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# The “Next Normal”

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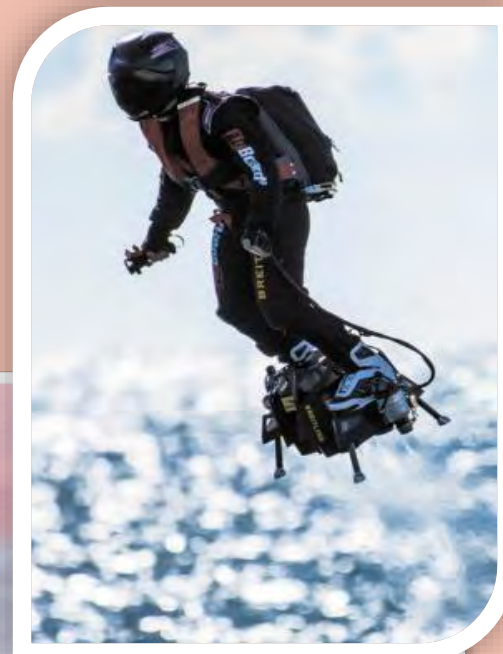
Amadeus  
Ventures

How we used to start presentations...

We live in a world of accelerating changes

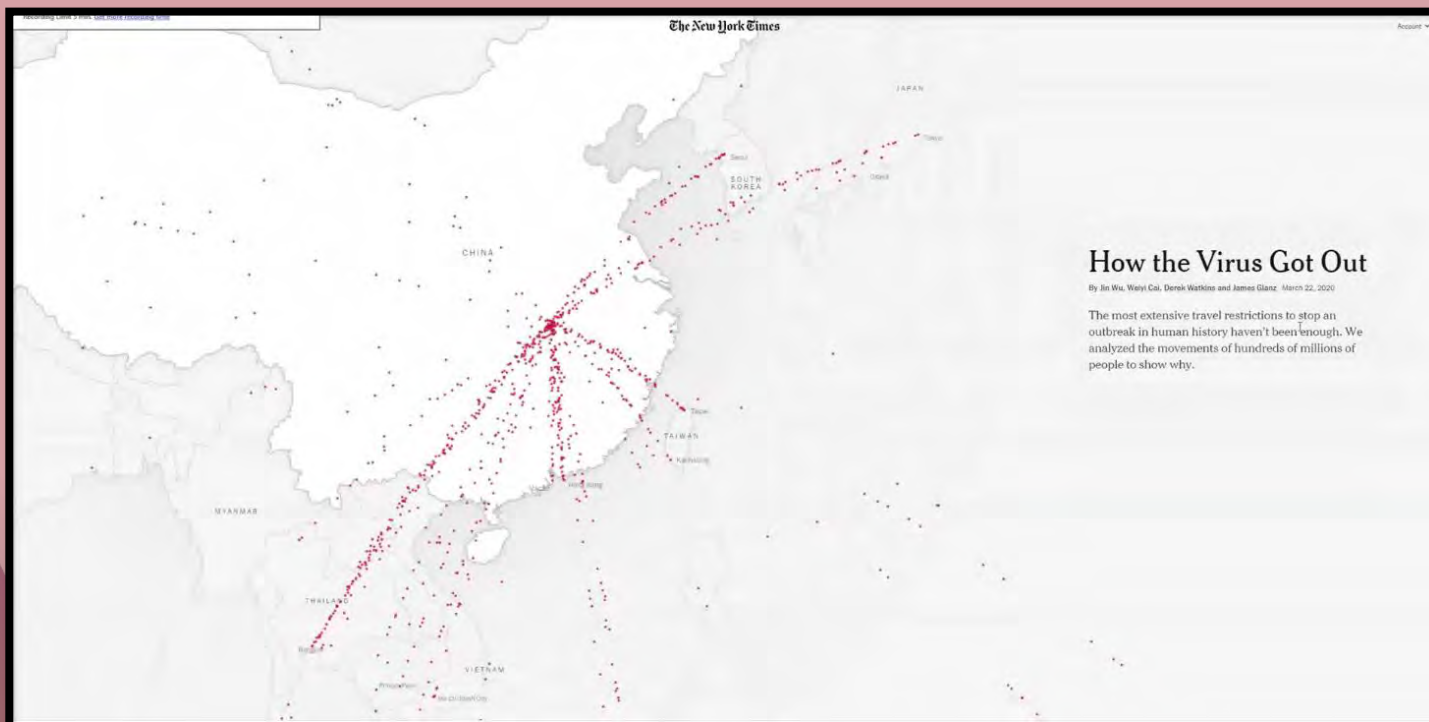


New ways of going from A to B

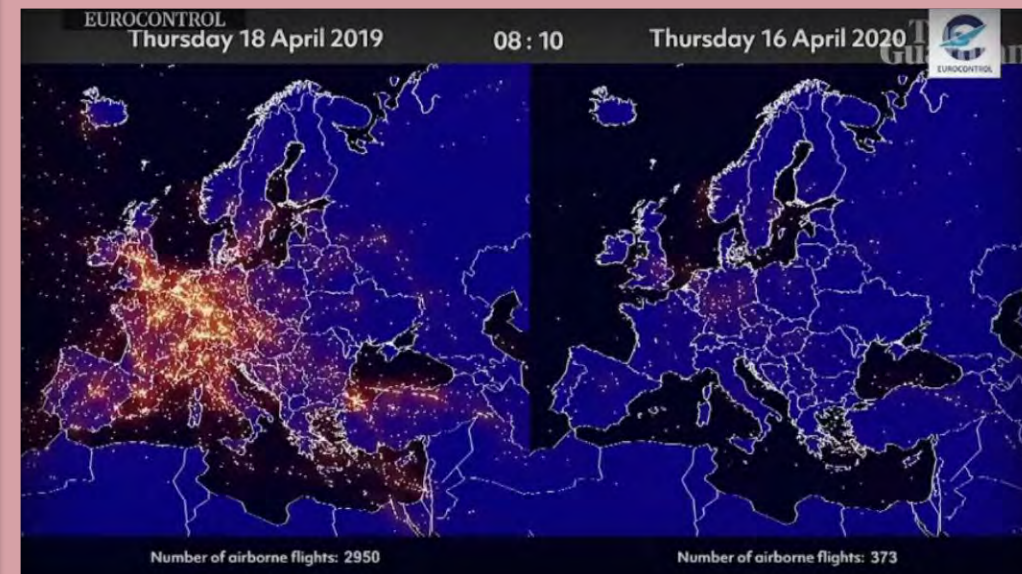


...how we start them now.

# COVID has changed the world as we know it



Impact Air  
Traffic



An aerial, top-down view of several people walking on a large, colorful floor. The floor is