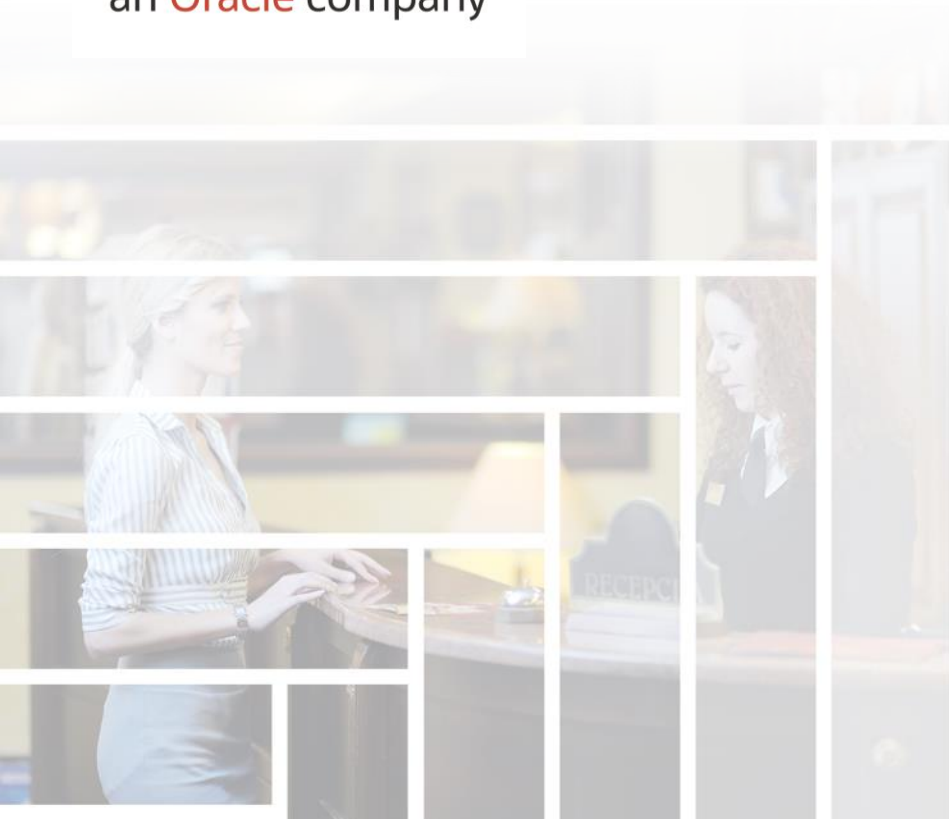




*A cloud-based, mobile-first,
scientific data-driven approach to
successful personalized merchandising*

The Industry's Most Profitable Upsell Platform



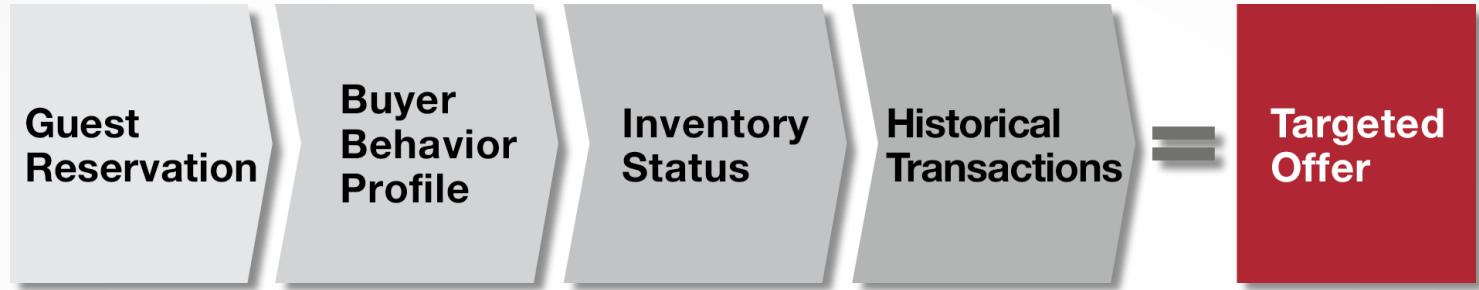
nor1
an **Oracle** company

nor1

Forward Looking Statement

Statements in this presentation relating to Oracle's future plans, expectations, beliefs, intentions, and prospects are "forward-looking statements" and are subject to material risks and uncertainties. A detailed discussion of these factors and other risks that affect our business is contained in Oracle's Securities and Exchange Commission (SEC) filings, including our most recent reports on Form 10-K and Form 10-Q under the heading "Risk Factors." These filings are available on the SEC's website or on Oracle's website at <http://www.oracle.com/investor>. All information in this presentation is current as of INSERT MONTH HERE 2020 and Oracle undertakes no duty to update any statement in light of new information or future events.

Nor1's Patented Decision Intelligence Engine



- Leverages **each guest interaction throughout reservation**
- Makes **real-time decisions** on product, pricing – **speeding check-in** and assuring the right revenue, guest service decision is made
- Predictive modeling engine trained on **millions of historical transactions**
- Understands **consumer's propensity to “buy-up”** and can **steer demand** on behalf of supplier

Nor1 Merchandising Platform



@ Booking



- Empowers the hospitality industry to monetize premium inventory and services that otherwise may go unused and undervalued
- Unique buying process allows merchants to price and merchandise perishable inventory more effectively
- Utilizes PRiME® Machine Learning/Artificial Intelligence to optimize offers

Pre-arrival



- Enables hotels and resorts to make confirmed upsells to their guests based on last-minute inventory
- Makes room offers based on real-time inventory access

