

## **China Southern becomes latest major Chinese airline to adopt Travelport Rich Content and Branding**

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Travelport (NYSE:TVPT), a leading Travel Commerce Platform, and China Southern Airlines, China's largest airline, today jointly announce the extension of their multi-year content agreement. The agreement ensures Travelport customers worldwide will continue to have full access to the airline's fares and inventories via the Travelport Travel Commerce Platform.

As part of this agreement, China Southern Airlines is now live with Rich Content and Branding, Travelport's industry-leading merchandising solution. This means that China Southern Airlines is now able to retail and display its product offering more effectively via enhanced descriptions and rich visual imagery. In addition, China Southern Airlines will now be able to make tailored or personalised offers to both individual travel agencies and/or the corporations that a Travel Management Company services via Rich Content and Branding, improving its engagement with targeted agents.

The addition of China Southern Airlines means that all four of China's largest carriers are now live with Rich Content and Branding, along with over 150 other carriers globally.

Damian Hickey, Vice President, Asia Pacific and Global Sales Strategy, Air Commerce, Travelport, said, "We are delighted that China Southern Airlines has extended their partnership with Travelport, and that they recognise the value of our Rich Content and Branding solution as a key driver of growth for their business."

China Southern Airlines is the largest carrier in the Asia-Pacific region in terms of fleet size, and has the most developed route network and largest passenger capacity of any airline in the People's Republic of China. Named "Best Airline in China" by TTG Travel Awards in 2015, China Southern Airlines has been recognised with numerous industry accolades and is the first airline in the world to operate both the A380 and Boeing 787 aircrafts.