






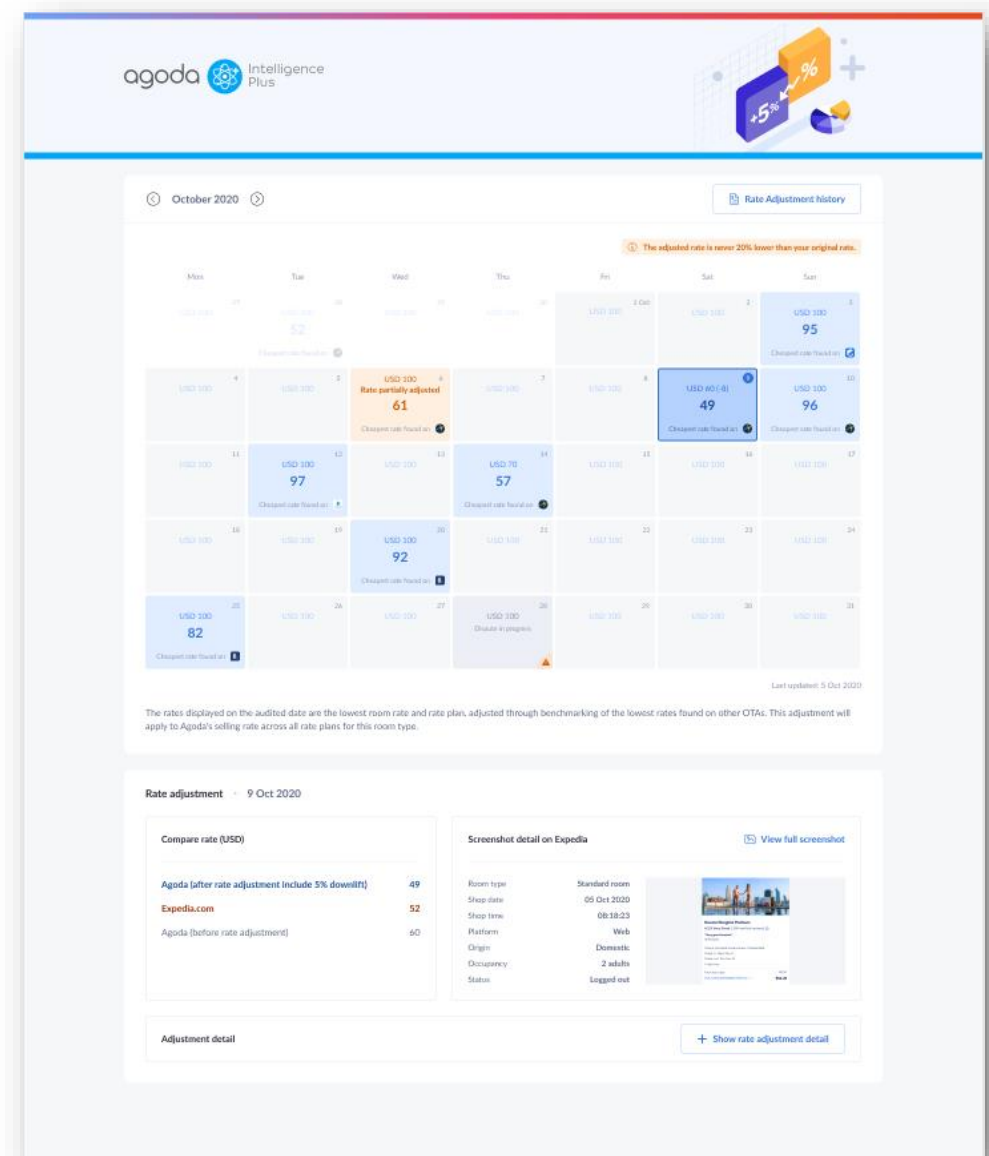
Agoda Intelligence (AI)