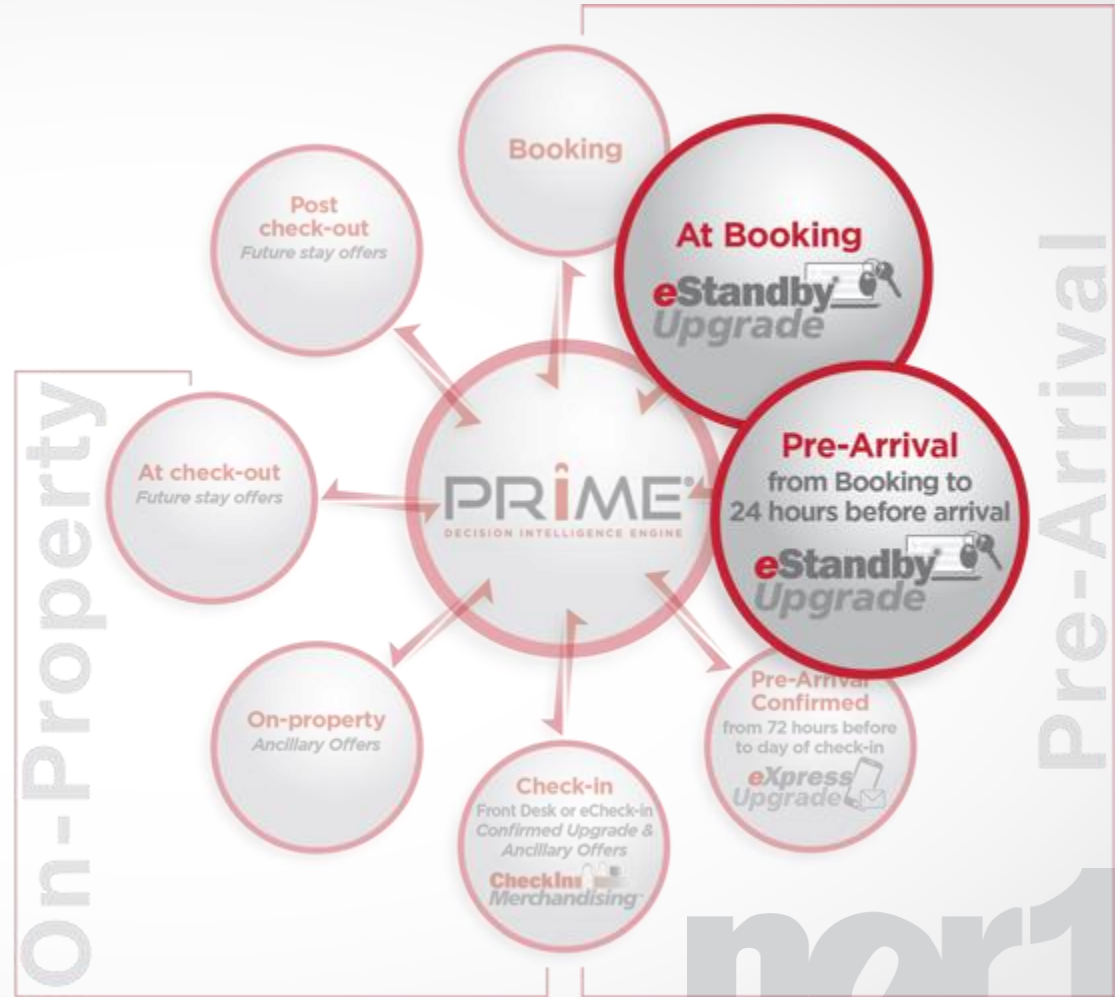
Check-in



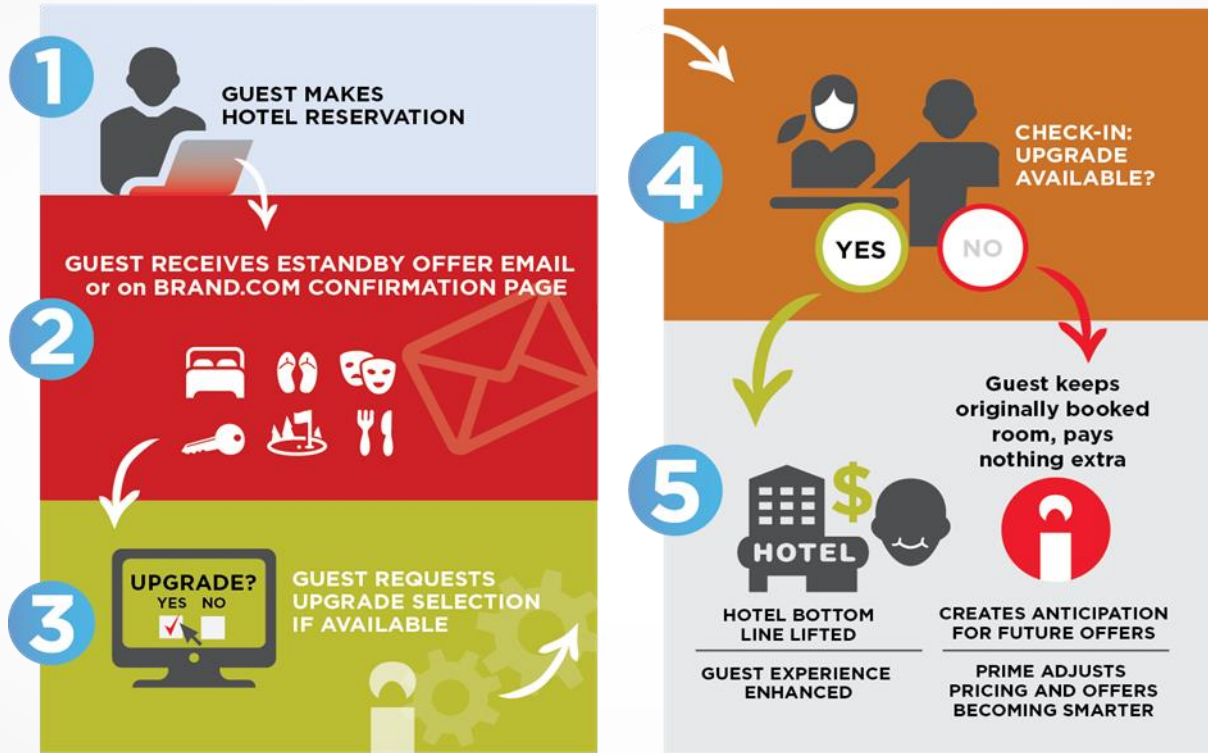
- Empowers front desk staff to maximize upsell opportunities
- Utilizes PRiME® Machine Learning/Artificial Intelligence to optimize offers
- Provides agent portal that drives top-of-mind awareness
- Management module provides pre-shift intelligence, reporting and administrative tools



Guests are offered the opportunity to request a room upgrade for a perishable price at time of booking that is not awarded/confirmed until just before arrival.



