

Town Hall April 2025



Today's agenda

- **Business Overview** / Meidad
- **Department Deep Dive:**
 - Optimizing Our Public Transportation Experience / Shelly
 - Departure Per Card / Itai K.
- **Country Discovery** / Susanna
- **People Updates**
- **Q&A**



CEO Updates



Today's agenda



01 March 2025 business overview

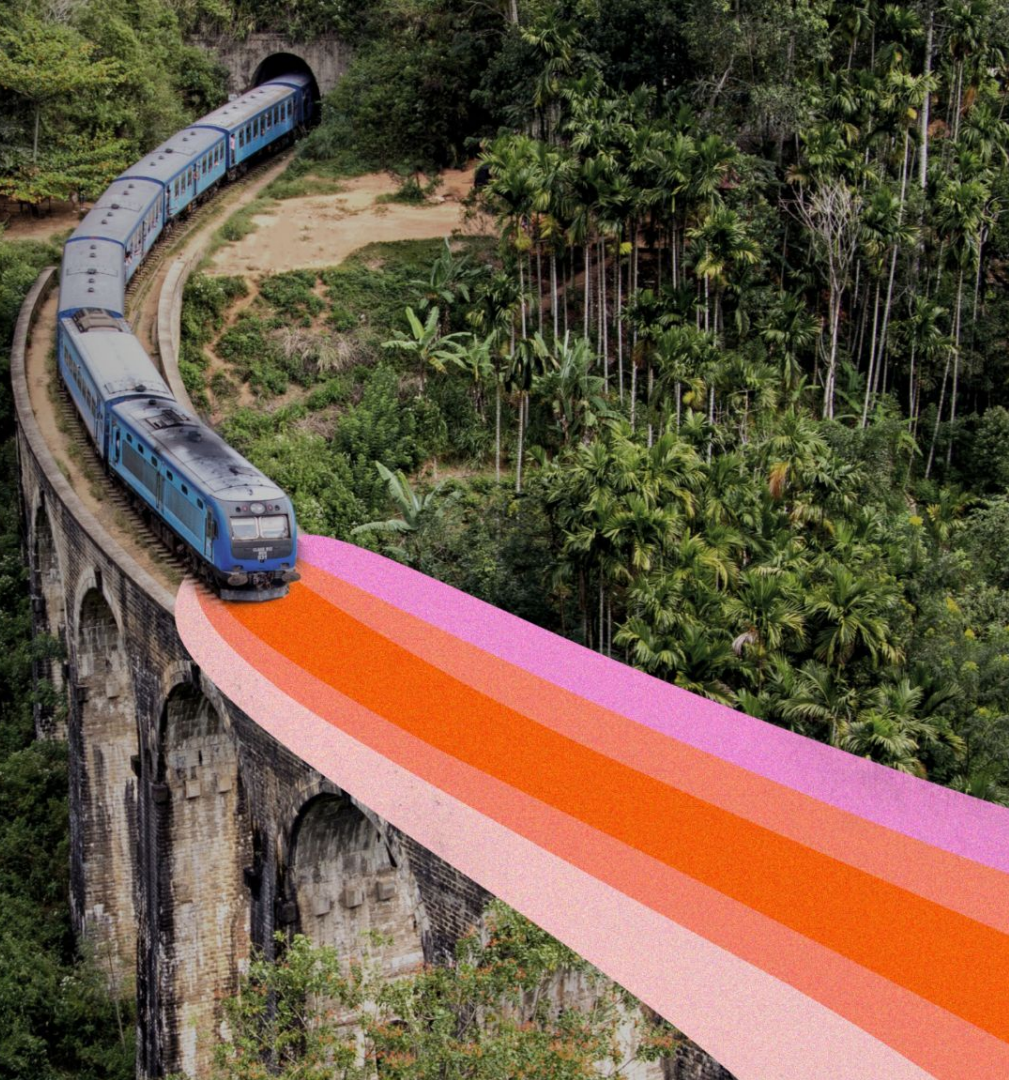
- GMV / Bookings
- Leading countries

