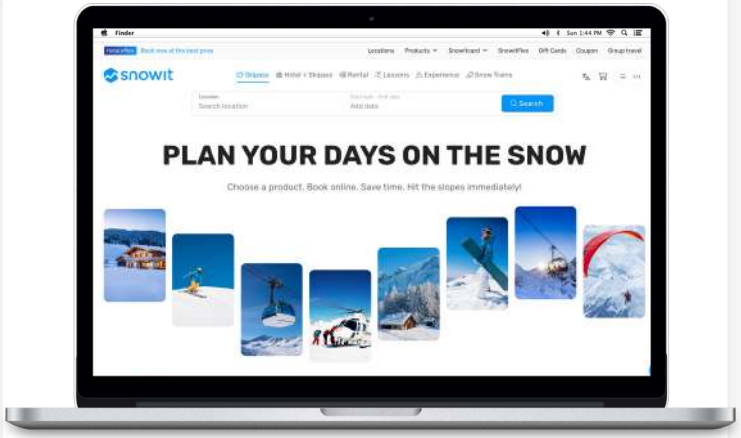
sportit
THE SPORT EXPERIENCE
26th March 2024
snowit
THE WINTER EXPERIENCE
TRIBALA
bikeit

sportit
THE SPORT EXPERIENCE

Sport, just a click away

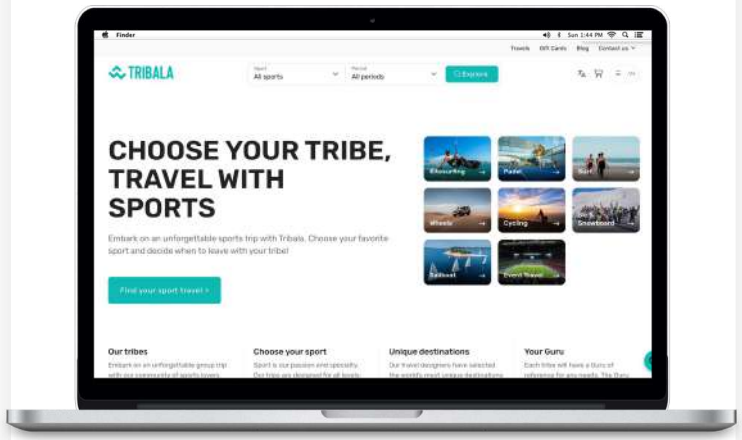
Three platforms with **a common goal**: target sports lovers and offer them the best booking experience

snowit



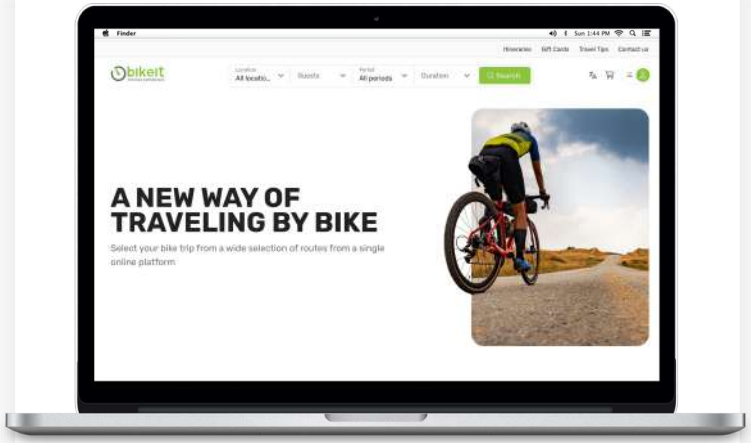
A single **platform** where you can book **everything** you need for a **holiday in the mountains**: ski tickets, hotels, experiences, equipment rental and ski or snowboard lessons

