



Fairquote's aims & objectives

Fairquote is a cooperative that aims to support the airfare market.

We will provide fair fare comparison per city pair and, we will:

- Reduce the complexity of airfares by establishing individual city-pair related websites.
- Create 1,000,000 websites for the 10,000 most visited cities
- Provide a complete fare comparison

To do that, we collect and analyze all available data for a city pair and, as a result, display the most cost-efficient way of traveling.

Fairquote acts globally. We are among the first to seriously apply the "Top Level Domain endings" in a logical way. You will find us on the internet with or without a search engine.

<http://fairquote.tel>

Company address information, links, telephones, location maps

<http://fairquote.coop>

Main website for the Cooperative

<http://fairquote.us>

Email, members and about us webpage

<http://fairquote.me>

Uploading and website for advertising clients

<http://fairquote.info>

General website with information about Fairquote

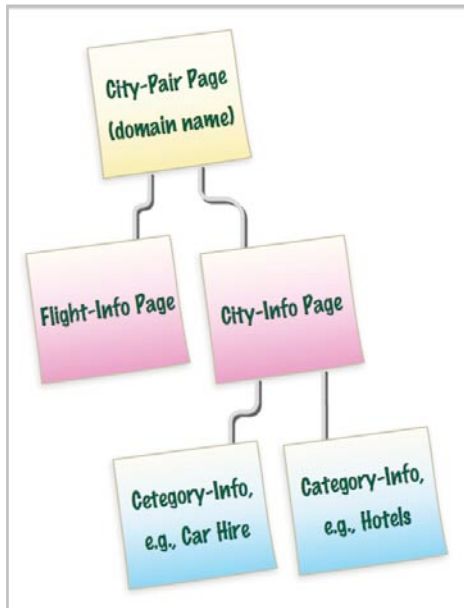
<http://fairquote.tv>

Promotion and advertising website

How does Fairquote work?

We have reserved thousands of web sites for every city, airport code or region listed.

EACH CITY-PAIR HAS ITS OWN WEBSITE

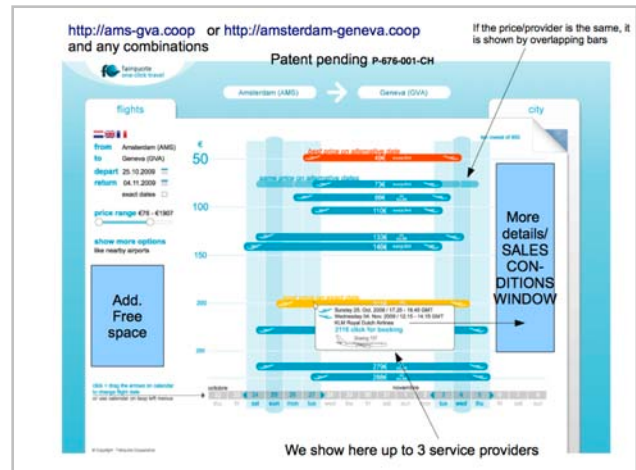


That's a lot of domain names!

We plan on launching tens of thousands of these city-pair websites as part of our first phase public launch in 2010. You don't even have to remember the Fairquote name - we figure you'll know where you want to go! So, for example when you enter Zurich-Singapore in your search engine, www.zurich-singapore.coop will be one of the first sites found. You'll notice we're not wasting your money by increasing our advertising costs to search engines so we can provide you with what you want - just a fair quote!

After detailed negotiations we are delighted to have partnered with Midcounties and dotCoop enabling us to launch these city-pair websites.

The Midcounties Co-operative Domains Ltd, operates the Internet domain name registry for the .coop top level domain. DotCooperation (also known as dotCoop) is a sponsored top-level domain (sTLD) in the Domain Name System of the Internet.

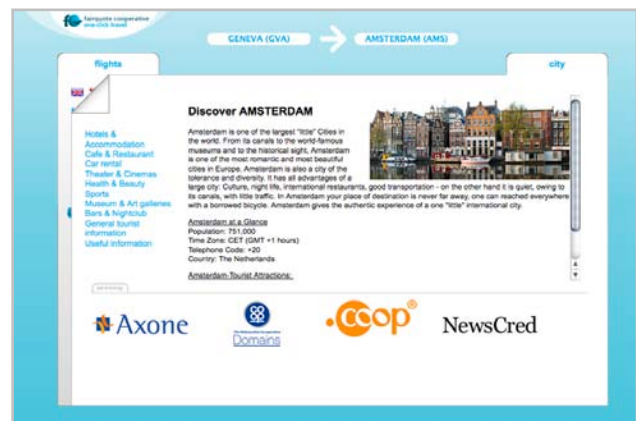


EACH CITY HAS ITS OWN INFORMATION

WikiTravel, TripSketch and NewsCred provide initial city information content.

Booking the flight is just part of how we can help you. What are you going to do once you're there? Behind the flight information search screen you will find a second page of information about the destination city. WikiTravel provide information about the city with useful links to help you plan where you want to go.

