



## **Carlson Wagonlit Travel Switzerland Press Information 2008**

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# Carlson Wagonlit Travel Worldwide

## Facts & Figures

<b>President and CEO worldwide</b>	Hubert Joly (until 29 February 2008)
<b>Owners</b>	Carlson Companies, a global leader in the travel, hotel, restaurant and marketing industries based in Minneapolis, Minnesota (USA), is majority shareholder holding 55 percent of the shares ( <a href="http://www.carlson.com">www.carlson.com</a> ). OEP, a private equity affiliate of JPMorgan Chase & Co. with offices in New York, Chicago and Frankfurt, holds the remaining 45 percent ( <a href="http://www.oneequity.com">www.oneequity.com</a> ).
<b>Core business</b>	Carlson Wagonlit Travel is a global leader specialized in business travel management. CWT is dedicated to helping companies of all sizes, as well as government institutions and non-government organizations, optimize their travel program and provide best-in-class service and assistance to travelers. By leveraging the talents and know-how of its people and providing leading-edge technology, CWT helps clients around the world drive savings while enhancing service and security.
<b>Global Sales for 2007</b>	22 billion US\$ pro -forma sales generated by wholly owned agencies and joint ventures.
<b>Employees</b>	CWT employs more than 22,000 persons worldwide.
<b>Rank</b>	CWT is the world's largest corporate travel management company. It is N° 1 in Europe, Middle East & Africa and Latin America as well as in Asia–Pacific, and N° 2 in North America.
<b>Geographical Coverage</b>	More than 150 countries, of which the agencies in 39 countries are wholly owned or joint ventures. In the remaining 109 countries CWT cooperates with partners. So Carlson Wagonlit Travel has one of the most extensive business travel management networks in the world.
<b>Clients</b>	More than 50,000 small and medium sized enterprises, large corporations and government organizations worldwide, 60 of them are part of the "Global Fortune 100". These are leading corporations from the high tech, service, banking, pharmaceutical and chemical, consumer goods, petroleum and production industries as well as government and other institutions.

## Carlson Wagonlit Travel Today

### 2008

- ▶ CWT announces the acquisition of Viajes MAPFRE. This transaction involves the business travel, meetings & events and leisure travel areas.
- ▶ Carlson names Hubert Joly as new President and CEO starting 1 March 2008. Marilyn Carlson Nelson remains Chair of the Supervisory Board.
- ▶ CWT names a new President EMEA and Latin America: Håkan Ericson replaces Richard Lovell, who will retire in March 2008.

### 2007

- ▶ CWT completes the acquisition of a majority share in Ark Travel AB (ARKT), a Swedish travel management company.
- ▶ CWT continues growth strategy with the acquisition of the business travel operations of Preferred Travel, Inc., a regional travel management company in the northeast United States.
- ▶ CWT gains majority control of Indian joint venture with a 76 percent ownership stake.
- ▶ Launch of CWT Program Management Center, a proprietary one-stop tool designed to help streamline travel program management.
- ▶ CWT UK unveils carbon calculator tool to advise environmentally aware companies of the level of CO2 emissions a trip is likely to produce.
- ▶ Hubert Joly and Mike Koetting among "The 25 Most Influential Executives of the Business Travel Industry" by Business Travel News.

### 2006

- ▶ In September, CWT opens a Latin America regional reservation center in Buenos Aires, Argentina.
- ▶ In August, CWT finalizes acquisition of Navigant International, doubling its size in North America and reinforcing its presence in Asia Pacific.
- ▶ A change in CWT's shareholding structure also occurs in August: Carlson Companies and One Equity Partners (OEP) acquire Accor's 50-percent stake in CWT. Carlson becomes majority shareholder with 55 percent of CWT shares, while OEP holds the remaining 45 percent.
- ▶ In May, CWT signs a global reseller agreement with Amadeus to distribute its online booking system Amadeus e-Travel Management, the most widely deployed online booking solution for global managed travel.
- ▶ In March, CWT signs a reseller agreement with GetThere to offer CWT clients worldwide greater flexibility when choosing their online corporate travel reservation system.

### 2005

- ▶ Geographic expansion continues with the acquisition of the business travel division of Raiffeisen Reisen Wien GmbH in Austria, Frantour in France, CWT Brazil and CWT Mexico.
- ▶ Opening of eCenter in Belfort, France.
- ▶ Significant enhancements and upgrades to CWT global products and services, including:
  - ▶ Globalization of the CWT Solutions Group, the company's consulting division
  - ▶ Global reseller agreement with iJET for enhanced safety and security products and services
  - ▶ Launch of Direct Connect technology for hotels, providing travelers and agents with direct access to hotel inventory
  - ▶ Strengthening and globalization of our information-delivery processes and systems
  - ▶ Enhancements to the CWT Discovery offering and progress in implementing a single data warehouse and common client-reporting platform worldwide

### 2004



- ▣ Hubert Joly is named President and CEO of CWT in July.
- ▣ CWT acquires Maritz Corporate Travel in the United States in March, and ONboard in Germany in October, demonstrating its continuous commitment to playing a leading role in the consolidation of the travel management industry.
- ▣ CWT purchases Protravel in France and integrates its business travel, leisure travel, and group and incentive travel activities in this strategic market. The new entity becomes the largest player in the French travel distribution market.
- ▣ CWT's joint venture in China extends to Shanghai and Guangzhou and the first national call center is created for General Electric, servicing travelers from more than 30 cities.

