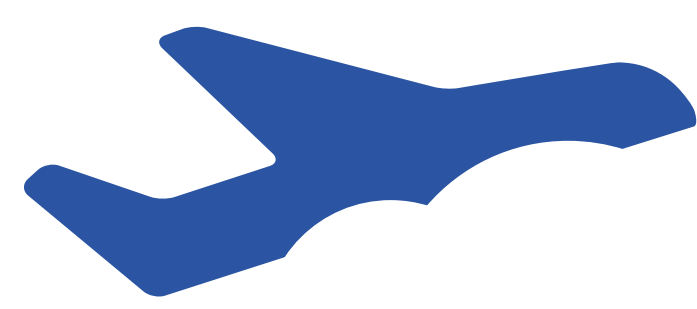


Amadeus Airline Distribution

2016 successes and a sneak peek at 2017



Connecting our Airline Partners...



26

new global distribution agreements



415

total global distribution agreements



19

content agreement signatures



197

total content agreements



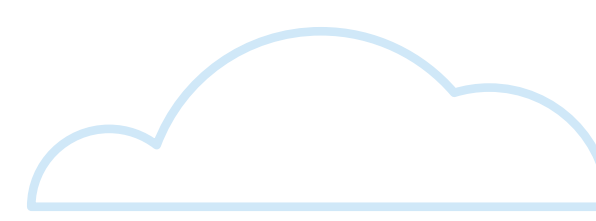
11 new LCCs & Hybrids signed

90+ LCCs in Amadeus today, including 8 out of the 10 world's largest

80% total global LCC & Hybrid seats available in Amadeus

...with Online Travellers...