NewsCred provides localised news information, obtaining this information from thousands of different news feeds. We're a cooperative and are keen to collaborate with local suppliers who clearly know their patch better than someone thousands of miles away. So if you've got an idea of what you want to see on this page let us know!



Why did we create a cooperative?

The principle of working together collaboratively is not a new idea but it fits these economically challenging times perfectly. Cooperatives usually work under the Rochdale Principles outlined by the International Co-operative Alliance (ICA). Cooperatives work towards a better, fairer world in order to enhance the lives of all members of the cooperative and its customers. We have lofty ambitions but hold dear our values and principles to ensure that everyone benefits from being part of the Fairquote Cooperative. It is also a model which allows growth with less friction since we do not fight over "equity shares" or controls. Members are "engaged" through their 1 vote and this is important.



WHO IS BEHIND THIS?

The founders and the team are experts from the travel industry, having worked in airlines, associations such as IATA, SITA, travel agencies, global distribution systems and fare providing companies. Our board consists of industry "veterans" who continue to set the pace in today's Internet world.

Our services members provide direct and indirect value-added services to consumers and the members of the cooperative (B2M). We received support from the following companies to start up our Cooperative:

- 2kobo design – design services
- AXONE SA – Hosting and IT services
- CadiWare AG – Registrar domain name services
- dotCOOP Ltd. – Namespace provider
- Infare Ltd – air fares "intelligence"
- Koessler Consulting – Marketing & Sales planning
- Midcounties IT – IT and Registry domain name services
- momondo SA – flight provider
- Netflyer Information Systems – Planning and Strategy advise
- NewsCred – Content Provider
- Resanow – booking facilities
- Travelpaper Inc. – travel agent network
- TripSketch – Value added traveler services
- Wikitravel – Destination content provider (GNU)

The Midcounties Co-operative
midcounties.coop

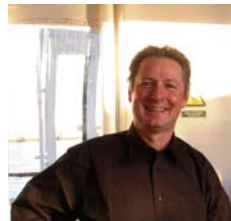
2kobo design



Fairquote ramps up its team



We're growing fast. The last two months of 2009 saw three new members to the team with the arrival of Simon Tongue, Don Birch and Philippe Vignon. We are constantly looking for IT people and Fairquote representatives.



FAIRQUOTE IS BORN

The Swiss law-firm Brechbuhel & Rodriguez assisted us to have our statutes filed with the Swiss authorities. Don't know our rules? Get them from our website. We did them for you in four different languages:

Français
Statuts de Fairquote Coopérative

English
Statutes of Fairquote Cooperative

Deutsch
Statuten der Fairquote Kooperative

Español
Estatutos de Fairquote Cooperativa

FAIRQUOTE PROTOTYPE

We had some fun preparing our various prototypes and trying to get sufficient "show case". Since November we are online, and have real prices, real information and real up-to-date news.

Any CITY-PAIR will work, e.g., <http://gva-lon.fairquote.ch>

(User ttw Pass 1234)



AIRLINE SALES



Philippe Vignon, ex-Board Member of a publicly listed media and communications company and long-term General Manager and Marketing Director Easyjet Geneva says: "I am always looking for challenges and new ideas, and the Fairquote Venture has truly inspired me doing things differently, at the right time, with the right attitude. I join the crew!

EVENTS

10-12 February 2010

eTourism: Horizons | Lugano

16-18 May 2010

ACTE Global Conference | Chicago

March 2010

APG Global Associates 19th Annual General Meeting

5-7 May 2010

LIFT 2010 | Geneva



Quotes from Fairquote

Winfried Boeing – President, explains: The Fairquote concept is a free to use service. From us you will get the highest degree of fare comparison. The air transport market is very large, undergoing rapid change in terms of business models and distribution; but is surprisingly not transparent when it comes to setting fares. Further more it lacks user contributions.

Every trip begins in one place (the origin city) and ends somewhere else (the destination city). It's obvious, right? From this basic model, we developed a friendly, simple two page concept of City-Pairs and City Information. (Simon Tongue, Marketing & Member Relations)

Fairquote is an internet cooperative with the ultimate aim of helping customers find the best flight with a minimum number of clicks. Customers are guided into a very complicated field by very easy graphics, which immediately provides the best solution:

We then offer City-Information to guide both the tourist and the manager in the destination city. Fairquotes members can rent this page to showcase their products and services as well as providing them an opportunity to earn advertising revenue. (Michele Dolfi, Lead Programmer)

Our innovative use of the Internet and our cooperative nature will revolutionize the travel business on the Internet by removing the branding and competitive aspects of business, replacing the traditional "my web site.com" approach by millions of dedicated city-pair web sites. (Serge Crinquand – Chief IT Officer)

First Members Come on Board ahead of Public Launch

Fairquote announces Travepaper as first Services Member. Resanow provides a booking engine for Fairquote Customers. "I always believe in the power of sharing good ideas," explained Glenn Proelochs, Resanow CEO



"We're very excited to be working with the Fairquote cooperative on this innovative project. Our technology ensures that we get the most important information, travel news and reviews into the hands of the traveler in real time, wherever they are," explains NewsCred CEO Shafqat Islam. "Its a great opportunity for us to showcase our technology, but more importantly, its a big win for the millions of connected, global travelers who are hungry for dynamic, high-quality travel information."

