

# **Amadeus Press kit**

**Q4 2008**

**Media Relations**

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## 1. Company overview

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Amadeus is the world leader in provision of solutions to the travel industry to manage the distribution and selling of travel services.

Its solutions and services are used by our customer groups in different ways. Over 100,000 travel agency locations and more than 34,000 airline sales offices use the Amadeus System to run their business. Many of the industry's other leading travel service providers use our modular technology to optimise their distribution and internal operational requirements.

Our tagline, "**Your technology partner**", reflects the approach we take towards our customers. We focus on building and maintaining mutually beneficial long-term relationships. Through this stability we develop an understanding of where we can maximise our customers' success, through the provision of technology.

### 1.1 Mission

**“To be the leading provider of IT solutions that enable success in the travel and tourism industry”**

### 1.2 Customer Segments

Amadeus provides a comprehensive offer to the travel & tourism industry. These combine technology in distribution, IT, point of sale solutions and more, helping our customers to take advantage of the technology and convert it to business success.

#### Travel providers

**Airlines** - network airlines, regional airlines, and low cost/leisure carriers

**Hotels** - chains, representation companies, and independent hotel companies

**Ground & Maritime** - car rental companies, railway companies, ferry lines, cruise lines and insurance companies

**Tour operators** - specialty, mass-market and vertically-integrated tour operators

#### Travel sellers

**Travel agencies** - including travel management companies, business and leisure agencies, online travel agencies and consolidators

#### Travel buyers

**Corporations** - self-booking solutions for companies looking to maximise value from their travel spend

**Travellers** - serviced through Amadeus companies such as Opodo

### 1.3 Core strengths

Amadeus' success is based on three principal strengths:

#### Partnership

Amadeus' greatest strength is its ability to form successful mutually-beneficial partnerships with its customers. By working effectively with those immersed in the business of travel and tourism, the company has been able to design winning solutions for travel booking and travel management.

Amadeus partners with technology, solutions and brand leaders. Our partners include IT leaders such as SAP, IBM, Microsoft, British Telecom (BT), Cisco, Unisys, Siemens, HP, AT&T and SITA and software experts such as Travelfusion, Hitch Hiker, InteRes, Trisept.

## Technology

Our industry leading technology delivers efficient solutions to customers' critical business challenges (increasing revenues and productivity, reducing costs, improving customer service). Amadeus invests in the latest technology solutions and operating environments to be able to design and develop innovative products and services.

## Global presence, local expertise

Amadeus has established a truly global presence:

### Central Headquarters

Central sites are located in Madrid (Corporate HQ & Marketing), Nice (Development) and Erding (Operations).

### Regional offices

These provide sales, marketing and customer support to Amadeus' operations around the world. These are located in Miami, Bangkok and Buenos Aires.

### World markets

At country level, Amadeus maintains sales and marketing offices around the world that provide local sales, customer service and support. Today, there are 69 local Amadeus Commercial Organisations covering frontline activities in more than 215 markets.

## 1.4 Brief history

### Pioneering

Created as a Global Distribution System by Air France, Lufthansa, Iberia, and SAS in 1987, Amadeus has been a pioneer in the travel industry. Examples include:

- Setting up the Amadeus International Travel Agency Advisory Board
- Creating its first country operation – Amadeus Finland - to serve the travel distribution needs of Finnish travel agencies
- The first global distributor to offer neutral (unbiased) flight availability data

### Growth & diversification

Throughout the 1990's, Amadeus continued to set standards by developing innovative and user-friendly products, establishing a presence around the world - via the opening of country operations and regional offices - and creating an online presence. All its products and services were specially designed to facilitate the making of travel arrangements for both leisure and corporate travel:

- Booking solutions specific to car, hotel, and flight bookings
- Solutions for business travel management for corporations
- www.amadeus.net – a travel booking website complete with all kinds of destination information for the traveller

By 2000, Amadeus' received quality certification (ISO 9001:2000) from the International Organisation for Standardisation (ISO) – the first company of its kind to do so.

