

NextTrip

THE INTERSECTION OF MEDIA AND TRAVEL

EXECUTION & GROWTH

INVESTOR PRESENTATION
OCTOBER 2026

NASDAQ: NTRP

IMPORTANT DISCLOSURES

FORWARD-LOOKING STATEMENTS

This presentation contains forward-looking statements, including expectations for growth, monetization, distribution, conversion and operating leverage. Actual results may differ materially because of risks and uncertainties.

FINANCIAL AND OPERATING INFORMATION

Historical results, preliminary figures, management estimates and operating objectives are identified separately. Potential distribution reach is not measured viewership. Early beta engagement is not evidence of completed bookings or future conversion rates.

INVESTOR CONSIDERATIONS

Consider execution risk, competition, travel demand, liquidity, financing and dilution. This presentation is for information only and is not an offer to buy or sell securities. Review NextTrip's SEC filings at sec.gov and investors.nexttrip.com.

TRAVEL INSPIRATION STARTS BEFORE THE SEARCH

NEXTTRIP, INC.

81%

OF GEN Z AND MILLENNIAL TRAVELERS PLAN TRIPS BASED ON PLACES SEEN ON SCREEN.

MEET THE TRAVELER WHEN THE IDEA FORMS.

Then connect that inspiration to a complete, bookable journey.

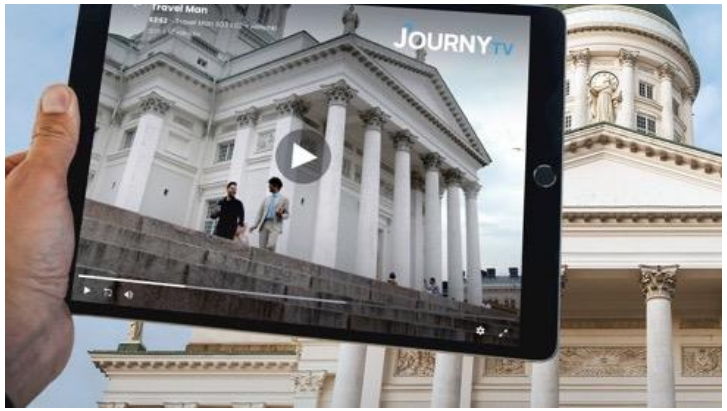
Source: Expedia Unpack ’26 / set-jetting research, October 2025. Film and television-inspired travel.

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BUY & BUILD HAS SHIFTED TO EXECUTION

The portfolio is assembled.
The priority is converting shared capabilities into revenue growth.



FY2025 ACQUIRE & BUILD

Travel technology, luxury travel, media assets, groups and creator capabilities.



FY2026 INTEGRATE & LAUNCH

Connect content and supply. Launch JOURNYGO and NextTrip Pro. Expand distribution.



FY2027 EXECUTE & GROW

Sell advertising. Activate advisors. Improve conversion and grow travel bookings.

DEFINING THE INTERSECTION OF TRAVEL AND MEDIA

Build strong brands. Connect the ecosystem. Create shared value.

01 ENTERTAIN & INSPIRE

- JOURNYTV — Entertainment & travel storytelling.
- TM TRAVEL MAGAZINE — Travel inspiration & discovery.
- YADA COMMERCE INC — Creators & commerce.

02 ENGAGE & PLAN

- JOURNYGO — Connect inspiration to travel planning.
- NextTrip PRO — Advisor & group travel services.

03 BOOK & FULFILL

- FIVE STAR ALLIANCE — Luxury travel.
- NextTrip TRAVEL — Vacation booking & fulfillment.

Brands serve their own markets and contribute across the traveler journey.

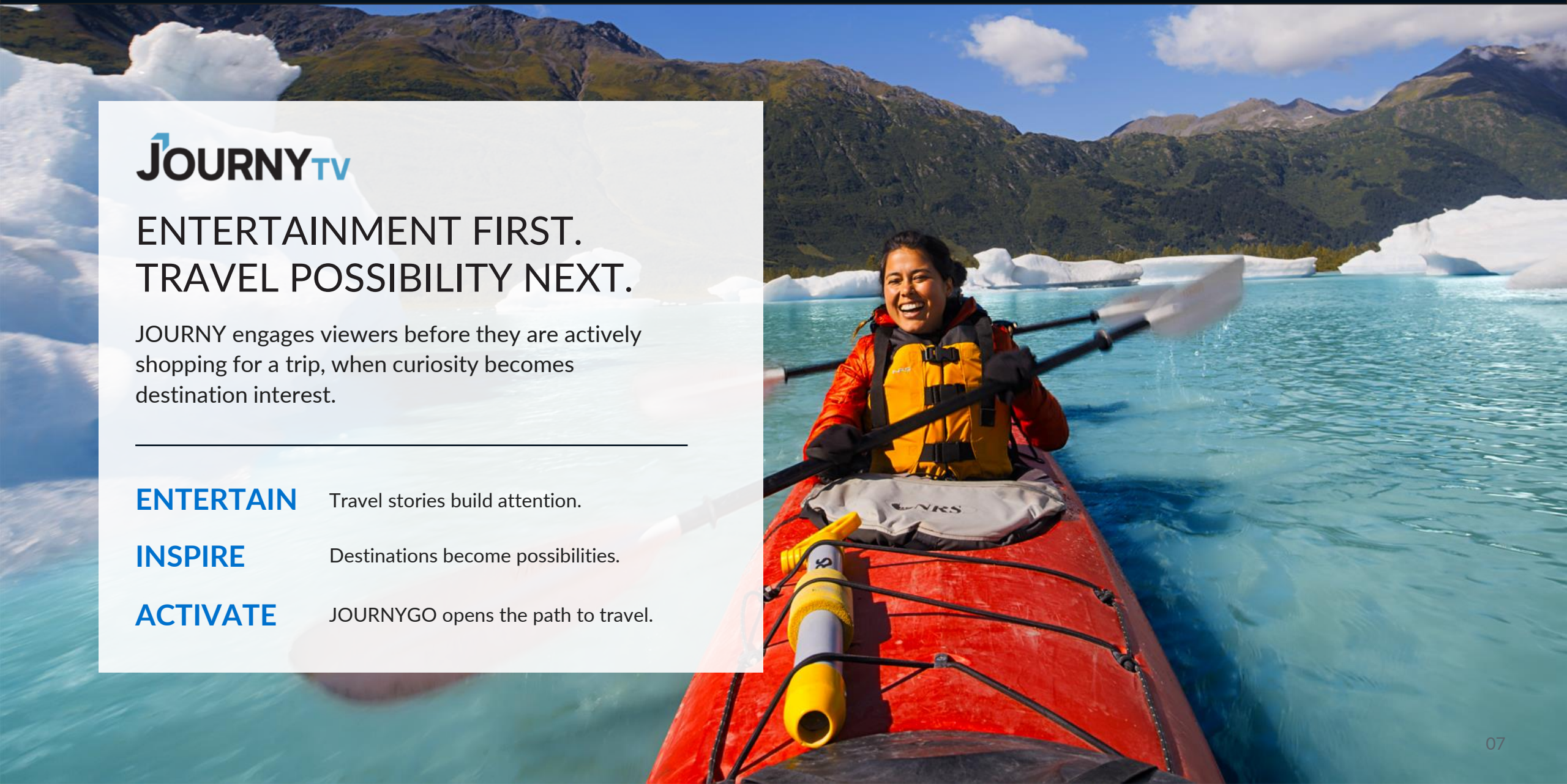
Shared technology & booking infrastructure: Connect audiences, planning, transactions & fulfilment.

