

# Novaturas group **strategy**

## 2023-2025

# 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

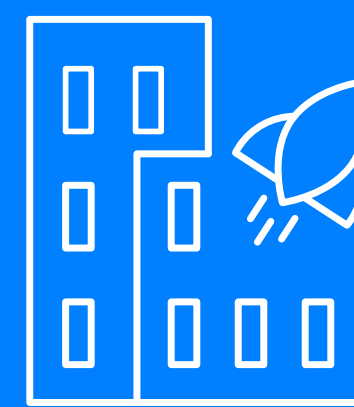
Focus on technology driven solutions

Strategic guideline is EBITDA 5-8 mln. €

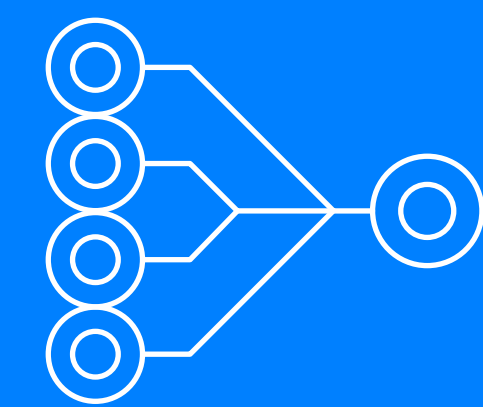
Priorities:



New  
website



Dynamic  
packaging



Algorithmic and  
semi-automated  
pricing

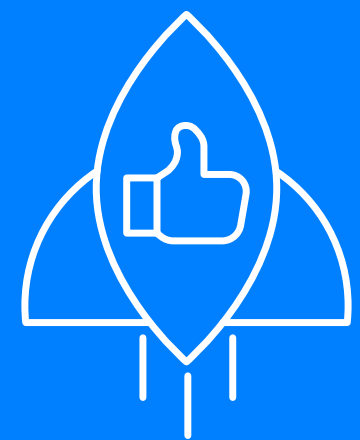


# Customer experience

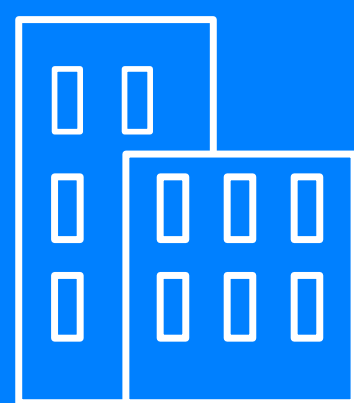
Create hassle free travelling experience

