

## **Helloworld Limited welcomes partnership with Travelport**

helloworld agents to benefit from new 5 year Partnership

Apr 15, 2015

**Helloworld Limited (ASX: HLO) today announced the appointment of Travelport (NYSE:TVPT) as its 'premium preferred GDS service partner' for helloworld Branded, Associate and Affiliate agents in Australia and New Zealand as well as for the Concorde Agency Network and helloworld.com.au.**

Helloworld CEO Elizabeth Gaines said the agreement enables efficiencies across the online and retail networks while delivering enhanced benefits to agents.

“After an extensive review process, we are delighted to announce Travelport as Helloworld’s premium preferred GDS services partner. Whilst we continue to have commercial arrangements across the GDS providers throughout the various channels of our business, Travelport is our premium preferred partner for the retail networks.” Ms Gaines said.

“Travelport’s commitment to and investment in technology innovation, breadth of global travel content and service support delivers an important advantage to our agents and our business. Extending our relationship across the retail networks in Australia and New Zealand, as well as helloworld.com.au, will drive additional improvements,” Ms Gaines said.

“A key driver in our decision was the additional benefits for our agents that flow from choosing Travelport as their GDS technology provider including financial returns, minimum benchmarks, competitive product pricing, greater transparency and market-leading technology and support.”

*helloworld* Agents will benefit from Travelport’s innovative Travel Commerce Platform, as well as Travelport Smartpoint, a leading desktop point-of-sale solution that redefines the selling experience for travel agencies. The latest version of Smartpoint enhances upselling and cross-selling opportunities through the integration of Travelport’s Rich Content and Branding solution for airlines. More than 100 airlines have now signed up, enabling travel agents to better understand and compare airlines’ offering through rich visual graphics and detailed descriptions.

Kaylene Shuttlewood, General Manager Pacific, Travelport said, “Travelport has been a Helloworld preferred partner for nearly 30 years, working closely to build innovative, customer-driven solutions to drive productivity through Travelport technology. This renewal demonstrates



Helloworld's recognition of Travelport's continued investments and expertise in terms of the content and technology we bring to the agency desktop. We look forward to continuing our long-term partnership and supporting Helloworld's growth strategy across the region."