How eStandby Upgrade Works



Brand.com Confirmation Screen

Immediately upon booking

Confirmation Email

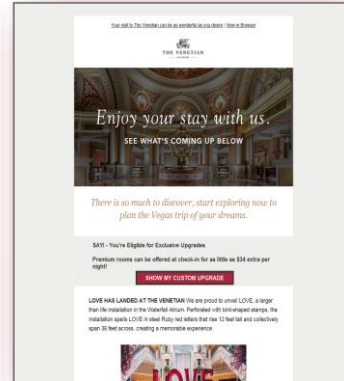
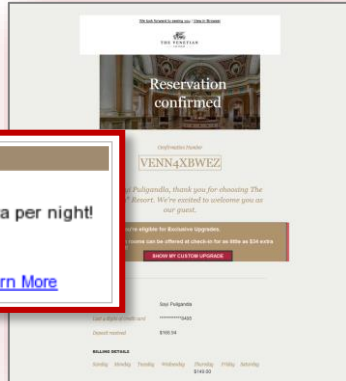
Within minutes of booking

Pre-Arrival Email

10 days prior to arrival

Nor1 Pre-Stay Upgrade Email

4 days prior to arrival



UNIQUE UPGRADE OPPORTUNITY

DANDEHERRERA - Please Read Regarding This Reservation
Premium rooms can be offered at check-in for as little as \$5 extra per night!

Show My Custom Upgrade

[Learn More](#)

Kempinski
HOTELLERS SINCE 1897

Dear Mr. Thomas Aman
You are eligible for a unique u
from as low as 165 €.

SHOW MY
UPGRADE

Kempinski

Your reservation for February 23, 2017 at Hotel
confirmed (Confirmation: testnr1487234602). At tin
unsold. As a special offer, you can use the new Hol
Upgrade® Program to potentially upgrade this rese

Show My Custom Upgrai

*All prices subject to applicable taxes.

You received this eStandby® offer because you made a reservation
unsubscribe [click here](#).

TAJ
BOSTON

UPGRADE YOUR STAY

Dear Mr. Torsten Leiss,

We look forward to welcoming you on October 18, 2017. Your confirmation
number is testnr1507742843.

At times, premium rooms may go unsold. As a special offer, you can use
the new Taj Boston eStandby Upgrade® Program to potentially upgrade
this reservation to a Deluxe suite.

Show my custom upgrade



© 2017 Taj Boston. All rights reserved.

Additional costs for an upgrade must be paid in full and are not eligible for casino complimentary.

If you would like to unsubscribe from Taj Boston eStandby Upgrade® emails click Unsubscribe

Review Taj Boston Privacy Statement

One&Only
RESORTS



by Bosch,

ly much look forward to warm
Only Ocean Club on February 23
om is all confirmed and ready
like to potentially offer you
your reservation should you
nt.

Share my recommended u

gain we look forward to your an
our confirmation number remains

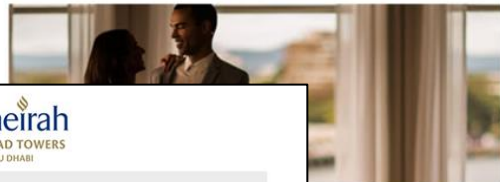
st wishes,

re&Only Ocean Club Team
83 2501

*All prices subject to applicab
View in browser | Unsubscr

Fairmont

Fairmont Chicago Millennium Park



Jumeirah
at ETIHAD TOWERS
ABU DHABI

UPGRADE YOUR STAY

Dear Mr. Thomas Amann,

We look forward to welcoming you on November 26, 2018. Your confirmation number is
testnr1542643916.

At times, premium rooms may go unsold. As a special offer, you can use the new
Jumeirah at Etihad Towers eStandby Upgrade® Program to potentially upgrade this
reservation to a Deluxe Room.

Upgrade Now



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If you would like to unsubscribe from Jumeirah at Etihad Towers eStandby Upgrade® emails click
[here](#)

Review Jumeirah Hotels & Resorts [Privacy Statement](#)

6, 2018. As a special offer, you
Standby Upgrade® Program to
s \$30 extra per night.

grade

luxe Room is already confirmed
D.

subscribe

**Nor1 Pre-Arrival
Email**

1-5 days prior to arrival

How PRiME® Drives eStandby Offers

THE HUNTINGTON HOTEL



Dear Mr. Dan Deherrera,

Your reservation for May 24, 2019 at The Huntington Hotel & Nob Hill Spa is already confirmed (Confirmation: testnr1558130138).



Originally Booked Room
Deluxe One King City View

415 sq. ft.

Check-in
May 24, 2019

Check-out
May 25, 2019

As a special offer, you can use the The Huntington Hotel & Nob Hill Spa eStandby Upgrade® Program to potentially upgrade this reservation for as little as \$5 extra. All prices subject to applicable taxes.

How eStandby® Upgrades Work:

1. Request one or more eStandby® Upgrades below; then click Confirm Request(s).
2. Learn at arrival if any of your requests are awarded, subject to availability.

✓ IF YES

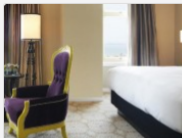
You agree to pay the additional amounts stated below for your award(s).

✗ IF NO

You will stay in the room you originally booked and pay nothing extra.