TRIBALA



Travelling with sport has never been easier: many proposals for **trips organized** around the world based on the **sport you prefer** sharing the experience with other sport lovers

bikeit
THE BIKE EXPERIENCE



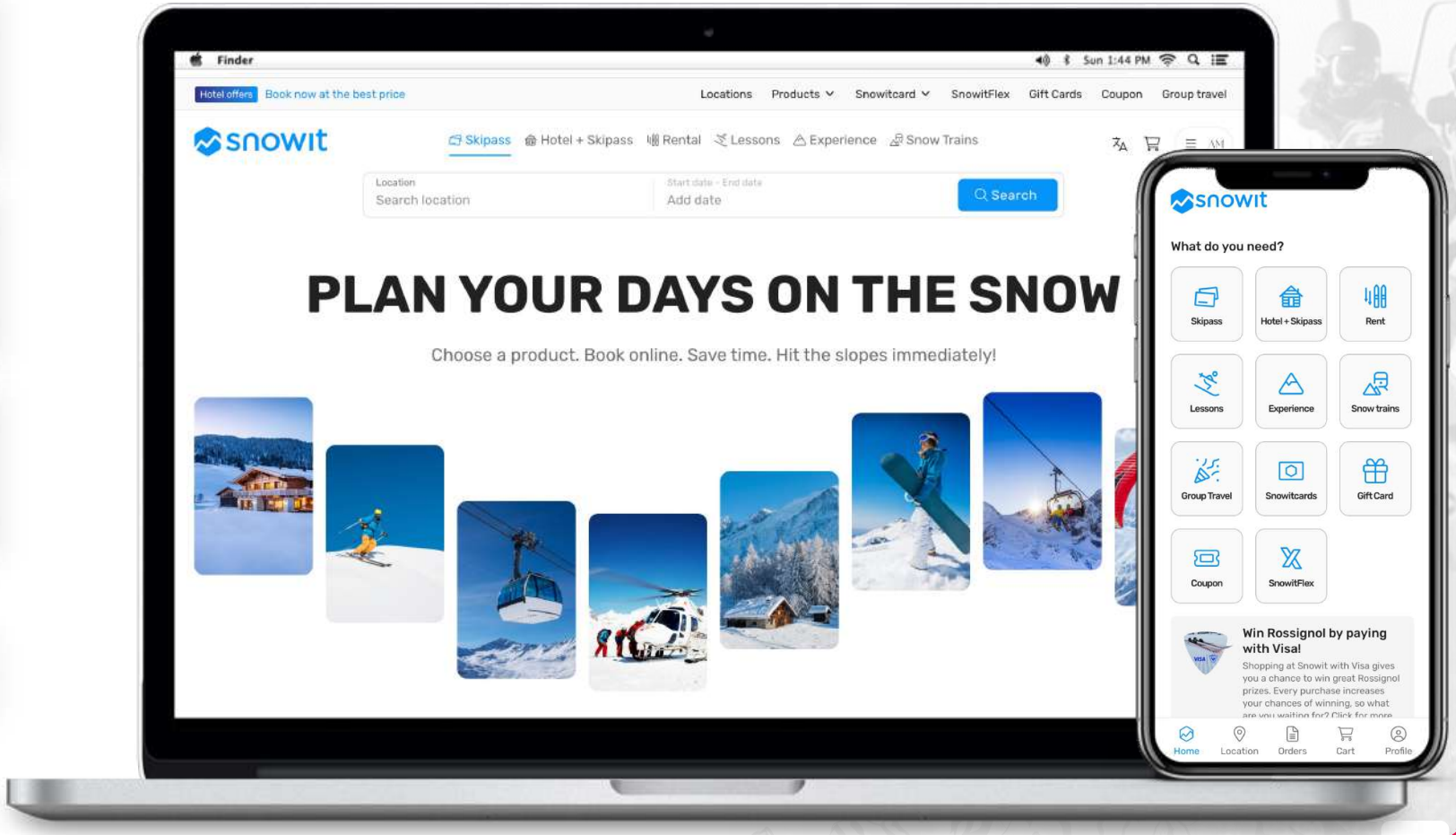
Cycling and sustainability with Bikeit. A platform where you can **book your bike trip following the best itineraries** in Europe and buy all the services you need

Snowit is the most innovative online tour operator dedicated to premium winter tourism

Snowit platform allows for a full digital booking of a personalized ski holiday package

