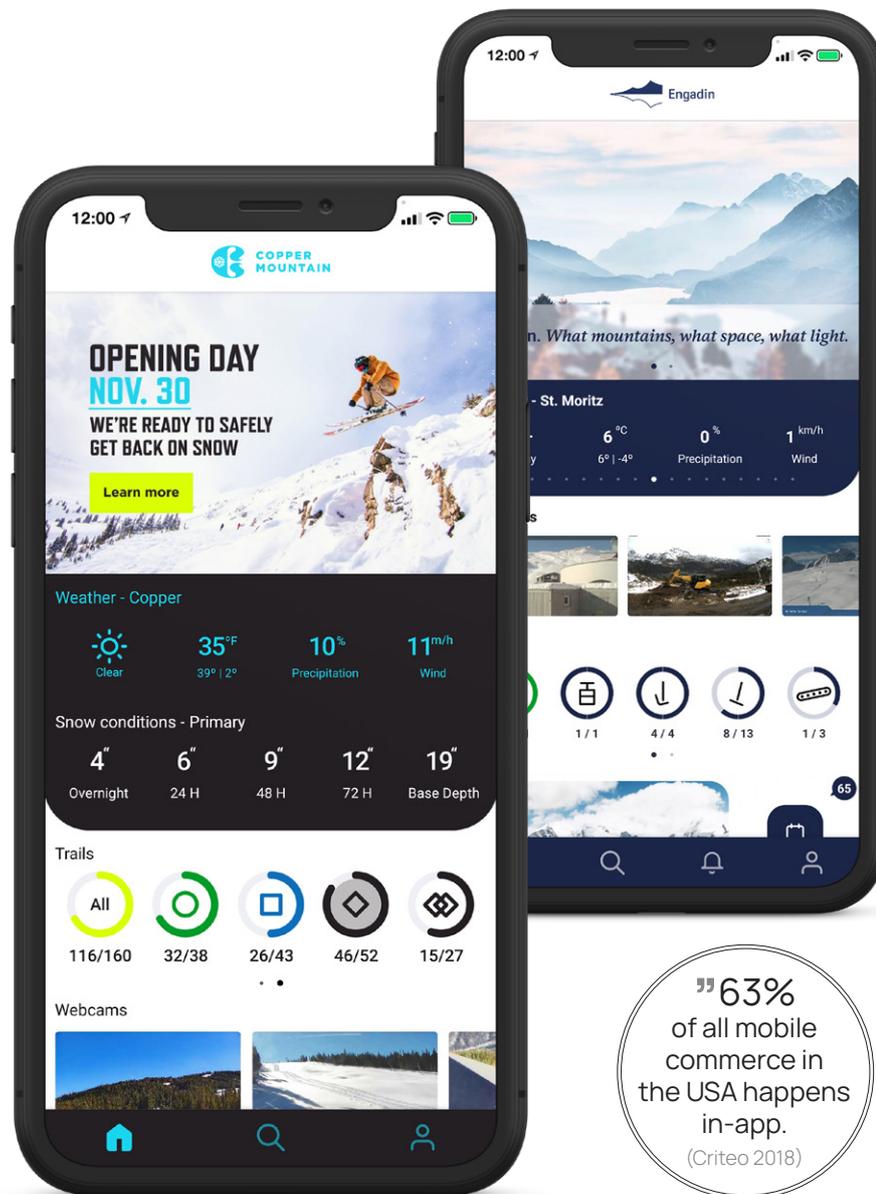




# App Platform

Spotlio®



An app that makes your brand shine and lets customers explore your destination from their mobile devices or web.

A direct communications & sales channel for destinations and all their participating businesses and suppliers that:

- ✓ Builds brand identity and online reputation
- ✓ Turns visiting and local customers into loyal brand ambassadors who share
- ✓ Enriches the customer experience with the latest mobile functionalities
- ✓ Provides qualified contacts and powerful data & analytics

”63%  
of all mobile  
commerce in  
the USA happens  
in-app.  
(Criteo 2018)