Upgrades - Request one or more eStandby Upgrades and click Confirm Requests

Request All



Executive King Park View, 420 sq. ft.

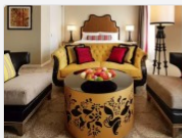
- Experience the ultimate comfort and stay in this Executive King Park View.
- Beautifully accented room offering views of Huntington Park and Nob Hill.

\$5

Extra per night

You save \$25

Request



Premium Junior Suite King, 485 sq. ft.

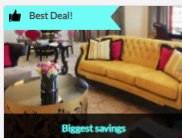
- Experience the spatial grandeur of our finest Premium Junior Suite King.
- This large suite features a generous sitting area, a custom-designed cocktail bar and an opulent window proscenium with breathtaking views, offering unparalleled luxury.

\$10

Extra per night

You save \$70

Request



One Bedroom Suite King, 715 sq. ft.

- Embrace the extravagance of our One Bedroom Suite featuring a large bedroom with separate living and dining spaces.
- Our One-Bedroom Suite will erase the confines of urban San Francisco, inviting you to stretch out across the abundant living space and awe in the intoxicating views.
- Rejuvenate in our carefully designed luxury bathing rooms, with dedicated tub and shower spaces.

\$45

Extra per night

You save \$105

Request



Passion Suite, 715 sq. ft.

- This one-of-a-kind suite offers an intimate dining area and separate living space adorned with a crowned and gilded ceiling.
- Indulge in the extravagance of a four-post bed with cascading draperies.
- The finest furniture and wardrobes compliment this exclusive space, with black leather and gold accents.

\$220

Extra per night

You save \$30

Request

Relevant and targeted offers are the key to serving each guest as an individual.

Our PRiME® product prices and merchandises an entire offer set, specifying:

- The number of items in the offer set
- Specific items to offer together, and
- The price of each.

PRiME® uses **sophisticated buyer behaviors**, such as **anchoring** and **referencing**, with the objective of **maximizing revenue**

Offer Page

Request Page

Summary Page

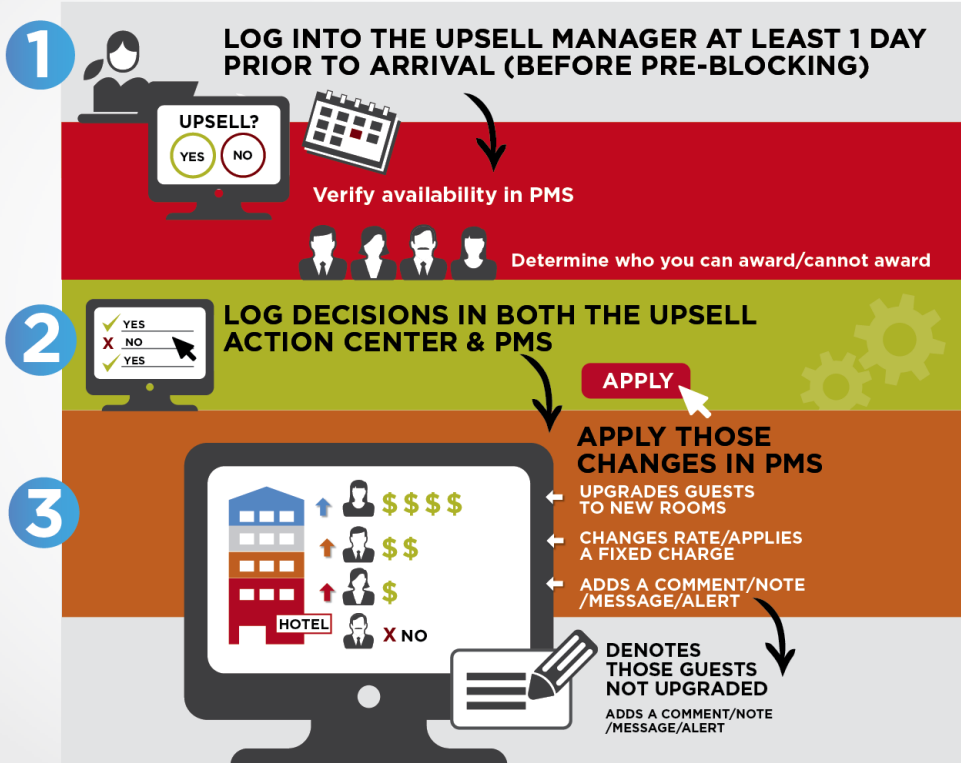


Additional Revenue

Leveraging ancillary products and services is a common and effective strategy to create property differentiation and monetize different aspects of your property

Merchandise room features not inventoried in your CRS/PMS with eStandby® Add-ons.

