



sportit

THE SPORT EXPERIENCE

26th March 2024

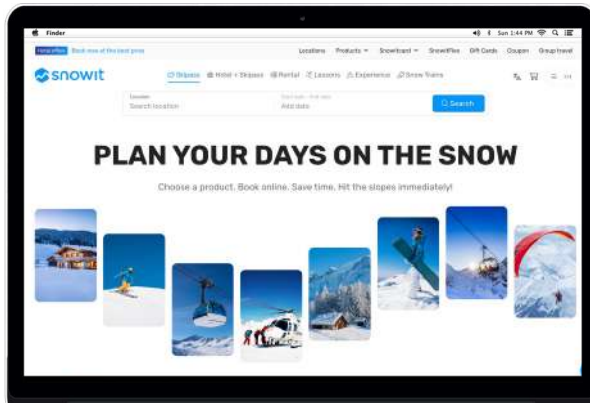
 **snowit**
THE WINTER EXPERIENCE

 **TRIBALA**

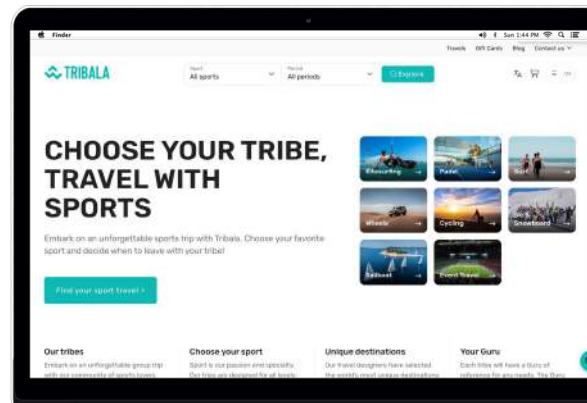
 **bikeit**

Sport, just a click away

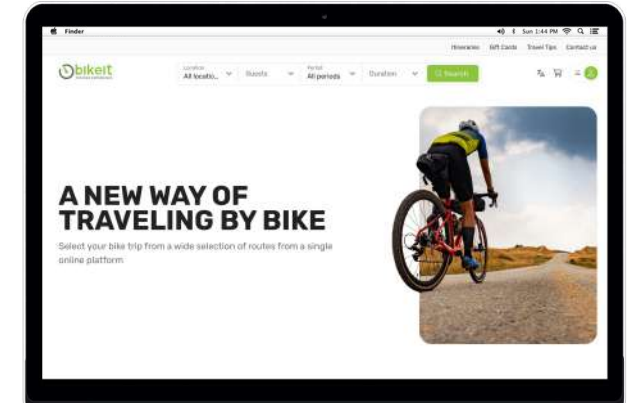
Three platforms with a **common goal**: target sports lovers and offer them the best booking experience