Our new Digital Traffic Acquisition portfolio



Travel Audience Digital Advertising

Matches detailed user profile data with airline targeting criteria



Amadeus Metasearch

Ensures travel offers are accurately included in metasite search results



Travel Audience Meta Connect

A flexible solution for airlines to increase the reach of their travel offers by partnering with local and global metas



Amadeus Metabooking

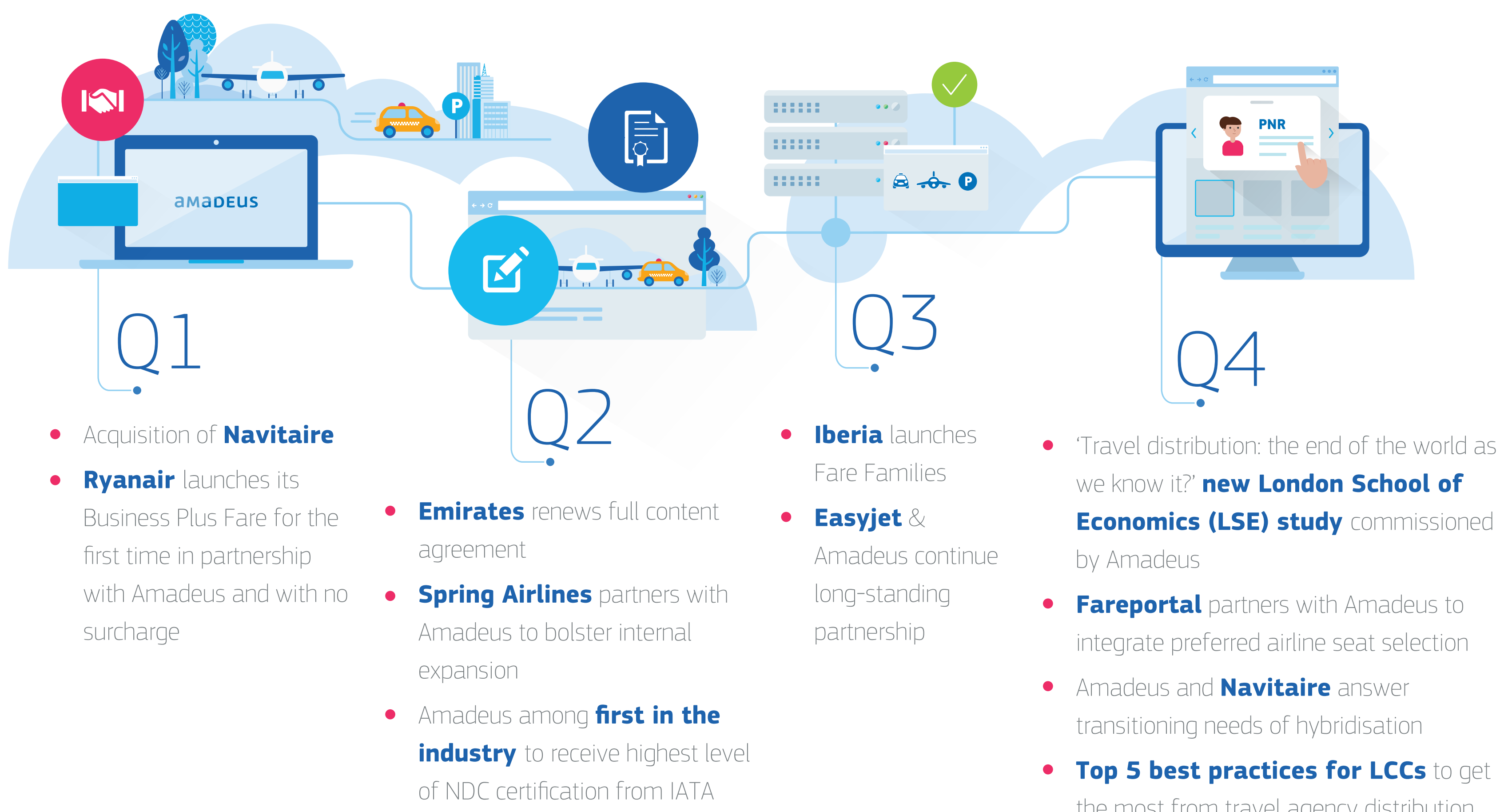
Boosts conversion for airlines in the metasearch channel

