

Novaturas group **strategy**

2023-2025

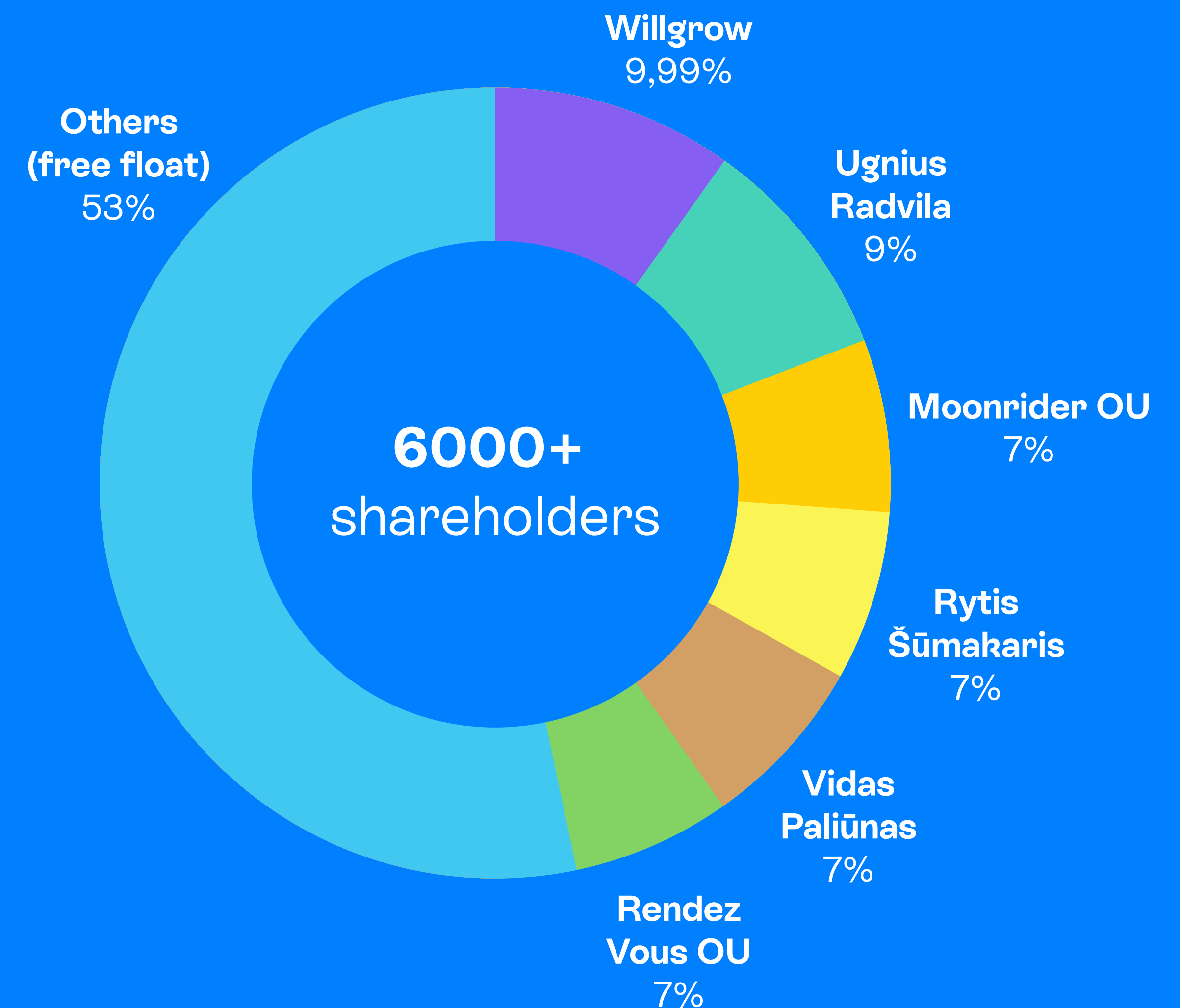
Novaturas at a glance

Novaturas

- Novaturas Group is a holding company, with direct operations in Lithuania and through its subsidiaries in Latvia (100%) and Estonia (100%).
- 20 years in the market.
- Leading tour operator in the Baltics with sales of EUR 200 million.
- Top management team with average experience of 15-20 years.