BUY & BUILD → CONNECT & STRENGTHEN → GROW TOGETHER

Designed to create value for:

- Consumers & shareholders.
- Travel professionals & industry partners.
- Destinations, creators, sponsors & advertisers.

JOURNY TV: THE DOOR TO THE ECOSYSTEM



JOURNY TV

ENTERTAINMENT FIRST. TRAVEL POSSIBILITY NEXT.

JOURNY engages viewers before they are actively shopping for a trip, when curiosity becomes destination interest.

ENTERTAIN Travel stories build attention.

INSPIRE Destinations become possibilities.

ACTIVATE JOURNYGO opens the path to travel.

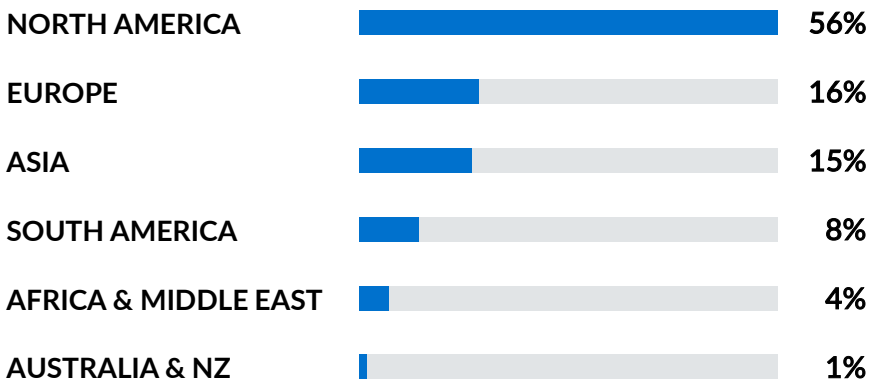
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A GLOBAL TRAVEL MEDIA NETWORK BUILT TO MONETIZE ATTENTION

24/7 travel-focused programming across connected TV, FAST, AVOD, digital and YouTube, creating a scalable audience for advertising, sponsorship and travel conversion.

GLOBAL VIEWING FOOTPRINT

Regional share of viewing minutes. Average viewer online watching shows for ~30 minutes



PREMIUM TRAVEL CONTENT. A GLOBAL AUDIENCE. REAL IMPACT.

250M+	39M+	24/7	100	150+
Global Distribution Footprint	Minutes Watched Monthly	Travel Programming	Countries Streaming	Shows, Episodes & Travel Videos

Roku · fire tv · android tv · tv · YouTube · Samsung TV Plus · LG Channels · KC GLOBAL MEDIA ENTERTAINMENT · plex

TOP COUNTRIES

By viewing minutes

U.S.	Germany
Canada	France
U.K.	India
Mexico	Philippines
Brazil	Australia

INVESTOR TAKEAWAY

JOURNY combines growing global media reach with a measurable content-to-commerce layer, supporting two monetization paths: media revenue + travel transactions.

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AN AUDIENCE THAT OVER-INDEXES WHERE IT MATTERS MOST

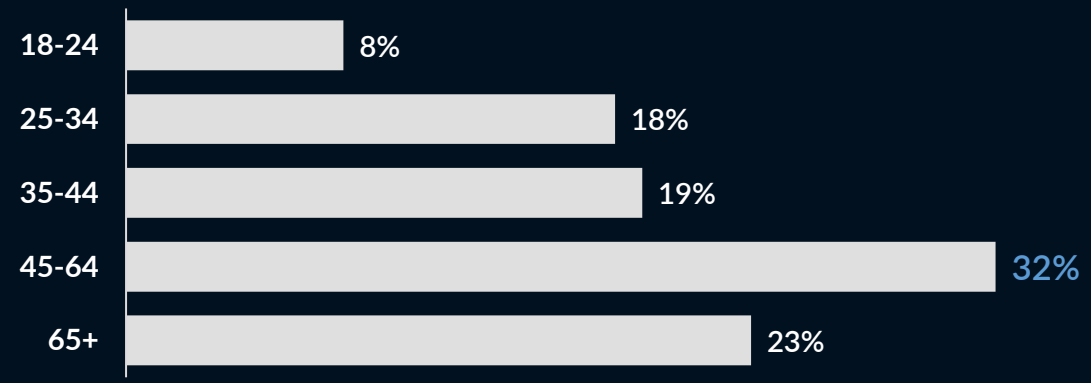
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PREMIUM. AFFLUENT. ENGAGED.

