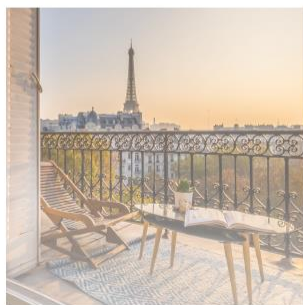


# NextTrip

Solutions for Tomorrow's Travelers



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# NextTrip: Building the Future of Travel

*The pandemic has drastically shifted travel habits, opening new chances to attract travelers by improving search and booking experiences.*

*Millennials and Gen Zs are now using video, user reviews, concierge services, and AI assistance as key tools to discover, plan, and book their trips.*

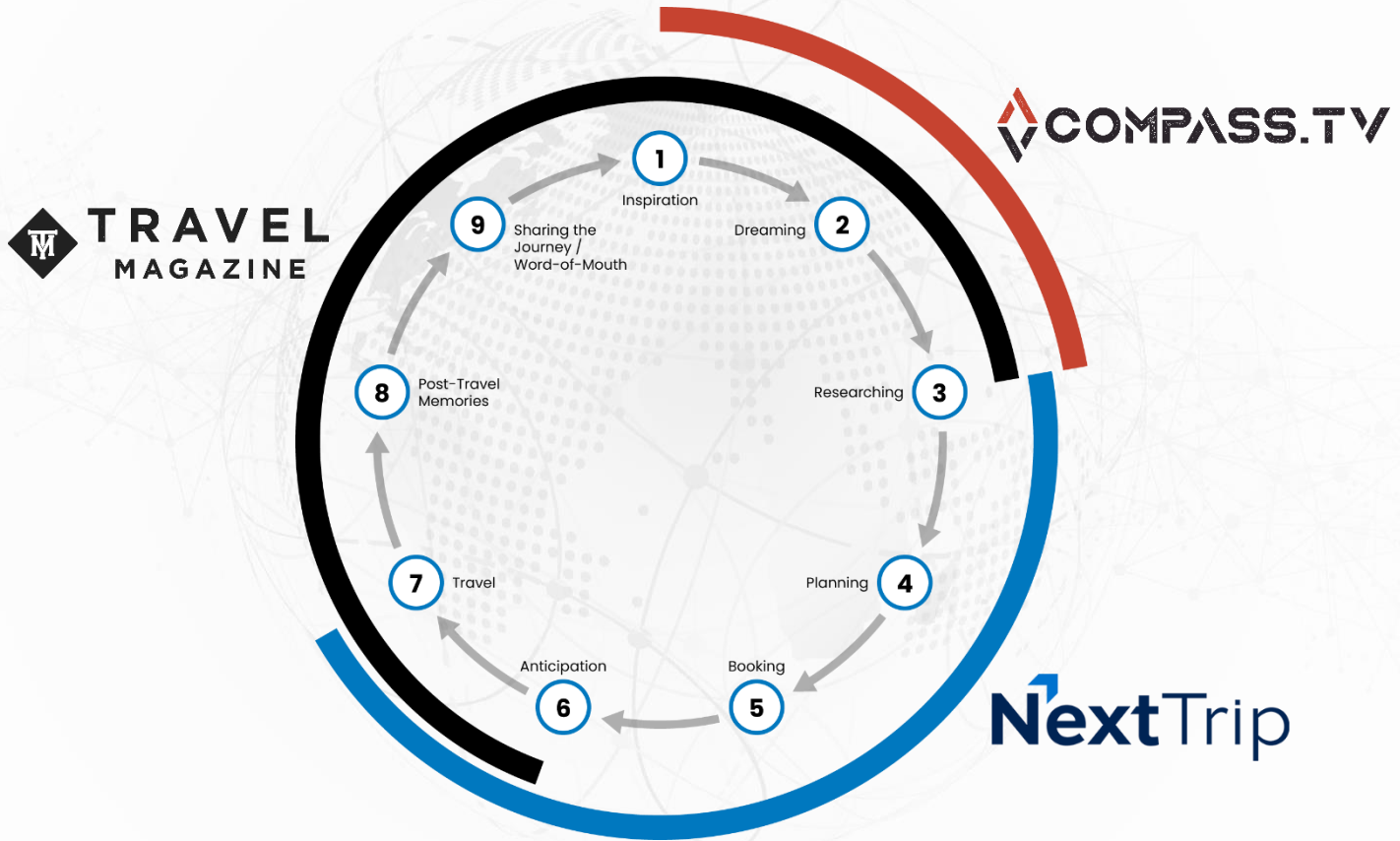
**NextTrip** provides innovative technology and booking solutions for all types of travelers.

