



Let's shape
the future
of travel

Amadeus is a world-class technology company dedicated to the global travel industry.

We provide the technology which keeps the travel sector moving - from initial search to making a booking, from pricing to ticketing, from managing reservations to managing check-in and departure processes.

Our ambition is to facilitate the entire travel journey from door-to-door and in the process improve the travel experience for hundreds of millions of people every year. Amadeus does this by joining up and connecting key players in the travel industry: travel agencies, corporations, airlines, airports, hotels, railways and more. We give those companies the tools to serve travellers better and to manage their own business more effectively.

Amadeus is at the heart of the global travel industry. Our people, technology and innovation are dedicated to working with our customers and partners to shape the future of travel.



The evolution of Amadeus

Amadeus was created in 1987 as an independent and neutral global distribution system (GDS). Iberia, Air France, Lufthansa and SAS needed to connect with travel agents in real-time to make airline booking quick and convenient all over the world.

In 2015 our GDS facilitated more than half a billion travel agency bookings and processed

3.3 billion transactions every day. It took vision and innovation to develop the kind of technology that could make the Amadeus GDS so very successful. Those same attributes remain at the heart of everything we do, but almost three decades of evolution and diversification have transformed Amadeus today into a great deal more than a GDS.

Innovative and visionary

Today we have two core businesses – Distribution and IT Solutions. They deliver powerful customer synergies by sharing a common technology platform and communications infrastructure.

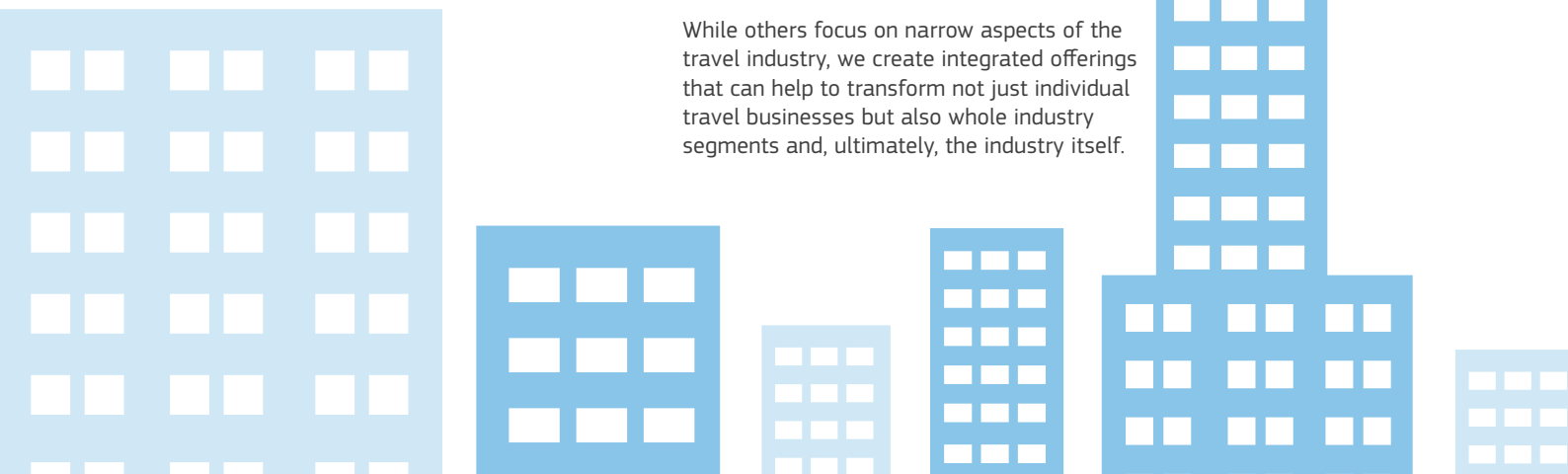
Distribution customers now have real-time access to 95% of the world's scheduled airline seats as well as 400,000+ hotel properties, 90+ railways and numerous car rental, insurance, ferry, cruise and tour providers.