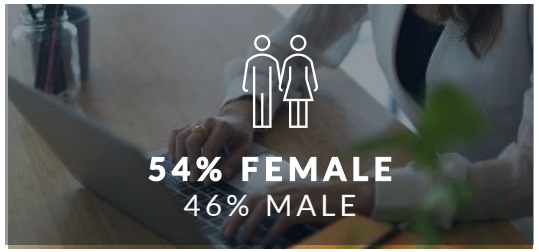
The most valuable audience for travel brands.

A MORE MATURE AUDIENCE. HIGHER VALUE

JOURNY reaches a mature, high-value travel consumer, with **56% of viewers age 45+**, an audience with established purchasing power and strong discretionary travel potential.

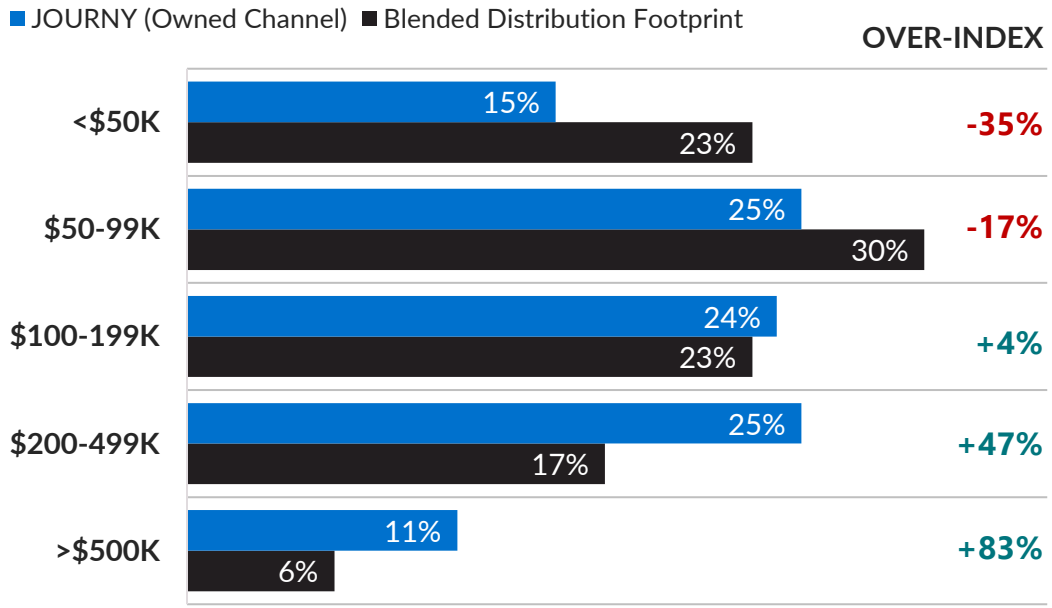


- Greater purchasing power and higher discretionary spend
- More likely to travel and take longer trips
- Stronger brand loyalty and repeat purchase behavior
- Influential decision-makers in household spending





AN AFFLUENT AUDIENCE WITH GREATER PURCHASING POWER



36% earn $200K+

VS. **23%** in a blended footprint

+57% over-index for $200k+households

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August 2026 Source: Elemental TV JOURNY Audience Extension Model (measured delivery data + platform-published composition, modeled to brackets).

JOURNYGO

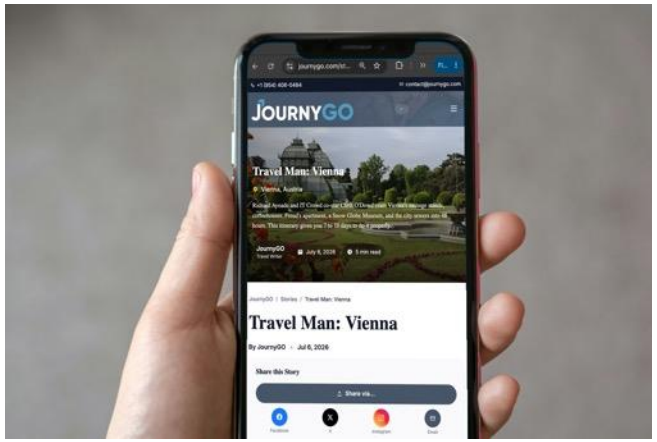
VIDEO INSPIRATION. INTELLIGENT PLANNING. A DIRECT ROUTE TO BOOKABLE TRAVEL.

JOURNYGO is NextTrip's enhanced **WATCH. SCAN. BOOK. GO.** Ecosystem that turns the journeys you watch into the ones you take – powered by Agentic-AI, dynamic packaging, and interactive overlays.



WATCH

Travel stories spark interest in a destination.



EXPLORE

Content-led journeys become a starting point for a personal trip.



BOOK

Integrated travel capabilities connect intent to a transaction.

AGENTIC AI + DYNAMIC PACKAGING

The announced suite helps travelers shape a complete trip through conversation.

1 **BUILD AN ITINERARY**
Start with a featured journey and assemble a trip around the traveler's interests.

2 **ADJUST THE DETAILS**
Modify hotels, tours and experiences as preferences change.

3 **SEE TOTAL PRICING**
Dynamic packaging updates the bundled itinerary price as trip components change.

4 **BOOK WITH SUPPORT**
Use an integrated workflow, with live Travel Specialists available when desired.



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Announced capabilities; rollout and availability vary. Bundled pricing may offer savings versus separate bookings.

ONE ECOSYSTEM. FROM INSPIRATION TO FULFILLMENT

DISTINCT BRANDS WORK TOGETHER TO REDUCE FRICTION ACROSS THE COMPLETE TRAVEL JOURNEY.

01

ENGAGE

JOURNY TV, TravelMagazine, YADA

Entertainment, editorial and creators spark interest.

02

PLAN

JOURNYGO

Explore destinations and build a personal itinerary.

