

LATAM AIRLINES GROUP

Commercial Tools Criteria

Agency Strategy 2023



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Introduction

Objectives

The purpose of this document is to inform the objective criteria for delivery and request of each commercial tool available for all travel agencies business with LATAM Group, as of October 1, 2022.

Validity

The criteria will be in effect for an indefinite period of time from their publication date on the LATAM Trade Portal, any change or adjustment will be communicated 30 days in advance.

Scope

The criteria are applicable to all travel agencies that have a prior agreement with LATAM Group. Agencies that meet the criteria defined below will be eligible to receive commercial tools.

Agencies may deliver these commercial tools freely to their clients, as the case may be, with an exclusively commercial vision, never personal and free of conflicts of interest. Notwithstanding the foregoing, they may not be given to local or international Public Officials, nor to officials, relatives or persons related to the agencies, except where expressly stated otherwise in the criteria of the commercial tool.

Commercial Tools Criterias

1. Pre Sale Waivers*:

Tool Definition:

Waivers are special authorizations to the fare regulation, which allow modifying a characteristic of the ticket before its issuance.

Access Criteria:

- Belong to the 80% of LATAM revenue generated by the sale of agencies in your country of operation or, otherwise, register a level of sale quality equal to or higher than the average of your country of operation, generated during the calendar year prior to the one in question. For more information, please consult your sales executive.

Delivery limit

- Subject to budget defined by LATAM at country and agency level, based on the LATAM revenue generated by the sale of agencies in their country of operation.
- The commercial tool will be provided for all tickets issued with LATAM by the agency, with the exception of those for public officials and related persons. These tickets will have nominal limitations depending on the case.

Application options:

- Send a request through LATAM Trade.
- If the first option does not work, send a request by chat, mail or phone to the support area. You can find the contacts through the LATAM Trade Portal.

*Type of waiver subject to availability in each country

2. Post Sale Waivers:

Tool Definition:

Post-sale waivers are special authorizations to the fare regulation that allow modifying a characteristic of the ticket after its issuance. These can be for: Change without Penalty, Change Not Allowed, Refund without Penalty, Refund Not Allowed and Name Correction.*

Access Criteria:

- Belong to the 80% of LATAM revenue generated by the sale of agencies in your country of operation or, otherwise, register a level of sales quality equal to or higher than the average of your country of operation, generated during the calendar year prior to the one in question. For more information, please consult your sales executive.

Delivery limit

- Subject to budget defined by LATAM at country and agency level, based on the LATAM revenue generated by the sale of agencies in their country of operation.
- The commercial tool will be provided for all tickets issued with LATAM by the agency, with the exception of those for public officials and related persons.

Application options:

- Send a request through LATAM Trade
- If the first option does not work, send a request by chat, mail or phone to the support area. You can find the contacts through the LATAM Trade Portal.

*Type of waiver subject to availability in each country

3. Latam Pass (FFP) categories:

Tool Definition:

This commercial tool consists of the delivery of Platinum and Black categories for direct access to the LATAM Pass program and applies only to internal members of the travel agency. The categories will be requested to the sales executive, and after an objective commercial evaluation, will be delivered to the agent. For more information on the program and benefits of each category, please visit <https://latampass.latam.com/>.

Access Criteria:

- Belong to the 50% of LATAM revenue generated by the sale of agencies in your country of operation during the calendar year prior to the one in progress. For more information, please consult your sales executive.

Delivery limit

- Subject to budget defined by LATAM at country and agency level, based on the LATAM revenue generated by the sale of agencies in their country of operation.
- May only be delivered to internal members of the travel agency and related to it, with the exception

- of public officials and persons related to them.
- All LATAM Pass program categories have a maximum annual duration and are renewed in March of each year.

Application options:

- Send a request through your POS Sales Executive.

4. Priority Support *

Tool Definition:

This commercial tool provides a higher priority for telephone response time when contacting the LATAM support team. Agencies that meet the criteria will have a higher probability of being attended before other agencies. To receive this preferential attention, the agency's IATA code must be entered in the telephone menu (8 digits).

Access Criteria:

- Belong to 80% of the LATAM income generated by the sale of agencies in your country of operation and, in addition, register a level of quality of sale equal to or higher than the average of your country of operation, generated during the calendar year prior to the one in which you are studying. For more information, consult your sales executive.

Delivery limit

- Preferential attention limited to travel agencies that meet the above criteria.
- Subject to LATAM's support team telephone availability.

Application options:

- You must type the IATA code of the agency in the telephone menu. Contacts can be found through the LATAM Trade Portal.

*Does not apply in countries with consumer call center regulations.

5. FAMs

Tool Definition:

Group familiarization trips for staff internal and/or external to the travel agency, developed by commercial areas to publicize or develop agencies, destinations, products or brands of the LATAM Group. The budget assigned to FAMs consists solely of air tickets operated by the LATAM Group, with or without taxes according to the prior agreement with the agency.

Access Criteria:

- Belong to 80% of the LATAM income generated by the sale of agencies in their country of operation during the calendar year prior to the one in which it is completed, or otherwise, present a positive business case* developed in conjunction with the LATAM sales area.
- To make use of this tool, the agency undertakes to publish the destination or product offered by LATAM in its commercial catalog and/or make its experience public through social networks or digital blogs in the mass media.

*Business Case or expected result with the development plan of the travel agency that has potential with LATAM (new route, business, product or destination), it must contain expected results in each proposed action that benefits your business and that of LATAM. This must be approved by the Head of Sales of the POS.

Delivery limit

- Subject to the budget defined by LATAM at the country and agency level, based on the LATAM income generated by the sale of agencies in their country of operation.
- Restrictions apply for certain routes / dates and flights that must be reviewed with the sales teams.
- They may only be delivered to internal members of the travel agency and related to it, with the exception of public officials and people related to them.

Request Options:

- Request through Salesforce by the POS Sales Executive.

6.ADs

Courtesy trips for internal staff to the travel agency. Courtesy Tickets or ADs can be delivered through discounts applied to the rate of 100%, 90%, 75%, 50%, 40% or 25%, tickets subject to space or confirmed.

Access Criteria:

- Belong to 80% of the LATAM income generated by the sale of agencies in your country of operation during the calendar year prior to the one in which it is completed and/or belong to the top 10 agencies of your own POS. For more information, consult your sales executive.

Delivery limit

- Subject to the budget defined by LATAM at the country and agency level, based on the LATAM income generated by the sale of agencies in their country of operation.
- Restrictions apply for certain routes / dates and flights that must be reviewed with the sales teams.
- They may only be delivered to internal members of the travel agency and related to it, with the exception of public officials and people related to them.

Request Options:

- Request through Salesforce by the POS Sales Executive.

Definitions

Change Without Penalty: Allows flight/date changes to be made without penalty to the passenger, maintaining the original class.

Change Not Allowed: Allows flight/date changes with fares that by regulation do not allow changes.

Refund Without Penalty : Allows the refund of a ticket without charging a penalty to the passenger.

Refund Not Allowed: Allows to refund a ticket with rates that by regulation do not allow changes.

Name Correction: Authorizes remission for correction of Name or Surname in the reservation.

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