02 2025 OKRs

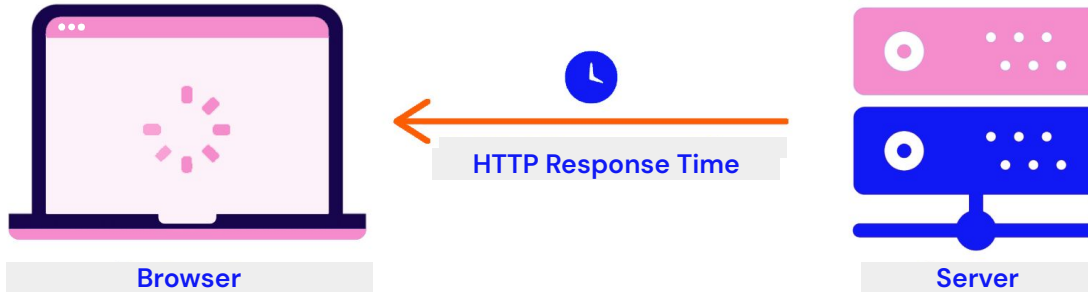
- Actual vs. targets
- Notable updates

Book  Way

Departure Per Card

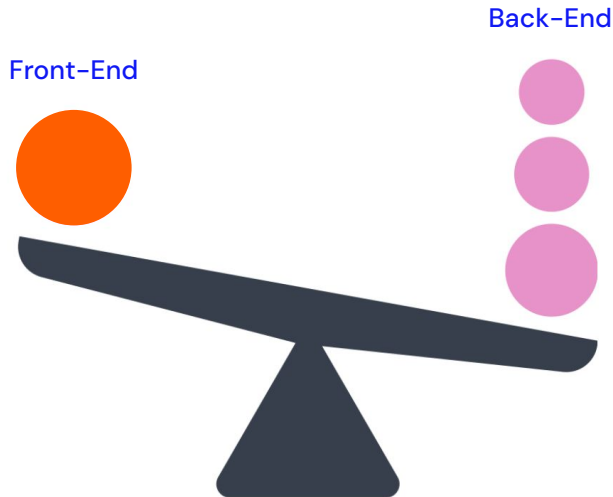


General Process: Client-Server Architecture



Balancing Front- and Back-End Load

- ✓ Strive for balanced distribution of tasks between front-end and back-end.
- ✓ Avoid overloading the front end to ensure optimal performance.



