

LaaSy: Loyalty-as-a-Service

LaaSy Business Travel

Unlocking cashback and brand engagement for organizations by rethinking loyalty from the ground up.

LaaSy[®]

📍 LaaSy Business Travel

LaaSy is transforming Business Travel expenses into advantages by eliminating fees and giving cashback on bookings.

Traditional travel management companies charge fees for every booking, every report, and every change—LaaSy charges you nothing. **In fact, we pay you cashback for business travel.**

In addition, LaaSy Business Travel platform provides:

- 24/7 Global Customer Support
- Preferred Supplier Integration
- Real-Time Analytics & Reporting
- Real-time Traveler Approvals
- Meeting Planning Assistance
- Traveler Profiles
- Advanced Policy Enforcement
- SOC II Compliance



🛡️ SOC II Compliant

Policy Compliance



Zero Fees



Q4 Cashback

October 2024	+\$852.34
November 2024	+\$500.00
December 2024	+\$650.47

💰 Q4 Cashback +2,040.39

How We're Different

Traditional TMC	 LaaSy Business Travel
Charges service & transaction fees	No fees — ever
Keeps supplier commissions	Shares commissions as cashback
Limited flexibility	Modern, mobile-first tech
Hidden markups	Full transparency
Reactive service	24/7 global support
Elevate their brand	Elevates your brand



Integrating LaaSy Corporate Travel + Group Travel

TIMELINE

Available to **launch immediately**

GOAL

Reduce T&E spend with a no-fee platform & earn cashback on corporate and group travel bookings

REVENUE IMPACT

Initial revenue through **cashback rev-share sales from bookings**

Funding source for LaaSy Perks

KEY FEATURES

Exclusive deals, zero hidden fees + up to 50% cashback rebated for hotel and car transactions

