



Application for License

INSTRUCTIONS: Please answer each question on this application, either in the space provided, or by attaching additional documentation as necessary. If you attach additional documents, please number each Attachment and answer the question as "See Attachment 1".

This Application is for the Licensed Territory of:

Geneva - Mont-Blanc

1. Please state the full legal name, address, phone and fax number of your company:

Name: Keytours SA
Address: 7 rue des Alpes

City: Geneva
State/Province: Geneva
Country: Switzerland
Post Code: 1201
Telephone: +41 22 731 41 40
Fax:

2. State the full name, email address and telephone number of the individual(s) with responsibility for each of the following areas within your organization:

	<u>Contact Name</u>	<u>Email Address</u>	<u>Telephone Number</u>
General Management:	Franz Alain	alain.farmz@keytours.ch	+41 22 731 41 40
Financial:	Salvi Marie Claire	cpta@keytours.ch	+41 22 731 41 40
eCommerce:			
Marketing:	Kim	marketing@keytours.ch	+41 22 731 41 40
Sales:			

ORGANIZATION

A Gray Line License may be granted to Proprietorships, Partnerships or Corporations. Inasmuch as the Gray Line name and mark are protected by U.S. and International law, no organization may include the words "Gray Line" in a registered name of a Proprietorship, Partnership or Corporation registered with any governmental agency. Notwithstanding the above, organizations holding a Gray Line License in good standing are permitted, subject to the provisions of the Governing Documents, to use the name and mark of Gray Line in a trading capacity.

3. **The company applying for the Gray Line Licenses is organized as a:**

- ☒ Proprietorship (If selected, answer question (a) below)
☐ Partnership (If selected, answer question (b) below)
☐ Corporation (If selected, answer question (c) below)

- a. **Proprietorship.** List each owner's name, home address, telephone number, email address, number of years in business, and describe the nature and extent to which the owner actively participates in the operation of the business. Also, please identify any affiliation with a current or former member or owner of Gray Line.

Owner's Name	Telephone Number	Email Address
Franz	+41 22 731 41 40	alain.farmz@keytours.ch
Number of Years in Business	Role Within Company	Gray Line Affiliation
47 year		
Owner's Home Address		
Owner's Name	Telephone Number	Email Address

Number of Years in Business	Role Within Company	Gray Line Affiliation
Owner's Home Address		

- b. **Partnership.** For every partner (general or limited), include their name, home address, email address, telephone number, number of years in business and extent to which the partner actively participates in the operation of the business. Also, please identify any affiliation with a current or former member or owner of Gray Line.

Partner's Name	Telephone Number	Email Address
American Express		
Number of Years in Business	Role Within Company	Gray Line Affiliation
Partner's Home Address		

Partner's Name	Telephone Number	Email Address
Carlson Wagon Lit		
Number of Years in Business	Role Within Company	Gray Line Affiliation
Partner's Home Address		

- c. **Corporation.** Identify when and where the entity was incorporated and the name, address and telephone number of the registered agent for service of process. List the name, address, telephone number and email address for each director and officer. Also identify any stockholder owning 10% or more of the issued and outstanding stock and state whether, to the best of your knowledge, such stockholder owns the full beneficial interest in the stock, or is trustee or nominee for someone else. If the shares are being held by a trustee or nominee, identify the name of the person and/or entity, and list his/hers/its legal address, email address and telephone number. Also, identify whether the entity or any individual related thereto is affiliated with any current or former member or owner of Gray Line.

Where Incorporated: _____

Registered Agent

Registered Agent Name	Telephone Number
Address	

Directors and Officers

Director/Officer Name	Position	Email Address
Telephone Number	Address	

Director/Officer Name	Position	Email Address
Telephone Number	Address	

Director/Officer Name	Position	Email Address
Telephone Number	Address	

Director/Officer Name	Position	Email Address
Telephone Number	Address	

Shareholders owning 10% or more of issued and outstanding stock)

Shareholder Name	% Company Stock Owned	Stock Owner/ Trustee/ Nominee
		Please select from list
		Please select from list
		Please select from list
		Please select from list
		Please select from list
		Please select from list

If any identified shareholder serves as a Trustee or Nominee for a third party, please complete the following:

Shareholder (From Above)	Third Party Name:	Third Party Email Address
Third Party Telephone Number	Third Party Legal Address	

Shareholder (From Above)	Third Party Name:	Third Party Email Address
Third Party Telephone Number	Third Party Legal Address	

Does any person or entity named in any of the above have any affiliation with any current or former Licensee of Gray Line? If so, please explain in the space provided.

