



***THE B2B LOYALTY PROGRAMME THAT
HARNESSSES THE COLLECTIVE PURCHASING
POWER OF FIA MOBILITY CLUBS***

DIGITAL BROCHURE



01.

ABOUT ONE ROAD

- MISSION
- IN A NUTSHELL
- GUIDING PRINCIPLES
- HOW DOES IT WORK



02.

PROGRAMME GOALS

- AIMS & AMBITIONS
- BENEFITS
- ECOSYSTEM



03.

SCALING APPROACH

- SERVICES TO CLUBS
- DEPLOYMENT PLAN



04.

ENROLLMENT

- HOW TO ENROLL
- FEE STRUCTURE





ABOUT ONE ROAD

PROGRAMME GOALS

SCALING APPROACH

ENROLLMENT



ABOUT ONE ROAD MISSION & VISION

OUR VISION

- To help FIA Clubs with their membership retention and acquisition challenges.
- To provide unique global loyalty offerings for FIA Club members.
- To provide access to a dedicated platform and value-oriented services to the FIA Clubs community
- To participate in network effects and economies of scale

OUR MISSION



MEMBERSHIP RETENTION & ACQUISITION

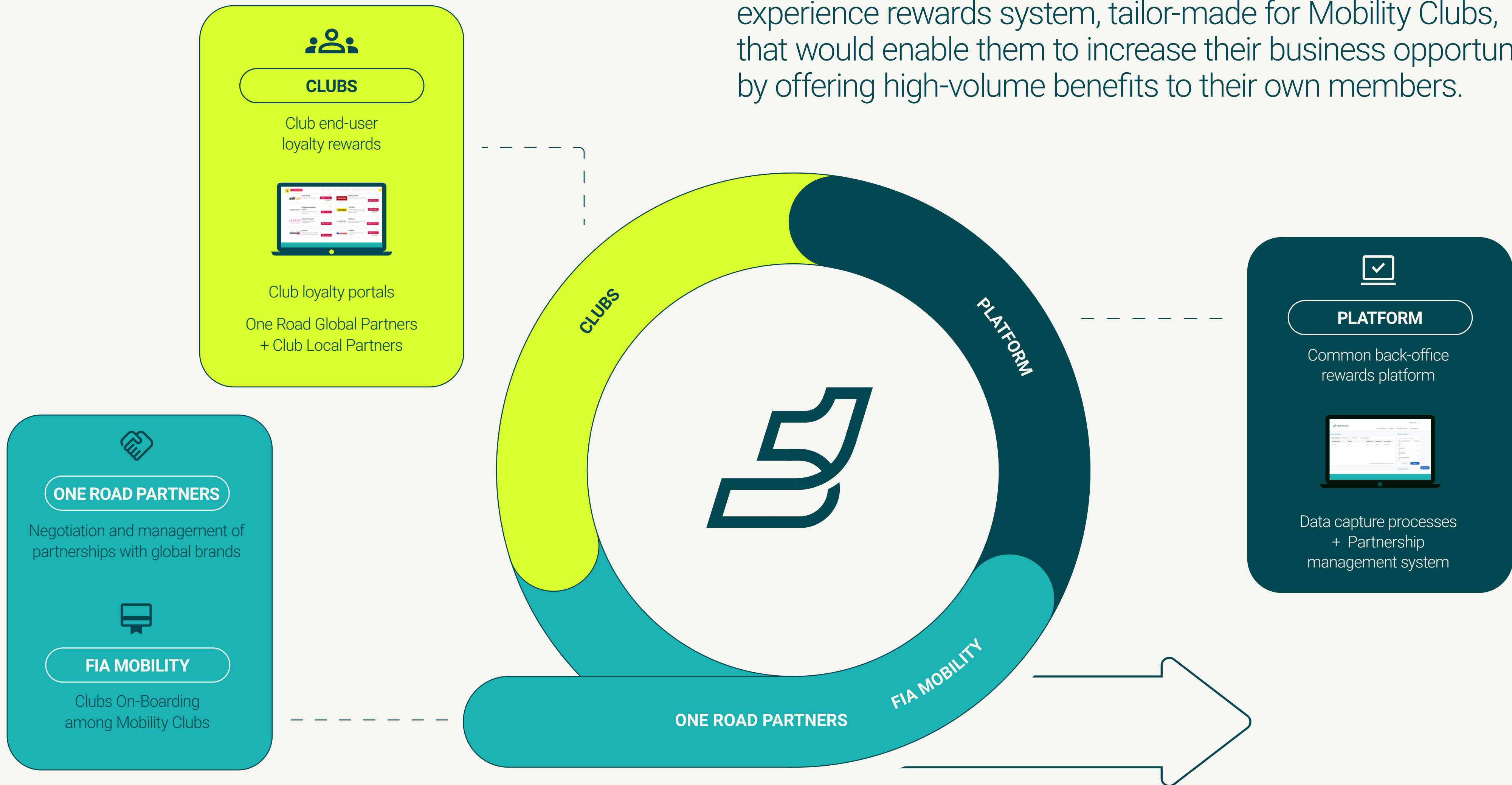




ABOUT ONE ROAD IN A NUTSHELL

One Road aims to create a global rewards system offering high-value benefits to FIA Club Membership.

The One Road Programme aims at creating a global experience rewards system, tailor-made for Mobility Clubs, that would enable them to increase their business opportunities by offering high-volume benefits to their own members.





ABOUT ONE ROAD GUIDING PRINCIPLES



#01 GLOBAL CLUB SERVICES

Club orientation: We work for the Clubs and consult them in our business decisions through workshops and surveys.

