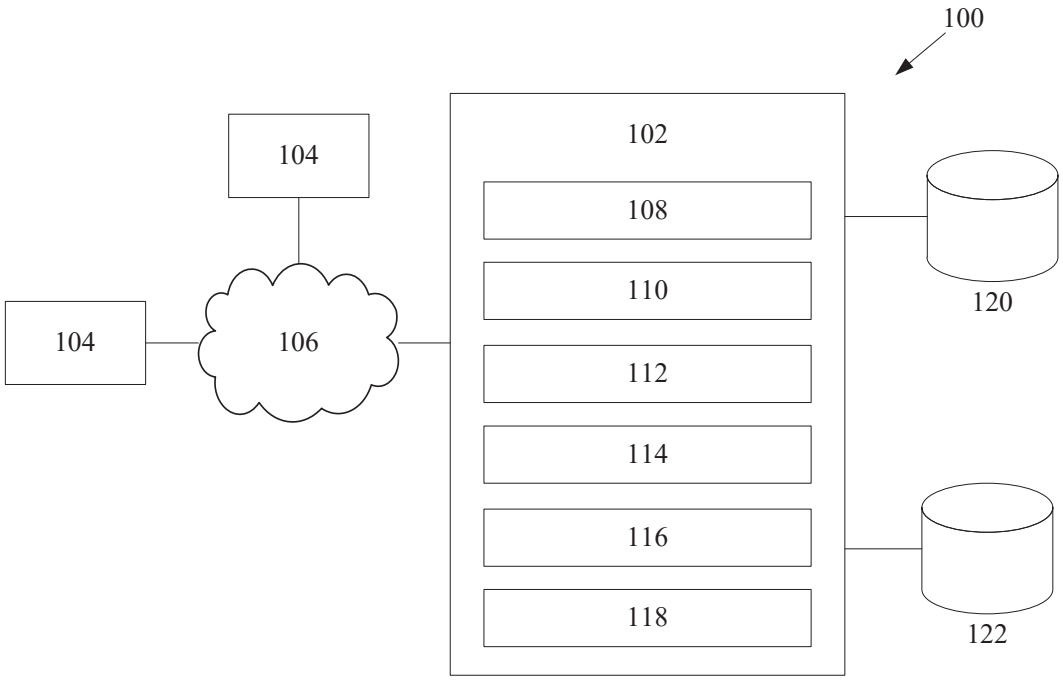

Figure 1

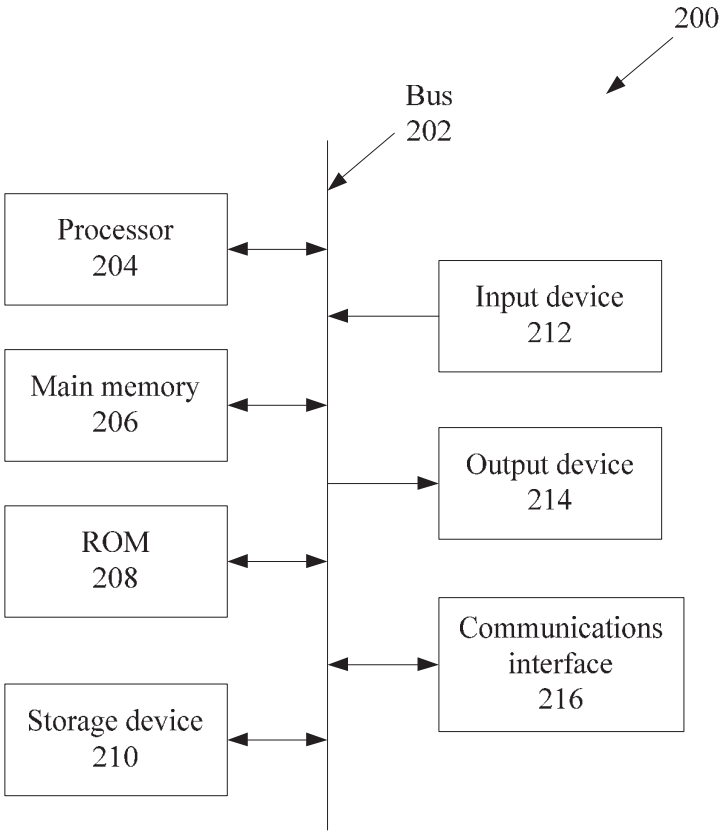

Figure 2

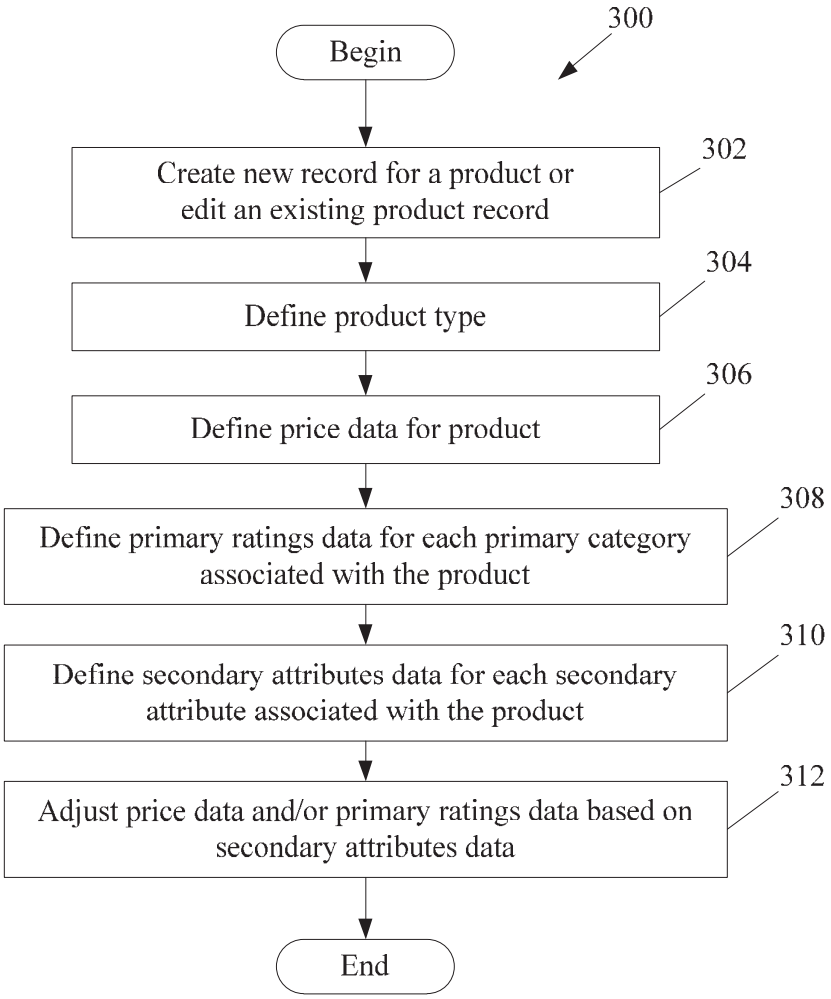
300
Begin
Create new record for a product or edit an existing product record
302
Define product type
304
Define price data for product
306
Define primary ratings data for each primary category associated with the product
308
Define secondary attributes data for each secondary attribute associated with the product
310
Adjust price data and/or primary ratings data based on secondary attributes data
312
End

Figure 3

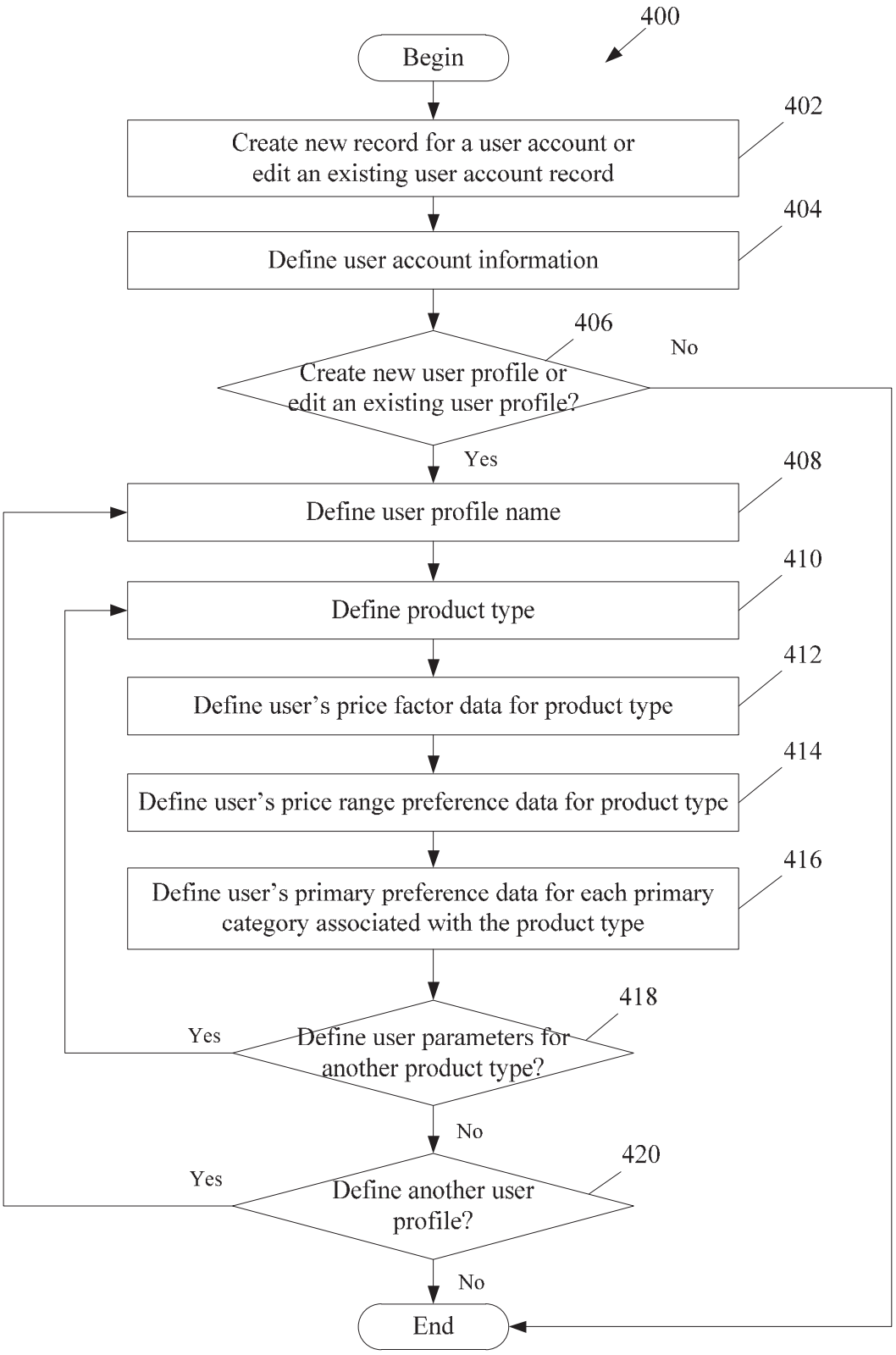
400
Begin
402
Create new record for a user account or edit an existing user account record
404
Define user account information
406
Create new user profile or edit an existing user profile?
No
Yes
408
Define user profile name
410
Define product type
412
Define user's price factor data for product type
414
Define user's price range preference data for product type
416
Define user's primary preference data for each primary category associated with the product type
418
Define user parameters for another product type?
Yes
No
420
Define another user profile?
Yes
No
End

