

Predictive Forecasting & Real Time Visibility

IATA World Financial Symposium
Bangkok, Thailand
31st October 2024



We evolved from an airline to five distinct verticals

AVIATION GROUP



Aviation

AVIATION SERVICES



Outsourcing

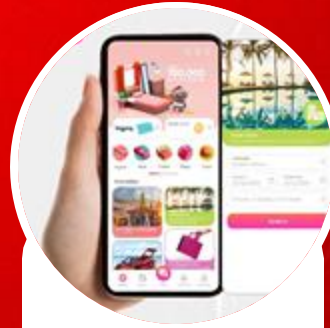
LOGISTICS



teleport

First to Last
Mile Fulfilment

MOVE DIGITAL



Consumer
Digital Platform

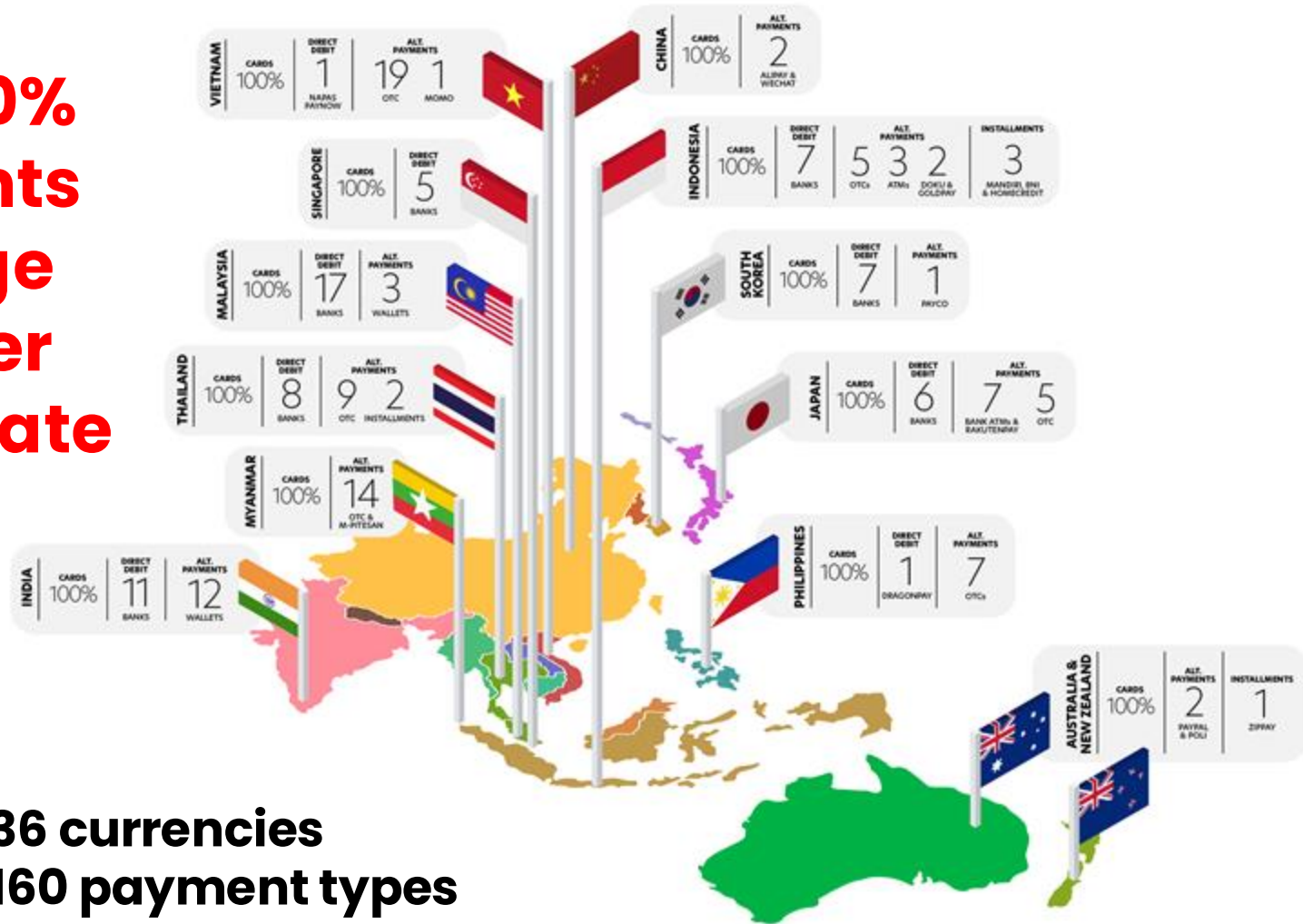
CAPITAL A INTERNATIONAL



AirAsia
brand co.