**Our vision** is to lead the travel industry's evolution by offering personalized travel services.

**Our technology** targets untapped and under-served areas in the travel market.

**Our growth** is driven by advanced technology, immersive media, and personalized services, blending modern and traditional approaches.

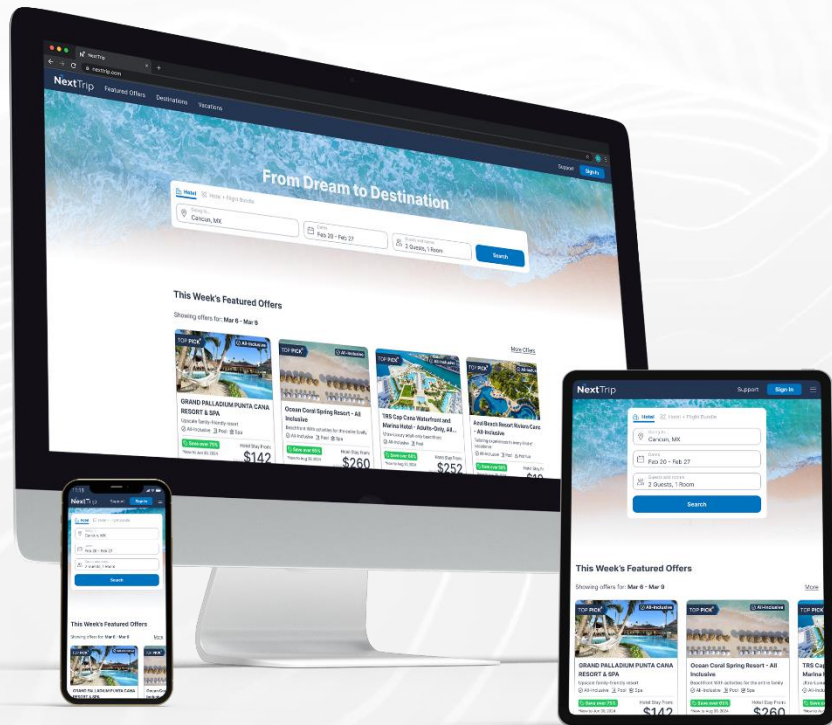
# NextTrip Engages Travel Consumers At All Stages Of Travel





# NextTrip Booking Solutions

# Integrated Travel Booking Platform



- NextTrip acquired Bookit.com's booking engine, built with over \$40 million investment and handled \$480 million in yearly transactions.
- This technology is being enhanced to support direct consumers, travel agents, group bookings, alternative lodging and business travel.
- The platform will offer white-label options and embeddable booking widgets.
- Partnerships with over 3 million lodging, air and tour product suppliers are already in place.
- The platform is accessible on all devices and allows users to save their progress while traveling.

