

# Recap of OTB investment case

## Scalable platform



### Package holiday specialists

- Value, choice, peace of mind and protection
- Flexible on duration, departure point and hotel



### Full market range of product

- Completely independent from airlines & hotels
- Billions of flight & hotel combinations
- Powered by robust, proprietary tech



### Capital light, with low fixed costs

- Lower risk than asset heavy competitors
- Strong balance sheet

On the  
Beach

## Differentiated brand & proposition



### Well invested and recognised brand

- 20 years' investment in brand and traffic
- Increasing marketing efficiency



### c. 2 million holiday customers p.a.

- Direct hotel relationships and access to airlines
- Scale lowers input rates



### Differentiated customer proposition

- Perks attract customers and increase repeats
- Expanding group of customers in new markets