

## Travelport Rich Content and Branding reaches first anniversary

21 October 2015

Travelport (NYSE:TVPT), a leading Travel Commerce Platform, is celebrating the first anniversary of Travelport Rich Content and Branding, the industry leading solution that allows airlines to more effectively market and retail their offering to travel agencies around the world.

In the past year, over 120 network airlines and low cost carriers, representing more than 50% of our total air segment volumes, have signed up to Rich Content and Branding including Lufthansa, SWISS, easyJet, Ryanair, Delta, United, Singapore Airlines, Air Canada, Air China and Kenya Airways. 90 airlines are now live in the system, ready for travel agencies to search, sell and book, with more airlines making their additional branded content available each week.

Travelport Rich Content and Branding enables airlines to fully display all of their fares, ancillaries and brand proposition, exactly as they would on their own websites, giving them the greatest control possible over how their products appear on travel agents' screens. It includes rich product descriptions and graphics, optional or ancillary products for sale, including fares families. Since its launch last year, Travelport has continued to enhance Rich Content and Branding by adding powerful, new search functionality and increased opportunities for upselling by offering the 'next product/price point up', with a full comparison of associated attributes and ancillaries. In addition, airlines can now better target their messages by customising and segmenting their offers and products to agents in order to achieve greater returns and we are constantly looking at new ways to enhance the merchandising opportunities available.

Derek Sharp, Travelport's Senior Vice President and Managing Director, Air Commerce, added: "Today marks a significant milestone for one of Travelport's flagship products. With Rich Content and Branding, our airline customers are able to sell their products their way, in the intermediary channel, adding real value to their businesses. We have now achieved critical mass with the number of airlines who share our vision to offer travel agents and travellers visually-rich and interactive content and more and more airlines are signing up each week."