

RateGain Travel Technologies Limited

(Formally Known as RateGain Travel Technologies Pvt. Ltd.)



RateGain®
A GREAT PLACE
TO WORK EVERYDAY

January 03, 2023

To,

National Stock Exchange of India Limited
(NSE: RATEGAIN)

BSE Limited
(BSE: 543417)

Subject: Investor Presentation

Dear Sir/Ma'am,

Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed herewith Investor Presentation on entering into definitive agreement to acquire Adara.

Please take the above information on record.

Yours faithfully,

For RateGain Travel Technologies Limited

(Thomas P. Joshua)
Vice President – Legal & Company Secretary
Memb. No.: F9839



RateGain®

Encl.: As above



RateGain®

Enters into Definitive
Agreement to Acquire



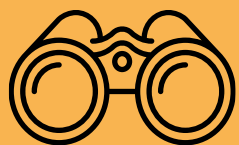
World's Most Comprehensive Travel
Intent Platform

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Our vision is to be the leading **revenue maximization SaaS platform** for the hospitality & travel industry.

Our vision is to offer an **integrated technology platform** powered by **artificial intelligence** enabling our customers to increase their revenue through **customer acquisition, retention and wallet share expansion.**



>> Management Commentary



Bhanu Chopra

Chairman and Managing Director



We are delighted to welcome the Adara team to the RateGain family. Adara's key differentiator is its access to permissioned travel-intent data from the world's top travel and hospitality players as well as destination marketing organizations and relying less on traditional methods of tracking consumer intent.

Their focus on innovation and delivering customer excellence has me convinced that together we will help the industry with reliable end-to-end intent and real-time pricing insights making it simpler for them to identify guests, acquire and retain them



Charles Mi

Founder & Chief Executive Officer



We are thrilled to be a part of the global RateGain family. Bhanu's vision to build an end-to-end platform that can help organizations maximize revenue, aligns with what Adara believes in and the integration of RateGain and Adara will further this to create a unique value proposition that the industry needs, as more and more travelers adopt digital channels to research, plan and book travel.

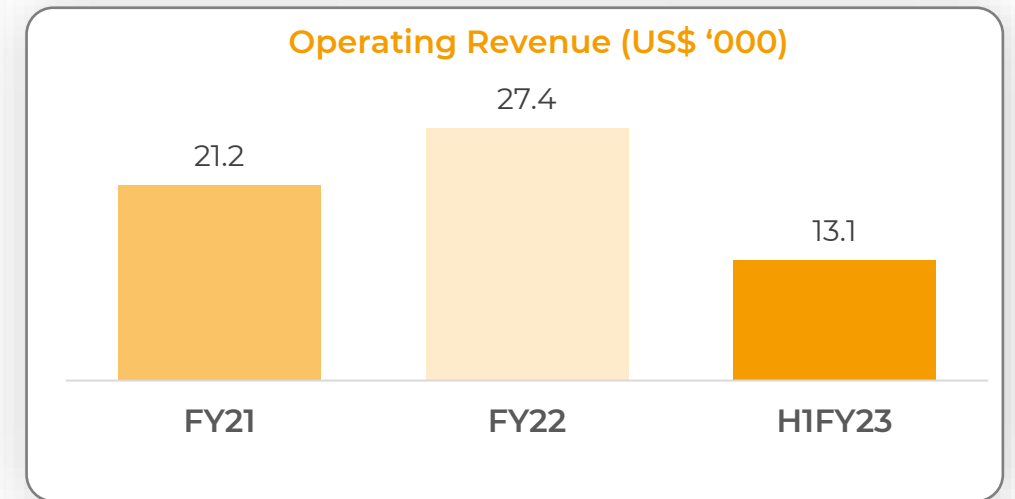
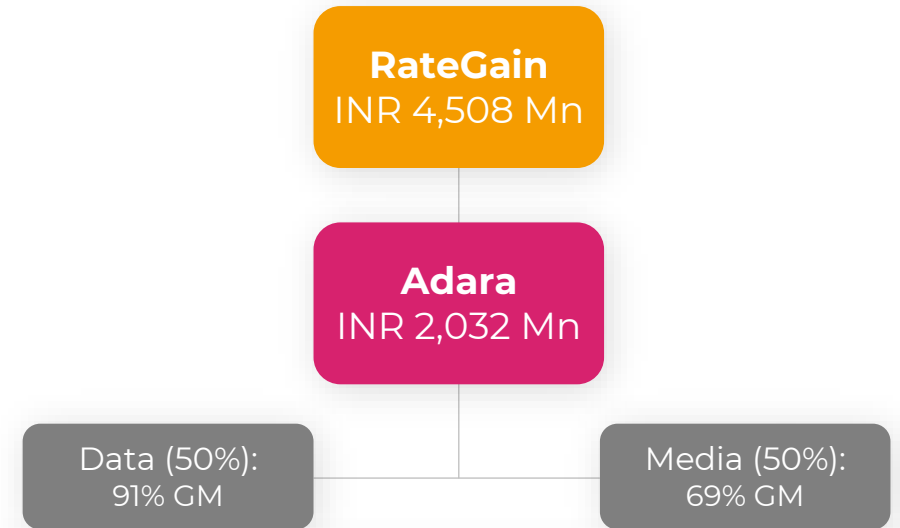
I am excited for what the future holds and cannot wait to scale the Adara story to new heights with RateGain.