composed of large, overlapping geometric shapes in shades of purple, pink, blue, and orange. A faint, white network of lines and circular nodes is overlaid on the floor, resembling a digital or social network. The people are walking in various directions, some carrying bags or suitcases, and their shadows are cast on the floor. The overall scene suggests a modern, interconnected environment.

## Let's Rebuild Travel

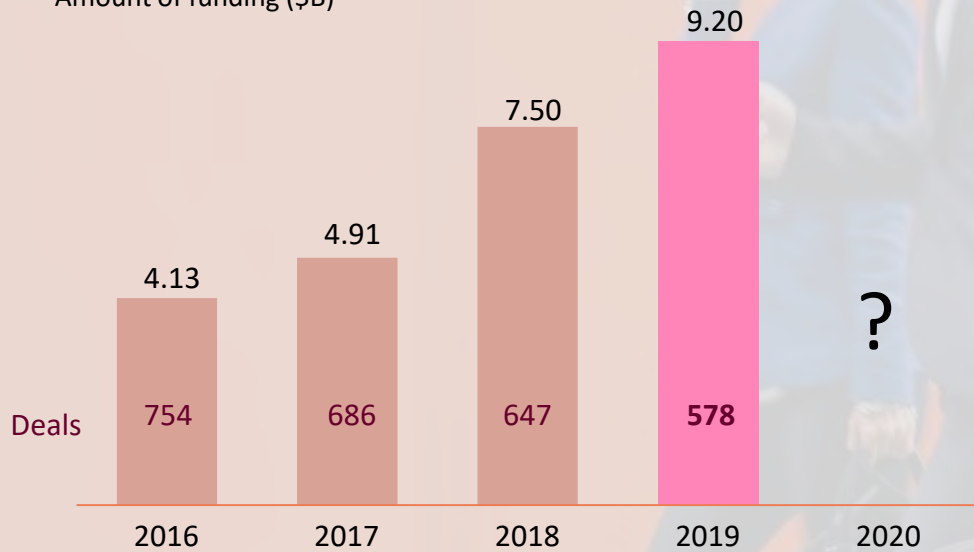
As we face the challenges of today and look to the future, technology and innovation will be a powerful enabler of change.

