

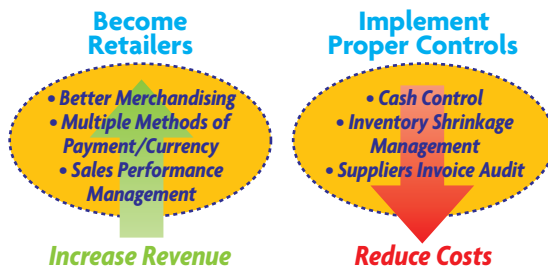
# THE GUESTLOGIX MOBILE VIRTUAL STORE™ SOLUTION

Will that be  
cash, credit or  
debit, Sir?

Can I use  
my Loyalty  
Card?

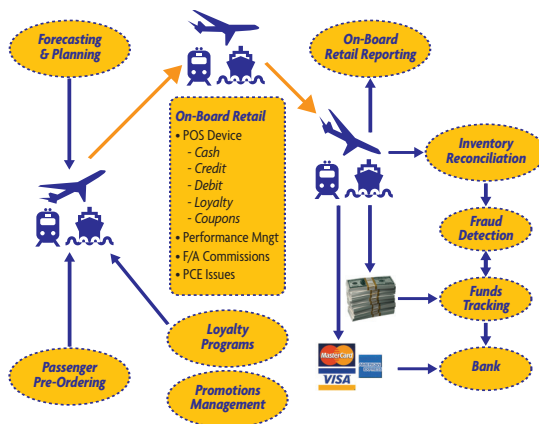
## On-Board Retail Challenges

The on-board retailing phenomenon has created a direct-to-passenger, pay-as-you-go retailing sales model that is now being implemented by many airline, railway, and ferry operators. However, with this substantial shift in the industry's intentions to retailing meals, beverages, snacks, merchandise, services and entertainment (from previously only retailing duty-free merchandise) comes a new business challenge. In order to successfully take advantage of this opportunity operators must deploy on-board retail processes and technologies.



## The Need for a Complete End-to-End Solution to Power On-Board Retail

Merchandising, forecasting sales demand, managing the supply chain, tracking on-board sales and inventory, and handling funds are, for the most part, all somewhat new to the airline industry. The need for complete, end-to-end solutions to meet this new business challenge is clear, as this is a sophisticated retailing model. The uniqueness of the model is centred on the store (passenger trip), the intentions of the customer (passenger) and the retail sales personnel (crew).



**Mobile Virtual Store (Passenger Trip)** – The store is mobile versus a fixed location. It has extremely limited storage, and it is “virtual” since it is based on the demographics and needs of each passenger-trip. In the future, as transportation becomes increasingly “webified” this virtual store model will incorporate web commerce.

**Customer (Passenger)** – A passenger’s primary motivation is to get from point A to point B and have as enjoyable a travel experience as possible given their paid fare – it is not to specifically purchase goods and services.

**Retail Sales Personnel (Crew)** – Crew personnel are not sales people but now need to be trained and provided with the right tools to enable them to become retail-oriented.

The GuestLogix solution facilitates new revenue streams by optimizing the planning and forecasting of each Mobile Virtual Store™, supporting on-board sales transactions (e.g. credit card acceptance) and providing the business intelligence to manage market trends, sales and inventory associated with this new retailing model. GuestLogix provides powerful, yet simple technology that enable operators to become successful retailers.

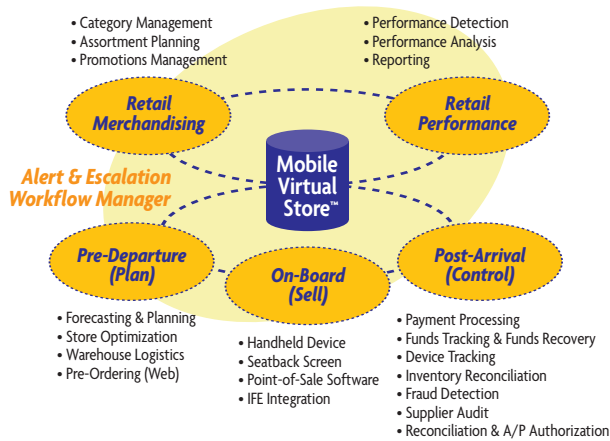
As the on-board function shifts to a critical revenue-generating function, operators are now beginning to realize the painful impact of fraud within their on-board business processes in a material way. Lower than expected profits result from lost cash, lost inventory and supplier invoice over-billing from on-board sales activities. GuestLogix meets this challenge head on, as well, by providing industry-specific funds handling, fraud detection and invoice audit technologies.

Changing crew personnel from a customer service orientation to a retail sales orientation also requires the creation of new incentive models that reward crew personnel not only for high sales but also for prompt funds declarations and low inventory shrinkage. GuestLogix provides an industry-specific analyzer to identify and track performance issues.

Would you like a Gatwick Express transfer ticket, Madam?

Can I also order flowers for my mom?

The GuestLogix Mobile Virtual Store™ platform provides significant benefits via five modules comprising Pre-Departure, On-Board and Post-Arrival, Retail Performance and Retail Merchandising.



The GuestLogix Mobile Virtual Store™ Platform Services

**Pre-Departure Planning** – GuestLogix supports the integration of actual sales data, passenger demographics and market trends, to forecast products and services by Passenger Trip. The supply chain planning module includes unique technology to optimize the loading of materials at each segment of a passenger trip. For Crew personnel, GuestLogix manages accommodations by booking hotels and transportation during pre-departure processing.

**On-Board Selling** – GuestLogix enables cash, credit card, debit card, loyalty card and coupon sales through its proprietary handheld POS device, seatback screens or even passengers’ device. The automated capture of on-board sales transactions provides important data for forecasting, for reducing fraud related to both cash and inventory, and for managing sales incentives of crew personnel.



The GuestLogix point-of-sale interface can be deployed on various devices.

**Post-Arrival Processing** – GuestLogix manages funds, detects fraudulent patterns, clears on-board payments, reconciles supplier and hotel invoices, manages on-board inventory and manages accommodation changes for crew personnel. The GuestLogix platform in the post-arrival area can increase profits due to the automated resolution of invoicing discrepancies, the mishandling of funds and the recovery of lost cash and lost inventory due to fraudulent activities.

**On-Board Retail Performance** – GuestLogix summarizes pre-departure, on-board POS and post-arrival data to provide an industry-specific performance analyzer and management reporting tool. The GuestLogix software utilizes pattern recognition to analyze and identify performance discrepancies - both positive and negative. GuestLogix enables the tracking and resolution of performance discrepancies through its unique workflow-based alert and escalation management software.

**On-Board Retail Merchandising** – GuestLogix has a robust promotions management module to provide on-board retailers the power required to manage promotions in this unique retailing environment. It assists merchandisers and buyers to analyze product sales data and provide decision support to complement their existing processes and experience.



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