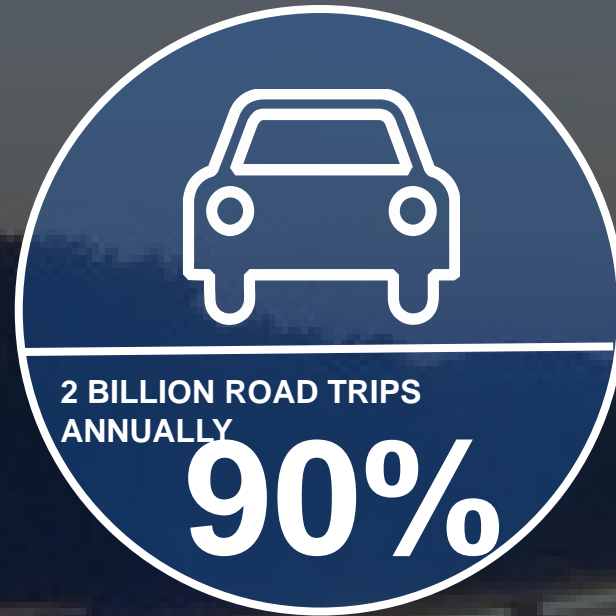




IMAGINEAIR

On-Demand Air Taxi
Mass Market Adoption

Ben Hamilton
President & CEO
ImagineAir



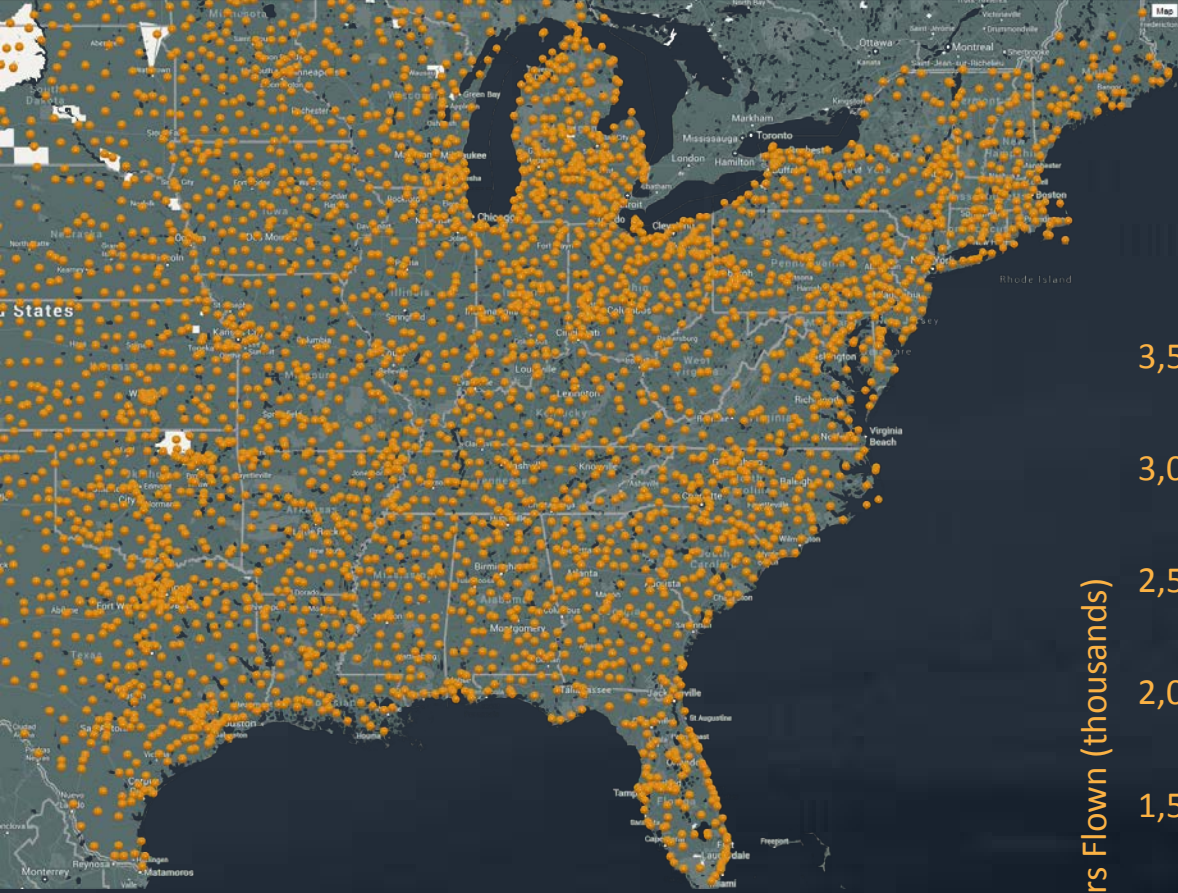
<500 MILES