# How were investments in travel startups in 2019?

## VC WORLD 2019

### Venture Capital Investments in Travel Startups

Amount of funding (\$B)



Source: Skift, Crunchbase and Phocuswright

## NOTABLE ROUNDS

**Tiqets**

TICKETING PLATFORM  
Raised: \$60m

**TravelPerk**

BOOKING TOOL  
Raised: \$60m

**Uplift**

FLEXIBLE PAYMENTS  
Raised: \$123m

**Tourlane**

TRAVEL PACKAGES  
Raised: \$47m

## UNICORNS

**Mafengwo**

SOCIAL NETWORKING  
SERVICE  
Raised: \$250m

**TripActions**

CORPORATE TRAVEL  
BOOKING TOOL  
Raised: \$250m

**vacasa**

PRIVATE  
ACCOMMODATION  
Raised: \$319m

**SONDER**

RAISED: \$210m

**yanolja**

SOUTH  
KOREAN OTA  
Raised: \$180m

LODGING | PRIVATE ACCOMMODATION | GROUND TRANSPORTATION | TOURS & ACTIVITIES

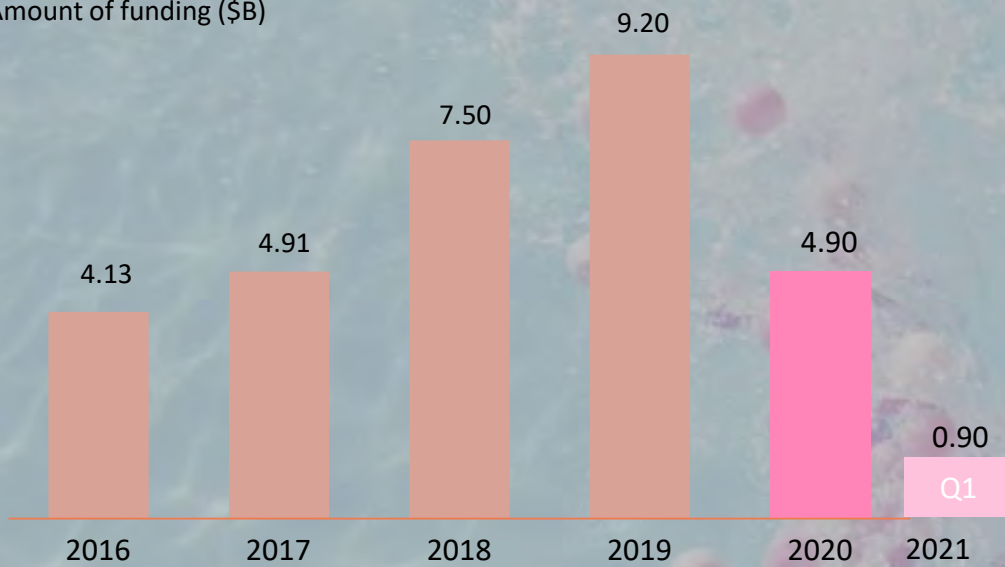
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# What has happened during COVID? 2020 & Q1 2021