- Organize a full winter holiday online on a single platform
- Personalized your holiday package with all the services you need
- Arrive at the ski resort with everything already booked and ready to ski

HOTEL + SKIPASS · SKIPASS · SKI RENTAL · LESSONS · EXPERIENCES



Book everything you need with Snowit

Snowit offers 6 categories of products with which the user can create their own customized holiday package

HOTEL

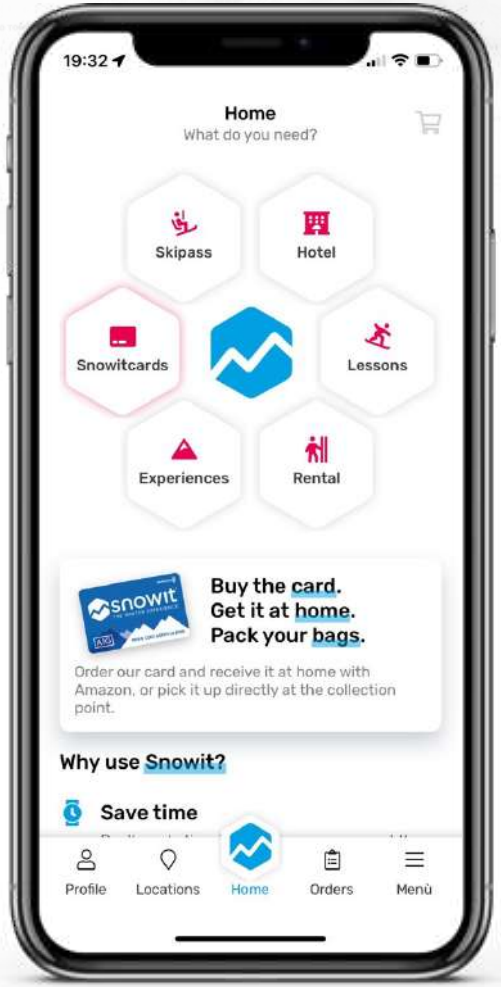
Users can organize their holidays choosing the accommodation in all the best Alps ski resort, choosing the type of accommodation they prefer: from budget accommodation to the most comfortable one. Skipass is always bundled with hotel

SKIPASS

Users can purchase their skipass in two ways:
Purchased directly online and charged immediately on the keycard (Snowitcard)
Purchased within a bundle including also the hotel

ASSICURAZIONE

Users can add to their skipass a daily or seasonal insurance that can be purchased online. Who buys a package can add full coverage for their holiday



RENTAL

Users can rent their ski or snowboard equipment online, finding everything already prepared when they arrive and thus avoiding useless queues inside the rental shop

LESSONS

Users can book ski or snowboard lessons choosing preferred location, date and time.

On Snowit, it is possible to book both individual and group lessons

EXPERIENCES

Users can complete their holiday's program with the best mountain experiences: Lunch & apres-ski, Parking, Heliski, Freeride, Snowmobile, SPA & Wellness, Concerts & events

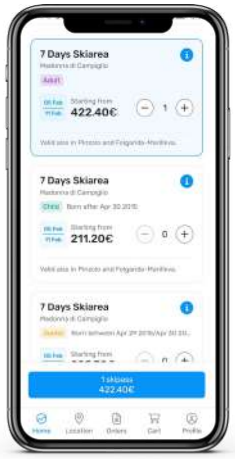
Dynamic packaging platform to book a fully customizaple snow holiday

1. Snowit è conforme alla normativa italiana ed europea in materia di intermediazione assicurativa - Iscrizione IVASS 2. Snowit opera con licenza Tour Operator/Agenzia di Viaggio n. Prot. n. 0024738/21

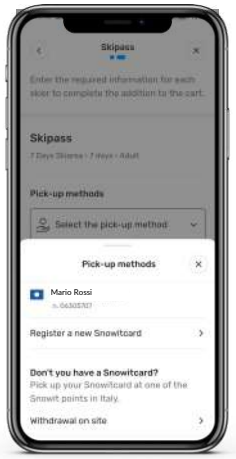
Skipass: users can also buy skipass with a dedicated and easy purchase flow