Figure 4

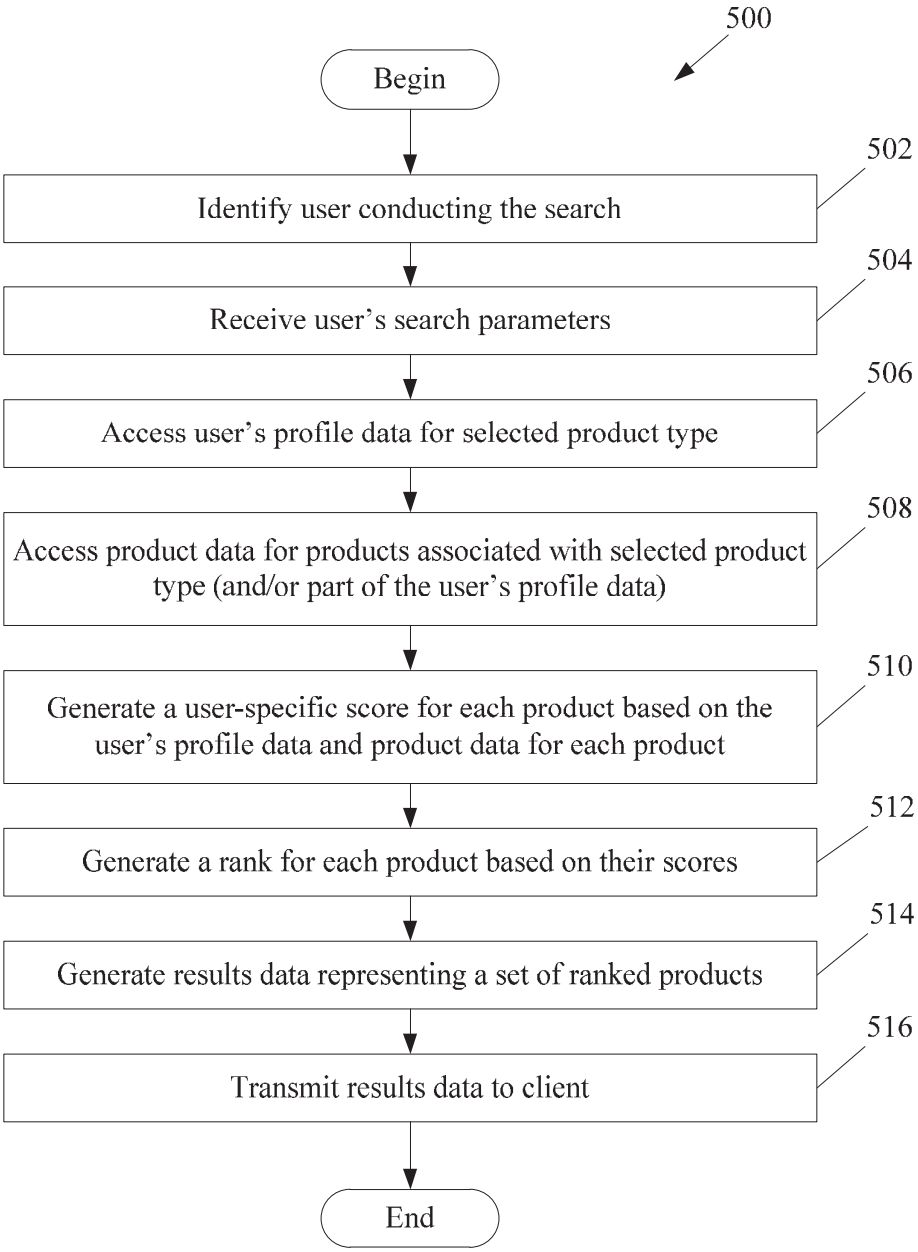
500
Begin
502
Identify user conducting the search
504
Receive user's search parameters
506
Access user's profile data for selected product type
508
Access product data for products associated with selected product type (and/or part of the user's profile data)
510
Generate a user-specific score for each product based on the user's profile data and product data for each product
512
Generate a rank for each product based on their scores
514
Generate results data representing a set of ranked products
516
Transmit results data to client
End

Figure 5

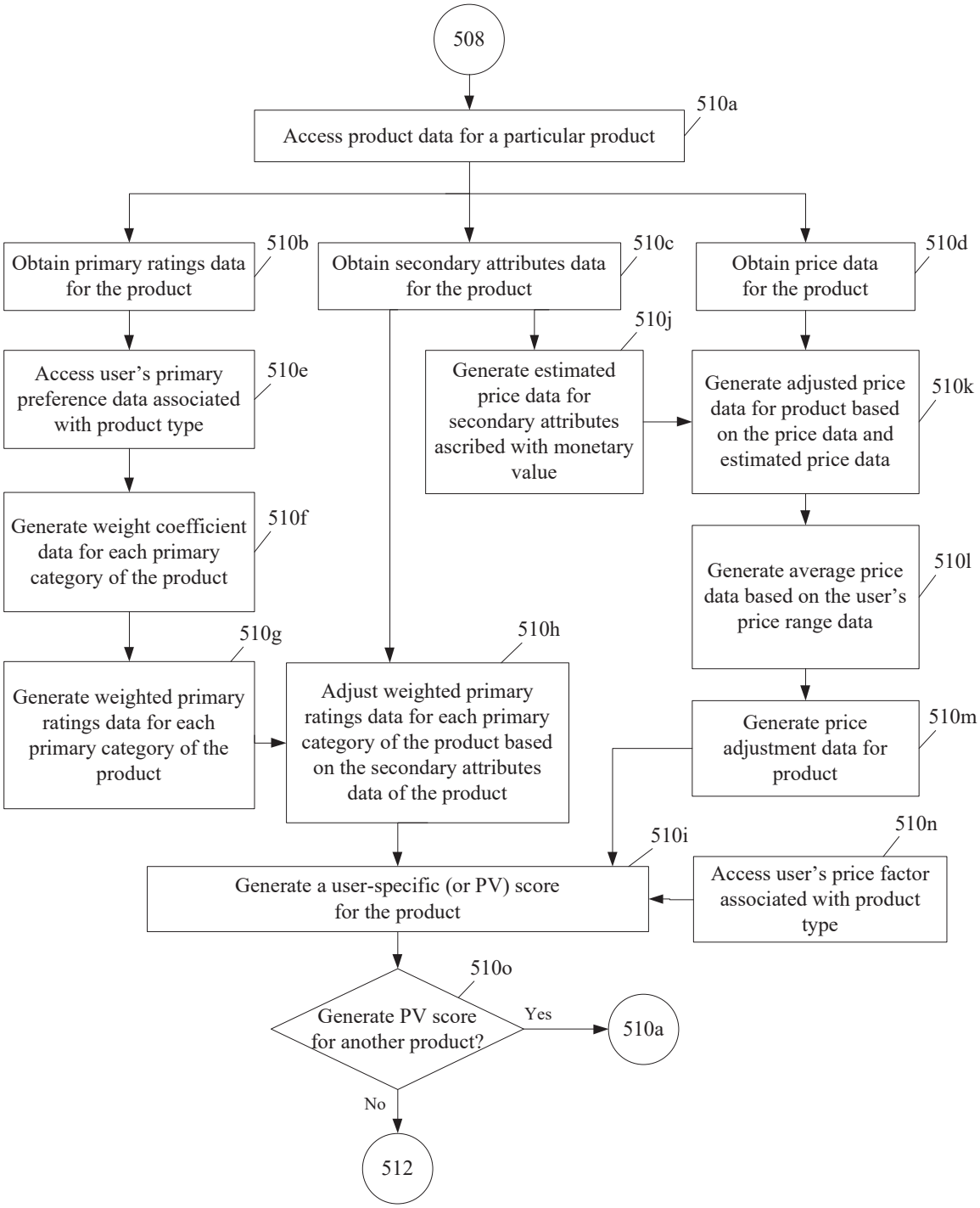
508
510a
Access product data for a particular product
510b
Obtain primary ratings data for the product
510c
Obtain secondary attributes data for the product
510d
Obtain price data for the product
510j
Access user's primary preference data associated with product type
510e
Generate estimated price data for secondary attributes ascribed with monetary value
Generate adjusted price data for product based on the price data and estimated price data
510k
Generate weight coefficient data for each primary category of the product
510f
Generate average price data based on the user's price range data
510l
510g
510h
Generate weighted primary ratings data for each primary category of the product
Adjust weighted primary ratings data for each primary category of the product based on the secondary attributes data of the product
Generate price adjustment data for product
510m
510i
510n
Generate a user-specific (or PV) score for the product
Access user's price factor associated with product type
510o
Generate PV score for another product?
Yes
510a
No
512