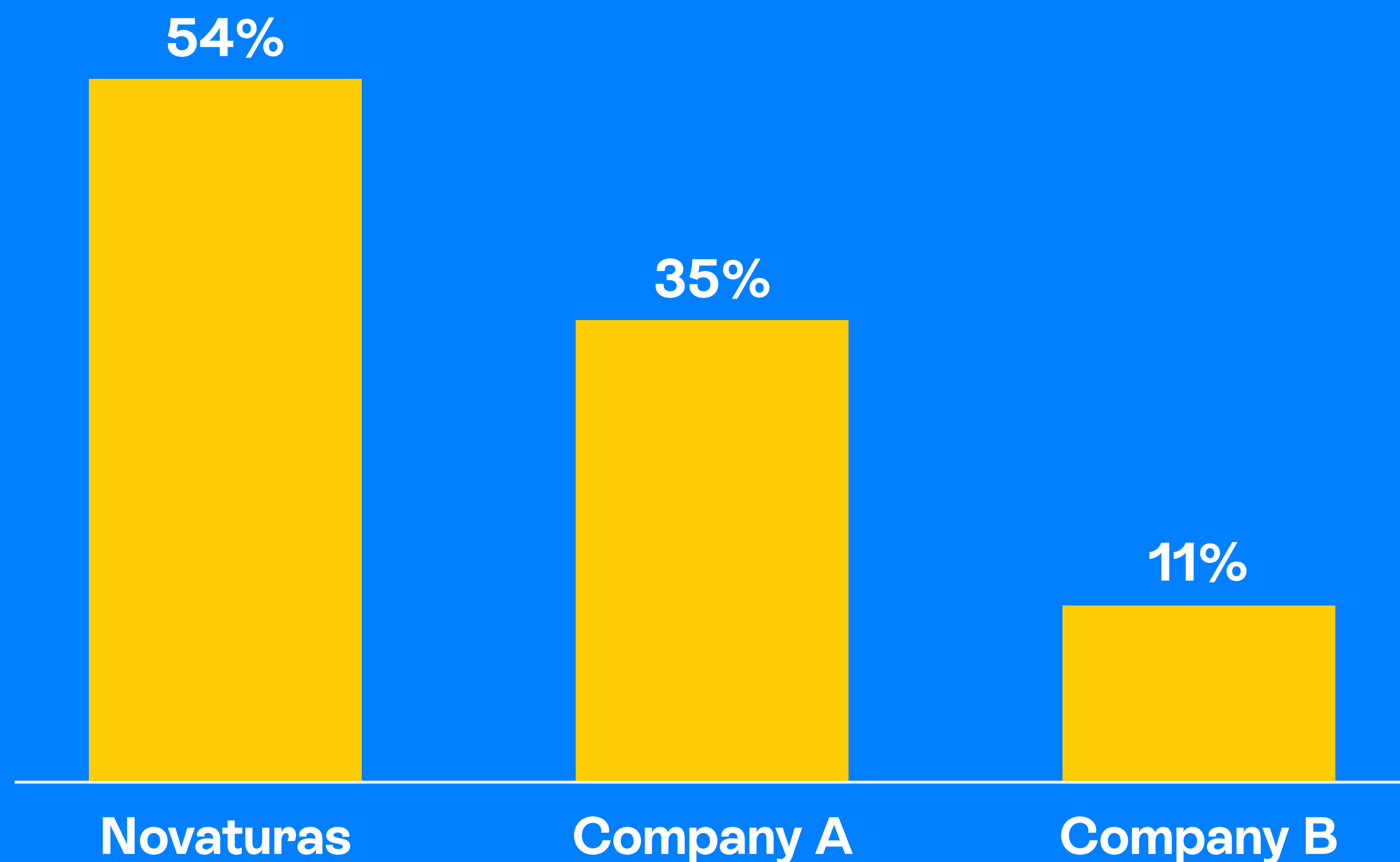
novaturas

Listed in Vilnius and Warsaw stock exchanges

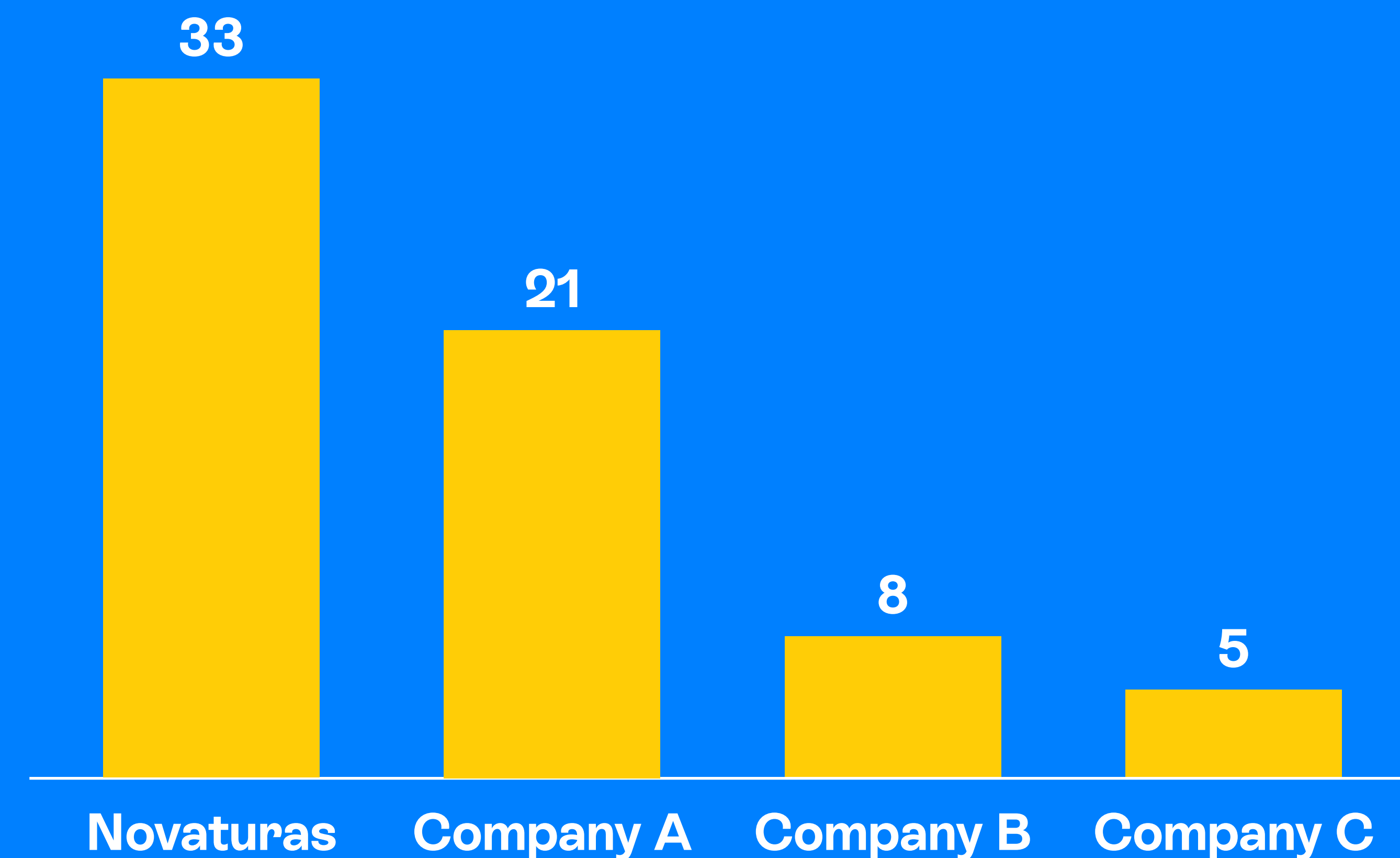


Novaturas at a glance

Novaturas is leading TO with highest online market share (share of web traffic in all Baltic countries)