Snowit sells online skipass through a technological integration that allows users to skip the line at the cashier and go directly to the slopes

The best user experience to purchase your skipass

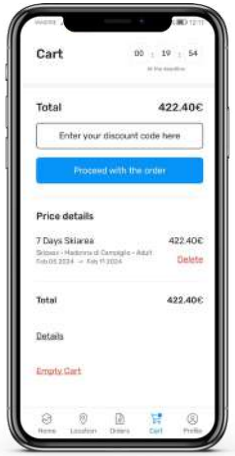


Choose **the ski resort, the day** and the type of **skipass**



Select the **skipass pickup mode**:

- On your **snowitcard**
- **Pickup** in one of the **Snowits point**



Buy in **only one single booking** with **any payment method**

One single card and a fully integrated technology

AXESS We customize solutions. SKIDATA KUDELSKI GROUP alfi

- Snowitcard is the **skipass card** that allows you to hit the slopes in over **50 ski resorts** by purchasing the **ski pass ticket online**
- Thanks to the **integration with Skidata and Axess**, our Snowitcard allows the user to have **the skipass charged on it immediately** after the purchase

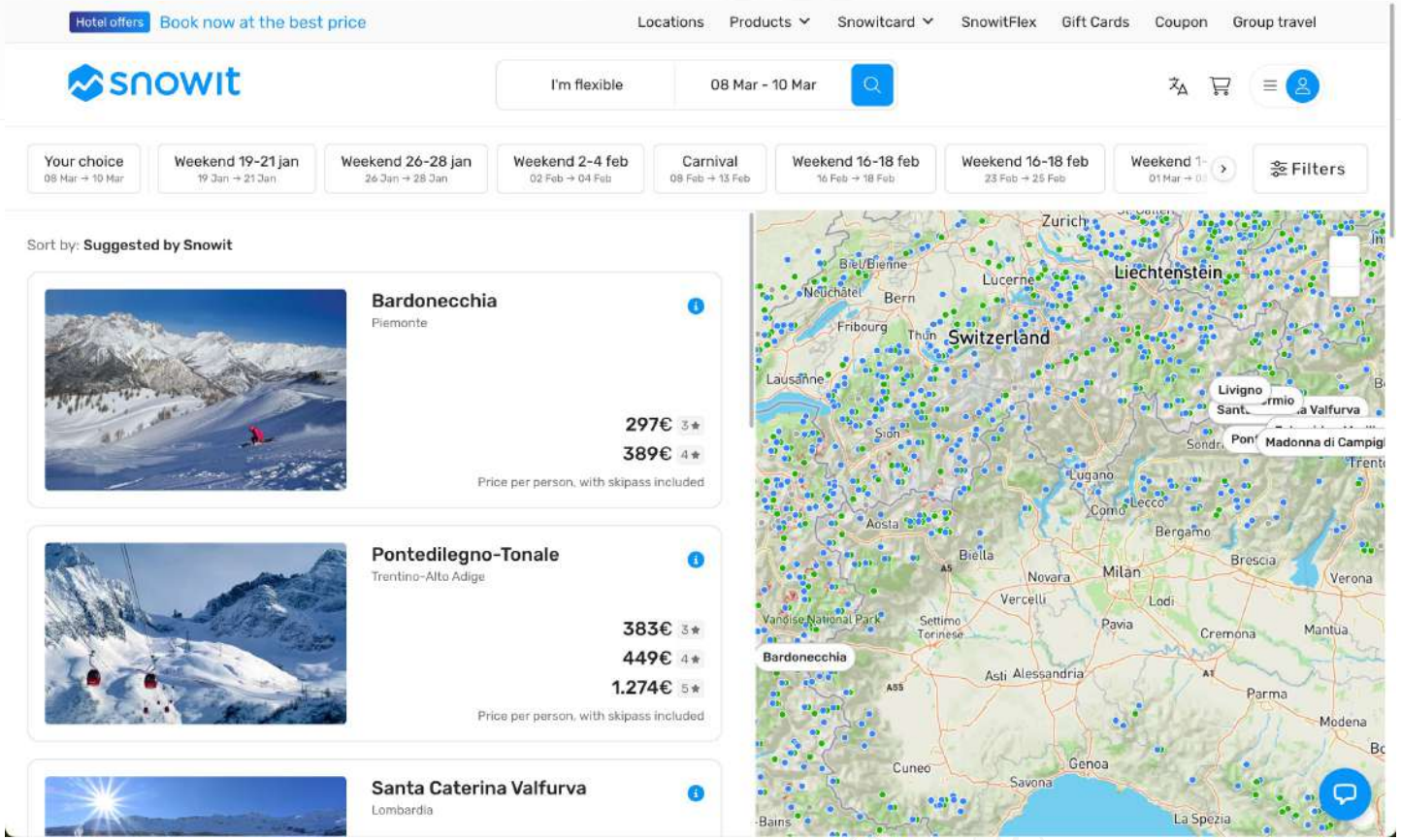
Hotel + skipass: Snowit's hotel platform offers a unique integrated booking experience

