

**Transcript of initial interview with  
Mr. Sean Schaeffer**



**President & Chief Executive Officer  
of ZoomAway Travel Inc.**



**TSX: ZMA**

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**Mr. Sean Schaeffer - President & Chief Executive Officer.** Mr. Schaeffer has spent the last 30 years in the Gaming and Hospitality industries. He has worked in various areas of the hospitality sector including hotels and large casino operations. His entrepreneurial spirit led him to create his own companies that specialized in technology that assisted hotels and he resort community in better engaging their clientele. In his previous work he has helped pioneer technologies that have changed how booking rooms and activities benefit customers and the hospitality industry as a whole.

**Smallcaps Investment Research: Welcome everyone and thanks for tuning in to another interview on Smallcaps Investment Research. We're very excited to have Mr. Sean Schaeffer, the President and Chief Executive Officer of ZoomAway Travel Inc. with us today. The Company offers a unique technology platform that allows for the discounted packaging of leisure activities onto clients' websites. ZoomAway is listed on the TSX Venture Exchange with ticker symbol ZMA. Sean it's a pleasure to have you with us, welcome.**

Good morning. Thank you for having me.

**As this is our initial interview, could you give us an introduction of ZoomAway Travel and its activities?**

Absolutely. ZoomAway Travel is a technology company that produces software and services for the hospitality industry. Our clients are hotels, golf courses, ski resorts, convention authorities, etc. We basically provide them a platform that gives their customers the ability to book rooms and activities into a one stop shop.

The really cool part is that the interfaces that we embed in a client's website look identical to the rest of their website. For example, if we have a hotel-casino that hires us, we create a booking module for them with an interface that looks just like their website. It has identical color schemes, logos, etc.

In addition, we have a call center to assist with any questions and complexities that our clients may have.

**Excellent. What are the benefits of your technology platform both for your clients and for the consumer?**

Well, for our clients, such as hotels and resorts, the major benefit of our technology is that we're giving them the ability to offer a service that they don't have the manpower nor the technology for to do themselves.

For example, someone wants to book several rooms and is also interested in a golf package. This could be a reservation for two rooms that are going to stay five nights and play four rounds of golf, another room is going to stay three nights and play one round of golf, and so forth. And then the attendees in this group want the ability for each of them to pay individually, so that the person putting it together isn't on the hook for the rest of the group. This is a very complex scenario for hotels, because they just aren't built to accommodate what this guest is looking for.

We, on the other hand, have created a technology that allows guests to book their rooms, to book the tee time at their favorite golf course, to book transportation systems, or to buy lift tickets for a particular ski resort. All in real time. We've got the technology that ties all these pieces together. So our clients truly reap the benefits of our platform without having to add any employees.

For consumers, on the other hand, bundling rooms and any type of activity means that they are going to save money. If you go to Expedia and just book a room at a hotel, you're probably paying at least a dollar more than if you were to book that same room at the hotel's own website. That's called "best rate guarantee".

But if you bundle anything with that Expedia room, you're going to save money because the hotel is willing to be aggressive if the rate of the discounted room is not being displayed.

We use an identical strategy. We don't display rates throughout our entire process. We only display one bundle price at the end with all the savings included.

So for consumers, we provide this great convenience of being able to book everything they need, while also saving money.

**That's very impressive and what is ZoomAway's business model? How do you make money?**

The hotels that we work with provide us with discounted net rates. Also the activity providers, such as golf courses and ski resorts give us a discounted rate. We simply mark up those net rates and achieve our margins and our profitability that way.

**To give us an idea, how many clients does ZoomAway currently have? And what's your objective going forward?**

Right now we have over 40 clients and that is spread out in a couple of different geographic locations. Our goal is to get to over 150 clients by the end of 2017. And by client I mean a place where our platform is already embedded into their website.

**Great. You also plan to significantly grow the so-called Group Registration business. Could you give a little color on that?**

Sure. Last year we started developing a new product called Registration Management System or "RMS", which is specifically aimed at group travelers. We decided that for our own internal use and for group leaders, who are putting together an event, for let's say a hundred people, we needed a piece of software that allowed to send a private URL to every member of the group.

From inside the URL, our RMS system would subsequently allow all the attendees of the group to register for rooms, extra nights, transportation, meal choices, etc.

RMS is really a very specialized product that allows groups of people to register, while saving the group leader a ton of work.

We originally developed this product at the request of Vail Resorts. Three of the ski resorts in Lake Tahoe that are owned by Vail are clients of ours. We used it last year and it's been great. We've been fine-tuning it since and hope to market and mass produce it in 2017.

Weddings, convention groups, leisure groups, reunions, you name it. There is a pretty big market for this service. There are some other products on the market, but they really cater to the large convention size groups. As a result, they don't really offer many of the activities and add-ons that we do.

