

VroomVroomVroom
We *compare* car hire

V2B travel
technology

Let us **drive** your
car rental technology

From the CEO

On behalf of the Southern Hemisphere's largest car rental OTA I would like to thank you for your interest in becoming a VroomVroomVroom technology partner.

We have a full suite of car rental technology solutions for businesses that we like to call our V2B offering. These include White Label Page Templates and Search Widgets, API, SDK for Mobile Apps, a Tech-Only option for those who want to control the UX together with exclusive price offers designed for Closed User Groups.

At Vroom, we pride ourselves on our strong customer focus, relentless innovation and speed of execution.

After 16 years of operation in the Australian travel industry and well over 2 million rentals globally, our booking technology, knowledge, experience and local insights are second to none.

As a fast-paced technology company, we know we're only as great as our last performance and this inspires us to continue to grow and innovate for a sustainable future.

We provide B2B car hire solutions for Major Travel Sites, Airlines, Airports and other partners. I'm confident we will deliver an amazing experience for your customers and strong results for your business.

A stylized, handwritten signature in white ink, appearing to be 'MB.' with a flourish.

Mike Boyd - Managing Director and Group CEO

About VroomVroomVroom and V2B

VroomVroomVroom is a technology and marketing company specialising in car hire comparison and travel content.

Founded in Brisbane in 2001, Vroom is the Southern Hemisphere's largest car hire comparison site and booking engine. Our HQ is in Brisbane, Australia with regional operations in Hong Kong, the UK, USA, and the Philippines. Today, we're a growing team of 60+ travel industry specialists.

Vroom maintains its premier status through specialist travel content and partnerships with the world's leading car hire companies. Our technology puts travellers in cars in every destination our partners operate.

Our custom interface seamlessly integrates our car hire process with your existing website, enabling your customers to compare and request car hire as part of their travel experience.

We think locally, act globally and move incredibly quickly.

Our Car Hire Partners

Vroom partners with the largest domestic and international car hire companies to provide rental options at your customer's destination.

Vroom has long-standing relationships with all Tier 1 suppliers. As discussed, we can tailor our booking engine to display two of your preferred suppliers.

Partners are located at all major outbound destinations, including all domestic and major international airports.

We are the market leader in the Southern Hemisphere and book cars for customers globally.



Our Product Suite



White Label Pages: We can build you a bespoke car rental landing page either in your full branding to match the rest of your site or co-branded with Vroom.



Search Widgets: We can provide you search widgets to insert on relevant content pages on your site, post purchase on a booking confirmation page or add to a follow-up EDM.



Direct API: Off car rental as an add-on in the booking path and watch your conversion soar with our slick API that displays live inventory directly from suppliers.



SDK for Apps: Add a new dimension to your app (and a new revenue stream) by using our SDK to offer car rental search in your App.



Tech-only Solutions: Have your own agreement with car rental suppliers? Have your own call centre? Not a problem you can use our tech-only offering where we take a small clip per transaction.



CUG Offers: Due to our size we are able to secure exclusive rates for closed user groups. If you have a Members Club or Loyalty Program chat to us about being your strategic car rental partner.

Additional Services & Value Add-ons

Customer Support

Vroom handles all customer contact related to car hire. Our customer care team is available via phone, email and live chat to ensure an easy booking experience.

Conversion Optimisation

Vroom uses sophisticated software tools to track, measure and optimise all stages of the booking path for the best experience and highest conversion.

Membership & Loyalty Programs

Working closely with our partners, we integrate the major loyalty and Frequent Flyer programs into the booking experience.



Specialty Travel Content

Vroom has created over 10,000 pages of specialty content for the Australian traveller. Content marketing is at the core of our successful customer acquisition strategy.

Our content highlights the best leisure and exploration adventures across Australia, New Zealand and the rest of the world.

Vroom will engage with you to develop specialty travel and editorial content for your site.

The quality of our specialty content maintains Vroom's #1 Google ranking.

The screenshot displays the Perth Airport website's car hire section. At the top, there's a navigation bar with links for Passengers, Corporate, Property, Flights, Parking, To & from the airport, At the airport, and Passenger guide. Below this, a prominent heading reads "Book your car hire" with a subtext: "Peace of mind knowing your car is ready when you land, here or there". Three green checkmarks highlight key benefits: "No booking or cancellation fees", "Compare & get the best hire rates", and "Book your car in minutes". A row of car hire logos (Avis, Budget, Europcar, Hertz, Redspot, Thrifty) is shown. To the right, a booking form is visible with fields for pickup location (Perth Airport, Western Australia, Australia), return location (Perth Airport, Western Australia, Australia), pickup date (28 Sep 2017), pickup time (10:00 AM), return date (1 Oct 2017), return time (10:00 AM), and a search button. Below the booking form, a breadcrumb trail indicates the user's location: "You are here: Passengers > To & from the airport > Car hire". The main content area is titled "Driving holidays from Perth Airport" and includes an introductory paragraph: "Road trips from Perth are one of the best ways to experience WA's extraordinary scenery. Organising a rental car with us is easy. The hard part is choosing where to go!". This is followed by a grid of six featured destinations, each with a representative image, a title, a brief description, and a "More" link: Denmark (ancient woodlands), Esperance (endless reasons to visit), Exmouth (red sand of the Cape Range National Park), Margaret River (wine-tasting adventure), and Monkey Mia (abundant dolphin population).