## ■ 2003

- ▣ CWT opens its first eCenter in Warsaw, Poland. This new service configuration is designed to handle multinational clients with business travelers in several European cities, all from a single Business Travel Center.
- ▣ CWT's joint venture with China Air Service creates China's first specialist business travel agency in Beijing.
- ▣ In December, CWT signs an intention to purchase Protravel in France and integrate business, leisure, and group and incentive travel activities.

## ■ 2001

- ▣ CWT and Japan Travel Bureau create a joint venture, JTB/CWT Business Travel Solutions.
- ▣ CWT acquires AC Travel in Germany, making CWT third in this market.
- ▣ CWT partners with Concorde Travel to form a joint venture in South Africa.

## ■ 2000

- ▣ Hervé Gourio is named President and CEO in October.
- ▣ CWT's Asia-Pacific network is strengthened by an acquisition in Thailand and joint ventures in India and Indonesia.

## ■ 1998

- ▣ CWT creates the CWT Solutions Group, whose experts provide consulting services to clients, notably in the selection and deployment of new technologies and in strategic air and hotel sourcing.

## More than 130 Years of Experience

### ■ 1997

- ▣ Carlson Travel Network in the United States and Wagonlit Travel in Europe merge to form the Carlson Wagonlit Travel network for business travel. The new company is the first truly global travel services company with international management.

### ■ 1996

- ▣ CWT moves into Australia and Singapore.

### ■ 1995

- ▣ CWT establishes a foothold in the Asia-Pacific market with acquisitions in Hong Kong and Japan.

### ■ 1994

- ▣ Carlson Companies, Inc. of Minneapolis and the Paris-based Accor Group combine the business travel interests of their respective companies, Carlson Travel Network and Wagonlit Travel, under the name Carlson Wagonlit Travel.

## ■ 1993

- ▣ Wagons-Lits Travel changes its name to Wagonlit Travel and consolidates its network, products and services for multinational companies.

## ■ 1991

- ▣ Accor acquires La Compagnie des Wagons-Lits.
- ▣ Ask Mr. Foster changes its name to Carlson Travel Network, to capitalize on the professionalism, strength, and synergy of the Carlson Companies.

## ■ 1983

- Carlson Companies acquires P. Lawson Travel.

## ■ 1980

- ▣ Wagons-Lits Travel is the first business travel agency in Europe to create implants or on-site locations in the offices of clients. The company also introduces the widespread use of computer reservation systems and offers global reporting to European business travel customers. It expands quickly through major acquisitions in Denmark, Spain, Germany, the United Kingdom and Eastern Europe.
- ▣ Carlson Companies, Inc. purchases Ask Mr. Foster, with more than 100 branches and annual revenue in excess of US\$100 million.

## ■ 1960

- ▣ The Compagnie des Wagons-Lits expands its mission of serving travelers to become Wagons-Lits Travel, Europe's largest travel management company.

## ■ 1957

- ▣ Ask Mr. Foster changes hands when two shareholders, Donald Fischer and Thomas Orr, pay US\$157,000 for controlling interest in the company, which had seen hard times during and in the wake of World War II.

## ■ 1928

- ▣ Full-service Wagons-Lits agencies spring up in rail ticket offices throughout Europe.

## ■ 1888

- ▣ The Ask Mr. Foster travel agency is founded in St. Augustine, Florida, making it one of the oldest travel agencies in the United States. Its unusual name is the result of one local resident, Ward G. Foster, who is the unofficial keeper of the train timetables. When tourists inquire about the time of train arrivals or departures, they are told to "Ask Mr. Foster."

## ■ 1872

- ▣ Belgian innovator Georges Nagelmackers begins a new enterprise with the sole purpose of serving the traveler. Adding sleeping compartments to trains serving the European continent, he founded the company, Wagons-Lits, which literally means "sleeping cars."

## The eight key levers to optimizing travel programs

CWT works with its clients to respond to the complexities and challenges of business travel management while addressing the needs and expectations of travelers. CWT sees travel management as a multi-faceted undertaking, encompassing eight key levers that can generate savings while delivering service and enhancing security:

1. Provide the right services and assistance to travelers and optimize transaction processing
2. Tackle hotel spend in a disciplined and professional manner
3. Continue to drive air and ground transportation savings
4. Increase policy compliance and optimize demand management
5. Further consolidate travel programs
6. Address security needs and corporate social responsibility
7. Integrate meetings and events in the travel program to control and optimize the related spend
8. Develop executive dashboards and actionable performance measures

In addition to the guideline "Effective Travel Management", the CWT Travel Management Institute conducts in-depth research into the key levers of effective travel management in order to help clients derive the greatest value from their travel programs. The first publications "Toward Excellence in Online Booking" and "Global Horizons" were recently published and are also available on CWT's website: [www.carlsonwagonlit.ch](http://www.carlsonwagonlit.ch). The next study to be published will deal with adherence to corporate travel programs.

