

**Amadeus Corporate Profile**  
Brighter, Bolder, Better



**Be Brighter, Bolder, Better**  
at every step of the  
travel chain

As the largest transaction processor in the travel industry, Amadeus is the trusted technology partner for customers of all sizes and in all sectors.

Amadeus operates globally in the growing travel and technology market, using a successful transaction-based business model.

We focus on two highly synergistic and profitable businesses: Distribution (providing indirect distribution services to both travel providers and travel sellers) and IT Solutions (for travel providers, including direct distribution technology).

**Amadeus connects the complex travel ecosystem**

Amadeus offers a comprehensive range of innovative and advanced, yet easy-to-use, products and solutions that are specifically designed to enhance productivity, profitability or customer experience – often all three – for all users in the travel supply chain at every step of the customer journey:



**Amadeus supports all players in the global travel industry**

Travel providers	Travel sellers	Travel buyers
<ul style="list-style-type: none"> <li>&gt; Airlines</li> <li>&gt; Hotels</li> <li>&gt; Cars</li> <li>&gt; Rail</li> <li>&gt; Ferry</li> <li>&gt; Cruise</li> <li>&gt; Insurance</li> <li>&gt; Tour Operators</li> </ul>	<ul style="list-style-type: none"> <li>&gt; Travel Management Companies</li> <li>&gt; Business Travel Agencies</li> <li>&gt; Online Travel Agencies</li> <li>&gt; Leisure Travel Agencies</li> <li>&gt; Vertically Integrated Tour Operators</li> <li>&gt; Consolidators</li> <li>&gt; Single Site Travel Agencies</li> </ul>	<ul style="list-style-type: none"> <li>&gt; Corporations</li> <li>&gt; Travellers</li> </ul>



Discover a **Brighter, Bolder, Better** travel technology partner

Amadeus is a world-class company that aspires to produce the best technology solutions to drive business results for our customers.

Our aspiration is captured in three words; we want to be: Brighter, Bolder, Better.

Amadeus has an impact at every step of the travel chain – on our people, as they work and interact with each other, and on our customers, as we help them achieve their business goals and support their operations around the world.

**Discover a Brighter, Bolder, Better technology partner**

Follow the ball  
[www.amadeus.com/blog](http://www.amadeus.com/blog)

A **Brighter, Bolder, Better** world of travel

**Travel Further – Amadeus’ corporate responsibility programme.**

At Amadeus we’re 100% dedicated to the world of travel technology. But we also feel a tremendous responsibility towards addressing these questions:

- How does what we do every day improve the lives of those we interact with?
- How can we both measure and minimise our impact on the world around us?
- How can we ensure that we act with honesty and integrity at all times?

And that means the professionalism of our staff, our concern for the environment and also our contribution to social development.

Because Travel Further is a sign of our commitment to go beyond the normal. The expected. The everyday.

At Amadeus we believe that by working together we can travel further.

“In over 200 countries and territories where Amadeus provides services, we have seen that by partnering with customers, industry organisations and government bodies, we can make a real difference to people’s lives.”