	<p>\$20 \$10 Extra per night Save \$10 per night</p>	<p>Fitness Center Access, 1 Guest</p> <ul style="list-style-type: none"> Full access to expansive Fitness Center featuring 4 lane, Olympic length outdoor swimming pool 10,000 square foot facility outfitted with Duff/Sport cardiovascular and weight machines, free weights, GroupX studio, saunas, and towel service 	<p>Request</p>
	<p>\$50 \$25 Extra per night Save \$25 per night</p>	<p>Connecting Door Request</p> <ul style="list-style-type: none"> Traveling with a large party or with younger children? Request this connecting door option to keep those you care for close and "connected" <p>Note: This hotel may have limited combinations of rooms that connect to one another; not all rooms are eligible</p>	<p>Request</p>
	<p>\$50 \$25 Extra per night Save \$25 per night</p>	<p>Executive Floor Access, 1 Guest</p> <ul style="list-style-type: none"> Enjoy Executive floor access for one guest for the duration of your stay Receive exclusive key access to the Executive Concierge desk and Lounge Access the complimentary business center 24/7 Enjoy Continental breakfast, evening hors d'oeuvres, non-alcoholic beverages, and honor bar Monday through Thursday 	<p>Request</p>
	<p>\$25 Extra for the entire stay</p>	<p>Early Arrival Opportunity, 8am - 12pm</p> <ul style="list-style-type: none"> Check-in between 8am and 12pm if a room is available. Enjoy the convenience of up to seven (7) additional hours in room Unpack, relax, and then enjoy the splendors of the property The standard check-in time is 3pm. If awarded, this request will be fulfilled upon arrival. You will be prompted to submit your expected arrival time upon submission of your requests. Providing your ETA will improve your chances of receiving your Early Arrival. 	<p>Request</p>
	<p>\$50 \$35 Extra for the entire stay Save \$15 for the entire stay</p>	<p>Late Checkout, Up to 3pm</p> <ul style="list-style-type: none"> Check out as late as +x hours after the standard checkout time Get some extra rest before your journey Enjoy +city, resort, etc.- a bit longer with the comfort of your room as "home base" on your final day Your Late Checkout may be awarded in conjunction with your originally booked room or any eStandby Upgrade request 	<p>Request</p>
	<p>\$75 \$70 Extra for the entire stay Save \$5 for the entire stay</p>	<p>50 Minute Relaxation Massage, Limit One per Stay</p> <ul style="list-style-type: none"> Indulge in a full body traditional relaxation massage using long soothing strokes to reduce tension and relieve sore, aching muscles Perfect complement to a day full of activities Check in at the spa to choose from a list of available massage appointments 	<p>Request</p>
	<p>\$299 \$129 Extra per night Save \$170 per night</p>	<p>Second Room</p> <ul style="list-style-type: none"> Spread out and relax with a second room in addition to your current reservation or awarded upgrade request. Second room is subject to availability, is not guaranteed, and may be anywhere in the hotel. Room category for second room and number of beds contained therein are determined by the hotel. 	<p>Request</p>
	<p>\$150 \$135 Extra for the entire stay Save \$15 for the entire stay</p>	<p>One Half Day Cabana Rental, 8am - 12pm</p> <ul style="list-style-type: none"> Enjoy the ultimate resort experience with a half day poolside cabana rental Each private, shaded cabana accommodates up to 8 people 6 water bottles, fruit plate, frozen grapes, and popsicles included Waitstaff attends to all other food and beverage needs while you relax (orders from waitstaff not included in rental charge) Check in at pool desk to choose from a list of available cabanas during your stay 	<p>Request</p>
	<p>\$175 \$150 Extra for the entire stay Save \$25 for the entire stay</p>	<p>Last Minute Links, 1 Person, 1 Person</p> <ul style="list-style-type: none"> Enjoy one round of golf at award-winning Santostefano designed golf course Test skill on 18-hole, 7,208 yard course with tree-lined fairways and natural boulder formations scattered throughout For your convenience, golf cart, Callaway club set, and 6 Callaway golf balls are included Check in at the pro shop to choose from a list of eligible tee times 	<p>Request</p>



With OXI Interface – This is done automatically

* *Auto Awarding for Hotels - eStandby*

* *1-Click Clear for Hotels - eStandby*

✓ **Features**

- Parameters allow you to exclude certain room types from being auto awarded
- Set how many days in advance to begin awarding

✓ **Benefits**

- Increase revenue by awarding more
- Save time by reducing operational friction
- Eliminate expired revenue

Smart Award Configuration

Advance Awarding



3 days ▼

before check-in

Final Awarding




After cut off time, 5 hours before
check-in

Don't Award

K1X King Deluxe, Late Checkout ▼

Selected room types & add-ons will not be
automatically awarded even if available


PROPERTY Imagine Hotel & Resort
Welcome, angela.drab@nor1.com

Upsell Action Center
Room Configuration
Invoice Details
Rate Calendar
PRIME Controls

Upsell Actions for: Sep 1, 2016 - Sep 7, 2016
Inventory
Analysis
Help
Guest Oriented View

1. Date Selection

	Fri, Sep 2	Sat, Sep 3	Sun, Sep 4	Mon, Sep 5	Tue, Sep 6	Wed, Sep 7
	0 0 Actioned 0 0 \$0	1 2 Actioned 1 2 \$6020	0 0 Actioned 0 0 \$0	3 4 Actioned 1 4 \$3879	0 0 Actioned 0 0 \$0	0 0 Actioned 0 0 \$0
	0 \$0	1 \$4020	0 \$0	3 \$782	0 \$0	0 \$0
0	0	0	0	0	0	0

Upgrade Requests for Sat, Sep 3

Upgrade Room Type	# Reqs	Realized	Remaining
APNT	1	\$4000	\$2000

Addon Requests for Sat, Sep 3

Addon Type	# Reqs	Realized	Remaining
Room Features	0	\$20	\$0

Room Upgrade Type: APNT

Guest		Reservation		Upgrade											
Name	Loy.	Room	LOS	(-)	Impact	(+)	PMS	Status	Action						
T Two		KING	4		+\$0 +\$0			Realized	Deny						
T Friday		KING	2		+\$1000 +\$2000			Pending	Upgrade						

2. Requests per Upgradeable Room Type

3. Auto Awarding



Pre-Arrival Email/Mobile

eXpress Upgrade™ enables hotels to offer confirmed upgrades within 72 hours of arrival. These offers take eStandby® requests into consideration, and are based on real time availability.