## CWT solutions can be grouped into four categories

Partnering with companies of all sizes, government institutions and non-government organizations, CWT knows no two clients have the same requirements. Consequently, CWT works closely with each client to define and implement the solutions that best respond to their specific needs, challenges and objectives. To that end, CWT offers a range of products and services aimed at delivering optimum results to travel managers, procurement professionals, C-level executives and business travelers alike.

## TRAVELER & TRANSACTION SERVICES

CWT offers best-in-class services and assistance to travelers and optimizes the processing of simple and complex transactions.

### **CWT works with its clients to:**

- Define the desired service requirements of the various constituencies within the client's company
- Define, implement and continuously optimize the service configuration and workflow processes that will best support companies and their travelers and drive operational efficiencies
- Ensure access to appropriate content at attractive prices in accordance with each client's travel policy
- Optimize the efficiency of simple bookings in particular by driving online adoption and automation
- Deliver high quality services for complex itineraries and special requirements
- Provide a suite of services that enhance the traveler experience

## PROGRAM OPTIMIZATION

CWT offers a variety of products and services to help clients optimize their travel program and uncover savings

### **CWT works with its clients to:**

- Generate and consolidate the data that is the foundation to optimizing a travel program
- Assess their travel program based on each of the eight key levers of Effective Travel Management, establishing current performance and improvement opportunities
- Define the desired performance targets and the related priorities and action plans
- Translate the defined strategies into measurable results ensuring execution through all booking channels
- Monitor travel program compliance and performance, tracking progress and driving continuous improvements

CWT has nearly 1,000 professionals around the world helping clients optimize their program

## SAFETY & SECURITY

CWT offers a range of products and services to inform companies of potential risks, and help locate and assist travelers in a crisis.

### **CWT works with its clients to:**

- Mitigate travel risk by providing destination intelligence to management and travelers
- Provide a web-based means of locating travelers on the road on a consolidated basis in case of an incident
- Give travelers access to 24-hour emergency services
- Define a formal travel risk management policy which establishes a proactive situation- and action-based incident management response process

## MEETINGS & EVENTS

CWT offers best-in-class services to create and organize meetings and events while helping companies control and optimize related expenditure.

### **CWT can work with its clients to:**

- Design and produce effective, customized events
- Provide seamless logistics for any size meeting or event
- Capture and analyze total spend for meetings and events across a company's organization to generate savings
- Define event strategy, assess current practices and identify performance improvement opportunities

## What makes us different

Based on the eight key levers for effective travel management, CWT assists its clients in all areas of business travel, relying on its demonstrated strengths:

- Leadership in integrating/servicing both online and full -service transactions
- Technological know-how in developing/integrating market-leading solutions
- Expertise in travel program optimization
- Diverse client portfolio: proven track record with clients of all sizes
- Global expertise/local understanding: global presence coupled with extensive knowledge/understanding of local markets
- Flexibility: working with clients to find a solution that meets their needs
- People: specialized, multicultural professionals

## Core values guiding CWT

Six values are at the heart of everything CWT employees do both collectively and as individuals:

- **Customer Care**
  - ▣ Putting the needs of client first and striving to continuously provide an outstanding level of service
- **Commitment to Excellence**
  - ▣ Continuously seeking higher levels of performance
- **Cultural Diversity**
  - ▣ Fostering respect and a team spirit in the workplace, embracing and leveraging the multicultural essence of the company, and providing equal opportunities to talented individuals
- **Reliability**
  - ▣ Being a dependable and trustworthy business partner, committed to offering industry - leading products and services
- **Entrepreneurship Spirit**
  - ▣ Approaching new challenges with creativity, resourcefulness and agility, reacting quickly and effectively to provide innovative solutions
- **Integrity**
  - ▣ Building productive, longstanding relationships by being truthful and promoting open communication

## Corporate Social Responsibility

CWT addressing issues of CSR internally and on behalf of clients

- Principles of ethical and safe conduct, coupled with our core values and a sense of corporate citizenship, provide the framework which guides CWT both in its business activities and its CSR initiatives
  - ▣ Development and well being of its **employees**
  - ▣ **Productive relationships** with all of our stakeholders
  - ▣ Being good citizens in the **communities** in which we operate
  - ▣ Protection of the **environment**

- CWT is helping clients to address CSR and environmental issues by enabling travel management professionals and travelers to make well-informed decisions that may reduce their company's carbon footprint
  - ▣ A **carbon calculator** used at the time of booking
  - ▣ **Post-trip reporting** enabling travel managers to track CO2 emissions
  - ▣ **Carbon offsetting** to neutralize the impact of emissions

