

Air China signs multi-year content agreement with Travelport with enhancement of Rich Content & Branding

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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 Air China, the flag carrier of the People's Republic of China, today jointly announce the extension of their multi-year, full content agreement.

The agreement means that Travelport-connected agents worldwide will have continued access to effectively search, compare and book Air China inventory and offering via Travelport's industry-leading Travel Commerce Platform.

As part of the agreement, Air China has also extended to participate in Travelport Rich Content and Branding – one of the key components of Travelport's suite of innovative merchandising solutions for airlines.

Rich Content & Branding enables airlines to market and retail their products more effectively by determining how their content is visually presented and described to travel agents. It is designed to allow airlines to use more sophisticated retailing techniques in order to drive sales of core fares as well as ancillary products and optional services such as seats with extra legroom.

Ms. Na Na, Deputy Managing Director of Network and Revenue Management of Air China said: "Air China needs to project a distinct branding that is fitting of its role as the nation's flag carrier, even as we compete in a crowded international market. How we present our products plays a critical role in defining that image. We believe Rich Content & Branding is the right tool for that purpose, apart from being a sophisticated merchandizing platform for our products."

Damian Hickey, Vice President, Asia Pacific and Global Sales Strategy, Air Commerce, Travelport, added: "We are delighted that Air China has extended its multi-year agreement with the enhancement of Rich



Content & Branding. Our solution is about empowering our airline partners to create great choices for their customers and to clearly communicate those choices. Together we will build the product branding for Air China that truly reflects its role as the national flag carrier.”