...and Corporate Travellers...



11,000+ corporations worldwide

...to deliver tangible results in 2016:

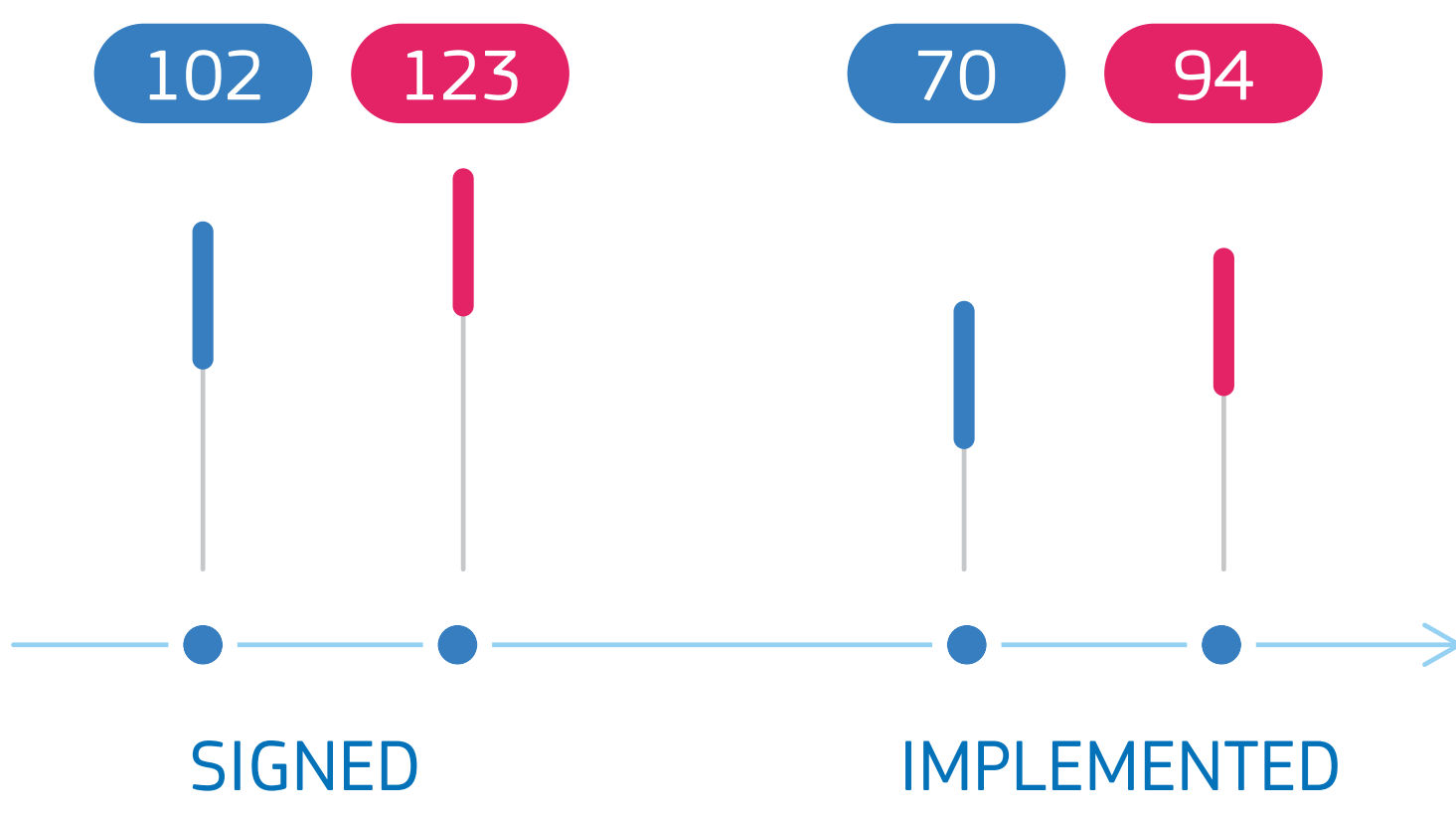