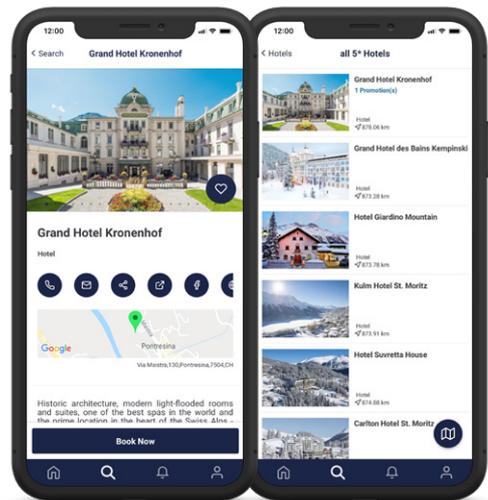
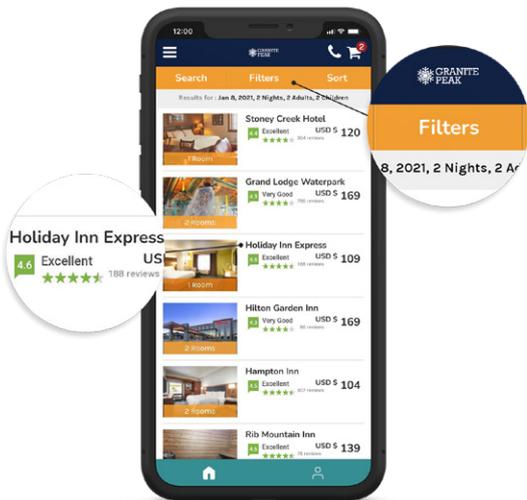


### INFO KIOSK

Delight your visitors with fun and informative Destination Info Kiosks. With our flexible platform your visitors can enjoy the full app experience on large format.

- ✓ We have been active since 2012
- ✓ 80+ customers in 9 countries
- ✓ Operates out of Barcelona, Saint Moritz and the USA
- ✓ 1 million Monthly Active Users
- ✓ \$150+ million online revenue through our platform





### DIRECT BOOKING

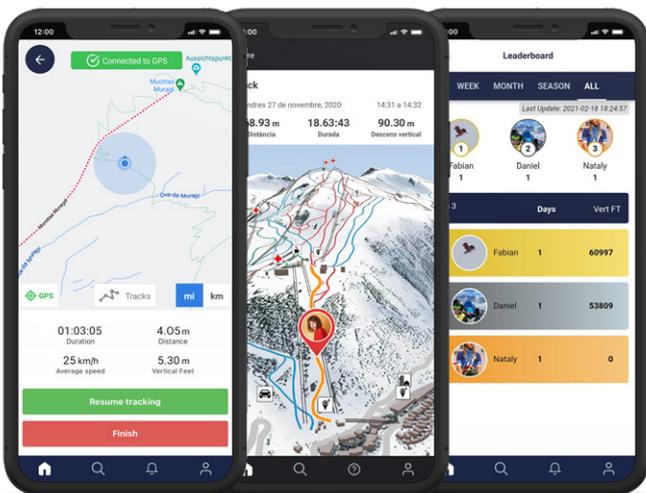
Powerful in-app online sales tools such as:

- ✓ Integrated mobile-first booking
- ✓ Last minute offers
- ✓ Mobile payment
- ✓ Promotions, QR redeem codes, ticketing & mobile coupons
- ✓ Community-creating loyalty tools
- ✓ Segmented push notifications for targeted customer communication

### BUSINESS DIRECTORY

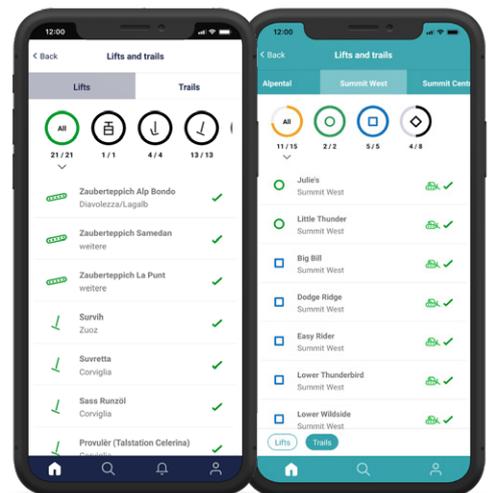
Integrate and empower local business participants with a complete set of intelligent tools:

- ✓ Business directories with fast search and intuitive filter options
- ✓ Powerful customizable business profiles with:
  - multimedia banners
  - call to action buttons
  - promotions
  - interactive localization maps
  - direct contact buttons and more...