03

PACKAGE

JOURNYGO + NXT2.0

Combine hotels, tours and experiences with dynamic pricing.

04

BOOK

NextTrip Travel Five Star Alliance Groups, Partners YADA

Travel inventory, payments and specialist booking.

05

FULFILL

Travel Specialists Pro advisors Suppliers

Service, group coordination and delivery of the trip.

MEDIA REVENUE	Advertising • sponsorships • branded content
TRAVEL REVENUE	Bookings • packages • luxury • groups • experiences

Consumers gain simpler journeys. Brands, sponsors and advertisers gain engagement. Partners and suppliers gain demand.

NEXTTRIP PRO: SCALE THROUGH ADVISORS & AGENCIES

NextTrip PRO

EQUIP THE ADVISOR.
EXTEND THE ECOSYSTEM.

NextTrip CONNECT

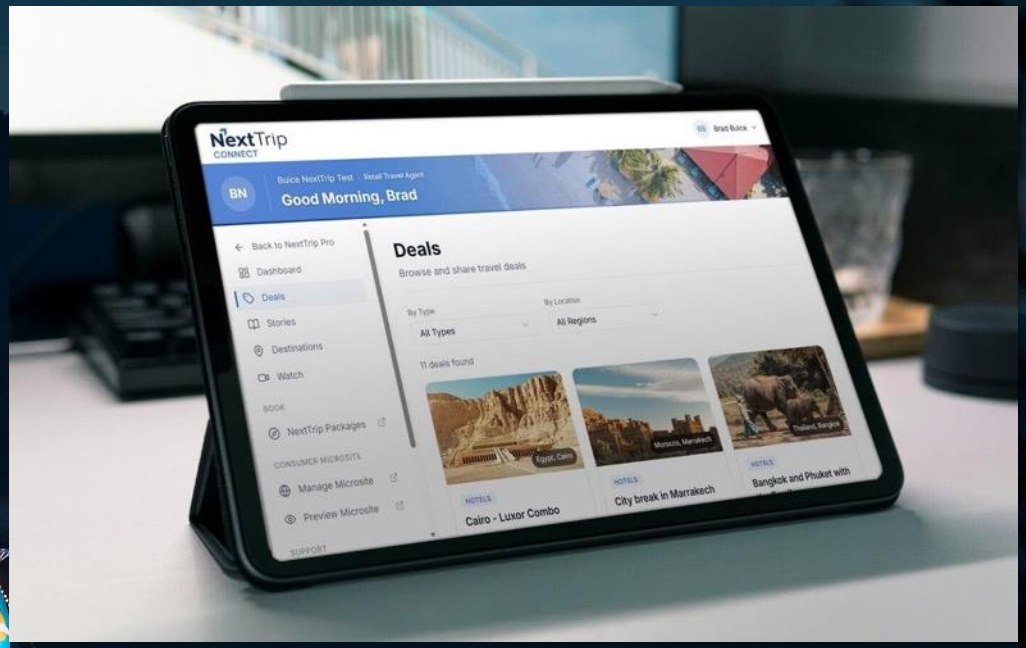
Branded microsites, shareable travel content and integrated booking links.

NextTrip GROUPS

RFPs, supplier quotes, custom group websites, booking and operational support.

NextTrip OWNERSHIP REWARDS

Eligible traveled bookings can earn equity rewards, subject to program terms.



A DISTRIBUTION MULTIPLIER

Every activated advisor brings client relationships and repeat booking opportunities to the platform.

Free to join • Advisors retain their brand and client relationships • Revenue opportunity is tied to travel transactions

YADA ADDS CREATORS AND DESTINATION EXPERIENCES

YADA COMMERCE INC

A NEW ROUTE TO TRAVEL DEMAND

Creator relationships, affiliate commerce and live entertainment expand how audiences discover NextTrip.

Destination events can connect artist and creator audiences with resort stays, group booking and travel fulfillment.

NextTrip acquired a controlling interest in YADA Commerce, a licensed TikTok Partner Agency.

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VALUE ACROSS THE TRAVEL MARKETPLACE

PARTNER	WHAT NEXTTRIP PROVIDES	COMMERCIAL VALUE
SPONSORS & ADVERTISERS	Travel programming, branded content and interactive engagement.	Reach travelers while destination preferences form.
SUPPLIERS & DESTINATIONS	Storytelling connected to bookable travel products.	Combine demand generation with a route to reservations.
DISTRIBUTORS	Travel entertainment and a commerce-enabled content proposition.	Broaden programming and monetization opportunities.
ADVISORS & AGENCIES	Content, booking tools, group operations and attribution.	Support client acquisition, service and repeat business.

Commercial outcomes depend on campaign execution, partner terms, adoption and conversion.

FROM PLATFORM BUILD TO COMMERCIAL EXECUTION

An early revenue base is established. The next phase is activating the portfolio at scale.

FY2025

$0.5M

Build the foundation

Travel technology and specialist capabilities establish the operating base.

FY2026

$3.7M

Integrate the platform

Media, content and distribution expand the commercial opportunity.

FY2027

EXECUTE

Grow the connected model

Monetize media, improve JOURNYGO conversion and activate Pro advisors.

Revenue rounded. FY2026 preliminary and unaudited, as supplied by management. Fiscal year ends in February.

EXECUTION PRIORITIES FOR THE NEXT PHASE

The focus is converting the assembled platform into repeatable commercial performance.

PRIORITY	OPERATING FOCUS	PROGRESS TO MEASURE
MONETIZE MEDIA	Activate advertisers and sponsors across JOURNY distribution.	Ad impressions sold, fill rate and realized yield.
IMPROVE CONVERSION	Move engaged viewers through JOURNYGO planning and checkout.	Qualified visits, completed bookings and contribution.
GROW TRAVEL & ADVISORS	Expand specialist travel and activate NextTrip Pro users.	Active advisors, booking volume and repeat customers.
SCALE EFFICIENTLY	Use shared technology and operations across brands.	Gross profit, operating expense and cash use.

Operating priorities and proposed indicators. No numerical targets or financial forecasts are implied.