European Commission once again ranks Amadeus #1 in R&D

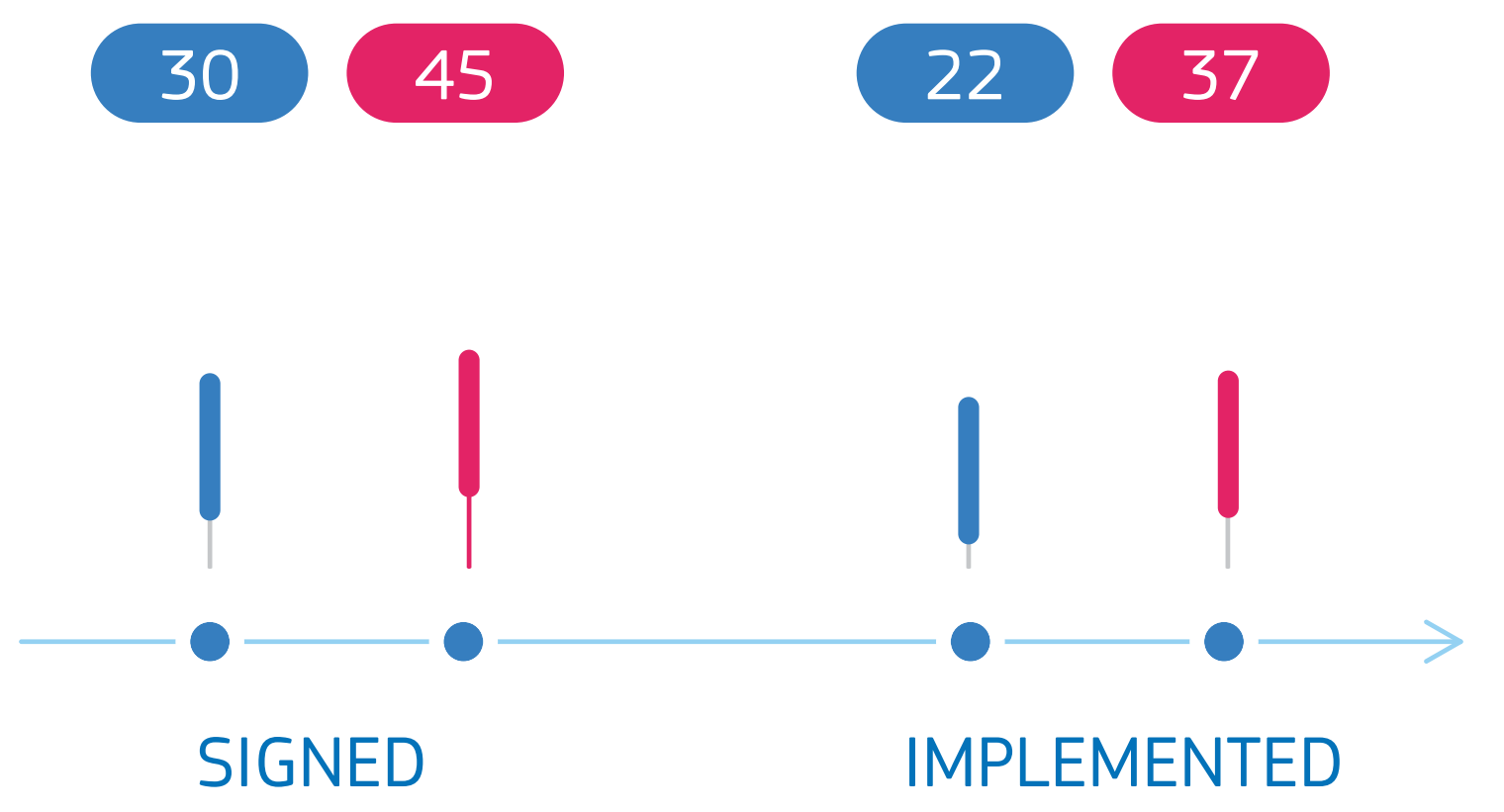
Delivering Real Results in Merchandising

