



Exhibit E – Definitions

In order to ensure a common understanding of terms used in this agreement, a definition of the terms used is provided here.

Elsy Arres	The name of our technical interface between web-based content providers (airlines) and consumers (either directly or through partners).
Low Cost Carrier LCC	Any airline offering its flight routes and web fare pricing, based on one-ways (A-B-A), (no CRS/GDS- nor stored database- fares), supports e-ticketing, accepts on-line payments by credit cards (AMEX / VISA / MasterCard).
PAX	This is the abbreviation for “passengers”.
Flight segment	or ‘flight sector’, is a one-way flight from A to B or from B to A A return flight for 1 PAX, consists of 2 flight sectors* <i>* In some cases a flight sector can be interrupted by an extra stopover or even change of plane on the route from A to B . (Air Berlin, is one of the examples) Even in this case it will be referred to as 1 flight sector / segment.</i>
Booking	A booking or booking-transaction represents the number of (e-) tickets sold (confirmed and paid) in one single transaction.
Look-to-Book Ratio	or “conversion”, represents the ratio in a percentage of ‘searches’ that are resulting in an actual booking transaction.
Searches	or ‘scans’ or ‘queries’ or ‘search requests’ are counted whenever a search request was send to our system for a flight segment on a specific date from A to B, whereby A and /or B can be a region, a cluster of cities, a specific city or an airport. A search for a round trip will be counted as minimum 2 search requests.
Visitor(s)	A person (IP Address) entering the licensee website.
Visits	Every time a visitor enters the Low Cost Flights product, it is recognized and counted as a visit (with the intention to perform searches and a possible booking). During a visit multiple searches and/or bookings may be performed. On average, our historical data shows that 3 searches are performed per visit.
PSP	On-line Payment Service Provider.