**In which cities are you active at this moment, and where would you like to expand in the near future?**

We're currently active in Reno, Tahoe and we also have quite a few clients in Las Vegas. So those three areas right now are where we're really saturating. Our expansion is geared towards warm weather markets where the seasonality doesn't come into play. These are places such as Arizona, Southern California, Hawaii, etc.

We also have a client in Central Oregon that we hope to launch soon. And finally, we focus on the Vancouver market as well. That market is just absolutely beautiful with lots of activities, from ski to whale watching to charter fishing. All kinds of great things that visitors can do there. So it's sort of a west coast and warm weather expansion plan for 2017.

But any potential client that calls us, be it from Florida or Mexico, we're going to work with. That happened with Poppy Hills Golf Course in Pebble Beach, CA. They called us because they heard about some of the great things we did. Our team got started on it and our software has been up and running at Poppy Hills since October 2016.

**That's good to know and do you also have plans to increase the number of activities that clients can book?**

Absolutely. The key for us is that any activity can be bundled with a room. Some

of the things that we have planned are helicopter tours, horseback riding, food tours, and concerts. We have a new client that we signed up just about two months ago called WinterWonderGrass, a blue grass festival at Squaw Valley in Lake Tahoe.

There is virtually nothing that we can't bundle. As long as it's a ticket-able item, we can bundle it with a room. We're really diverse and can offer almost any kind of activity.

**The US travel and recreation market is worth almost one trillion annually, so it's obvious ZoomAway is operating in a giant market. Very interesting is that companies in the industry are actively searching for the solutions that ZoomAway offers. The Hilton and Marriott hotel chains, for example, both introduced a way for guests to book directly.**

You can tell from the "Stop Clicking Around" campaign at Hilton that the industry is fighting back against the large Online Travel Agencies, or "OTAs". They really want consumers to book directly with the hotel.

We really provide hotels another tool to keep people attracted to their website. We provide a big content piece, an efficient booking piece, we give knowledge of the product and we enhance what the hotels are trying to do.

When we go out to pitch our platform, to hotel groups especially, they immediately see the value and know that they probably wouldn't embark on this themselves. I can't speak for the big box chains, but the smaller hotel groups that we talk too, the folks that own five or ten hotels, there our product just fits perfectly for what they're trying to achieve.

**Can you tell our listeners a bit about the Company's shareholder structure and its most recent financing activities?**

Back in October, we closed our transaction to take the Company public. We raised CAD

\$2.3 million and we have 44 million shares outstanding.

**Terrific. Would you give us some more details about ZoomAway's management team and the other key members of the Company?**

Sure. We have some great folks that work here for us. Dan Morgan, our Chief Operating Officer, has spent over 30 years in marketing, advertising, and public relations. Tim Berfield, our Chief Technology Officer has a great background in writing code and leading teams.

In addition, we have some really great sales people. Our Vice President of Sales, Toni Koster, has spent 18 years at the Atlantis Hotel & Casino and came to us last April. She has contacts all over the country, as she was North American Vice President of a hotel organization called Skål.

Our National Sales Director is Rick Chapman. He's been active in the hospitality sector for over 40 years. He has worked for the Convention Bureau in Hawaii and San Diego. He also was the Vice President of the Reno Hilton and specialised in large convention style groups.

Our Chief Financial Officer, is Mirza Rahimani. He has extensive experience with early stage and mature public companies.

**That's great to hear. ZoomAway is truly active in an exciting market that's in full expansion. What's your outlook for the Company for the next 12 to 18 months?**

We're very focused on expanding our business. Getting to 150 clients that use our services is really the 12 month outlook.

We're very excited as we go into new markets. We start with just one client in a new market, like we did in Las Vegas. And before you know it, we get to the point where we saturate the market.

Moreover, we're always keeping our eye out for any potential joint ventures or any other

companies that might have a technology set that fits what we're looking for. So we're very active and the next 12 months I think are going to be a really exciting for us.

**Before we go, what would you say are the two or three most compelling reasons for a long term investor to consider ZoomAway Travel today?**

When investors look at the travel space, and see the need that we fill, it's clear that there is a big opportunity out there for us. In addition, we have few competitors that offer

the same model that we offer. All in all, I think investors will see that we're active in a pretty cool niche.

**Excellent. Sean, thank you so much for taking time out of your schedule. We wish you and ZoomAway all the best and we certainly look forward to having you back to give us an update on the progress of the Company.**

Thank you. It was great. I really appreciate it.

## **Interview Feedback**

We welcome your questions and feedback regarding this interview at:

<http://www.smallcaps.us/zoomaway-travel-ceo-sean-schaeffer-reveals-outstanding-growth-prospects>

Transcripts are edited for clarity.

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