



Oveedia



Pure Hospitality Solutions, Inc. (PURE) will build shareholder value by delivering Hospitality and Real Estate solutions in innovative and cost effective ways.

PURE is currently developing efficient ways to book lodging accommodations in affordable high end luxury units, for relatively low cost.

The primary source of Pure's potential stems from its proprietary, user friendly online booking engine technology solution, FROL (Friendly Reservations Online). The FROL system, poised to become Oveedia, gives travelers an online hospitality search engine which offers a wider range and variety of options to choose from.

Currently, FROL is undergoing an overhaul for its upcoming re-launch as Oveedia. Oveedia will incorporate new mobile apps, give travelers the newest electronic payment options, provide hotel operators and condominium owners with back-end technology services, and, will operate as a standalone online hospitality search and reservation booking system.

Oveedia, a product of Pure Hospitality Solutions, Inc., is a digital media platform which allows regional hotels, resorts and vacation properties to manage their listing internally and list their offerings at online travel agencies.

Business Model

Oveedia provides property owners with a client management system that functions both as an internal management system and as an online fulfillment site for travel agencies all for one low price.

Revenues are derived from booking commissions, advertising (Banners, Listing Sponsor Ads) and Digital Turn Key Solutions.

Opportunity/Market

\$157 billion travel market
\$ 6 billion tourism market (Central America, without Mexico).

Unique Value Proposition

Internal and external facing online booking and management system.
Region Specific OTA (Central America-Caribbean).



Traction

- FROL (Friendly Reservation Online) booking system (now Oveedia), successfully tested 118 hotels for a total of 6,500 reservations in the domestic market.
- Agreements with resort and hotel properties in Costa Rica.
- Strategic Alliance with Sabre travel network securing listed hotels.

Next Steps

- Major upgrades to existing platform. (4 months)
- Establish partnership with 400 hotels and resorts. (12 months)



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