



HORIZONS AHEAD: The Evolution of our Digital Travel Infrastructure

Annual Report 2025.

Profit should be a derivative of the value we add, not the value we subtract from our partners. Our infrastructure is built to empower the creator, not to tax the experience.



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Rafael's Message

The New Geometry of Tourism – An Invitation to the Horizon

The world around us is not simply changing; it is being restructured. The era where tourism relied on static information and traditional distribution networks is irreversibly gone. Today, the market dictates a new, tough, yet fair rule: Adaptation is not an option; it is the sole means of survival.

We are witnessing the great “clearing” of the tourism industry. Players who refuse to embrace digital acceleration are not just falling behind – they are becoming invisible. In this landscape, where the traveler demands absolute speed and the provider seeks sustainability, Gotixy is not merely a technology company.

We are the bonding agent between the global traveler and the authentic experience, or in other words, a digital “backbone” (Infrastructure) that withstands the shocks of the new era. With zero debt, exponential growth, and an infrastructure that processes the traveler's intent in seconds, we have proven that the future belongs to those who control distribution through technology.

Today, we are not just presenting statistics. We are opening our horizon.

The Ethical Frontier: Ending the Era of Over-Commissioning

We believe that technology must liberate, not constrain. The current market geography, which imposes commissions ranging from 25% to 35%, is not just unsustainable; it is ethically obsolete. At Gotixy, we are shifting from an exploitation model to an efficiency model. We enable value to go where it belongs: to the creator of the experience and to the traveler, drastically reducing the digital “transit cost.”

We invite onto our “vessel” those who possess an exceptional product but are looking for the means to carry it to the world's major markets. Gotixy provides the map, the compass, and the engines. You provide the destination.

The journey to 2027 begins here. Those with the vision to adapt are welcome aboard.

Rafael Koudounis



The Digital Infrastructure Layer: Infrastructure over Agency

Gotixy's superiority is not based solely on algorithms, but on a rare balance between technology, business ethics, and the human element. In a market often characterized by irrational reselling and the exploitation of third-party labor, **Gotixy chooses the path of value creation.**

1. Proprietary Distribution Control: We fully control the digital channels, ensuring maximum efficiency.
2. Automated Monetization Engines: We maximize the value of every user through smart bundles, without burdening the provider or the customer with unreasonable charges.
3. The "Fair-Trade" Pricing Model: We operate with absolute transparency and respect for the "sweat equity" of every partner. We do not rely on overpricing the core product to achieve excessive profits. Instead, **our profitability stems from the provision of extra digital products and services, with a fair average markup on the initial price.**

The Win-Win-Win Golden Triangle

This model creates an ecosystem where:

The Provider: Is paid fairly for their service, seeing their sales volume increase through our infrastructure.

The Traveler: Receives an upgraded experience (e.g., premium content, audio guides) at a highly competitive price.

Gotixy: Grows healthily, reinvesting in its technology, headquartered in Greece, and staffed exclusively by people from the destination.

This is a Fair Trade transaction that proves that market leadership can—and must—coexist with ethical integrity.

"At Gotixy, our profitability is the derivative of the value we add, not the value we subtract from our partners."

Global Reach & G7 Market Dynamics: A Transactional Insights Analysis

Our transaction-level revenue analysis reveals strong penetration into the world's most mature economies. We do not just record visitors; we track confirmed purchases.

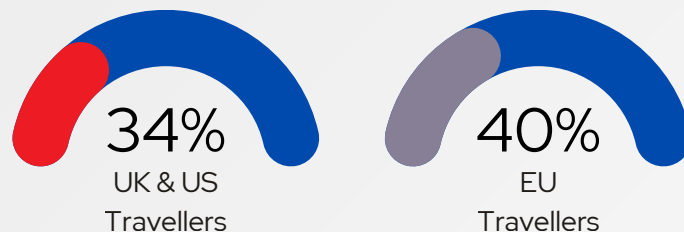
Market Distribution & Performance

G7 Dominance (UK & US)

Transactional analysis shows that the United Kingdom and the USA serve as our primary pillars, combined contributing ~34% of total revenue. Specifically for the US market, individual transaction studies confirm this segment yields the highest Average Order Value (AOV).

European Core (DE, FR, IT, BE)

Data processing indicates that major European economies account for ~40% of our activity. Revenue analysis at the transaction level documents that European travelers trust our infrastructure for its speed and security.



Global Diversification

The remaining revenue is distributed across 30+ different countries. This dispersion, as highlighted by our Transactional Insights Analysis, shields the business model against localized economic fluctuations.