SIX PATHWAYS TO EXECUTION & GROWTH

Shared audiences, content, supply and technology connect the growth priorities.

01 MEDIA MONETIZATION

Convert JOURNY distribution into advertising, sponsorship and branded-content revenue.

02 JOURNYGO CONVERSION

Move interested viewers into itinerary planning and completed travel bookings.

03 SPECIALIST TRAVEL

Grow luxury, group and experiential travel through existing service capabilities.

04 PRO & B2B DISTRIBUTION

Activate advisors and agencies with marketing, booking and group tools.

05 YADA & CREATORS

Connect creator audiences and destination experiences with travel demand.

06 GLOBAL DISTRIBUTION

Expand content availability and commercial relationships across markets.

CAPITAL STRUCTURE & INVESTOR ALIGNMENT

~60%

INSIDER & FOUNDING INVESTOR OWNERSHIP

$20M+

INVESTED BY FOUNDERS AND BOARD INVESTORS

CAPITAL & COVERAGE	MANAGEMENT SNAPSHOT
Exchange / ticker	Nasdaq: NTRP
Shares outstanding	14.9 million
DTC shares	6.5 million
Institutional shares	~1 million+
Research analysts	4
Analyst price targets	$5.00–$8.50

Management snapshot, September 2026; ownership and share counts may change. Third-party targets are not company guidance.

BOD - $20M+ INVESTED. >60% OWNERSHIP



DONALD MONACO
Co-Founder & Chairman

50 years in technology, business management, and innovation. Former Commissioner of the Metropolitan Airports Commission, MN.



BILL KERBY
Co-Founder, CEO & Director

Architect of the NextTrip content-to-commerce vision. 20+ years building travel and media companies on NASDAQ and TSX.



ANDY KAPLAN
Director

Former President of Worldwide Networks at Sony Pictures Television. Built Sony's global television network across 159 countries.



DAVID JIANG
Director

Former CEO of AIG's $125 billion PineBridge Investments. Serial entrepreneur with deep expertise across AI and Asia-Pacific markets.



CARMEN DIGES
Director

A senior capital markets and M&A attorney with deep experience advising multinational companies.



JIMMY BYRD
Director

Executive VP, Corporate Development at Ledcor Group, where he oversees strategic growth initiatives across Canada and the US.



STEVE KIRCHER
Director

Chairman and CEO of Kircher Holdings LLC, a family office with a diverse investment portfolio.

Founding Investors and Board Members have collectively invested over $20 million and own more than 60% of the Company.

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THE TEAM – MANAGEMENT



BILL KERBY
Co-Founder, CEO & Director

Architect of the NextTrip content-to-commerce vision. 20+ years building travel and media companies on NASDAQ and TSX.



AMY PROOST
Chief Revenue Officer

25+ years in travel sales and marketing, building revenue relationships across hotels, resorts, and travel operators globally.



FRANK ORZECHOWSKI
Chief Financial Officer

Former CFO Storm Harbour Partners. Certified Public Accountant. Extensive public and private sector financial leadership.



CASEY D'AMBRA
President NextTrip Media

Former Director of Content at Brand USA and Executive Producer developing programming for Nat Geo, Disney+, Hulu, and Star.



BRAD BUICE
Chief Technology Officer

30 years in travel tech. Scaled VAX platform to 120k+ travel advisors. Previously VP Architecture at Hyatt, Trisept and Apple Leisure Group.



ANTHEA SCHOLTZ
Head of Marketing

A Brand Marketing Strategist with two decades in hospitality and travel, crafting brand campaigns, and marketing strategies.



JOHN MCMAHON
Chief Operating Officer Travel

Founder and CEO of Five Star Alliance with a 30-year track record in the leisure, travel, and tourism industry.



RICHARD MARSHALL
Director of Corporate Development

30 years of senior executive experience generating growth and developing relationships for global public corporations.

WHY NEXTTRIP. WHY NOW.

NEXTTRIP, INC.

A platform built for growth.
An opportunity to invest as execution scales.

THE PLATFORM IS IN PLACE
An assembled travel and media ecosystem supports advertising revenue and travel transactions.

THE NEXT PHASE HAS CLEAR DRIVERS
JOURNYGO conversion, Pro advisor activation and media sales can drive and expand the early revenue base.

4 RESEARCH TEAMS. $5–$8 TARGETS
Research coverage and **growing institutional ownership** broaden the investor following and ownership.