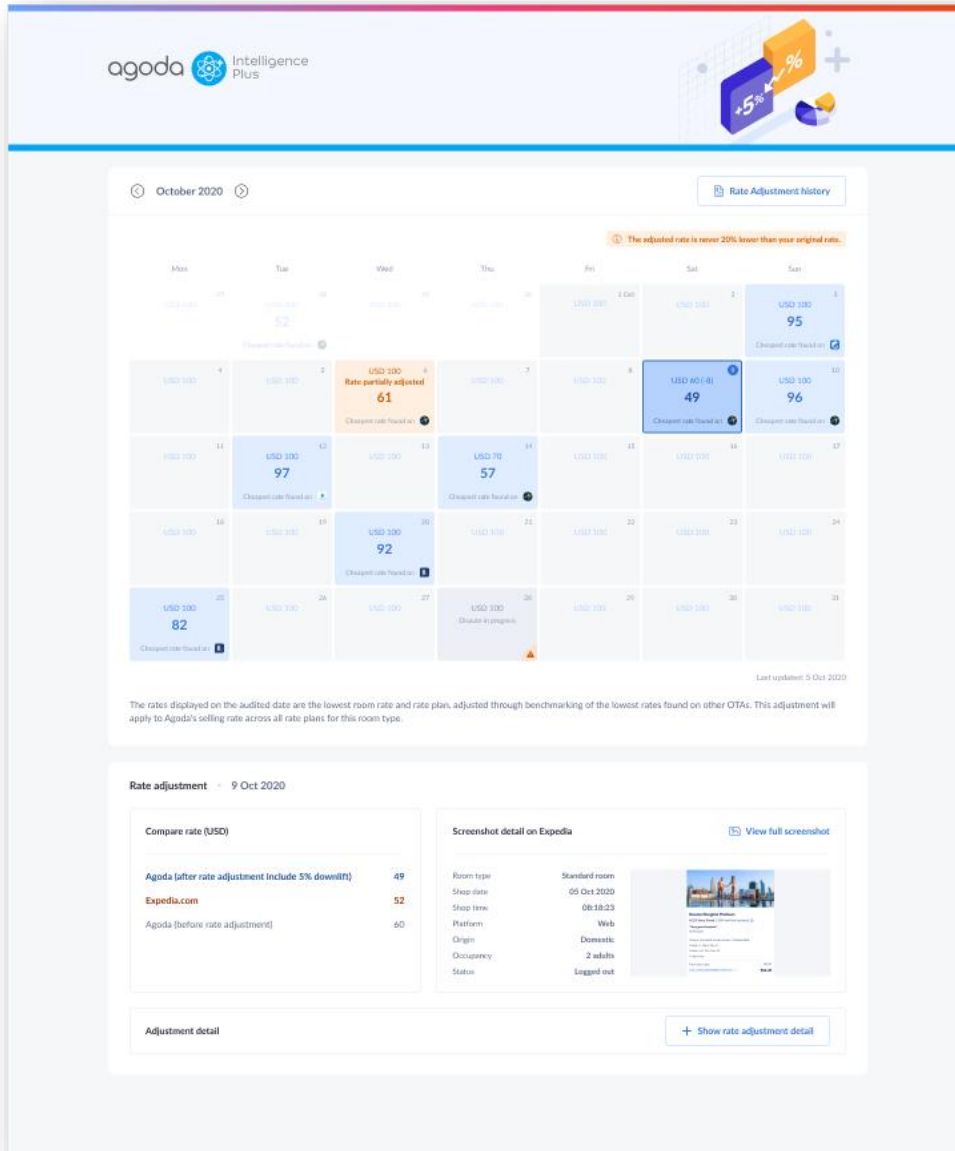
Online rate management made easy

Make the best use of Agoda's rate management technology and increase your revenue!

-  Commission reduction
-  Attract more customers
-  Save time on rate audit
-  Full transparency on rate comparison & adjustments
-  Free to enroll



How does it work (AI)



- Agoda compares your public domestic rates against other OTAs and mirrors your most competitive rates on your behalf.
- You can confirm all the comparisons & adjustments made by Agoda.
- If disagreed with the adjustments, you can dispute the adjustments.
- In month 1, you will benefit from 1% commission reduction on all bookings made in month 1.
- From month 2, the eligibility for commission reduction depends on target achievement in the previous month (target achievement will be reviewed & commission will be updated monthly).