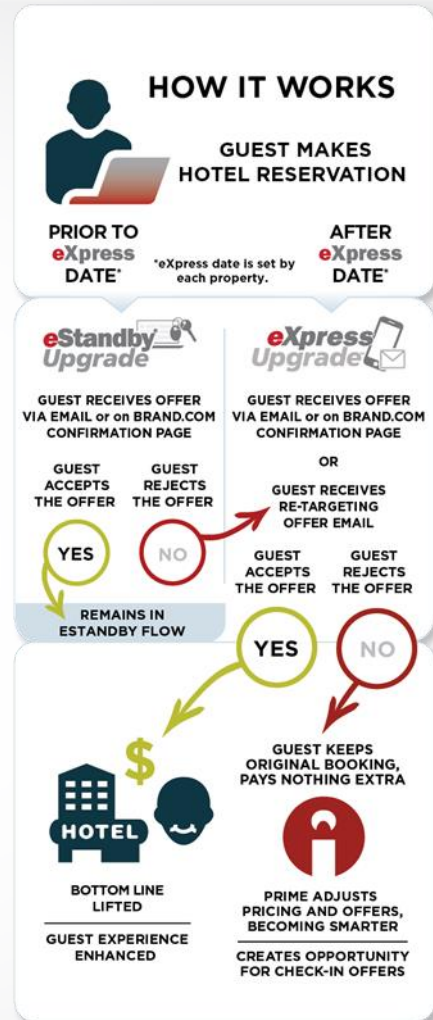


How it works

- Nor1 receives bookings from your property via OXI as it does today for any reservation.
- A time window is determined for when offers will switch from eStandby to confirmed eXpress Upgrades. For bookings made within that pre-determined number of hours, an eXpress Upgrade offer email will be sent. Guests will receive either an eStandby or eXpress Upgrade email, never both.
- Guest selects a room-upgrade offer and confirms selection.
- Opera is updated with fixed charge and new room.

Integration

- Requires Nor1 OXI to be in place.





Dear Mr. Thomas Amann,

Your reservation for March 07, 2017 at IMAGINE Hotel & Resort is already confirmed (Confirmation: testnr1488270205).



Originally Booked Room:
Deluxe King Smoking City View,
500 sq. ft.

As a special offer, you can use the IMAGINE Hotel & Resort confirmed Xpress Upgrade™ program to upgrade this reservation for as little as \$29 extra.

*All prices subject to applicable taxes.

How Xpress Upgrade™ Works:

1 Select an opportunity below that interests you, then click the "Confirm" button.

2 By selecting a confirmed Xpress Upgrade™, you are agreeing to pay the additional amount.

IF YES

You will be moved to the new room and agree to pay the additional amounts.

IF NO

You will stay in the room you originally booked and pay nothing extra.



Upgrades

- Confirmed Xpress Upgrade™ requests are based on availability at the time of request. If the room you request is available, your booking will be modified and you will be moved to the new room, and charged all applicable costs and fees. Click Confirm below after making your selection.



\$84

\$29

Extra per night

Save

\$52

per night

Professional 1 Bedroom Suite, 835 sq. ft.

- The Professional suite includes an Executive desk and fax machine.
- The suite's bedroom contains a king size bed.
- There is a partition separating the bedroom from the sitting space.
- Suite includes 42 inch LED flat screen and available high speed wireless access.

Confirm Now



\$406

\$39

Extra per night

Save

\$67

per night

Junior 1 Bedroom Suite, 835 sq. ft.

- Junior suite has a door separating the sitting area from the bedroom.
- Executive desk and fax is located in the nook.
- The suite's bath includes a Roman Tub.
- The Junior suite can be connected to a 2 Queen room to become a 2 bedroom suite.

Confirm Now



\$456

\$59

Extra per night

Save

\$97

per night

1 Bedroom Suite, 1,000 sq. ft.

- The suite has a large sitting area with dining room table.
- The suite is equipped with a bar and fridge.
- The bedroom of the suite has a king size bed.
- The suite includes an upgraded bath with a Roman Tub.

Confirm Now

Click Confirm to continue to review your confirmed Xpress Upgrade™ request.



Confirm >>

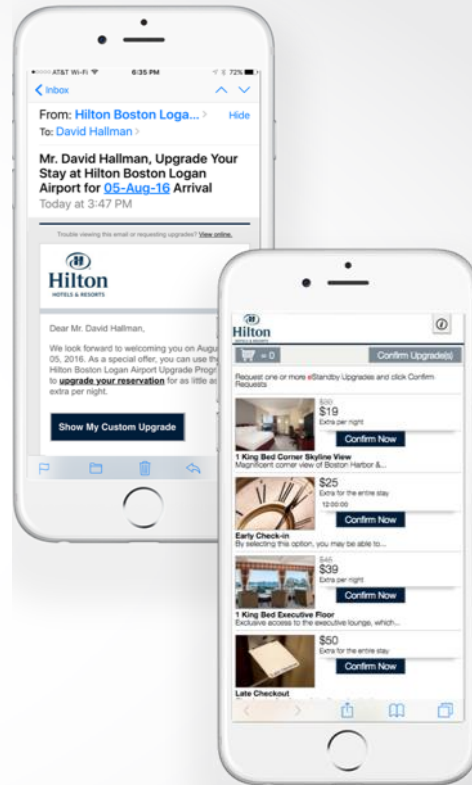
Confirmed Upgrades Based on Real-Time Inventory

eXpress Upgrade presents offers based on PRiME, the same pricing and merchandising engine used by eStandby.