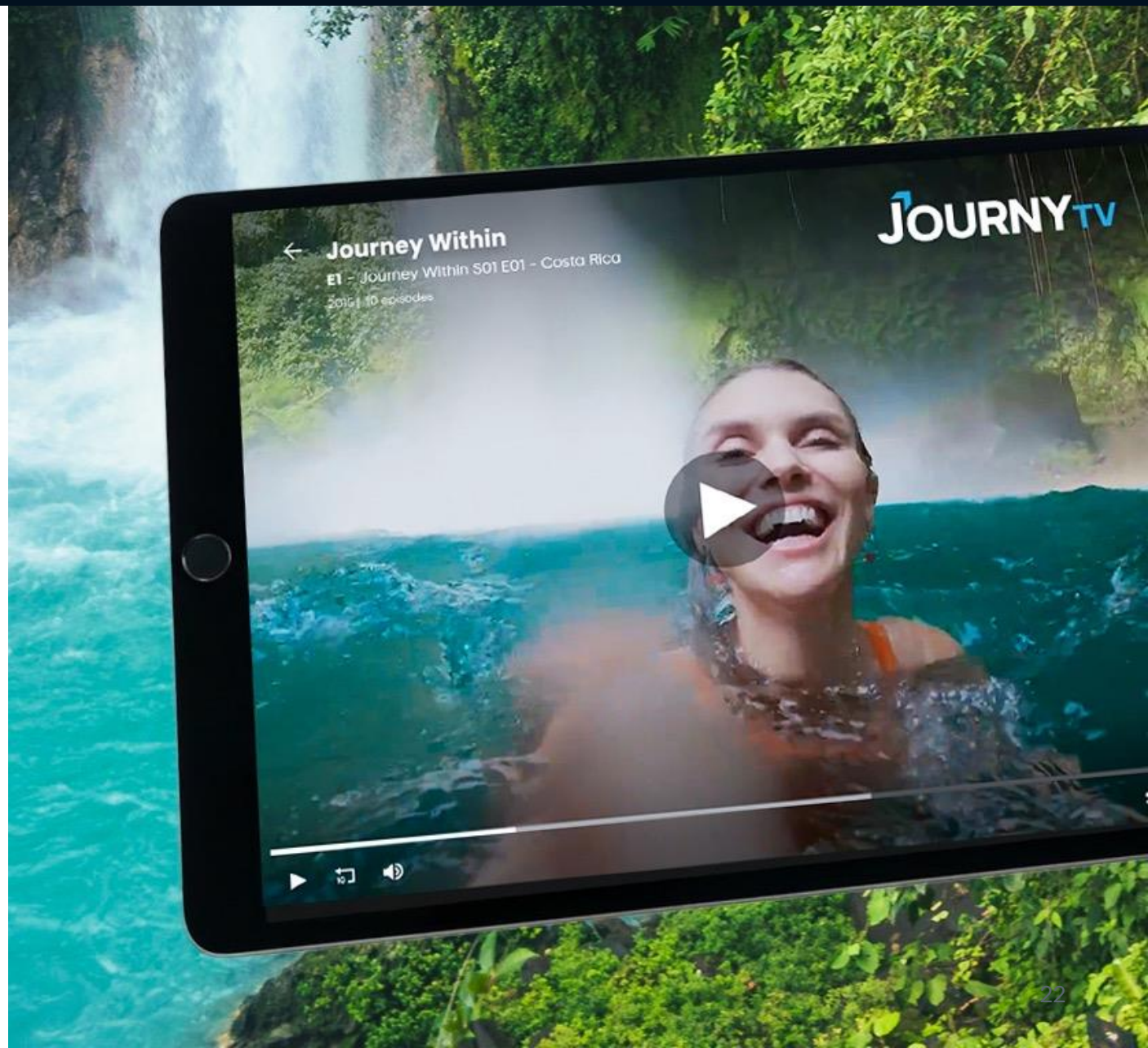
LEADERSHIP HAS CAPITAL AT STAKE
Founders and board investors have invested $20M+ and hold approximately 60% of the company.*

Consider NTRP as the connected travel model enters its next phase.

NASDAQ: NTRP **investors.nexttrip.com**

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*Ownership: Sept. 2026. Analyst targets are third-party views. Execution, financing and dilution risks apply. See SEC filings.





EXECUTION & GROWTH

ENGAGE AT INSPIRATION.
CONNECT THROUGH BOOKING AND FULFILLMENT.

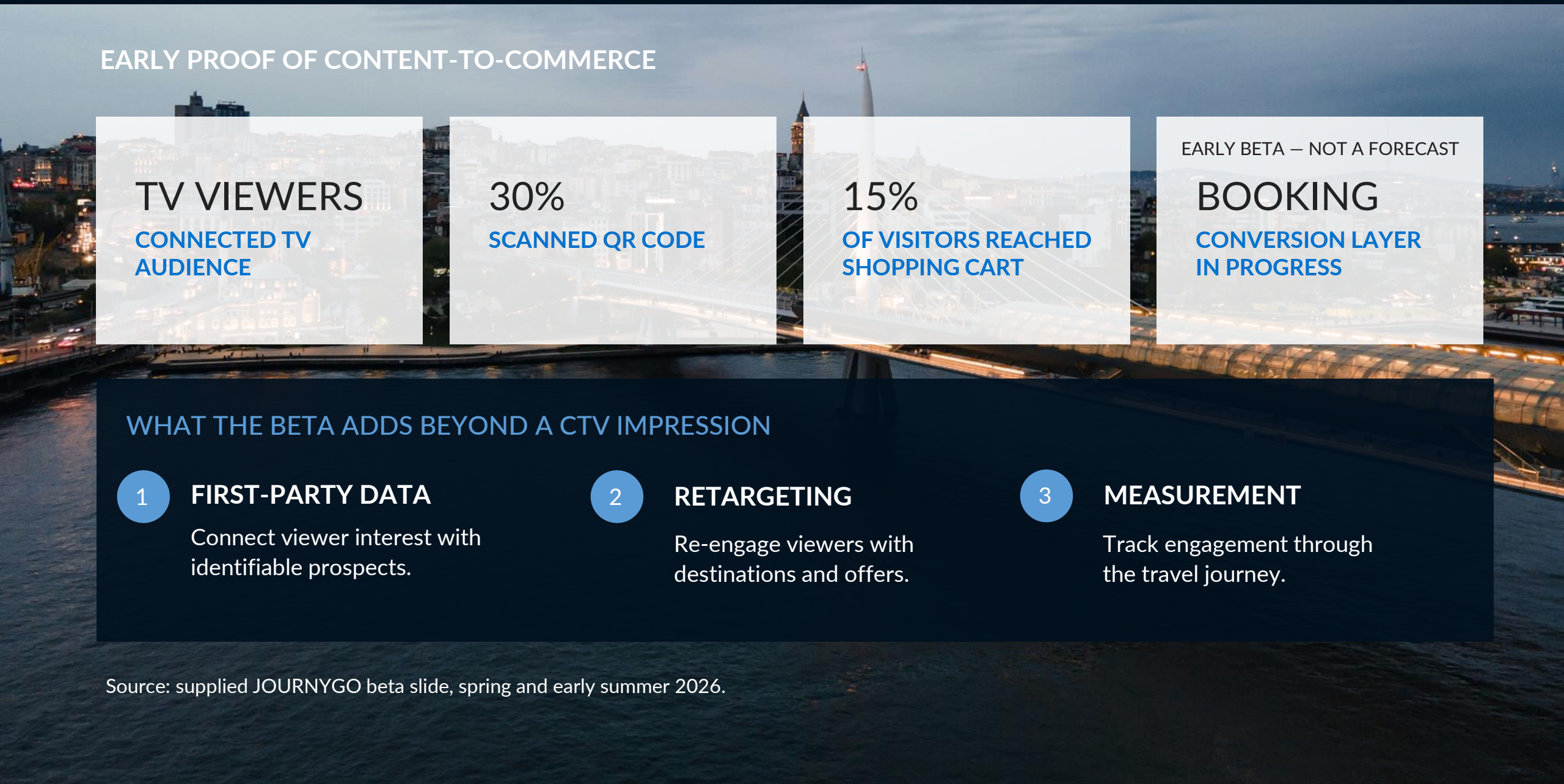
WATCH. SCAN. BOOK. GO.

