



Intelligent Itinerary by Serko Delivers Travel Plans to Mobile Wallets

Dallas, Texas – 21 July 2025 – Serko Ltd (NZX & ASX: SKO), a global leader in corporate travel technology, today announced the beta launch of its latest innovation, Intelligent Itinerary, a mobile-first solution designed to transform the way business travelers access and manage their travel plans.

Unlike traditional corporate travel apps, Intelligent Itinerary delivers a full trip overview directly to the traveler's native mobile wallet, eliminating the need to download or engage with a separate app. The itinerary is automatically updated as bookings change, ensuring travelers always have the most current information at their fingertips.

"Corporate travel apps have long struggled with traveler adoption, with global install rates sitting at just 7.6%¹," said Johnny Thorsen, VP of Strategic Business Development at Serko. "Intelligent Itinerary is designed to meet travelers where they are - on their mobile devices - without requiring them to change behavior, searching for an outdated email or installing yet another app."

Unlike SMS or email, wallet passes are displayed on the lock screen as an always-on communication channel that is not subject to inbox filters or fatigue to access yet another app. Security features that are native to the phone like Face ID, biometric login and tokenized payments also make wallets a safer option.

Key features of the Intelligent Itinerary beta release will include:

- Mobile wallet integration for instant access to trip details
- Automated updates as bookings change
- No app download required or approval needed by corporate InfoSec
- Apple, Google and Samsung wallet compatibility

Future iterations will introduce event-triggered notifications, including alerts based on travel disruption, proximity to locations of interest such as offices, and duty of care workflow. Building on the foundation of a 'live' itinerary in the mobile wallet, the product is intended to become a communications platform for companies to give their travelers personalized content and messaging tailored to the corporate travel program.

The product is equally relevant for people whose trips are booked by an admin or travel arranger, as well as travelers who book their own trips. Intelligent Itinerary bridges this gap by giving travelers seamless access to trip details, regardless of how the booking was made.

The product was recently showcased at Serko's Customer Advisory Group event, where it received outstanding feedback from travel managers. The beta phase will be used to gather feedback from both travelers and travel managers across Zeno and GetThere customers.

"Intelligent Itinerary is not just a product—it's a strategic shift to bridge the gap from booking to in-trip experience," added Thorsen. "We're empowering travel managers to deliver personalized, program-aligned experiences without the need for a dedicated app."

Intelligent Itinerary will be showcased at the Serko booth during GBTA Convention 2025 in Denver, Colorado.

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¹ <https://www.businessofapps.com/data/travel-app-benchmarks/>



FURTHER INFORMATION

About Serko

Whether you have 50 or 50,000 employees, Serko's solutions simplify the process of booking and managing business travel. With GetThere, Zeno or Booking.com for Business, travelers can shop and book from millions of flight, accommodation and ground transport options with all the tools they need to start their trip online and stay online through change and disruption. Listed on the New Zealand Stock Exchange Main Board (NZX:SKO) and Australian Securities Exchange (ASX:SKO), Serko is headquartered in New Zealand, with offices across the United States, India, China and Australia. For more information, visit serko.com

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