Figure 6A

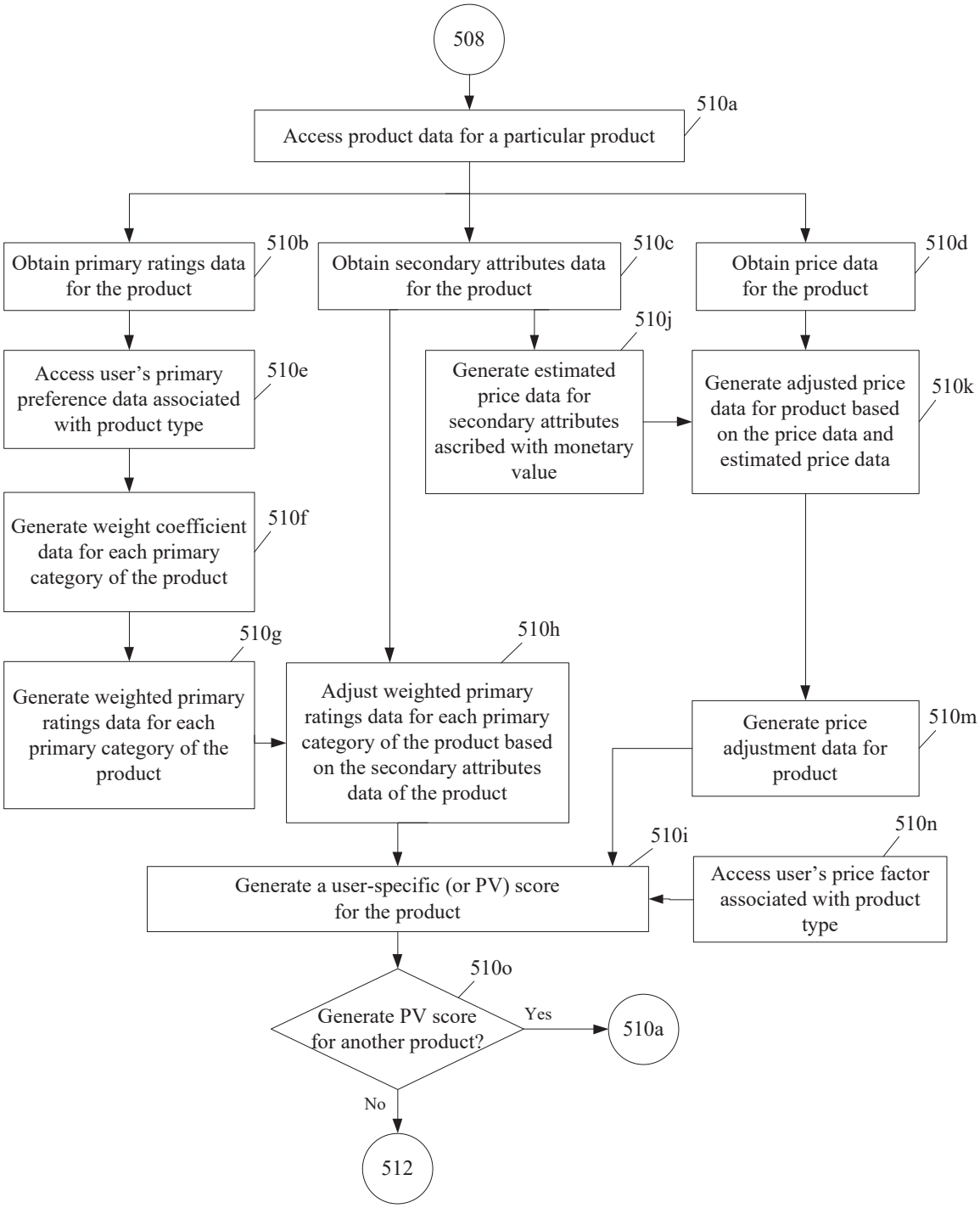
508
510a
Access product data for a particular product
510b
Obtain primary ratings data for the product
510c
Obtain secondary attributes data for the product
510d
Obtain price data for the product
510j
Access user's primary preference data associated with product type
510e
Generate estimated price data for secondary attributes ascribed with monetary value
Generate adjusted price data for product based on the price data and estimated price data
510k
Generate weight coefficient data for each primary category of the product
510f
510g
510h
Generate weighted primary ratings data for each primary category of the product
Adjust weighted primary ratings data for each primary category of the product based on the secondary attributes data of the product
Generate price adjustment data for product
510m
510i
510n
Generate a user-specific (or PV) score for the product
Access user's price factor associated with product type
510o
Generate PV score for another product?
Yes
510a
No
512

Figure 6B

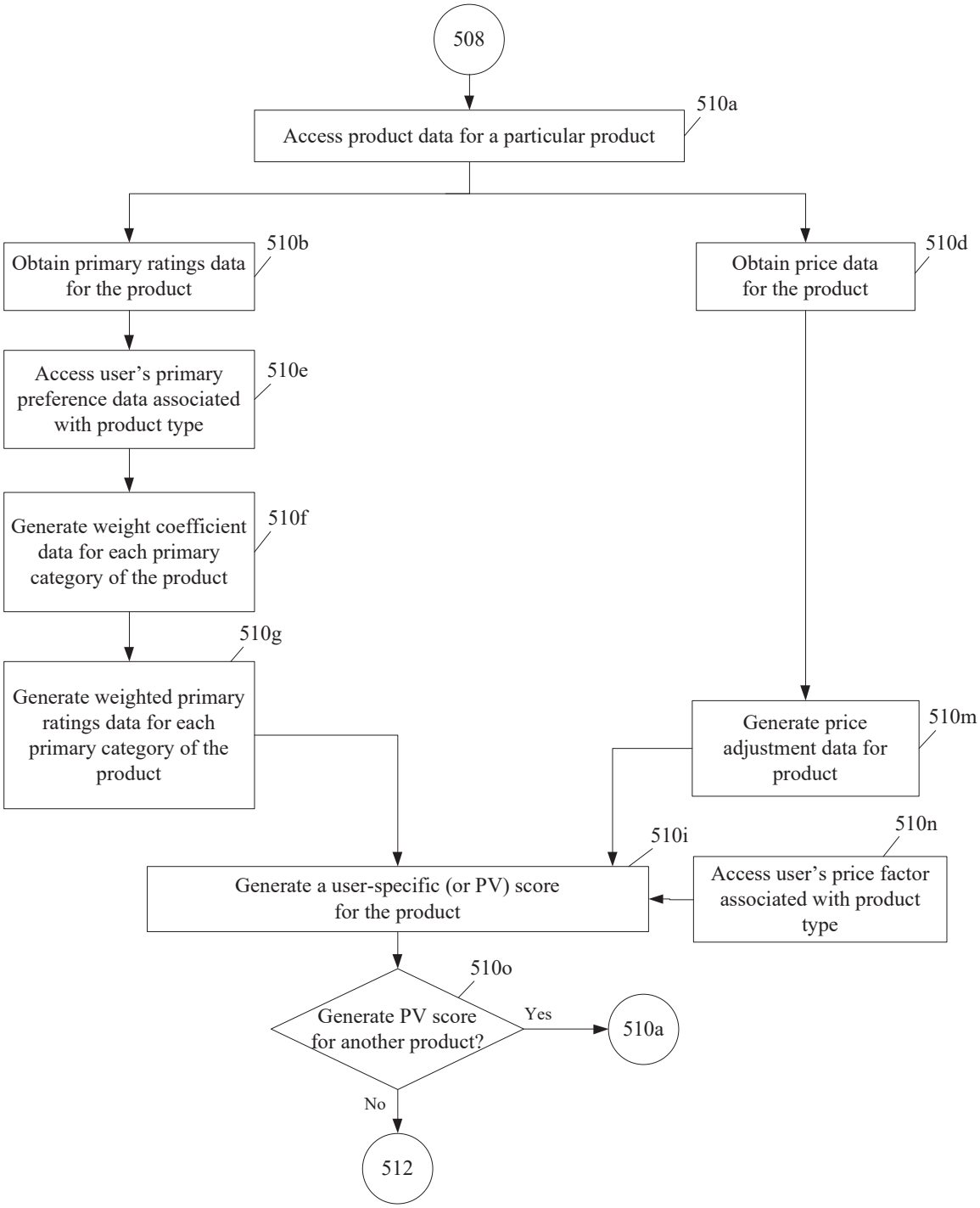
508
Access product data for a particular product
510a
Obtain primary ratings data for the product
510b
Obtain price data for the product
510d
Access user's primary preference data associated with product type
510e
Generate weight coefficient data for each primary category of the product
510f
Generate weighted primary ratings data for each primary category of the product
510g
Generate price adjustment data for product
510m
Generate a user-specific (or PV) score for the product
510i
Access user's price factor associated with product type
510n
Generate PV score for another product?
510o
Yes
510a
No
512

