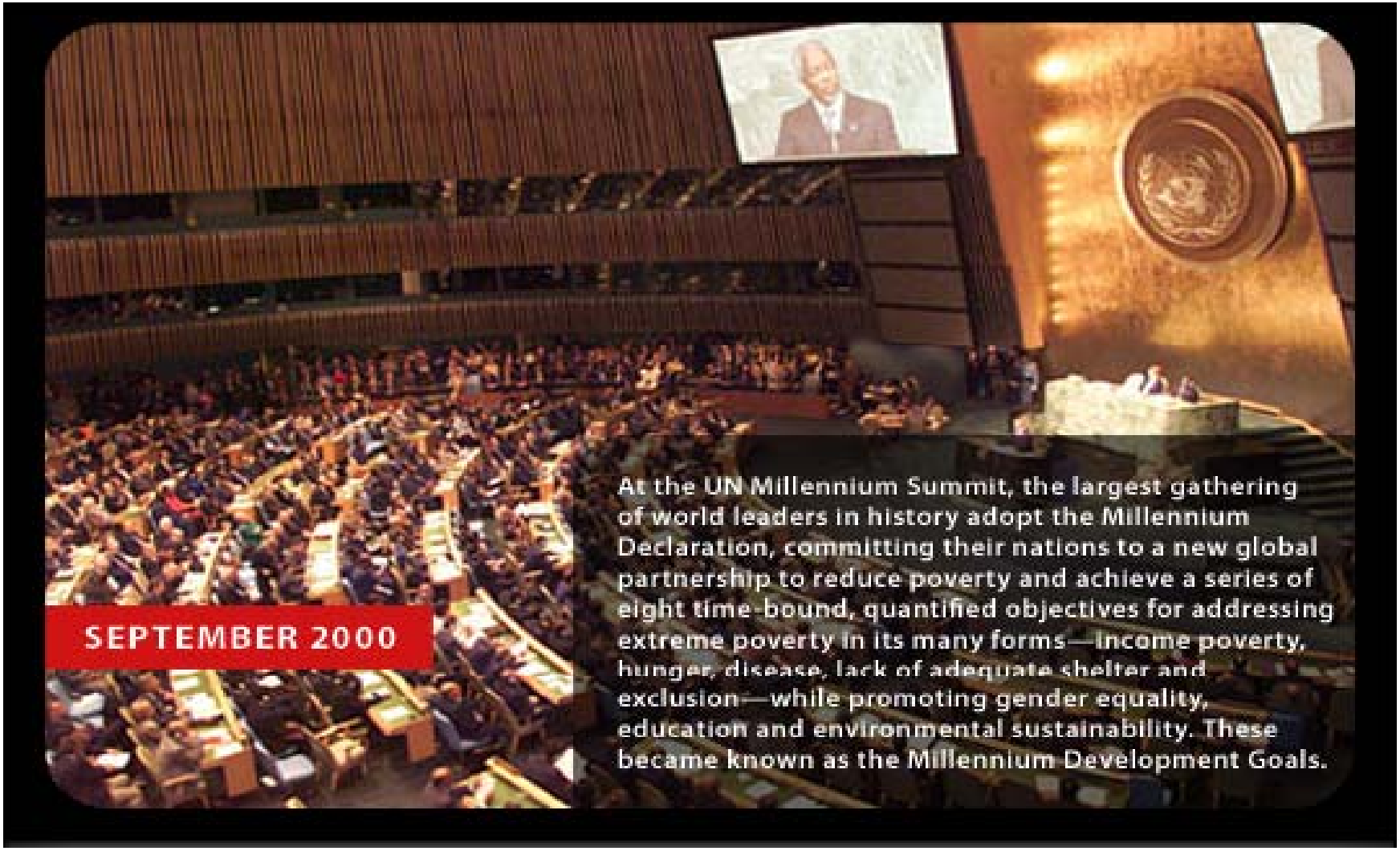
Travel for MASSIVEGOOD®

Presentation to PhoCusWright
March 10, 2010

By Jean-Louis Richard, Senior Advisor
Millennium Foundation For Innovative Finance For Health

In September 2000…



MILLENNIUM FOUNDATION
INNOVATIVE FINANCE FOR HEALTH

Innovative Finance for Health: UNITAID and Millennium Foundation

- "Innovative Finance for Development" is the pursuit of sustainable and complementary funding approaches to official development assistance (ODA) in meeting the Millennium Development Goals (MDGs).

2000 → 2006 → 2008 → 2010

UNITAID → MILLENNIUM FOUNDATION INNOVATIVE FINANCE FOR HEALTH → MASSIVEGOOD®

What is MASSIVEGOOD?