Tour operator with the widest destination portfolio

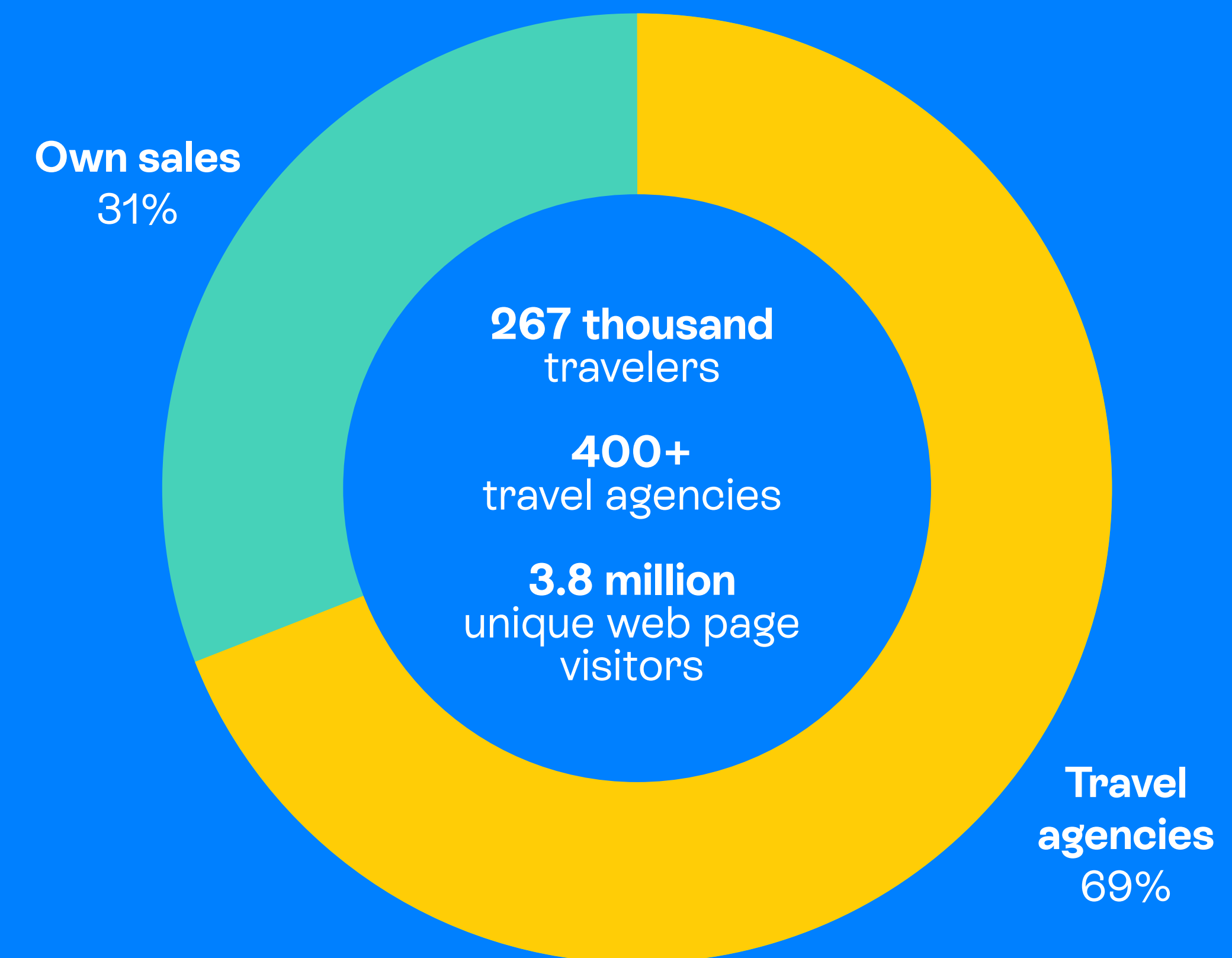


Positive market outlook

Novaturas

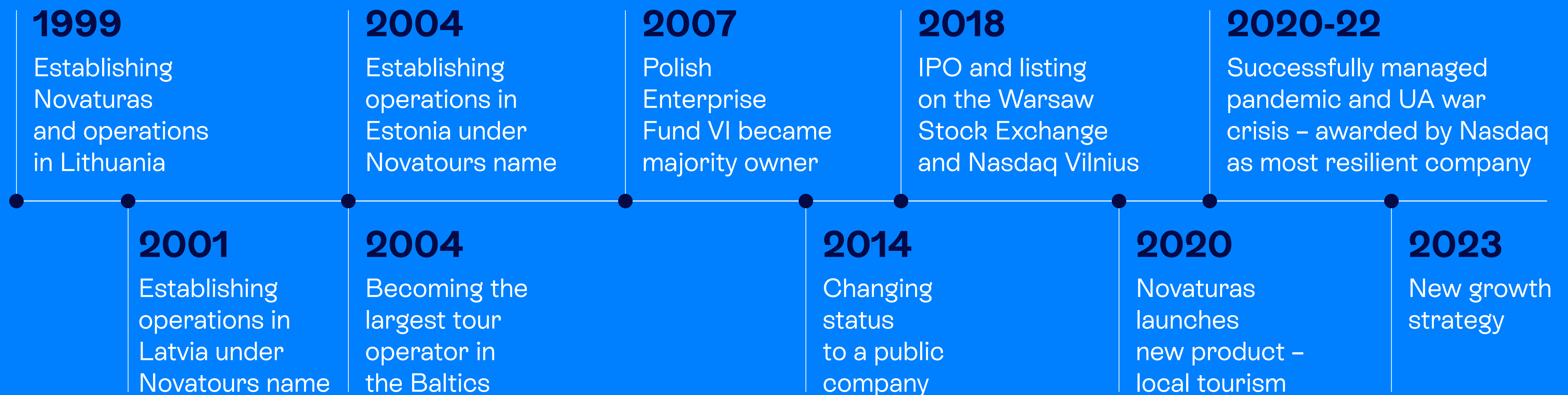
- According to Euromonitor international forecast until 2027 sun & sea holidays will remain most popular holiday selection among other holiday types.
- Novaturas TOP destination – Turkey and Greece among the top recovered destinations after pandemics.
- Destinations introduced by Novaturas – Montenegro, Tunisia – became market trends.