1 – 3 PASSENGERS

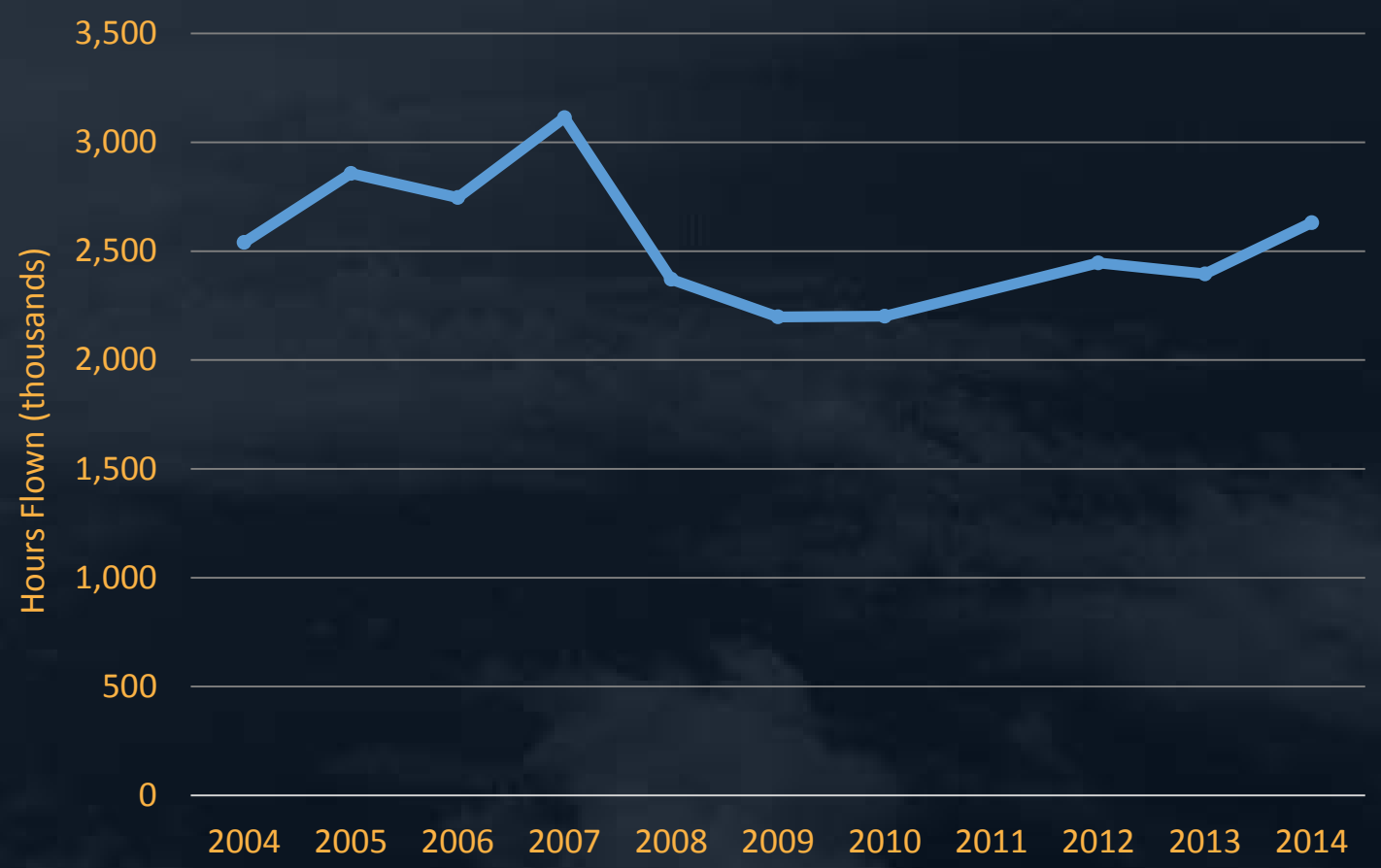


3 – 8 HOURS



5,000 Public Use Airports

Part 135 Air Taxi Activity



Affordability

Accessibility

Acceptability