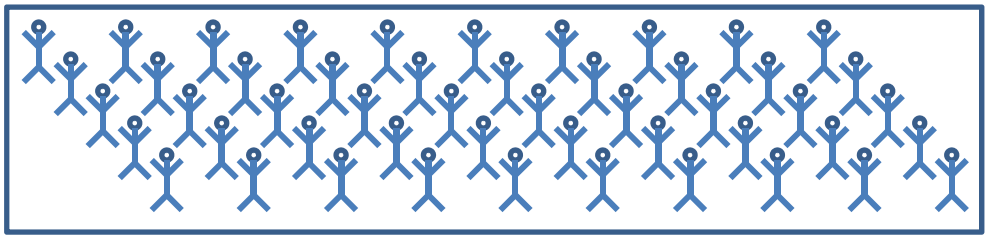
A SMALL AMOUNT

x

A SIMPLE ACTION

x

BY MANY PEOPLE



Presence

Ease of Use

Global Movement

Public-Private Initiative

= MASSIVEGOOD®

MASSIVEGOOD®

+

DONATE

MILLENNIUM FOUNDATION
INNOVATIVE FINANCE FOR HEALTH

When? 2010 Launch – Wave 1

✓04 March 2010

✓ 1Q2010*

✓ 2Q2010*

✓ 2Q2010*

LEISURE PACK

Enable individuals to donate in leisure environment via Travel Agent's offline and online tools as well as travel suppliers

✓ 2Q2010*

CORPORATE PACK

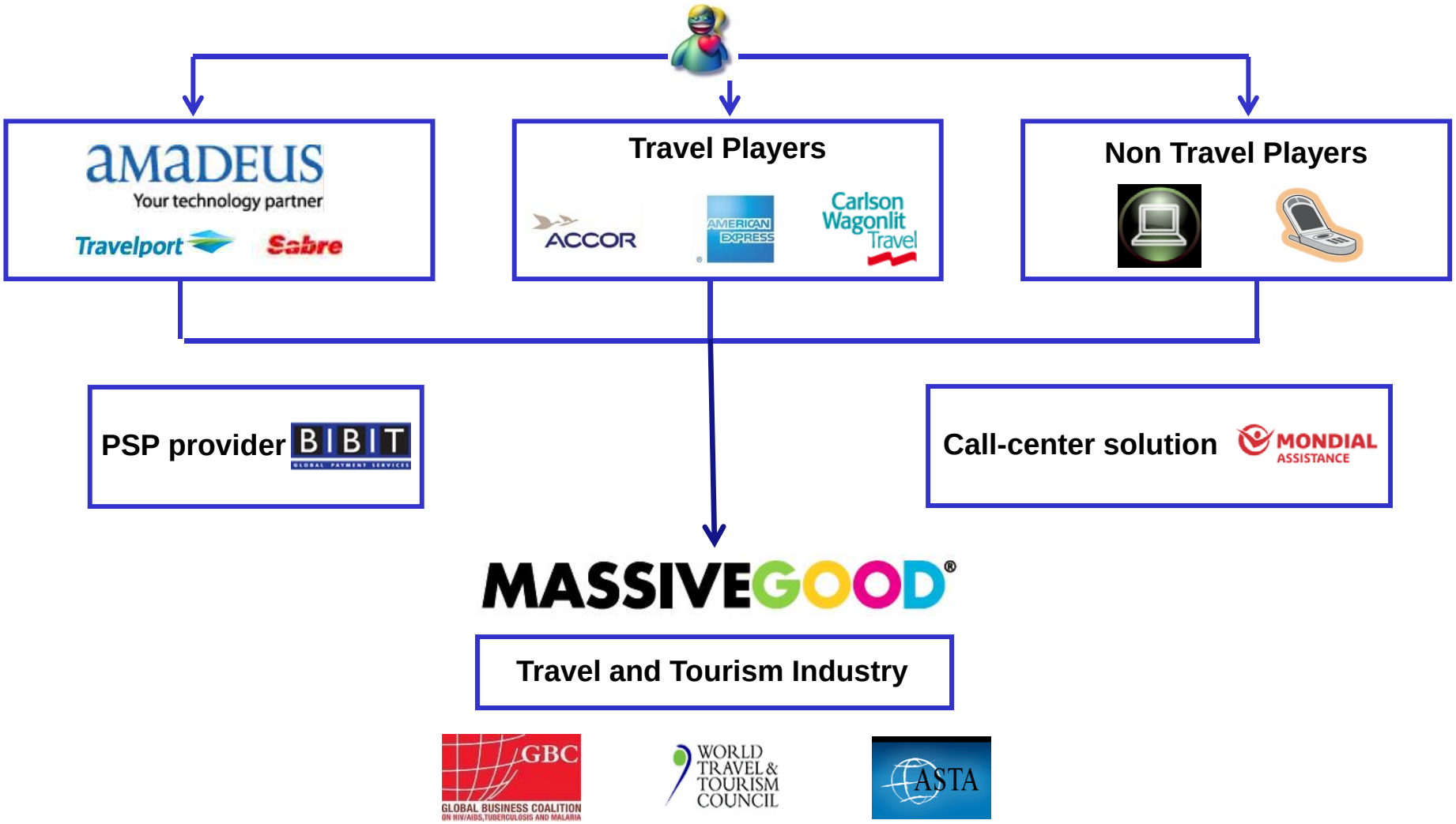
Enable individuals to donate in corporate environment via Business/TMCs offline and online tools

Enable Corporations to donate via Corporate Donation Solution

**Exact date to be confirmed*

MILLENNIUM FOUNDATION
INNOVATIVE FINANCE FOR HEALTH

Worldwide partnerships for MASSIVEGOOD



MASSIVEGOOD®

Changing the world one click at a time….