Wide customer base thanks to well-balanced distribution



Key milestones at a glance

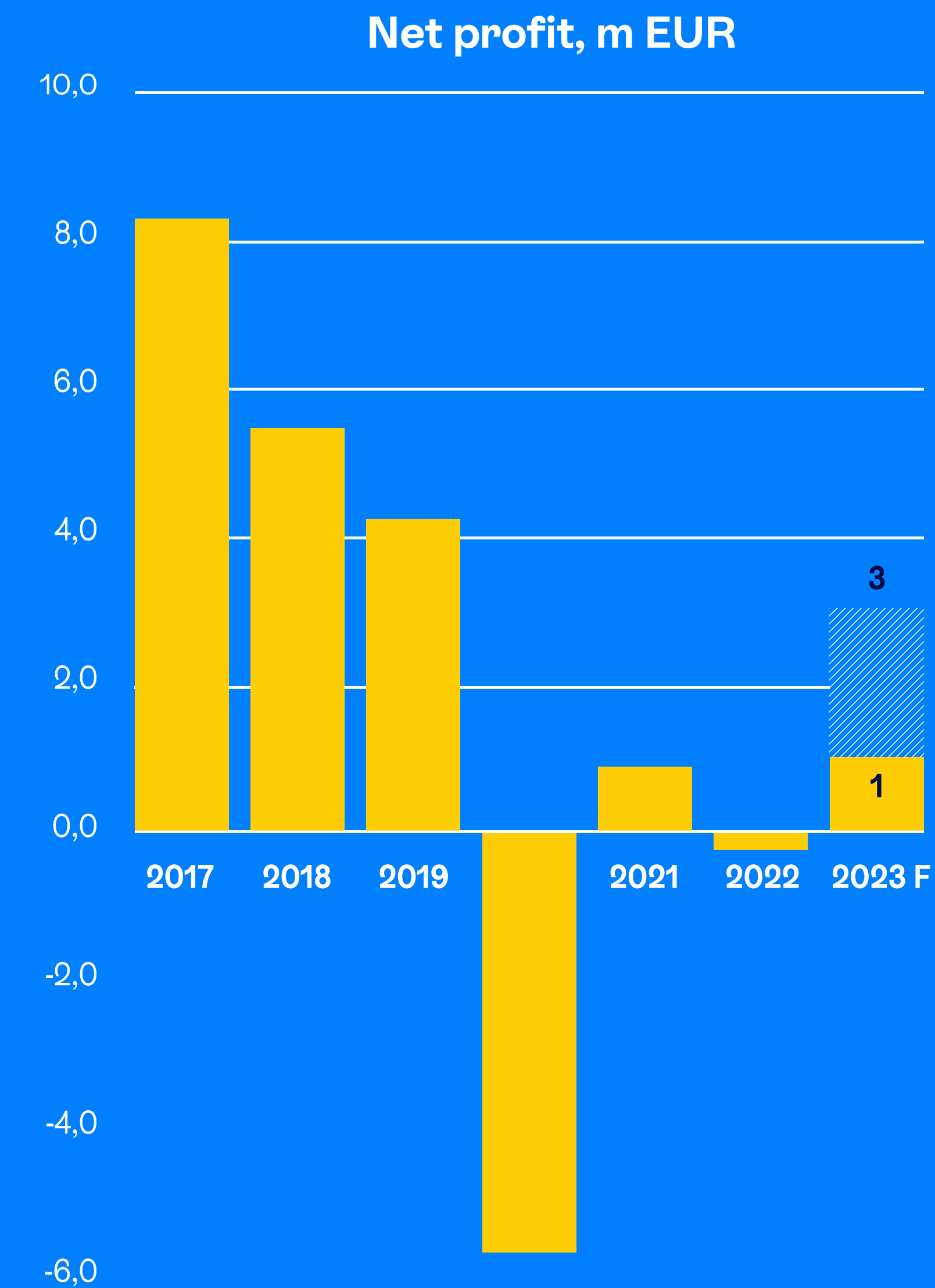
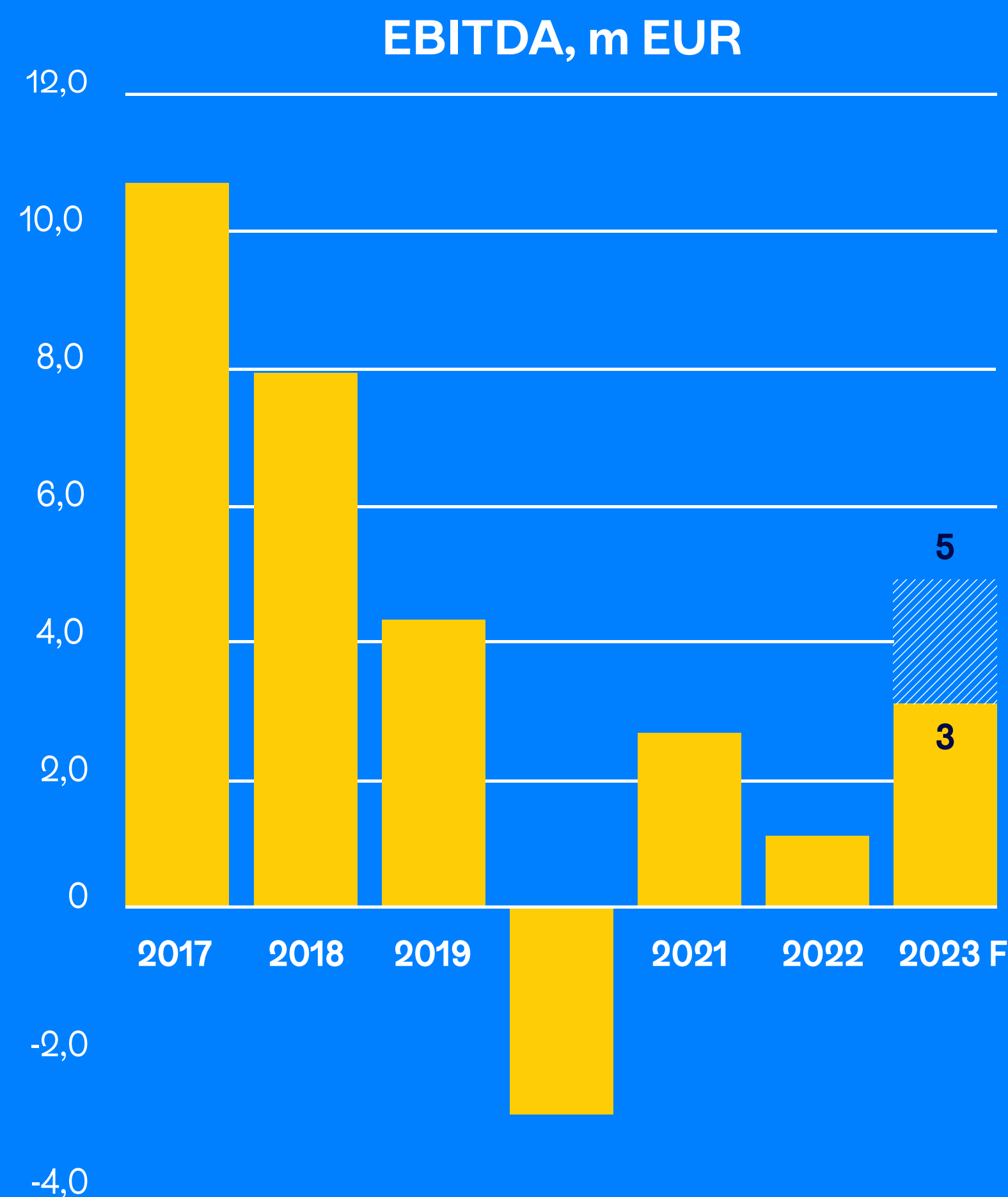