Automated policy permissions & settings

Real-time data & reporting

Q4 Cashback
+\$1,564.00

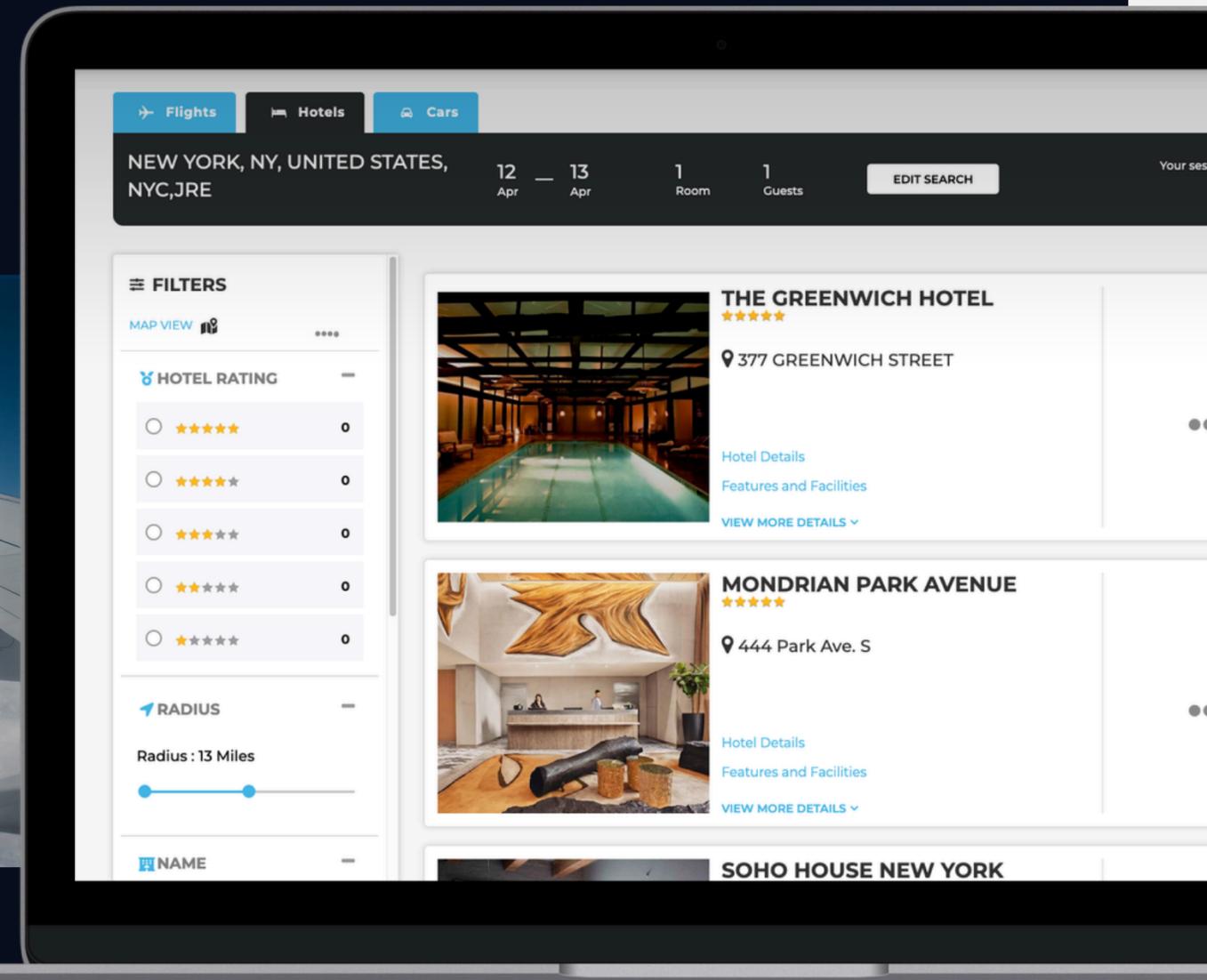
Enable Content Type

- Economy
- Basic Economy
- Premium Economy
- Business Class
- First Class



TRAVELER PROFILE

Lena Muller
Compliance Dept.



Business Travel Program Savings

Example Total Travel Budget:

\$11,000,000

\$2,860,000

Total Air Volume

\$2,200,000

Rental Car Volume

\$5,940,000

Total Hotel Volume

The LaaSy Model	Cashback		
Year	1	2	3
Travel Cashback	\$939,888	\$939,888	\$939,888
Fee Avoidance	\$244,444	\$244,444	\$244,444
Total Benefit	\$1,245,444	\$1,245,444	\$1,245,444
% of Budget Saved	11%	11%	11%

Total Benefit
over 3 years:

\$3,736,332

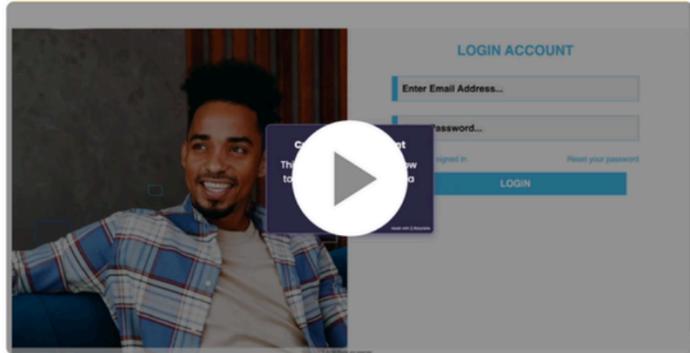
Onboarding & Launching is a breeze

- ✓ **Dedicated onboarding resources** to get your corporate instance, policies, and travelers configured.
- ✓ **Automated onboarding** that walks you through the process from set up to launch
- ✓ **Resources that help you launch** with your audience, including a video course series called “LaaSy Corporate Academy”

Hi Cole,

Welcome to **Proactive MD Corporate Travel**: a new Corporate Travel platform built just for us. See your travel policies, book flights, hotels, and car rentals, and manage your trips, all in one place.