Our core Airline IT Solutions automate the reservations, ticketing, inventory management and departure control processes of more than 130 airlines flying 1.2 billion passengers with Amadeus and Navitaire solutions in 2015.

And now we are extending our IT model to a broader range of travel industry players.

Working with one of the world's leading hotel companies, we are building a new generation of IT systems for the hotel industry. In the growing market of rail we are developing our 'Total Rail' platform in a long-term strategic partnership with a major European rail operator and, following a similar development model, we are building our suite of Airport IT solutions in close collaboration with key airports.

While others focus on narrow aspects of the travel industry, we create integrated offerings that can help to transform not just individual travel businesses but also whole industry segments and, ultimately, the industry itself.



How we help our customers

Amadeus is a technology company dedicated to the global travel industry. It is a business operating on a massive scale, but what we can offer travel businesses can be explained simply.

Connect



We help travel players connect to the travel ecosystem and aim to build a global travel community where all our customers can come and do business together. By connecting with Amadeus, travel providers can extend their commercial reach, travel intermediaries can access the richest, most relevant content and all travel players can discover new revenue streams, cross-sell and integrate with other travel players.

Manage

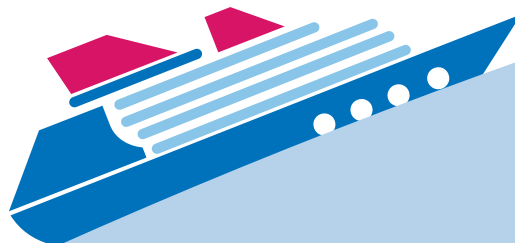


We strive to understand our customers' business and offer relevant and valuable products and services to help them save costs and generate more revenues. Our products and services empower and optimise business processes, procedures and reporting, helping to build a more sustainable travel future for tomorrow.

Serve



We help our customers inspire, sell to and service travellers in an engaging and efficient way. We anticipate our customers' needs and create products and services to help them attain a greater share of travel spend and boost customer loyalty. Whether our customers need to deliver travel services pre, during or post trip, Amadeus can help deliver value and more personalised traveller experiences.





A business fit for the future

Amadeus has grown rapidly for nearly three decades. Today our annual revenues exceed €3.9 billion, our distribution business holds 42,5% of the global market and we invest more than €500 million each year in R&D.

We are building a business that can be sustainable in every way: economic, environmental and social.



* Annual global travel growth
2013-2023

*Source: Oxford Economics.

Sustainable profitable growth

Amadeus works hard to bring long-term rewards to all stakeholders. We grow our businesses profitably, increasing revenue opportunities while placing great emphasis on careful resource management. A sustainable commercial model also enables us to invest effectively in the future.

But our understanding of 'sustainability' goes beyond economics. The energy efficiency of our Data Centre is industry-leading. Our technology helps customers reduce energy consumption and CO² emissions by improving their efficiency and productivity.

And we believe in travel and tourism as an engine of sustainable development. Our Skills Transfer Programme helps disadvantaged groups become more self-sufficient. The global, online, micro-donation engine we created and now maintain enables travellers booking Iberia flights through iberia.com to easily donate money to UNICEF projects worldwide. More airlines will join the scheme soon.

Innovation and new revenues

The Amadeus system was born out of a passion for innovation. We have lost none of that passion since those beginnings.

Research & Development (R&D) remains a strategic priority for Amadeus. It is vital to our plans to diversify, grow new revenues and keep Amadeus technology at the forefront of a changing travel world. We have invested more than €4 billion in R&D over the last decade. That makes us Europe's third largest software and computer services innovator and the largest in travel and tourism. Almost half of all our staff – more than 5000 people – work in our global network of more than 20 R&D centres.

And our commitment to innovation goes far beyond financial investment. We are active in many public and political debates as well. For example, Amadeus leads a European Union sponsored project to improve seamless inter-connection between different transport types – 'multimodality', as it is known.



Our values

Customer first

- We listen carefully and work as partners.
- We keep our promises.
- We are committed to our customers' success.