# Key Differentiators in our Booking Platform targeting underserved areas of Travel



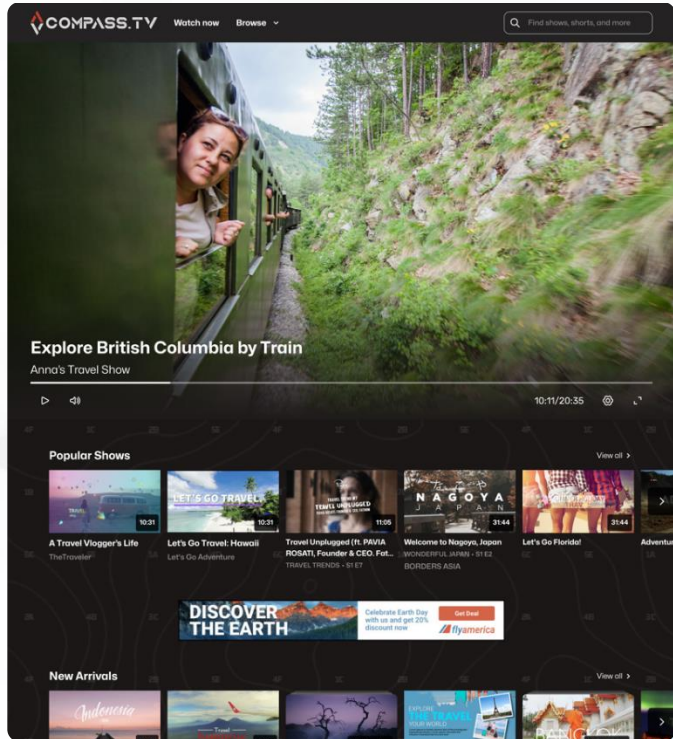
- **Groups Platform** - Our group booking platform is designed for groups of 10 to 1000+ modern travelers, attending everything from conferences and conventions, to destination weddings and family reunions. We offer an unmatched and seamless experience for group travel.
- **Licensing Solutions** - Our technology drives product expansion and revenue through technology licensing, including white-labeled solutions. We're also developing a SaaS model with monthly subscriptions for key tech and innovative platforms.
- **Travel Agent Platform** - We will be delivering a modern platform to allow travel agents to access our inventory, social media programs and owner participation in our company.
- **Travel Planning Assist** - Our dedicated concierge team and AI integration work together to provide personalized travel planning, streamline operations, reduce costs, and enhance customer service.
- **Relationship Building** - Unique approach lowers acquisition costs, improves service quality, and fosters long-term customer relationships with superior travel experiences.



# NextTrip Media Solutions



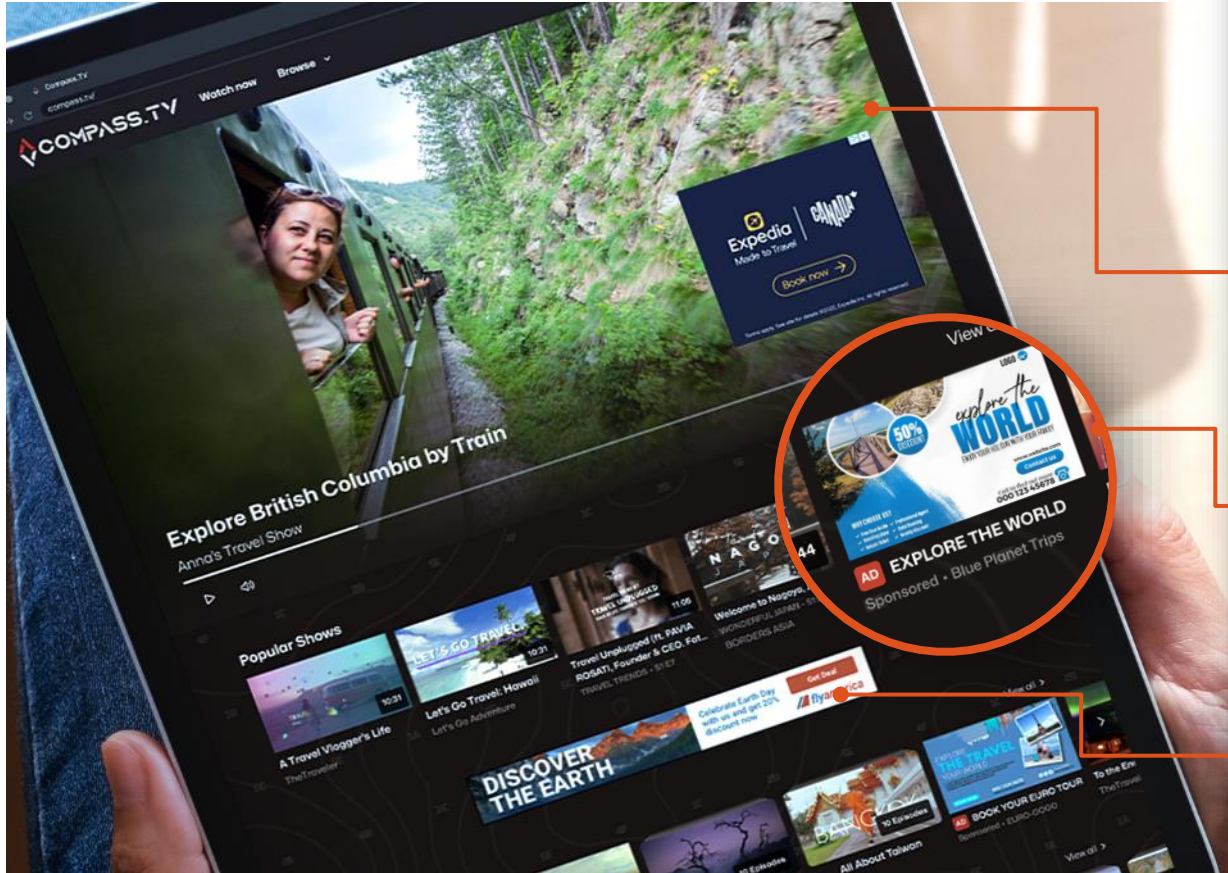
# Expanding Brand Awareness and Bookings