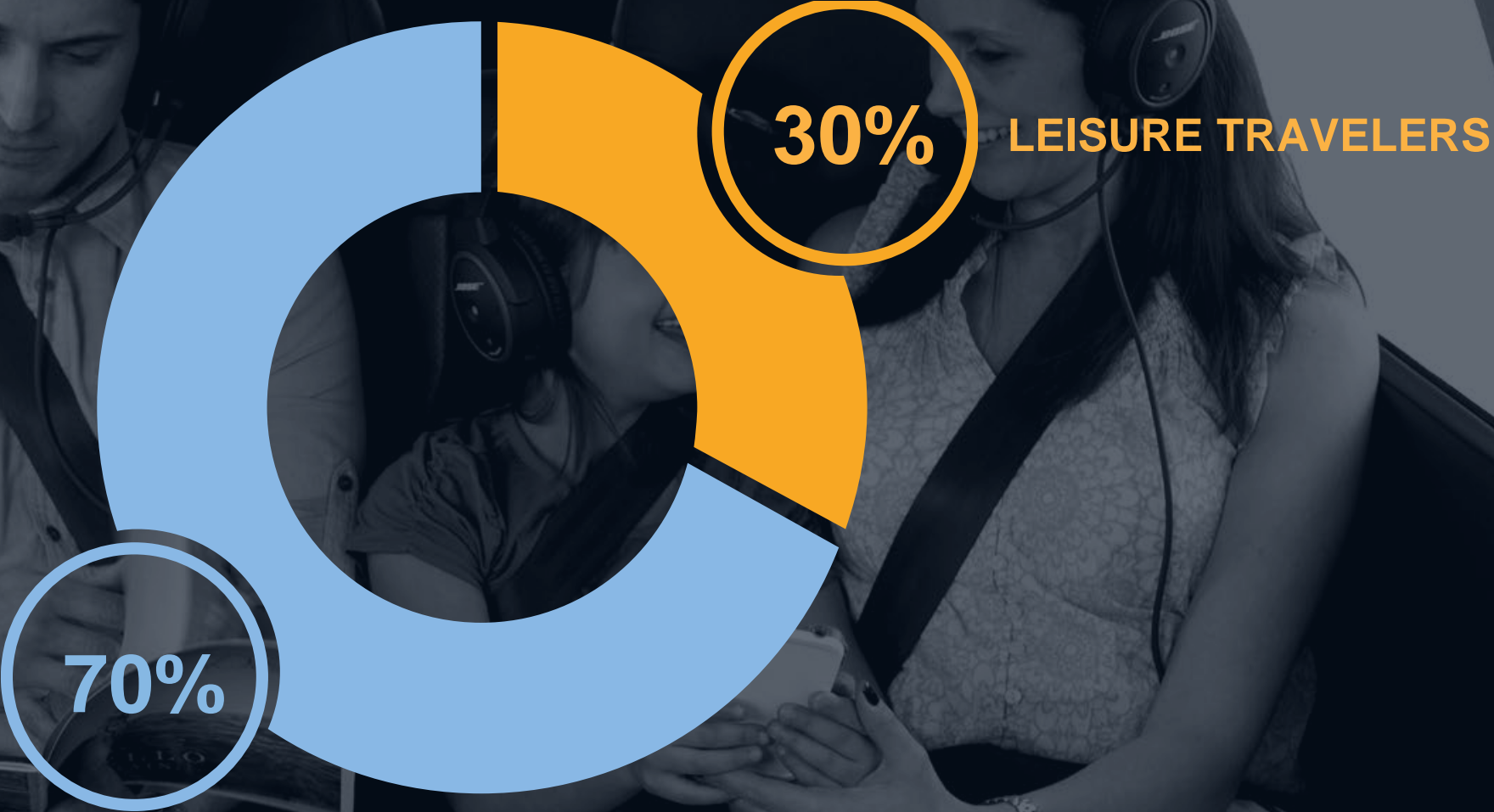
Awareness



THE LONG TAIL OF REGIONAL TRAVEL



CUSTOMER PROFILE



BUSINESS TRAVELERS

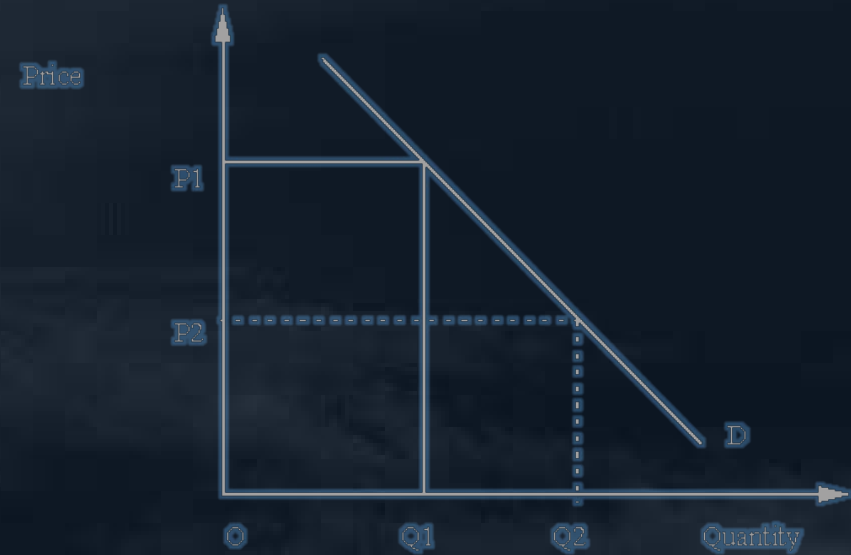
LEISURE TRAVELERS

TRIP STATISTICS - ImagineAir



