

Market Release  
21<sup>st</sup> September 2016



## Full Booking on a Mobile capability released to Serko Online Users

[Serko Ltd. \(SKO.NZX\)](#), a leader in online travel booking and expense management for business added the ability to make new travel bookings on Serko Mobile for existing users of Serko Online, the Enterprise version of Serko's market-leading SAAS Online Booking Tool.

The new capability, which is available on iPhone as of today, gives Enterprise travellers the ability to book simple domestic and trans-Tasman business trips on their mobile devices where ever they are and without needing to revert to the desk-top application or their travel administrators.

The new mobile booking workflow is powered by Serko Online and uses a predictive algorithm to streamline the process for booking a complete trip including flights and hotels down to a handful of touches. With the new capability users can confirm travel plans on the spot helping them to become more productive and responsive. With travellers booking themselves, companies can further reduce the administrative overhead associated with a large majority of corporate travel booked today. Importantly, the mobile workflow continues to apply the usual corporate booking and travel approval policies that are featured in the desk-top version.

By learning from travellers' past booking behaviour, the app suggests to the user both flight and hotel recommendations that are best suited to the way they travel while also reflecting their overall company travel policy which is individually configured for each corporate. This unique learning system adapts to the specifics of a traveller and is unique to companies using Serko Online.

Darrin Grafton, Serko chief executive officer said "We have built an app that thinks the same way that the most advanced travel administrators think. There's no doubt that travellers want to book themselves, but organisations have been reluctant to allow it for fear of losing control over their travel policies and associated spend."

"With our new predictive workflow it's incredibly easy for users to make their own bookings whilst also complying with all of their employer's rules and policies. It's a win for the traveller and the employer, and we expect to see a rapid shift in bookings from the desktop to mobile over the next 12 months."

Serko Mobile for iPhone is available to download from the App Store right now with full booking capability. The Android version of Serko Mobile will be updated to include booking capability

before the end of October. The new functionality is included as core functionality in the app and does not incur any additional fee to use over and above the standard booking fees charged by Travel Management Companies. Serko Online users should contact their Travel Management Company for more information.

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**About Serko**

Serko is Australasia's leading online travel booking and expense management company for businesses and is listed on the New Zealand Stock Exchange Main Board (SKO.NZ). With its HQ in Auckland New Zealand, and offices in Sydney Australia and Xi'an City China, Serko employs more than 100 people worldwide.

Serko Online is an integrated Online Travel Booking Tool used by businesses to book flights, accommodation and car hire from the broadest possible set of travel providers. The OBT ensures that travel bookings comply with corporate travel management policy without limiting the users choice of travel provider.

Serko's product portfolio also includes Serko Expense, Serko Mobile and [serko.travel](http://serko.travel).

Visit [www.serko.com](http://www.serko.com) for more information