

# INVESTOR FACT SHEET



**The Leading Global Transaction Processor of Ancillary Revenue for the Passenger Travel Industry**  
 GuestLogix Inc. is the leading global provider of onboard store technology and merchandising solutions whose solutions help airlines and other travel operators create, manage, and control onboard retail environments tailored to their needs and their passengers.

As Travel Operators continue to grapple for new revenue streams, GuestLogix has secured itself as the most popular onboard retail technology platform and payment processor to support ancillary revenue initiatives onboard. Going forward, GuestLogix will enable travel operators to extend and enhance their retail operations into new access points, software functionality, payment acceptance and offer new products and services.

|                 | GUESTLOGIX' FIRST-GENERATION PLATFORM<br>Environment: Onboard & Offline                       | GUESTLOGIX' NEXT-GENERATION PLATFORM<br>Environment: Fully Connected   |
|-----------------|---|--|
| <b>ACCESS</b>   | <ul style="list-style-type: none"> <li>Handheld POS Devices</li> </ul>                        | <ul style="list-style-type: none"> <li>In-Flight Entertainment Systems</li> <li>Passenger Devices</li> <li>Standalone Kiosks</li> </ul>  |
| <b>SOFTWARE</b> | <ul style="list-style-type: none"> <li>Industry's de facto onboard retail platform</li> </ul> | <ul style="list-style-type: none"> <li>Enhanced Back Office</li> <li>OnTouch® Analytics Platform</li> <li>Mobile Concierge Platform</li> <li>Destination Deals</li> </ul>            |
| <b>PAYMENT</b>  | <ul style="list-style-type: none"> <li>Cash and Credit Acceptance</li> </ul>                  | <ul style="list-style-type: none"> <li>Debit</li> <li>Contactless</li> <li>NFC Payments</li> </ul>   |
| <b>PRODUCTS</b> | <ul style="list-style-type: none"> <li>Food &amp; Beverage</li> <li>Duty-Free</li> </ul>      | <ul style="list-style-type: none"> <li>Ground Transportation Ticketing</li> <li>Destination-Based Entertainment Ticketing</li> <li>Digital Content</li> <li>Home Delivery</li> </ul> |

## OUR FOCUS

**Ancillary Revenue:** Revenue beyond the sale of tickets that are generated by direct sales to passengers, or indirectly as a part of the travel experience

**Transaction Processing:** The handling of payment and other related sales data for secure distribution to multiple parties

## MARKETS SERVED

- Airlines
- Rail Operators
- Airport Authorities
- Hotels

## TRANSACTION TYPES WE PROCESS

- Cash
- Credit Card
- Debit Cards
- Coupons
- Prepaid Cards
- Prepaid Coupons
- Points
- Complimentary

## REVENUE SOURCES

- Transaction Processing Fees
- Content Access Fees
- Data Management Fees
- Advertising Fees
- Logistics Handling Fees

# 90%

**AIRLINE MARKET SHARE  
IN NORTH AMERICA**

# 40%

**AIRLINE MARKET SHARE  
WORLDWIDE**

# 1B

**PASSENGER TRIPS  
SERVED ANNUALLY**



\* Partial List

## Market Data

|                                    |  |
|------------------------------------|--|
| Stock Symbol                       | TSX : GXI  |
| Recent Share Price (03/20/12)      | \$0.40   |
| 52-Week Range                      | \$0.34 - \$1.05  |
| Shares Outstanding (fully diluted) | 70.3M  |
| Market Cap. (fully diluted)        | \$28M  |
| Analyst Coverage                   | Canaccord<br>Laurentian<br>M. Partners<br>Northern<br>Paradigm<br>Versant Partners |
| Year End                           | November 30  |

## Corporate Data

|   |   |
|---|---|
| Founded   | 2002                                    |
| Employees                                       | 150+                                    |
| Headquarters                                    | Toronto, Ontario                        |
| Offices   | Dallas, Hong Kong,<br>London, Singapore |
| # of Devices Deployed                           | 30,000+                                 |
| # of Aircrafts with GuestLogix Devices          | 4,676                                   |
| # of Flight Attendants Using GuestLogix Devices | 225,000                                 |