BUSINESS OPERATIONS

The following questions ask for specific details about your commercial operations and, if approved, how you intend to operate as Gray Line within a Licensed Territory. For the purposes of this application, the following definitions apply:

Lectured Sightseeing Tours: A tour (seat-in-coach, walking, marine or other) with either live or pre-recorded commentary.

Per Capita Sightseeing: Company offers guaranteed departure, Lectured Sightseeing tours for individuals with no minimum number of passengers required.

Group Sightseeing: Company offers Lectured Sightseeing tours, but departures are not guaranteed and a minimum number of passengers may be required.

Per Capita Airport Transfers: Company offers transfers from the major airport(s) within the Licensed Territory to a central location or individual hotels with no minimum number of passengers required.

Charter Operations: Company offers vehicles for hire to third parties and may or may not provide Lectured Sightseeing in conjunction with such services depending upon the requirements of the hiring third party.

4. Please indicate if your Company provides the following Services and identify the operating party:
 - a. Per Capita Sightseeing? **YES** Operated By: **Third Party**
 - b. Group Sightseeing? **YES** Operated By: **Third Party**
 - c. Per Capita Airport Transfers? **YES** Operated By: **Third Party**
 - d. Charter Operations? **YES** Operated By: **Third Party**
5. If any of the Services identified in #4 are provided by a third party, please provide the name of the operating company:
 - a. Third Party Per Capita Sightseeing Services provided by: Swisstours Transport SA / same owner
 - b. Third Party Group Sightseeing Services provided by: Swisstours Transport SA / same owner
 - c. Third Party Per Capita Airport Transfer Services provided by: Swisstours Transport SA / same owner
 - d. Third Party Charter Operations provided by: Swisstours Transport SA / same owner
6. How long has your Company provided the Services identified in #4 above: **30 Year(s)**
7. Are the operations of your Company comprised exclusively of the Services identified above? **YES**

- a. If you answered “NO” to question 7, please provide detail on any other business activities of your Company in the space provided:

8. Are the Services identified in #4 above provided year-round? **YES**

- a. If you answered “NO” to question 8, please provide detail on the reason for suspension of activity in the space provided:

9. Do you guarantee the operation of at least one Lectured Sightseeing tour in the Licensed Territory? **YES**

10. Has your Company ever been sanctioned, fined, suspended or placed on probation for any reason? **NO**

- a. If you answered “YES” to question 10, please provide detail in the space provided:

11. Is your Company and/or the third parties identified in #5 duly authorized and/or licensed by the requisite national, state, provincial, county, municipal and local governments to provide the Services identified in #4? **YES**

- a. If you answered “NO” to question 11, please provide detail in the space provided:

12. Has your Company and/or the third parties identified in #5 ever been denied authority or had authority revoked, suspended or put on probation as it relates to providing the Services identified in #4? **NO**

- a. If you answered “YES” to question 12, please describe each situation and its outcome in the space provided:

13. Do you, or anyone affiliated with your Company maintain a membership or other affiliation with any association, group or entity competitive to Gray Line? **NO**

- a. If you answered “YES” to question 13, please provide detail in the space provided:

14. Please complete the following or attach additional sheets providing this information, for the vehicles used to operate the Services identified in #4:

<u>Number of Vehicles</u>	<u>Model/Make</u>	<u>Year</u>	<u>Vehicle(s) Owned By [Company Name]</u>
1	Mercedes	2008	Swisstours Transport SA
1	Ford	2010	Swisstours Transport SA
1	Mercedes	2011	Swisstours Transport SA
1	Iveco Open	2013	Swisstours Transport SA
1	Iveco Open	2013	Swisstours Transport SA
1	Viano	2015	Swisstours Transport SA
1	Mercedes	2015	Swisstours Transport SA
1	Mercedes Open	2016	Swisstours Transport SA
1	Iveco	2016	Swisstours Transport SA
1	Mercedes	2016	Swisstours Transport SA
1	Mercedes	2016	Swisstours Transport SA
1	Mercedes	2017	Swisstours Transport SA
1	Iveco	2017	Swisstours Transport SA

15. Is the main office of the Company and Garage Facilities for the Vehicles identified in #14 located within the proposed Licensed Territory? **YES**

a. If you answered "NO" to question 15, please provide detail in the space provided:

16. Please describe the location of your offices within the proposed Licensed Territory. Please include all retail sales locations where consumers may purchase or redeem vouchers for Services. If the office is located in a hotel or other landmark location, please provide the name of hotel or location as opposed to the street address. Attach additional sheets if necessary.

