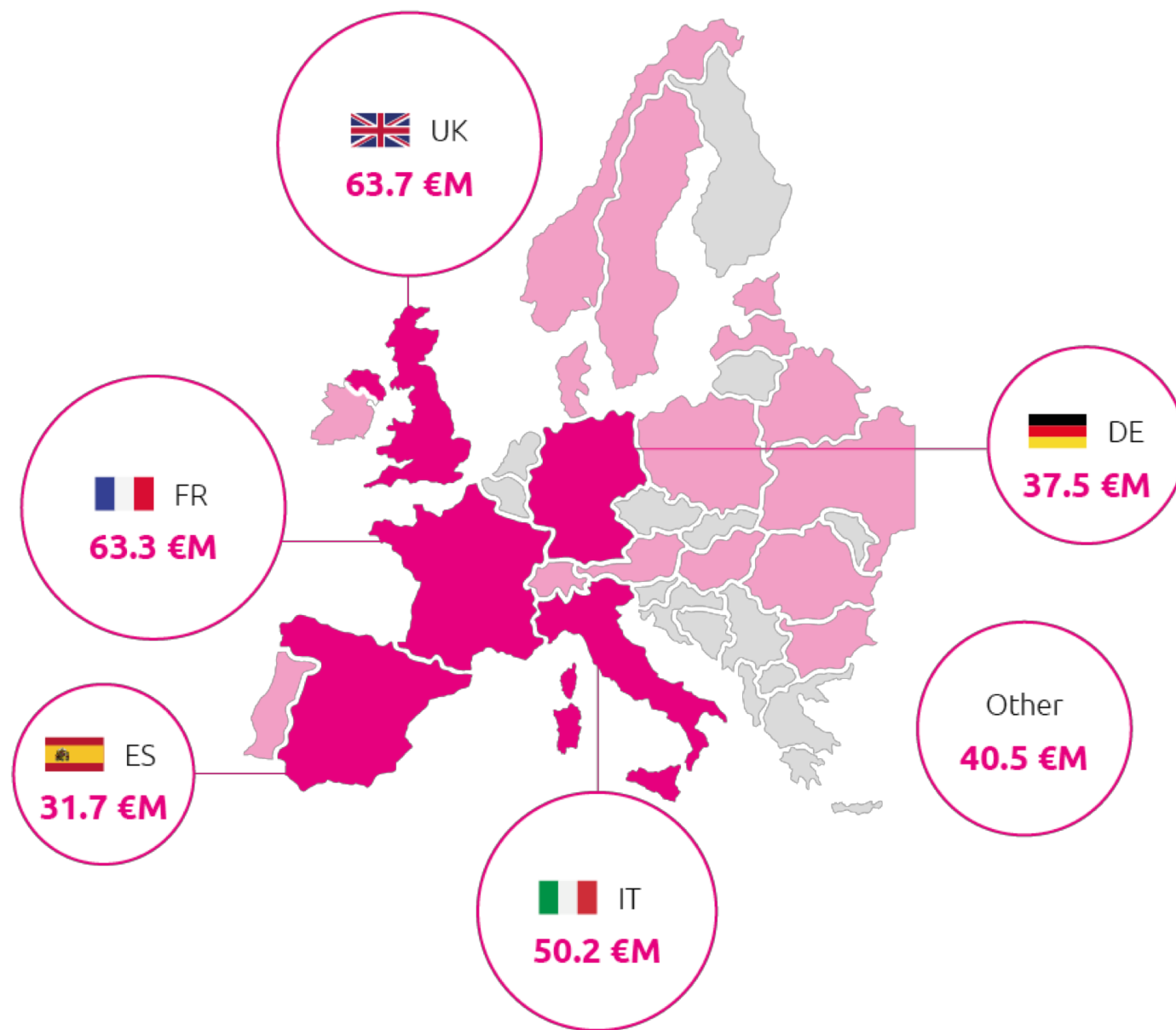
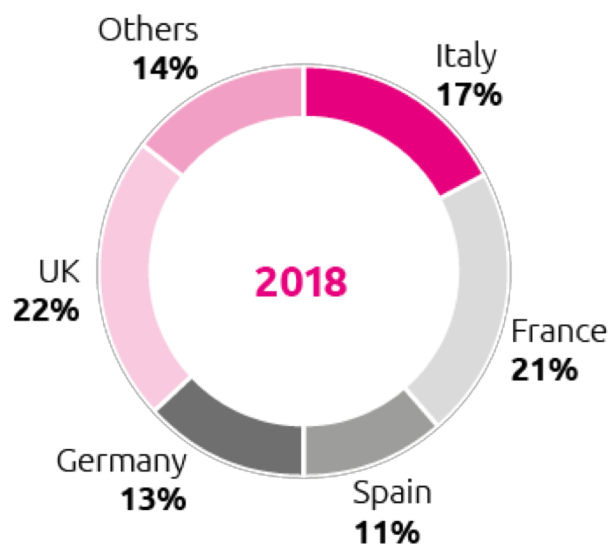


Geographical reach & share

across Europe & beyond



A well balanced geographical reach, backed by a leadership position in the main European countries



Established 1998, an internet pioneer

1998

[illegible]

2010

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How are you feeling? (has 2010 put you in a flogood or fbadmood? tell the nation). [tweet about it now](#)

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top ski deals from £150

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weekly hotel deals fr £20
best budget offers
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top destinations

winter sun deals	ski holidays
3* cpa fr £624	3* bulgaria fr £193
4* barbados fr £845	2* france fr £159
2* taha fr £439	3* france fr £559
4* cyprus fr £390	3* canada fr £481
4* france fr £239	3* france fr £481
4* sharm elsheikh fr £349	3* italy fr £359
4* dubai fr £499	4* ireland fr £359
3* mexico fr £584	3* australia fr £248
4* hurghada fr £491	3* andorra fr £268
last second deals	more ski deals

thinking of going out?

[theatre picks of the week](#)

sister act up to £28.25 off from £25
wicked top price down to £35 from £15
cat on a hot tin roof £10 off top 2 prices from £10
priscilla up to £20.25 off from £20
more great theatre ticket deals

[spa bestsellers](#)

[great going out deals](#)

great experiences

cupcakes & cocktails 3 for 1
do something in london 20% off
chocolate making 20% off fr £27
more great experiences

[good stuff at The O2](#)

eddie kaid on sale now
strictly come dancing on sale!
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more good stuff at The O2

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return dates:
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how many people can travel?
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(+12) (2-11) (0-2 months)

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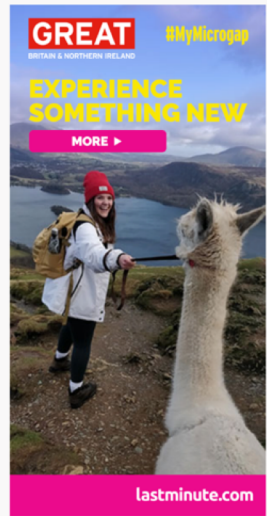
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