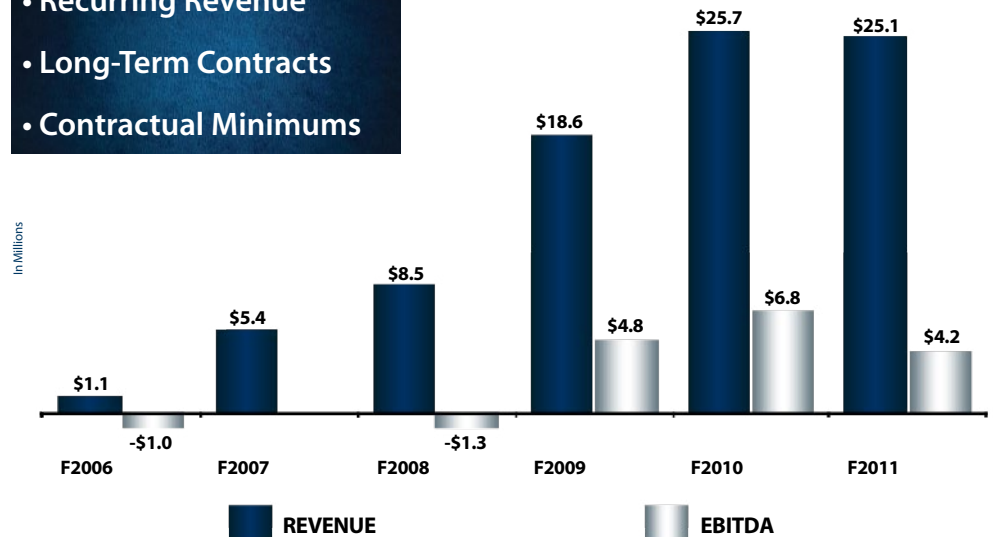
## Key Partnerships

Alpha Flight Services  
 Inflight Services Group  
 LSG Sky Chefs  
 Newrest  
 Skytrac  
 Servair  
 Thales  
 The Facilities Partners Limited



## Annual Revenue and EBITDA

- Recurring Revenue
- Long-Term Contracts
- Contractual Minimums



## F2011 Operating Metrics

|                             | F2011  | F2010  | Q4 F2011 | Q4 F2010 |
|-----------------------------|--------|--------|----------|----------|
| GTV processed in the period | \$589M | \$503M | \$146M   | \$142M   |
| Total revenue as a % of GTV | 4.3%   | 5.1%   | 4.4%     | 4.6%     |

## F2011 Financial Summary

|                      | F2011               | F2010   | Q4 F2011              | Q4 F2010 |
|----------------------|---------------------|---------|-----------------------|----------|
| Revenue              | \$25.1M             | \$25.7M | \$6.3M                | \$6.5M   |
| Operating Expenses   | \$24.8M             | \$22.7M | \$7.2M                | \$5.7M   |
| ▪ Processing         | \$0.9M              | \$1.5M  | \$0.3M                | \$0.3M   |
| ▪ Content            | \$4.2M <sup>1</sup> | \$6.8M  | \$(0.2)M <sup>1</sup> | \$1.8M   |
| EBITDA               |                     |         |                       |          |
| NET INCOME (Loss)    | \$(0.8)M            | \$0.6M  | \$(0.1)M              | \$0.2M   |
| NET INCOME Per share | \$(0.01)            | \$0.01  | \$(0.02)              | \$0.00   |

<sup>1</sup>Includes \$925,000 increase in bad debt provision, \$825,000 of which was included in Q4 F2011

- GENERATED \$2.5M IN CASH FROM OPERATIONS IN F2011
- RECORDED \$6.5M CASH AND EQUIVALENTS INCLUDING RESTRICTED CASH

## Growth Strategy

### EXPAND FOOTPRINT

GuestLogix will expand its footprint by targeting key airlines in the Americas, Europe, Middle East & Africa and Asia Pacific

### LEVERAGE FOOTPRINT

GuestLogix will leverage its current customer footprint by: extending access beyond the handheld POS device adding more content for sale introducing new ancillary technology offerings

### ENTER NEW MARKETS

GuestLogix will opportunistically enter adjacent markets such as rail and airport authorities

## Management Team

- Tom Douramakos, President & CEO
- Brian Reddy, CFO and COO
- Brett Proud, EVP New Markets & Products
- Patrick O'Neill, SVP & GM GuestLogix USA
- Richard Cushing, SVP & GM GuestLogix Europe
- Tony Sit, SVP & GM GuestLogix Asia Pacific
- Jim Rosenlund, VP Corporate Technology

## Board of Directors

- Tom Douramakos, Chairman of the Board
- Brett Proud, Director
- Chris Gardner, Director
- Ralph Richardi, Director
- William "David" Oliver, Director
- Leo Desrochers, Director

## Investor Relations Contact

Kristen Dickson  
 TMX Equicom  
 416.815.0700x273  
 kdickson@equicomgroup.com