Luis Maroto  
President & CEO  
Amadeus



## Brighter ideas, Bolder investment, Better business

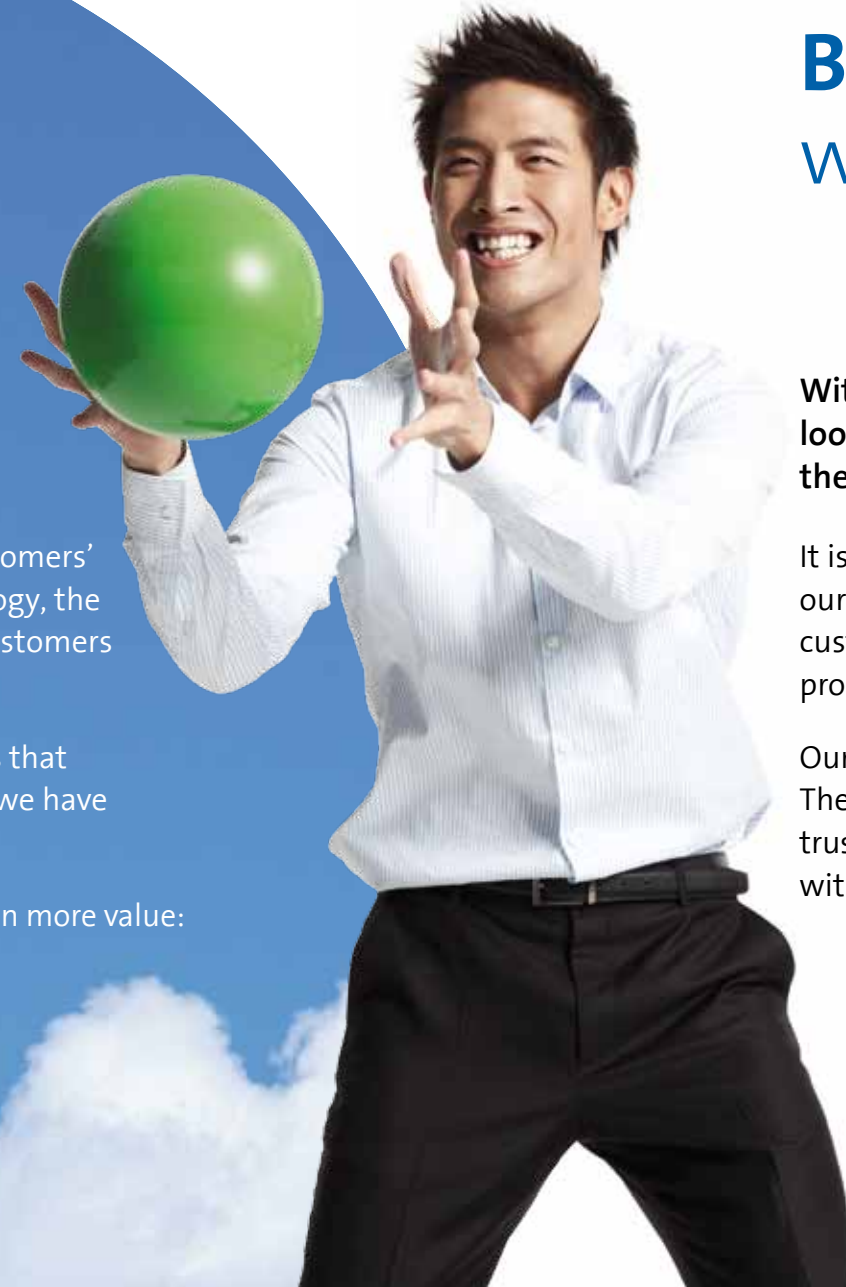
You can count on Amadeus to provide customised and customer-focused solutions to match your unique business needs.

At Amadeus, we are committed to investing in our customers' success. We pride ourselves on our world class technology, the strong, long-term relationships we develop with our customers and the proven results we continue to deliver.

Our mission is to be the leading provider of IT solutions that enable success in the travel and tourism industry. And we have an unparalleled track record of achievement.

We are always innovating and striving to deliver you even more value:

- Employing **Brighter** people working in partnership with you
- Taking a **Bolder** approach to technology and innovation
- Offering **Better** solutions to drive better results for you



## Brighter people working in partnership

With Amadeus as your technology partner, you can look forward to working together with people around the world, being brighter with you.

It is our people who really power Amadeus. They bring our state-of-the-art technology to life and encourage our customers to exploit the full potential of our advanced products and solutions to transform their businesses.

Our different teams are highly skilled, intelligent and dynamic. They embrace the synergies of collaborative working and are trusted by customers the world over to work in true partnership with them to help them achieve their business goals.



## Bolder approach to innovation and technology

Innovative, user-friendly technology and operational excellence lie at the heart of our long-term strategy.

Our technology leadership is based on our ongoing ability to deliver best-in-class solutions that provide specialist, tailored support for users at every stage of the travel chain.