- 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

+

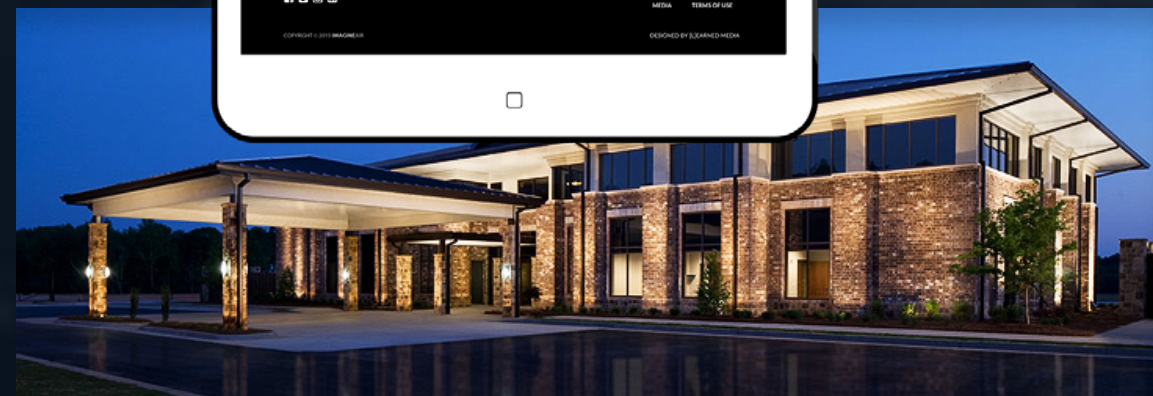
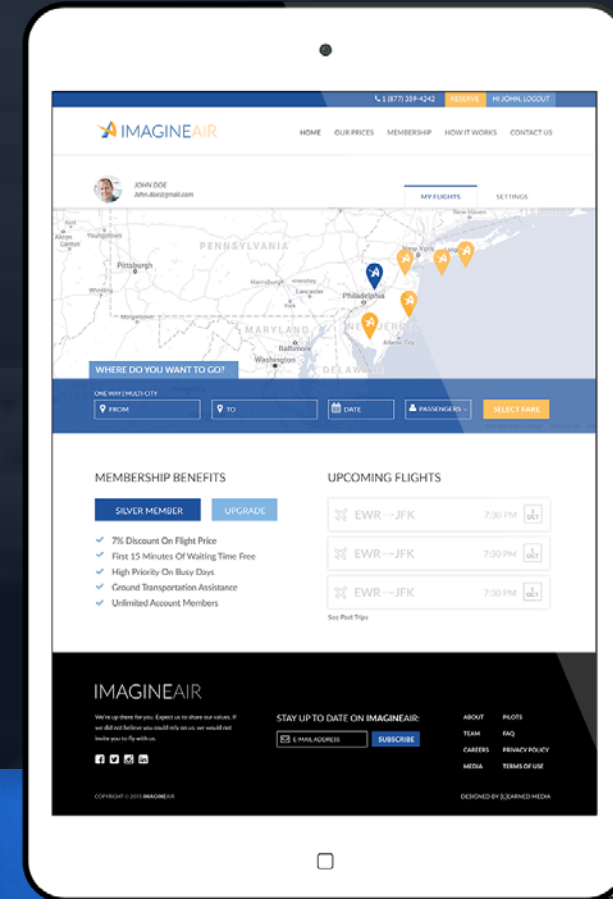
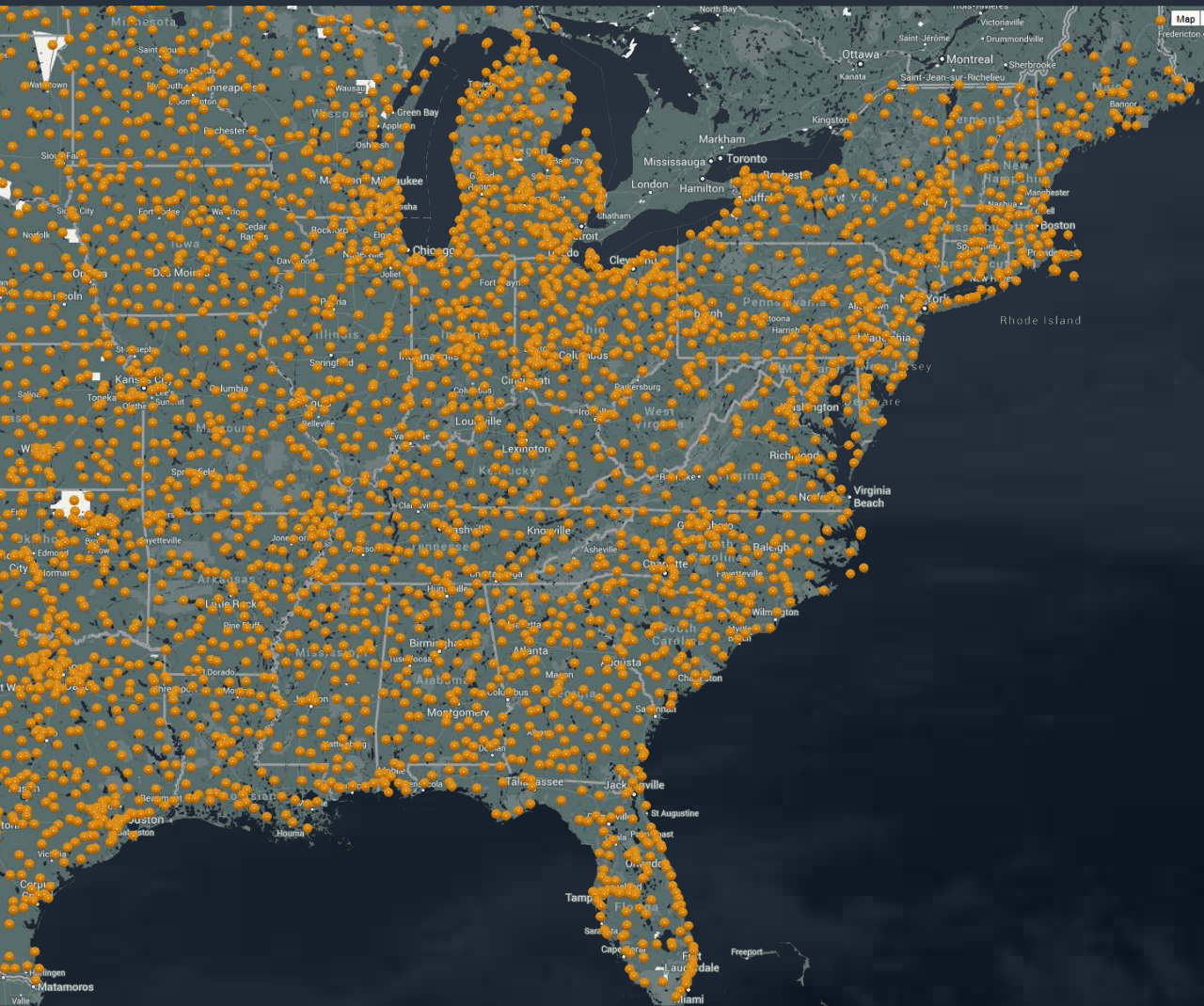
Scale

