

The Role of Distributors in Advancing Sustainability

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Discover a World of Joy at Home and Abroad with Asia's leading travel and experiences platform

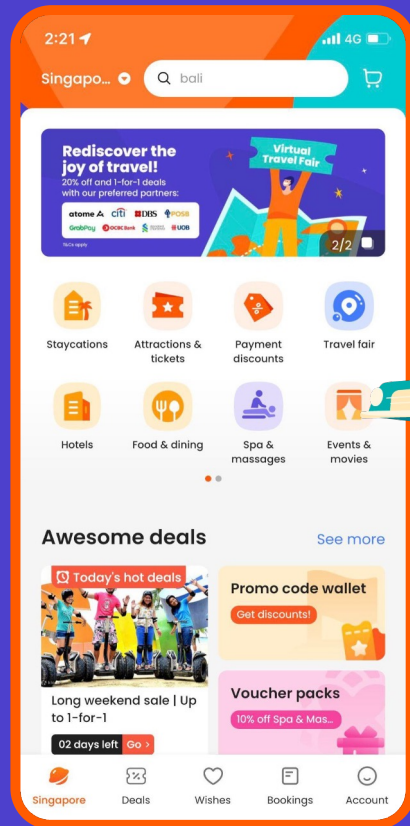


- Attractions & Shows
- Activities & Experiences
- Tours & Sightseeing
- Food & Beverage
- Events & Entertainment
- Spa and massages
- Boat, tours, cruises

 **Over half a million** offerings

 **2,700+** destinations

 **30,000+** service providers

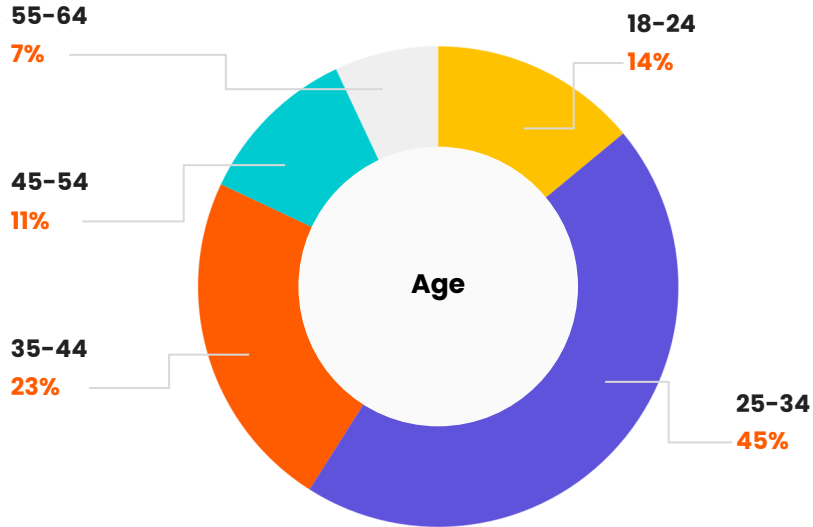


Travel Services

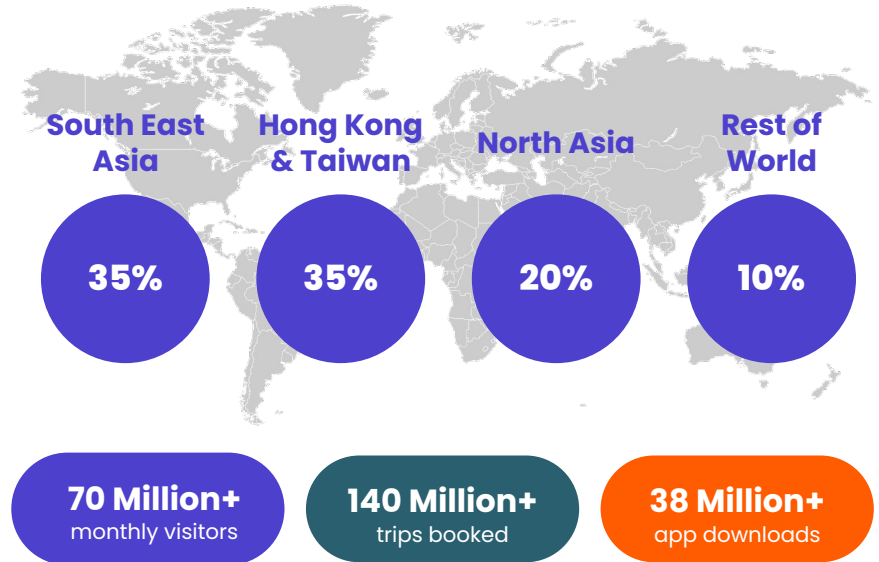
- Car Rentals
- Local Transfers
- Ferry
- Rail
- Sim Cards
- Hotels
- Insurance

Our fast growing global user base

User Age Groups



User Origin



Advancing Sustainability as an OTA

Customer Education

On **why** sustainability is important and **how** to prioritise booking sustainable experiences