Production Target & Commission Reduction

Target Setting:

- ✓ Monthly target room nights (all departed bookings) are calculated based on the properties' historical production & city seasonality forecasts.
- ✓ Upon contract renewal the production targets will be reassessed.

Commission Reduction Application:

- ✓ In month 1, you will benefit from the commission reduction
- ✓ From month 2, the eligibility for commission reduction depends on target achievement in the previous month
- ✓ Target achievement is measured & the updated commission reduction eligibility to be applied on the first business day of the following month (TH calendar)
- ✓ Target achievement is measured based on departed room nights (all book dates)

Eligible Bookings:

- ✓ The commission reduction applies to all bookings booked during the eligible period

	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6
Net room nights target	100	80	120	80	100	60
Actual	120	70	140	70	110	65
Achieve %	120%	88%	117%	88%	110%	108%
Commission reduction?	YES	YES	NO	YES	NO	YES

Want to save more? Join Agoda Intelligence Plus (AI+)!

	AI	AI+
Benefits	<ul style="list-style-type: none"> ✓ 1% commission reduction ✓ Growth in room nights ✓ Automated rate audits & adjustments ✓ Full transparency 	<ul style="list-style-type: none"> ✓ 3% commission reduction ✓ Even higher growth in room nights ✓ Automated rate audits & adjustments ✓ Full transparency
Rate comparison	The cheapest public rates available domestically vs. other OTAs	
Rate Adjustment	Agoda mirrors your most competitive rates in the market on your behalf	Agoda mirrors your most competitive rates in the market and adds 5% discount on your behalf
T&C	<ul style="list-style-type: none"> ✓ 6-month contract, auto-renewable ✓ Early termination can be requested after 2 months committed period with 2 weeks notice ✓ Monthly production target must be met to benefit from the reduced commission 	

Program Key Terms






- **Duration:** 6 months auto-renew
- **Opt-out (early deactivation):** Early termination can be requested after 2 months from Effective Date with a written request to Agoda 2 weeks in advance. If no termination requested 2 weeks before the end date, the contract will auto-renew for another 6 months.
- **Target setting:** The target is set based on the property's historical production & expected seasonality in the market.
- **Commission reduction - eligibility:** The commission reduction will be applied on the Effective Date. In month 1, the property will benefit from the commission reduction. From month 2, the eligibility for commission reduction depends on the target achievement in the previous month. Target achievement is measured based on departed room nights, regardless of the book dates. Target achievement is measured & the updated commission reduction eligibility will be applied on the first business day of the month (TH calendar).
- **Commission reduction - eligible bookings:** The commission reduction applies to all bookings booked during the eligible period
- **Rate comparison:** Agoda compares your cheapest public rates vs. the cheapest rates available on other OTAs' direct websites.
- **Rate adjustment:** When disparity is confirmed, Agoda will adjust the rates according to the agreement. All adjustments made can be confirmed on YCS with the screenshots of the disparity identified.
- **Dispute option:** Should the property disagree with the adjustments made, the property can submit dispute requests, which will revert back the original rate within an hour. Agoda will review your dispute requests within 48 hours and approve/reject your requests. You can dispute the differing rate up to a period of seven (7) days from the check-out of such booking.