**Your 24/7 AI-Personalized Travel Channel.** A blend of documentaries, podcasts, and influencer content, with AI-curation in roadmap to match travel interests. Our content-to-commerce approach is designed to turn inspiration into action, providing a customized exploration experience and immediate booking capabilities.

- **Compass.TV** is a free, ad-supported, streaming TV channel (FAST) providing hundreds of hours of travel video, tv shows and travel info, affording viewers inspiration, expertise
- Designed to boost brand awareness, loyalty and booking through highly targeted ads.
- It features 1,200+ hours of award-winning content, high-quality studio shows and blogs, podcasts and documentaries from top travel influencers with over 10 million followers.
- Top-Travel-Influencers signed up with more coming

# Monetization - Display Advertising



Programmatic  
Advertising  
Video Overlay

In-Content  
Display  
Advertising

Programmatic  
Advertising

# Monetization – Travel Bookings

**COMPASS.TV**

**NextTrip**  
**DOMINICAN REPUBLIC VACATION DEALS**  
Scan to Book Your Holiday Now

**Your Travel video Content**

**Interactive Advertisement**

**NextTrip**  
Punta Cana, Dominican Republic  
May 9 - May 11  
1 Guest, 1 Room

**Choose your hotel!**  
42 Hotels & resorts found

**TOP PICK**  
GRAND PALLADIUM PUNTA CANA RESORT & SPA  
Upscale family-friendly resort  
All-inclusive Pool @ Spa  
Deluxe Poolside  
Check in: Wed, May 08, 2024 at 03:00PM AST  
Check in: Sat, May 11, 2024 at 12:00PM AST  
Total Stay: 3 Nights

**Add more to your stay**  
Eco Hallelues Tour  
Duration: 9 Hours  
Your NextTrip Total: \$708.32

# Content To Commerce (FAST 2.0)



- **Perpetual License:** NextTrip holds a license for a proven interactive video technology that boosts engagement and sales with onscreen overlays
- **FAST 2.0:** Generates revenue through ads and tech to complete travel bookings.

Compass.TV (Projections)*	2025
Influencer Userbase (their followers)	30,000,000
Projected Ad Revenue	\$8,079,000
Projected Travel Revenue	\$8,223,000
<b>Total Revenue</b>	<b>\$16,312,000*</b>

\* assumes successful commercial launch of Compass.tv with Ad feeds and Overlay booking connection with NextTrip operational for 2025



# Advancing Reach and Bookings Through New Media Solutions

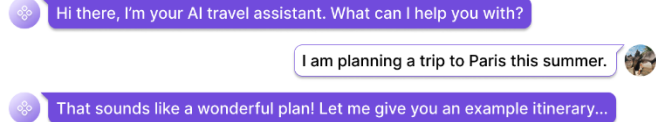


1

**A travel-focused social media platform.** An attractive mix of user-generated content with community sharing, trip ideas and loyalty rewards for a superior experience, powered by advertising.



