

Jeju Air and Travelport announce new global agreement

Seoul, South Korea: 8 June, 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, and Jeju Air, Korea’s leading low cost carrier (LCC) as well as one of the fastest growing low cost carriers in Asia, today jointly announce their first ever global content, merchandising and marketing agreement.

The new multi-year agreement will enable Travelport-connected travel agents worldwide to search and book Jeju Air’s services via Travelport’s innovative Travel Commerce Platform, including web fares and group fares. The content is already live and bookable to users of Galileo and will be extended to Worldspan-connected agents over the coming months.

Jeju Air will also leverage Travelport’s range of Partner Marketing Solutions which allow airlines to promote messages to travel agents during the log-on and booking process – including Travelport Headlines, Sign-On Messages and Sponsored Flights – to increase brand awareness and grow their bookings on a global scale.

With this agreement Jeju Air will also become the latest airline to sign up for Travelport’s Rich Content and Branding technology, a key component of its industry-leading Travelport Merchandising solutions. More than 100 airlines have already signed-on for Rich Content and Branding, which enable carriers to more effectively control how their flights and ancillaries are visually presented and described on travel agency screens, in a similar way to the airline’s own website experience.

As Jeju Air expands across North Asia, Southeast Asia and the Pacific, the travel agency channel becomes an increasingly important part of its growth strategy. The Airline hopes to project its brand recognition and grow sales beyond its traditional markets by utilising Travelport’s capabilities.

For Travelport, this partnership with Jeju Air will reinforce its position in as well as commitment to the dynamic and fast growing South Korean market.

Commenting on this new partnership, Damian Hickey, Vice President, Asia Pacific and Global Sales Strategy, Air Commerce, Travelport, says, “We are very pleased to have signed this agreement with Jeju Air. I am confident that they will be able to fully leverage Travelport’s global reach and innovative technologies to grow their bookings via our Travel Commerce Platform, while increasing their brand presence through our marketing services as well as Rich Content and Branding technology.”