+

Revenue Yield Mgmt
& Dynamic Pricing

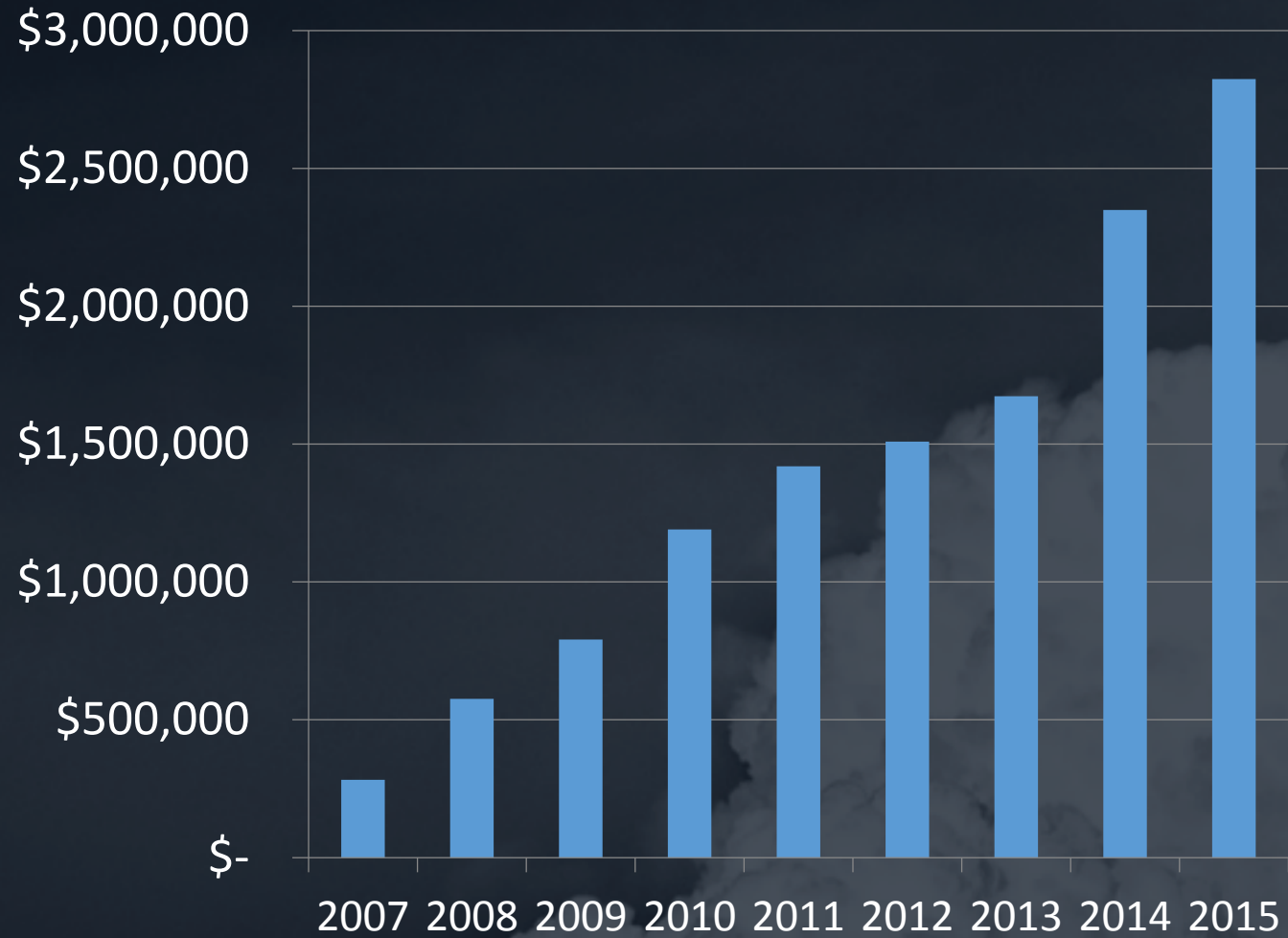


AWARENESS AND ACCESS SOLUTIONS



TRACTION

Total Revenue Growth



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





IMAGINEAIR™

Contact: Ben Hamilton
President & CEO
bhamilton@imagineair.com

APPENDIX / SUPPLEMENTAL SLIDES



Pricing Model

IMAGINEAIR

PDK → BNA



Oct 28th
From \$1049

Oct 29th
From \$882

Oct 30th
From \$1049

Show early/late departures (3) Show wait-list times (2)

Member price from \$749. [Learn More!](#)