## Carlson Wagonlit Travel's strategy up to the end of 2010

2008 marks the first year of our new three-year plan -- CWT 2010. The travel management industry will remain our core focus and has therefore defined a three-year plan. Its focus will be to build on our newly acquired leadership position to drive towards excellence in effective travel management. The following are our key priorities. We aspire to:

1. Continue our organic growth, focused on all customer strata, and all geographies
2. Truly accelerate the penetration of the hotel business. I have asked Mike Koetting and our regional leaders to make this a big priority for 2008
3. Ramp up our meetings & events business which we have made one of our four lines of business
4. Increase the efficiency and consistency of our traveler and transaction services business. The new mission of Berthold Trenkel and his regional leaders is to ensure we accelerate our progress in this area
5. Continue to develop our program optimization services
6. Further develop our supplier services and revenues by taking advantage of our scale and developing valuable capabilities for our supplier partners
7. Protect and enhance our margins by improving our costing, pricing and contracting practices
8. Drive efficiencies in our business by better managing our non-salary expenses and G&A costs
9. Pursue our targeted acquisition program
10. Continue to build a high performance organization

# 111Years Carlson Wagonlit Travel in Switzerland

## Facts & Figures

<b>Head Office</b>	Geneva/Zurich	
<b>Foundation</b>	1897	First subsidiaries of Compagnie Internationale des Wagons-Lits in Zurich and Basle
	1994	Change of name to Carlson Wagonlit Travel
<b>Management</b>	Walter Ruggli General Manager & Director Operations Switzerland	
<b>2007 Traffic</b>	708 Mio. CHF	
<b>Employees</b>	354 FTEs (Full Time Equivalents)	
<b>Branches*</b>	39	
<b>Business Travel Share</b>	91.5%	
<b>Clients (excerpt)</b>	Ciba Specialty Chemicals, Bobst, Schindler, SR Technics, Swiss Re, Von Roll Umwelttechnik	

\*Business Travel Centers, Online Fulfillment Center, Implants & Explants, diverse

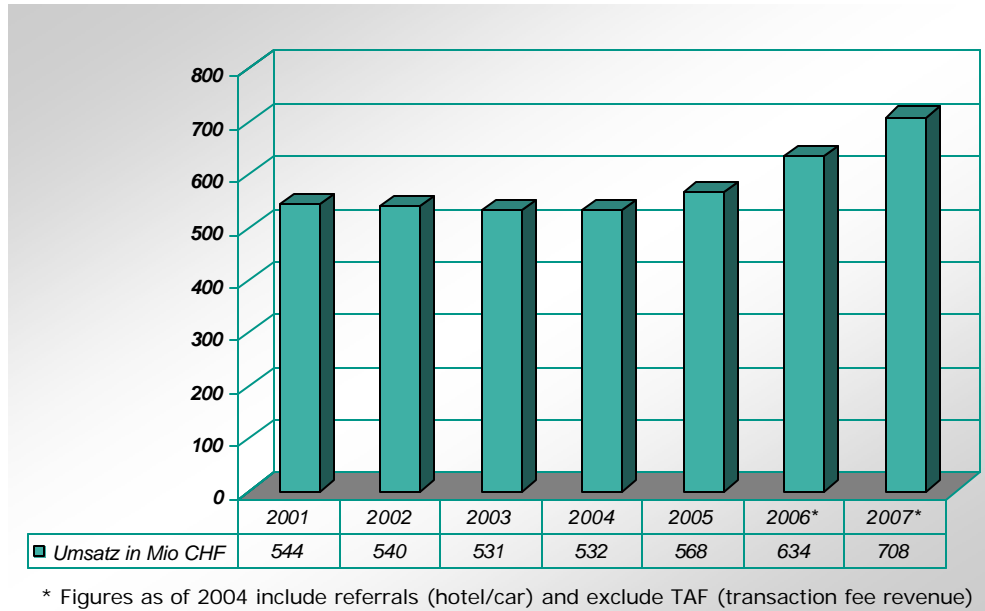
Currently, Carlson Wagonlit Travel runs 39 branches in Switzerland. They mainly operate as *Business Travel Centers* and/or *Implants*.

Business Travel Centers (BTC) are travel service units in CWT-owned offices that serve a number of corporate clients. Occasionally, so called "dedicated teams" are based in the BTCs. In Europe, online bookings can be handled centralized via the national Online Fulfillment Center (OFC). High-performance system components can process all online bookings automatically, without manual intervention – from booking to electronic ticketing to electronic invoicing. An Implant is a CWT subsidiary at the client's site. Thus the service team is exclusively responsible for this special customer.

In July 1994 the merger between Wagonlit Travel and Carlson Travel Network to become Carlson Wagonlit Travel was signed. In Switzerland, all agencies took over the new name before 1 October 1994. Since July 1999, Carlson Wagonlit Travel Switzerland has been certified by the BVQI according to DIN EN ISO 9001:2000. In spring 2007, the SGS completed a recertification process.

