

PRESS RELEASE

Travelport now gives 250 airlines a branded boost as it extends its merchandising lead

Jan 23rd 2017: Travelport (NYSE: TVPT), the leading Travel Commerce Platform, announced today that over 250 airlines now benefit from Travelport's Rich Content and Branding merchandising tool which gives agencies and travel bookers a graphically rich experience when searching for and booking branded fares and ancillaries. The announcement confirms Travelport's commitment to helping airlines deliver their brand and product proposition to travel agents and travelers through all points of sale.

Launched in 2014, Rich Content and Branding allows network airlines and low-cost carriers to differentiate themselves through strong visuals and detailed descriptions of their products and services. This gives OTAs, travel agencies and bookers a real understanding of each airline's offering and an excellent service to their customers when booking.

Having passed the milestone of 250 carriers, Travelport has now extended its leading position in airline merchandising by offering richer content to five times as many airlines as its nearest competitor. Airlines benefiting from branded fares and ancillaries include:

- British Airways: branded fares across its domestic and global network
- Air France/KLM: branded fares as well as bags, sports equipment and pets
- Lufthansa: branded fares and several ancillaries such as bags and unaccompanied minors
- Iberia: branded fares as well as bags
- Smaller and low-cost airlines such as Aegean, Ryanair and Loganair

Major airlines currently or soon offering access to their branded fares through Rich Content and Branding include Delta, China Southern Airlines, Singapore Airlines, Etihad Airways, Emirates, Norwegian, Scandinavian Airlines (SAS) and Avianca.

In addition, an increasing number of airlines such as Etihad Airways and Jetstar are introducing no-bag fares on long-haul routes, a development fully supported by Rich Content and Branding.

The Portuguese airline TAP has enjoyed its benefits since 2015. Riccardo Lo Presti, the carrier's Vice President Sales and Distribution, said "Rich Content and Branding helps TAP Air Portugal stand out against our competitors. It has helped us improve our ability to sell more than just a seat. Its graphics, just like you'd see on our website, drive significant adoption of ancillaries. It is a great way of showing a product."

Agencies have also been reaping the rewards:

Mustafa Filizkok, Managing Director of online agency Fly365, commented, "Branded fares and ancillaries has increased all of our sales across the board. The results that we are seeing from this particular product are that we have managed to be able to upsell which gives us a great revenue stream."

Philipp Brinkmann, CEO of Tripsta, commented, "The results from Travelport's GDS agnostic Branded Fares solution exceeded our expectations. They were completely as Travelport had forecast. So Tripsta is now becoming a more valuable partner to airlines by selling higher-value brands of fares and our customers are responding positively to the wider choice of fare solutions."

Travelport's leadership in travel technology was confirmed last month when it was certified by the International Air Transport Association (IATA) as a "Level 3" aggregator under IATA's New Distribution Capability (NDC) initiative intended to create a new distribution standard for the airline industry.

Travelport's Chief Commercial Officer, Stephen Shurrock, said, "The achievement of this milestone highlights the multiple benefits Travelport delivers to carriers and agencies by displaying content in a way which replicates the consumer experience online. In an era when agencies and airlines receive and send content over multiple channels, Rich Content and Branding continues to stand out as a highly effective means of selling and upselling products - from branded fares and ancillaries such as paid seats to the recently introduced no bag fares on long haul services. In 2018, Travelport is now the best equipped platform to serve airlines and agencies with the content they need to serve their customers."

About ITQ

InterGlobe Technology Quotient (ITQ), a strategic business unit of InterGlobe Enterprises is a leader in aviation, hospitality and travel related services, contributing to the growth of market through innovation and service leadership by building businesses and represent global brands that deliver quality and value.

ITQ is an official distributor of Travelport in 6 markets across Asia Pacific region including India, Sri Lanka. Headquartered in Gurgaon, the company provides cutting edge travel technology solutions with unmatched inventory options to its customers helping them increase their productivity and business efficiency. With an extended network over 500 cities having 20 dedicated offices and 14 REPs InterGlobe Technology Quotient reaches out to over 36,000 agency terminals, with a nationalised service centre and 16 training centres having state-of-the-art infrastructure and facilities matching international standards.

About Travelport

Travelport is the technology company which makes the experience of selling, buying and managing travel continually better. It operates a travel commerce platform providing distribution, technology, payment and other solutions for the global travel and tourism industry. The company facilitates travel commerce by connecting the world's leading travel providers with online and offline travel buyers in a proprietary business-to-business (B2B) travel marketplace.

Travelport has a leadership position in airline merchandising, hotel content and distribution, car rental, mobile commerce and B2B payment solutions. The company also provides critical IT services to airlines, such as shopping, ticketing, departure control and other solutions. With net revenue of over \$2.3 billion in 2016, Travelport is headquartered in Langley, UK, has approximately 4,000 staff and is represented in 180 countries and territories.

For Further information please contact:

Taruna Soni | ITQ | +91 124 428 4800 | marketing@galileo.co.in