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TRAVENUP.COM PRESS RELEASE

GUARULHOS - SP, August 20, 2020 - Launch of the TravenUp.com website

TravenUp's free ads to tourist service providers

Every traveler, be it on tourism or on business, needs support to make their trip with convenience and safety – and there are several ways of providing services to make this trip productive, with unforgettable tours and interesting and pleasant experiences.

To serve as a link between the traveler and the tourism chain, TravenUp is launching a peer-to-peer ad platform completely free, which means you advertise the service and the consumer makes direct contact with you. This contact is made directly by phone, WhatsApp, e-mail or social media - no intermediaries, no fees. This is what makes internet prices fall instead of increasing. "The big tourism portals charge fees above 30% for service providers" recalls Evandro Inada, co-founder of TravenUp.



After contacting the local service provider that placed their ad in the TravenUp showcase, the traveler will be able to make all arrangements and pay it locally with cash or credit card. TravenUp has no participation in this transaction. "What we want is for the services of those who advertise on our platform to grow more and more with quality and security," says Roberto Areias Neto, TravenUp's CEO.

Support from friends

TravenUp's slogan is "Show me the path", as it proposes to indicate services such as transportation, interpreter, food, accommodation, tours, travel experiences, cooking classes, courses, shopping, training, beauty services etc., in your own country and abroad.

For that, it counts on the support of MyLoFriends (a contraction of the term My Local Friends) to indicate service provider friends in Brazil and other countries. MyLoFriends are people who know and enjoy the same things as a tourist or a business traveler. "The unexpected and the unique are not always on the first Google search page, but they can happen when you least expect it and are found especially with those who are willing to share their knowledge", says Evandro Inada.

"Our platform is a large family, a large global community that leaves no MyLoFriend behind," says Areias. He cites the three categories in which TravenUp operates:

1. Experiences happen when we exchange knowledge or skills directly with the MyLoFriend. It is the most peculiar thing that can happen in a travel destination -



classes, lessons, interactions, experiments, practices, local customs, cooking classes, guided tours, etc.

2. Unforgettable tours take place on visits, hikes, day trips, horseback riding, diving, excursions etc., made individually or in groups, accompanied or not.
3. Services for travelers may include a private driver, car rental, transfers, insurance, itineraries, reservations, beauty services and many other services to make your journey more comfortable and safer.

It's easy to start your discoveries in TravenUp

1. Use the search filter to find a place, a service, a tour or a unique experience.
2. Search the ad and check what you are looking for.
3. Make direct contact with the MyLoFriend, ask for a personalized quotation and arrange everything in writing.
4. Arrive and enjoy the location of your visit. MyLoFriend is someone who knows all the details about the city you are visiting.

What makes TravenUp different?

Main benefits for MyLoFriends and travelers:

1. You use our platform to advertise a service or get a MyLoFriend and you don't pay anything for it. We are totally free. Being free means lower costs for both the traveler and MyLoFriends. Did you know that approximately 50% of the profit from a purchase in this sector is intended to cover expenses with the middleman?



2. We insist on direct contact with those who advertise on our platform. That's where the tips you don't find on Google are. Everything happens in real time and with real people.
3. TravenUp does not offer any means of payment, nor does it request a deposit or credit card; this will be agreed between the traveler and MyLoFriend.
4. The traveler can customize the entire trip, as it is a tailor-made process. Find and arrange with the MyLoFriend from a prepaid chip at the exit of the airport gate to the most exotic and exclusive travel experiences. You can have everything in the palm of your hand.

At the moment, we are in the traction growth phase of the company, seeking as many high-quality services as possible, unforgettable tours and unique experiences available anywhere on the planet.

We highly appreciate your trust.

Best regards,

Roberto Areias Neto, CEO and

Evandro Inada, CPO - TravenUp co-founders

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