

AirAsia signs up for Travelport's Rich Content and Branding

Kuala Lumpur, Malaysia: 14 May, 2015 – Travelport (NYSE:TVPT), a leading Travel Commerce Platform providing distribution, technology, payment and other solutions for the \$8 trillion global travel and tourism industry, today announces a new agreement signed with AirAsia, Asia's largest low cost carrier, for its Rich Content and Branding solution.

This supplements the distribution agreements that Travelport already has with seven carriers within the AirAsia group.

Through the agreement, AirAsia becomes the first Low Cost Carrier (LCC) in Asia to sign up for this innovative feature that allows airlines to market and retail their products more effectively by controlling how their products are visually presented and described to travel agents. It is designed to enable partner airlines to use more sophisticated retailing techniques in order to drive sales of core fares as well as ancillaries and "optional extras" such as selected seating and lounge passes.

The popular merchandising technology has seen more than 100 airlines signing up including leading carriers such as China Eastern Airlines, Delta Air Lines, British Airways, Singapore Airlines, easyJet, Ryanair and many more.

Spencer Lee, Head of Commercial, AirAsia Berhad, commented: "On AirAsia.com, we are very proud of the wide variety of options and add-ons we offer to our customers, clearly presented with detailed descriptions and highly illustrative visuals. We are glad we are now able to present our products in the same manner to Travelport's global network using its Rich Content and Branding solution."



Damian Hickey, Vice President, Asia Pacific and Global Sales Strategy, Air Commerce, Travelport, added: “We are delighted to join hands with AirAsia to present the Airline’s complete and unique brand experience to our network of 259,000 travel agency terminals worldwide. This is indeed a first in Asia.”

Sandeep Dwivedi, Chief Commercial Officer, InterGlobe Technology Quotient, commented : This is indeed a high for Travelport and we are really excited to have AirAsia signup for Travelport’s Rich Content and Branding solution which allows AirAsia to distribute their products as per their choice to travel partners in India”.