## Key acquisitions & partnerships

Since 2000, world-leading airlines such as British Airways, Qantas and Finnair have contracted Amadeus' Airline IT Services. Additionally, major corporations and travel suppliers use Amadeus technology solutions for:

- Sales, reservations, and e-ticketing systems
- Corporate self-booking tools
- Customer Service Management for airlines

Companies where Amadeus holds a large stake include:

- Vacation.com, the largest US marketing network for leisure travel
- Opodo, a leading pan-European online travel company

## Milestones

<b>2008</b>	<ul style="list-style-type: none"> <li>• Amadeus extended its revenue integrity portfolio with the launch of the Automated Ticketing Limits solution, which provides innovative flight firming features as it delivers real time assignment of ticketing time limits and instant prompts directly onto travel agents' desktops</li> <li>•</li> <li>• Amadeus announced that the number of properties in its Global Distribution System (GDS) has reached 80,000, providing a vast choice for travel agents and greater visibility for the participating hotels. Overall hotel bookings made through the Amadeus GDS during the first nine months of 2008 rose by 7.4% compared to the same period in 2007, generating close to 1.7 bn Euros for hotels using the system</li> <li>•</li> <li>• Amadeus is rolling out the Amadeus e-Support Centre, an online support tool for travel agents to browse support information, resolve problems and log a case to the Amadeus Help Desk. The online resource is currently in use in France, Australia, Malaysia, the Philippines and Hong Kong, and will shortly be launched in North America, Brazil, Scandinavia, Singapore, the United Kingdom, Ireland, Portugal and Latin America</li> <li>•</li> <li>• Amadeus won the prestigious 'Aviation Technology Provider of the Year' Award at the 2nd Aviation Business Awards Middle East 2008 ceremony held in Abu Dhabi. Amadeus was chosen as the clear winner among other global industry players for its demonstrated commitment in helping airlines, airports and travel agencies increase their efficiencies and effectiveness with its technology solutions</li> <li>•</li> <li>• Amadeus launched a new version of its self-booking tool for corporations which includes a feature enabling users with mobility impairments to request special assistance at airports at the time of booking their trip. Visually impaired travellers or those with reduced mobility will be able to easily request assistance, such as a wheelchair or a guide in advance of travel, for every necessary stage of their flight</li> <li>•</li> <li>• Amadeus announced that David V. Jones has been appointed to take over as President &amp; CEO of Amadeus IT Group from 1 January, 2009. David Jones has headed up Amadeus global commercial operations since 1992 and has a deep knowledge and experience of the travel industry and Amadeus' business. He has worked side by side with José Antonio overseeing the evolution of the company from the newest and smallest GDS competitor, to its current position as the world's leading supplier of travel distribution and IT solutions for the global travel industry. José Antonio Tazón will become Chairman of the Amadeus Board of Directors from January 2009</li> <li>•</li> <li>• Spanair, the second largest airline in Spain, is now managing all its reservations, sales and inventory activity using the Amadeus Altéa Customer Management Solution (CMS). Adoption of the new generation technology platform allows Spanair to flexibly manage all its inventory, pricing, flight schedules and seat planning activity, as well as gain greater control over its sales</li> </ul>
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channels

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- Amadeus announced Golden Tulip Jaipur as its first Property Management Solution (PMS) customer in India. The installation paves the way for up to twenty similar implementations for other Golden Tulip hotels in India throughout the next two to five years. Amadeus is already providing PMS solutions to over 70 hotels in the wider Asia region.
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- Cost Control and Beyond, a new report published by CFO Europe Research Services in collaboration with Amadeus has found that less than 40% of CFOs are satisfied with the levels of savings delivered by corporate travel programmes in their company. The study is a result of research with CFOs in Europe, the US and Asia Pacific in a variety of industry sectors and investigates their perspectives on corporate travel management - an area which, to date, has not been widely explored.

Amadeus announced hotels offering their Best Available Rates through Amadeus now account for 75.3% of Amadeus' hotel bookings. Hotels which participate in Amadeus' Best Available Rate programme guarantee to supply Amadeus with public rates that are the same or lower than those available through other distribution systems, branded websites or the hotel's own call centre. 22,000 hotel properties in North America, 17,200 in Europe and 5,500 in Asia Pacific all guarantee their best rates are available through Amadeus

Amadeus announced it has successfully deployed its e-Retail solution to power global online sales at Hainan Airlines. Further cementing Amadeus' e-commerce leadership in China this deal sees Hainan become the fourth major Chinese carrier to partner with Amadeus

Amadeus announced the formation of the **Amadeus Rail Business Group** as a result of the integration of the existing Amadeus Rail unit and the recently acquired rail IT company "Onerail". The move comes following the full integration of the two companies which means Amadeus now has at its fingertips a suite of quality Rail distribution technology products for both travel agents and Rail providers across the globe