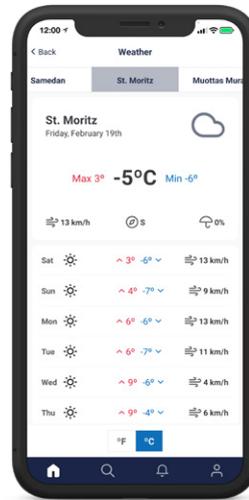
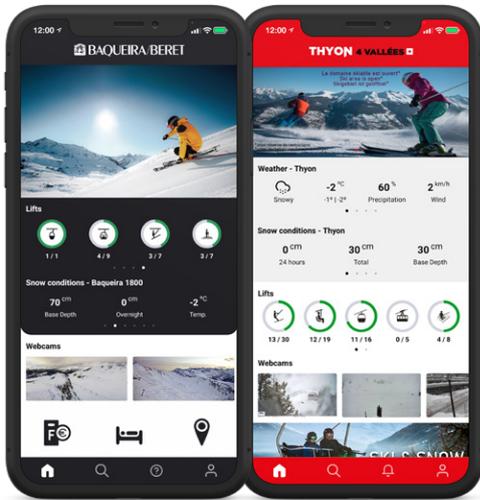
### GPS TRACKING AND LEADERBOARD

GPS Tracking and Leaderboard let guests and locals track their performance and show them to their friends at the destination. Also, thanks to the active GPS module, app owners get motion data that helps them understand customer flows and optimize the customer experience.



### LIFT AND TRAIL STATUS

Our real-time Lift and Trail Status widget provides up-to-date information on the status of slopes, lifts and grooming. It can be connected to existing status management systems or offered with our own state-of-the-art solution.



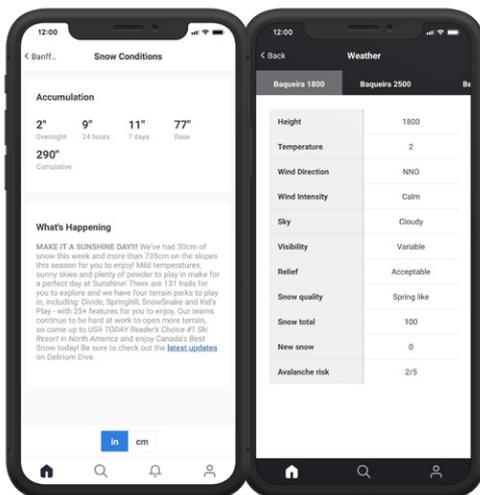
### SMART BANNERS

Give instant customer gratification with Smart Banners that show engaging information directly from the homepage. Without having to click on anything, customers are presented with information such as :

- ✓ Weather conditions
- ✓ Snow conditions
- ✓ Webcams
- ✓ Lift status
- ✓ Grooming
- ✓ More, depending on the live data feeds available

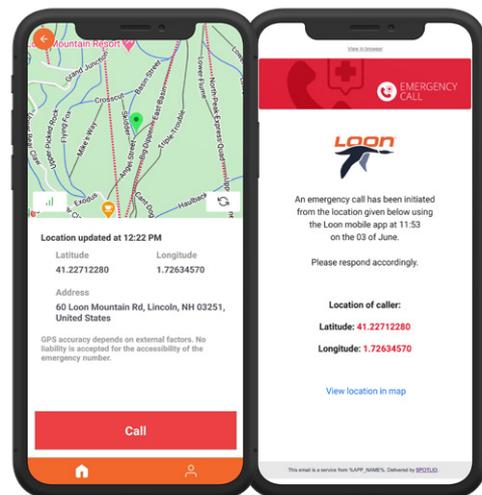
### WEATHER

With SPOTLIO's weather widget you can offer your app users accurate, up-to-the-minute information on all weather related aspects in your resort and local area. Help your guests plan their stay and activities with a customizable weather widget that meets your specific destination requirements.



