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**From:** Sue Carter  
**Sent:** Monday, April 8, 2019 3:14 PM  
**To:** Jim Davidson; John Stewart; Theo Kruijssen; Edna Lopez  
**Subject:** RE: BOD draft 4-8.pptx  
**Attachments:** BOD Draft 8 April .pptx

Attached is the updated deck minus Theo's slides. Please use this deck as our template moving forward, the prior version has old issues and should not longer be used.

Theo, after you add your slides I'd like to double check page numbering is intact.

Thanks  
Sue

**From:** Jim Davidson <jdavidson@farelogix.com>  
**Sent:** Monday, April 8, 2019 11:38 AM  
**To:** John Stewart <jstewart@farelogix.com>  
**Cc:** Theo Kruijssen <tkruijssen@farelogix.com>; Sue Carter <scarter@farelogix.com>; Edna Lopez <elopez@farelogix.com>  
**Subject:** Re: BOD draft 4-8.pptx

Looks good. Thx. Jim

Sent from my iPhone

James K. Davidson  
Farelogix  
305.222.5401

Check out [www.iflybags.com](http://www.iflybags.com)

PLAINTIFF EXHIBIT  
PX037

On Apr 8, 2019, at 11:24 AM, John Stewart <jstewart@farelogix.com> wrote:

Including my updates. Please let me know if you have any questions.

**From:** Jim Davidson <jdavidson@farelogix.com>  
**Sent:** Monday, April 8, 2019 7:46 AM  
**To:** Theo Kruijssen <tkruijssen@farelogix.com>; Sue Carter <scarter@farelogix.com>; Edna Lopez <elopez@farelogix.com>; John Stewart <jstewart@farelogix.com>  
**Subject:** BOD draft 4-8.pptx

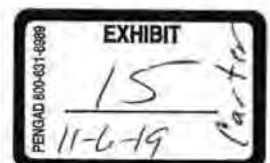
Draft BOD.

Please add, as appropriate, to your specified section. Sue can format and make pretty as needed. Thanks. Jim

<BOD draft 4-8.pptx>

<2019 Pipeline Revenue 8Apr2019.xlsx>

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**Board Meeting**  
April 9, 2019



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**FINANCIAL UPDATE**

**FARELOGIX**

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**NOTABLE UPDATES**

**FARELOGIX**

**Sabre Acquisition**

**FLX-Disrupt Conference**

[REDACTED]

[REDACTED]

[REDACTED]



SABRE ACQUISITION

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**Redacted**

- Transition Planning
- Preliminary meeting in Dallas on February 12, 2019
- Kick-off of various workstreams planned for April/May timeframe



### FLX-DISRUPT 2019

- 175 total attendance: airlines, tech, consultants, FLX
- 86 representatives from 29 Airlines
- 15 sales meetings in 2 days
- 23 tech companies in new FLX Preferred Partner Program
- 2 announcements
  - FLX-Copa Press Release (Monday April 1st)
  - NDC-Dash Product Announcement (Tues April 2nd)
- Already getting inquiries about FLX-Disrupt 2020





## 2019 PIPELINE UPDATE

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- New Sale Updates
  - ██████████ deal completed - FLX M
  - ██████████ close date moved up to May
  - ██████████ OC close delayed - continued discussions on OC value proposition and ██████████ internal readiness
  - ██████████ SP revenue adjusted - interest in single use case for product entry
  - ██████████ moved up to the expected to close section
  - ██████████ moved up to the expected to close section
- Pipeline value ██████████
- ██████████ short-term contract extension
  - Final terms agreed, moving to legal week of April 8<sup>th</sup>



## CHALLENGES 2018/2019

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- **Challenge 1: System Stability and Scalability**
  - Resolution: Hired Jeff Matthew (ex. UA) to address immediate need for reliability and scale
    - Actions: Adopted a "3-Cloud" Strategy (AWS complete, Azul and Google in progress), Added capacity, Better managed third-party API deployment, Made significant improvement in systems monitoring and alerting, Hired a network and dev-ops expert to run FTS (Farelogix Information Technology Services) effective April 15
- **Challenge 2: FLX Open Connect Product Delivery**
  - Resolution: Adopting Dedicated Delivery Teams for all FLX OC airline customers
    - [REDACTED]
- **Challenge 3: [REDACTED] to handle new customer implementations**
  - Resolution: Create a new FLX System Architecture and Implementation Delivery Group
    - Actions: Completed the identification of existing SMEs (4) from across the company. Hire in 3 - 4 highly skilled systems architects with airline domain. Utilize this team to become the "on-boarding" for new tech employees (complete by June)
- **Challenge 4: Internal Process Scalability**
  - Resolution: Lift & Shift initiative
    - Actions: Hired an experienced technology change management expert (Chris McGuire) to drive process improvement and internal tool adoption (Jira, Confluence, Bit Bucket, etc.)





## MANAGING THROUGH OKRS

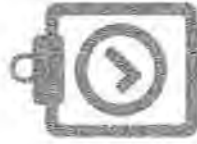
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Objectives

### Objectives & Key Results:

- Goal-setting system used by several leading tech companies
- Frequently set, tracked and re-evaluated
- Engages each team's perspective and creativity
- Each team will have a set of **measurable OKRs**



Key Results

Example: I will \_\_\_\_\_ as measured by \_\_\_\_\_.

**“ If it does not have a number,  
it is not a Key Result. ”**



## MANAGING THROUGH OKRS: 2019

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### Clear Focus



Delivery Excellence



Stability/Certainty



Happy Customers

### Where We Want to Be (Company OKRs)



### How We All Will Contribute (Department OKRs)

Departmental and/or individual tasks that directly support achieving our Company Objectives.

Examples:

- We will reduce escape rate by \_\_\_% by June 1. We will achieve this by \_\_\_\_\_.
- We will reduce capacity-related P1's to 0 by \_\_\_ date. We will achieve this by completing AWS implementation.

### How We Will Measure and Reward

- Set, track, re-evaluate
- Measure monthly
- Report/update quarterly
- Reward annually (departmental OKRs tied to 2019 bonus)