IP &
Investment

**With >70%
payments
coverage
wherever
we operate**

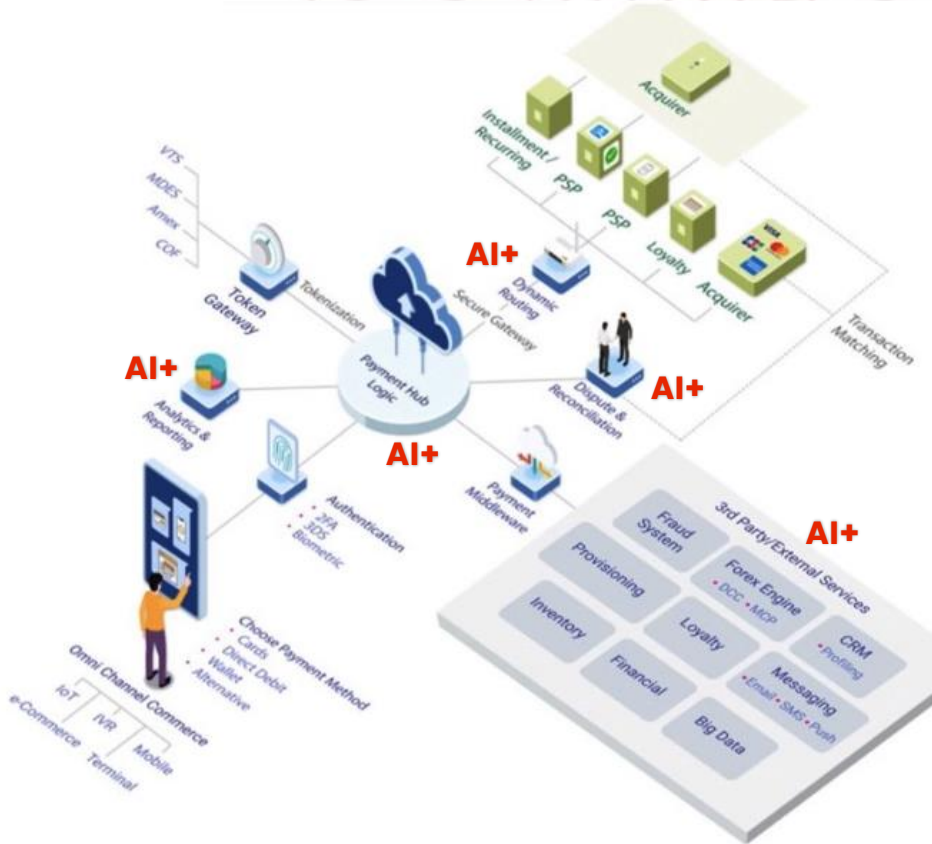


**More than 36 currencies
More than 160 payment types**

We had to get more precise and surgical with our strategies



Enhanced payment orchestration augmented with AI engines generates a consistently accurate real-time view of transaction and liquidity flows



Effective adoption had strings attached



LOW IMPACT

Accomplishes single task of lower complexity



50%

Summaries and literature reviews



43%

Assistance with accessing information

MEDIUM IMPACT

Accomplishes single task of medium complexity



52%

Writing contextualized emails



50%

Employee review

Generates or analyzes more than summarizing



55%

New content generation



67%

Data visualization and reports

Real-time autonomous task execution.



75%

Chatbot



32%

Code generation



53%

Automated workflow management system

HIGH IMPACT

Advanced generation or assessment based on multiple diverse inputs



53%

Product and services innovation



57%

Feedback and monitoring of the production process

High risk complex task



30%

Detection of fraudulent behavior or errors



55%

Automated cybersecurity management system

ROUTINE

STRATEGIC

We learned a few critical painful lessons



- 1 Clear Business Objectives**
- 2 Risk Management & Data Privacy**
- 3 Change Management**
- 4 Culture Readiness**
- 5 Stakeholder Management**
- 6 Partner Selection**
- 7 Performance Metrics**
- 8 Ethical Considerations**

Thank
You

