Pegasus Airlines: AI Companion



A companion on the surface.
Agentic underneath.

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Our three design rules based on the Pegasus team's feedback

WHAT PEGASUS SAID

> If it could run on the old stack, it's previous technology.

> We don't want a white label tool.

74% of customers choose the cheapest fare

WHAT WE BUILT



Truly agentic



Pegasus-only



Need-based offers

Anyone can rent the AI. Pegasus's data, supply and rules make the harness its own

LAYER			
Intelligence	Reasoning, planning, tool calling: rented, anyone can have it		
The harness	WHITE LABEL TODAY	+	WHAT MAKES IT PEGASUS'S
Context & state	Session, cookies, web traffic		**Live fares, seat maps and its own supply**
Memory	Past trips, abandoned searches		**BolBol history, route behavior**
Tools & permissions	Builds the booking, stops at "confirm"		**Built around Pegasus's fare rules, bundles and guardrails**
Evals & feedback	Simulated tests		**Conversion and attach data from its own customers**

Kanat turns what travelers already share into help at every step of booking

CONNECTS TO (OPT-IN)

- Calendar
- Group chats
- Email inbox
- BolBol account
- AI assistants



Kanat

A companion on the surface.
Agentic underneath.

PREDICTS WHAT HELPS AT EACH STEP

Personas	Personal, business, family, etc.
Pre-fill	Proactive when activity drops
Add-ons	At the right time, to the right person
Groups	Friends join in one tap, sit together
Price alert	Discreetly flagged to value-oriented customers
Feedback	One tap at any step tunes what comes next

Four agents do the work, each driving a commercial outcome



Trip

Turns a wish into a full itinerary

More passengers

Repeat booking



Offer

Predicts the extras each traveler will buy

More per passenger



Group

Turns one booking into a group

More passengers

New direct customer



Moments

Picks the right moment and channel

Protects the booking

Repeat booking

Trust at every step



Pegasus sets every price



Context is never held against you



You confirm every purchase



Silence is a feature

Jess: low fare, big reach



Jess, 23

Master's student in London. Grew up in Izmir, Türkiye.

Price-sensitive **Phone-first**

The organizer

Her Pegasus file

Segment
Young diaspora, flying home

Flies
London to Izmir, every term break

Books
Cheapest fare, no extras

Family
Parents in Izmir, who worry

Friends
Group trips go to other airlines

Shares
Calendar and contacts, by choice

What she's worth to Pegasus

	Today	With Kanat
Trips	Home visits only	Home visits and group trips
Who flies	Just Jess	Jess, Will and Archie
Spend	Base fare	Bundle, hostel, car
Family	Not connected	Parents follow her flights
Next trip	Whenever she searches	Suggested before she's home

She is a connector. Her value is that she brings the group.