Figure 6C

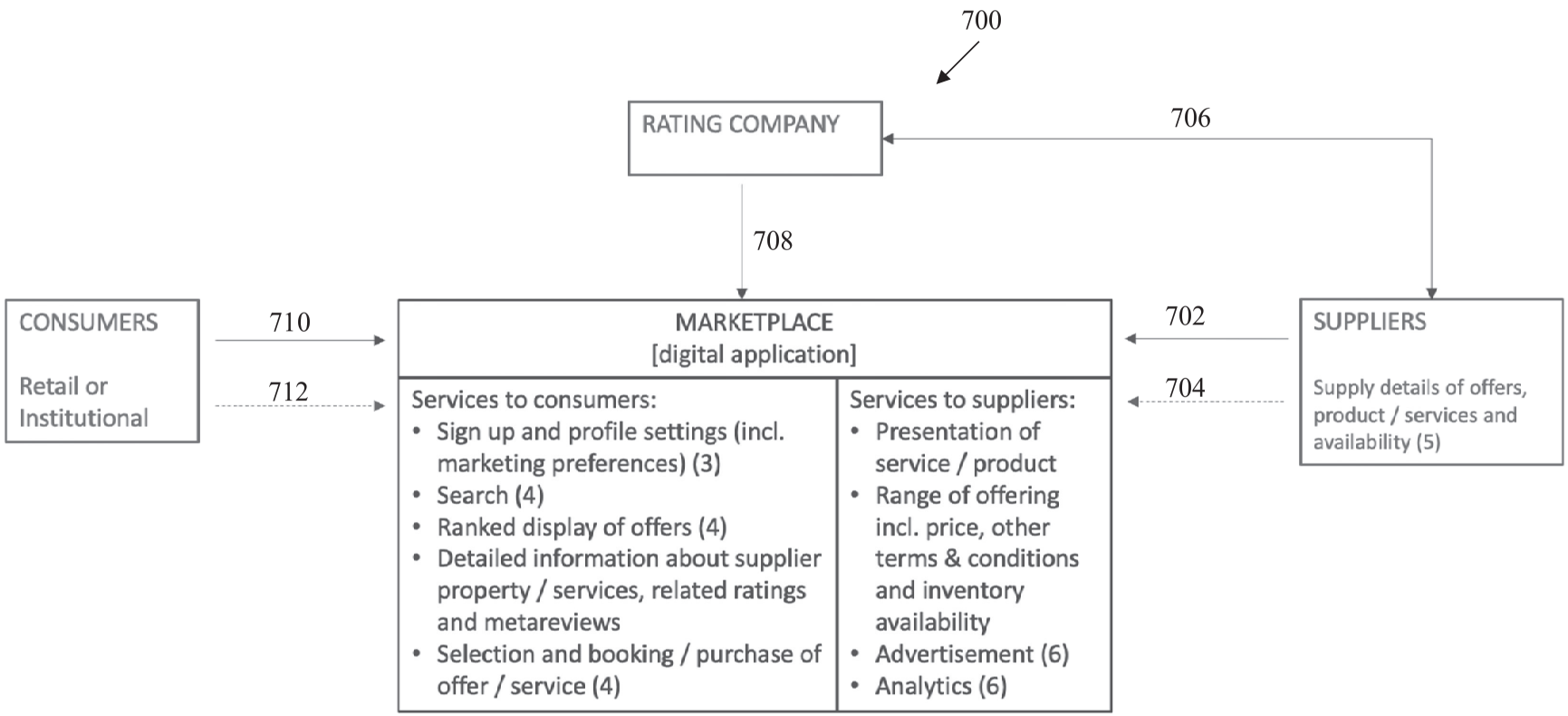
700
RATING COMPANY
706
708
CONSUMERS
Retail or Institutional
710
712
MARKETPLACE
[digital application]
Services to consumers:
• Sign up and profile settings (incl. marketing preferences) (3)
• Search (4)
• Ranked display of offers (4)
• Detailed information about supplier property / services, related ratings and metareviews
• Selection and booking / purchase of offer / service (4)
Services to suppliers:
• Presentation of service / product
• Range of offering incl. price, other terms & conditions and inventory availability
• Advertisement (6)
• Analytics (6)
702
704
SUPPLIERS
Supply details of offers, product / services and availability (5)

Figure 7

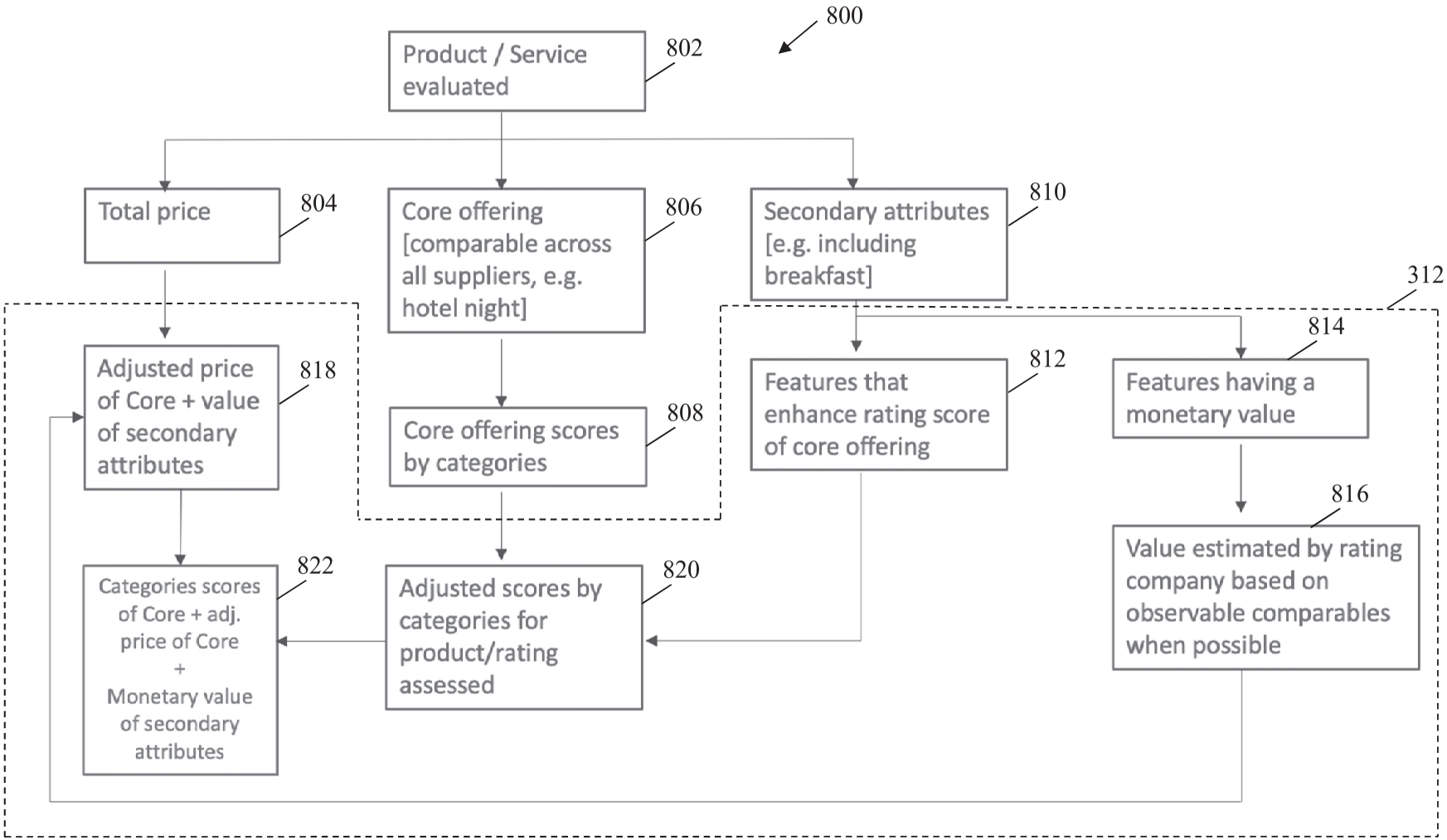
800
Product / Service evaluated
802
Total price
804
Core offering [comparable across all suppliers, e.g. hotel night]
806
Secondary attributes [e.g. including breakfast]
810
312
Adjusted price of Core + value of secondary attributes
818
Core offering scores by categories
808
Features that enhance rating score of core offering
812
Features having a monetary value
814
816
Value estimated by rating company based on observable comparables when possible
Categories scores of Core + adj. price of Core + Monetary value of secondary attributes
822
Adjusted scores by categories for product/rating assessed
820