It was launched the latest version of Amadeus' corporate self-booking tool, **Amadeus e-Travel Management (v11.2)**, which includes an unused ticket trader feature and extended carrier content from two key Brazilian airlines, **Gol** - a low cost carrier - and **TAM**

Amadeus and **Heathrow Express** implemented an agreement which allows Amadeus travel agencies worldwide to book tickets on Heathrow Express using Amadeus Selling Platform. Heathrow Express, which operates a high-speed, non-stop service between Heathrow Airport and central London, is the first air-rail link to be available on Amadeus. Today's announcement is a key part of Amadeus' strategy to bring all rail services onto a single booking platform for the travel agent

**transavia.com**, the European low cost carrier and Amadeus have executed a strategic distribution agreement that makes the airline's entire inventory available in the Amadeus system, using the Amadeus Ticketless Access solution. As a result, travel agencies working with Amadeus can now make transavia.com bookings within their preferred GDS environment

Amadeus announced the successful implementation of the **Amadeus Ticket Changer (ATC) Shopper with Air France**. The airline launched the new ticket rebooking technology in July across its 80 websites to allow online rebooking of tickets sold through all direct channels. The solution has proven to be successful by increasing online rebooking transactions by 35% in its first month. Travellers can now easily change their bookings directly on the airline's website

The **Real Hotel Company's purplehotels** selected the **Amadeus Property Management Solution (PMS)** to help underpin its expansion in the UK. The multiproperty solution will be installed in the first 15 hotels by the end of 2008 with an additional 40 hotels and 4000 rooms planned in time for the London 2012 Olympics

It was announced the successful roll-out of **Amadeus Banners**. Finnair was the first airline to use this solution to launch a graphical campaign and better promote their offer to travel consultants. Amadeus Banners is the first new development from a range of airline merchandising features through the Amadeus Airline Retailing Platform, a new distribution proposition launched earlier this year

Amadeus announced an expanded partnership with **SAP AG**, the world's leading provider of business software, to market an enhanced travel management and expense solution for corporations

**Royal Air Maroc (RAM)**, Morocco's national carrier, signed a 10-year distribution agreement with Amadeus. RAM joins 12 other carriers from the Arab Air Carriers Organisation (AACO) that selected Amadeus as an exclusive distribution partner in their home markets, for ten years, effective 01 January 2009

Amadeus announced the launch of the first module of **Amadeus Airline Service Fees**, the industry's first solution to automatically price and collect ticketing fees through multiple channels in compliance with ATPCO and IATA regulations defined for OB Fees

**Thai Airways** grows online bookings by 200% with Amadeus e-Merchandise. By adopting the industry-leading e-Merchandise solution to provide advanced shopping capabilities on their website, Thai Airways increased online domestic bookings by 200 percent over three months and furthermore has set a target to quadruple online bookings by year end 2009

Amadeus registering a record uptake of **Amadeus Ticket Changer (ATC)**. In the past 15 months, 30 airlines have signed up for the solution in order to fully automate their ticket change and re-issue processes, accurately collect associated additional revenues and improve the productivity of their customer service agents

Amadeus acquired a controlling interest in **Onerail**, which provides a suite of technology solutions to the rail industry. The acquisition is a major milestone in Amadeus' strategy to expand its range of technology solutions for its customers in the travel industry

**Singapore Airlines** powers its next generation passenger systems with Amadeus' Altéa Customer Management Solution

Amadeus was selected by **Air Algérie, Afriqiyah Airways, EgyptAir, Etihad Airways, Kuwait Airways, Libyan Airlines, Qatar Airways, Saudi Arabian Airlines, Sudan Airways, Syrian Arab Airlines, Tunisair and Yemen Airways - from the Arab Air Carriers Organisation (AACO)** - as their exclusive distribution partner in their respective home markets. Following the signing, the 12 airlines will each establish 10-year distribution agreements with Amadeus, which will be effective on 1st January, 2009

**British Airways** and Amadeus announced they were extending their existing relationship for another 10 years until 2017. The new agreement covers the entire IT Services relationship between British Airways and Amadeus, and is the continuation of the strategic arrangement which started in 2000 between the two companies, designed to provide British Airways with a 'new generation' technology platform for the management of passenger services