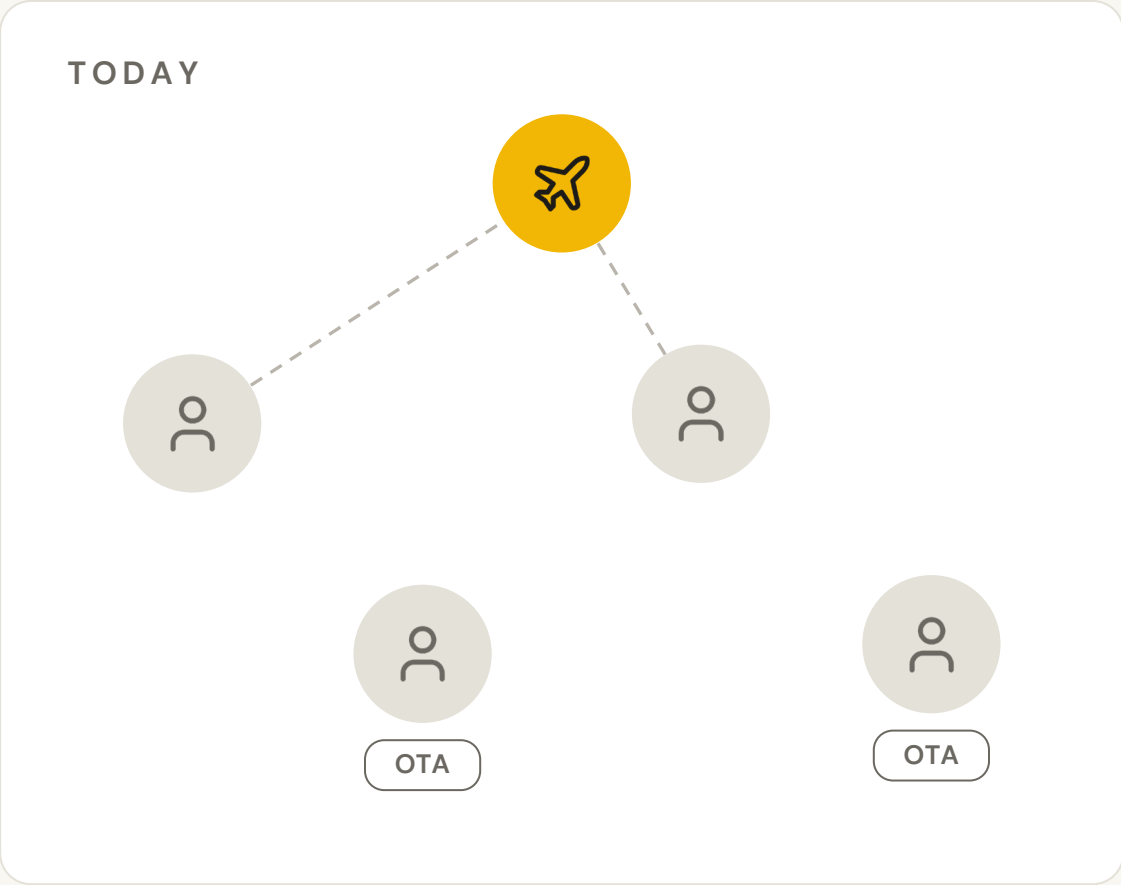
Illustrative persona from the Kanat ad

Jess decides. Kanat does the rest

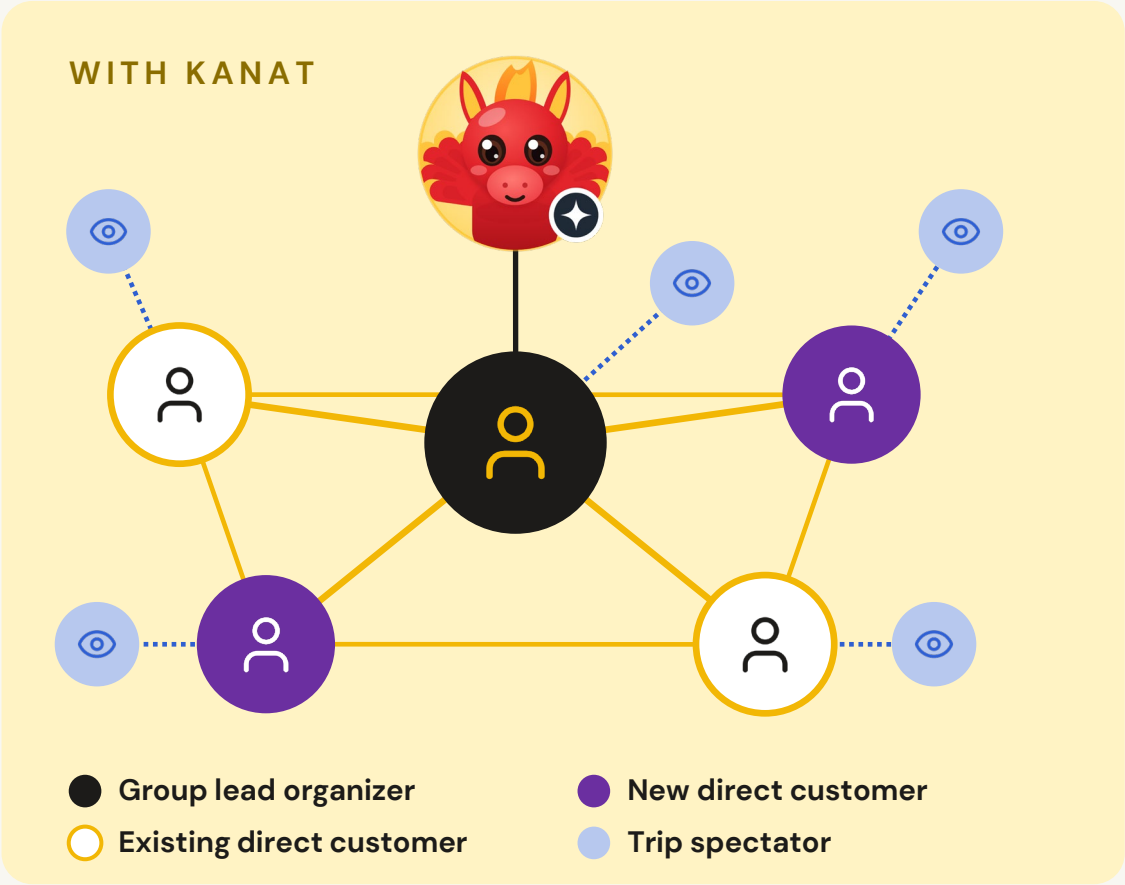
						
	Dream	**Free week**	**Plan it**	**Friends in**	**The trip**	**Next trip**
Moment	February	May	One sentence	Same day	Cappadocia	Before she's home
Jess	Sees the balloons. "One day."	Hands in her last exam.	"Plan it." Then "Book it."	"Send it to Will and Archie."	Just shows up.	"Same three... Tbilisi?"
Kanat	Quietly saves the wish.	Spots her free week, and her friends' too.	Builds the bundle, fills in her passport, checks the visa.	Nudges each friend in Jess's name. Seats together.	Books the hostel, lets her parents follow the flight, has a car waiting.	Slips in the next postcard before this trip ends.
Pegasus	Knows the trip before the search.	Demand it created itself.	Seats and a bag, in one tap.	Two new customers.	Hostel and car. Her parents join too.	The next booking.

Demo: https://flykanat.com