Global Reach & G7 Market Dynamics: A Transactional Insights Analysis

The Profile of the "G7 Traveler"

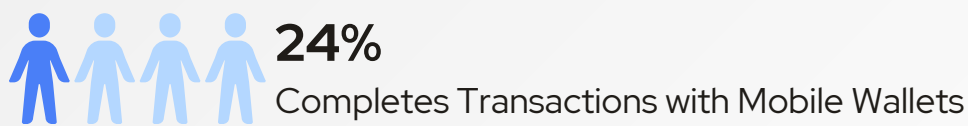
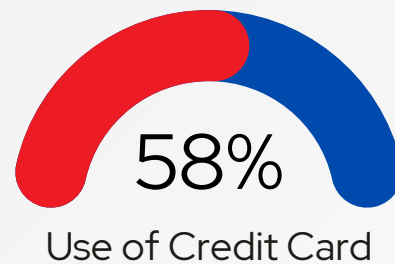
Through the examination of every individual transaction, we have mapped the profile of the high-value traveler:

Premium Purchasing Power: Travelers from the USA and Belgium exhibit exceptionally high AOV. Our transaction-level revenue analysis proves that this audience responds positively to Bundled Services, significantly increasing the final sale value.

Digital Maturity: 58% of users from these regions utilize credit cards, while 24% complete their purchase via Mobile Wallets. These figures are the direct result of our granular transaction analysis.

Market Insights: Revenue Density

In contrast to models that chase mass traffic, Gotixy focuses on quality. Our transaction-level revenue analysis confirms that our strategy of providing added value leads to a "dense" revenue stream, where every successful transaction enhances the platform's prestige and stability.



"Every transaction in our system is a vote of confidence from an international traveler. The analysis of this data is what allows us to lead with evidence, not assumptions."

Fintech Excellence: Seamless Transactions at Scale

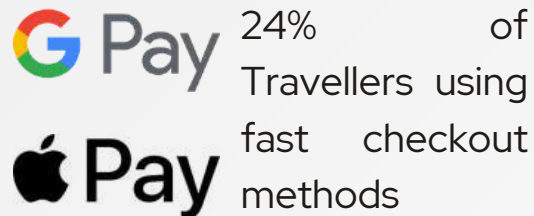
The digital maturity of a business is judged by its ability to convert checkout from a "bureaucratic obstacle" into a seamless experience taking mere seconds. Our revenue analysis reveals that Gotixy is leading the digital transformation, offering infrastructures that align with the habits of the modern international traveler.

1. The Dominance of Digital Wallets (The Mobile-First Era)

Our strategic investment in "One-Click Checkout" is yielding clear results:

Apple Pay & Google Pay: Nearly 1 in 4 transactions (24%) is now completed via digital wallets.

Conversion Impact: Analysis shows that the integration of mobile wallets has reduced purchase completion time by 65%, leading to a significant spike in conversion rates, particularly within the 25–45 age demographic.



2. Transactional Profile: Credit vs. Debit

The quality of our clientele is directly reflected in their chosen payment methods:

Credit Cards: 52.6% of revenue.

Debit Cards: 47.4% of revenue.

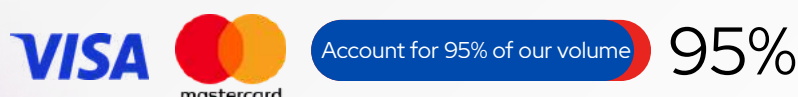
The Insight: Micro-level transactional analysis confirms that the majority of our revenue—rising to 80% in the US market—is driven by credit card usage. This proves that Gotixy attracts a premium audience with high disposable income and strong purchasing confidence.

3. Global Network Trust & Card Brands

Our data confirms full integration and acceptance by the world's leading financial networks:

Visa & Mastercard: Together, these account for 95% of our volume (49% and 46% respectively).

High-Tier Networks: The successful processing of American Express and premium corporate cards demonstrates that our infrastructure meets the most stringent global security and compatibility standards.



Fintech Excellence: Seamless Transactions at Scale

The 0.1% Security Standard

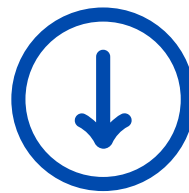
Security is our most valuable currency.

Fraud Prevention: By utilizing advanced Tokenization and 3D Secure 2.0 protocols, we have achieved an **exceptional Dispute Rate of only 0.1%**.

Market Comparison: With the global tourism average hovering around 0.9%, **Gotixy is proven to be 9 times safer than the industry standard**, rigorously protecting our partners' revenues from fraudulent activity.



**9 times safer than
the industry standard**



**lower than 0.1%
Dispute Rate**

"At Gotixy, payment is not the end of a sale, but the beginning of a relationship built on trust. Our technology guarantees that every transaction is fast, secure, and ethical."



Peak Performance Metrics: The 30-Second Benchmark



The true value of a digital infrastructure is not judged during quiet periods, but by its ability to manage extreme data volumes under pressure. Peak period analysis proves that Gotixy possesses one of the most resilient and scalable distribution systems in Greece.