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



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



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



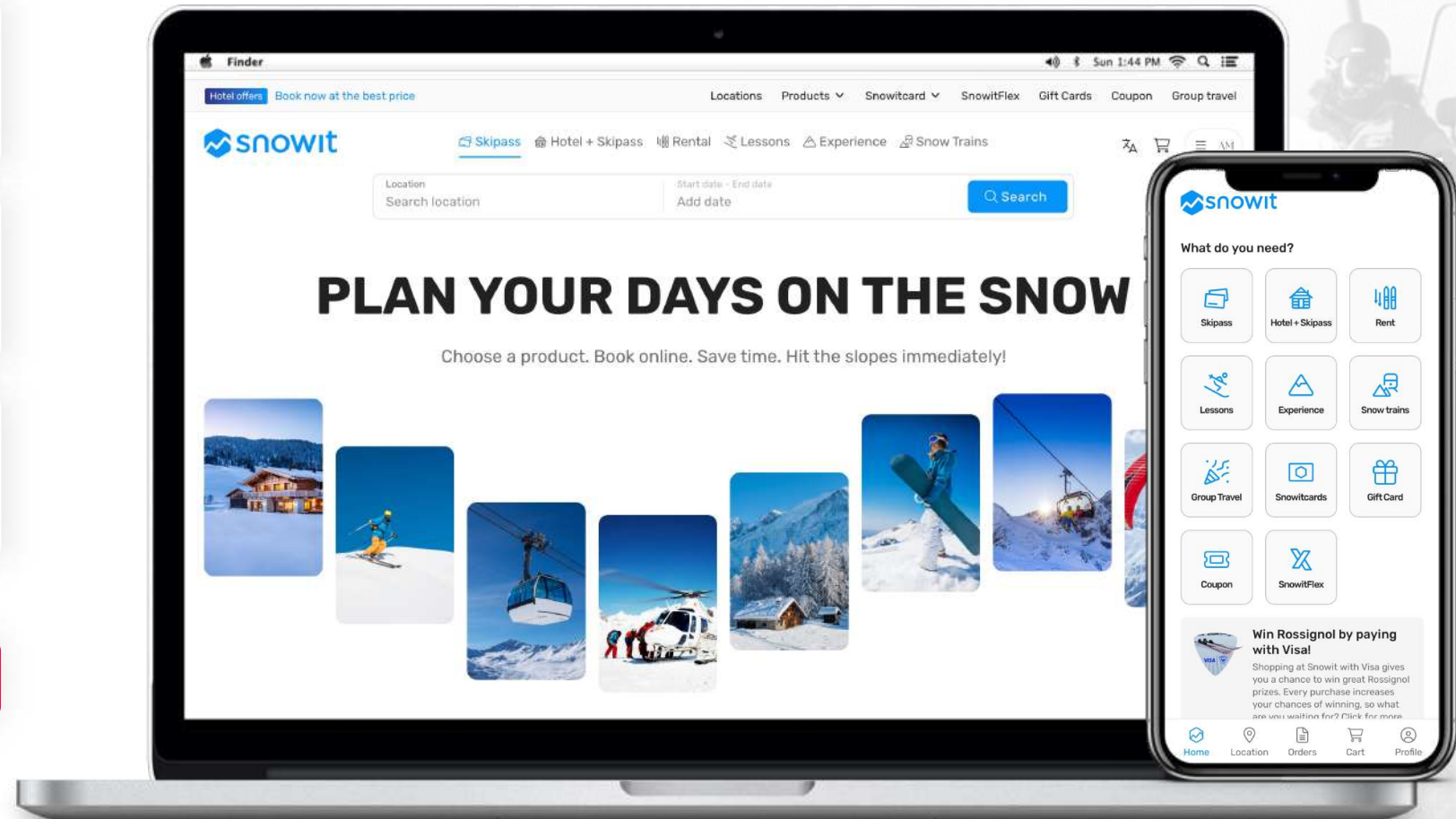
Organize a full winter holiday online on a single platform



Personalized your holiday package with all the services you need



Arrive at the ski resort with everything already booked and ready to ski



1

Book everything you need with **Snowit**

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



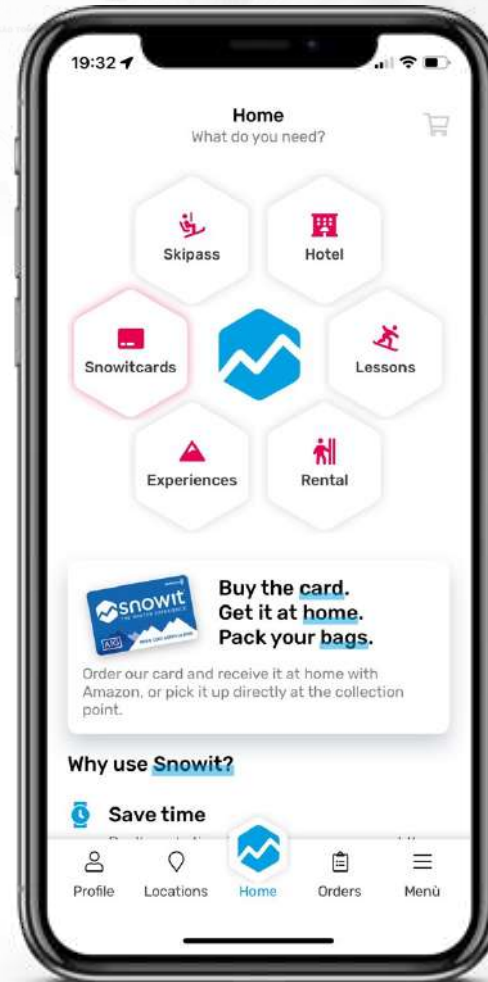
Users can organize their holidays choosing the accommodation in all the best Alps ski resort, choosing the type of accommodation they prefer: from budget accommodation to the most comfortable one. Skipass is always bundled with hotel