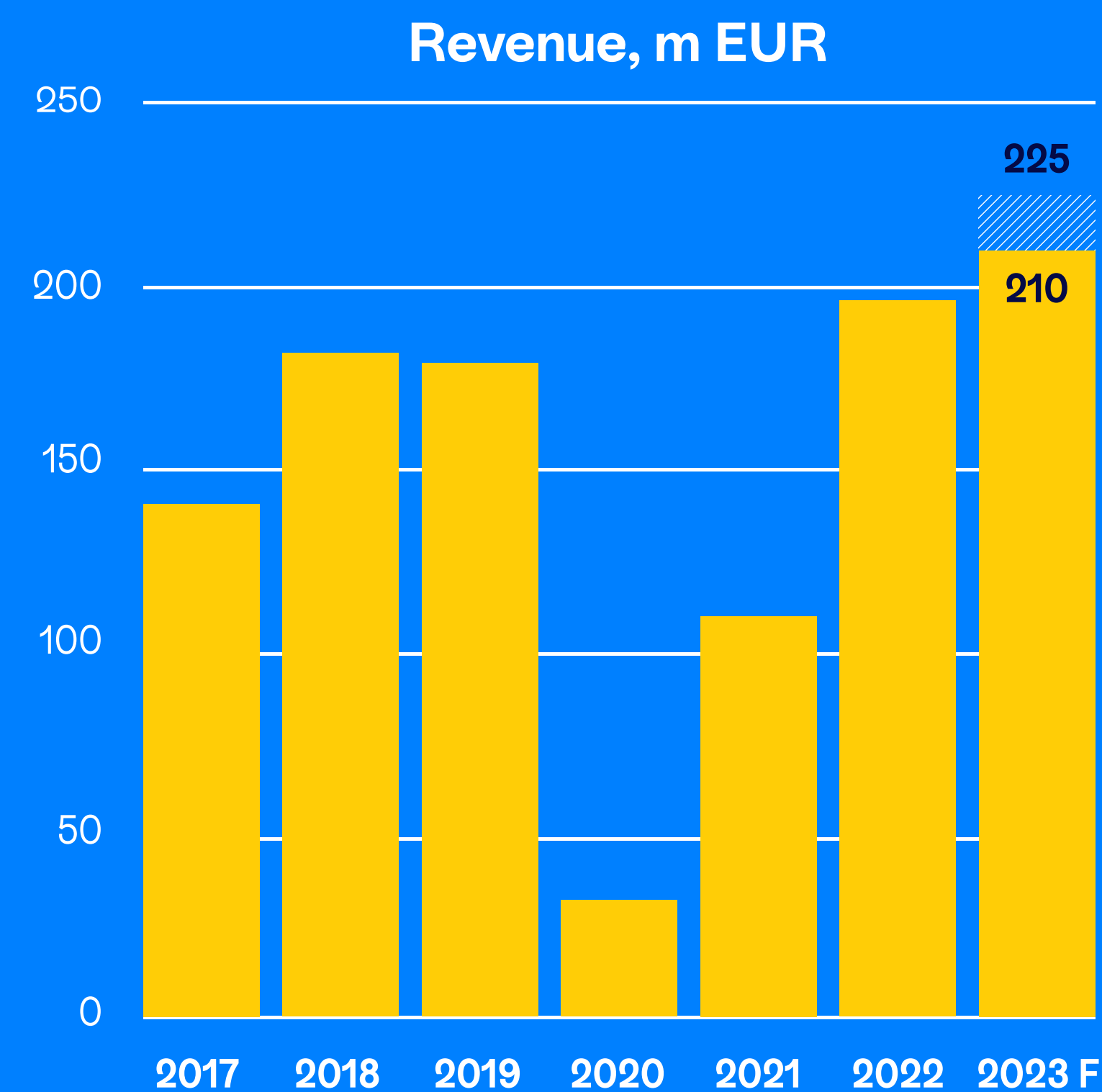
20+ years of continued growth