Get Started



Accessing the booking platform:

You are a **TRAVELER**. Follow these steps to set your Traveler account password:

1. Go to <https://proactivemd-corporate.mybookingplatform.com/>
2. Click “Reset your password”
3. Enter your **work email address**
4. Select “Traveller”
5. Click “Submit”
6. Follow the link in the email you receive from noreply@mybookingplatform.com to **set your password**
7. Enter a **password** that meets the security requirements and click “Submit” to set your password
8. Log in using your **work email address** and the password you just set

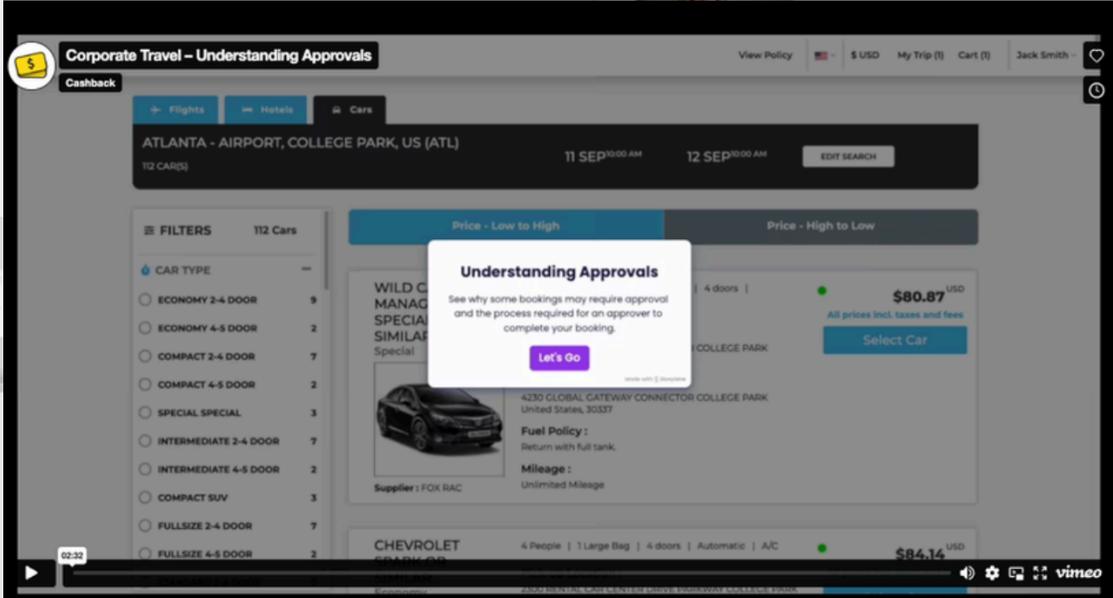
[Set My Password](#)

LaaSy Business Travel Academy

Welcome to LaaSy Corporate Travel Academy—whether you’re booking business travel for yourself, or approving/arranging travel for your organization, our onboarding courses are here to make booking, managing, and approving trips a breeze.

Select the course below that is most relevant to you. Enter your contact information, and you’ll be redirected to the course page with quick how-to videos covering each stage of the process. Once you’ve completed the course your employer will grant access to the LaaSy Corporate Travel booking platform.

-  **Travelers**
Learn how to book your own travel
[Start Course](#)
-  **Travel Arrangers**
How to book and manage upcoming trips for any traveler
[Start Course](#)
-  **Travel Approvers**
Understand the approval process
[Start Course](#)



The screenshot shows a car rental search results page for Atlanta. A pop-up window titled "Understanding Approvals" is overlaid on the results, explaining that some bookings require approval and providing a "Let's Go" button. The background shows a list of car options with filters and pricing.





But what if your business travel program could do even more?