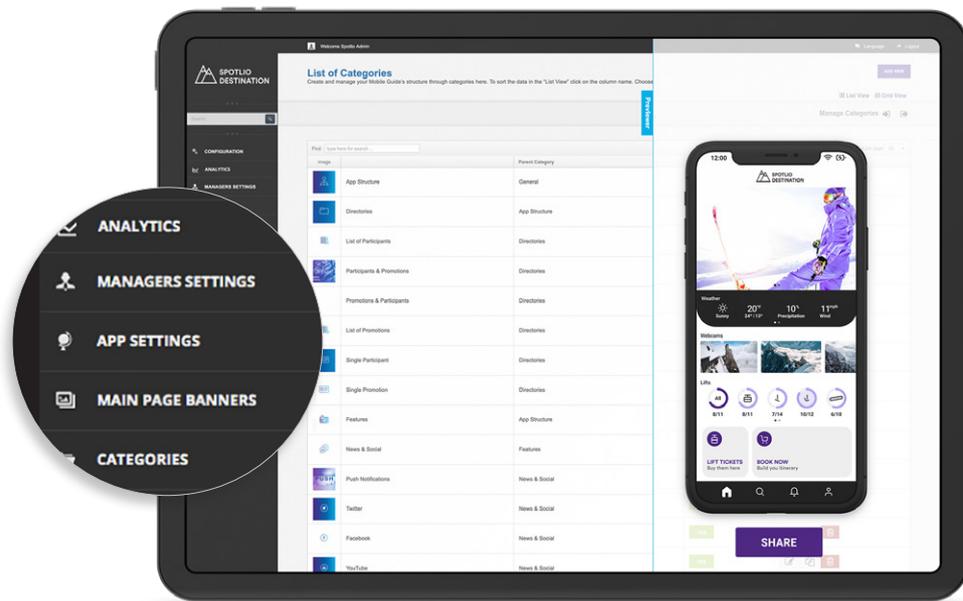
### SNOW CONDITIONS

One of the most customer-requested widgets giving the very latest information regarding the snow condition status of each mountain or area. This allows skiers, walkers and snowboarders alike to make the very best decisions based on their level of ability and their specific requirements.



### EMERGENCY CALL

To increase the safety of your guests we developed the Emergency Call widget. This allows anyone who needs emergency assistance to make an automated call to the appropriate service provider. It also automatically shares their exact GPS location coordinates so that, when seconds count, they can be found quicker.



### MANAGEMENT CONSOLE

Total control for app owners

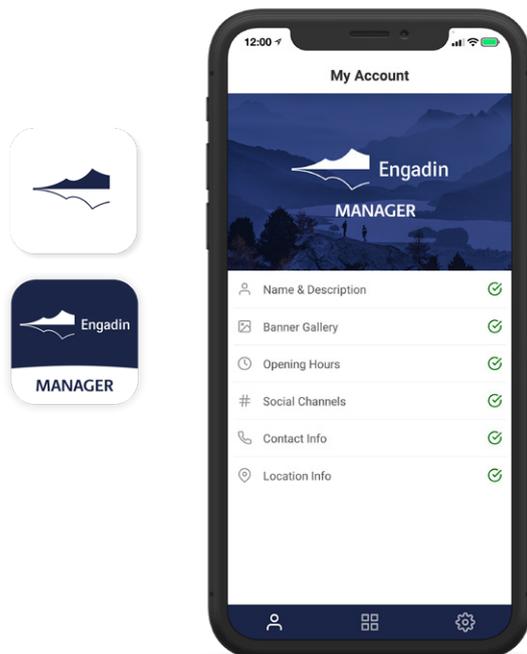
App owners can use the Management Console to make content and structural changes including:

- ✓ Update content in real-time
- ✓ Manage app participants
- ✓ Change layout and design
- ✓ Access design templates
- ✓ Designate roles and manage accounts
- ✓ Control communications

Control for app participants

App business participants can also use the Management Console to:

- ✓ Manage their app presence
- ✓ Create detailed profiles
- ✓ Communicate in real-time with app users
- ✓ Launch promotions and special offers
- ✓ Access powerful analytics