Strategic guideline is **NPS  $\geq$  50**

**Priorities:**



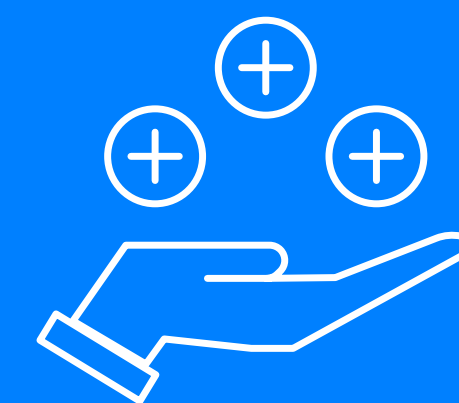
Reliable  
aviation



Renewal of  
hotels selection



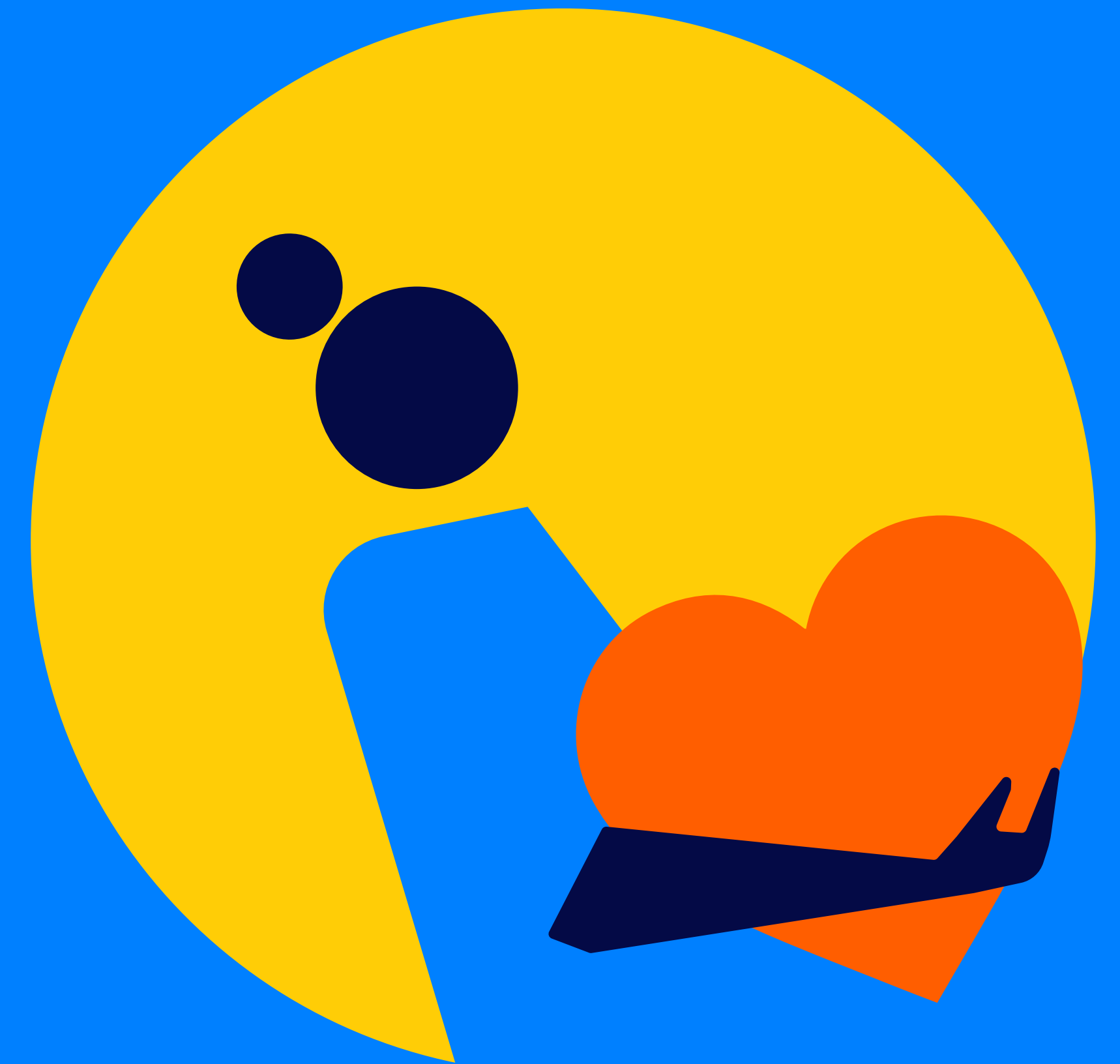
Customer  
service standard



Extra services  
extension



Diversification  
of sales channels

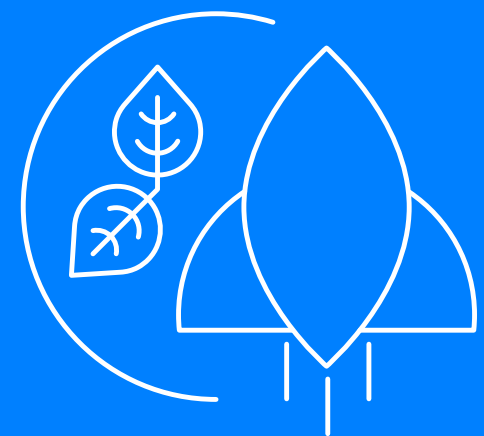


# Sustainable travel

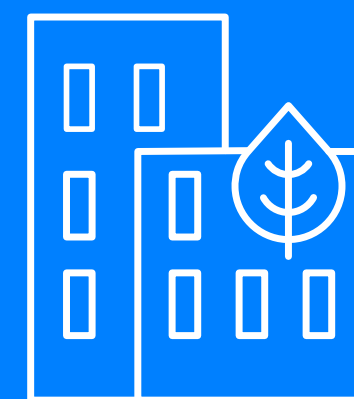
Act with highest care for our planet

Strategic guideline is ↓ in CO<sub>2</sub>

Priorities:



Transportation footprint  
reduction agenda



Promotion of sustainable  
product selection



Sustainable  
travel education

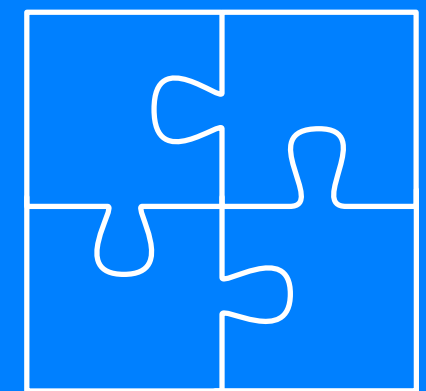


# People engagement

**Grow and succeed together**

Strategic guideline is **eNPS  $\geq 30$**

**Priorities:**



Effective  
organization



Talent  
retention



People  
engagement



# Our values

Act together with courage, simplicity, care



COURAGE



COLLABORATION



SIMPLICITY



CARING