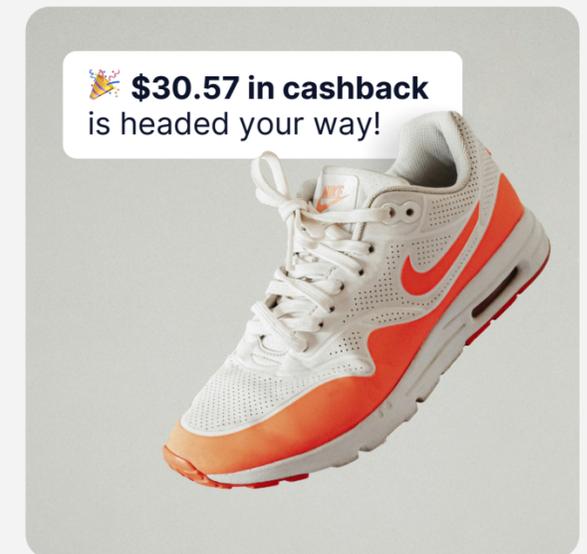
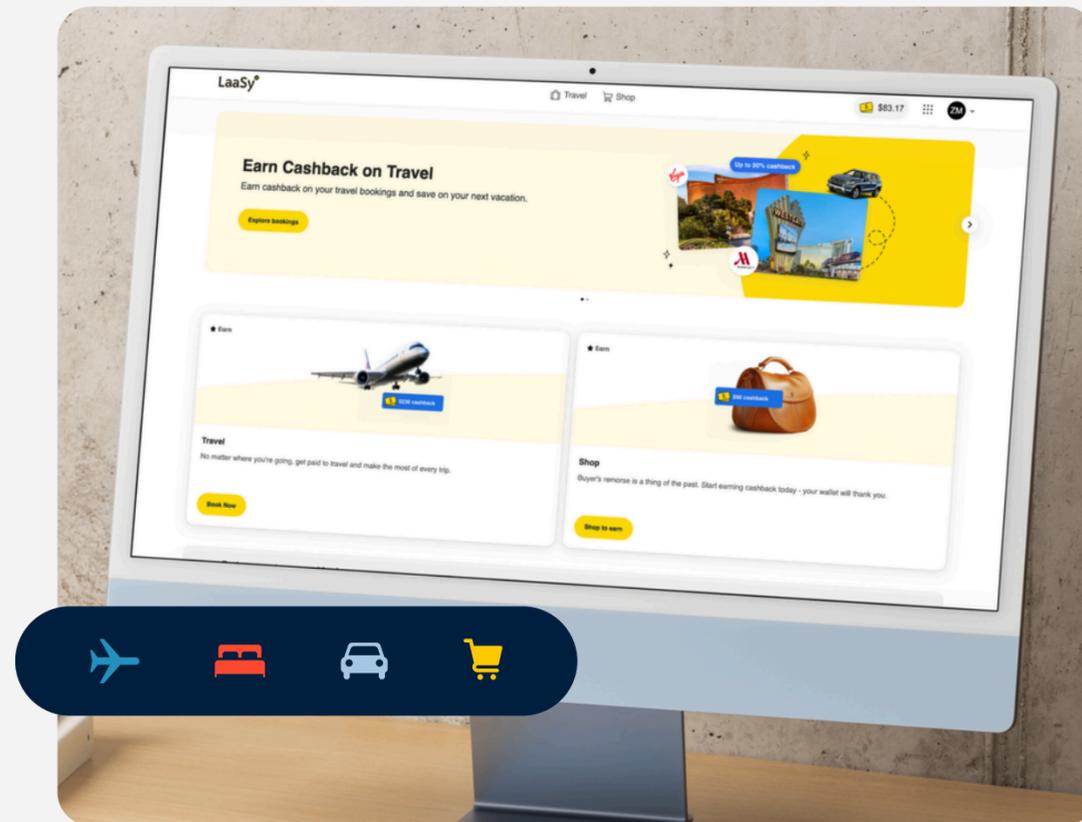
What if it could power something greater — a movement that builds loyalty, boosts retention, and strengthens your culture?



