On-Demand Air Taxi
Mass Market Adoption

Ben Hamilton
President & CEO
ImagineAir
2 BILLION ROAD TRIPS ANNUALLY

90%

<500 MILES

1 – 3 PASSENGERS

3 – 8 HOURS
5,000 Public Use Airports

Part 135 Air Taxi Activity

Hours Flown (thousands)

WHY HAS AIR TAXI / PART 135 CHARTER FAILED TO ACHIEVE MASS MARKET ADOPTION?

Affordability
Accessibility
Acceptability
Awareness
THE LONG TAIL OF REGIONAL TRAVEL

FREQUENCY (TRIPS/DAY)

REGIONAL ROUTES

OVER 1 MILLION ROUTES
CUSTOMER PROFILE

BUSINESS TRAVELERS: 70%

LEISURE TRAVELERS: 30%
- Average Flight Cost $1200 each way
- Average Flight Distance: 215 nautical miles
- Average Flight Time: 1 hr. 25 min.
- Average Passenger Load 1.8 pax/flt
AFFORDABILITY SOLUTIONS

Low Cost Aircraft + Scale + Revenue Yield Mgmt & Dynamic Pricing
TRACTION

Total Revenue Growth
3 LONG TERM NEEDS & CHALLENGES TO ACHIEVE MASS MARKET ADOPTION

1. Aircraft Platform Advances
2. Pilot Pipeline
3. Airport Capabilities
1. VEHICLE PLATFORM NEEDS

Safety – Ease of Operation

Mission Profile (1-3 pax, 150-350 mi)

Price Point
2. PILOT PIPELINE

Pilot Shortage & Pilot Quality

45,000 pilots retiring
3. AIRPORT FACILITIES

30% public-use airports unusable
Weather reporting capability
Runway length
# Pricing Model

**PDK → BNA**

<table>
<thead>
<tr>
<th>Date</th>
<th>From $</th>
<th>Time</th>
<th>Price</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Oct 28th</strong></td>
<td><strong>1049</strong></td>
<td>From 12:00am to 2:30am</td>
<td>Needs Approval</td>
<td>Request Time</td>
</tr>
<tr>
<td></td>
<td><strong>1049</strong></td>
<td>From 6:30am to 12:30pm</td>
<td>Almost Full</td>
<td>Select Time</td>
</tr>
<tr>
<td></td>
<td><strong>882</strong></td>
<td>At 12:45pm</td>
<td>Lowest Fare</td>
<td>Select Time</td>
</tr>
<tr>
<td></td>
<td><strong>1049</strong></td>
<td>From 1:00pm to 1:30pm</td>
<td>Almost Full</td>
<td>Select Time</td>
</tr>
<tr>
<td></td>
<td><strong>1382</strong></td>
<td>From 1:45pm to 7:30pm</td>
<td>Needs Approval</td>
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<td>From 7:45pm to 8:15pm</td>
<td>Almost Full</td>
<td>Select Time</td>
</tr>
</tbody>
</table>

Choose a time from one of the drop-down areas to continue. Listed fares include all seats in the aircraft. Includes all taxes and fees.
Customer Survey insights

What is your age range?

Results based on 33 responses to this question.

- 56-65(9) 27.27%
- 46-55(13) 39.39%
- 26-35(3) 9.09%
- 36-45(3) 9.09%
- 25 or younger(3) 9.09%
- 66+(2) 6.06%
- Please select:(0) 0.0%
Customer Survey insights

Please select the top 3 from the following statements that most apply to you.

Results based on 33 responses to this question.

- Enjoy practical luxury (23)
- Family oriented (21)
- Time is money (19)
- Time is for pleasure (11)
- Early adopter of new trends (11)
- Adventurous (8)
- Use Uber car service frequently (6)
If you didn’t fly with ImagineAir today, how would you have traveled to your destination?

Results based on 33 responses to this question.

- A road trip: 45.45%
- A commercial airline: 21.21%
- Another charter/air: 15.15%
- A private/company plane: 9.09%
- Cancel trip and cond: 9.09%
- Please select: 0.0%
Dynamic Pricing  AUTOMATED

Static Pricing Model

Price Incentives vs. Peak Times

$999

$1295

$899

Aircraft 1

Aircraft 2

Aircraft 3
Dynamic Pricing AUTOMATED

Aircraft 1

Aircraft 2

Aircraft 3

Inventory use doubled = fixed costs halved
Traditional Charter; The old way. Solidify tail numbers at booking.

Book Aircraft “Slots”, not tail numbers. Continually Re-optimize with each booking.