Figure 8

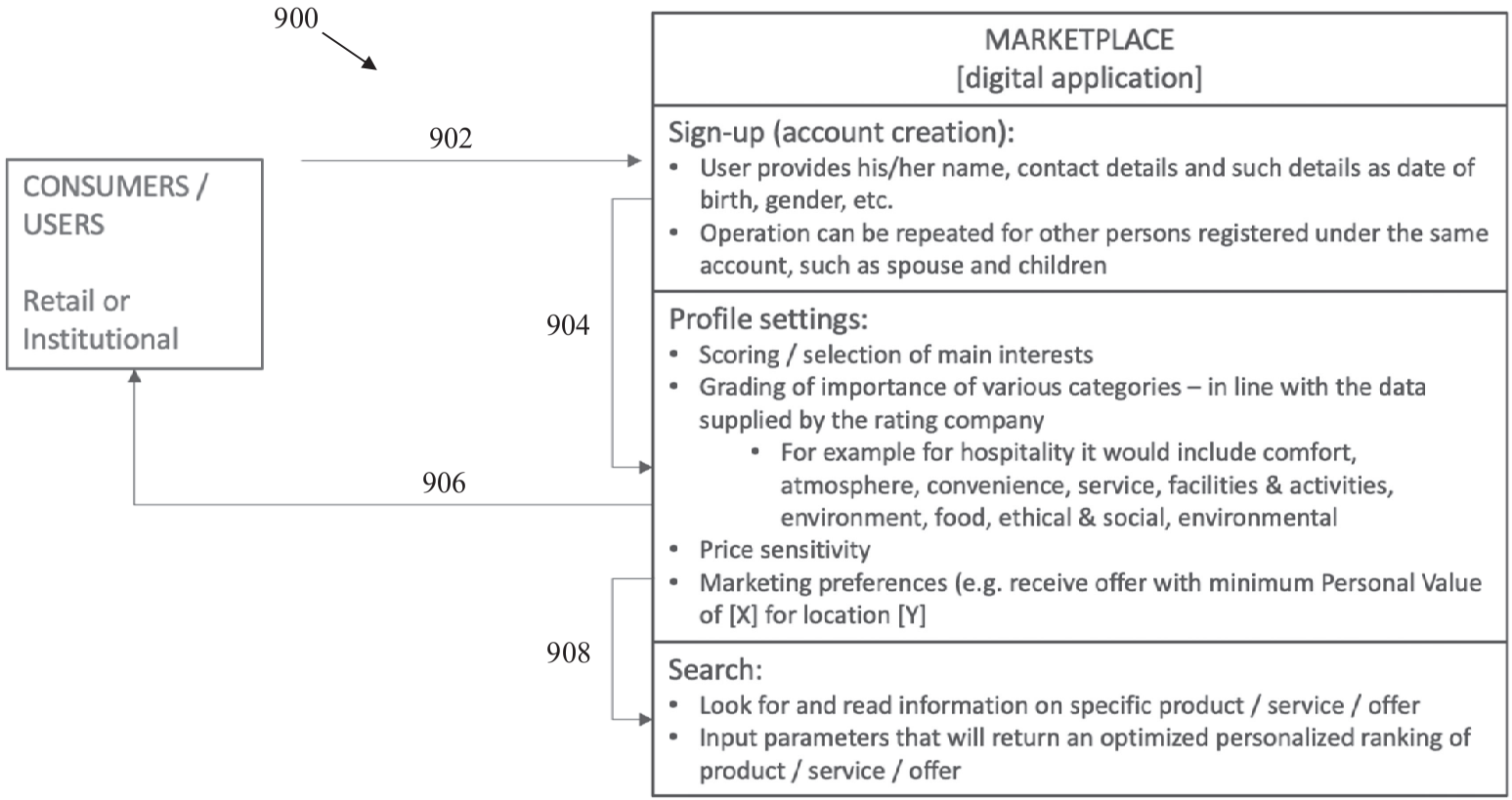
900
CONSUMERS / USERS
Retail or Institutional
902
904
906
908
MARKETPLACE
[digital application]
Sign-up (account creation):
• User provides his/her name, contact details and such details as date of birth, gender, etc.
• Operation can be repeated for other persons registered under the same account, such as spouse and children
Profile settings:
• Scoring / selection of main interests
• Grading of importance of various categories – in line with the data supplied by the rating company
• For example for hospitality it would include comfort, atmosphere, convenience, service, facilities & activities, environment, food, ethical & social, environmental
• Price sensitivity
• Marketing preferences (e.g. receive offer with minimum Personal Value of [X] for location [Y]
Search:
• Look for and read information on specific product / service / offer
• Input parameters that will return an optimized personalized ranking of product / service / offer

Figure 9

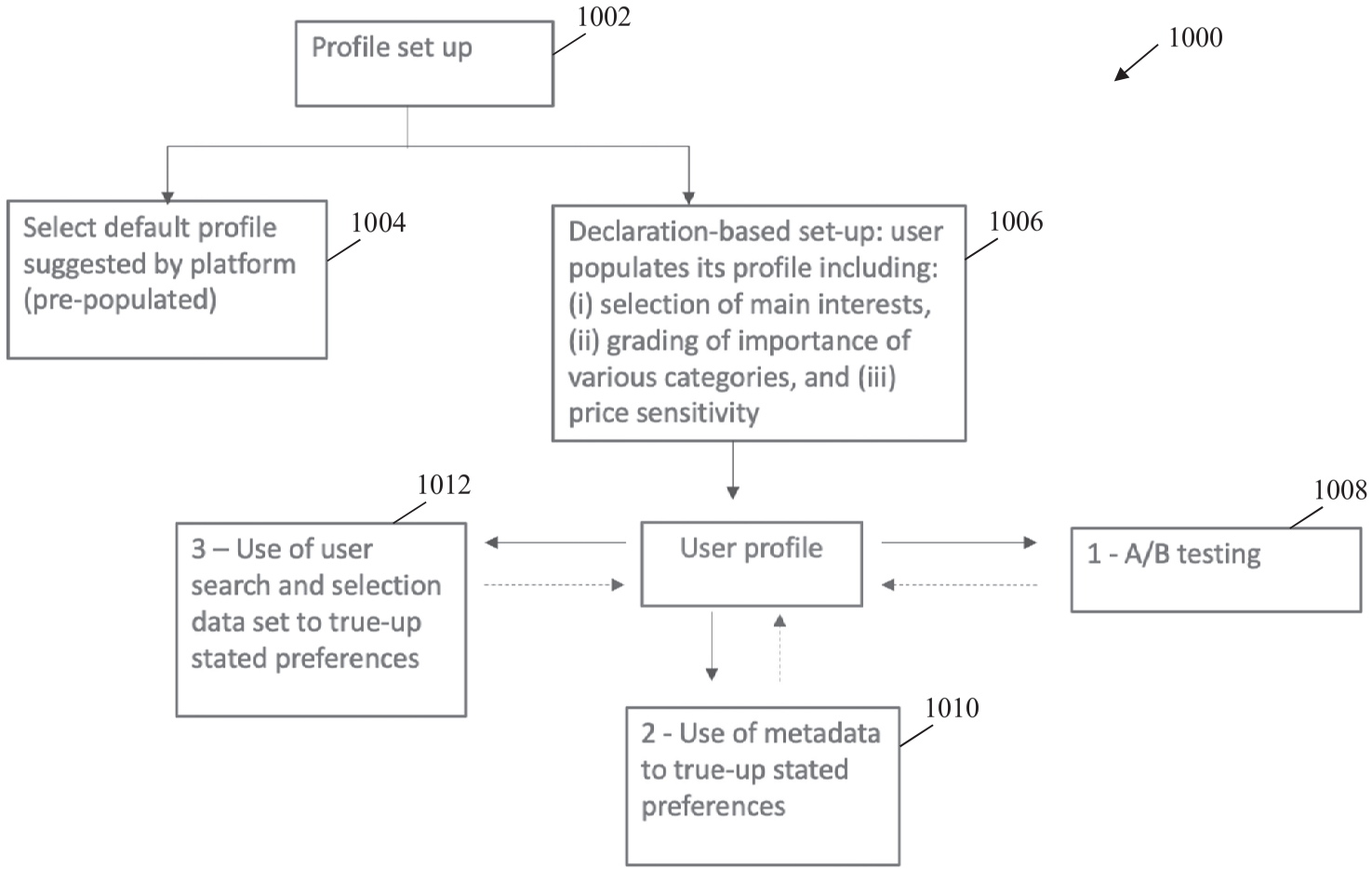
1000
Profile set up
1002
Select default profile suggested by platform (pre-populated)
1004
Declaration-based set-up: user populates its profile including: (i) selection of main interests, (ii) grading of importance of various categories, and (iii) price sensitivity
1006
User profile
1008
1 - A/B testing
1012
3 – Use of user search and selection data set to true-up stated preferences
1010
2 - Use of metadata to true-up stated preferences

Figure 10

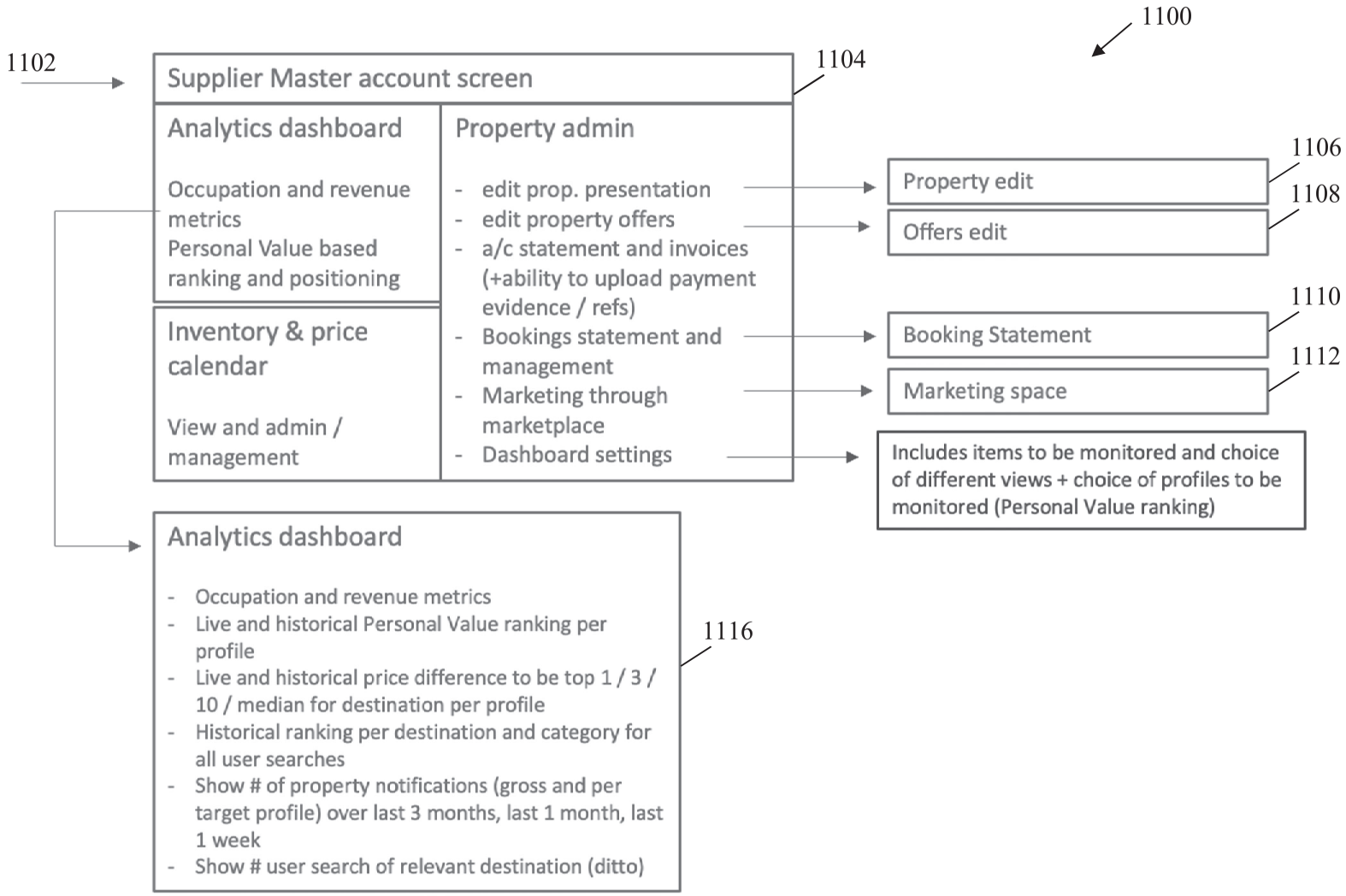
1100
1102
Supplier Master account screen
1104
Analytics dashboard
Occupation and revenue metrics
Personal Value based ranking and positioning
Inventory & price calendar
View and admin / management
Property admin
- edit prop. presentation
- edit property offers
- a/c statement and invoices (+ability to upload payment evidence / refs)
- Bookings statement and management
- Marketing through marketplace
- Dashboard settings
Property edit
1106
Offers edit
1108
Booking Statement
1110
Marketing space
1112
Includes items to be monitored and choice of different views + choice of profiles to be monitored (Personal Value ranking)
Analytics dashboard
- Occupation and revenue metrics
- Live and historical Personal Value ranking per profile
- Live and historical price difference to be top 1 / 3 / 10 / median for destination per profile
- Historical ranking per destination and category for all user searches
- Show # of property notifications (gross and per target profile) over last 3 months, last 1 month, last 1 week
- Show # user search of relevant destination (ditto)
1116