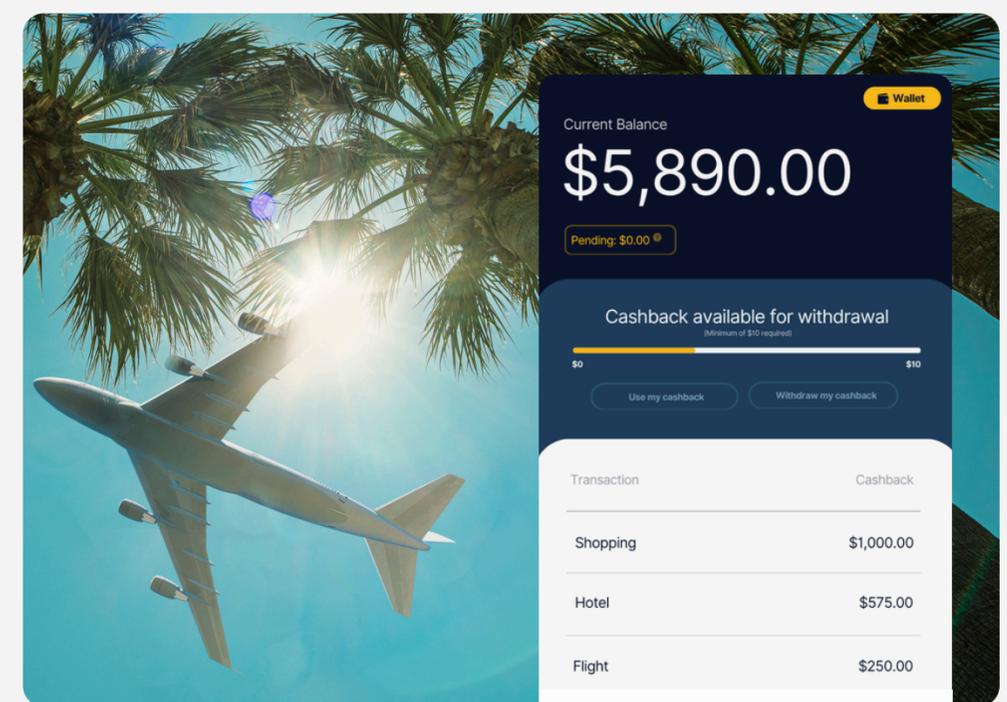
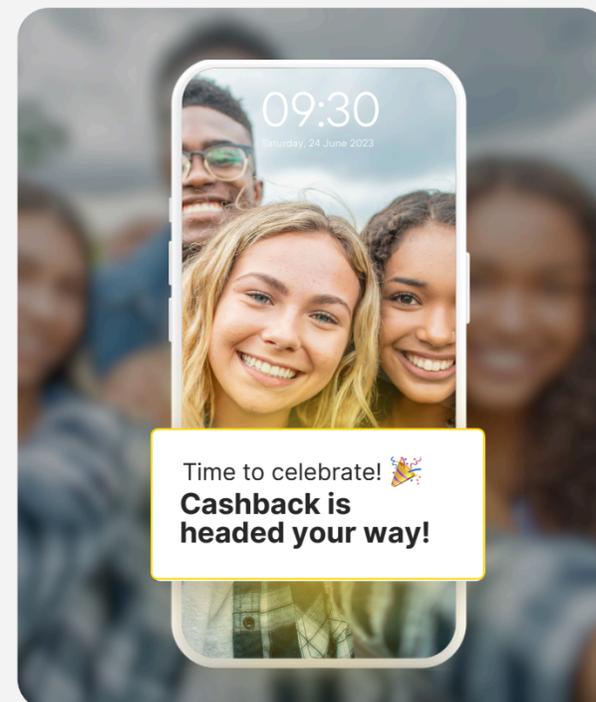
Every Business Travel Customer Gets Access to LaaSy Perks - For Free

As a LaaSy Business Travel client, you have immediate access to LaaSy Perks, our **white-label loyalty platform** that gives your employees **cashback on personal travel and shopping.**

- ✓ **Increase Brand Visibility**
with your own branded loyalty platform
- ✓ **Reward Your People**
with member-exclusive deals + cashback
- ✓ **Build Loyalty**
by making your team feel seen and valued
- ✓ **Create Brand Champions**
through internal energy that becomes external trust — the most powerful form of marketing.