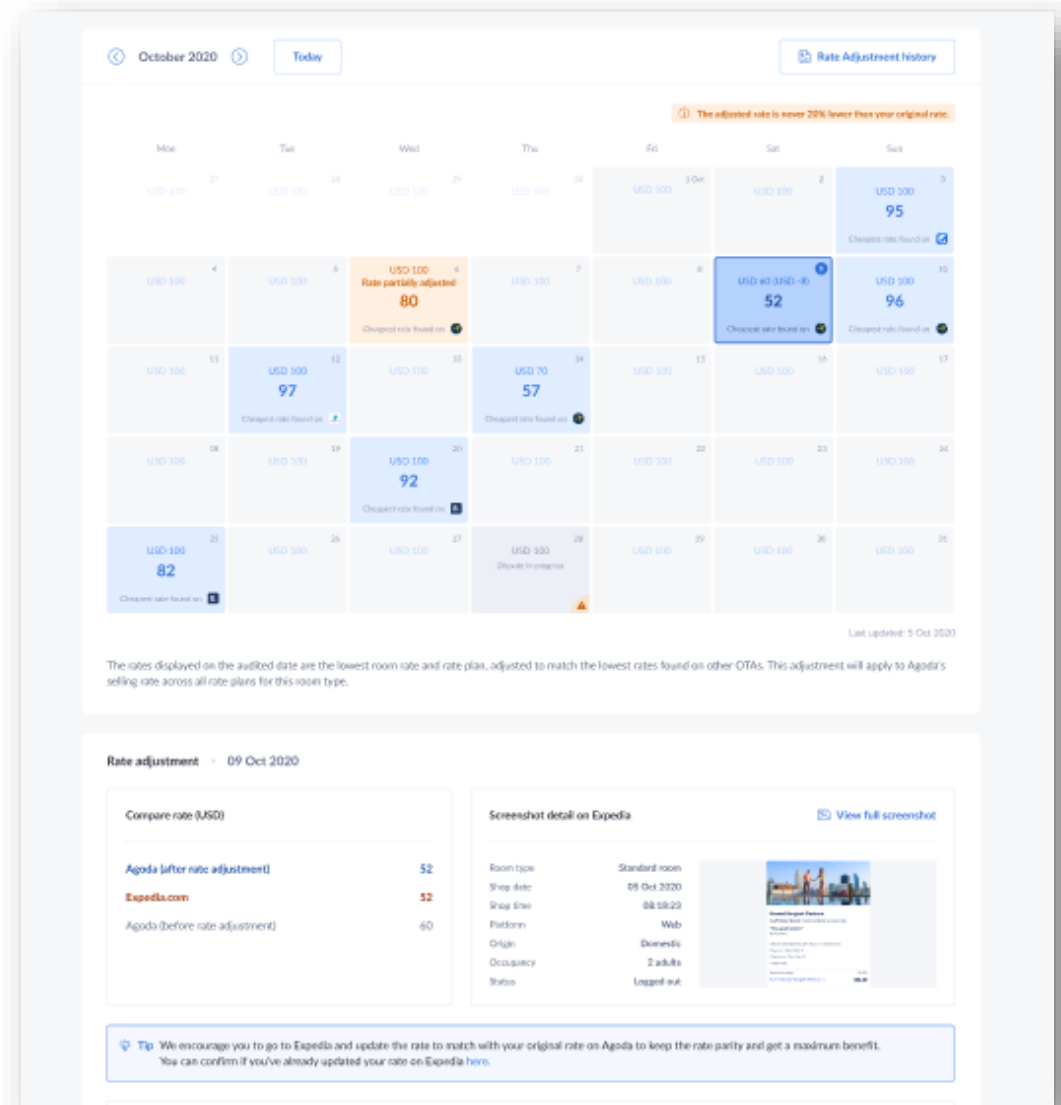
Agoda Intelligence Plus (AI+)



