

LatitudeGo Membership Plan Feature Details and Limitations

- 1) **Commission per booking** – Estimated Commission earnings per booking are based upon an estimated average booking of \$20,000.00 per booking. Commissions are only paid upon fulfillment of each flight in a net 30-day timeframe. Commissions earning per fulfilled booking estimates are as follows:
 - a. Silver Affiliate - 1% = \$200
 - b. Gold Membership - 3% = \$600
 - c. Platinum Membership - 3.5% = \$700
 - d. VIP Membership - 4% = \$800.

- 2) **White Glove Support** – LatitudeGo offers meticulous, personalized service in the conception of travel packages and trips, taking a high level of care and expertise in assisting Travel Advisors with the curation of unique and high-quality experiences, including the assembly of basic marketing materials as determined necessary by LatitudeGo Staff. Packages must include a LatitudeGo flight to qualify for curation assistance. Individual support service breakdowns are as follows:
 - a. Silver Affiliate = Basic booking and technical support only
 - b. Gold Membership = Curation Assistance on up to 1 trip package per quarter.
 - c. Platinum Membership = Curation Assistance on up to 3 trip packages per quarter (limit 1 per calendar month)
 - d. VIP Membership = Curation Assistance on up to 5 trip packages per quarter (limit 2 per month and requires a minimum of 2 weeks between curations).

- 3) **Marketing Support** – LatitudeGo provides marketing support in the form of analysis, strategy and content, and serves as a collaborative partner to enhance the Travel Agencies private aviation marketing efforts and effectiveness. The goal is to leverage LatitudeGo's specialized skills to optimize branding, reach target audiences, and drive successful marketing outcomes. Upon written request of the Travel Agency or Advisor and at LatitudeGo's discretion, a service plan will be developed to assist the Travel Agency with their Marketing Strategy commensurate to the offering available at that agency's membership level. LatitudeGo may, at its discretion, set boundaries on revisions, with agreed-upon support covering two rounds of revisions, and any additional changes may be subject to an extra fee. This approach ensures effective collaboration and efficient use of resources. Offered services by membership level are as follows:
 - a. Silver Affiliate = Service not offered.
 - b. Gold Membership = 1 30-minute marketing and strategy call per quarter, 1 custom brochure every 180 days, and 1 brandable social media post per month.
 - c. Platinum Membership = 1 30-minute marketing and strategy call per quarter, 2 custom brochures per year, and 1 brandable social media post every 2 weeks.
 - d. VIP Membership = 1 30- minute marketing and strategy call per quarter, 2 15-minute re-alignment calls per quarter, up to 1 custom brochure per quarter, and 1 brandable social media post per week.

4) Business Development – LatitudeGo offers Business Development assistance in the form of Guidance and Educational opportunities. This Involves activities and initiatives to enhance the growth and performance of a Travel Advisor and Agency business. This can include identifying new market opportunities, building strategic partnerships, increasing sales, and fostering overall organizational expansion. The goal of our business development services is to create long-term value by maximizing potential in existing markets and exploring new avenues for growth. Upon written request, LatitudeGo will, at its discretion, provide business analysis to the Travel Agency or Advisor through one on one or small group fact-finding and coaching sessions. The available services at each membership level are as follows:

- a. Silver Affiliate – Service not offered.
- b. Gold Membership - Service not offered.
- c. Platinum Membership – 1 30-minute, or 2 15-minute strategy sessions per quarter; Access to LatitudeGo Travel Advisor Client Care videos as they become available.
- d. VIP Membership - 1 30-minute, or 2 15-minute strategy sessions per quarter; Access to LatitudeGo Travel Advisor Client Care Videos as they become available.

5) Client Development – Upon written request by the Travel Agency or Advisor, and at LatitudeGo’s discretion, LatitudeGo will support the cultivation and maintenance of relationships with Travel Agency Clientele to foster long-term partnerships and maximize customer satisfaction. This involves understanding customer needs, providing excellent service, and identifying opportunities for upselling or expanding the range of services to meet evolving customer requirements, contributing to overall business growth and customer retention. This support may take the form of Travel Advisor hosted Q&A Sessions, Strategy calls, post trip assessments, or educational media distributions. Service offerings by membership level are as follows:

- a. Silver Affiliate – Service not offered.
- b. Gold Membership- Service not offered.
- c. Platinum Membership - Service not offered.
- d. VIP Membership – Up to 1 30-minute client conference per month, up to 1 30-minute post-trip assessment per month, and access to LatitudeGo Client Education Series Videos as they become available.

