



Snowit - The Winter Experience

DigithON

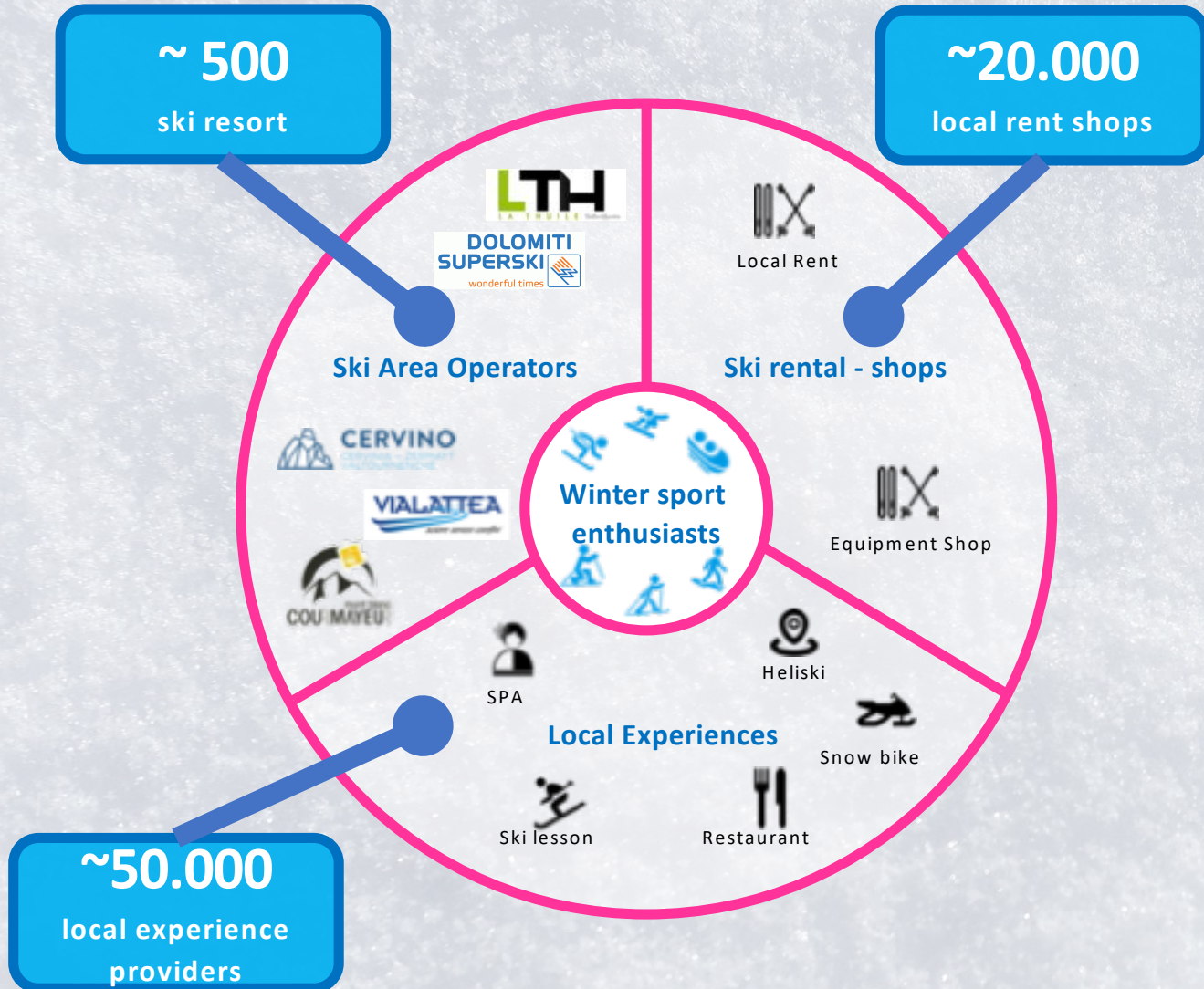
7 settembre 2018



Ski Market in Europe is very fragmented with thousands of small local operators, as a consequence online user experience is poor



The Snow ecosystem in Europe



Online user experience is poor and fragmented

Snowit aggregates snow ecosystem offer, within an easy to access digital platform providing users a dynamic packaging online booking system