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



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



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



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



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

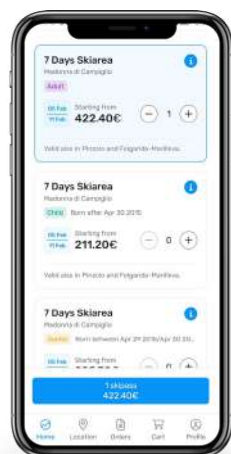
Dynamic packaging platform to book a fully customizable snow holiday



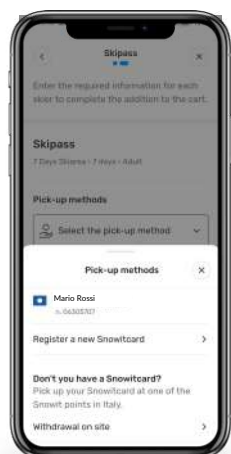
Skipass: users can also buy skipass with a dedicated and easy purchase flow

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

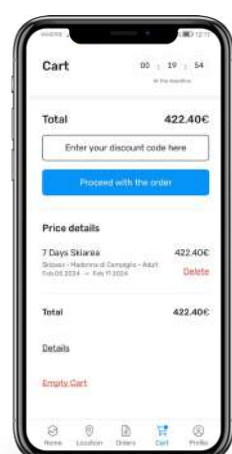
The best user experience to purchase your skipass



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



- 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

The screenshot displays the Snowit website interface. At the top, there are navigation links for 'Hotel offers', 'Book now at the best price', 'Locations', 'Products', 'Snowitcard', 'SnowitFlex', 'Gift Cards', 'Coupon', and 'Group travel'. The main search area includes the Snowit logo, a search bar with 'I'm flexible' and '08 Mar - 10 Mar', and a search icon. Below the search bar, there are several date and event filters: 'Your choice (08 Mar - 10 Mar)', 'Weekend 19-21 Jan (19 Jan - 21 Jan)', 'Weekend 26-28 Jan (26 Jan - 28 Jan)', 'Weekend 2-4 feb (02 Feb - 04 Feb)', 'Carnival (09 Feb - 13 Feb)', 'Weekend 16-18 feb (16 Feb - 18 Feb)', 'Weekend 16-18 feb (23 Feb - 25 Feb)', and 'Weekend 1-3 mar (01 Mar - 03 Mar)'. A 'Filters' button is also present. The main content area is titled 'Sort by: Suggested by Snowit' and lists three ski packages:

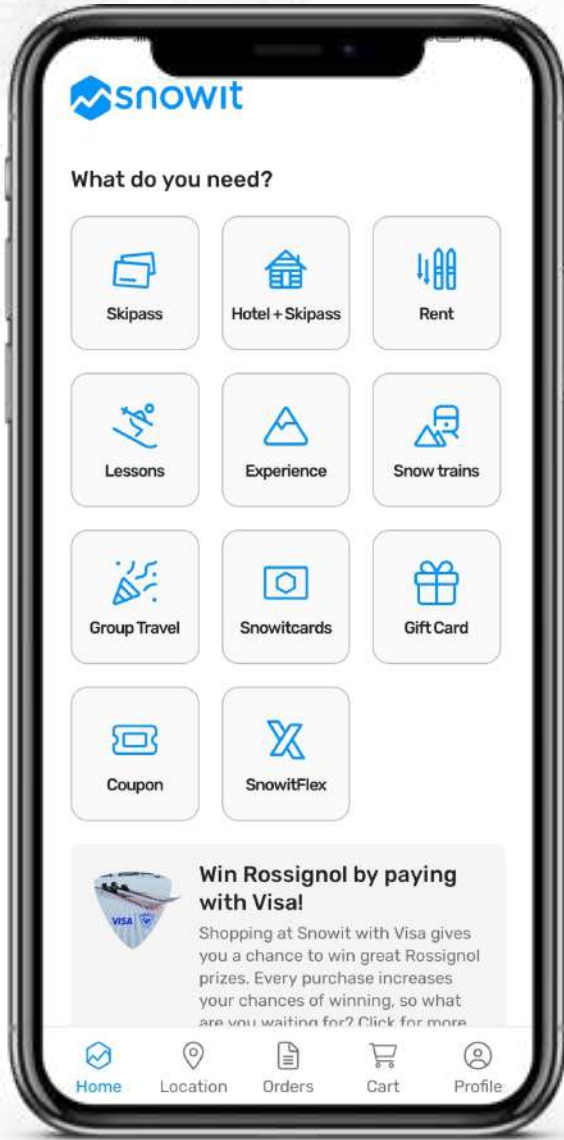
- Bardonecchia** (Piemonte): 297€ (3★), 389€ (4★). Price per person, with skipass included.
- Pontedilegno-Tonale** (Trentino-Alto Adige): 383€ (3★), 449€ (4★), 1.274€ (5★). Price per person, with skipass included.
- Santa Caterina Valfurva** (Lombardia): Price per person, with skipass included.

On the right side of the interface, there is a map of the Alps region showing various ski resorts marked with colored dots. The map includes labels for cities like Zurich, Bern, Lucerne, Liechtenstein, Switzerland, Lausanne, Thun, Lugano, Aosta, Biella, Novara, Milan, Bergamo, Brescia, Verona, Mantua, Pavia, Lodi, Cremona, Parma, Modena, Bologna, Cuneo, Savona, Genoa, and La Spezia. A search bar is visible on the map, and a chat icon is in the bottom right corner.

1

The Snowit app is rated **4.8 stars** by customers

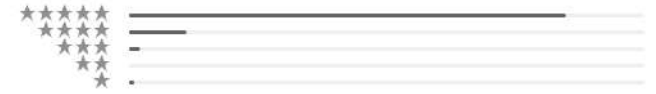
Snowit sales platform is recognized by customers as the best in the market



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 erogiate 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



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!



- ❖ Montgènevre
- ❖ ... looking forward to more partnerships!

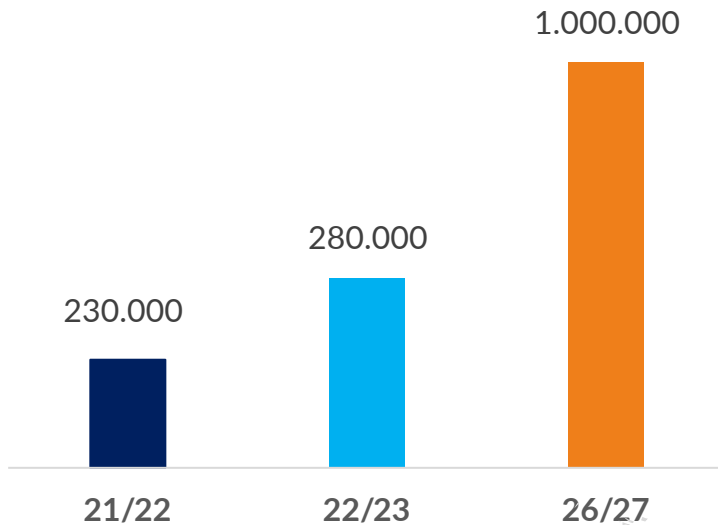


- ❖ Airolo
- ❖ Aletsch Arena
- ❖ Arosa
- ❖ Belalp
- ❖ Bosco-Gurin
- ❖ Brigels-Waltensburg-Andiast
- ❖ Carì
- ❖ Corvatsch
- ❖ Corviglia
- ❖ Crans Montana - Aminona
- ❖ Diavolezza- Lagalb
- ❖ Engadin/ St. Moritz
- ❖ Nera/Leontica
- ❖ Nendaz
- ❖ Portes du Soleil
- ❖ Saas_Grund
- ❖ Scuol/Engadin
- ❖ Slugen_Tanbo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