Hotel rooms are sold in a package including the skipass through direct integration with channel managers and hotel aggregators

Real-time availability through **direct integration** with over 50 channel managers or **aggregators like OTAs**

Possibility to create a **dynamic holiday package** and to have access to an **expert travel advice**

Recommendation engine with **artificial intelligence** which creates personalized packages for the user based on several criterias



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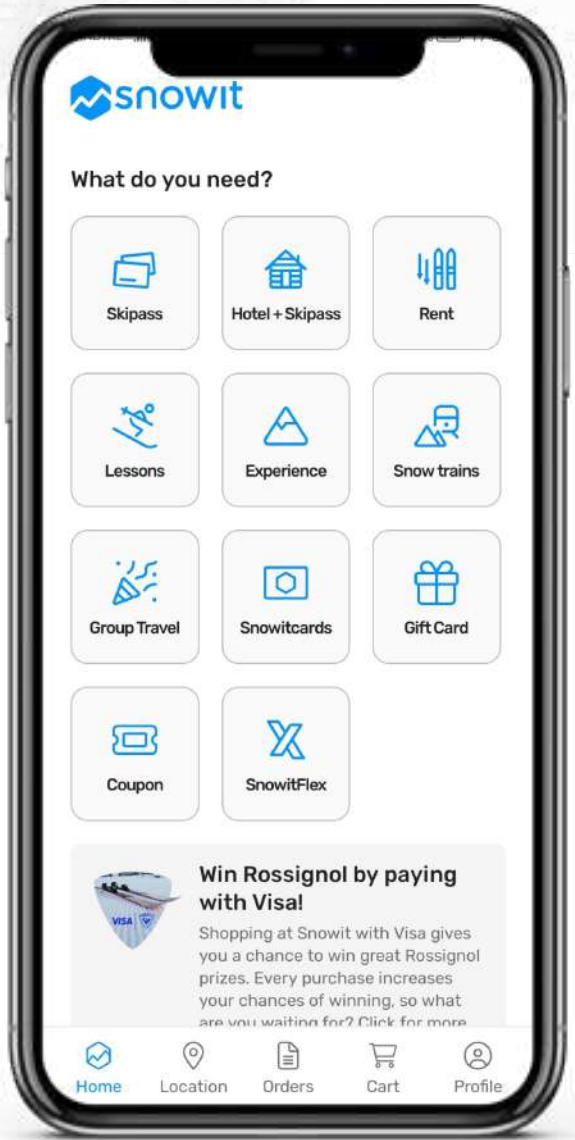
The Snowit app is rated 4.8 stars by customers

Snowit sales platform is recognized by customers as the best in the market



Valutazioni e recensioni

4,8 su 5 — 747 valutazioni

★★★★★
Sako99, 20/12/2021

Indispensabile
Utilizzata per la prima volta ieri ad Ovindoli, Una di quelle app che diventano indispensabili. Per chi scia un vero toccasana, salti la coda per lo ski pass, noleggi in anticipo sci e/scarponi e ti senti un re :)