## Development of Sales Volume in Switzerland

Carlson Wagonlit Travel generated in 2007 a sales increase of 11.67%, which is strongly related to new accounts won and to increased rates in the flight segment.



## Products & Services

The business travel market is constantly innovating and CWT leads the innovation. Thanks to robust and effective travel management programs, Carlson Wagonlit Travel anticipates and optimizes its clients' expenditures and maximizes their savings.

### Cost savings and streamlined processes due to online booking

#### **CWT Portal – the suitable portal for every client segment**

##### **CWT Connect Express – the standardized portal for every travel need**

Small and medium-sized companies without their own travel policies or negotiated contracts with suppliers especially benefit from the business travel portal CWT Connect Express, in which a standardized online booking tool is integrated. Through this portal, they benefit from the negotiating power of a market leader and can now, even without their own agreements with suppliers, make use of the advantageous rates that CWT has negotiated with hotels, car rental services and airlines. Clients find everything they need to efficiently plan and book business trips under one single web address: [www.cwtconnectexpress.com](http://www.cwtconnectexpress.com).

##### **CWT Connect Business – the good-value portal with additional features**

CWT Connect Business addresses medium-sized companies that want to access a cost-efficient portal but have further demands. The portal is based on the standardized business travel portal CWT Connect Express and gives access to reduced CWT rates through an integrated online booking tool. In addition, clients can integrate their own negotiated rates and travel policies. The customer's negotiated rates will always be compared with the CWT and published rates, therefore guaranteeing that the best rate is always applied when booking flights, hotels or rental cars via [www.cwtconnectbusiness.com](http://www.cwtconnectbusiness.com).

##### **CWT Connect Enterprise – the individual business travel portal**

The portal can be individually tailored to customers' needs and is especially suitable for large or multinational corporations. Thanks to the sophisticated technology, clients can customize the portal to their demands, integrate their online booking tool and store their travel policies and negotiated rates. CWT Connect Enterprise can be accessed via [www.cwtconnect.com](http://www.cwtconnect.com) and is divided into five areas: Pre-Trip, Booking, On-Trip, Post-Trip and General Services. Through an integrated online booking tool, managers, travel arrangers and travelers can order their flight or rail tickets, rental cars and hotels in compliance with their travel policy. In addition, they can, depending on their access authorization defined by the client, access CWT's management information system (MIS) or watch and check bookings and invoices.

## Deep insight and professional advice to find the most suitable online solution

### **CWT Online Booking Tools - cooperation with a market leader**

Leading the online booking trend and driving process optimization worldwide are not only strategic priorities for CWT, but essential levers for effective travel management. The specialists of CWT Project Management and Online Service accompany the process of a successful online booking tool implementation, which allows companies to reduce their total travel costs by 10 percent. Due to reseller agreements with Amadeus and GetThere closed in 2006, CWT clients will enjoy added benefits that include preferential pricing, seamless integration with other CWT proprietary applications and faster rollout thanks to reusable, CWT-specific frameworks that eliminate the need to start every implementation from scratch.

### **Sophisticated technologies for more efficiency**

#### **CWT Portrait – the efficient online profile management**

CWT Portrait allows travelers and travel arrangers to create and update their profiles, in which e.g. travel policies and personal preferences are stored. The fully integrated and centralized database ensures that current profile information is automatically applied to new travel bookings, independently of which system the booking has been generated through. Updates of the profiles including travel policies and negotiated rates are automatically and immediately synchronized in all reservation and online booking systems. That way, efficiency and accuracy are granted as well as a high-quality service level and cost savings, as travel policies are automatically considered.

#### **CWT Web Fares – the booking system for low cost and Internet rates**

The technology guarantees comfortable access to low cost carrier (LCC) and Internet offers by conventional airlines. Booking LCCs used to be not an easy experience: travel agents had to access the websites of each airline and compare the routes and tariffs of each one. Thanks to CWT Web Fares, agents can carry out the reservations and bookings of LCC and Internet fare flights in the same way as they do with conventional airlines, namely via a single web page. The system cannot only create bookings automatically but can also produce a range of offers in order to make the decision-making process for the client more transparent. Special Internet offers by conventional airlines are also available via CWT Web Fares. Additionally, the booking data is also transferred to the management information system (MIS). Therefore MIS, admitting analyses and evaluations, is also available for LCC bookings. In addition, the tool is integrated into the different online booking tools by KDS, thereby enabling CWT's clients to directly access CWT Web Fares.