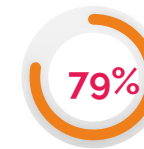
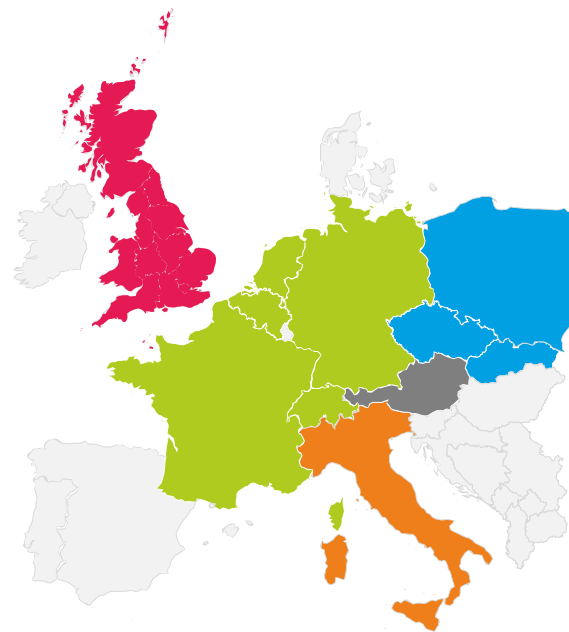


280.000 skiers traveled using Snowit

Registered users on Snowit app and website



Where our users come from



Italy

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



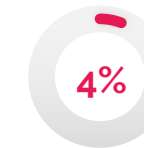
Eastern Europe

(+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

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

Technology is our core

Accomodation

50+ channel manager

Ticketing

SKIDATA AXESSE

Experience & Lessons

S19 BEEBEEBOARD

Mobility

TRENORD e.vai
FNM GROUP

Insurance

AXA Snowcare

Rental

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



Bikeit



2



Tribala



3



Destination Management



4



Snowit growth has been certified by Financial Times e Sole24Ore

March, 21 2023

November 22 2022

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	Ziffow	No	No	UK	IT & Software	1,980.3	175.0
67	Sportit	No	No	Italy	Leisure & Entertainment	1,974.0	174.8
68	NO Biotech	No	No	France	Pharmaceuticals & Cosmetics	1,949.0	173.6
69	Archingest	Yes	Yes	Italy	Construction & Engineering	1,918.4	172.3
70	CoRo	No	No	Germany	Ecommerce	1,909.3	171.9
71	Alaris	No	No	Sweden	Pharmaceuticals & Cosmetics	1,889.6	171.0
72	Alaris	No	No	Switzerland	IT & Software	1,860.9	169.7