Service orientation: We aim at complementing existing services and developing new services for the Clubs specifically in relationship to their loyalty programmes. We do not work on integrating free member benefits, but rather on discounts, cashback or other reward benefits that members could enjoy from partners at special prices.

Reciprocity: We aim at facilitating reciprocal offers between the Clubs.

Satisfaction: We survey the Clubs to understand their satisfaction with the programme and devise mitigation strategies where need be.

Branding: We allow the Clubs to use the One Road brand at no cost to them, if they opt to use it for marketing purposes.



#02 PARTNERSHIP

Quality assurance: We conduct mystery shopping and give feedback to our partners to improve conversion and utilisation of offerings.

Reach: FIA focuses on global or regional partnerships. In One Road, Clubs can seek domestic partners for offerings in their own market alone. Reciprocity allows benefits for members from more than 2 countries onwards.

Customisation: Everything we do is proposed to the Clubs in an opt-in / opt-out format, to help Clubs tailor their choices to their own situation and strategies and customise their portfolio.

Marketing: Business partners expect minimum marketing standards in terms of actual views of their offers.



#03 OPERATIONS & STRATEGY

Governance: One Road aims at becoming a separate programme within the FIA.

Scaling: One Road aims at generating enough revenues from commissions to maintain and grow our services to the Clubs.

Innovation: We stay focused on innovation in the loyalty space by monitoring loyalty trends such as digitalisation, artificial intelligence, including these into the value proposition of One Road when we feel it is appropriate.