2

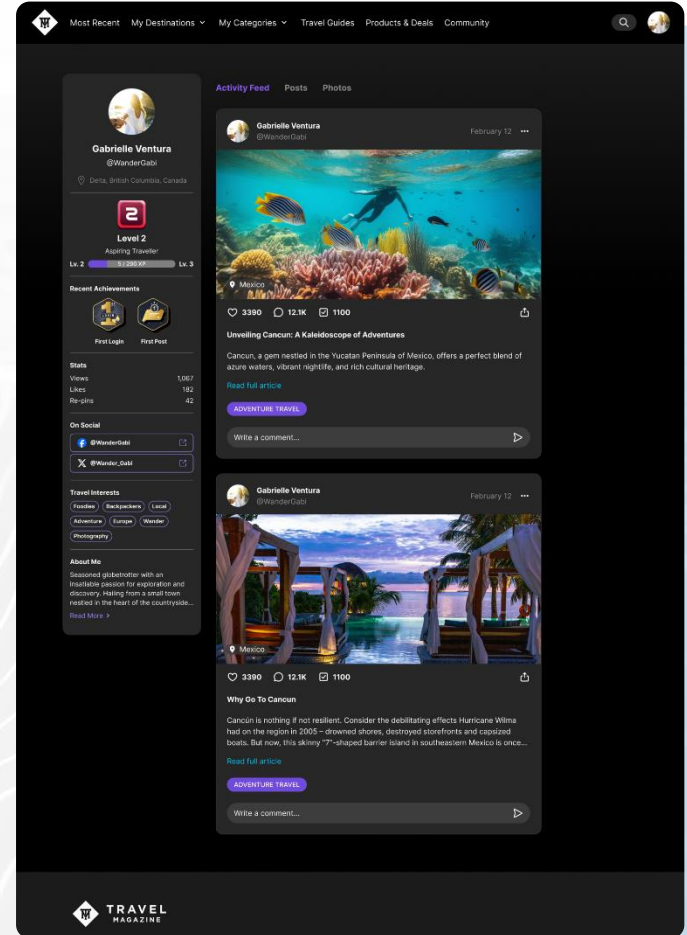


**The NextTrip AI Travel Assistant.** Build and share your own bucket list with personalized suggestions, booking support, and local insights.

3

**The NextTrip starts Pilot Program** with group to provide both AI and User Generated video content to NextTrip's Travel Magazine and Compass.TV platforms.

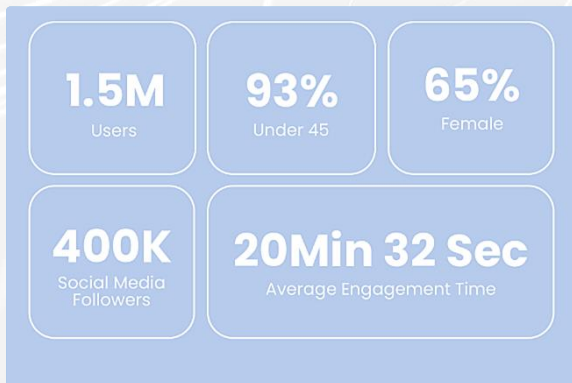
The Group's discovery app has millions of downloads and approx. 1.5 million active users generating over 7000 monthly booking leads for a global travel agency.



# NextTrip Starts Pilot Program

- Partnered with travel discovery app with millions of downloads generating over 7000 monthly booking leads.
- Typical user spends over 20 minutes per session planning their travel on the discovery app.
- Users will gain initial access to search and book through NextTrip booking engine and concierge desk, and NextTrip will curate exclusive leisure offers for their users.

## Discovery App Stats



Travel Magazine Projections (with Pilot Program)*	2025
Influencer & Userbase	1,150,000
Projected Ad Revenue	\$2,670,000
Projected Travel Revenue	\$4,600,000
<b>Total Revenue</b>	<b>\$7,270,000*</b>

\* Assumes pilot program integrations completed in 2024 and successful launch with JV partner lead generation flowing to NextTrip in 2025

# NextTrip Leverages Gaps In The Market

NextTrip offers integrated solutions across the entire travel value chain



Conversion-Focused Technology							
Leisure Travel Booking Platform	✓	✓	✓	✓			
Business Travel Booking Platform	✓	✓				✓	
Alternative Lodging Booking Platform	✓	✓	✓				
Travel Agent Solutions	✓			✓			
Automated Groups Booking Tool	✓						
Top-Of-Funnel Engagement & Media Solutions							
Travel Media Solutions	✓			✓	✓		✓
Compass.TV Channel (FAST)	✓						
Customer Focus							
Concierge Level Customer Service	✓			✓			



# NextTrip Acquisition(s)



# NextTrip Plans to Acquire Five Star Alliance

**Launched in 2004, Five Star Alliance is considered the authority on luxury hotels with coverage by CBS News, The Sun, Business Insider, Forbes, Travel & Leisure, USA Today, Nikkei Japan .....**

