

Plusgrade 

Delighting Passengers, Growing Revenue

RAILLIVE!



Welcome



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Intro to Plusgrade





Plusgrade: The Global Ancillary Revenue Powerhouse



275+
travel partners

~\$11B
in new revenue opportunities in 2025¹

750+
people worldwide

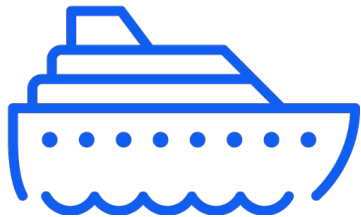
70
countries

~50M+
incredible customer experiences in 2024

7
offices around the globe



Established Market Presence Across Verticals



Leading Cruise Partner

Majority of global cruise passenger volume is on a Plusgrade cruise line partner



60% of Global ASKs

3 out of every 5 kilometers flown globally by commercial airlines is from a Plusgrade partner



Top 5 Hotel Chains

Plusgrade partners with the 5 leading global hotel chains, based on number of properties

Understanding Rail Premium Upgrade

Private & confidential



The Internal Constraints to Ancillary Growth

Limited Headcount & Bandwidth

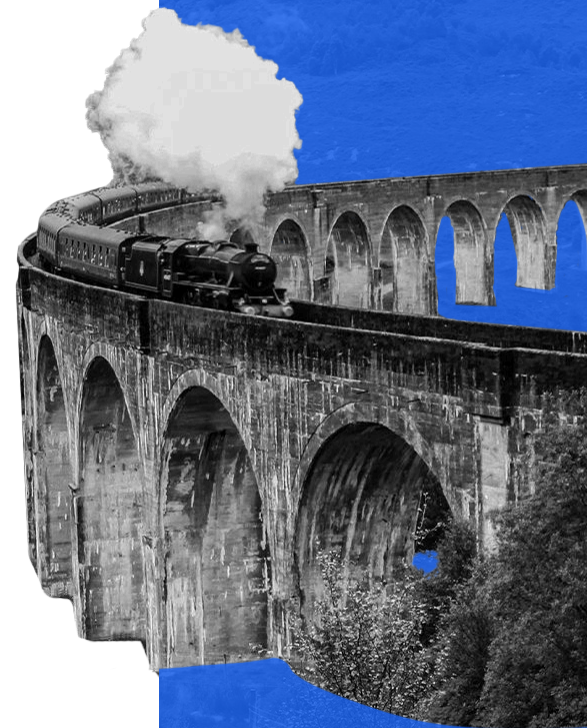
Rail teams are lean, but not offering Premium Upgrade means missed revenue opportunities

Legacy System

Integrating or creating new solutions can be complex and costly

Complex Fulfilment Management

Dynamically allocating premium seats for upgrades requires sophisticated, data-driven inventory and upgrade systems