NASDAQ: NTRP investors.nexttrip.com

Richard Marshall, Director of Corporate Development


APPENDIX

JOURNYGO BETA



EARLY PROOF OF CONTENT-TO-COMMERCE

TV VIEWERS
CONNECTED TV AUDIENCE

30%
SCANNED QR CODE

15%
OF VISITORS REACHED SHOPPING CART

EARLY BETA — NOT A FORECAST

BOOKING
CONVERSION LAYER IN PROGRESS

WHAT THE BETA ADDS BEYOND A CTV IMPRESSION

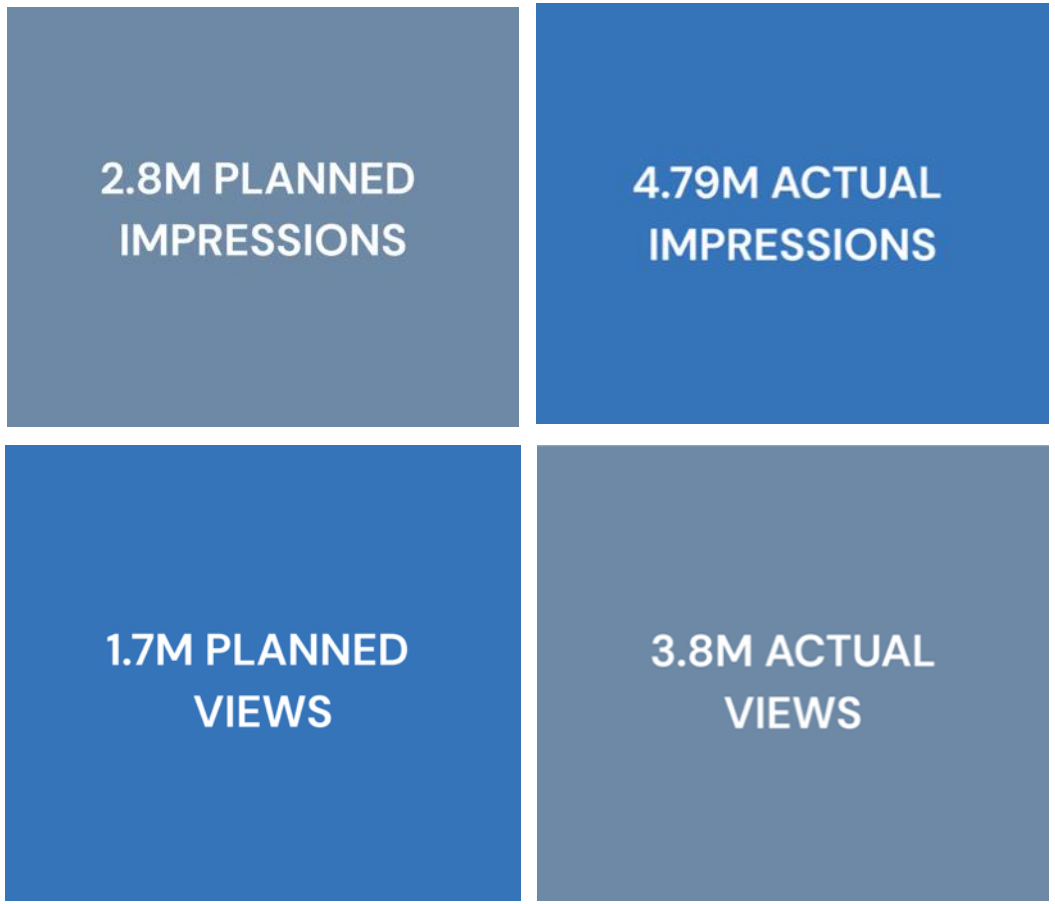
1. **FIRST-PARTY DATA**
   Connect viewer interest with identifiable prospects.

2. **RETARGETING**
   Re-engage viewers with destinations and offers.

3. **MEASUREMENT**
   Track engagement through the travel journey.

Source: supplied JOURNYGO beta slide, spring and early summer 2026.