★★★★★
Borghy_Orochi_1984, 14/12/2021

Nulla di più semplice...Top!
App facile, semplice, veloce e molto intuitiva...comprare lo skipass è semplicissimo e velocissimo; inoltre è molto comoda perché sei già pronto per prendere la seggiovia senza dovere fare la coda alla cassa.
Si posso permettermi un consiglio, sarebbe "comodo" che eroghiate dei buoni sconto al raggiungimento di un determinato valore di skipass acquistati nell'arco di un determinato tempo, da utilizzare per l'acquisto di altri skipass successivi
Grazie

★★★★★
rossella der, 05/01/2022

Servizio e applicazione eccellente
Vado a sciare da sempre a ponte di legno. Ho sempre fatto cose infinite in biglietteria per acquistare lo skipass. Ho scoperto snowit un mese fa tramite un mio amico e mi ha cambiato l'esperienza sulle piste.
TOP!

★★★★★
Alessia14.10, 19/11/2021

App intuitiva
Impensabile comprare uno skipass da App che figata! Sto prendendo Snowitcard per tutti

Available on the App Store

GET IT ON Google Play

More than 75 ski resorts in Europe with Snowit

- Aprica
- Bormio
- Cervinia
- Folgarida
- Gressoney
- La Thuile
- Livigno
- Madonna di Campiglio
- Marilleva
- Pinzolo
- Pontedilegno
- Santa Caterina Valfurva
- Sauce d'Oulx
- Sestriere
- Tonale
- **… and 40 ski resorts more!**

55

- Montgènevre
- **… looking forward to more partnerships!**

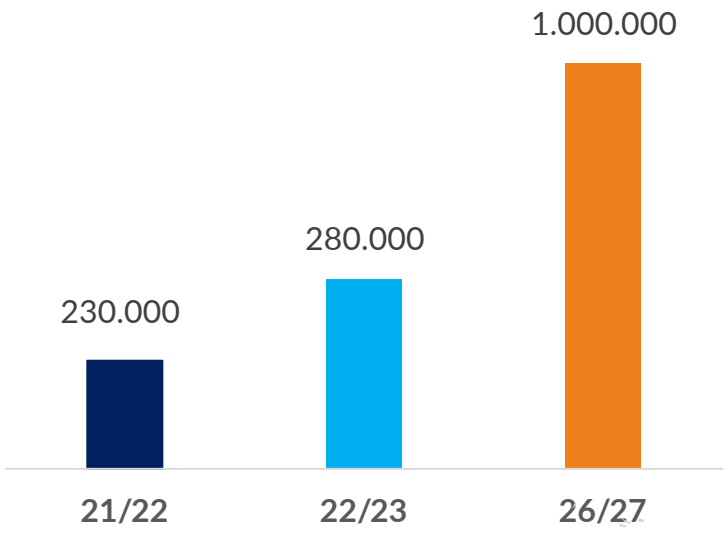
- Airolo
- Aletsch Arena
- Arosa
- Belalp
- Bosco-Gurin
- Brigels-Waltensburg-Andiast
- Carì
- Corvatsch
- Corviglia
- Crans Montana – Aminona
- Diavolezza- Lagalb
- Engadin/ St. Moritz
- Nera/Leontica
- Nendaz
- Portes du Soleil
- Saas_Grund
- Scuol/Engadin
- Slugen_Tanbo
- Thyon
- Beysonnaz

20

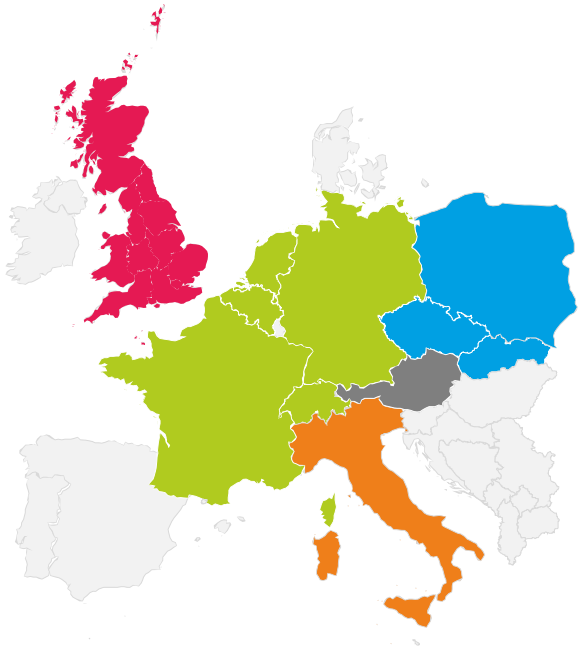
Notes: Data on the number of served ski resorts referred to winter season 2023/2024

