

Travelport partners TravelFlan to deliver artificial intelligence and big data-driven personalised marketing solutions

Hong Kong, 14 January 2021: Travelport, a leading technology company serving the travel industry, today announced the addition of new artificial intelligence (AI) and big data-driven capabilities to its Digital Media Solutions (DMS) portfolio. This leading technology will be delivered through a partnership with TravelFlan, an award-winning AI digital solution startup.

Travelport will be able to offer TravelFlan's various AI-based travel marketing solutions to travel suppliers and Destination Marketing Organizations seeking to raise consumer awareness and drive bookings. These solutions include TravelFlan's AI digital engine and eConcierge Chatbot which provide targeted and personalized travel recommendations; and an ancillary revenue solution which tailors product bundles personalized to traveler personas, informed by big data from more than 30 million travelers.

Travelport customers will also be able to put their offers in front of nearly 200 million consumers across China, South Korea and Hong Kong using Samsung smartphones and China Mobile apps, through TravelFlan's partnership network.

Packaged with Travelport's own DMS technology which reaches travel agents in over 68,000 Travelport-connected agencies servicing hundreds of millions of travelers around the world, the new partnership will provide travel supplier and DMO customers the ability to engage consumers directly, as well as via recommendations from travel agents. A Travelport survey spanning 20 countries found that 87% of the 17,000 travelers surveyed rely on recommendations from travel professionals when researching their trips.

Anna Au-Yeung, Head of Global Destination Marketing at Travelport, commented: "With people choosing to travel primarily for leisure at present, we've seen clients increasingly seeking to reach consumers directly. This partnership with TravelFlan provides our clients with an omni-channel marketing solution, which is personalized and enables direct up-selling and cross-selling."

Abel Zhao, CEO at TravelFlan, said: "Our goal is to use our technology to create added value for partners, and our partnership with Travelport perfectly encapsulates this approach. Adding our AI technology and consumer network to Travelport's global agency network allows us both to provide travel marketers a more comprehensive offer."

About TravelFlan (www.freed.group) TravelFlan solutions were developed specifically for the travel sector utilizing patented AI Digital Solutions and Simultaneous Auto-update Data Processor (SADP). Its core software tools include the SMART Recommendation Rating System, AI Digital Marketing and Analytical tools, AI Personal eConcierge (an AI Chatbot Interface), a Big Data Analytical Engine and more.

TravelFlan is owned by FREED GROUP, an award-winning AI Digital Solution provider, whose all-in-one platform UNO utilizes proprietary AI and Big Data technologies in creating incremental values to business partners and end customers.

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About Travelport

Travelport is the technology company which makes the experience of buying and managing travel continually better, for everyone. 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 platform.

Travelport has a leading position in airline merchandising, hotel content and distribution, car rental, mobile commerce and B2B payment solutions. The company also provides IT services to airlines, such as shopping, ticketing, departure control and other solutions. With net revenue of over \$2.5 billion in 2018, Travelport is headquartered in Langley, U.K., and is represented in approximately 180 countries and territories.

To learn more about Travelport, visit www.travelport.com
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About ITQ

InterGlobe Technology Quotient (ITQ), a strategic business unit of InterGlobe Enterprises, is a part of large Indian conglomerate established in 1989 and headquartered in Gurugram. InterGlobe employs more than 27,000 professionals globally through its various businesses leading in Aviation, Hospitality and Travel related services.

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 nearly 400 cities having 19 dedicated offices and 14 REPs, InterGlobe Technology Quotient reaches out to over 36,000 agency terminals, with two nationalised service centres and 16 training centres having state-of-the-art infrastructure and facilities matching international standards.

For more information on ITQ and its business and financial solutions, visit www.itq.in
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