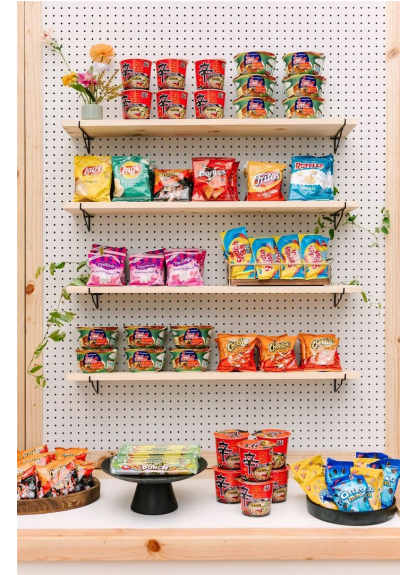
Data Caching



Kitchen drawer
with snacks



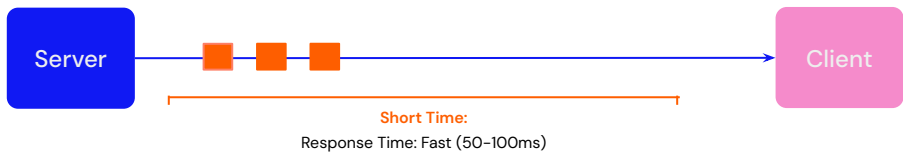
Store



Optimizing Data Size Efficiency

HTTP Data Transfer: Response Time Comparison

Small amount of data

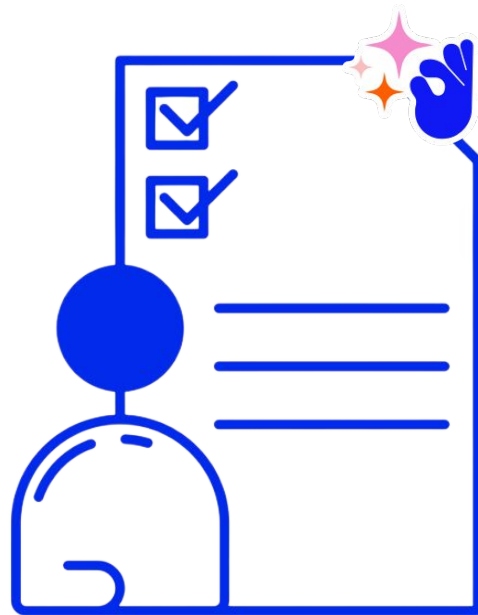


Large amount of data

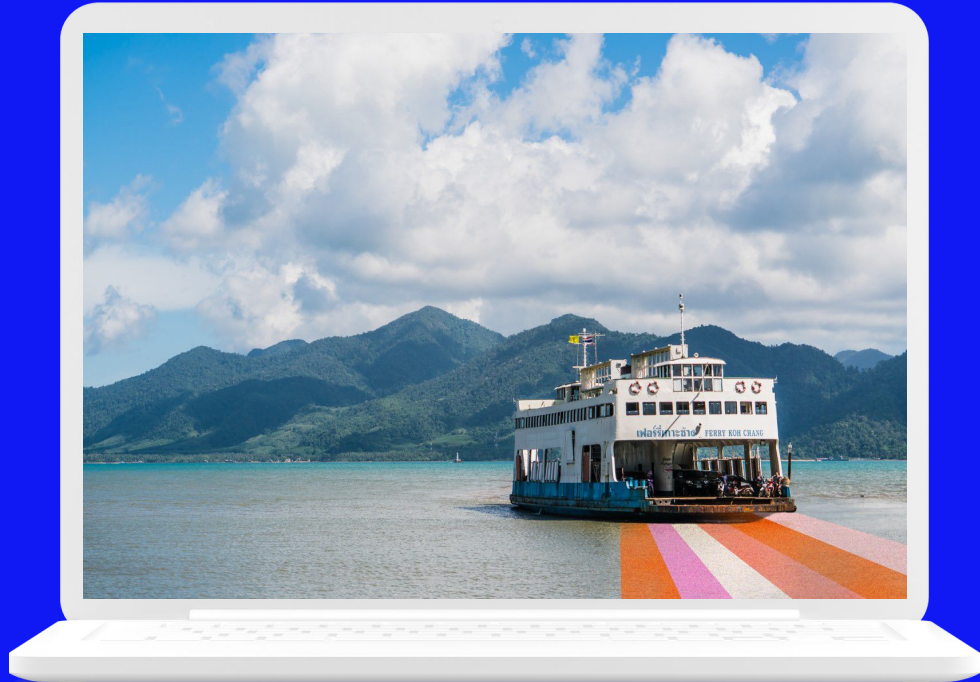


Testing New Features

- ✓ Unit tests
- ✓ End-to-end tests
- ✓ Storybook

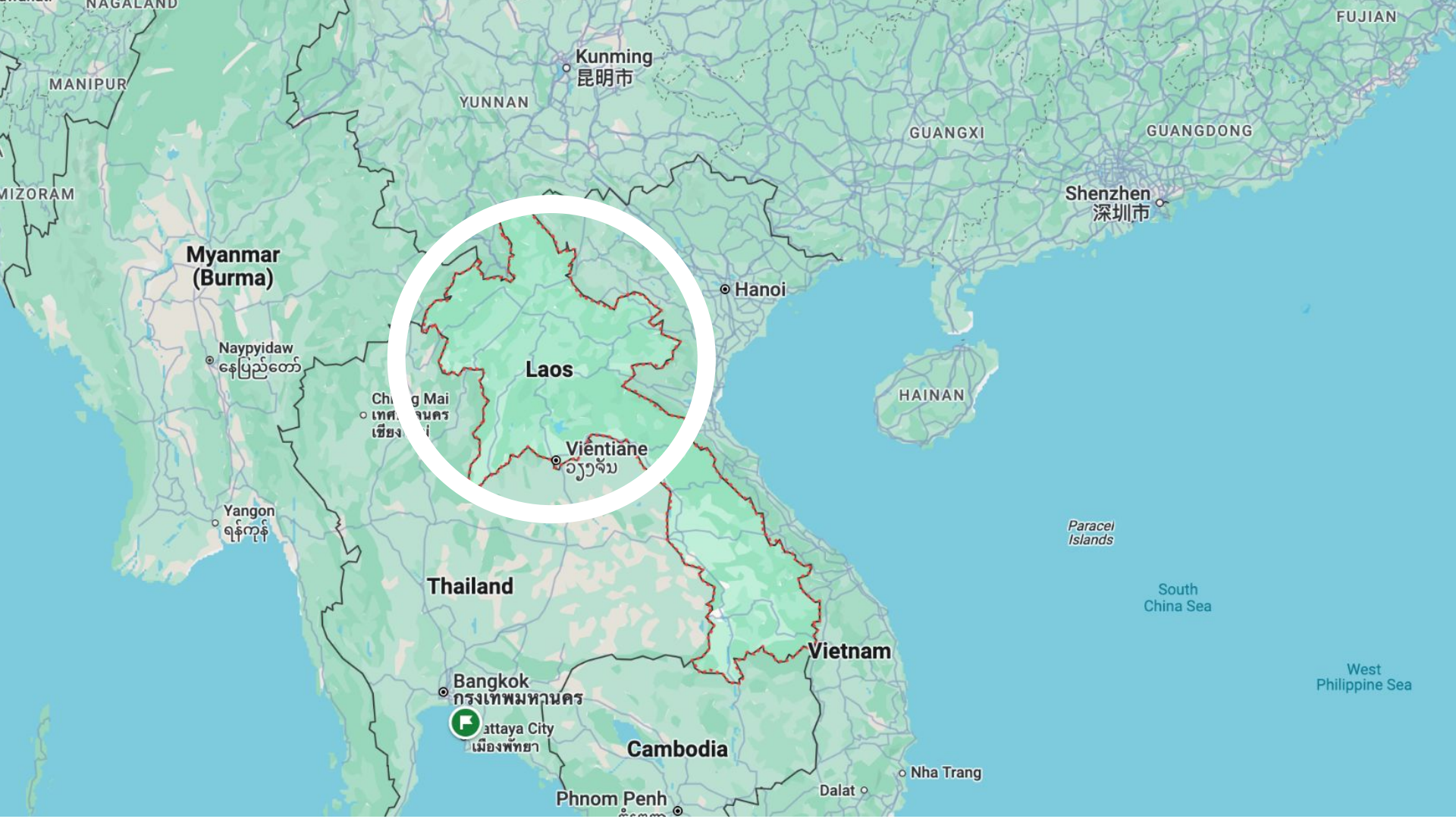


Thank you!



Country Discovery





Myanmar
(Burma)

YUNNAN

Kunming
昆明市

GUANGXI

GUANGDONG

Shenzhen
深圳市

Hanoi

Laos

Vientiane
ວຽງຈັນ

HAINAN

Paracel
Islands

South
China Sea

West
Philippine Sea

Thailand

Vietnam

Bangkok
กรุงเทพมหานคร
Bangkok
เมืองพทชา

Cambodia

Phnom Penh

Dalat

Nha Trang

Laos

Population: 7.9M Residents | 🌂 4.1M Tourists in 2024

Location: Southeast Asia. Border with: China, Vietnam, Cambodia, Thailand and Myanmar.

Reasons to Travel: Nature, Culture and Adventure

Seasonality & Peak Dates:

Cool & Dry Season (High): Nov – Feb.

Hot Season (Shoulder): Mar – May.

Rainy Season (Low): Jun – Oct.

Peak Dates: New Year – 1 Jan

Songkran Celebration – 12 – 15 April



Nong Khiaw Nature Tour

Destination: Nong Khiaw / Muang Ngoi

Started with BAW: 29th Jan 2025

Tickets (YTD): BAW = 730 // Group = 1,400

Top Routes: Nong Khiaw to Luang Prabang

Top three supplier in this quarter.