From 12:00am to 2:30am

Needs Approval

\$1725

Request Time ▾

From 6:30am to 12:30pm

Almost Full

\$1049

Select Time ▾

At 12:45pm

Lowest Fare

\$882

Select Time ▾

From 1:00pm to 1:30pm

Almost Full

\$1049

Select Time ▾

From 1:45pm to 7:30pm

Needs Approval

\$1382

Request Time ▾

From 7:45pm to 8:15pm

Almost Full

\$1049

Select Time ▾

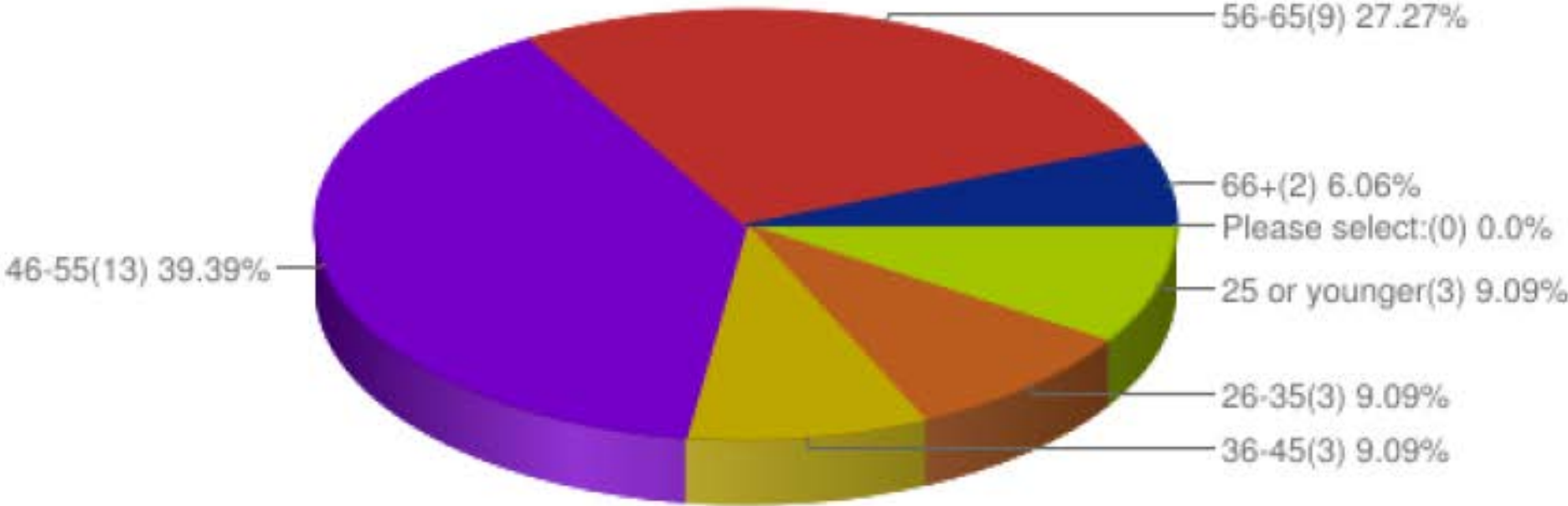
Choose a time from one of the drop-down areas to continue. Listed fares include all seats in the aircraft. Includes all taxes and fees.



Customer Survey insights

What is your age range?

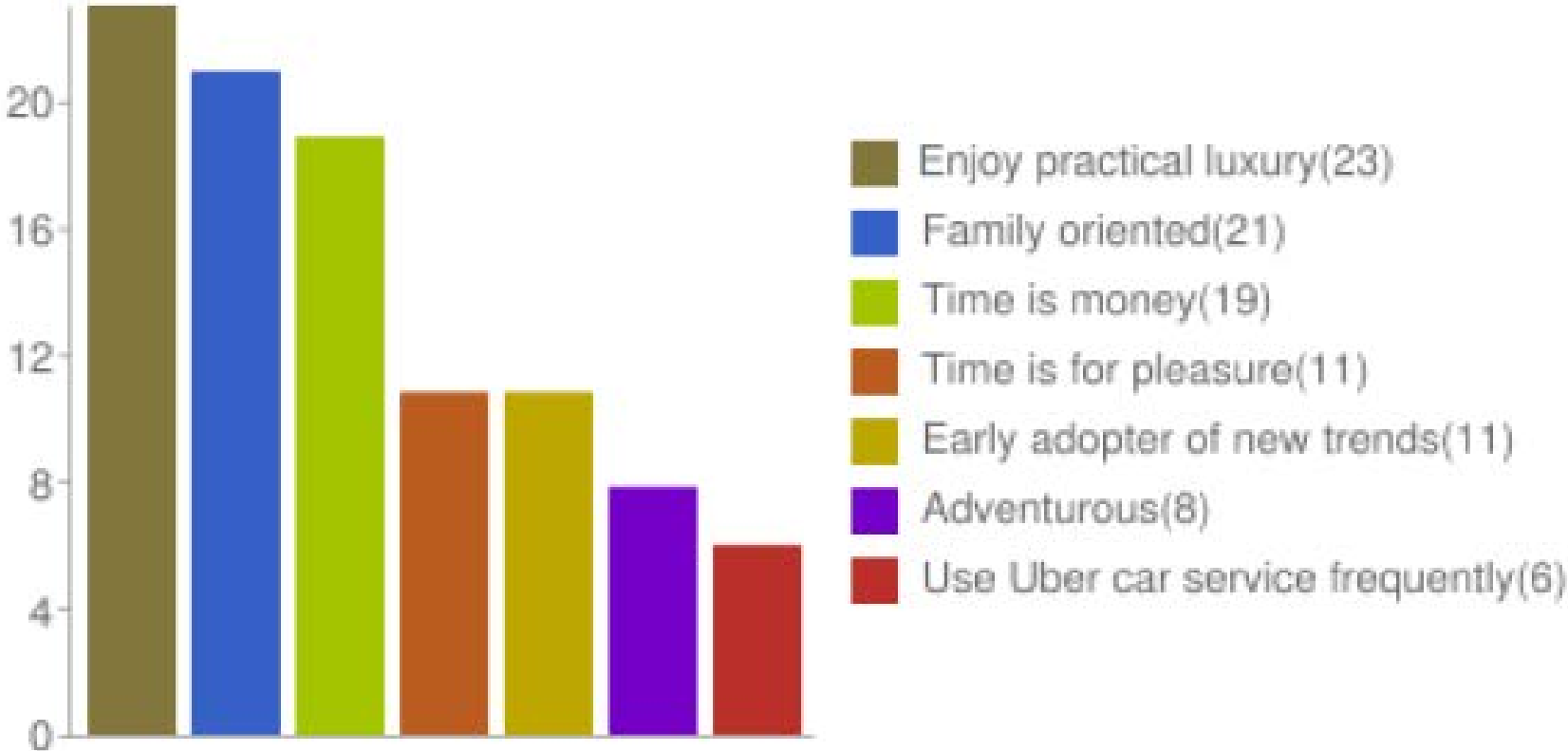
Results based on 33 responses to this question.