Ski tickets



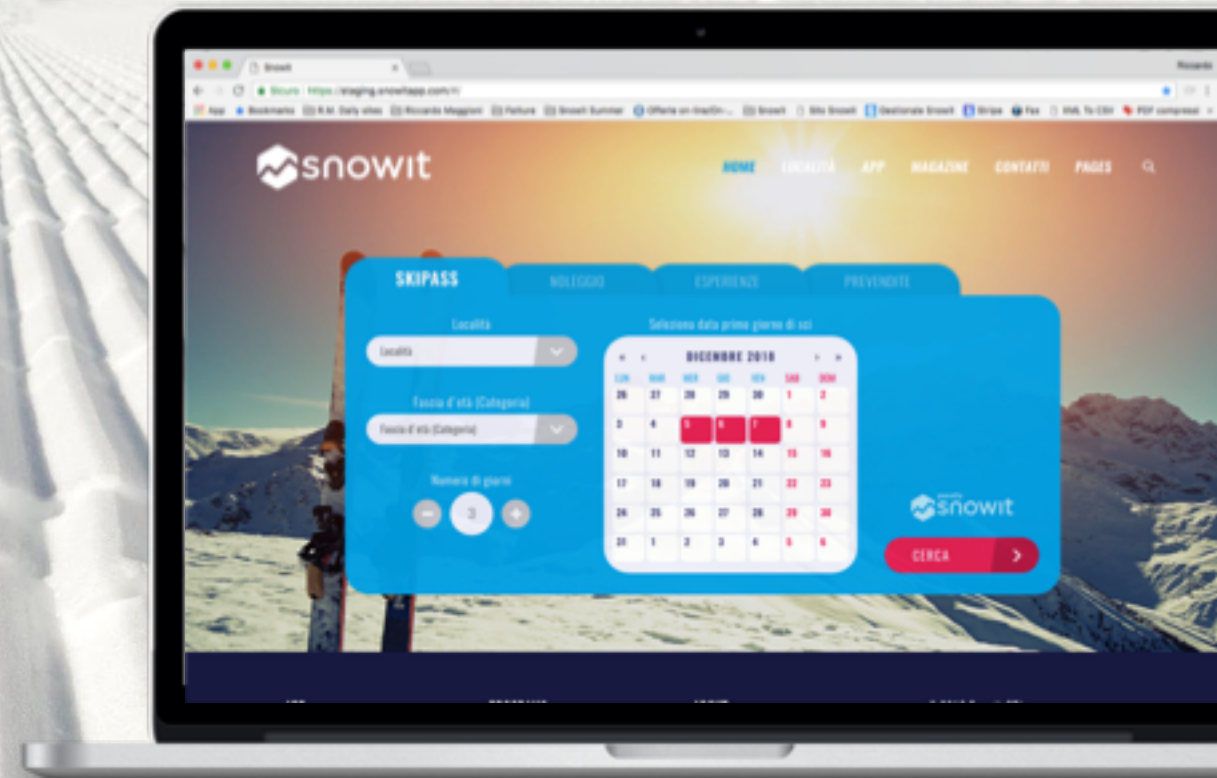
Equipment Rental



Local Experiences



Ski insurance and other services

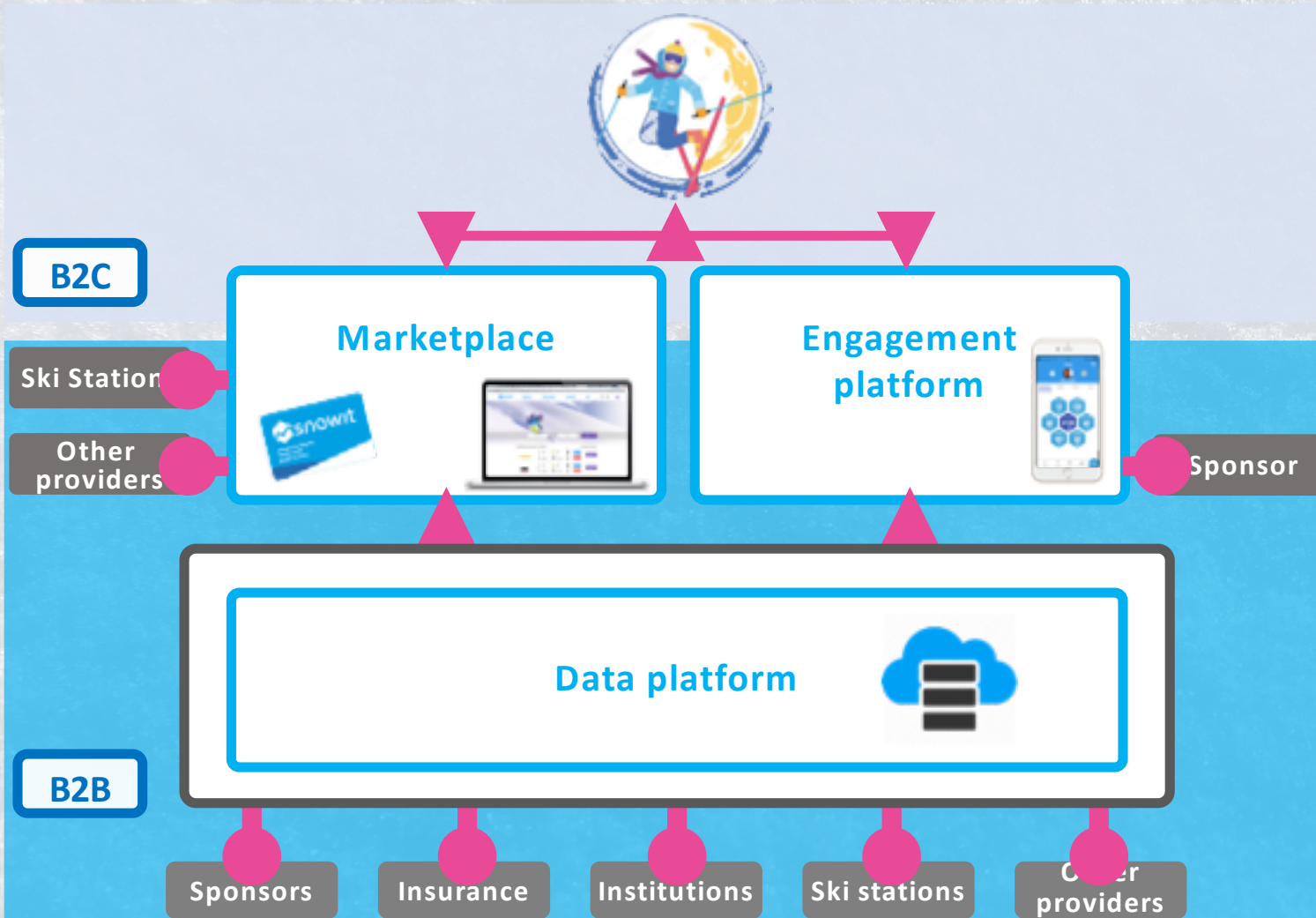


Snowit marketplace provides users an integrated and easy to use platform

We developed an innovative platform that integrates more than 100 different service providers creating a unique user experience



Snowit Platform high level infrastructure