Connect **existing flight and hotel** loyalty numbers for **even more rewards**

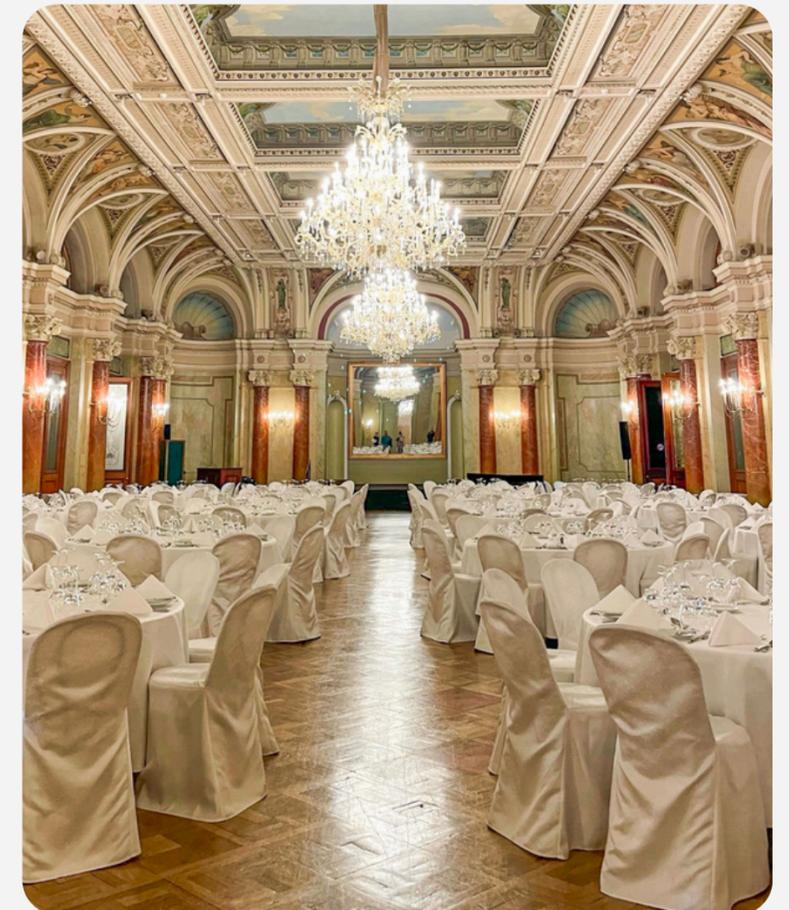


LaaSy Group Events

A first-of-its kind, Group Travel Platform that **unlocks cashback** on hotel bookings.

Our dedicated and experienced team of expert Group Travel Planners provide **full-service, elevated event planning** from small off-site meetings to extravagant incentive trips.

- ✓ Full-Service Event Planning
- ✓ Complimentary Destination & Venue Sourcing*
- ✓ Group Airfare Coordination
- ✓ Ground Transportation Management
- ✓ Event Branding & Communications
- ✓ Onsite Mobile App & Tech Tools





Connection is Key

As your brand's best friend, we walk beside you to facilitate meaningful connections that transform everyday moments into lasting loyalty and adoption into advocacy.





Amplify

Amplify Your Brand's Value by Driving Engagement

LaaSy's Engagement Services department, Amplify, can partner with your brand to increase engagement, adoption, and success.



A Branded Platform Drives Real Adoption

Your logo, your message — higher sign-ups and ongoing participation.



Branding = Engagement = Cashback

Employee engagement with your brand = more cashback and higher loyalty



We Activate Engagement for You

LaaSy handles creative and communication — unburdening HR & Marketing.



Promote Your Brand, Not Someone Else's

Traditional TMCs market their brand to your people. With LaaSy, your brand is front and center — every single day.





Let's make travel & perks the start of **something bigger.**

- ✓ **Stronger Culture**
Internal connection and belonging
- ✓ **Higher Retention**
Improved morale and loyalty
- ✓ **Brand Engagement**
Continuous touchpoints
- ✓ **Revenue Growth**
Participation drives results



LaaSy: Loyalty-as-a-Service

LaaSy Business Travel

Unlocking cashback and brand engagement for organizations by rethinking loyalty from the ground up.

LaaSy[®]