
From: Jim Davidson
Sent: Monday, July 9, 2018 3:18 PM
To: Theo Kruijssen
Subject: Fwd: [REDACTED]
Attachments: [REDACTED]
[REDACTED]

We are [REDACTED] can't get here fast enough

Sent from my iPhone

James K. Davidson
Farelogix
305.222.5401

Check out www.iflybags.com

Begin forwarded message:

From: [REDACTED]
Date: July 9, 2018 at 1:55:42 PM CDT
To: <jdavidson@farelogix.com>, <tkruijssen@farelogix.com>, <ecraig@farelogix.com>, <jstewart@farelogix.com>
Cc: [REDACTED]
Subject: Current [REDACTED] vs. [REDACTED] current NDC / Direct Connect acceleration

Dear FLX management

Hope you had a great weekend. I am addressing you with regard to current opportunities to accelerate our joint business and current system issues jeopardizing our efforts.

First, I would like to provide an informative update on our current go-to-market efforts. Attached you will find an overview of content differentiation measures in place. I shared some of the information already for your info.

Some highlights of measures taken in Q2 2018

- [REDACTED]
[REDACTED]
 - [REDACTED]
[REDACTED]
 - [REDACTED]
- [REDACTED]
[REDACTED]
 - [REDACTED]
[REDACTED]

- [REDACTED]

→ We see a **tipping point** in our Direct Connect approach, we are heavily investing and are willing to take additional [REDACTED]

BUT: We are seriously concerned on Farelogix' [REDACTED] given current [REDACTED]

In a 2nd document, we have summaries [REDACTED] in past weeks. Unfortunately, it seems like we have again [REDACTED]

- [REDACTED]

From our current operational conversations, I hear that you have identified structural improvement areas. I would also like to understand immediate actions. We are happy to support wherever we can. [REDACTED] We appreciate your openness in the upcoming weeks on your internal outlook on the topic, before we trigger [REDACTED]

Thank you for your consideration and continuous support.

Regards
Arber

