Content...

Fairquote member NewsCred publishes travel related news for each destination city. They source newspapers and blogs from around the world.



...and more

You can depend on reliable articles but we empower you to vote on articles, journalists and news sources. The Fairquote Cooperative is run for you, so tell us which sources you want us to use.



Citystate.travel becomes Fairquote's first Corporate Member

CityState.travel, a Singapore based Tour Operator and Travel Agency, is looking forward to leasing the first City-Pairs from Fairquote to promote its products and expertise in specific markets.

"We are excited to discover Fairquote which will help us win more business by tapping directly into hidden opportunities."

Do you dare to do things differently?

The Fairquote team recently had the pleasure of meeting Fredrik Härén, one of the most talked-about names in the field of creativity, advising businesses (incl. Microsoft, Nokia, American Express, INSEAD, Sony) and leading workshops on business creativity. Fredrik wrote into the "IDEA BOOK" he gave to Winfried: **Travel A-B: PLEASE DO IT!** (Fredrik was awarded the City-Pair Stockholm-Singapore).

CADIware

Ralf Riedel, CEO of CADIware in Basle, Switzerland was one of the first to sign an agreement with Fairquote Coop in order to register city-pairs in bulk.



He explains: "the company or product name on the Internet is the prerequisite for a successful web presence."

As an ICANN accredited registrar CADIware AG with the registration service INTERNIC.CH offers customers a convenient and simple way to manage domain names. I am happy to assist Fairquote in its unique namespace agreement, and wish the Cooperative much success."



TripSketch – the first Fairquote App

We have not been shy in promoting websites with content, and are now promoting travel applications. Whether it's at home or in a mobile, these applications help travelers make the most of their time on the ground. Fares are one side of the coin – traveler assistance is another. CEO and Founder Lalitha Swart is combining her passion for travel and efficiency: "Plan a few of your destination activities ahead of time to avoid the disappointment of attractions that are closed, don't match your budget or require more time to get to than to visit."

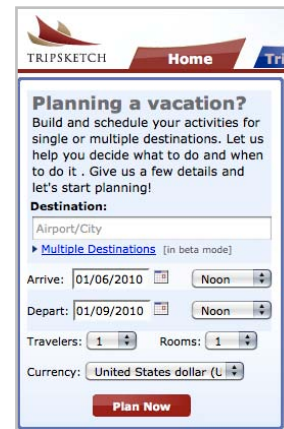
TripSketch

TripSketch provides individual travelers and travel professionals with an easy to use web based application for travel planning. With a rich collection of actionable travel content created, collected and checked by our editorial team, users can have confidence that they are getting the best information available on the web, allowing them to plan layovers, short breaks, and multi-city tours, while avoiding disappointment caused by unavailable attractions or unexpected expenses.

With its unique user interface, users plan their trip around their interests, budget and time constraints.

TripSketch also defines a platform for the travel industry to provide dynamically tailored content, allowing customers and agents to consider travel alternatives they might not have considered. This allows excess inventory to be utilized while increasing customer choice and satisfaction.

TripSketch: The intelligent travel planner.



The screenshot shows the TripSketch website interface. At the top, there is a navigation bar with "TRIPSKETCH" and "Home" links. Below the navigation bar, the main heading is "Planning a vacation?" followed by a sub-heading: "Build and schedule your activities for single or multiple destinations. Let us help you decide what to do and when to do it. Give us a few details and let's start planning!". The form includes a "Destination:" field with a placeholder "Airport/City" and a link for "Multiple Destinations [in beta mode]". There are "Arrive:" and "Depart:" fields with date and time pickers. The "Arrive:" field is set to "01/06/2010" at "Noon". The "Depart:" field is set to "01/09/2010" at "Noon". There are also "Travelers:" and "Rooms:" fields, both set to "1". The "Currency:" field is set to "United States dollar (U)". A red "Plan Now" button is located at the bottom of the form.

Momondo and Fairquote

Momondo is a cutting edge web 2.0 travel site with the best flight search engine on the world wide web.

We search across multiple websites at google style top-speed to give you an overview of the cheapest flights we can find within seconds.

No other flight search engine searches as many websites as Momondo and our network is constantly expanding. We have been working with Momondo since 2006.



Total price transparency

Momondo and Fairquote share a vision – we like to give our users total price transparency without any hidden catch. We search across hundreds of websites simultaneously – through airline companies' own

websites in addition to online travel agencies. As the only search engine on the web, we also search all low cost airlines in Europe.

We are not a travel agency and we don't sell tickets – we just show you where to buy at the best prices, linking you to the supplier – free of charge.

We know that to be able to stay ahead of the game in this business, we need to strive to be the best.

“Dont spend it on the flight – Splash it on the night!”