A report by Amadeus and the **Association of Corporate Travel Executives (ACTE)** has found that mobile technology is set to transform the entire travel experience for business travellers by improving access to information and services to ease their trip and by enabling corporate travel managers to increase travel policy compliance

Amadeus launched **Amadeus Revenue Management System (RMS) for Ferries**. A sophisticated pricing and revenue management system, Amadeus RMS for ferries helps operators achieve the best possible profit on each of their crossings. It makes capacity and inventory recommendations based on analysis of historical, 'on the books' and forecast reservations

Amadeus announced the launch of its **Middle East Regional Hub in Dubai**. The new structure will serve as Amadeus' regional operations centre in the Middle East

Amadeus won three awards for its **20/20 campaign** in the **Internet Advertising Competition (IAC)**, established by the US-based Web Marketing Association

Amadeus signed a major agreement with international corporate services company, **Hogg Robinson Group (HRG)** to become HRG's primary GDS partner in Switzerland, Austria and Lichtenstein

Amadeus signs 60 hotel brands to pioneering **Worldwide Commission Manager** and launches solution in France. Over 20,000 hotel properties in Amadeus have subscribed to this initiative and the solution is today available to all 4,400 travel agencies in France

Amadeus created a new unit to provide tools for international leisure distribution. The unit is called **TravelTainment - The Amadeus Leisure Group** and brings together three Amadeus leisure technology businesses: TravelTainment, Amadeus Tours, and the product management and development for TOMA, a tour package distribution solution

Amadeus presented the Amadeus **Airline Retailing Platform**. The new platform will transform the company's

	<p>global distribution system from a purely distribution channel to a retailing platform through which airlines can also access and leverage functionality to clearly differentiate their brand as in their direct distribution channels</p> <p><b>Iberia</b> first to enhance website offering with <b>Amadeus' Activities &amp; Entertainment</b> destination services platform</p> <p>Amadeus saw hotel bookings increase by 7.5% in 2007. Half of Amadeus' hotel bookings come from a different country from the hotel which is being booked so the rise in bookings reflects a global growth in international guests. Similarly, trends in Amadeus' IT business indicate hotels are preparing for international expansion; sales of <b>Amadeus' multi-property Property Management System</b> increased by 33.4% in 2007. These two trends show that hotel chains are gearing up for welcoming foreign guests and opening properties in new countries</p> <p>25 of the top 50 airlines listed in <b>IATA's</b> member ranking table have selected Amadeus to underpin their direct relationships with online customers. These world's leading airlines rely on Amadeus technology and services for their domestic or international websites and, more specifically, their shopping, booking, or servicing functionalities. 80% of these airlines have also chosen to outsource their User Interface Web design and related hosting for the Amadeus solutions they have selected</p> <p>Amadeus opens <b>IT Competency Center in Chicago</b> to support commitment to the North American Travel Industry. The new Center will initially support the implementation of the company's Altéa airline IT suite for its North American launch partner, United Airlines. Amadeus also plans to utilize the Center in the future to provide localized technical and engineering support for other airline and travel industry customers as the company continues to expand its technology presence in North America</p> <p>Amadeus announced a total of 18 award wins in 2007 for its airline e-commerce solutions and customer's websites'. Wins included six <b>World Travel Awards</b>, three Interactive Media Awards and three Web Awards recognising IT leadership</p> <p>Amadeus has agreed to sell its 50 percent stake in <b>Rumbo</b> to Orizonia Corporación, a leading company in the Spanish tourism sector. The other 50 percent of Rumbo will continue to be owned by Telefónica, the Spanish telecommunications company. Orizonia and Telefónica have applied to the EU competition authority for approval of the agreement</p> <p>Amadeus launched a three-year full content programme in Europe in January 2008. Already, 34 airlines have signed up to the programme, including <b>Air France-KLM, Iberia, Alitalia, TAP Air Portugal, Air Europa and Malev</b>. A further 29 airlines have signed one-year full content agreements</p> <p>Amadeus signed a long-term, pan-European agreement with <b>European Travel Interactive (eTRAVELi)</b>. Amadeus will provide eTRAVELi, the Nordic region's largest online travel agency and parent company of Seat24 and SRG Online, with key travel content and fare-search technology</p>
2007	<p>Amadeus has won three prestigious awards including the <b>World's Leading Internet Booking Engine Technology Provider, the World's Leading CRS/GDS System and the World's Leading Travel Technology Provider</b>, at the annual <b>2007 World Travel Awards</b> ceremony. It is the fourth year running that Amadeus has picked up the award for the World's Leading Internet Booking Engine Technology Provider</p> <p><b>Virgin Blue</b> and Amadeus announced a technology partnership which will see Amadeus equip the airline with leading-edge technology solutions to support its continued growth</p> <p>Amadeus has completed the migration of 75,000 hotel properties onto a <b>next-generation distribution technology platform</b>. The open systems technology allows Amadeus to introduce new search capability and provides the foundation for even more advanced search capability in the future</p> <p>The <b>United Nations World Tourism Organisation (UNWTO)</b>, the United Nations agency for sustainable tourism and the leading international organization in the field of tourism, signed a collaboration agreement with Amadeus aimed at the development of joint initiatives in relation to studies and analyses of the tourism sector at a global level</p> <p><b>easyJet</b> signs break-through distribution deals with <b>Amadeus and Galileo</b> for the corporate travel market</p> <p>Nearly all companies using a self booking tool (SBT) are failing to benefit from increases in productivity by not integrating their SBT with expense management systems. This is according to a new study commissioned by Amadeus and undertaken by <b>the Business Travel Research Centre at Cranfield University</b>, and the <b>Association of Corporate Travel Executives (ACTE)</b></p>