The screenshot shows the Five Star Alliance website's search interface. At the top, there is a navigation bar with the logo, a search bar, and links for reviews and reservations. Below this is a main menu with categories like 'World's Best Hotels', 'Offers', 'Cruise', 'Residences', 'Why Book with Us', 'FAQ', and 'Find a Luxury Hotel'. The central part of the page features a search form for 'SEARCH EXCLUSIVE LUXURY HOTELS OFFERS' with dropdown menus for 'REGION', 'COUNTRY', and 'CITY', and date pickers for 'CHECK IN' and 'CHECK OUT'. A 'Search Hotels' button is positioned to the right of the date pickers. Below the search form is a section for 'SEARCH EXCLUSIVE LUXURY CRUISE OFFERS' with a hand cursor icon. At the bottom, there is a welcome message and a small icon of the Five Star Alliance logo.

SEARCH & BOOK THE WORLD'S BEST HOTELS ★★★★★ See our reviews MY RESERVATIONS

FIVE STAR ALLIANCE

Search by Hotel Name or Location  NEED ASSISTANCE? 1-(888)-5STAR-11

World's Best Hotels Offers Cruise Residences Why Book with Us FAQ Find a Luxury Hotel

SEARCH EXCLUSIVE LUXURY HOTELS OFFERS

REGION: -- SELECT -- COUNTRY: -- SELECT -- CITY: -- SELECT --

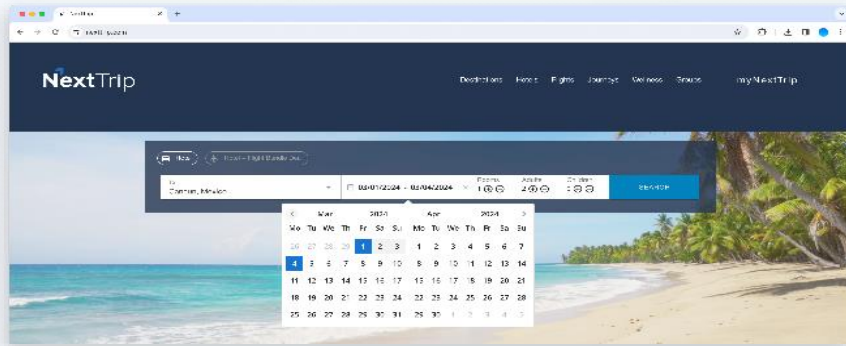
CHECK IN: mm/dd/yyyy CHECK OUT: mm/dd/yyyy

SEARCH EXCLUSIVE LUXURY CRUISE OFFERS

Welcome to Five Star Alliance, the luxury travel experts. We offer the lowest rates, extra amenities, and exclusive offers at the most comprehensive, hand-picked collection of five star luxury hotels and resorts. We're secure, trusted, and have been highly recommended since 2005. Backed by our award winning staff to guide and assist you throughout your entire journey, we provide a full range of travel products including airfare, transportation, luxury river and ocean cruises, group and meeting services, plus concierge services.

- ➔ Boasts the largest collection of luxury hotel and cruise offerings in the world under one brand.
- ➔ Five Star Alliance's 20 year reputation and awareness in the marketplace gives NextTrip a valued partner with established relationships, media influence, and press coverage.
- ➔ Two decades of history has helped to build more than 5,000 contracted rates created directly and across consortia, cruise, and hotel programs

# NextTrip's Travel Platform and Consolidation Opportunity



NextTrip <u>Travel</u> Projections *	2025
Leisure Travel	\$12,823,000
5 Star (acquisition)	\$12,000,000
New Platforms	
Groups	\$2,500,000
Travel Agents	\$200,000
Cruise	\$576,000
<b>Total</b>	<b>\$28,099,000*</b>

\* assumes NextTrip acquires Five Star Alliance and successfully integrates early 2025 with added marketing and operation capital from funding

- **Branding** – One Trust Pilot's highest rated travel brands
- **Site Traffic** – Significant travel enquiries and site traffic with ZERO Marketing budget
- **Consortia Ownership** – Five Star has ownership in the Signature Travel Agent Consortia ( an immediate opportunity for NextTrip to offer its agent platform to 286 travel agencies)
- **Cruise Platform** – Five Star has access to significantly discounted cruise contracts and booking platform NextTrip can capitalize on by using its staff and 6 million email list to launch luxury cruise programs
- **Proprietary Search Engine** – the platform sources significant discounts on over 5000 4 and 5-Star properties that can be incorporated into NextTrip booking engine.
- **Groups Travel** – the company generated over 25 leads per month for groups travel (10 to 1000 travelers) that can be immediately fed into the NextTrip Groups Platform with in-house service and increased margin.