From January to December 2016 in the Amadeus Distribution Channel

Ancillary Services



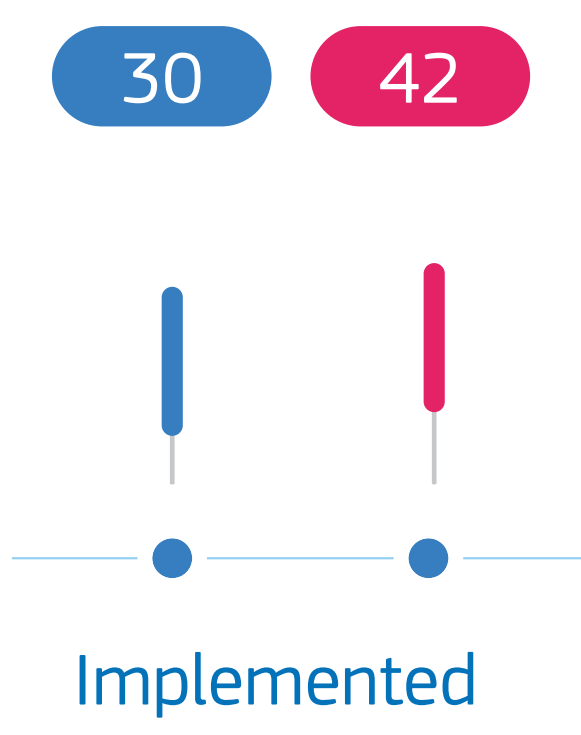
Fare Families



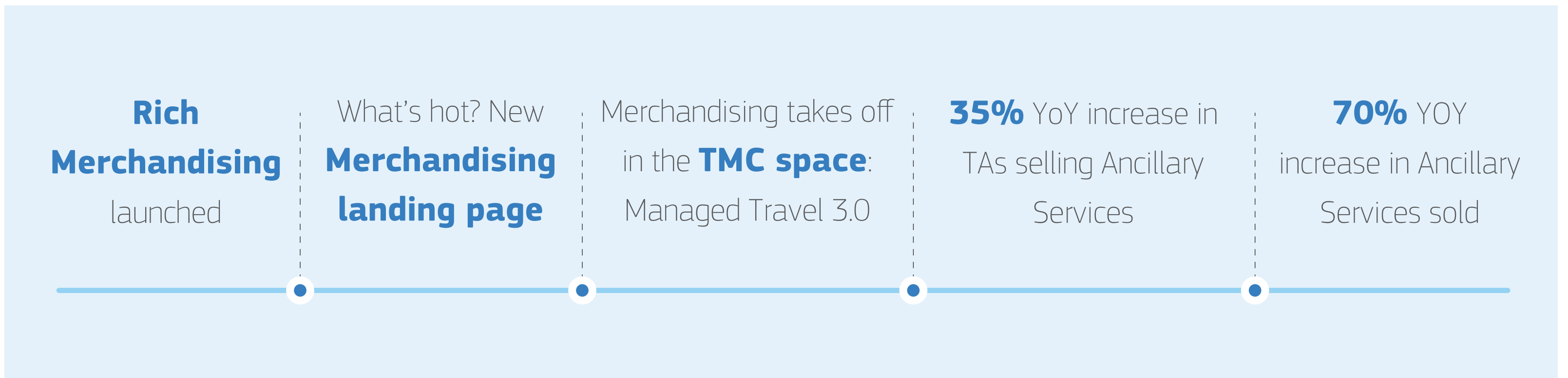
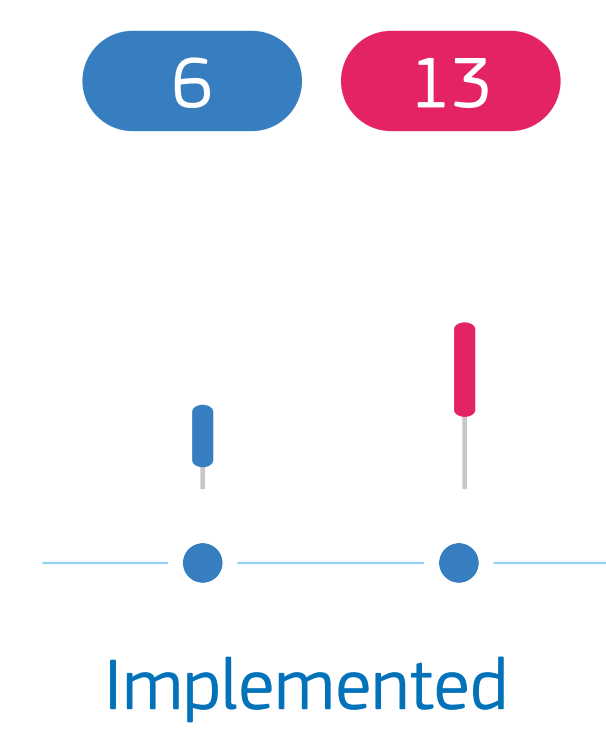
● January 2016 ● December 2016