#### **CWT Program Management Center – the comprehensive reporting center**

This global web-based tool provides travel managers and travel buyers with a central gateway for easy access to all information they need to simplify, prioritize and optimize the management of their travel program. This means ease of work and full control of the travel program's

performance. The single components of the travel program, e.g. compliance with travel policies, can be controlled by comparing them with individual objectives. The PMC is fully flexible: the system features a multi-lingual, multi-currency reporting center dashboard. From the reporting center, travel managers can easily monitor key metrics and trends including market share, online booking adoption, missed hotel bookings, low fare acceptance, air spend by month/year, year-over-year average ticket price, and more. CWT has also integrated post-trip carbon emissions reporting into the CWT Program Management Center, enabling clients to facilitate their carbon offsetting efforts. A safety and security functionality is also available which gives travel managers central access, for example, to traveler location reporting. The management information system CWT Discovery is integrated in the CWT Program Management Center, too.

### **CWT Discovery – the global web-based reporting tool**

The web-based management information system is available all over the global network of CWT and delivers correct and meaningful analyses as well as global data consolidation at the push of a button. The reports also deliver graphical representations in user-friendly formats that can be easily processed. These are issued to defined secure web sites where clients can access and print out their data. CWT Discovery visualizes realized and potential savings. Precise and meaningful data are the secure basis for negotiations with suppliers and for optimizing the customer's travel program. All travel data of a company is available in one tool, so any additional analysis and reporting can be carried out conveniently.

### **CWT Pre-Trip Reporting – the source of information before the trip**

Already before the trip, reports can be requested on the basis of effectuated bookings. The travel manager can receive the reports on a daily or monthly basis. He will thus get an overview on the current booking situation and can take appropriate action if necessary. Pre-Trip Reports provide meaningful data that can be helpful in the event of crises, but also in negotiations with suppliers and to get a clear cost overview.

### **CWT Guardian – safety and security before, during and after a trip**

Thanks to the comprehensive safety concept CWT Guardian, travelers feel that their needs are being tended to any time, travel managers are constantly informed and companies comply with their duty to care for their employees. The core services comprise a 24-hour emergency service attending travelers in case of an emergency, and "incident reports" that are automatically created in case incidents occur, such as natural disasters or terrorist attacks. The core service is complemented by sophisticated communication systems integrated into CWT's travel portals. Through the cooperation with iJET, a leading provider of risk management technologies, CWT has extended its existing security portfolio with additional technologies. With these systems, travel managers can interactively locate and contact travelers any time by defining their own parameters.

### **CWT Hotel Program – the global online hotel program**

The web-based CWT Hotel Program offers business travelers online at [www.cwtpreferredhotels.com](http://www.cwtpreferredhotels.com) optimum service and useful information via the

Internet on more than 17,000 hotels worldwide. The CWT Hotel Program is an ideal solution for small and medium-sized companies that want to benefit from CWT's global purchasing power. It can also reasonably supplement existing hotel programs of large enterprises, for example, in regions with a low hotel volume, as all company-related rates can be incorporated. The informative and user-friendly web site presents comprehensive information on hotels, including their current rates, last-minute offers, and location maps of the hotels, local attractions and the nearest car rental stations.

If you have further questions on our products, please do not hesitate to contact us.

## **Extensive services for perfect customer care**

### **CWT Account Management – the proactive customer service**

As the customer's personal consultant, the CWT Account Manager continually co-ordinates the co-operation between Carlson Wagonlit Travel and the customer's travel management. After a thorough analysis of the client's requirements, the Account Manager develops an optimized strategy for the customer's travel spend, including all necessary measures for its implementation. For this purpose, CWT uses a professional knowledge management tool (CWT Knowlex). In international project groups and regular group meetings, Account Managers gather know-how and best practices on all subjects of business travel and make the results available to colleagues through an Internet-based communication tool.

### **CWT Mobility Group – the outsourced travel management**

With the CWT Mobility Group, CWT provides possibilities for sustainable cost reduction to its clients. If a customer has no travel management process, a CWT Travel Manager will develop on and/or re-organize and optimize embryonic programs. The main activities of the CWT Mobility Group include cost and process optimization, development of negotiation strategies with suppliers, analyses and evaluations, benchmarking, customer relationship management and settlement.

### **CWT Project Management and Online Service– the experts for online strategies**

In 2005, CWT created this division, at that time founded as CWT Online Implementation Group, in order to assist clients in the definition and development of their online strategy all the way to implementation and adoption. The new division acts throughout Europe and consults companies in the process of implementing and realizing their online strategies. The CWT Project Management and Online Service's portfolio also comprises – in addition to technology and organizational consulting – training of employees in order to increase the adoption rate of online booking tools.

### **CWT Solutions Group – the specialized management consulting**

This wholly owned subsidiary of CWT advises customers on all processes beyond typical account management. This includes, for example, the development of concepts for optimization of air and hotel sourcing, creation of hotel programs, benchmarking, or systems clearing, travel expense statements and re-designing existing procedures.

## **CWT Meetings & Events**

The company's meeting and event professionals have vast experience planning and successfully executing programs that respond to the needs of organizers and participants alike. Benefiting from the global leadership in travel management of CWT, the company's meeting and event specialists work with clients to define and implement policies and establish practices that can help them save 10 percent to 15 percent in this area. CWT has nearly 650 meeting and event professionals in more than 50 countries whose activity generates sales volume of US\$500 million. To best serve clients' needs around the globe, CWT can partner with a variety of marketing services firms, most notably Carlson Marketing, one of the largest companies of its kind in the world.