Operator Education

On **why** and **how** to obtain a sustainability certification



Further Incentivising Sustainability

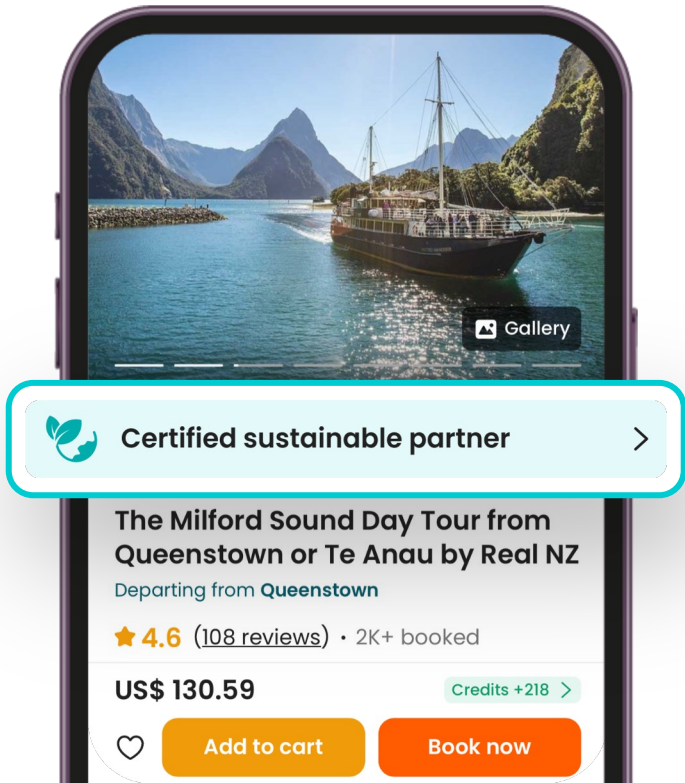
Motivate operators to make transformational sustainability efforts and gain certification for example via preferential website placement

Recognition

Acknowledge operators who possess a sustainability certification, with digital badges to reflect the values they represent

A New Standard For Responsible Travel

Making it easier to find and book eco-conscious experiences



Advancing tourism in Asia

We have contributed



US\$7.2 billion to Asia Pacific in 2023



And supported 219,000 jobs

Every Klook booking generates



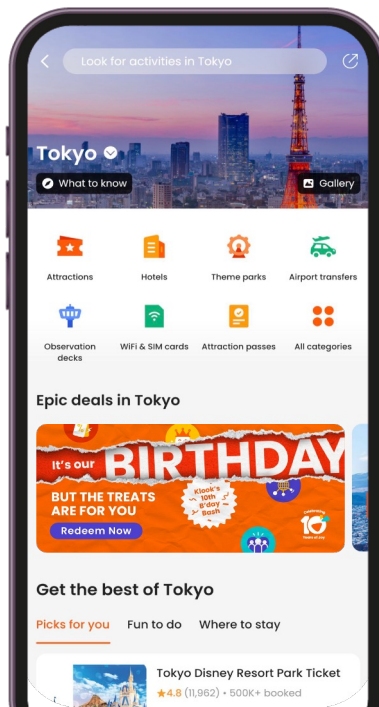
Revenue for **merchants**



Revenue for **Klook**



Revenue for **businesses**



\$ in their supply chains



\$ in the local economy



Supporting GDP and jobs beyond tourism

Empowering Local Communities

80%

**of our merchants are
small-medium businesses**

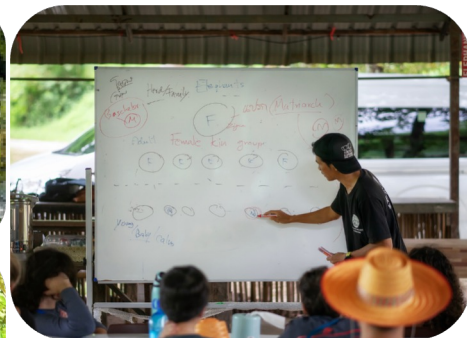
Elevating Standards of Care in Elephant Sanctuaries

Collaborating with experts in elephant management and care to support both animals and local communities

- Conduct assessments using a set of criteria developed for elephant camps
- Feedback process to provide suggestions and support for camps
- Focus on 10 areas including welfare standards, safety, and employee conditions
- Support local communities that rely on elephant tourism, including mahouts and sanctuary staff



Klook
Assessed



A woman with long dark hair, seen from behind, is walking through a bustling night market. She is wearing a dark top and a large, worn, brown leather backpack. The market is filled with stalls, warm lights, and other people, creating a lively atmosphere. The background is slightly blurred, emphasizing the woman in the foreground.

We have the power to contribute to a better world

*through sustainable travel and
responsible tourism*

Small Actions, Big Impact

The power of
influence via social
media



20,000+
Kreators

16
Markets

1.8+ bn
Content
generated



Forefronting
sustainable
experiences

Seamlessly filter for
sustainable experiences



Continued
merchant support

- Simplify the certification collection process
- Certification advice
- Training and workshops



A woman with long dark hair, wearing a brown button-down shirt, is smiling and looking through black binoculars. She is standing in a field of tall, golden-brown grass under a bright, slightly hazy sky. The overall mood is positive and adventurous.

Building towards a more sustainable future of travel

Let's connect!
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