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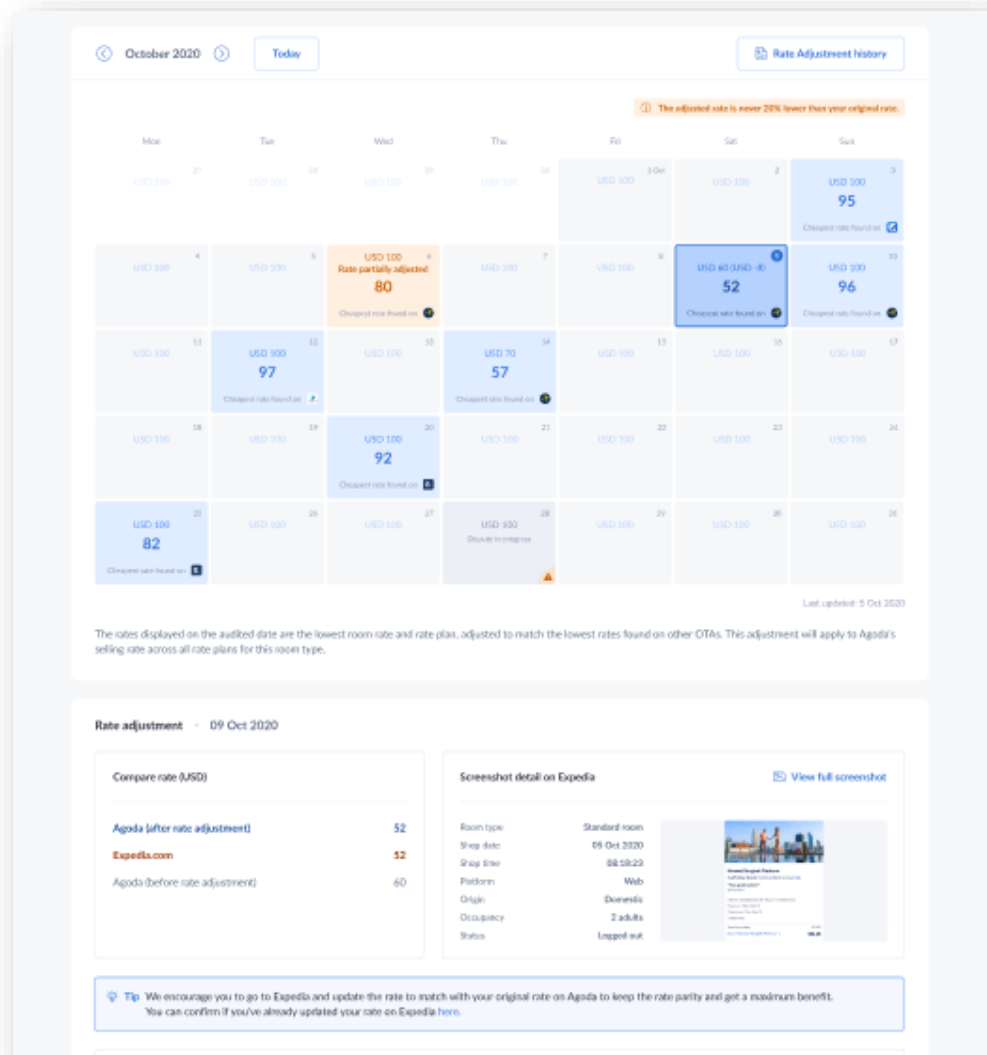
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The screenshot displays the Agoda rate management interface. At the top, it shows the month of October 2020 and a 'Today' button. A 'Rate Adjustment History' link is visible in the top right. A warning message states: 'The adjusted rate is never 20% lower than your original rate.' Below this is a calendar grid showing rates for various dates. The grid includes columns for days of the week and rows for dates. Rates are displayed in USD, with some cells highlighted in blue or orange to indicate adjustments. For example, on October 10th, the rate is USD 100, which is 'Rate partially adjusted' to 80. On October 11th, the rate is USD 100, adjusted to 52. On October 12th, the rate is USD 100, adjusted to 97. On October 13th, the rate is USD 100, adjusted to 57. On October 14th, the rate is USD 100, adjusted to 92. On October 15th, the rate is USD 100, adjusted to 82. A 'Last updated: 9 Oct 2020' timestamp is shown at the bottom right of the calendar. Below the calendar, a detailed view of a rate adjustment for 09 Oct 2020 is shown. This view includes a table comparing the 'Compare rate (USD)' for Agoda (after rate adjustment) at 52, Expedia.com at 52, and Agoda (before rate adjustment) at 60. To the right, a 'Screenshot detail on Expedia' section provides details such as Room type (Standard room), Stay date (09 Oct 2020), Stay time (08:00-23:00), Platform (Web), Origin (Domestic), Occupancy (2 adults), and Status (Logged out). A tip at the bottom encourages users to go to Expedia and update the rate to match their original rate on Agoda to keep rate parity and get a maximum benefit.

How does it work (AI+)



- Agoda compares your public domestic rates against other OTAs
- When cheaper rates are found, Agoda mirrors your most competitive rates in the market & adds 5% discount on your behalf.
- You can confirm all the comparisons & adjustments made by Agoda.
- If disagreed with the adjustments, you can dispute the adjustments.
- In month 1, you will benefit from 3% commission reduction on all bookings made in month 1.
- From month 2, the eligibility for commission reduction depends on target achievement in the previous month (target achievement will be reviewed & commission will be updated monthly).

Production Target & Commission Reduction

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