## **Other Services**

- 24-hour travel service (for emergency and last minute service)
- tax refunds and settlement of travel expenditures
- best buy advice (lowest priced rates available)
- booking of private and holiday travel
- organization of meetings, incentives, congresses and events (MICE)
- visa service
- client magazine "CWT Connect Magazine" (four issues per year)
- monthly e-newsletter "CWT Traveler" with current travel offers

# The Management of Carlson Wagonlit Travel

## Overview

### **Hubert Joly**

President & Chief Executive Officer worldwide Carlson Wagonlit Travel

### **August Gossewisch**

Senior Executive Vice President Central & Eastern Europe

### **Walter Ruggli**

General Manager & Director Operations Switzerland

### **Martina Egger**

Vice President Sales & Account Management, Marketing Central & Eastern Europe

### **Claudio Trapletti**

Director Sales & Account Management Switzerland

### **Frédéric Gochard**

Director Finance Switzerland

### **Jacky Grognez**

Director Human Resources Switzerland

### **Marco Dall'Aglio**

Director Operations Suisse Romande

### **Christian Streib,**

Director IT Central & Eastern Europe

You will find high-resolution images (300dpi) of the management team at [www.carlsonwagonlit.ch](http://www.carlsonwagonlit.ch), CWT News & Media/Press Kit & Picture Gallery.

## CVs

### Hubert Joly (until 29 February 2008),

#### **President & Chief Executive Officer worldwide Carlson Wagonlit Travel**

As President and Chief Executive Officer of Carlson Wagonlit Travel (CWT) worldwide, Hubert Joly has global responsibility for the company's business around the world.

Hubert Joly has been appointed in July 2004 by the CWT Board of Directors, to which he reports directly. Joly, 46, has a broad international experience. He came to CWT from Vivendi Universal, where he has been a member of the executive as Executive Vice President in charge of VU United States assets, and as deputy CFO. Previously, Joly had been CEO of Vivendi Universal Games, the video game division of Vivendi Universal headquartered in Los Angeles.

Before joining Vivendi, Joly worked in the technology sector from 1996 to 1999 as Vice-President of Electronic Data Systems (EDS) Europe and President of EDS France. In three years, he helped the company double its revenue and greatly improve its profitability. Prior to EDS he spent twelve years in consulting with McKinsey & Company, based in San Francisco, New York, Tokyo and Paris. As a Partner, he specialized in the high tech sector.

Born and raised in France, Joly has a deep knowledge of the international environment: he has spent 7 years working in the United States and has traveled extensively around the world in his diverse functions, working across geographic and cultural boundaries.

Joly is a business administration graduate of HEC Paris and studied public administration at the Institut d'Etudes Politiques de Paris.

**The Board of Directors of Carlson has named Hubert Joly the new President and Chief Executive Officer. He will take up this new post on 1 March 2008. Hubert Joly thus becomes the fourth CEO in the 70-year history of Carlson, succeeding Marilyn Carlson Nelson.**

### August Gossewisch,

#### **Senior Executive Vice President Central & Eastern Europe**

August Gossewisch (born 1947) has been Senior Executive Vice President Central & Eastern Europe since 1 October 2004.

His professional career started in 1967 with Swissair in Zurich. After living in Lebanon, Italy, Algeria and Korea, he transferred to Wagons-Lit Travel in October 1988, where he took over as Managing Director of CWT Switzerland. In 1995 he was also given a position with Carlson Wagonlit Travel USA (Minneapolis). In 1997, August Gossewisch took over the position of Vice President for Sales & Account Management of the region "Central Europe & Mediterranean Zone". He was then appointed Vice President/General Manager of Germany, Austria and Switzerland at the beginning of 1999. In March 2001, he became responsible for the "Eastern & Mediterranean Zone". Due to a restructuring, August Gossewisch has been appointed Senior Executive Vice President Central & Eastern Europe on 1 October 2004.

## Walter Ruggli,

### **General Manager & Director Operations Switzerland**

Walter Ruggli (born 1956) began his professional career with Swissair in 1974. After having spent 15 years in different positions for Swissair in Zurich, London, Geneva, Cairo, Kinshasa and Riyadh, he joined Carlson Wagonlit Travel as Agency Manager of the Business Travel Center in Bachenbülach. In 1995 Walter Ruggli was promoted Regional Manager of the German-speaking part of Switzerland and then Director Sales & Account Management for entire Switzerland. In 1998 he took over the General Management of CWT Austria and moved to Vienna. In June 1999 his responsibility was extended to General Manager Austria and Switzerland. Following the successful re-organization in Austria Walter Ruggli returned to Switzerland in the summer of 2002 as General Manager for Switzerland.