Connecting solo bookings and growing the network



Separate bookings, some via OTAs: Pegasus sees solo travelers, not the trip



One plan, linked bookings: friends book direct, seated together, and family follow along

Four levers worth >€50m EBITDA p.a.

GROWTH LEVERS

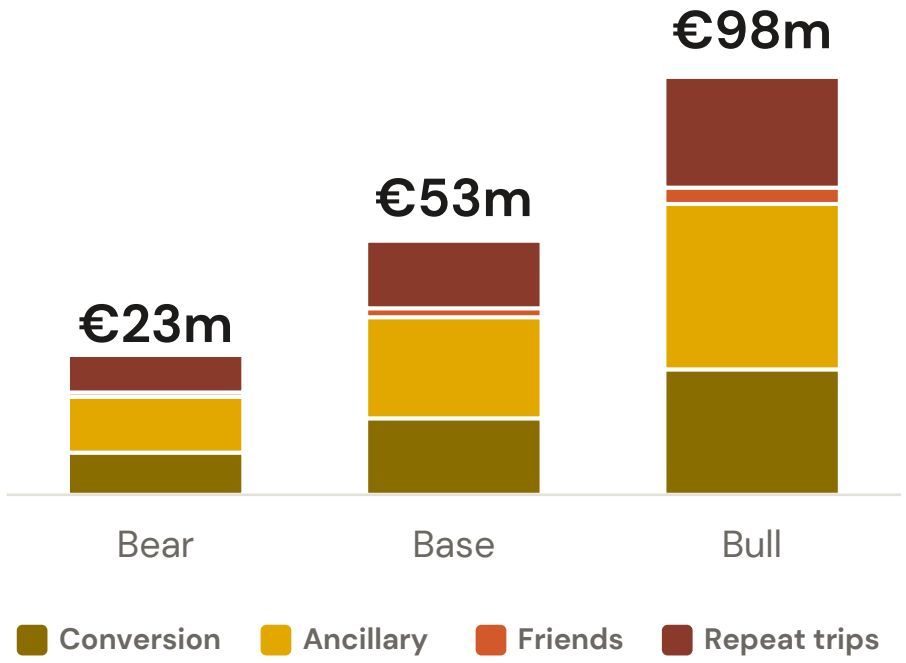
Convert more searchers — Led by Trip agent
+1.5–2% more app and web bookings*

Sell more per passenger — Led by Offer agent
€29.46 → +€1.77 ancillary / pax (+6%)

Bring the friends — Led by Group agent
3% of users' passengers move from OTAs to direct

Bring them back — Led by Moments agent
+1.5% extra repeat trips per user

ANNUAL EBITDA UPLIFT



Assumes 80% of direct customers use it (65% bear, 95% bull); after ~€10m AI running cost, excluding one-off build and rollout cost
* 2% web, 1.5% app; app set lower as it already has less friction. Full workings in our upside model

Teşekkürler



TEAM WINGING IT



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