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

Leader della crescita

Rapporti Leader della crescita

La classifica dei Leader della crescita 2023

Ranking delle imprese selezionate da Statista e Sole24Ore

Rank	IMPRESA	Settore	2022	2021	2020	2019	2018	2017	2016	2015	2014	2013	2012	2011	2010	2009	2008	2007	2006	2005	2004	2003	2002	2001	2000	1999	1998	1997	1996	1995	1994	1993	1992	1991	1990
1	Waco S.r.l.	Produzione industriale	433,07	409,52	61,882,81	2	12	Produzione industriale	33	Tredem S.r.l. 28																									
2	China Investment S.p.A.	Costruzione e ingegneria	389,07	131,00	18,317,58	11	3	Costruzione e ingegneria	34	Neomagic S.p.A.																									
3	Timmy Savi S.p.A.	Finanziario, servizi finanziari e assicurativo	353,85	2,900,00	271,194,00	138	726	Finanziario, servizi finanziari e assicurativo	35	O.T.E. Energia Rinnovabile S.r.l.																									
4	Distromart S.r.l.	Commercio all'ingrosso	325,01	640,36	451,53,97	4	8	Commercio all'ingrosso	36	Sph Up S.r.l.																									
5	DOTK S.r.l. (Senza)	IT e software	290,64	370,00	17,757,46	4	27	IT e software	37	Studio Eke S.r.l.																									
6	Dante Labs S.r.l.	Prodotti farmaceutici e biotecnologici	250,46	1,210,00	52,110,42	9	133	Prodotti farmaceutici e biotecnologici	38	Imprinting S.r.l.																									
7	Bookman S.r.l.	Formazione	231,00	10,173	5,886,08	1	17	Formazione	39	Carlin Signal S.r.l.																									
8	Baroni S.r.l. (Baroni Home)	E-commerce	195,24	251,25	3,992,75	1	1	E-commerce	40	Polltechna Europa S.r.l.																									
9	Reverutto S.r.l.	Costruzione e ingegneria	192,97	172,30	4,328,48	2	6	Costruzione e ingegneria	41	Asiab S.r.l.																									
10	Tate S.r.l.	Energia e servizi pubblici	190,13	191,10	4,667,11	2	13	Energia e servizi pubblici	42	Everis S.p.A.																									
11	Edilenergia S.r.l.	Costruzione e ingegneria	186,25	236,12	5,241,00	0	25	Costruzione e ingegneria	43	Contadri S.r.l.																									
12	Salsban S.r.l. (Salsban - Vabotey - Yivnagod)	Alloggio e viaggi	171,92	228,94	4,914,43	7	15	Alloggio e viaggi	44	Arcadia Italia S.r.l.																									
13	Babylon Cloud S.p.A.	IT e software	177,48	107,30	2,305,24	7	24	IT e software	45	Conservice S.r.l.																									
14	Sportit S.r.l. (snow)	Tempo libero e divertimento	174,75	432,75	8,975,53	4	28	Tempo libero e divertimento	46	Esogel S.r.l.																									
15	Archingest S.r.l.	Costruzione e ingegneria	172,27	216,96	43,696,76	3	7	Costruzione e ingegneria	47	Esenero Pharma S.r.l.																									
16	Main Solution S.r.l.	Energia e servizi pubblici	168,55	1,720,00	33,311,40	7	45	Energia e servizi pubblici	48	Edi Group S.p.A.																									
17	Roadline S.r.l.	Produzione industriale	157,88	220,54	3,783,83	3	3	Produzione industriale	49	Imprendroma S.p.A.																									
18	myAppFree S.p.A.	Pubblicità e marketing	155,75	97,25	15,382,05	4	14	Pubblicità e marketing	50	Dialab S.r.l.																									
19	Alternative Implant S.r.l.	Costruzione e ingegneria	154,16	152,38	2,501,77	10	15	Costruzione e ingegneria	51	Teicos Us S.r.l.																									
20	Lhub S.r.l.	Pubblicità e marketing	148,70	100,48	1,545,54	1	14	Pubblicità e marketing	52	Riviera Motori S.r.l.																									
21	Business Innovation Lab S.p.A. (Oggi)	Finanziario, servizi finanziari e assicurativo	146,41	1,151,20	17,324,69	14	36	Finanziario, servizi finanziari e assicurativo	53	BPower energia S.r.l.																									
22	Wnout S.r.l.	Produzione industriale	141,30	229,27	3,386,79	1	16	Produzione industriale	54	Che Tariffa S.r.l.																									
23	Crocinà S.p.A.	Finanziario, servizi finanziari e assicurativo	140,70	1,165,70	16,256,30	30	72	Finanziario, servizi finanziari e assicurativo	55	Oyada Cosmetics S.r.l.																									
24	Pinealab S.r.l. (Pinealab)	Alloggio e viaggi	135,32	725,41	9,907,01	10	24	Alloggio e viaggi	56	Isoclean S.r.l.																									
25	Wolter S.r.l.	Alloggio e viaggi	134,48	460,31	10,000,00	1	1	Alloggio e viaggi	57	Isoterna S.r.l.																									

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





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THE SPORT EXPERIENCE

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