## Martina Egger,

### **Vice President Strategic Sales & Account Management, Marketing Central & Eastern Europe**

Martina Egger (born 1961) has been Vice President Sales & Account Management, Marketing Central & Eastern Europe since 1 October 2004. Together with her team, she is responsible for the acquisition of new clients, for providing professional services and counseling to existing clients and for CWT's marketing & communications in Germany, Austria and Switzerland as well as the Eastern European countries. After studies in languages and arts/humanities, Martina Egger had her first taste of sales and marketing when she worked as Manager of Reservations and Sales in the hotel industry between 1991 and 1995. After this she changed to the business travel sector, first between 1995 and 1998 as Regional Manager with Kuoni, then in 1998 for (at first) three years as Key Account Manager with Carlson Wagonlit Travel. Between 1 July 2001 and her return to Carlson Wagonlit Travel she was Vice President Sales & Client Relation Central Europe with the process optimizer TRX. On 1 March 2002, Martina Egger was appointed Vice President Sales & Account Management, Marketing for Germany, Austria and Switzerland, and on 1 October 2004 additionally for Eastern Europe. Since May 2007, Martina Egger has been Vice President Strategic Sales & Account Management, Marketing Central & Eastern Europe focusing on customer retention of top clients and representation of the company.

## Claudio Trapletti,

### **Director Sales & Account Management Switzerland**

Claudio Trapletti (born 1956) has been Director Sales & Account Management Switzerland since 1 March 2001.

His professional career started in 1976 with Swissair, where Sales and Marketing were his core competencies. Over several years he successfully acted in various executive functions, among others the management of Telephone Sales in Zurich and Direct Sales in Switzerland. He has been with Carlson Wagonlit Travel since November 1999, first as Director Corporate Sales Switzerland and since March 2001 with additional responsibility for Account Management.

## Frédéric Gochard,

### **Director Finance Switzerland**

Frédéric Gochard (born 1968) took over the general responsibility for Finance at Carlson Wagonlit Travel in Switzerland on 10 December 2000.

His professional career began in 1993 with Ernst & Young in Paris. He worked there for three years as an auditor for international clients in the sectors of luxury goods, air travel, the press and pharmaceuticals. In April 1996 he transferred to the European headquarters of Carlson Wagonlit Travel in Paris and took part in several in-house audits in Europe, the USA and the Asian-Pacific zone. In October 1998 he took over the management of the Internal

Audits unit at CARLSON WAGONLIT TRAVELUSA in Minneapolis before becoming Project Manager of the Finance department of CWT USA in August 1999. Frédéric Gochard returned to Europe in December 2000 to take on his present position.

### **Jacky Grognoz,**

#### **Director Human Resources Switzerland**

Jacky Grognoz (born 1956) has been Head of Human Resources at CWT Switzerland since 1 January 1999.

Jacky Grognoz began his professional career with Swissair in Geneva in 1977 (reservations, airport air-travel agency). After stays abroad in London and Nice, he transferred in 1985 to CWT Geneva as a Business Travel Agent at the implant in CERN. After his activity as Manager Rating, he took over the management of the implant of Novartis in Nyon in 1987, followed by a position as Manager Quality & Training. From 1995 to 1998 he worked as Manager of Airtip (broker unit of CWT Switzerland). Since January 1999 he has been Director Human Resources and from April 1999 to September 2000 he also took over the management of the Operations unit.

### **Marco Dall'Aglio,**

#### **Director Operations Suisse Romande**

Marco Dall'Aglio (born 1955) took over the general responsibility for Operations for all agencies in Suisse Romande on 1 September 2000.

After his training as a travel agent, he began his professional career with Carlson Wagonlit Travel in 1978. In 1982 he took over the Management of the Business Travel Center at Carlson Wagonlit Travel in Lausanne. From 1987 to 1988 he was a Sales Manager at AMEXCO and returned to Carlson Wagonlit Travel in 1989 as Branch Manager for the BTC in Lausanne. Parallel to this activity, he was also responsible for expanding Carlson Wagonlit Travel in the Lausanne region. In September 2000 he came to Geneva to take on his present position as Director Operations Suisse Romande.

### **Christian Streib,**

#### **Director IT Central & Eastern Europe**

Christian Streib (born 1971) has been Director IT Central & Eastern Europe since 1 July 2006. He is responsible for the technological infrastructure of Carlson Wagonlit Travel's Central & Eastern Europe Zone, in which he also heads the IT teams. He began his career as travel agent apprentice in 1994. Already since 1996 he has been working with Carlson Wagonlit Travel and held various positions, in which he could already gain experience in the operational and technological field as well as in customer care. After working in Operations, he was appointed Head of Management Information Systems (MIS) in 1999. In 2001, he changed into the key account management, first as International Key Account Manager until 2003 and then as Strategic Account Director EMEA until 2005. In his following position as Director Sales & Account Management, Operations Eastern Europe he had already been in charge of the Eastern European countries until he was appointed Director IT Central & Eastern Europe in July 2006.