PADI Travel Adventures - Sales Brief Sheet

INTRODUCTION

We care deeply about your safety, the safety of divers and the health of your business. These are tough times for all of you, but these can also be the best times for you to prepare for the future in order to emerge stronger than ever before.

We continually invest in new businesses, programs and tools to help you be more successful. We are happy to share that we are now unveiling a new service called "PADI Travel Adventures.

Our aim is simple: to get you NEW DIVERS!

THE PROBLEM WE ARE ADDRESSING

How many certified divers are out there, who, after their open water certification have either stopped diving or only dive occasionally, mostly on vacation? No-one knows for sure, but probably millions!

There may be many reasons why they don't dive regularly. If they got certified while on vacation, they may have never connected with a local dive center in their hometown. Or they may have started other hobbies and diving is not top of mind. One thing is sure though, for occasional divers the process of researching and booking diving online is currently a real pain and not competitive vs. other alternative activities.

With PADI Travel Adventures we aim to solve that. Through a combination of a world-class app and smart push notifications we intend to get them back in the water and into your dive center.

THE SOLUTION

PADI Travel Adventures
Find. Book. Dive.

● Imagine an app that shows you all of the dive trips and courses available at your location.

● An app that allows you to select the day you want to dive, and see exactly who is going where and for what price.

● An app that gives you all the detailed information you can wish for.

● An app, that knows your dive experience, your equipment sizes and even has your credit card stored for reuse.

● Most importantly, an app, that allows you to complete the entire booking process, including full payment, with 3 simple clicks. It's the UBER of diving!

KEY BENEFITS FOR YOU

PADI Travel Adventures <u>drives growth in the occasional diver market</u> by making it easier than ever before for spontaneous divers to book diving activitie.
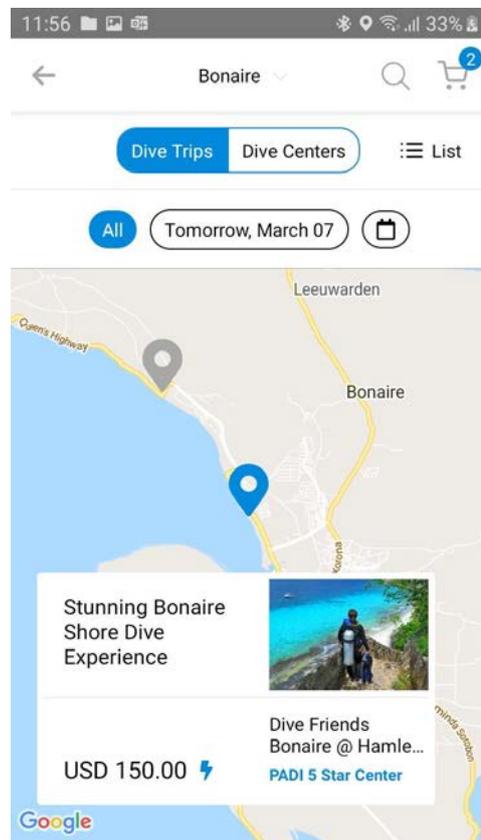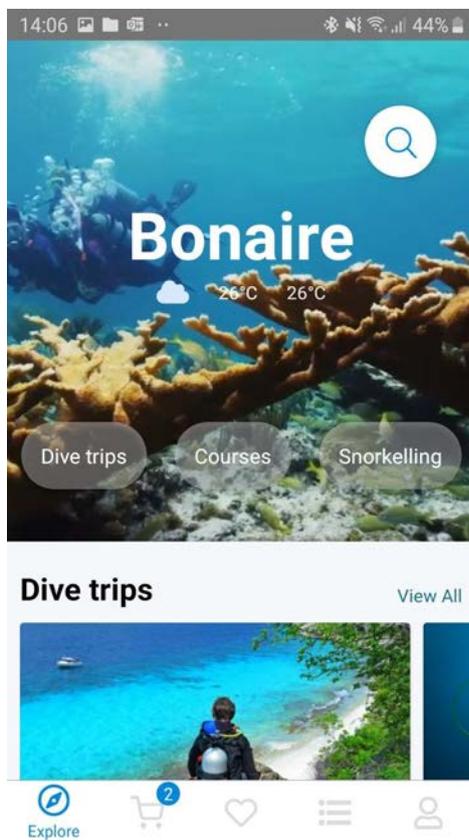
PADI Travel Adventures <u>allows diving to compete against other "in location" activities</u>.

PADI Travel Adventures actively <u>drives new divers to dive shops</u> by messaging divers about local dive opportunities based on their current location.

PADI Travel Adventures enables every dive shop to be <u>bookable online</u> and be <u>open for business 365/24/7.</u>

PADI Travel <u>rewards dive shops that promote PADI Travel Adventures</u> by giving them a 5% commission on every booking that their referred divers make through the app in the next 12 months - wherever they dive in the world!

<u>IMAGES:</u>

Screen 1

← 🛒 1

Stunning Bonaire Shore Dive Experience

$150.00
For 2 dives

♡   Add To Cart   Book Now

Screen 2

← 🛒 1

☐ Available Tomorrow   ›

Time:	10:00 departure
Duration:	4 hours
Dive sites:	determined on the dive day

Dive Center: **Dive Friends Bonaire @ Hamlet Oa**
Read about them ⌄

⚡ Instant confirmation

💲 Free Cancellation - 24 Hrs Notice

▭ Show mobile or Printed Voucher

👥 Max. None divers / guide

🚌 Meet at the dive center

♡   Add To Cart   Book Now

Screen 3

← **Booking Options**

Stunning Bonaire Shore Dive Experience
18 March, 2020   [Edit]

Package quantity

Person
$150.00   1   [-] [+]

Optional Extras

Full scuba equipment
rental
$25.00   0   [-] [+]

Dive computer
$10.00   0   [-] [+]

Total
$150.00   [Next]

Screen 4

⚙️

John Smith

👥 Dive Buddies

🎫 Vouchers

✉ Notifications

▭ Payment

$ Language/Currency

🏖 Book a dive vacation

📇 About PADI Travel

🧭   🛒 4   ♡   ☰   👤 Account

HOW DO DIVE SHOPS GET ON THE APP?

They simply register or log in at https://affiliates.padi.com/ and navigate to 'Adventures'.

Here's the Quick Start Guide that we send the dive centers:
https://drive.google.com/open?id=1ptGBOEN7QeO3D02GFaakkRngZQvCcs6w

Here's a list of what they need to get started with a listing:
https://drive.google.com/open?id=1yn5Z3h0vRMBd33488-DKNpHGwv_kPeBe