**Qantas** and Amadeus expanded IT relationship following 7 years of innovative collaboration

**Sabre Holdings and Amadeus**, leading providers in global travel distribution and technology, announced the approval and launch of **Moneydirect**, a joint venture that will provide an industry solution for secure, automated payment processing, clearing and reconciliation for the travel and tourism industry

Amadeus' travel agency channel generated **revenue of EUR 31.7 billion** for airlines in six months

**Cathay Pacific Airways** signed a landmark ten-year contract which will see the carrier and its subsidiary, **Dragonair**, adopt the complete Altéa Customer Management Solution (CMS) to manage their passenger service chain, including reservations, inventory and departure control systems

**Qantas** became the first airline in the world to roll-out the Amadeus developed next generation load control system, known as Altéa Departure Control-Flight, providing increased efficiency and accuracy of flight departures managed by the airline's Sydney and Melbourne load control centres

Amadeus announced that **Air France** and **KLM** successfully launched the **Amadeus Award Calendar solution**, to make redemption of award miles more convenient for their frequent flyers on both [www.airfrance.com](http://www.airfrance.com) and [www.klm.com](http://www.klm.com). Amadeus Award Calendar is part of the Amadeus e-Service Solution, a full post-sales e-commerce service package, specifically designed to enable airlines to enhance customer loyalty levels, reduce costs and increase yield

Amadeus signed an exclusive deal with **Wandrian**, a global rail specialist, to distribute rail content to travel agents outside Europe who want to book rail globally. Through the advanced web-based system Amadeus RailAgent, travel agents outside Europe will have online connectivity and tools enabling them to book global rail passes and point-to-point tickets for travel in Europe, the US and Canada, Australia, New Zealand and India

**British Airways** adopted **Amadeus Flex Pricer** to enhance the experience of booking connecting flight itineraries through its website [www.ba.com](http://www.ba.com)

**Austrian Airlines** announced the replacement of its inventory and check-in systems and is joining the Common IT Platform, a Star Alliance initiative. Star Alliance Common IT Platform (CITP), is a joint, centralised platform for customer management, hosted by Amadeus for participating Star Alliance member carriers

Amadeus and **British Airways** signed an agreement for the distribution of the airline's fares and inventory to Amadeus travel agencies and corporations

Amadeus and **Destinations of the World (DOTW)**, the only dedicated global wholesale travel company and a leader in the travel wholesale industry, announced a strategic partnership. The agreement will enable the organisations to share each other's content, boosting their ability to serve the global travel agency community, the hospitality industry and travellers

**Air Berlin**, Germany's second-largest airline and Europe's third-largest low fare carrier, is now managing its sales, reservations, inventory and route network worldwide, using the **Amadeus Altéa Customer Management Solution (CMS)**

Over twenty major hotel companies sign up to **Amadeus' commission management** solution. Amadeus has received strong support for its pioneering hotel commission management solution

Amadeus announced that **Auto Europe**, a leading broker in European car rental services for over 50 years, has signed a worldwide agreement to distribute Auto Europe's 4,000 car rental locations and content through Amadeus with Complete Access Plus, the highest connectivity level within the Amadeus reservation system