One stop shop: plan your customize trip and purchase all the services you need

Full integration with partners' systems: no line at the ski station or rental cashier

Dynamic prices: make the best deal

Innovative engagement platform: stay connected with the community

Data collection: get your customized digital experience

The winter sports ecosystem market is huge!



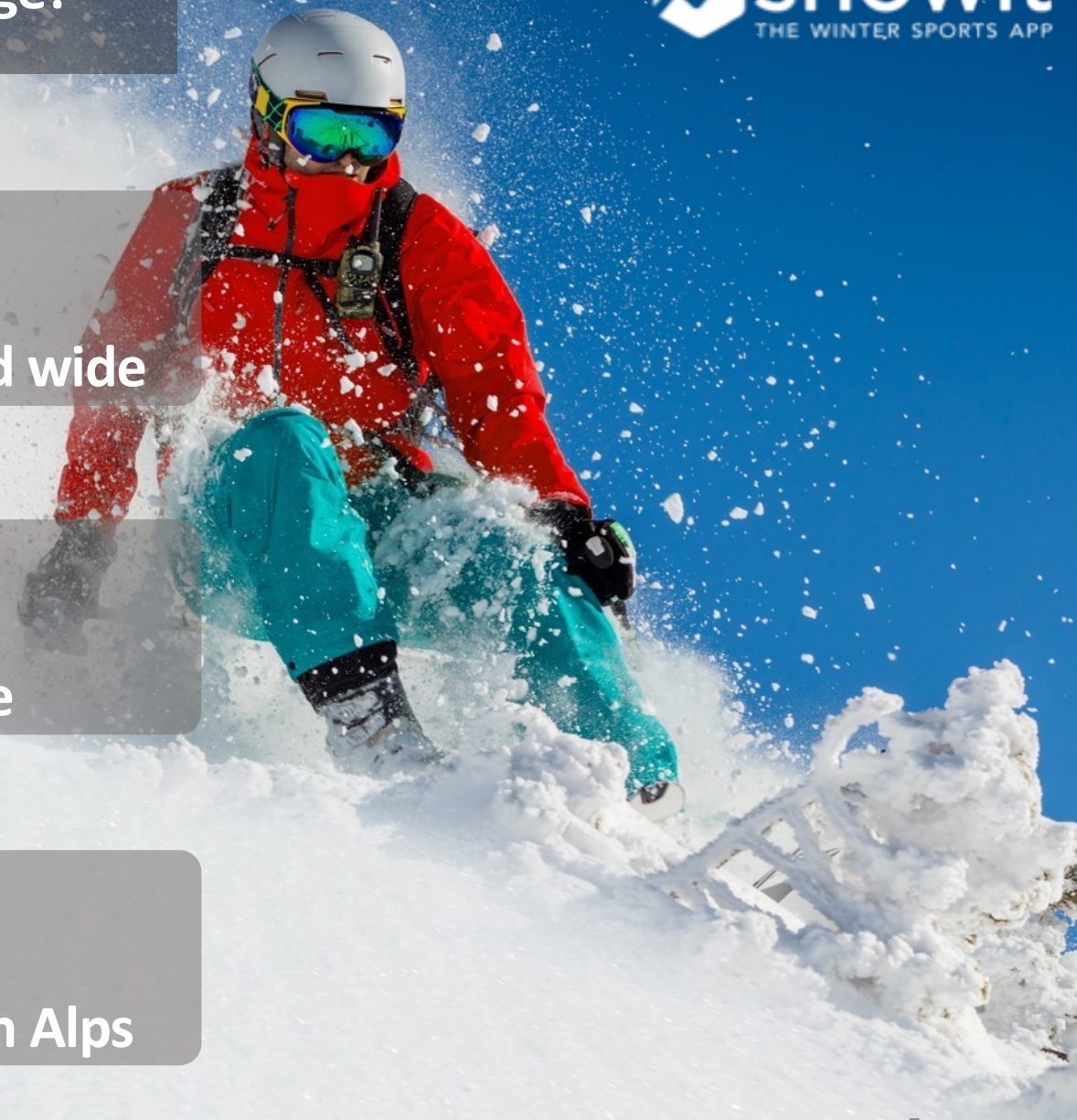
120_M
winter sports practitioners world wide



