



Plusgrade is the market-leading provider of upgrade solutions, a key segment of the fast-growing ancillary revenue and merchandising sector in the global airline industry. Plusgrade's portfolio of upsell software solutions provide its global base of over 70 airlines customers — including industry leaders such as Etihad, Saudia, Royal Jordanian, Gulf Air, Lufthansa, Cathay Pacific, Air Canada, LATAM, Qantas, Singapore Airlines, Air China, and ANA — with meaningful revenue streams while enhancing the customer journey. Plusgrade's proprietary SaaS platform has received accolades from industry-wide participants and many distinguished media publications. Founded in 2009, Plusgrade has offices in Montreal, Canada and New York, USA