## VC WORLD 2020

### Venture Capital Investments in Travel Startups

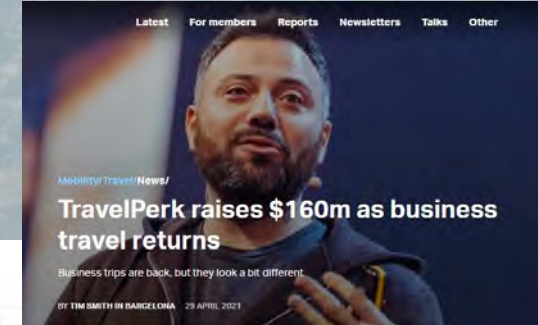
Amount of funding (\$B)



Source: Skift, Crunchbase and Phocuswright

- Investments in travel startups have significantly slowed down.
- Funding in H1 2020 was significantly higher than funding in H2 of 2020
- VC investors were **prioritizing existing portfolio companies**

## SOME EXAMPLES



Source: Phocuswire

PRIVATE ACCOMMODATION | DIGITAL HEALTH | CORPORATE TRAVEL | FINTECH AND TRAVEL  
GROUND TRANSPORTATION | LAST MILE DELIVERY | WORKING FROM HOME

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# This context requires understanding new traveler needs...

... to ensure we, in Amadeus, innovate where it matters for travelers and our customers

## GO INFORMED



## GO SAFE



## GO LOCAL



# Collaboration with startups is key: Amadeus Ventures



A funding program to make minority investments in early-stage startups relevant for the travel industry

Amadeus has been recognized with the Corporate Startup Stars Award in 2018, 2019 and 2020

3,000+

Relevant startups screened

- Proactive and reactive dealflow
- Referral vs. direct

17

Investments made

- Series Seed + and A
- Initial traction + KPI
- Global impact

60+

Joint use case exploration

- Solution synergies
- Referral to customers

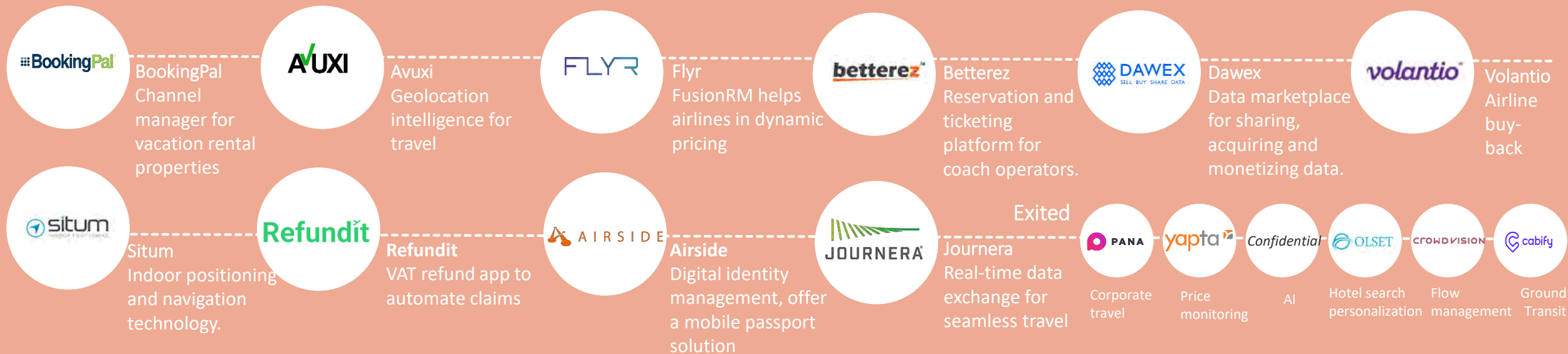
300+

Ecosystem partners

- Accelerators
- Financial VCs
- Financial advisors
- Government agencies
- Event organisers



# Amadeus Ventures portfolio: 17 Investments to date, 7 exits



## Investment Criteria

Early-stage startup

Excellent team

Scalable in a global context

Strategic alignment with 1A priorities

Thank You!