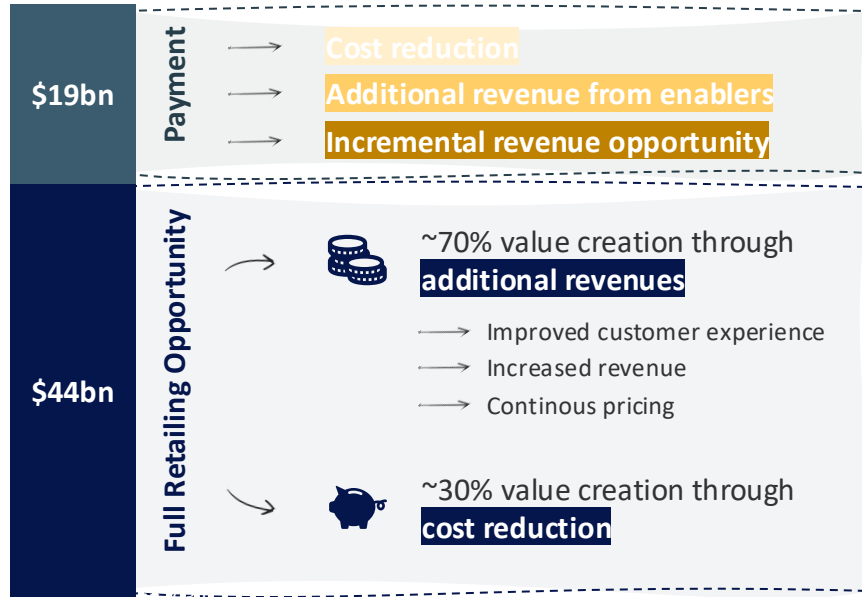


# Payment, a crucial component to the Airline retailing strategy

LHG keynote  
Kai Schilb

# Modern Airline Retailing I Becoming more customer-centric is expected to create massive value if...

## Payment and Retailing Opportunity 2030 – Value analysis by McKinsey



Source: Airline retailing: The value at stake (McKinsey, 2019), Airline retailing: How payment innovation can improve the bottom line (McKinsey, 2022), McKinsey research (2023)

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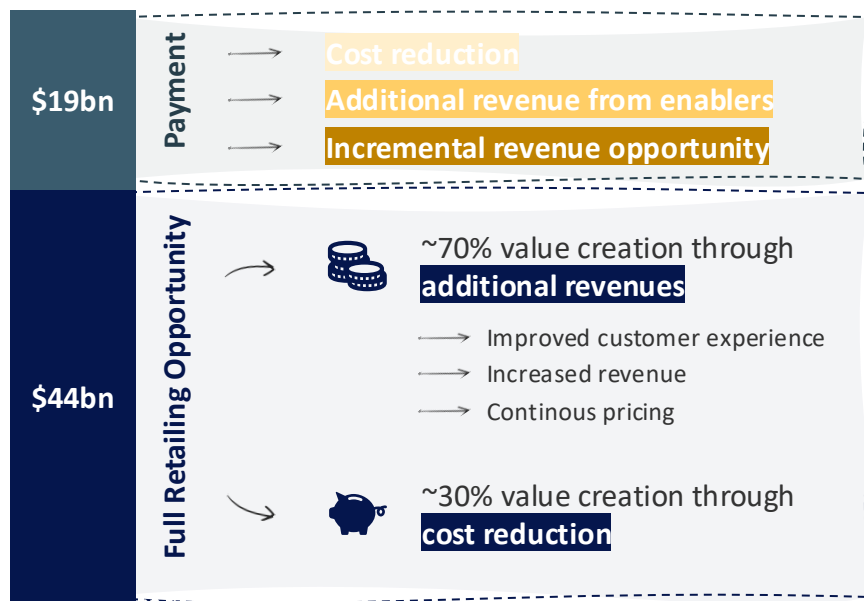
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# Modern Airline Retailing I Becoming more customer-centric is expected to create massive value if...

## Payment and Retailing Opportunity 2030 – Value analysis by McKinsey



Getting payments right is vital to realize and generate value – it is «**mission critical**»!

Source: Airline retailing: The value at stake (McKinsey, 2019), Airline retailing: How payment innovation can improve the bottom line (McKinsey, 2022), McKinsey research (2023)

# LHG Payment Vision | We efficiently provide our customers a seamless and their preferred payment experience throughout their journey.