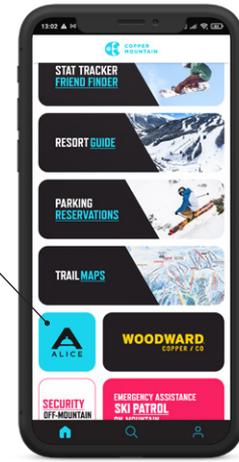
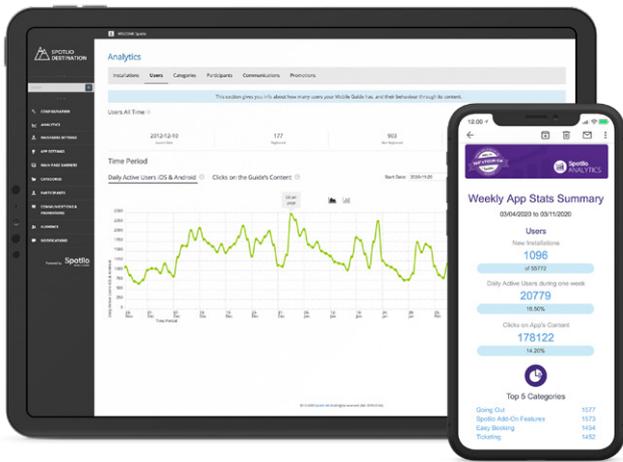


### MANAGER APP

Control for app participants on the go

Your Destination App also comes with an optional easy-to-use Manager App which allows participating businesses to update app content directly from their mobile devices and:

- ✓ Create and manage their participant profile
- ✓ Connect images, videos, audio and other files to their profile
- ✓ Communicate in real-time with app users
- ✓ Launch promotions and special offers
- ✓ Access promotion templates



### MAKE DECISIONS BASED ON DATA

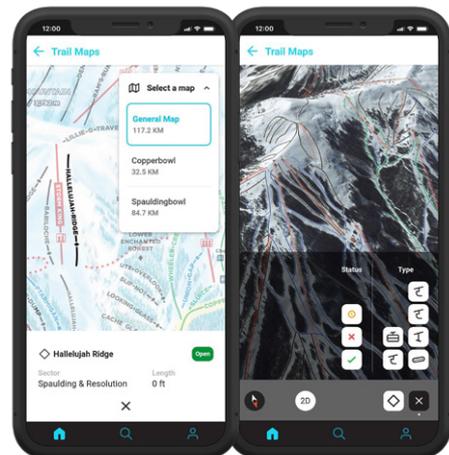
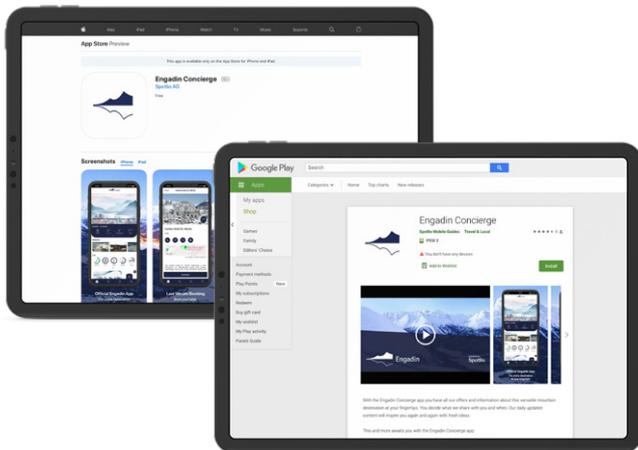
App owners have access to powerful analytics via the Management Console including:

- ✓ Weekly App Stats Summary email
- ✓ Map views showing geospatial data
- ✓ User information such as preferences, interests and usage; available as a downloadable csv to be imported into Mailchimp.

### 3<sup>RD</sup> PARTY SYSTEM INTEGRATIONS

Built with the latest technology our apps offer easy integration with native widgets and almost any third party API and SDK such as:

- ✓ Loyalty
- ✓ Commerce, ticketing and more...
- ✓ Weather and snow conditions
- ✓ Friend Finder
- ✓ Customer Relationship Management



### APP PROMOTIONAL TOOLS

To ensure your app succeeds we provide a range of effective promotional tools:

- ✓ SEO support
- ✓ Online Reputation Management
- ✓ A professional app store presence
- ✓ Regular app updates
- ✓ Supporting marketing and tutorial material

### MAP PLATFORM

Customizable and interactive 2D and 3D maps that support:

- ✓ Resort Maps (Slopes, Hiking, Biking, Units)
- ✓ Localization of business and POI's
- ✓ Products bookable direct from the map
- ✓ GPS Tracking and Leaderboard
- ✓ Management console with interfaces with manage map content

A complete mobile app platform that builds, maintains, promotes and updates your app to ensure you always have the latest customer-winning technology and design that strengthens brand identity and grows revenue.