<u>Type of Office</u>	<u>Brief Description</u>	<u>Location of Office</u>
Main Office	Head Quarter	rue des Alpes/Geneva
Retail Sales Center	Office	R Bonivard
Sales Kiosk or Booth	Office	R. Mont Blanc
Other	Financial Office	r. Fribourg
Garage Facility	Garage	Peney
Please Select		
Please Select		
Please Select		
Please Select		
Please Select		
Please Select		
Please Select		
Please Select		
Please Select		
Please Select		
Please Select		

17. Please provide information on each and every insurance policy currently in effect for your Company. You must also include insurance policy information for any third party operating the Services identified in #4. Attach additional sheets listing each policy if necessary.

Type of Policy	Name of Issuer	Policy Number
Issuer Telephone Number	Issuer Contact Name	Policy Limits
Policy Issuer Address		

Type of Policy	Name of Issuer	Policy Number
Issuer Telephone Number	Issuer Contact Name	Policy Limits
Policy Issuer Address		

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Type of Policy	Name of Issuer	Policy Number
Issuer Telephone Number	Issuer Contact Name	Policy Limits
Policy Issuer Address		

18. Has your Company and/or the third parties identified in #5 ever had an insurance policy cancelled and/or denied for any reason? **NO**

a. If you answered "YES" to question 18, please provide detail in the space provided:

REFERENCES, AFFILIATIONS AND OBLIGATIONS

The following questions ask for specific details about your business relationships and obligations as a prospective Licensee of the Gray Line Corporation.

19. Please provide the name, address and telephone number of your primary banking institution as well as a contact name, email address and telephone number of an account representative:

Bank Name	Contact Name	Contact Email Address
Banque Cantonale de Genève	PATRICK NICOLET	
Contact Telephone Number	Bank Telephone Number	Bank Fax Number
+41 (0)58 211 21 00	+41 (0)58 211 21 00	
Bank Address		
1211 Genève		

20. Please provide at least three Online Travel Agencies, Wholesale Tour Operators, Transportation Companies or other travel industry entities with which your company has done business in the last twelve months.

Company Name	Contact Name	Contact Email Address
Get your guide	Eva Stolz	eva.stolz@getyourguide.com
Contact Telephone Number	Type of Business Relationship	Length of Business Relationship

Company Name	Contact Name	Contact Email Address
Expedia	Corinna Thomas	corithomas@expedia.com
Contact Telephone Number	Type of Business Relationship	Length of Business Relationship

Company Name	Contact Name	Contact Email Address
GTA	Chiara Felici	chiara.felici@gta-travel.com
Contact Telephone Number	Type of Business Relationship	Length of Business Relationship

21. Please list your active affiliations with organizations such as ASTA, IATA, CLIA, NBTA, PATA, JATA and/or any other transportation or travel industry organizations. Also, please indicate your personal level of involvement and whether or not your affiliation has ever been suspended, revoked or denied for any reason.

<u>Organization</u>	<u>Personal Involvement</u>	<u>Sanctions</u>
	Please Select	Please Select
	Please Select	Please Select
	Please Select	Please Select
	Please Select	Please Select
	Please Select	Please Select

- a. If sanctions have ever been imposed, please provide a description of the situation and the outcome in the space provided:

22. If your Application for License is approved, will you comply with the provision to use the Gray Line reservation, ticketing and distribution system in the operation of your sightseeing, tour and transfer business, pursuant to the mutually agreed terms and conditions as detailed on Exhibit B? **YES**

23. If your Application for License is approved, will you comply with the provision to use the Gray Line brand in the operation of your sightseeing, tour and transfer business as more fully set forth on Exhibit C? **YES**

24. Having been provided with and read a copy of the Gray Line License Agreement, and having had time to consult with counsel or other advisors, are you willing to execute a License Agreement and fulfill the duties and obligations set forth therein? **YES**
25. If your Company is granted a Gray Line License, will you comply with the License, Bylaws, Standards and Financial Policies of the Gray Line Corporation? **YES**
26. If your Company is granted a Gray Line License, are you willing to attend the Annual General Meeting and Marketing Conference (and any Regional Meetings) held the year your License is granted? **YES**