Adara – Profile

Item	Details
About	<ul style="list-style-type: none"> ➤ One of the world's largest travel data exchange platforms, providing access to permissioned travel intent data. ➤ Using first party permissioned data from brands, Adara delivers actionable travel-intent to drive better marketing ROI. ➤ Global leader with verified 1.5 Billion Digital Identities and over 24 billion data elements across 100 countries for Targeted Marketing Campaigns
Revenue Streams	<ul style="list-style-type: none"> ➤ Data: SaaS based data application that provides Custom Segment Audience data based on travel intent ➤ Media: Full-service performance media operation for Programmatic Advertising leveraging the data backbone
Founded/ HQ	Silicon Valley Company founded in 2009 in Palo Alto. Global presence in UK, Dubai, Japan, France.
Team	<ul style="list-style-type: none"> ➤ Charles Mi (Co-Founder and CEO) and the exceptional Adara team, with expertise scaling up tech software business, will be joining RateGain ➤ Charles Mi is Computer Science Major from Stanford University and ex-IBM ➤ Other key senior members from Delta Airlines, Adobe, Deutsche Bank, Starcom, DMOs
Business Model	FY22 - Gross Rev: \$27.4 Mn (29.1% growth y-o-y) Data business: Part of Data as a Service (DaaS) Media business: Part of Martech
Moat	Data partnership to acquire permissioned data from 270+ companies that include some of the largest Travel and Hospitality companies
Employees	55 total employees (42 in US, 7 in Europe and 6 ROW)
Customer Profile	Blue chip customer base with 300+ Enterprise customers including Hotels, Airlines, DMOs, Agencies etc.
Geography	67% from North America

Revenues (TTM Sept. '22*)



Helping Customers Take More Accurate Data Driven Decisions For Acquiring New Guests And Expanding Wallet Share

RateGain®

ADARA

DaaS

Competitive rate intelligence across Travel & Hospitality

Demand AI generating demand index basis leading indicators

Custom Audiences

Booking Behavior

Higher RoAS on Digital Marketing

Dynamic Pricing

Personalization of Offers

Martech

Brand Engagement

Digital Customer Acquisition

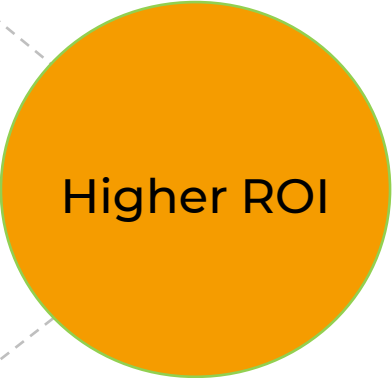
Brand Scale

Travel Intent

Content Creation

Campaign Execution

Reporting



>> RateGain <> Adara: Strategic Rationale

1. Aligned to RateGain's vision of building an Integrated RevMax platform – Focused on customer acquisition and wallet share expansion
2. Adara will boost both DaaS and Martech business lines : Creates largest travel intent data platform and provides for superior Return on Ad Spend (RoAS) for campaigns
3. Leader in travel intent data that is compliant and future proof with a large enterprise customer base that overlaps with RateGain
4. 70+ data partners provide for a strong moat for the business; RateGain can further help boost the data consortium, leveraging its own relationships
5. Ability to leverage Global Sales team of RateGain for cross-sell/ up-sell; Expansion into adjacent verticals like DMOs and ability to deepen relationships with Hotels, Airlines & Car Rentals
6. Cost synergies by leveraging India DevCenter for data/product/tech teams, along with reduced overheads from Shared Corporate functions

Adara would Help in Expanding RateGain's Footprint Across All Industry Segments

Opportunity to deepen footprint and expand presence across verticals in the travel and hospitality space

DMOs



Entry into New segment with access to over 100+ Destinations

Airlines



Access to some of the largest airlines in the world

OTAs



Deepening of relationship with large OTAs on the marketing side

Car Rentals



Relationship expansion beyond revenue management

Hotels



Access to Marketing Leadership across Large Hotel Chains to help Martech growth

Travel Retail



Access to new segment with ability to scale-up



RateGain <> Adara: Deal Structure

Total Consideration of USD 16.1 Million

- Asset Purchase
- 100% Cash consideration:
 - Upfront Payment: **USD 14.6 Million**
 - Deferred Payment: **USD 1.5 Mn to be paid in 1 year**

RateGain®

X

 ADARA





Appendix



Adara Client Testimonials - Helping Travel and Hospitality Brands Drive Better Outcomes

1

"The amount of data and how relevant it is makes Adara a good partner."



Luxury Hotel Chain

2

"We had great scaling audiences that outperformed our other line items"



Agency for Major Credit Card Brand

3

"Easy to communicate and good inventory + results on the campaign. Reporting is also very clear, so as to collate to provide to the client. No particular issues."



Agency for Major APAC Airline

4

"Good service offered: quick reply and solutions adapted for every campaign."



Agency for European Financing Group

5

"I really see Adara as having become a leader in the travel data conversation over the past couple of years. The effort that Adara has taken in creating conversations and industry chats about travel trends, post-Covid reactions to travel, etc. has been really informative and insightful. This is definitely a top reason I appreciate and see value in Adara's work."



Agency for American Cruise Company

6

"The team was great to work with and we received the performance we were seeking on behalf of our client"



Agency for Major Attraction