



THANKS AGAIN

The new generation
of airport loyalty



COMARCH

Airlines control all your customer data?

You cannot recognize your most valuable customers and communicate with them?

You are unable to thank them for travelling via your airport, for their shopping or their feedback?



You do not want to be considered merely as an infrastructure provider...

You want to deliver unique experience to your end-customers and monetize on this relationship!



Loyalty programs succeed if implemented at a larger scale.

Scale up your loyalty initiatives by joining forces with other airports!



The world's first and only airport-centric coalition of loyalty programs



Your airport is where **travel and retail meet.**

Leverage on Comarch's core strengths in travel and retail loyalty and **transform airlines' frequent flyers into your airport's frequent shoppers!**



Key Facts

At **120** airports
program available
at selected retailers
(usually one or two)



95%
of retailers of selected airports
participate in the program



Thanks Again is present at
170 airports



split into: City of Atlanta, City of Austin, Dallas/Fort Worth International Airport, Portland International Jetport



Loyalty program members
spend on average
40%
more per transaction than non-members



50 airports
wide programs
(contract signed directly with Airport)



\$ 26
Average Qualified
Transaction Value



Originated from the United States.
Currently present at 170 airports.



Now rolling out to Europe, Middle East, Africa and Asia Pacific



Coalition of loyalty programs

Thanks Again is a coalition of individual loyalty programs.

Each airport keeps their unique offer while enjoying multiple benefits provided by a single IT platform and globally recognised Thanks Again points.





Thanks Again offers unique features, which have not been implemented in the airport industry before:

- Single IT platform,
- Local & global currency,
- Simple architecture & comprehensive functionalities,
- Passenger omnichannel communication,
- Business intelligence & benchmarking,
- Seamless integration,
- Simple commercial model.



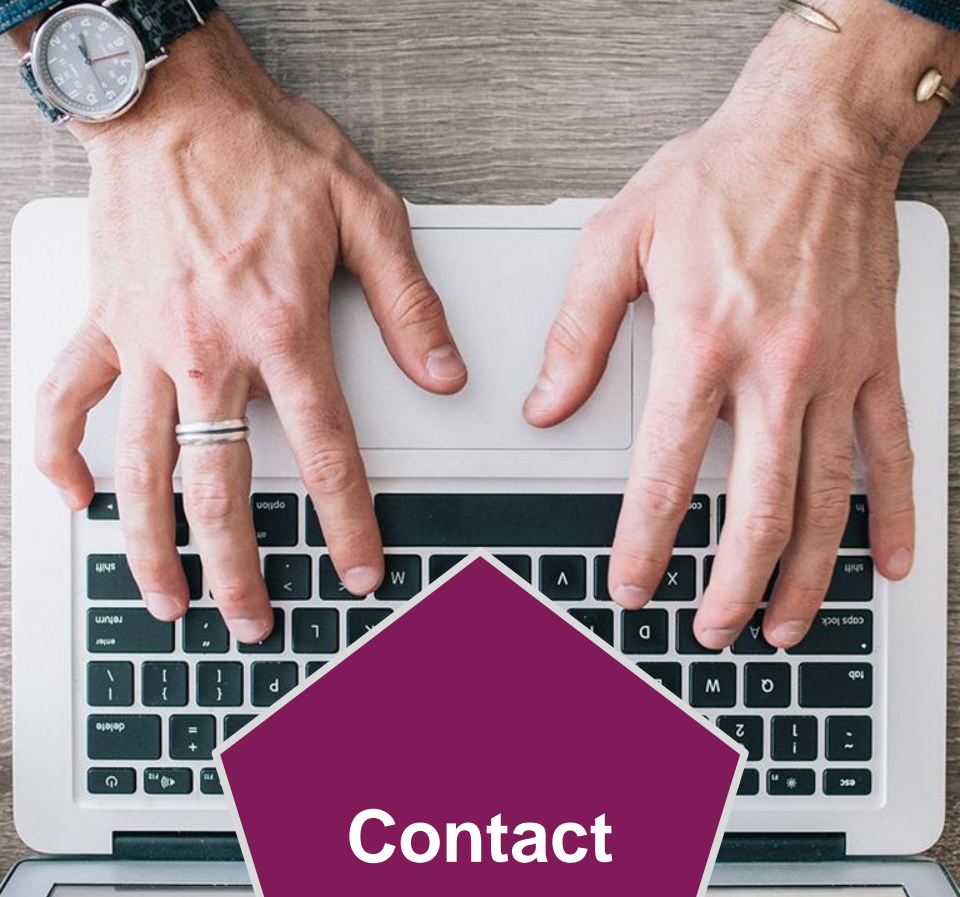
Benefits for airports

- Quick implementation, or migration to, a robust loyalty platform enriched with global Thanks Again points,
- Access to information about global passenger segments and ability to benchmark against groups of other airports,
- Keeping unique offering while skyrocketing the attractiveness of your airport for all types of passengers by enabling them to enrol locally and get rewarded globally,
- Saving time and money on recruiting new members as they will already recognise the global program and its benefits,
- Building relationship with your current clients and reaching new customers,
- Increasing non-aeronautical revenue,
- Minimising investment cost and eliminating administrative fee and balance sheet burden in running a loyalty program!



Benefits for members

- Local enrolment, global rewards,
- Faster points accrual,
- Wider points redemption options,
- One loyalty card stored in the smartphone accepted at all airports!



Contact US

COMARCH S.A.
al. Jana Pawła II 39 a
31-864 Kraków
Poland

Phone: +48 12 64 61 000
E-mail: thanksagain@comarch.com
www.thanksagain.comarch.com