Figure 11

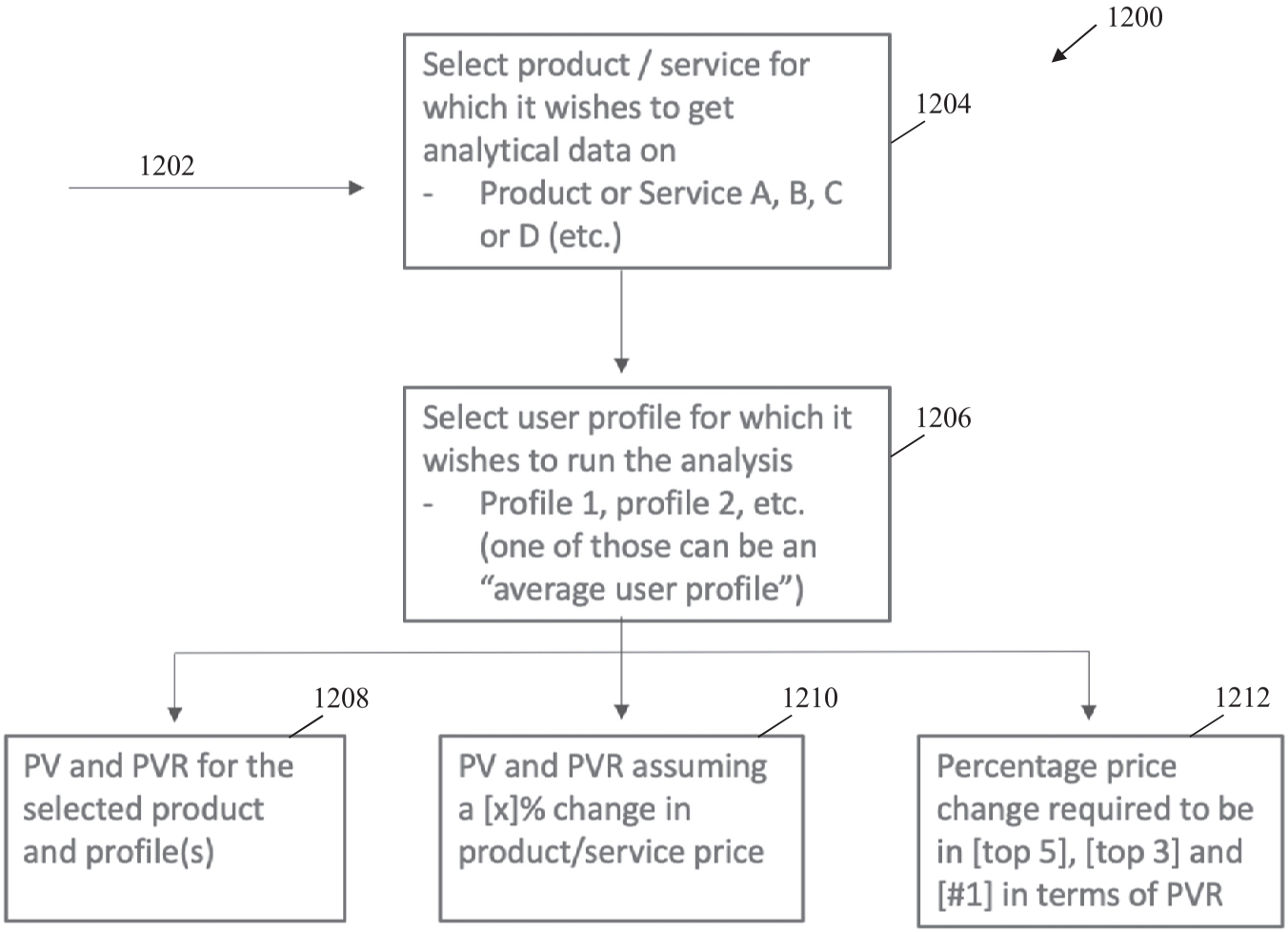
1200
1202
Select product / service for which it wishes to get analytical data on
- Product or Service A, B, C or D (etc.)
1204
Select user profile for which it wishes to run the analysis
- Profile 1, profile 2, etc. (one of those can be an "average user profile")
1206
1208
PV and PVR for the selected product and profile(s)
1210
PV and PVR assuming a [x]% change in product/service price
1212
Percentage price change required to be in [top 5], [top 3] and [#1] in terms of PVR

Figure 12

1300
MARKETPLACE
[digital application]
Services to consumers:
1. Select parameters (e.g. location, specific property or Personal Value threshold or ranking) for receiving offers / advertisements (to be received by mail and/or in marketplace account inbox).
2. Parameters and profile(s) disclosed (no-name basis) to suppliers with suggested price adjustment to achieve such parameters
3. Suppliers decide to make offers that meet required criteria
4. Offers sent to consumers through marketplace. Available to be booked / purchased
Services to suppliers:
1. Provides ability to tailor marketing campaigns / offers for specific consumer profiles, indicated preferences and/or thresholds such as pro-forma Personal Value ranking
2. Supplier also benefits from marketplace analytics to better understand trends and competitive positioning
3. Automated pricing scale for marketing campaign
CONSUMERS
Retail or
Institutional
SUPPLIERS
1302
1304
1306
1308