Technical Details: Integration

The integration of Vroom's digital assets is wholly managed and facilitated by our professional team.

Vroom will integrate the search form widget into your site as a piece of javascript code. Searches made through this form use our white labelled booking system.

Headers and footers with your branding and colour swatching will appear on all booking pages and confirmation emails.

The search form, pages and emails are tested and optimised by our UX Design specialists to provide the best possible user experience and conversion metrics.

web check-inmanage bookingstravel alertstigerair

tigerair

VALUE ALLIANCE

bookdeals and destinationsflying tigeraircustomer service sign up

cars

Type in pickup location

Type in return location

continue

Powered by

VroomVroomVroom.com.au

AVIS

Budget

Europcar

Hertz

Redspot

Thrifty

Car Hire Industry experts ready to help
fly, arrive and drive

Car Hire contact us
dialling within Australia
1300 310 381

Enjoy the convenience of landing and collecting your rental direct from the airport.

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1 <?xml version="1.0" encoding="UTF-8"?>
2 <OTA_VehAvailRateR0 xmlns="http://www.opentravel.org/OTA/2003/05" xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance" xsi:
  schemaLocation="http://www.opentravel.org/OTA/2003/05 OTA_VehAvailRateR0.xsd" Target="Test" Version="1.0">
3   <POS>
4     <Source>
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6     </Source>
7   </POS>
8   <VehAvailRQCore Status="Available">
9     <VehRentalCore PickupDateTime="2017-10-20T10:00:00" ReturnDateTime="2017-10-25T10:00:00">
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25       </Primary>
26     </Customer>
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28       <TargetCurrency>AUD</TargetCurrency>
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31 </OTA_VehAvailRateR0>
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Technical Details: Tracking, Measurement and Reporting

Tracking

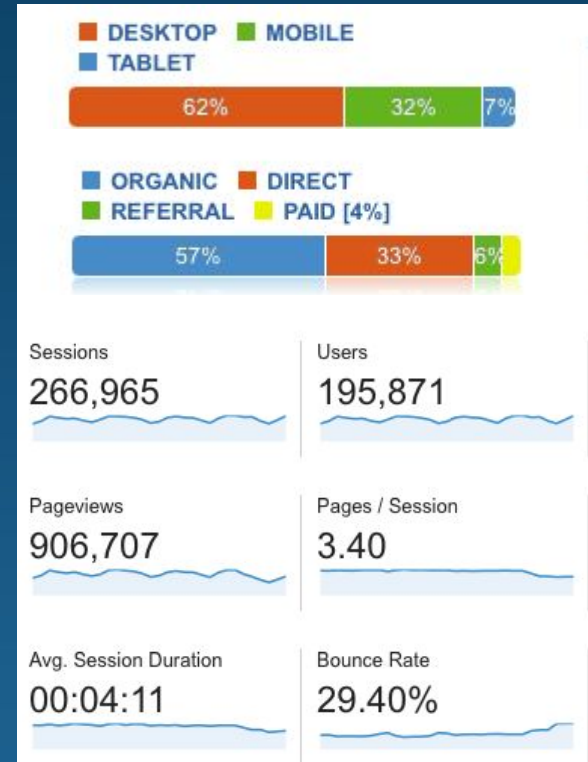
Vroom utilises Google Analytics to monitor our web traffic. We will create a separate profile to follow the progress of the White Label website.

Measurement

Google Analytics provides Vroom with accurate metrics and the ability to breakdown market segments, conversions and customer behaviour.

Reporting

We will provide reports on market segments, conversions and customer behaviour to improve conversion rates and target customer acquisition.



Technical Details: Attribution, Reconciliation and Accounting

Each car hire booking has unique identifiers which signify your company's site as the booking source. The booking is logged within Vroom's database and with the car hire provider.

Vroom manages all of the relationships with the car hire providers and will raise any issues directly with them on your behalf.

Car hire providers each remit a commission to Vroom for every completed rental in a monthly period. Vroom's finance and accounting team then reconcile and verify these payment reports with the expected bookings stored in our database.

As a Partner, Vroom then identifies the completed bookings originating from your website. We will provide you with a payment report and the applicable commission for the monthly period when the booking was completed. Easy as that.

Who We Are



Mike Boyd - **Managing Director and Group CEO**

A serial entrepreneur and change maker for over a decade. Mike is focused on creating new markets, technologies and products that revolutionise industries and remain at the forefront of future innovations.

Theresa Wagner - **Director of Operations**

With 30 years within the administration and finance sector, Theresa brings her diverse experience and people skills to achieve positive and timely operational outcomes.



Who We Are

Vroom will also assemble a multidisciplinary group to coordinate effectively with their counterparts at your organisation. This will ensure speed, quality and accuracy targets are achieved.



Jordan Hooper - Partnerships Manager

Jordan will directly manage your Partnership with V2B.

Karen Hansen - Commercial Lead

Liaison for commercial agreements and reporting requirements.



Hieu Vu - Head of Product & Development

System requirement specifications, management and implementation of the booking engine and white label integration.

Who We Are



Tia Hippolite - Digital Marketing Manager

Specialty content creation and promotion management.



Chris Raval - UX Designer

Working in tandem with your team to ensure a seamless user experience.

Terri Brown - Domain Specialist

Car Hire industry expert and technology systems analyst.



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Contact

Thank you for taking the time to review this proposal.

Should you have any questions or queries please contact:

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