6) Client Sourcing – LatitudeGo offers Client Sourcing support in the form of advice and insight on topics such as lead generation, market research, and outreach tactics to support our Travel Advisor partners in expanding and growing their customer base, contributing to increased revenue and business growth. The available services by membership level are as follows:

- a. Silver Affiliate – Service not offered.
- b. Gold Membership- Service not offered.
- c. Platinum Membership - Service not offered.
- d. VIP Membership – 1 30-minute guidance call per quarter

7) Qualified Leads – At LatitudeGo’s discretion, and as they are received, qualified travel inquiries and leads will be distributed to top performing Travel Agencies and Advisors in the city or region nearest to the lead’s primary residence. LatitudeGo reserves the right to re-assign qualified leads from one Travel Agency or Advisor to another for reasons of non-service (not contacting the lead in a timely manner, lack of decorum, refusal to provide service, etc). Service availability by membership level are as follows (continued next page):

- a. Silver Affiliate – Service not offered.
- b. Gold Membership- Service not offered.
- c. Platinum Membership - Service not offered.
- d. VIP Membership – Qualified Lead distribution as available

Discount Details and Limitations

- 1) **Certification Discount** – LatitudeGo is building a Private Aviation Certification Program for Travel Advisors! Once complete, Advisors at the Gold, Platinum or VIP levels will be able to take advantage of exclusive discounts on these courses.

- 2) **FAM Trip Rebates** – Travel Advisors are required to submit a written request within 10 business days of completing a trip and are obligated to maintain an active subscription at the requisite level for a minimum of 180 days after trip completion to qualify for a rebate. The disbursement of rebates will occur within net 30 business days after the conclusion of the 180-day post-trip waiting period. Detailed information regarding rebate amounts and eligibility based on membership levels is delineated below.
 - a. Silver Affiliate – No rebate offered.
 - b. Gold Membership- Up to 1 \$50 FAM Trip rebate per Subscription Period (1 calendar year from anniversary date).
 - c. Platinum Membership - Up to 1 \$150 FAM Trip rebate per Subscription Period (1 calendar year from anniversary date).
 - d. VIP Membership – Up to 2 \$300 FAM Trip rebate per Subscription Period (1 calendar year from anniversary date)

- 3) **Experience Trip Rebates** - Travel Advisors are required to submit a written request within 10 business days of completing a trip and are obligated to maintain an active subscription at the requisite level for a minimum of 180 days after trip completion to qualify for a rebate. The disbursement of rebates will occur within net 30 business days after the conclusion of the 180-day post-trip waiting period. Detailed information regarding rebate amounts and eligibility based on membership levels is delineated below.
 - e. Silver Affiliate – No rebate offered.
 - f. Gold Membership- Up to 1 \$50 Experience Trip rebate per Subscription Period (1 calendar year from anniversary date).
 - g. Platinum Membership - Up to 1 \$150 Experience Trip rebate per Subscription Period (1 calendar year from anniversary date).
 - h. VIP Membership – Up to 2 \$300 Experience Trip rebate per Subscription Period (1 calendar year from anniversary date)

- 4) **Excitement Trip Rebates** - Travel Advisors are required to submit a written request within 10 business days of completing a trip and are obligated to maintain an active subscription at the requisite level for a minimum of 180 days after trip completion to qualify for a rebate. The disbursement of rebates will occur within net 30 business days after the conclusion of the 180-day post-trip waiting period. Detailed information regarding rebate amounts and eligibility based on membership levels is delineated below.
 - i. Silver Affiliate – No rebate offered.
 - j. Gold Membership- Up to 1 \$100 Excitement Trip rebate per Subscription Period (1 calendar year from anniversary date).
 - k. Platinum Membership - Up to 1 \$250 Excitement Trip rebate per Subscription Period (1 calendar year from anniversary date).
 - l. VIP Membership – Up to 1 \$500 Excitement Trip rebate per Subscription Period (1 calendar year from anniversary date)