What contribute to the success?

- ✓ Identifying high demand destination
- ✓ Dedicating to service quality
- ✓ Creating new routes to meet demand

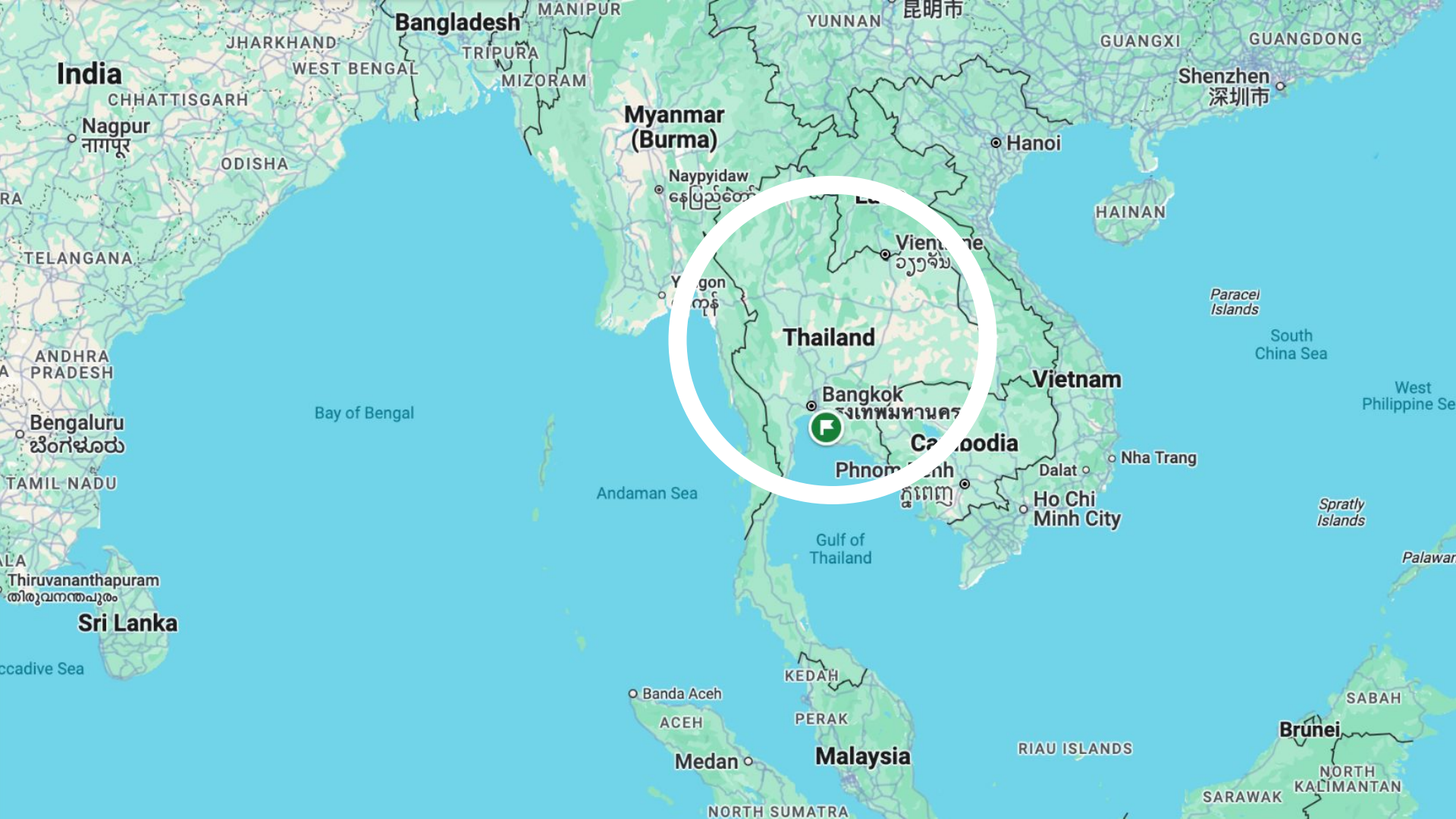


Look-Ahead to 2025

What's Next For Laos?