# NEXTTRIP FOUNDING INVESTORS

Collectively invested over \$9 million into NextTrip with key investors below expected to become NextTrip Board Members



**Donald P. Monaco** has nearly five decades of experience in international information technology and business management. With deep roots in the technology innovation, he served as a Partner and Senior Executive at Accenture during his 28 years with the organization. He is also the founder and owner of Monaco Air Duluth and has been appointed by Minnesota Governors since 2009 to serve as a Commissioner of the Metropolitan Airports Commission in Minneapolis–St. Paul, Minnesota.



**Jeff Olyniec** is a General Partner at early-stage Venture Capital firm Moneta Ventures located in Sacramento and Austin. Since 1996, Jeff has assumed various management roles within the sports and hospitality industries in China. Jeff has founded several companies served in many leadership positions at the executive and board levels, including as the co-founder and CEO of a global electronics manufacturing company, New Vision Display.



**David Jiang** is an experienced entrepreneur and investment executive currently focused on disruptive and socially impactful projects in AI, GreenTech, FinTech, and BioTech. He brings deep international perspectives, having held senior executive positions in Tokyo, London, Hong Kong, Shanghai, San Francisco and New York. He was CEO of AIG's \$75 Billion PineBridge Investments, operating in over 20 countries. Prior to PineBridge, he was CEO of BNY Mellon asset management for Asia-Pacific.



**William La Macchia Jr.** has more than 30 years of experience in travel, hotel, airlines and hospitality management, Bill brings deep industry experience and an extensive background in strategic development, operations, business acquisition and integration. Bill was Chief Engagement Officer of The Mark Travel Corporation (TMT) and Trisept Solutions, leading the company to more than \$4 billion in annual sales.



**Stephen Kircher** has extensive international experience in operations and mergers and acquisitions of both public and private companies along with a deep knowledge of both the capital and private markets. He has managed companies and operations in the US, China, and Europe. The Kircher Family Office holdings include ownership of the Frangipani Beach Resort, a boutique hotel on Anguilla, British West Indies and Global Unlimited Processing, an ISO with direct relationships to First Data and other merchant processors.



# Management Team



**Bill Kerby, Founder & CEO**, brings more than two decades of experience in the travel and media industries, and approximately a decade of experience in the financial industry. He has extensive experience bringing companies into public markets in both the TSX and Nasdaq, serving as CEO for various travel and media companies including Maupintour, Extraordinary Vacations, Travelbyus and Leisure Canada.



**Frank Orzechowski, CFO**, serves as Chief Financial Officer of Sigma Additive Solutions, bringing significant experience leading financial operations across the public and private sectors. He previously served as the Chief Financial Officer of Storm Harbour Partners LP, an independent global markets and financial advisory firm. Prior to that, he held a variety of senior executive positions, primarily in the financial services industry. He began his career at Coopers & Lybrand, and is a Certified Public Accountant.



**Lyndsey North, President**, has nearly 20 years of experience in leisure tour and travel technology with industry-leading companies. Prior to joining NextTrip, Lyndsey oversaw supplier strategy and investments for The Mark Travel Corporation / Apple Leisure Group across the B2B and B2C travel marketplace. She brings deep experience in building brands with a focus on profitability and scalability.



**Gregory P. Miller, VP**, has served as both a CFO and CEO across several verticals, including multiple companies in the travel industry. With more than 30 years of experience in both the public and private sectors, Greg has led multiple acquisitions and has a proven track record of exceeding growth targets.



**Rama Marupilla, CIO**, has over 25 years of experience in software development, infrastructure management and data security, Rama Marupilla brings a holistic approach to technology development. Prior to joining NextTrip, Rama served as part of the technology leadership team for NYC & Company. Most recently, he served as Partner and VP of Software Development at Marketing Edge Group.



**Amy Proost, Chief Sales & Ops. Officer**, is a seasoned travel executive with more than 25 years of experience across the OTA and the wholesale travel product space. Amy brings strong operational knowledge, deep industry relationships and a relationship-focused approach to growing the business.