Key financials

Dividend policy 70-80% payout ratio.

Net debt to EBITDA ratio 2017-19 <1x, 2020-22 3-6x, guideline <2x



Travelling together is **easy**

We create great travelling experience, we do it together in a simple manner and with the highest care for our clients and planet.



**TECHNOLOGY
DRIVEN**



**CUSTOMER
EXPERIENCE**



**SUSTAINABLE
TRAVEL**



**PEOPLE
ENGAGEMENT**

Technology driven

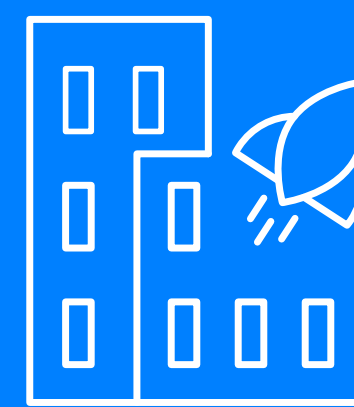
Focus on technology driven solutions

Strategic guideline is EBITDA 5-8 mln. €

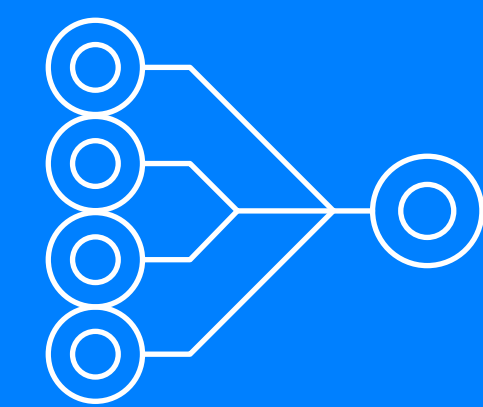
Priorities:



New
website



Dynamic
packaging



Algorithmic and
semi-automated
pricing



Customer experience

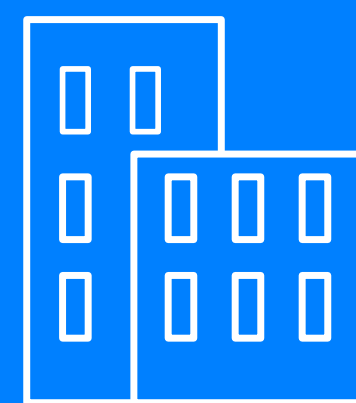
Create hassle free travelling experience

Strategic guideline is **NPS \geq 50**

Priorities:



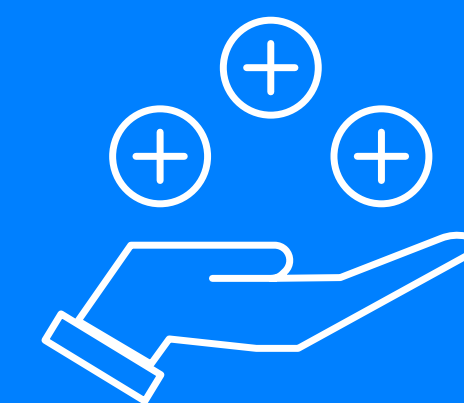
Reliable
aviation



Renewal of
hotels selection



Customer
service standard



Extra services
extension



Diversification
of sales channels

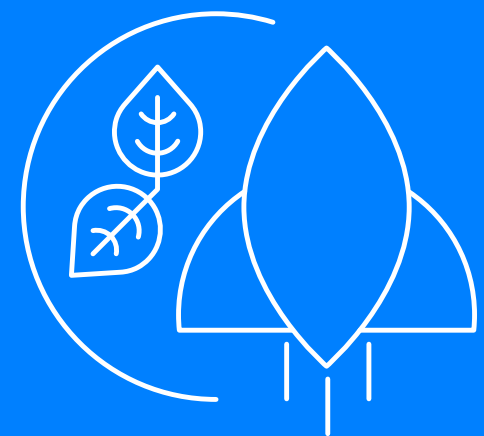


Sustainable travel

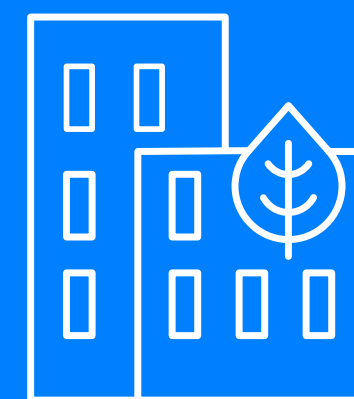
Act with highest care for our planet

Strategic guideline is ↓ in CO₂

Priorities:



Transportation footprint
reduction agenda



Promotion of sustainable
product selection



Sustainable
travel education

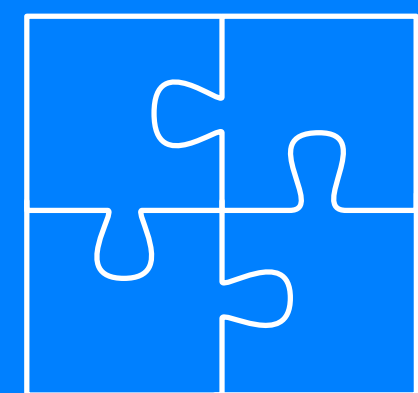


People engagement

Grow and succeed together

Strategic guideline is eNPS ≥ 30

Priorities:



Effective
organization



Talent
retention



People
engagement