Working together

- We respect and embrace the diversity of all people and cultures.
- We collaborate positively across teams.
- We communicate clearly and act decisively.

Taking responsibility

- We are accountable for our own work.
- We act as owners and use company resources carefully.
- We continuously develop our skills and knowledge.

Aiming for excellence

- We strive to achieve outstanding results in a competitive market.
- We learn from our mistakes.
- We innovate and welcome change.

Efficiency and operational excellence

The Amadeus Data Centre is among the travel industry's biggest, home to one of the most complex, high-traffic, real-time information systems in the world. Its infrastructure meets the highest operational and security standards – 24/7, 365 days a year. Its future-focused, Open Systems technology keeps it flexible and responsive.

A highly motivated and skilled staff, along with continuous investment in the latest technologies and innovations – in automation, security, big data, real-time analytics, cloud based operations and mobile computing – ensure that we provide world-class IT services across all our systems.

Nothing less would do. Some 700 airlines rely on the Amadeus Data Centre to deliver more than half a billion net bookings a year. At peak times, we process more than 49,000 end user transactions per second.

Our people and culture

In a technology-rich organisation like Amadeus, people are our greatest asset. We hire the best talent, wherever we find it, and then do everything we can to bring out the very best in it.

More than 14,200 highly skilled people of 123 nationalities make up the Amadeus team worldwide. Their diversity gives Amadeus its truly global perspective and helps us stay close to our customers wherever they are in the world. They share an innovative and open spirit that makes Amadeus a creative and positive presence in more than 190 countries.

Multi-culturalism, respect and openness are at the heart of who we are as a company. Our values are fundamental to our success both as a business and as a corporate citizen. They unite us all, wherever we work, in a single approach to doing business that is open, collaborative and accountable.

Looking to the future...

Research, market analysis and thought leadership form an important part of what we do at Amadeus. Understanding our industry and its changing dynamics enables us to sharpen our vision, so that we can do more than prepare for the future, – it enables us to work with our customers to help to shape it too.

We commissioned leading forecasters Oxford Economics to investigate the trends now driving world travel forward. Their report predicts 5.4%+ annual global travel growth over the 10 years to 2023, a figure that would easily outpace GDP. The engine of that growth will be emerging markets, especially Asia Pacific where 17.9% average annual growth in outbound travel spend will far exceed Europe (4.9%) and the Americas (6.2%). In fact China may soon overtake the US as the world's single biggest outbound travel market, with its share of global travel predicted to reach 20% in 2023 compared to just 1% in 2005.

But there's more to today's travel trends than numbers alone. Tomorrow's travellers, whoever they are, will expect a very different kind of travel experience and our research points to a travel future that will be much more personalised, connected and sustainable.

Personalised

Travellers will expect travel to be unique to them – shaped by their personal preferences for booking channels, modes of transport, seat allocation, airport information, hotel experiences and much more besides. And they will want it at the click of a button on their mobile device of choice.

Connected

Travellers will expect a travel world without boundaries, with airlines, airports, railways, ferries and hotels joined seamlessly so that each journey becomes a single, smooth experience from door to door. And if a disruption is unavoidable, they will expect to be kept well-informed – not just about the consequences, but about the consequences for them.

Sustainable

Travellers will also care more about what their journey means for the rest of the planet. Not just in economic terms, but environmental and social too. And they will expect us (the people who make travel happen) to care more too – and to show it.

*Annual regional travel growth 2013-2023

Europe 4.9%

Americas 6.2%

Asia-Pacific 17.9%

*Source: Oxford Economics.

Let's **shape** the future of travel

We are already hard at work, every day, building the future; personalising the travel experience of millions; connecting modes of travel and travel players across the globe; providing the tools to enable long-term economic, environmental and social sustainability for the travel industry.

That is what motivates and inspires us; to work with our customers and partners to shape the future of travel.

We hope you'll join us on that journey!

amadeus

You can follow us on:
AmadeusITGroup



shapethefutureoftravel.com