280.000 skiers traveled using Snowit

Registered users on Snowit app and website



Where our users come from



Italy

- 70% North
- 20% Center
- 10% South and Islands

Eastern Europe
(+100% YOY*)

Middle Europe
(+50% YOY*)

Great Britain
(+50% YOY*)

Snowit objective is to achieve 1.000.000 registered users within 3 year of which more than 50% coming from outside Italy

**YOY annual growth rate*

Key numbers season 2023/2024

Over 350,000 registered users of our platform, more than 500 partners and over 20M€ of sales in the season

350.000

Registered users

250.000

Unique site and app visitors per month

700.000

Social Community Snowit

500+ partners

Sell on Sportit platform

50M

Marketing Impression by partner locations

20+ M€

Transactions on Sportit this season

Note: Confidential data owned by Snowit, Sportit Srl - Source: CRM Snowit 2023

Technology is our core

Accomodation	Ticketing	Experience & Lessions	Mobility	Insurance	Rental
50+ channel manager	SKIDATA, AXESS	S19, BEEBEEBOARD	TRENORD, e.vai FNMGROUP	AXA, Snowcare	WINTERSTEIGER Thinking about tomorrow

Integrazioni

Sportit technology is designed to integrate any type of service related to the world of leisure. With the different services it is possible to create and manage marketplaces dedicated to specific communities, also in white label to the service of third-party partners

Application Programming Interface (API)

Snowit

1 snowit

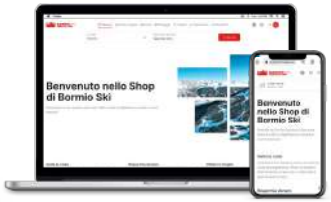
Bikeit

2 bikeit THE BIKE EXPERIENCE

Tribala

3 TRIBALA

Destination Management



4 DESTINATION.TECH

Snowit growth has been certified by Financial Times e Sole24Ore

March, 21 2023

FINANCIAL TIMES

FT1000: Europe's Fastest Growing Companies 2023

Rank	Name	In 2022 ranking	In 2021 ranking	Country	Sector	Absolute Growth Rate %	Compound Annual Growth Rate (CAGR) %
61	Babylon Cloud	No	No	Italy	IT & Software	2,036.5	177.5
62	Voltaica	No	No	France	Energy & Utilities	2,015.5	176.6
63	Energynat	Yes	No	Poland	Wholesale	2,008.7	176.3
64	Motorway	Yes	No	UK	Ecommerce	1,993.2	175.6
65	Ooni Pizza Ovens	No	No	UK	Food & Beverages	1,982.4	175.1
66	Zilliow	No	No	UK	IT & Software	1,980.3	175.0
67	Sportit	No	No	Italy	Leisure & Entertainment	1,974.0	174.8
68	NG Biotech	No	No	France	Pharmaceuticals & Cosmetics	1,949.0	173.6
69	Archingest	Yes	Yes	Italy	Construction & Engineering	1,918.4	172.3
70	GoRo	No	No	Germany	Ecommerce	1,909.3	171.9
71	[illegible]	No	No	Sweden	Pharmaceuticals & Cosmetics	1,889.6	171.0
72	[illegible]	No	No	Switzerland	IT & Software	1,860.9	169.7

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Snowit ranked #67 among 1.000 high sales growth companies in **Europe in 2023 and** #3 within the "Leisure" companies for the **Financial Times**

November 22 2022

Snowit ranked #14 among 500 high sales growth companies **in Italia**, #1 within "Leisure" companies for the **Il Sole 24 Ore**

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