

## **Jet Asia Airways signs up for Travelport's Rich Content and Branding solution to reposition itself as a full service airline**

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Travelport (NYSE:TVPT), a leading Travel Commerce Platform providing distribution, technology, payment and other solutions for the \$7 trillion global travel and tourism industry, today announces a new agreement signed with Bangkok-based Jet Asia Airways for global distribution, utilizing its Rich Content and Branding solution.

Jet Asia becomes the latest airline to commit to Travelport Rich Content and Branding, a key component of the Travelport Travel Commerce Platform, which allows airlines to market and retail their products more effectively by controlling how their product is visually presented and described to travel agents. It is designed to enable partner airlines and other travel content providers to use more sophisticated retailing techniques in order to drive sales of both core fares as well as ancillaries and "optional extras" such as bags and lounge passes.

Rich Content and Branding has received significant support and interest from airlines since its introduction in 2014. Over 90 airlines have now signed up to deploy the innovative and industry-leading solution including leading carriers such as Delta, Avianca, Ryanair, British Airways, Iberia, SilkAir, Hong Kong Airlines, Hainan Airlines, WestJet and United Airlines.

John Chapman, Chief Commercial Officer, Jet Asia Airways, commented: "We recently evolved from being a solely charter airline to offering a Full Service airline network connecting South East Asia, North Asia and the Middle East. Hence we now require global distribution and access to the travel community worldwide. Through Travelport's worldwide coverage, this new agreement offers Jet Asia true global presence and is a fast and comprehensive new travel industry distribution channel."

Damian Hickey, Vice President, Asia Pacific and Global Sales Strategy, Air Commerce, Travelport, added: "Travelport Rich Content and Branding was created to give airlines the flexibility to market their products to the global travel trade in exactly the same way they do on their own websites. We are delighted that Jet Asia has signed up and recognizes that our Travel Commerce Platform is uniquely capable of enabling them to achieve their goals and reposition themselves as a full service carrier."