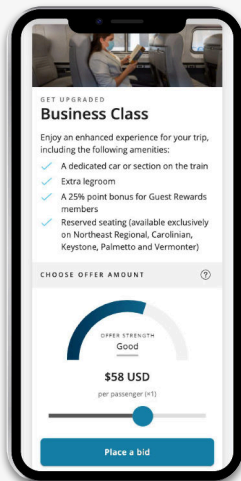
Product Overview



Bringing Happiness to Travelers with Leading Product Portfolio

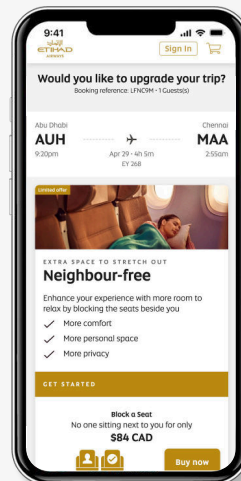
Premium Upgrade

Bid for or purchase an upgrade to a higher class / room



Seat Blocker

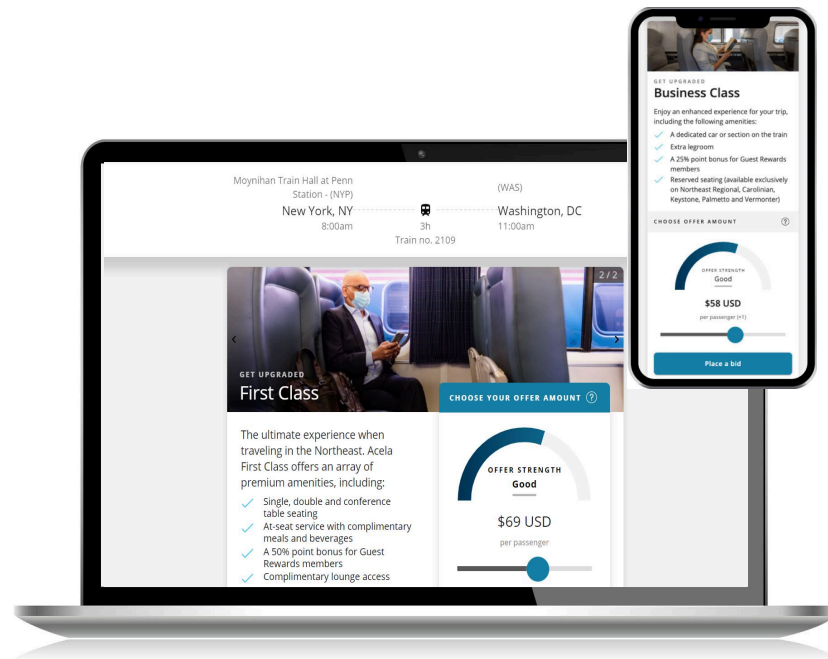
Reserve an adjacent seat / section for extra privacy & comfort





Premium Upgrade

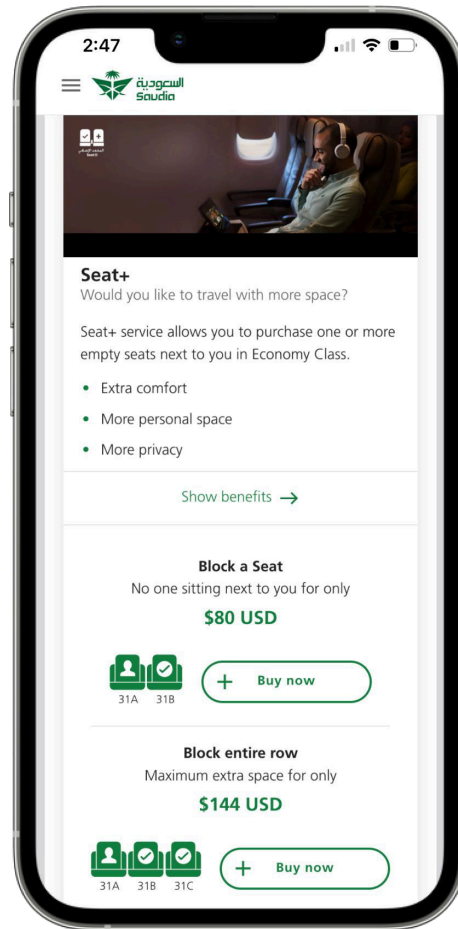
Minimize unsold inventory and maximize yield by upselling premium cabin seats opaquely with our industry-leading ancillary revenue solution.



Seat Blocker

Unlock an innovative ancillary that redefines comfort in economy by allowing passengers to block the seat or row beside them.

- ✓ Allocate seats based on available inventory up to 1 hour before departure
- ✓ Maximize revenue on unsold seats without impacting last-minute sales with “soft blocking”



Reach, Offer, and Fulfillment

Private & confidential





How It Works

The Ancillary Revenue Platform for Rail Operators

Designed to engage passengers throughout their travel journey, from post-ticketing right up until departure.

REACH



Strategically reach many passengers with invitation

OFFER



Present the best offering and price to the traveler



Boost volume of offers based on load factors and inventory



Maximize profits w/ deferred decisioning and pricing features

FULFILLMENT



Sqills-integrated upgrade program with proven track record



Evaluate offers according to your business rules



Process and confirm best offers; payment is collected

Booking

Departure



Reaching and Engaging Passengers



Online

- Website
- Booking confirmation
- Manage My Booking



Email

- Pre-travel
- Chaser
- Abandon Cart



Mobile App

- Placement
- Push notifications



Agents

- Third Party Sales
- Call center / Reservations

4x conversion rate on Rail

There is strong demand for Upgrades in the Rail industry.

Our Rail partners see 4x more engagement than the average Air partner.