ADDITIONAL DOCUMENTATION

You must submit legible copies of the following along with your Application for License. If the documents are not in English, please provide a translation of the pertinent details:


1. \$7,500 Grant Royalty Payment. Should your Application be denied for any reason, the sum of \$1,000 shall be retained by the Gray Line Corporation as a processing fee. The remaining \$6,500 is fully refundable.
2. One (1) copy of the local license, permit, certificate and/or ordinance that authorizes your Company or the third parties identified in #5 to provide the Services identified in #4 within the proposed Licensed Territory.
3. One (1) copy of your most recent financial statement, including a balance sheet, income statement, statement of cash flow and footnotes indicating applicable accounting policies. If Company financial statements are in a currency other than US\$ and/or a non-English language, applicant agrees to provide acceptable conversions and translations.
4. One (1) copy of your automobile and general liability insurance policy covering both bodily injury and property damage for our Company and any third party as identified in #5. [Note: If approved for a License, Gray Line Corporation must be named as an additional insured pursuant to the terms and conditions of the Gray Line License agreement.]
5. Digital photos in JPEG format of the interior/exterior of equipment/vehicles used to provide the Services identified in #4
6. Digital photos in JPEG format of the interior/exterior of the Company's main offices and facilities
7. One (1) physical copy (or scanned copy in Adobe PDF format) of the Company's sightseeing brochure
8. One (1) copy in Adobe PDF format of a screen shot of the home page of the Company's web site
9. One copy in PDF format of the proposed Licensed Territory (provided to you by Gray Line as EXHIBIT A)

* * * * * CONTINUED ON NEXT PAGE * * * * *

I hereby certify that the statements made by me herein on this _____ day of Please Select, 2017, are true and correct to the best of my knowledge (including any and all statements made within any and all attachments hereto), and I am duly authorized by the Applicant-Company to make such certification and to file this Application for License.

SIGNATURE of APPLICANT

APPLICANT (Licensee):


Genève le 19 septembre 2017
Name: Franz Alain
Company: Keytours SA
Title: COE

Executed in the CITY OF Geneva, STATE OF Switzerland or COUNTRY OF _____.

NOTARY PUBLIC

On this _____ day of _____, 20____, the above-named individual appeared before me, being duly sworn, stated that he/she is the _____ (Title) of _____ (Company), and being duly authorized to do so, executed the foregoing Application on behalf of said Company, and that the statements contained herein are true and correct.

Affix Notary Seal Below:

NOTARY PUBLIC

My commission expires: _____

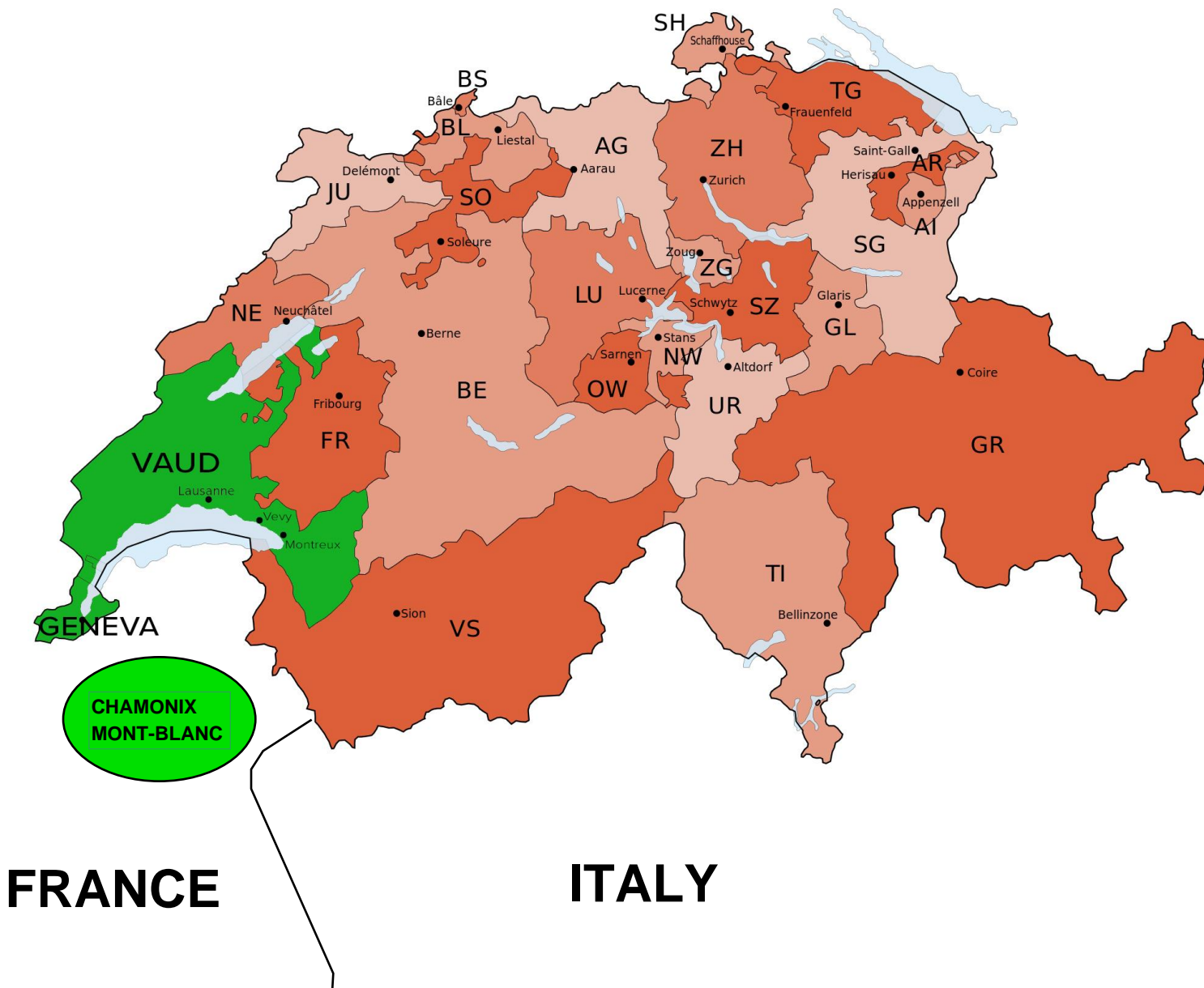


EXHIBIT A

LICENSED TERRITORY ORIGIN MAP

LICENSED TERRITORY NAME: Geneva - Mont-Blanc

MAP:



DEFINITION OF LICENSED TERRITORY: The Licensed territory for Geneva shall include all Land and Water rights within the recognized political boundaries of the Switzerland cantons, Geneva and Vaud, as defined on the above Area Map highlighted in green. These cantons include the cities of Geneva, Lausanne, Vevey, Montreux and Chamonix Mont-Blanc to the french country

Genève le 19 septembre 2017

EXHIBIT B

TECHNOLOGY SUBLICENSE

I. PURPOSE

The Parties agree that Gray Line shall provide Licensee with the right to use the Gray Line reservation and ticketing system and Licensee agrees to use the system for distribution of their products and services through the Gray Line Web Site(s), connected distribution partners and for the operation of at least one fully branded Gray Line web site for the Licensee's Licensed Territory.

The system is provided to Licensees through this sublicense free of charge, save and except for the Technical and Distribution fees charged as a percentage of the gross selling price of any Licensee product or service sold through the system.

Licensee may use its own in-house design team, third party agency or the agency of record of the Gray Line Corporation to design and deploy the Gray Line branded website(s) for the Licensee's Licensed Territory. In such event that the Licensee uses an in-house designer or third-party agency for the design of the website, it must be approved, in writing, by Gray Line prior to publication.

II. RESIGNATION AND TERMINATION

In the event this License terminates for any reason, Licensee's continued use of the Gray Line reservation, ticketing and distribution system may be continued at the discretion of the Gray Line system provider and at the standard subscription rates then in effect.

EXHIBIT C
BRANDING AGREEMENT

I. PURPOSE

Licensee agrees that within not more than Ninety (90) days of the Effective Date of this License, that all business operations shall be co-branded with the Gray Line name and mark, including, but not limited to:

- A. Retail location signage
- B. Brochures
- C. Point of sale materials
- D. Employee Uniforms
- E. Telephone Greetings
- F. Consumer Web Site
- G. All other marketing and promotional materials

The Licensee further agrees that within not more than Ninety (90) days of the Effective Date of this License, that vehicles used to operate sightseeing, airport transfer and charter operations shall meet and/or exceed the minimum branding requirements stipulated in Section III of the Gray Line Standards.

II. RESIGNATION AND TERMINATION

In the event this License terminates for any reason, Licensee's authorized use of the Gray Line name and marks shall expire pursuant to the terms and conditions of the License and the Licensor's standard cease and desist documentation.