Customer Survey insights

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

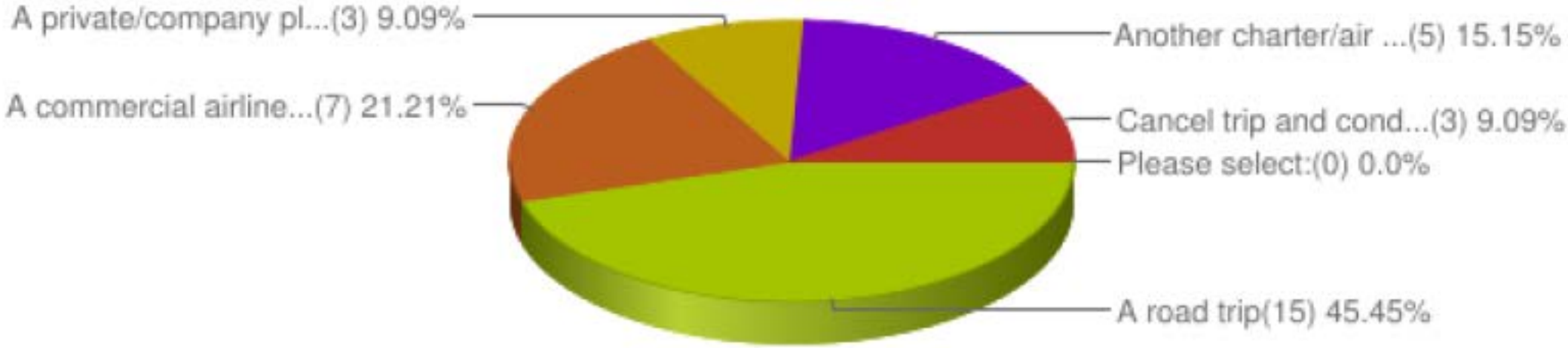
Results based on 33 responses to this question.



Customer Survey insights

If you didn't fly with ImagineAir today, how would you have traveled to your destination?

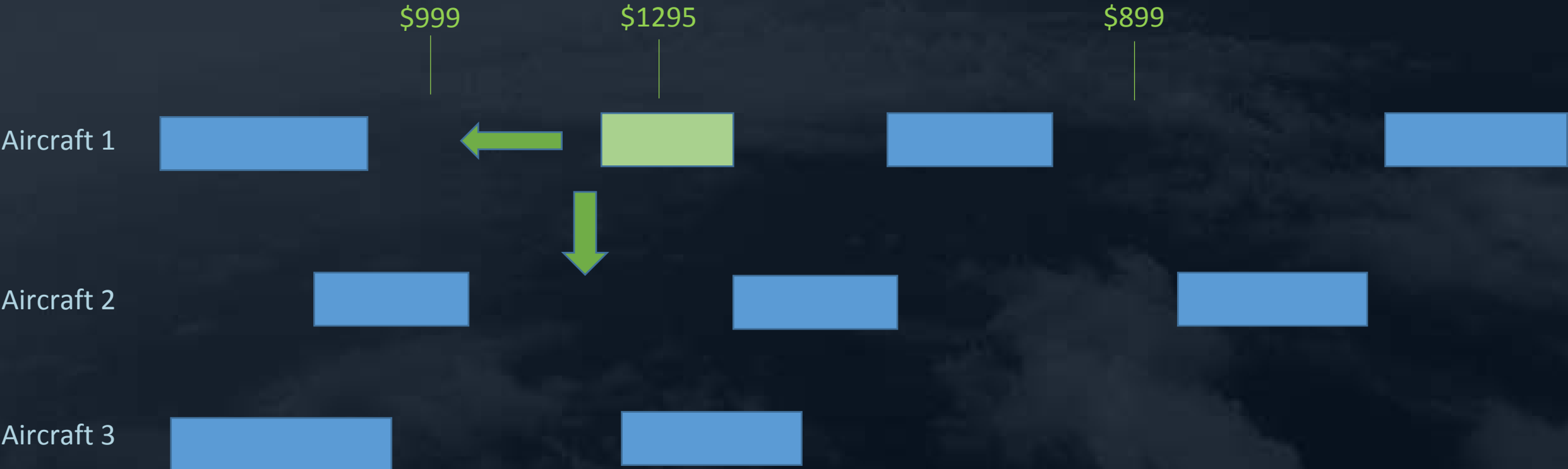
Results based on 33 responses to this question.