Figure 13

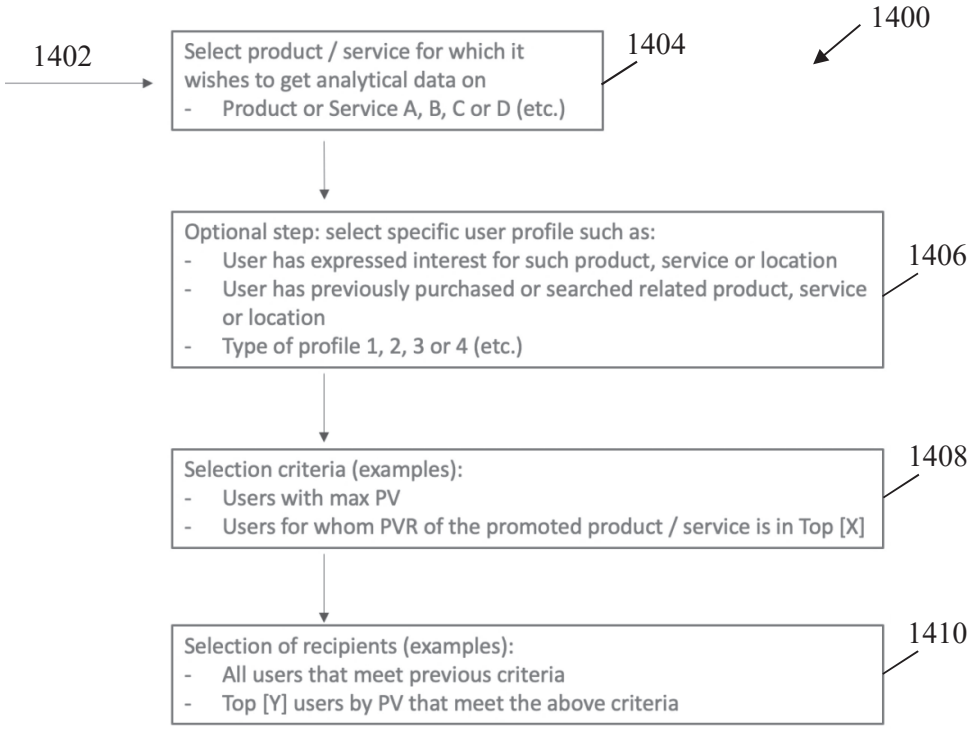

Figure 14

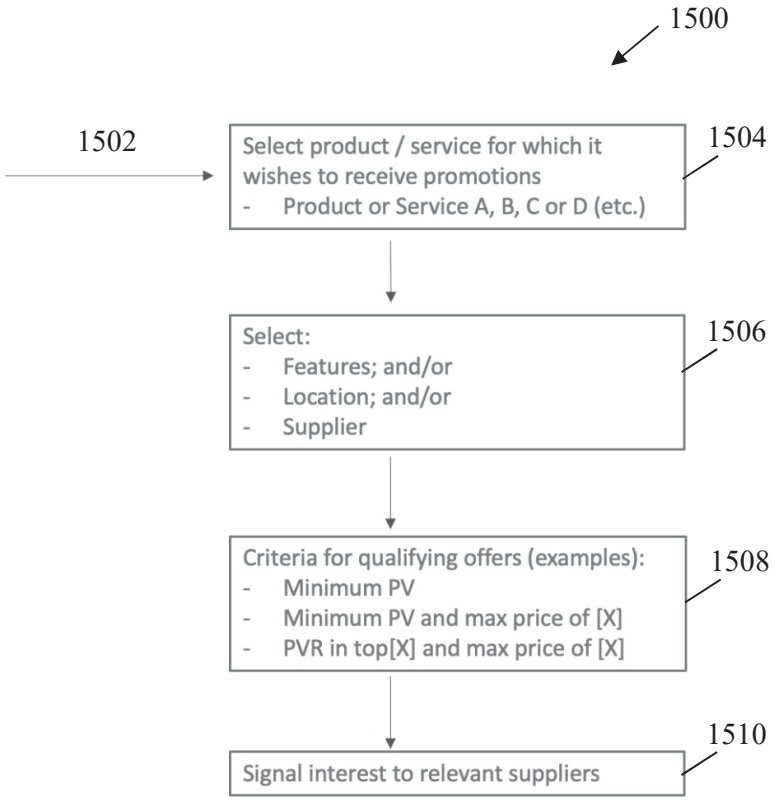

Figure 15

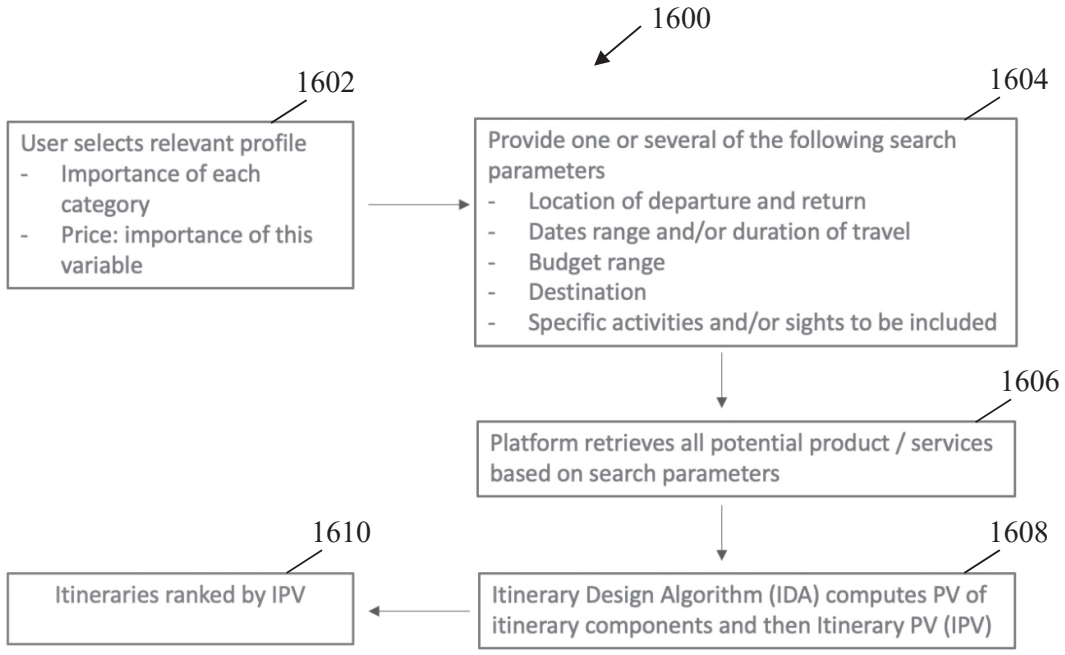

Figure 16

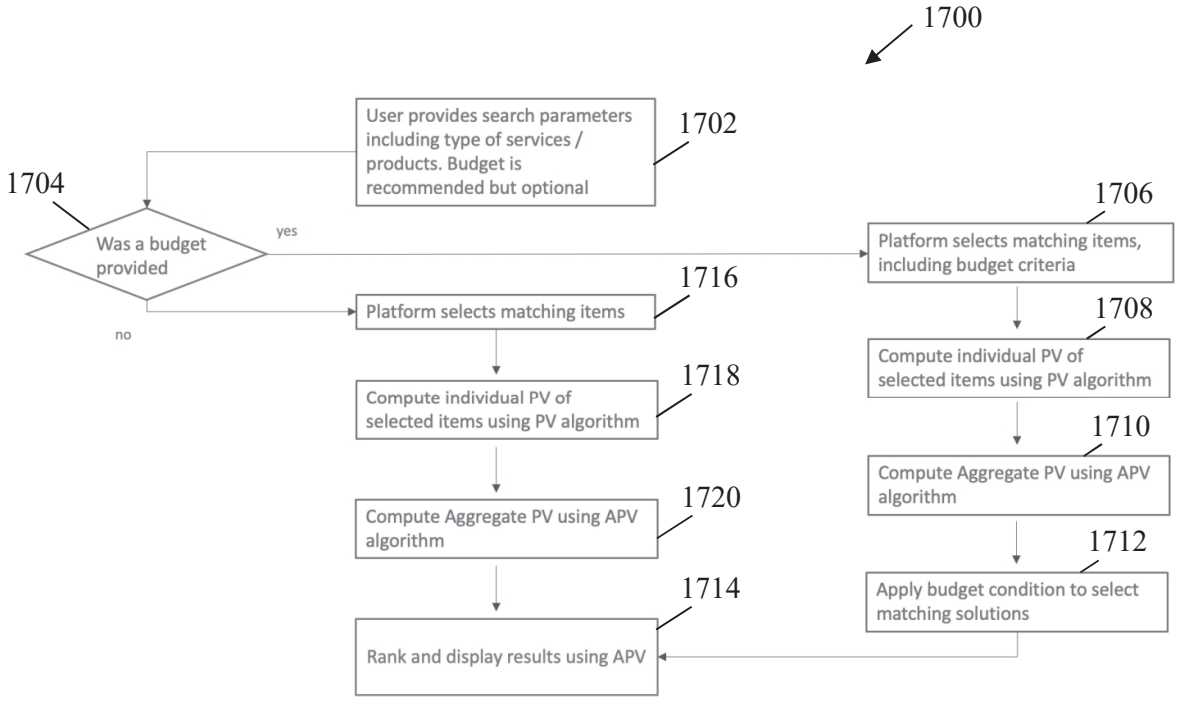

Figure 17

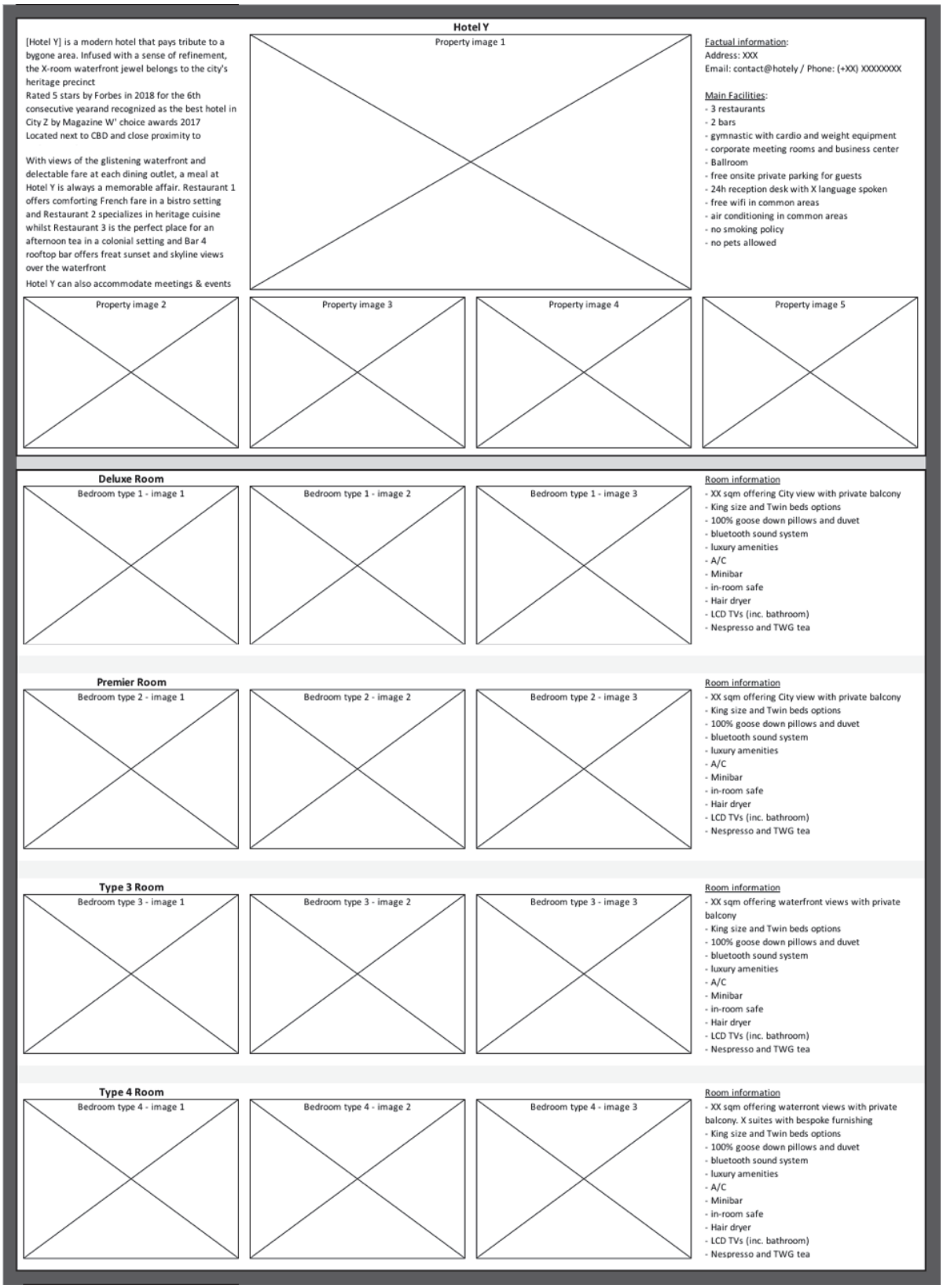
Hotel Y
[Hotel Y] is a modern hotel that pays tribute to a bygone area. Infused with a sense of refinement, the X-room waterfront jewel belongs to the city's heritage precinct
Rated 5 stars by Forbes in 2018 for the 6th consecutive yearand recognized as the best hotel in City Z by Magazine W' choice awards 2017
Located next to CBD and close proximity to
With views of the glistening waterfront and delectable fare at each dining outlet, a meal at Hotel Y is always a memorable affair. Restaurant 1 offers comforting French fare in a bistro setting and Restaurant 2 specializes in heritage cuisine whilst Restaurant 3 is the perfect place for an afternoon tea in a colonial setting and Bar 4 rooftop bar offers freat sunset and skyline views over the waterfront
Hotel Y can also accommodate meetings & events
Property image 1
Factual information:
Address: XXX
Email: contact@hotely / Phone: (+XX) XXXXXXXX
Main Facilities:
- 3 restaurants
- 2 bars
- gymnastic with cardio and weight equipment
- corporate meeting rooms and business center
- Ballroom
- free onsite private parking for guests
- 24h reception desk with X language spoken
- free wifi in common areas
- air conditioning in common areas
- no smoking policy
- no pets allowed
Property image 2
Property image 3
Property image 4
Property image 5
Deluxe Room
Bedroom type 1 - image 1
Bedroom type 1 - image 2
Bedroom type 1 - image 3
Room information
- XX sqm offering City view with private balcony
- King size and Twin beds options
- 100% goose down pillows and duvet
- bluetooth sound system
- luxury amenities
- A/C
- Minibar
- in-room safe
- Hair dryer
- LCD TVs (inc. bathroom)
- Nespresso and TWG tea
Premier Room
Bedroom type 2 - image 1
Bedroom type 2 - image 2
Bedroom type 2 - image 3
Room information
- XX sqm offering City view with private balcony
- King size and Twin beds options
- 100% goose down pillows and duvet
- bluetooth sound system
- luxury amenities
- A/C
- Minibar
- in-room safe
- Hair dryer
- LCD TVs (inc. bathroom)
- Nespresso and TWG tea
Type 3 Room
Bedroom type 3 - image 1
Bedroom type 3 - image 2
Bedroom type 3 - image 3
Room information
- XX sqm offering waterfront views with private balcony
- King size and Twin beds options
- 100% goose down pillows and duvet
- bluetooth sound system
- luxury amenities
- A/C
- Minibar
- in-room safe
- Hair dryer
- LCD TVs (inc. bathroom)
- Nespresso and TWG tea
Type 4 Room
Bedroom type 4 - image 1
Bedroom type 4 - image 2
Bedroom type 4 - image 3
Room information
- XX sqm offering waterront views with private balcony. X suites with bespoke furnishing
- King size and Twin beds options
- 100% goose down pillows and duvet
- bluetooth sound system
- luxury amenities
- A/C
- Minibar
- in-room safe
- Hair dryer
- LCD TVs (inc. bathroom)
- Nespresso and TWG tea

Figure 18

Overall opinion and comments

Hotel Y achieves what it sets out to do which is to provide a luxurious touristic and/or romantic experience in an iconic setting for a wealthy clientele. It does so by scoring high in the Comfort, Atmoshpere (City), Convenience and Service categories. It is well furnished and decorated, blending modern materials and furnishing with heritage design and atmoshpere
It also offers many worthy, if pricey, dining and drinks venues
We believe though that it falls short in the Ethical & Social and Environmental categories even if management highlighted they were investing in those areas. Assuming progresses are made in this area we think Hotel Y will cement its position as a well rated and consistently awarded property in City Z
In conclusion, Hotel Y is an excellent place to stay, it is comparatively overpriced compared to other alternatives but does offer a unique setting and atmosphere

About this rating:
Property was last visited and rated in [January 2020] by [Ratingco Z]
The rating specialist checked-in during the afternoon and checked-out late morning the next day as an Unnanouced Customer [meaning the property did not know the guest was a reviewer] and had 2 meals (dinner and breakfast) within the property premises.
The rating specialist later had a formal visit of the property (rooms and common areas + facilities) and a meeting with the management for a presentation and Q&A

Key positives
1 - Comfort and Atmoshpere
2 - Convenience and location
3 - Good facilities and restaurants venues

Key negatives
1 - Rooms and F&B are expensive
2 - DUMMY, scores low in Ethical & Social and Environmental categories

Suitability
Tourists and business travellers with elastic budget
Not family oriented
Romantic city escape