But our pioneering creative approach is what really sets us apart. From the outset, over 20 years ago, we've demonstrated our commitment to designing and developing next generation, future-proof technology that enables our customers to stay one step ahead of their competitors.



## Better solutions that drive results

We provide superior, sustainable solutions that boost operational performance, drive growth and transform our customers' businesses.

Choosing Amadeus as your technology partner means that you can rely on innovative, advanced IT solutions that are easy to implement and to use; future-proof, flexible and scalable technology designed to suit your business; fast, tangible results; and proven business benefits – both for you and for your own customers.

Amadeus technology and solutions are always customer-focused and carefully designed to give you the competitive edge. We use our in-depth experience and expertise to deliver better solutions, better content and better service for travel providers, travel sellers and travel buyers alike.

> Amadeus is a truly global company. We combine extensive industry-wide expertise with in-depth local knowledge to provide efficient and effective travel technology solutions – backed up by outstanding support and consulting services – to customers in more than 190 countries.

> Our experienced management team is supported by over 9,300 highly skilled and dedicated staff, who further enhance our worldwide operations with the multicultural perspectives and language skills of the 123 different nationalities they represent.

> A higher-than-average proportion of funding is continuously committed to R&D to help maintain our reputation as an established industry leader and provider of cutting edge IT solutions to the global travel industry.

> Amadeus offers award-winning solutions, having previously been named by the World Travel Awards as the World's Leading Travel Technology Provider, World's Leading Internet Booking Engine Technology Provider and World's Leading GDS & CRS.

### Amadeus worldwide

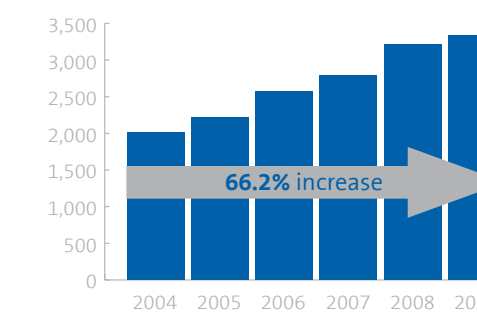
- > 3 main global locations
- > 3 Research & Development centres
- > 6 regional centres
- > 72 local Amadeus Commercial Organisations (ACOs)

> At Amadeus, we work in partnership with technology users across all sectors of the global travel industry.

> Our distribution business brings together travel providers and travel sellers as they seek to supply relevant and profitable content to travel buyers worldwide. This results in powerful network effects. The more travel providers there are who choose to distribute their content via the Amadeus platform, the more attractive it is to travel sellers. And the more travel seller subscribers there are, the more attractive the platform becomes to other travel providers. This means that everyone can then benefit from greater investment in IT, better products – and more revenues.

> Within our IT solutions business, we focus on innovative, intuitive technology that enables travel providers to manage their operations more efficiently and effectively and to distribute their content directly to travel buyers around the world.

### Amadeus R&D investment



> Amadeus invested around 3,500 man-years in product development in 2009 and nearly 16,000 in total between 2004 and 2009.

> We operate two highly synergistic businesses, which share a common client base and technology platform.

> Much of our technology is based on open systems. Indeed, Amadeus remains the first and only GDS and PSS solution provider to move largely to open systems.

### Operational excellence

- > 3,000 servers
- > 5 petabytes of storage
- > 10,000+ end user requests per second
- > 400 application software loads and 3,000+ IT changes per month

> Our fully owned data centre in Erding, Germany, is the epitome of operational excellence. This world-class hub efficiently and effectively handles more than 10,000 transactions per second and over 3 million net bookings every day – all with a response time of less than 0.3 seconds.

> Our IT solutions offering encompasses a comprehensive and unique portfolio of specialist solutions for airlines, plus leading technology for non-air travel providers including hotels, rail companies and airports.

> Amadeus' portfolio of distribution solutions is equally unique. Covering all types of travel agencies, our portfolio includes desktop sales solutions, direct e-commerce and mobile technology and corporate self-booking tools as well as mid- and back-office solutions. In both business and leisure travel, Amadeus provides better solutions that help drive our customers' results.