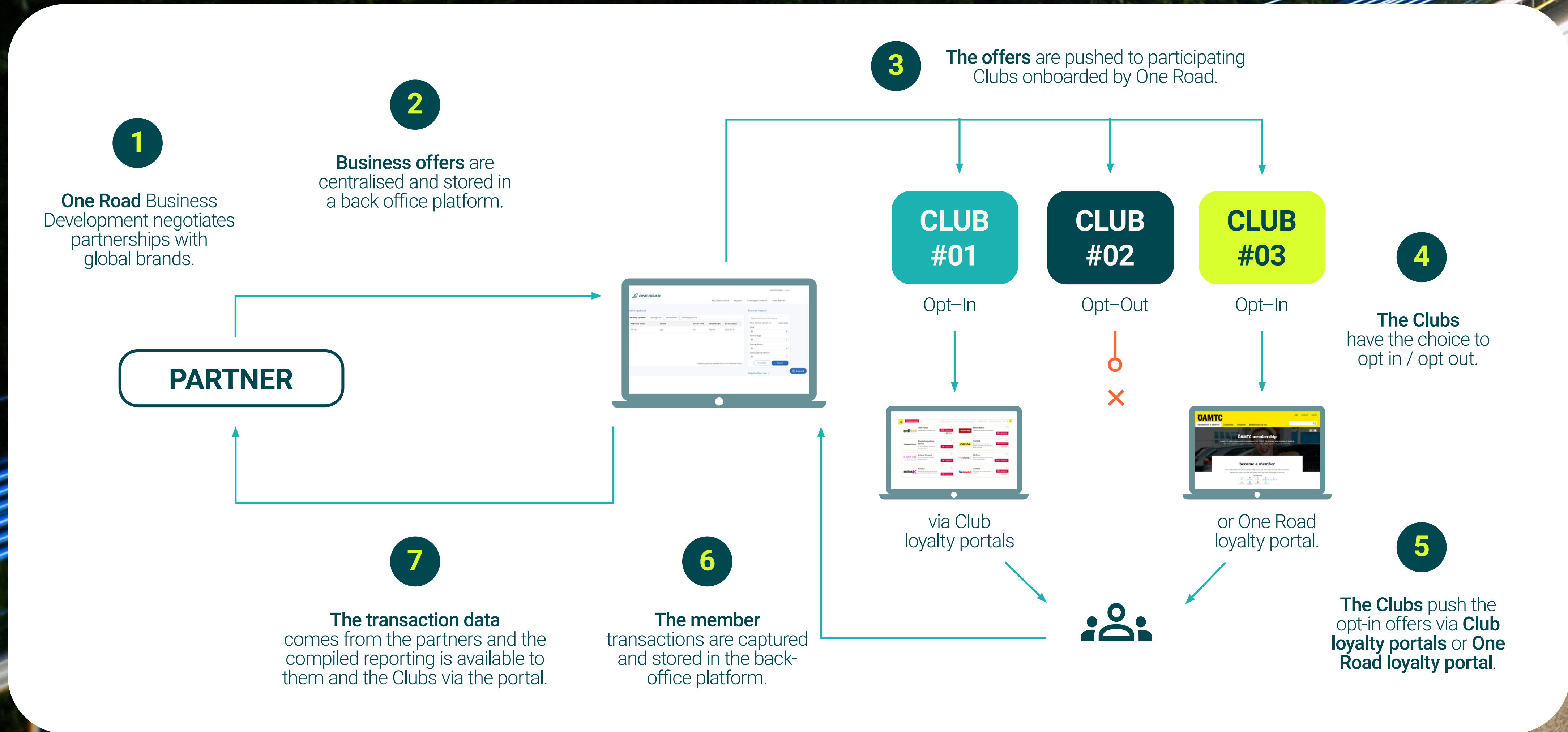
Sustainability: We aim at developing and implementing a sustainability approach that will differentiate One Road from other loyalty programmes.

Youth Strategy: We aim at developing offerings that will attract younger members. Best practices: We aim at sharing best practices across all the network and provide training and support to Clubs in need (marketing best practices in particular).



ABOUT ONE ROAD SYSTEM DESIGN

HOW DOES IT WORK ?



ABOUT ONE ROAD

PROGRAMME GOALS

SCALING APPROACH

ENROLLMENT





PROGRAMME GOALS AIMS & AMBITIONS



FOR CLUBS

- #01** Increase member retention
- #02** Increase member acquisition
- #03** Generate new revenues