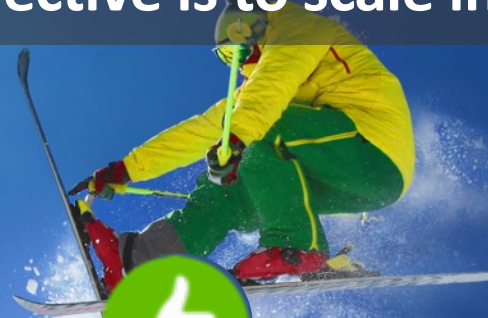
146_{B€}
is the winter sports market value



>50%
of winter sports community is on Alps



Snowit has just completed its first full season after launch and is preparing the second one in which the objective is to scale in Italy and abroad



year 0

(Half) 2016/2017

Testing – MVP



Engagement Platform



Social media community

Skipass sale on 2 ski stations



year 1

2017/2018

Launching

Marketplace

- + Insurance sale
- + Rental test
- + Experience test



15 Ski stations network

TODAY

year 2

2018/2019

Scaling

Marketplace

- + Rental
- + Experience
- + Travel packages



40+ Ski stations network



Snowit last season results

350.000

Community users

50.000

App registered, highly profiled users

75%

Sales Monthly Growth Rate in Season

60%

Repurchase Rate

40+

Ski stations network

~100

Local partners (rental + experiences)

Digital Partner FIS

Italian ski federation strong partnership

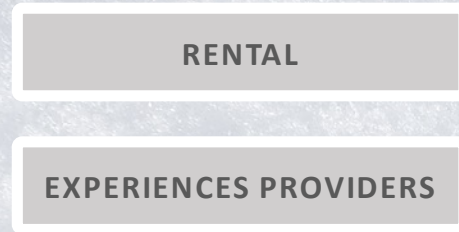
Snowit has built a complete system of partnership within the winter sports ecosystem



40 ski stations in Italy



~100 local partners



Several national and international sponsors



Italian Winter Sports Federation partnership



Technological partners



Referral partnerships (>2M monthly visits, Under discussion)



5 Welfare companies partners



Other partnership



A professional team of skiers and snowboarders passionate with expertise and experience in the digital sector



PASQUALE SCOPELLITI
CEO and Co-founder
PhD, MBA, ex. Boston Consulting Group (BCG)



RICCARDO MAGGIONI
COO and Co-founder
MSC Management, ex. BCG, Accenture Digital



MARCO LONGHITANO
Chief Technology Officer
Computer engineer, ex. Full Stack Developer



FEDERICO SALETTI
Chief Marketing Officer
MSC Innovation, ex. Digital Marketing Huawei



GIORGIO ROCCA
Community Ambassador
World Slalom Champion

MATTEO PAROZZI – Social Media Manager
CHIARA PANTANI – Community Manager
SILVIO APA DELMONTE – SEO Specialist
SIMONA SERINO – Customer Care

SIMONE TORRISI – Senior Front End Developer
SANTINO BIVAQUA – Senior Back End Developer
MARIO GRASSO – User Experience & Design

Advisory Board

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