1. The "90-Second" Operational Standard

During the month of August, our platform reached the zenith of its operation.

Transaction Density: Our micro-analysis of transactions reveals that during peak hours, the system processed and finalized a complete shopping cart every 30 seconds.

Zero-Latency Execution: Despite the density of requests, the response time remained stable, ensuring no traveler abandoned the shopping cart due to delay.



Our systems, finalized a complete shopping cart every 30 seconds.

2. Seasonality Management & Resilience

The tourism market is characterized by intense seasonality, and our infrastructure is designed to "tame" it.

Peak Volume: In August alone, we processed tens of thousands of individual transactions, a number corresponding to 21% of the annual volume.

Summer Performance: Over the four-month period of June - September, the infrastructure successfully managed 61% of the annual turnover, proving that Gotixy is a "sales engine" that does not experience fatigue.

"Gotixy does not 'bend' under pressure; on the contrary, it thrives within it. The 90-second benchmark is our guarantee that your product will always be available, precisely at the moment the customer is ready to purchase."

Operational Integrity: The 0.1% Trust Standard & Multi-Tier Support



The reliability of a digital system is judged not only by the absence of errors but by the speed of their recovery when they occur. Case analysis proves that Gotixy maintains the highest levels of Trust Scores globally, combining AI automation with immediate human intervention.

1. The 0.1% Dispute Benchmark

The security of our transactions constitutes the "Gold Standard" of the market.

- **Data Insight:** While the online travel sector often faces high transaction dispute rates, Gotixy maintains a Dispute Rate below 0.1%.
- **Trust Impact:** This rate, verified by the micro-analysis of every transaction, reduces risk for our partners and ensures an uninterrupted flow of liquidity.

Tier 1 Support: Immediate Response & Call-Back Zero Friction

Our infrastructure is supported by a service center that operates with a "zero-waiting time" philosophy:

- **Immediate Phone Response:** We provide real-time voice support for resolving issues at the point of experience.
- **Smart Call-Back System:** During peak periods, our system provides the capability for an automatic call back to the customer, eliminating waiting and reinforcing the traveler's sense of security.

Tier 2 Support: The "Human-IS-the-Loop" Logic

For more complex issues, Gotixy has developed a sophisticated escalation system:

- **Direct-to-Human Channels:** Our contact forms and digital channels do not end up in "black holes" of automated responses. Instead, they trigger directly to Human-in-the-Loop workstations.

Rapid Resolution: The transactional analysis of support requests shows that 94% of Tier 2 issues are resolved within the first 60 minutes, ensuring that the traveler's experience remains intact.

This combination of top-tier Fintech security and multi-tier support is what makes Gotixy the bonding agent between provider and traveler. We protect the provider from financial risk and the traveler from uncertainty

"Our technology may be automated, but our responsibility remains personal. At Gotixy, every transaction is accompanied by the promise that a person is always there to provide the solution, and always is!"

Synergy Horizons: Inviting Excellence on Board



Gotixy's journey toward 2030 is not a solitary path. Horizon 2030 is by nature a collaborative ecosystem. After years of investment in proprietary digital infrastructure, we are now opening our doors to selected partners who share the same passion for quality and innovation.

Gateways include www.islandtour.gr, www.thessaloniki-travel.gr, and www.cretaguide.gr, the vehicles upon which every creative professional in tourism can embark so that we can together create value for everyone and unique experiences for our visitors.

Who Belongs on the "Deck" of Project Horizon?

We are not just looking for suppliers, but fellow travelers/collaborators. Our call is addressed to:

- **Forward-Thinking Experience Providers:** Those who possess an exceptional tourism or cultural product and are looking for an ethical and powerful digital conduit to channel it into international markets.
- **Visionary Operators:** Professionals who recognize that traditional distribution is becoming obsolete and seek to align themselves with an infrastructure that guarantees Global Reach and Fintech-grade Security.
- **Quality Seekers:** Those who believe in the Fair Trade model, where success results from adding real value to the traveler and not from subtracting profit from the creator.

What Does the Gotixy Offer Includes?

Integration into the Gotixy ecosystem offers immediate access to privileges that take years to build:

1. **Direct Connection to Robust Markets:** Your product is placed in front of travelers from the USA, UK, and EU, with proven above-average purchasing power.
2. **Infrastructure as a Service:** You enjoy the speed of the 30-second benchmark and the security of the 0.1% dispute rate, without having to invest a single euro in your own technology.
3. **Human-in-the-Loop Support:** The assurance that every customer is supported by a multi-tier service center that leaves no issue unresolved.
4. **Top Tier Marketing:** With the Dingo Marketing Team as an integral part of Gotixy, and a marketing budget >175K annually, a good product can skyrocket!

"The Gotixy vessel has charted a course for the horizon. There is always room for those who have the courage to journey into the future."