YOUTUBE > JOURNY TV > FACEBOOK > INSTAGRAM



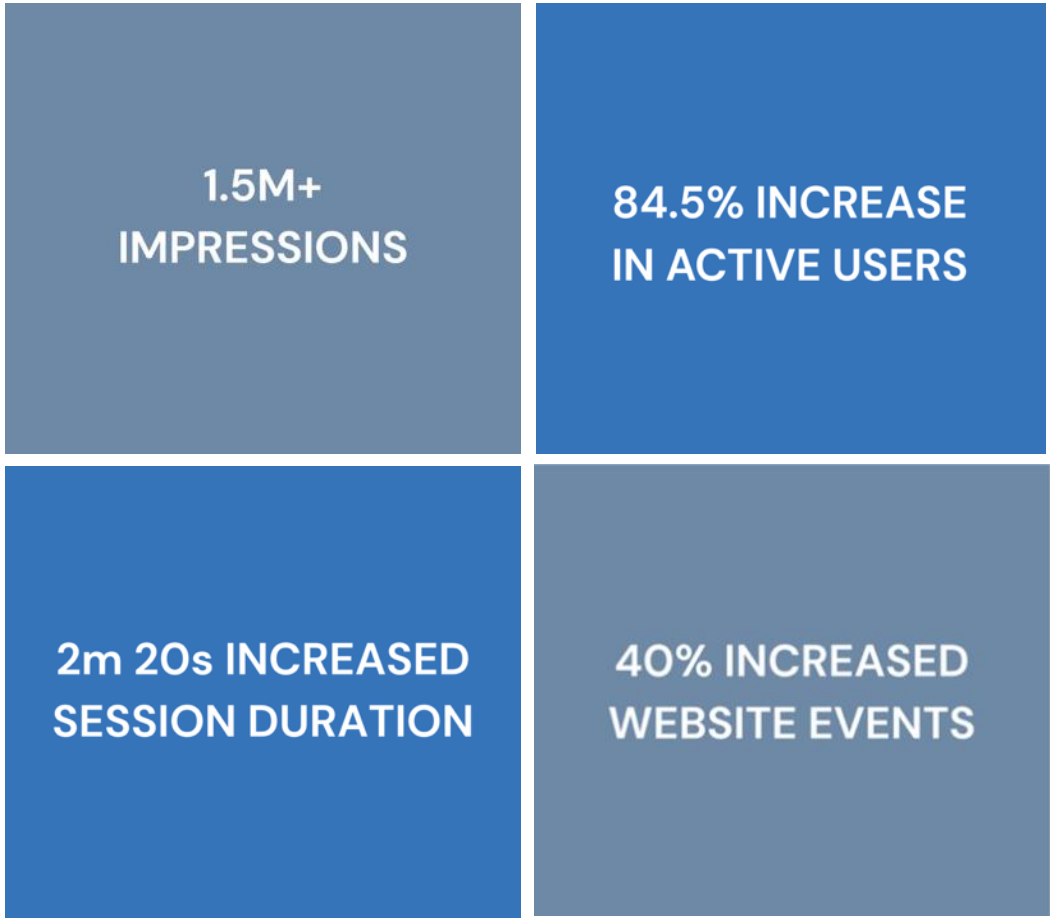
THAILAND TOURISM BOARD

'Healing, Culture and Coastlines - My Thailand Journey. @HenryMoodie'

'Real luxury is the feeling when immersing yourself in nature.
In Thailand, music is everywhere - in the rhythm of flowing water, the whisper of the wind and the gentle, crafted footsteps on soft sand.

Here, nature and human connection compose life's most beautiful soundtrack. @HenryMoodie

JOURNY TV > FACEBOOK > INSTAGRAM > NEWSLETTERS



RESORT PARTNER CAMPAIGN

Campaign across JOURNY TV with the following:

- Squeeze backs
- Bumpers
- 30-second commercial

Over a period of 90 days

- Premium Video Ad placement within Travel Programming
- High-intent content focus with QR codes and brand recall

The Objective:

Expand brand awareness and drive high-intent traffic from affluent travelers:

- Scaling beyond organic demand without paid search
- Driving qualified, high-value luxury travelers

The Strategy:

Contextual luxury video alignment with JOURNY TV.

Included a total of 72 hours of airtime with prime-time placement.

The Results:

Core objectives achieved beyond baseline organic traffic.

- Highly engaged viewers, exceeding benchmarks
- More engagement and brand alignment by content choices

Why it Worked:

- Immersive, contextual exposure drove qualified visitors
- Luxury positioning was reinforced and aligned with aspirational travelers
- Strong brand recall effect beyond traditional search acquisition

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DISTINCT BRANDS. A CONNECTED CUSTOMER JOURNEY

Each business serves its own market and also contributes to the wider content-to-commerce ecosystem.

CUSTOMER STAGE	BRANDS & CAPABILITIES	CONTRIBUTION TO THE WHOLE
DISCOVER & ENGAGE	JOURNY TV, TravelMagazine.com, YADA	Content and creators generate travel interest.
EXPLORE & PLAN	JOURNYGO	Featured content becomes a starting point for a trip.
BOOK & FULFILL	NextTrip Vacations, Five Star Alliance, NextTrip Groups	Inventory, payments and service turn intent into travel.
ADVISE & RETAIN	NextTrip Pro	Advisors extend distribution and client relationships.

Shared content, audiences, technology and supply create more ways to serve each customer.

DISTINCT BRANDS. SHARED CAPABILITIES.

Each brand serves a defined audience. Together, they connect demand creation to travel fulfillment.

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MEDIA & INSPIRATION

Travel technology, luxury travel, media assets, groups and creator capabilities.

JOURNYTV

Entertainment & travel programming.

TM TRAVEL MAGAZINE

Editorial discovery & destination stories.

JOURNYGO

Content-led trip & AI planning.

NextTrip

TRAVEL & FULFILLMENT

Connect content and supply. Launch JOURNYGO and NextTrip Pro. Expand distribution.

NextTrip

Vacations, booking & payments.

FIVE STAR ALLIANCE

Luxury hotels & specialist service.

YADA COMMERCE INC

Fully Licensed Tik Tok Agency - Creators, commerce & experiences.

ADVISORS & AGENCIES

Sell advertising. Activate advisors. Improve conversion and grow travel bookings.

NextTrip PRO

B2B platform & agency relationships

NextTrip GROUPS

Group sourcing & booking operations

NextTrip CONNECT

Branded marketing & client engagement.

Connect and Groups are integrated services within NextTrip Pro.

THE INVESTMENT CASE: A CONNECTED TRAVEL MODEL

NextTrip combines capabilities that can reinforce one another as the business executes.

EARLIER ENGAGEMENT

Entertainment, editorial and creators reach consumers while travel ideas form.

A COMPLETE PATH

Planning, packaging, booking and fulfillment preserve intent across the journey.

MULTIPLE ROUTES TO MARKET

Direct consumers, sponsors, suppliers, distribution partners and Pro advisors.

SHARED COMMERCIAL ASSETS

Content, technology, supply and specialist service support more than one brand.

The execution test: audience monetization, completed bookings, advisor activation and contribution economics.

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