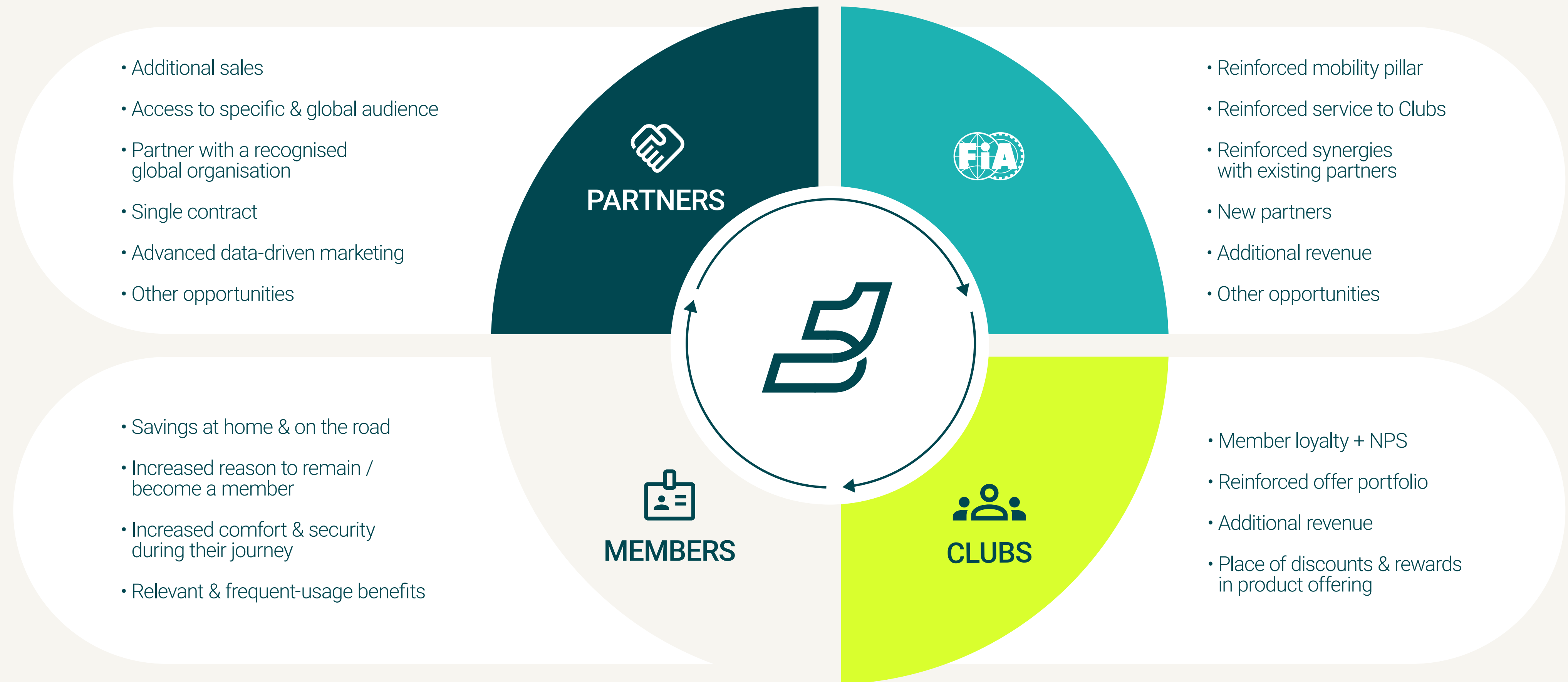
FOR FIA

- #01** Provide scale advantages and cost sharing to Clubs
- #02** Bring loyalty best practices and new capabilities to Clubs (digital in particular)
- #03** Create a financially self-sustainable operation



PROGRAMME GOALS KEY BENEFITS BY STAKEHOLDER

VALUE PROPOSITION STAKEHOLDERS



- Additional sales
- Access to specific & global audience
- Partner with a recognised global organisation
- Single contract
- Advanced data-driven marketing
- Other opportunities

- Reinforced mobility pillar
- Reinforced service to Clubs
- Reinforced synergies with existing partners
- New partners
- Additional revenue
- Other opportunities

- Savings at home & on the road
- Increased reason to remain / become a member
- Increased comfort & security during their journey
- Relevant & frequent-usage benefits

- Member loyalty + NPS
- Reinforced offer portfolio
- Additional revenue
- Place of discounts & rewards in product offering

ABOUT ONE ROAD
PROGRAMME GOALS
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SCALING APPROACH SERVICES TO CLUBS

HOW DOES IT SERVE THE CLUBS?



We develop strong relationships with all participating Clubs and partners and we build a community with fellow Club marketing experts.

We develop marketing plans and deploy digital communication channels following Club-oriented strategies that help redemption in the ever-evolving landscape, adding ultimate value to Club members.