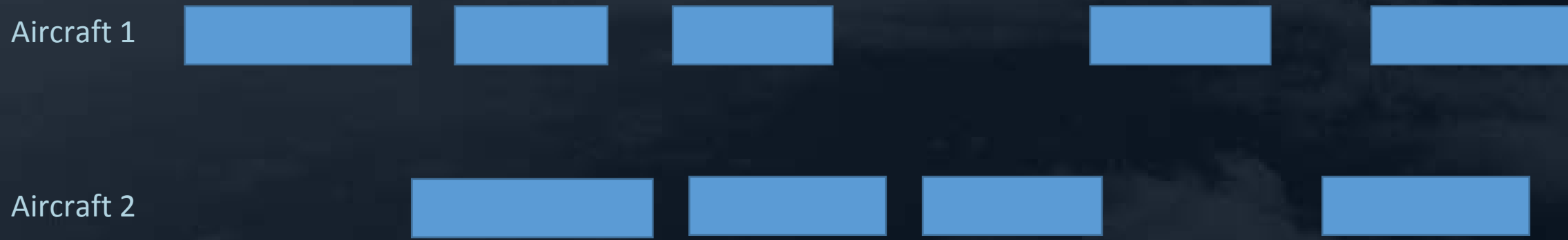
Dynamic Pricing **AUTOMATED**

Static Pricing Model

Price Incentives vs. Peak Times

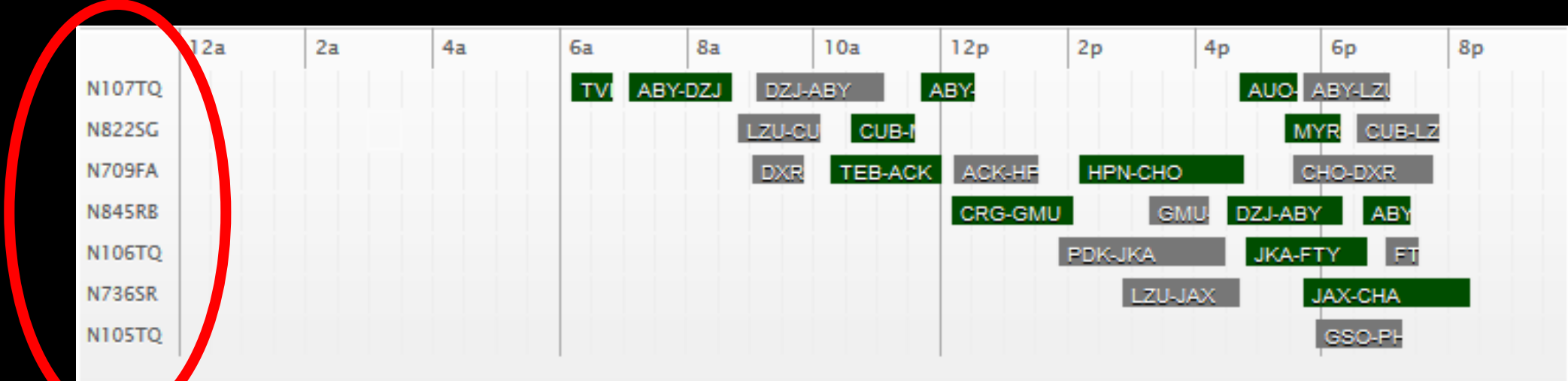


Dynamic Pricing **AUTOMATED**



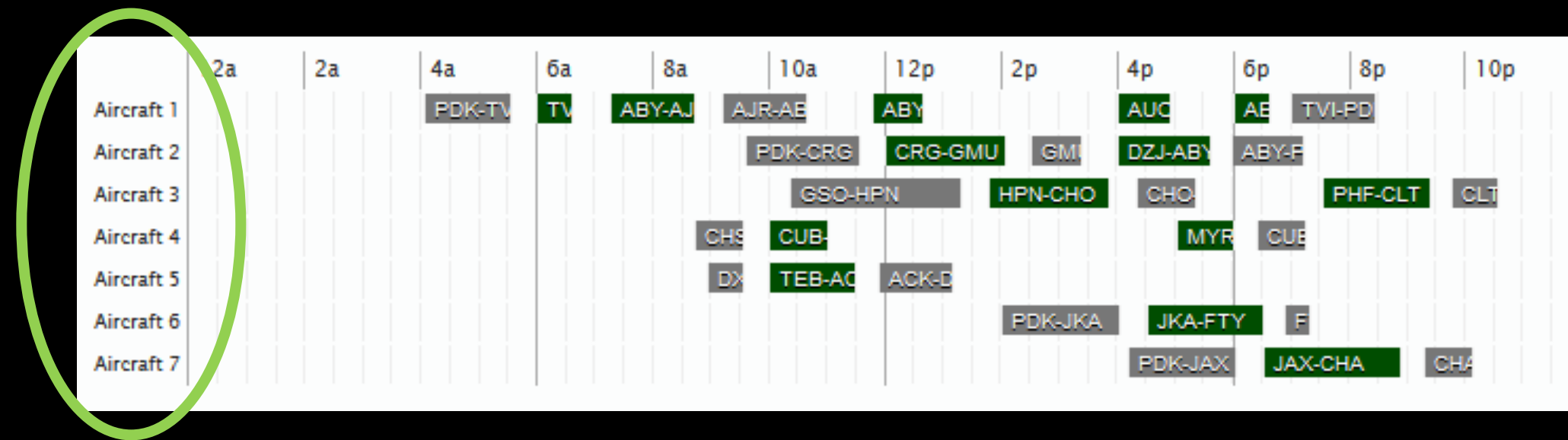
Aircraft 3 Inventory use doubled = fixed costs halved





Traditional Charter; The old way. Solidify tail numbers at booking.

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





IMAGINEAIR