Offer

Best-in-class upgrade technology

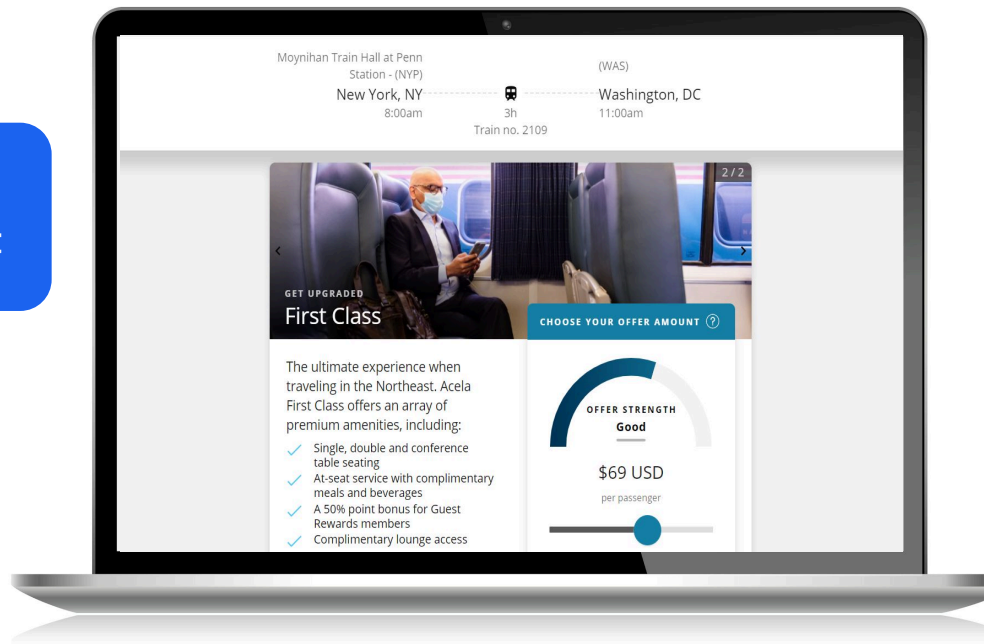
Bidding

Instant
Upgrade

Yield
Management

Value-Based
Scoring

Willingness to
Pay Insights





Maximize Total Departure Revenue & Upgrade Passengers Easily



**Seamless
Payment**



**Optimal Offer
Evaluation**



**Automated
Fulfillment & Payment**



**Smooth Passenger
Experience**



Only at Plusgrade



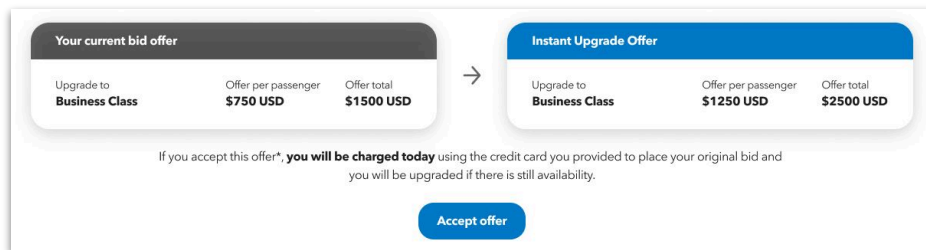


Only at Plusgrade

Instant Upgrade Upsell

Target and convert bidders into higher-value customers by offering an Instant Upgrade near departure through a transactional email.

- ✓ Capitalize on increased willingness to spend closer to departure
- ✓ Strategically increase yield with a guaranteed upgrade offer at a higher price
- ✓ Easy “one-click” user experience





Only at Plusgrade

Allow your Loyalty members to Pay With Points

Grow program value and engagement by giving members the opportunity to redeem and bid for upgrades.

Increase member access to upgrades most optimally with:

- ✓ Control over redemption value
- ✓ Enhanced reach and engagement
- ✓ Speed and ease to market

Business Class

[Show all benefits →](#)

Place your offer using cash or points

USD

POINTS

0

Per passenger (x1)

0 pts

50,000 pts

Offer Strength: Good

Place offer



Why global travel partners choose us



Fully white-labelled solution for total engagement and loyalty to your brand only in your channels.



Deep integration provided to Partners' reservation and reporting systems, including Skills - with no upfront implementation cost



Willingness to pay data, powered by our community, provides strategic insights to you.



Plusgrade's Zero-Risk Commercial Structure.



It all adds up.

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