- ★ Increase direct partnership with **new destinations**:
Luang Namtha
- ★ Increase **availability** and improve operational
efficiency for trains
- ★ Increase **cross-border** partners/ destinations





Thailand

Population: ~71.7 million

Size: 513,120 km² (similar to Spain)

Official Language: Thai

Provinces: 76 + Bangkok

Seasonality:

Summer



30°C – 42°C
Mar–May

Rainy

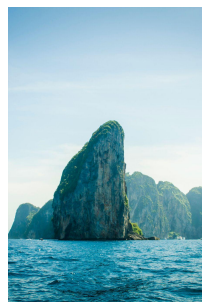
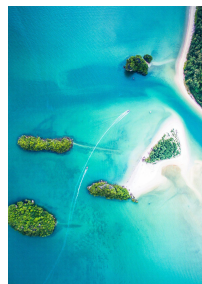


27°C – 35°C
Jun–Oct

Winter



20°C – 30°C
Nov–Feb



Seudamgo Catamaran: Special Deal Strategic Partnership

Launch date: April 2023 (Special Deal launch Feb 2025)

Destination: Koh Kood, Koh Mak and Pattaya

Group Top Routes: Bangkok to Koh Kood, Trat to Koh Kood and Koh Kood to Koh Mak

Ticket Sales (Year-to-Date): TC 8,100 Tickets +139% (BAW 503 Tickets)

What contribute to the success?

- ✓ Net rate deduction of 10%, improve ticket margin to 22% and revenue +200% YOY for the group
- ✓ Strengthen business relationships with supplier
- ✓ Increase european customers for supplier



Seudamgo Catamaran: Special Deal Strategic Partnership

Launch date: April 2023 (Special Deal launch Feb 2025)

Destination: Koh Kood, Koh Mak and Pattaya

Group Top Routes: Bangkok to Koh Kood, Trat to Koh Kood and Koh Kood to Koh Mak

Ticket Sales (Year-to-Date): TC 9,400 Tickets +150%YoY (BAW 617 Tickets)

What contribute to the success?

- ✓ Net rate deduction of 10%, improve ticket margin to 22% and revenue +167% YOY for the group
- ✓ Strengthen business relationships with supplier
- ✓ Increase european customers for supplier



Look-Ahead to 2025

What's Next For Thailand?

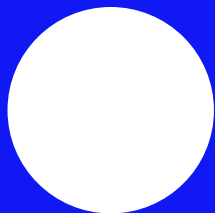
- ★ Improve **availability** in northeastern of thailand
(intercountry Thai-Laos)
- ★ Improve **partnership and commercial terms**
potential suppliers in unique routes



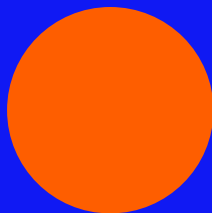
Updates



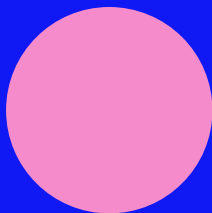
Birthdays this month



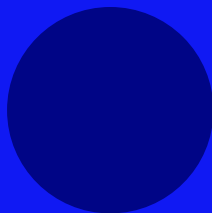
Napapat Siwamit
April 4



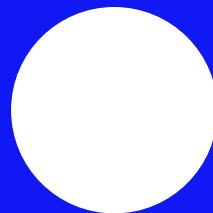
Ronit Maller
April 8



Mariel Ann Hernandez
April 14



Carla Balcaldi
April 16



Ohad Shaked
April 20

Referral Program



Rewards:

Gold Positions – 3000\$

Other Positions – 1500\$

Junior/Temp Positions – 500\$





Open Positions

Backend Developer

Poland/Serbia

Full time

Senior

Supply Operation Specialist

Perú/Colombia/Venezuela/Argentina

Full time

Entry-level

Q&A

Book  Way



Thank you!