Benefit Summary

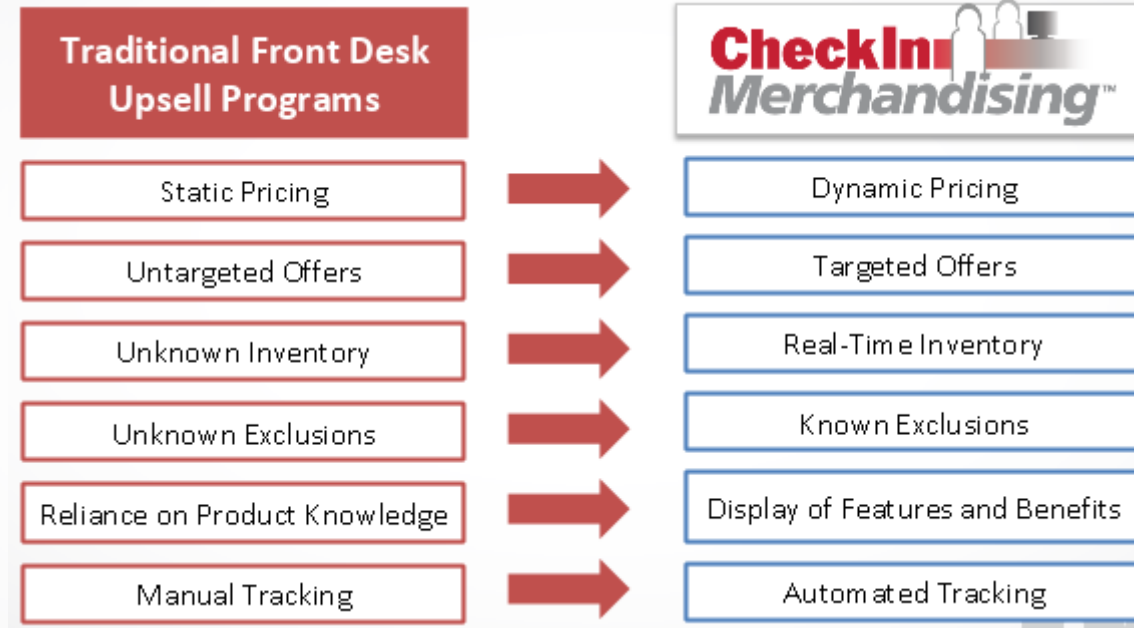
- Drives Revenue by reducing “complimentary” upgrades
- Customizable business rules to support existing pricing strategy and upgrade approach
- Highly relevant pre-arrival communication that improves guest satisfaction
- Proven guest interested rate of over 50% on Nor1 Upgrade Offers
- Reduces operational friction at check-in
- Completely integrated into the Nor1 Merchandising Platform



Empowering Front Desk agents to make relevant, revenue maximizing offers



What separates CheckIn Merchandising from other Upsell Programs



Instructor Led

Classroom, and personalized hands-on training provided to all agents, supervisors, and management stakeholders

- In depth Sales Skill training
- CheckIn Merchandiser Application training
- Program Manager Leadership training

On-Demand

- Personalized learning through an online training portal

On-Going

- Live chat feature 24/7
- Performance monitoring & Coaching
- Group webinars

World-Class Training



On-Demand

Our online training portal <https://learning.nor1.com/>, gives your team personalized learning as needed

- Interactive training modules, including skill assessment testing
- Learn from live roll paying demos
- Watch video clips on skill refreshers
- Available in English, Spanish and German
- Accessible on Computers, Tablets and Mobile Devices
- Track Progress
- Earn Nor1 Badges & Certifications



Start course

FDA 100EN - Nor1 Front Desk CM System Certification ENGLISH

Description

Welcome to our workshop and certification for the Nor1 CheckIn Merchandising system for Front Desk Agents.

Content

NOR1 AND COURSE INTRODUCTION

Welcome & Agenda

APPLICATION FUNDAMENTALS

Logging in to the Application

Introduction to the Leaderboard

Arrivals List

Quiz: Application Fundamentals

USING THE APPLICATION

Show All

Pricing Overrides

Error Notifications

Online Support

Bringing It All Together

Quiz: Using the Application

FINAL

Summary

Test: Certification

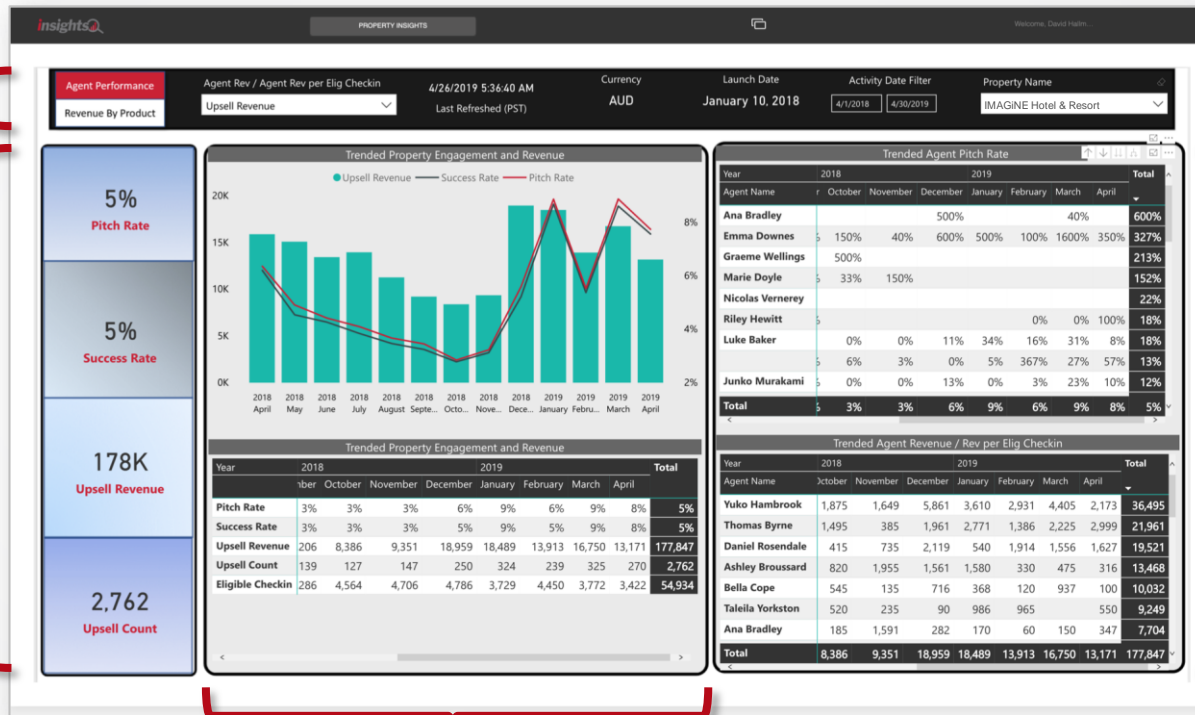
insights – Property Key Metrics and More