**Austrian Airlines** adopted Amadeus Web Services which provide online access to the complete range of Amadeus applications

Amadeus is providing technology to help support **Kayak.co.uk**, the largest travel search company in the UK. Its recently launched Meta Pricer solution will also be used for Kayak sites launching in France and Germany in the second quarter of 2007

A landmark report commissioned by Amadeus, **Future Traveller Tribes 2020**, has for the first time identified the major social, geopolitical, economic, consumer and technology trends that will determine who will be travelling in the future, which groups will potentially be most dominant and what their individual needs will be

	<p>Amadeus was chosen as a technology provider to four of the leading Indian online travel agencies: <b>Indiatimes, MakeMyTrip, Sify</b> and <b>Yatra</b></p> <p>Amadeus wins '<b>Best Technology Provider</b>' Award at Buying Business Travel Diamond Awards 2007</p> <p>Amadeus has won the award for '<b>Best Business Travel Product</b>' for its Amadeus e-Travel Management Solution at this year's Business Travel World Awards 2007</p> <p><b>SNCF</b>, France's primary rail provider of local and long-distance passenger and freight services, signed a strategic agreement with Amadeus. SNCF will expand its availability in the Amadeus system to travel agencies across Europe</p> <p>Amadeus and <b>Etihad Airways</b> announce that they have successfully implemented Amadeus Altéa Inventory for the airline. Adoption of the new generation IT solution strengthens Etihad Airways' capacity to maximise revenue on every seat.</p> <p>Airlines are generating increased revenues using <b>Amadeus Revenue Maximisation</b> tools. Amadeus has registered a marked increase in the number of the world's leading carriers using its revenue maximisation tools to increase revenues through travel agency distribution</p> <p>Amadeus announced that it is the first in the market place to provide e-vouchers for car rental reservations worldwide. Amadeus has signed a global partnership with <b>National Car Rental</b>, which will offer travel agents the possibility of providing e-vouchers for car rental reservations booked through Amadeus and National on a worldwide basis</p>
2006	<p>Amadeus chosen by <b>lastminute.com</b> to launch the first online multi-carrier flight search display in a calendar format</p> <p>Amadeus pioneers <b>travel agency commission management solution</b> to boost hotel bookings</p> <p>Amadeus signs a major global technology deal with <b>AccesRail</b>. AccesRail supports rail providers who wish to sell their products and services in the GDS principal displays, by taking responsibility for all associated administrative tasks to achieve that. In a phased approach throughout 2007, AccesRail's customers will have access to the advanced Amadeus Electronic Ticketing Server, a solution to fulfill electronic document storage and data management needs</p> <p><b>EgyptAir</b> transforms operations and migrates successfully to <b>Amadeus Altéa Customer Management Solution</b></p> <p>Amadeus launches a new generation, multi-channel solution for the distribution of leisure travel content. Amadeus developed the solution with <b>Area Travel Agency</b> and <b>Finland Travel Bureau</b>, two of Finland's three largest travel agencies</p> <p><b>Amadeus/ACTE</b> study finds companies can save up to 45% of travel spend through implementation of global travel programmes</p> <p>Amadeus launches <b>Amadeus Meta Pricer</b>; a solution which brings quality, global air content to travel search engines (meta search engines) and helps airlines to cost-efficiently maximise their distribution</p> <p>Amadeus completes the acquisition of <b>TravelTainment</b>, a booking engine technology provider in the German leisure travel market</p> <p><b>Alitalia</b> signs <b>Amadeus Full Content Option</b></p> <p><b>KLM to switch</b> all sales and reservations operations <b>to Amadeus</b></p> <p>Amadeus: <b>70% of tickets will be electronic</b> by end 2006</p> <p><b>Amadeus first-half revenue</b> exceeds 1.3 billion; <b>global market share</b> passes 30%</p> <p><b>Etihad Airways</b> signs up for <b>Amadeus' Altéa Customer Management Solution</b></p> <p><b>Eurostar</b> signs <b>global technology partnership</b> with Amadeus</p>