January to December 2016: Online Travel Agencies Drive Merchandising Results

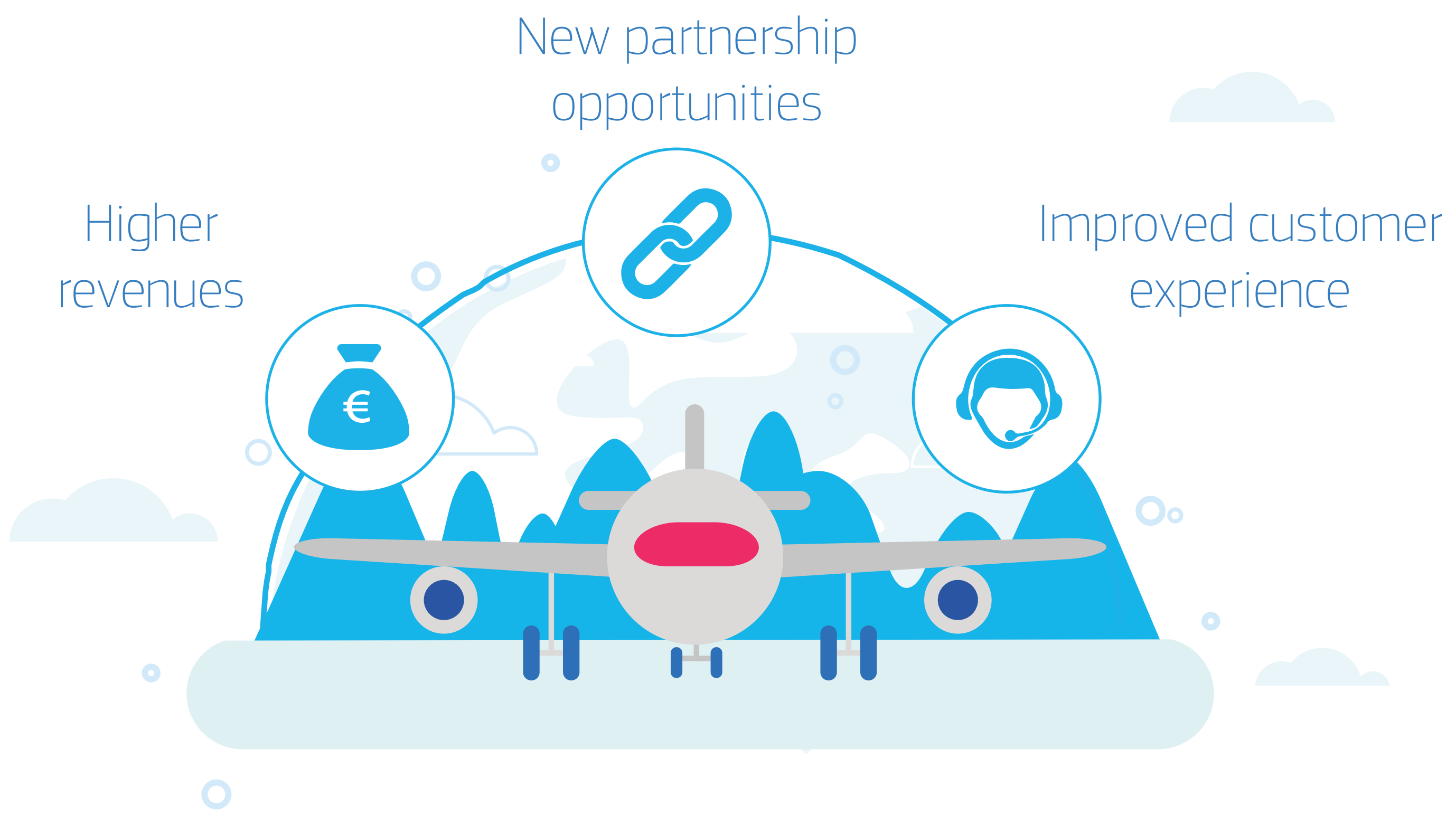
Ancillary Services



Fare Families



Delivering Real Results for LCCs & Hybrids



Up to **60%** higher average fare per passenger vs. website

For ancillary services: **60%** YoY booking growth & **80%** attachment rates

16% YoY booking growth, with **33%** YoY growth in APAC bookings

20M+ business trips booked on LCCs in Amadeus

19% of LCC volumes are interline/codeshare

Over **5%** growth in light ticketing travel agencies

Reimagining Distribution in 2017



Merchandising

- Growth of Rich Content
- Expansion of the graphical capabilities allowing for more content types
- Broadening the ancillary services catalogue, promoting services beyond seats and bags



LCC

- Growing shift towards hybridisation
- LCCs moving to long-haul routes
- Emergence of LCC alliances
- LCCs pursuing feeder flight opportunities
- Growing need for virtual interline
- APAC as key region of growth



Global

- Artificial Intelligence for travel
- Chatbot
- Internet of Things for travel
- Onmi-channel marketing
- Direction towards a consumer driven market
- Big data