## Strategic Value Pools



Reach



Customer Value



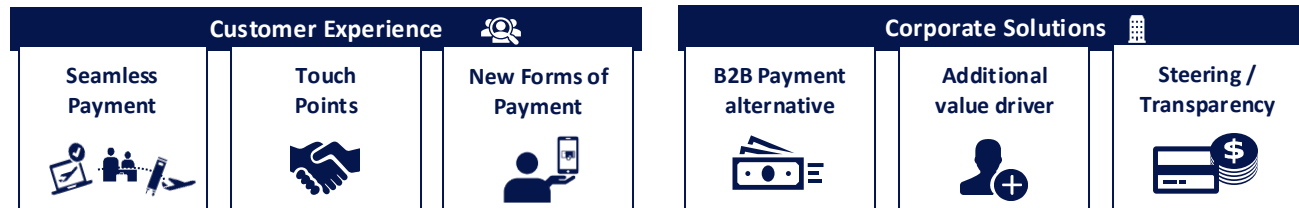
Independence



Consolidation



## Strategic Program – How we deliver?

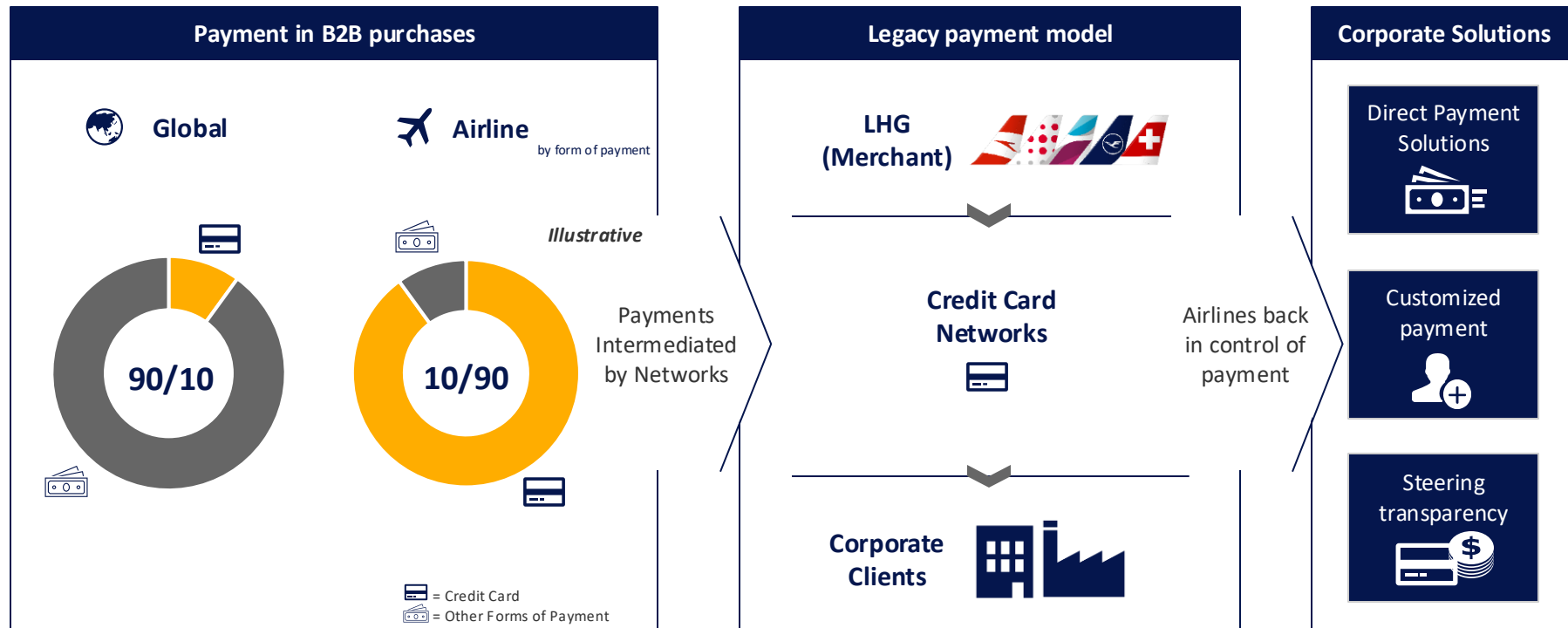


Connected Experience



Industry Transformation

# Corporate Payment - Market overview | Unlock full customer value by rethinking corporate payments



# LHG-IATA Proof of concept | Jointly building the preferred method of corporate air travel payments of the future

## Customer expectations



**Similar or better commercial value** proposition vs. credit cards



Customizable **payment terms based on bilateral agreement** between airline & corporate

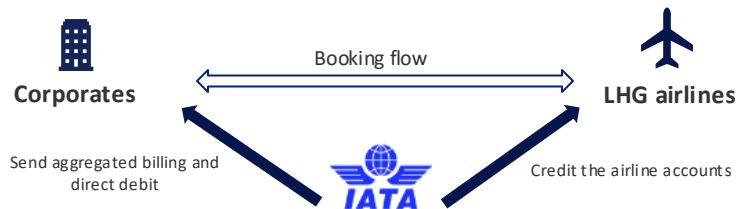


**Data reporting** capabilities & automation



**Multi-merchant** payment methods

## Corporate customer billing - Proof of Concept



### What are the benefits?

- Commercially lean to enable **value redistribution: win-win-win**
- **Rich data reporting & customizable payment terms** for corporates
- Airlines back in **control of payment**
- **First steps** towards an industry transformation



**Reach out to join the revolution of corporate air travel payments!**