↓ 2022

To reach up to
9M members
(4 Clubs in Europe)

↓ 2023

To reach up to
15M members
(12 Clubs in Europe)

↓ 2024

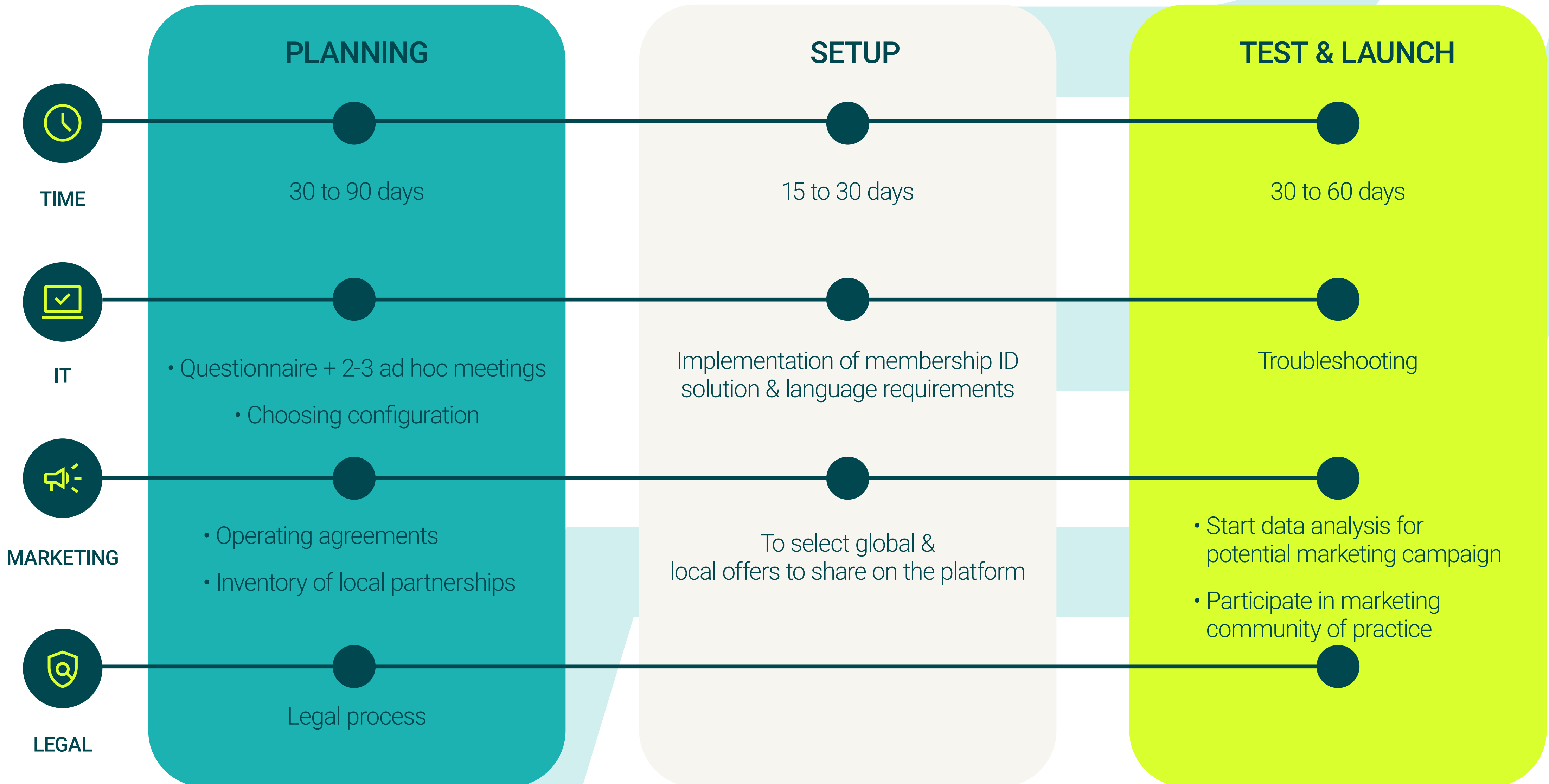
To reach **20M to 65M**
members (From 19 to
25 Clubs worldwide).

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ENROLLMENT HOW TO ENROLL





ENROLLMENT FEE STRUCTURE



STRUCTURE
IN REVIEW

THANK YOU

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