**Richard Marshall, Director of Corp. Development**, has 30 years of senior executive experience generating growth opportunities and developing relationships for global corporations. Previously, he was Director of Corporate Development at Monaker Group & NextPlay. He also served as VP of IR and VP corporate development at a NYSE-traded natural resources company, helping secure \$600 million in financings and was a key member of the team that won a WorldBank ICSID \$1.4 Billion Arbitration Award against Venezuela.

# Investor Snapshot (Includes All Share Milestone Earnouts)

**NASDAQ:** NTRP

**Outside Legal Counsel:** Snell & Wilmer

**Independent Auditor:** Haynie & Company

**Transfer Agent:** Issuer Direct

**Fiscal Year End:** February 28

Shares Outstanding	
Current Outstanding Shares <sup>2</sup>	1,421,427
NextTrip Founding Shareholders (earnout)*	5,843,993
Total* (with full possible earnout):	7,253,103*

Options/Warrants	
Options	85,799
Warrants (exercisable \$3.02 to \$350)	486,861

Balance Sheet <sup>2</sup>	
Total Assets	\$ 4,888,679
Total Liabilities	\$ 5,022,782
Total Stockholder Equity	\$ (134,103)

Enterprise Valuation <sup>1</sup>	
Terminal Revenue Multiple	\$87.0M - \$178.0M
Terminal EBITDA Multiple	\$143.0M - \$264.0M

<sup>1</sup> SOURCE: Sigma Definitive Schedule 14A Proxy Statement, filed December 1, 2023, in the section entitled "Summary of Lake Street's Financial Analysis."

<sup>2</sup> SOURCE: NextTrip, Inc 10Q, filed October 14, 2024.

\* Assumes conversion of all outstanding Series G, H, and I Convertible Preferred Stock into common shares (see Jan 30, 2024 8-K filing). This includes contingent shares issued to NextTrip Founding Investors, contingent on achieving business milestones and share earnouts.

# Consolidated Financial Projections

Model Comparison (in Millions)	Bookit - Traditional Travel Model (Actual 2019)	NextTrip - Media /Travel Model (Projected 2025) *
Gross sales Travel	\$481.0M	\$28.1M
Gross sales Media	\$0M	\$10.75M
<b>Total Sales</b>	<b>\$481.0M</b>	<b>\$38.85M</b>
Net Revenue Travel	\$88.5M	\$3.37M
Net Revenue Media	\$0M	\$6.45M
<b>Total Net Revenue</b>	<b>\$88.5M</b>	<b>\$9.82M</b>
Gross Margin	17.8%	34.9%
Marketing Expense	\$53.3M	\$1.5M
Gross Operating Expense	\$83.3M	\$5.2M
<b>EBITDA</b>	<b>\$2.3M</b>	<b>\$3.12M</b>
<b>Gross EBITDA</b>	<b>0.5%</b>	<b>8%</b>

\* NextTrip 2025 projections assumes the Five Star Acquisition is closed, the Compass.TV commercial launch is successful, the JV/Pilot program is successful and anticipated funding is completed

# Investment Highlights

## ↗ **Curated Breadth of Product**

Opportunity for cross-sell and lifetime customers

## ↗ **Proprietary, Scalable Technology**

Proven Platform technologies with opportunities to increase conversions and revenue per transaction

## ↗ **Innovative & Intuitive Booking Platform**

Allows for new technology revenue streams and integration of booking technology in non-traditional spaces

## ↗ **Proven Management Team, Seed Investors & Board**

Deep industry expertise and more than \$15M direct capital investment

## ↗ **Traveler Database**

Multi-million-member list of customers with travel affinity and past purchases aligned to NextTrip's product offering

## ↗ **Concierge Service**

Drives higher revenue and repeat business, creating lifetime customer value

## ↗ **Financial Performance**

Driven by scalable cost structure, repeatable processes and technology-to enable revenue acceleration

## ↗ **Integrated Content Strategy**

Engages consumers across the entire journey expected to drive recurring revenue

## ↗ **Travel Agency and Tour Operators**

Opportunity to consolidate select Travel Agency and Tour Operators to improve their margins, leverage relationships, increase reach and scale business



# Thank You.



<https://nexttrip.com>

**Next**Trip