Scores and comments by category

Indicative PVS (price independent)

	Comments	score
1 - Comfort	The quality of the room furnishing and amenities deserve a recommendation and space is quite generous for such a well located property Bed, linen and pillow quality are 5 stars Bathroom is well laid out with branded equipment	7.5 to 8.5
2A - Atmosphere - City experience		7.0 to 9.0
2B - Atmosphere - Nature / escape experience	Atmosphere is in line with the price point and truly becomes unique for the top of the range rooms / suites. Well suited for city experience or business but not for somebody looking to escape or a green setting due to its location.	4.0
3 - Convenience	Extremely convenient location with 5mins walk access to City Z business district and 3 underground lines Also within walking distance of some touristic sights and events venues such as Sight 1 and Sight 2 Easily accessed from the airport (~25-30' taxi ride)	9.0
4 - Service	DUMMY - Service of generally high quality by a generally experienced staff. Front desk is overall competent and can handle multiple languages. Noted a few instances of slow service or miscommunication though	8.0
5 - Facilities & activities	DUMMY - Gym area could be larger but includes the expected weight and cardio equipment. Also include an outdoor pool with great views (not ideal for lap swims though) and a high quality spa. The Heritage Tour is a nice touch if you have spare time	8.0
6 - Environment	As for most City Z locations safety is not an issue. This is a well lit and policed neighbourhood. Noise level within and outside of the property is reasonable	8.0
7 - Food (availability, quality and convenience)	Food served in the property restaurants is varied of good quality. Many restaurants can also be found within walking distance. No nearby supermarket but some convenience stores	7.5
8 - Ethical & Social	DUMMY - in line with many luxury properties in the region, [comments on staffs treatment, training and atmosphere] No impact on surrounding community given city city-centre location	5.0
9 - Environmental	DUMMY - [comments on sustainability, energy efficiency and clean energy, water usage, waste and recycling policy]	5.0

Metareview

A luxurious property set within a renovated historic building in a central tourist and business location with great views. Hotel Y offers panoramic views of the waterfront and in particular Sight 2 which are particularly impressive at sunset and at night.
The location is extremely convenient for tourists with the Sight 3 next door and Sight 2 and 4 within walking distance. There is also nearby access to 3 underground lines to access other city highlights and commercial centers. and business travellers (walking distance to CBD 1 and 2 areas)
Business travellers also find the location extremely convenient, a short walk away from the main CBD area however the hotel is more oriented towards the tourist clientele
The property also has several dining venues with great atmoshphere although at a high price-point.

Key positives
The hotel is ranked very high and most guest acknowledge the quality of the rooms and location
Highly convenient location

Key negatives
There are recurring comments relating to cost of drinks and attitude of staff at this price point
Rooms price also relatively elevated compared to other 5* alternatives

Suitability
Tourists and business travellers with elastic budget
Not family oriented
Romantic city escape

Figure 19

Offer Name: Early Bird					
Content	**Key terms & conditions**	**Applicable rooms**	**Total price**	**Adjusted price**	**Net PV**
Night stay in selected room category Buffet breakfast at Restaurant 2 Heritage Tour	25% off best available rate must book 90 days before stay Booking must be prepaid Booking is non-refundable Check-in time and Check-out time	Deluxe room Premier room Bay View room Theme Suite			

Offer Name: Indulgence					
Content	**Key terms & conditions**	**Applicable rooms**	**Total price**	**Adjusted price**	**Net PV**
Night stay in selected room category Buffet breakfast at Restaurant 2 Afternoon tea at Restaurant 3 Heritage Tour Complimentary Merlion cocktail	Booking must be prepaid Booking is non-refundable Check-in time and Check-out time Black-out dates apply	Deluxe room Premier room Bay View room Theme Suite			

Offer Name: Romantic					
Content	**Key terms & conditions**	**Applicable rooms**	**Total price**	**Adjusted price**	**Net PV**
Night stay in selected room category Buffet breakfast at Restaurant 2 Private Dinner for 2 guests Welcome bottle of champagne & chocolates 90' Spa for 2 Airport shuttle (2-way) Heritage Tour	Booking must be guaranteed by credit card Cancellation free of charge X days before stay Check-in time and Check-out time Black-out dates apply	Deluxe room Premier room Bay View room Theme Suite			

Figure 20