



Meetings Management Platform TROOP to Roll Out Travel Booking Capabilities Through Spotnana Integration

The development accelerates TROOP's pivot to become an end-to-end solution for planning meetings and booking travel

San Diego, Calif. — Aug. 14, 2022 — Meetings management platform TROOP today announced it will begin offering travel and meetings booking capabilities through an integration with Spotnana, a leading provider of cloud-based travel technology. Through this new capability, customers will be able to plan meetings and then seamlessly transition to booking flights, hotels, car rentals and rail tickets inside TROOP's user interface powered by Spotnana.

This latest move is part of TROOP's long-term plan to improve the entire meetings experience beyond just the planning phase, working across an eco-system of best-in-class technology providers to deliver more services to customers, allowing for more-informed decision making and a seamless end-to-end process from search to booking.

"This expansion of services is a request coming directly from our existing customers," said TROOP Founder and Co-CEO Dennis Vilovic. "We want to do for group and meetings travel what online booking tools did for transient travel, dramatically reducing the time and tedium spent on booking. Building on Spotnana's cloud-based infrastructure has enabled us to rapidly deliver a richer, more comprehensive solution to our customers."

Up to now, TROOP's algorithm-based platform has empowered meeting and event planners to save money on in-person events by determining where and when companies should meet based on key factors including cost, delegate location and corporate CO2 goals. It's transformed what has historically been a heavily manual and time-intensive process for meeting and events planners.

"Spotnana's open travel-as-a-service platform has been designed from the ground up to make it easy for technology providers like TROOP to integrate travel booking into their

product offerings,” said Spotnana co-founder and CEO Sarosh Waghmar. “We’re thrilled to help TROOP accelerate their ability to bring better experiences to travelers and travel planners.”

TROOP and Spotnana are both backed by Madrona Venture Group, which led TROOP’s \$8 million Series A funding round in November 2021, and which participated in the recent \$75 million Series B funding round for Spotnana.

Booking through TROOP, powered by Spotnana, will be available later this year. TROOP will demo a working prototype of its end-to-end solution for planning meetings and booking travel at the Global Business Travel Association Convention in San Diego from Aug. 14 to 17. For more information, visit www.trooptravel.com.

About TROOP

TROOP is the only platform on the market that makes organizing in-person meetings easy for anyone mitigating risks, saving costs, and reducing carbon footprint. TROOP is a platform that benefits everyone in any sized organization that is involved in arranging meetings, both big and small by removing all the manual work that currently takes place to pull together pricing and availability and then supercharges it with sustainability & safety data, and much more. TROOP has been well received and been awarded multiple industry awards including the Phocuswright Innovation Award and the Disrupt Award from the Business Travel Show. For more information, please visit www.trooptravel.com.

About Spotnana

Spotnana powers unparalleled global travel experiences. We are rebuilding the infrastructure of the travel industry to bring freedom, simplicity, and trust to travelers everywhere. Our Travel-as-a-Service Platform enables corporations, agencies, suppliers, and technology providers to personalize travel booking, lower operating costs, and build deeper customer relationships. To learn more, visit spotnana.com.

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