Interactive drill down on product and agent performance

Agent Performance

Switch between
Agent Performance
and Revenue
By Product

Key Property
Level Metrics



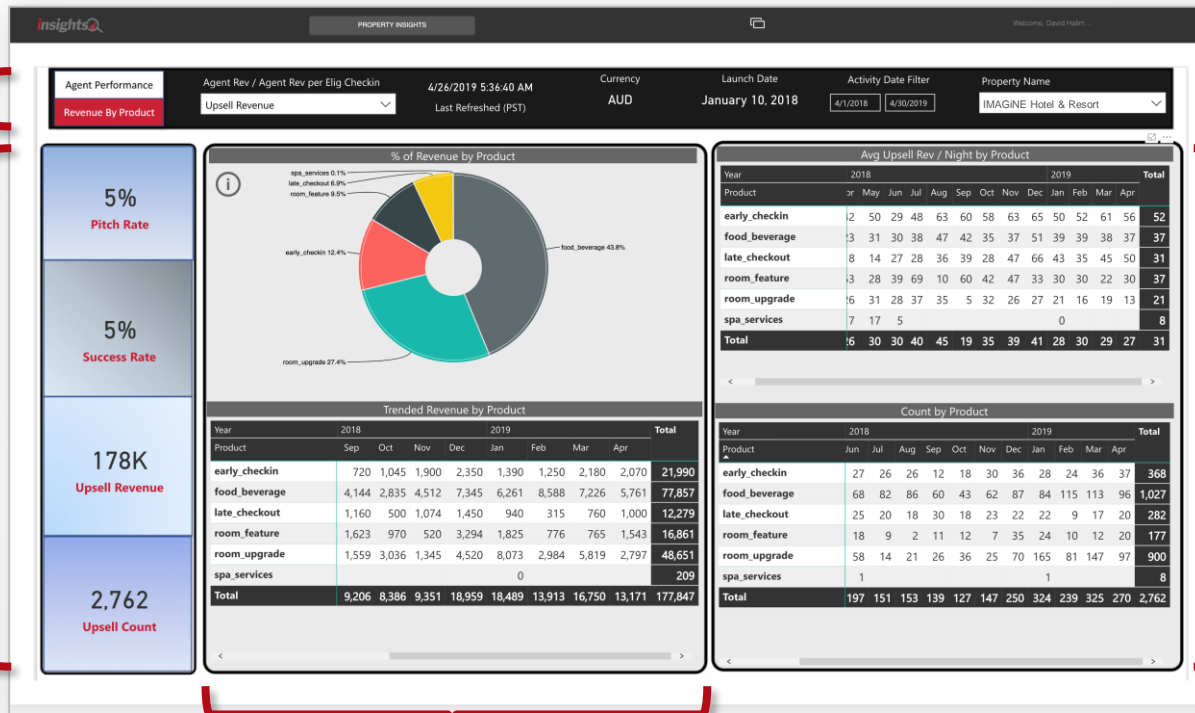
Easily identify and
recognize the best
performing agents
or agents in need
of additional
coaching

Identify factors that are influencing
the performance of your program

Revenue By Product

Switch between
Agent Performance
and Revenue
By Product

Key Property
Level Metrics



Quickly see which
upgrades guests
are purchasing and
what they are
willing to pay

Identify factors that are influencing the
performance of your program

Key Benefits

➤ **Drives Revenue Production with Intelligent and Personalized Offers**

- On average \$2+ incremental RevPAR for Business Hotels – \$4-\$6+ Resort/Destination, to the bottom line
- Anticipated Revenue is \$100 - \$120 per room, per month

➤ **Increases Guest Satisfaction**

- Real-time performance metrics motivate team to engage each and every guest with a strategic merchandising offer with a focus on enhancing the guest experience.
- Surveys have validated that guests who receive upgrades (paid & unpaid) experience a 25% higher level of satisfaction.

➤ **Creates Operational Efficiency**

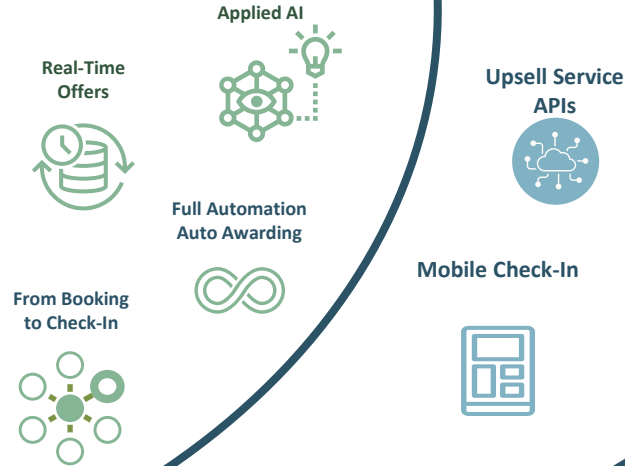
- Transforms all front desk agents into **empowered** and **engaged** upsellers
- Real-time offer generation saves significant effort of Agent/Team at Check-in.
- Saves hours and effort of team, so they can focus on serving guests

Nor1 Roadmap to Revenue

AVAILABLE NOW



COMING NEXT



COMING LATER



The Nor1 Platform Commercial Terms



Commercial Terms

Price Models:

- eStandby & eXpress
 - Revenue share: 35% Nor1
 - No implementation fee: Waived

- CheckIn Merchandising
 - Revenue share: 20% Nor1
 - Training and Implementation fee: Waived

System Requirement:

- Nor1 / Opera 2-Way OXI Interface purchased directly from Oracle – Now Free

nor1

Nor1 Opera OXI Interface : Now Complimentary

- OXI interface for both hosted and on-premise Opera Hotels
- License fee is waived
- The hotel still needs to cover the cost of the install \$550 - \$1,300 USD Max
 - This cost is for the Oracle rep that installs the OXI
 - Per hour fee which is why the cost varies
 - Most installs take two hours
- Nor1 Team orders the OXI for the hotel
- For new hotels that enroll in eXpress and CheckIn Merchandising





nor1

an **Oracle** company

We Make Merchandising

Personal

THANK YOU!

Company Confidential.

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