



LATINCONNECT LAUNCHES THE TRAVEL APP BAKU

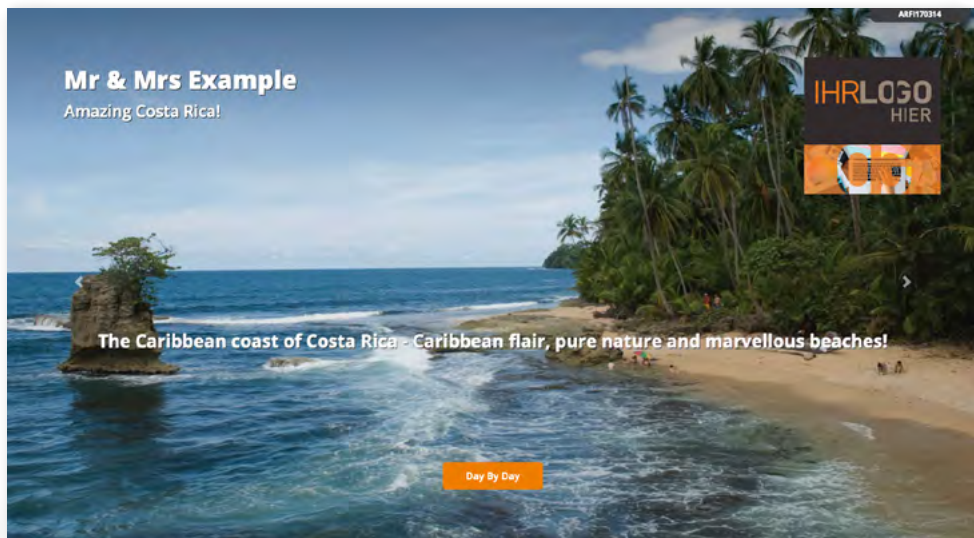
All the information you need for your trip on your smartphone! In the future, your customers will be able to access everything they need to know about their trip conveniently and centrally on their cell phone, even if they are offline in a distant country. Travel itinerary, hotel information, information about excursions, rental cars, transfers, maps, navigation in the destination and of course a lot of information about the host country are available at any time.

This new service will be introduced step by step. At ARA Tours Costa Rica and Caribbean Tours (Cuba, DomRep and Mexico) the BAKU format can already be requested for high value bookings. The remaining Latinconnect partners are preparing to offer this service as well from the beginning of next year.

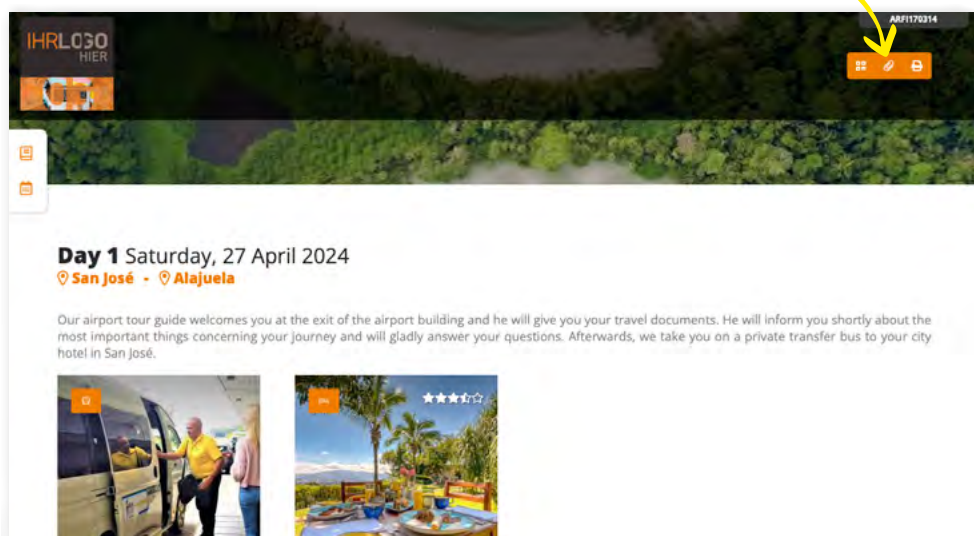


AND THIS IS HOW IT WORKS:

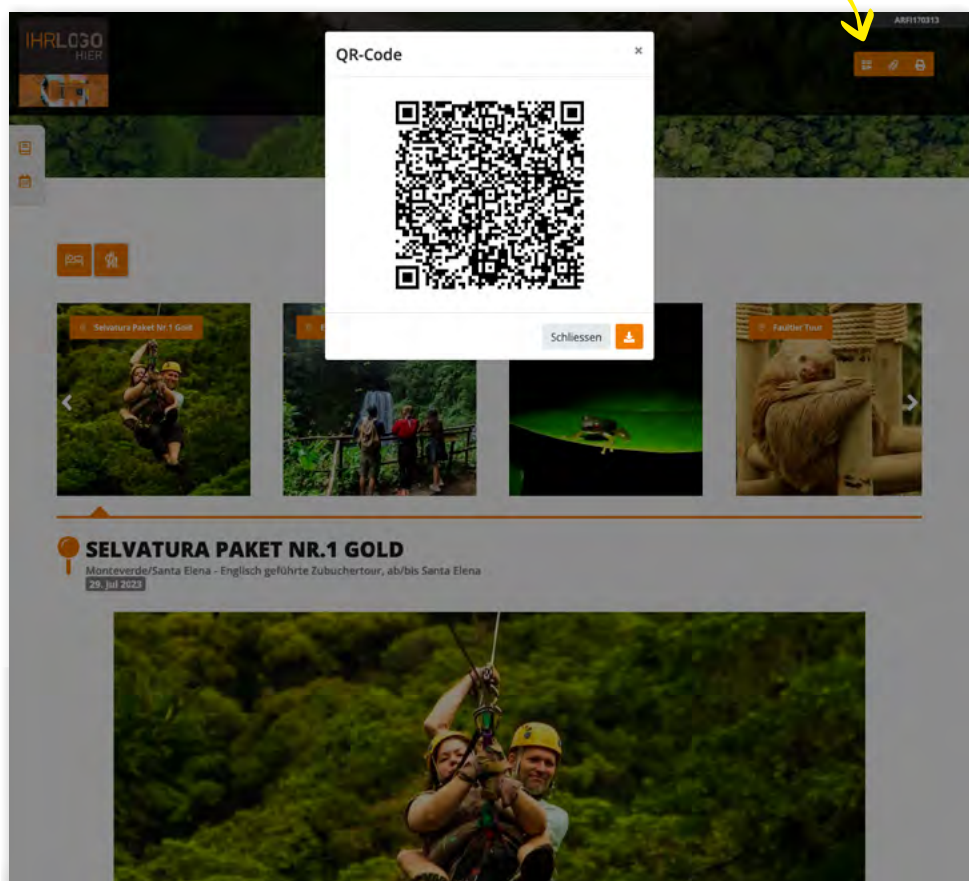
- You ask for an offer in BAKU format with your travel request.
- We deliver the offer in the form of a personal web page (Picture 1) for the customer. You can find a complete example [here](#). The prices are not shown in the BAKU offer. We will deliver them to you separately by e-mail as before.



- You calculate the trip according to your specifications and in your currency. You can upload the price part, your conditions and other documents in PDF or Word format in the BAKU offer on the top right.

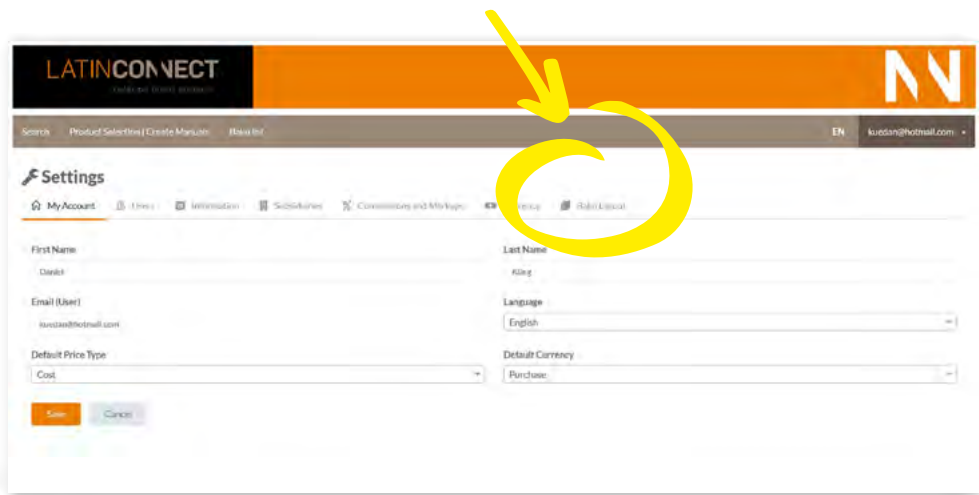


- The customer must download the BAKU App in the App Store for **iOS** and **Android**. (Tip: You can also download the app and try it out with the mentioned example).
- The customer can register in the BAKU App and specify their preferred communication channel with the local agency (WhatsApp, SMS, Skype). The local agencies will use the contact details exclusively for communication during the trip and will not use them for advertising purposes.
- The customer can also use the BAKU app without registering.
- To scan the trip details, the QR code on the BAKU offer (top right next to the paperclip icon) must be scanned.



TIPS:

- In order for the BAKU offer and app to appear with your logo and in your company colors, you will need to upload and customize this accordingly in your Latinconnect account/settings/BAKU Layout. We will be happy to assist you with this upon request.



- All BAKU offers that we have prepared for you can be found in your Latinconnect account under the menu item «BAKU List».
- What does BAKU actually mean? – The word «báku» comes from the language of the Costa Rican Indian tribe of Cabécar and means «to make something faster». In this way, our software also speeds up the process of creating offers with extensive content.

The digital accompaniment of our customers is becoming increasingly important and is a continuous process. We still serve our guests classically with print material, but we no longer invest in the expansion of traditional travel documents.