	<p><b>EgyptAir</b> is 27<sup>th</sup> airline to select <b>Amadeus Altéa Customer Management Solution (CMS)</b></p> <p>Thirty-seven leading hotel brands have signed up to <b>Amadeus' Best Available Rate</b> programme. Participating hotels guarantee to supply Amadeus with rates that are the same or lower than those available through other distribution systems, branded websites or the hotel's own call centre</p> <p>The <b>European Commission</b> confirms Amadeus as the first European travel company in R&amp;D investment. Amadeus is ranked for the second year as the first European travel and tourism company in terms of R&amp;D investment</p> <p>Amadeus sets its sight on becoming the IT leader for the travel industry by 2010 In his address at the Latin American Leaders Forum, hosted recently by <b>AITAL</b>, José Antonio Tazón, President and CEO of Amadeus, said: "We want to be the world's top IT service provider for the travel industry."</p>
<b>2005</b>	Acquisition of <b>Optims</b> , the leading European supplier of IT services to the hospitality industry, is completed
<b>2004</b>	Amadeus annual sales revenues exceed €2bn for the first time <b>Qantas</b> , Australia's largest domestic and international airline, cut over to <b>Amadeus Altéa Inventory</b> , becoming the first airline in the world to process its yield, pricing and inventory via this solution
<b>2003</b>	Acquisition of <b>Airline Automation Inc. (AAI)</b> , a leading provider of Revenue Integrity Services for the airline industry and currently servicing 60% of US domestic reservations
<b>2002</b>	Amadeus completes its largest ever data migration, with no data loss, when <b>British Airways'</b> offices switched to <b>Amadeus Altéa Resevation</b> Amadeus launches e-Travel, to provide global on-line solutions for airlines, corporations, travel agencies and other travel partners
<b>2001</b>	Acquisition of <b>e-Travel, Inc.</b> , a leading supplier of hosted corporate travel technology products
<b>2000</b>	Amadeus broadens its Airline IT Services activities, with <b>British Airways</b> as first customer Amadeus and Qantas Airways sign a 10-year airline IT services agreement; Amadeus acquires Vacation.com, the largest U.S. marketing network for leisure travel
<b>1999</b>	Amadeus begins trading on the <b>Madrid, Barcelona, Paris and Frankfurt Stock Exchanges</b>
<b>1998</b>	Amadeus successfully consolidates all <b>System One</b> users - the largest migration in the travel distribution industry
<b>1997</b>	Amadeus launches travel booking website <a href="http://www.amadeus.net">www.amadeus.net</a>
<b>1995</b>	Amadeus establishes Asia Pacific regional offices in Bangkok <b>System One</b> , a major US computer reservation system, merges with Amadeus <b>Continental Airlines</b> becomes a shareholder
<b>1994</b>	Launch of <b>Amadeus India</b> marks first step into Asia Pacific
<b>1993</b>	Creation of <b>Amadeus América</b> , the regional office for South America
<b>1992</b>	<b>The Amadeus System</b> is operational
<b>1990</b>	Opening of the <b>Amadeus Data Processing Centre in Erding</b> , Munich, Germany
<b>1989</b>	Amadeus is the first global distributor to offer a neutral flight availability display, following EC regulations

<b>1988</b>	<b>First National Marketing Company</b> (now called local Amadeus Commercial Organisation (ACO)) is created in Finland.
<b>1987</b>	Amadeus is founded by Air France, Iberia, Lufthansa, and SAS

## 2. Customer solutions

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Amadeus is the leading technology partner of providers, sellers, and buyers in the travel and tourism industry.

Our diverse products and services fall into four distinct solution categories:

### Distribution & Content

These solutions allow the aggregation and provision of comprehensive content and the means to optimise its distribution through our extensive points-of-sale network.

### Sales & e-Commerce

Providing the ability to access, market and sell content across all channels, these solutions also improve workflows, profitability and customer service throughout the entire sales process.

### Business Management

We optimise our customers' business operations, processes and administration, and maximise their customer relationships with these solutions.

### Services & Consulting

Customers can leverage the full value of their business processes and IT investments with our Services & Consulting solutions.

Amadeus offers many hundreds of products and services, and our portfolio is continually evolving to help our customers improve their business.

## 2.1 Flagship solutions

Among the many solutions that Amadeus offers are certain industry-leading, flagship solutions:

### 2.1.1 Amadeus Sales Management Solution

**Integrated point-of-sale solution that combines all front- to mid-office functions that increases productivity, improves customer service and boost revenues**

#### Comprises

- **Amadeus Selling Platform** - the first universal browser-based sales platform designed for travel professionals.
- **Amadeus Agency Manager** - the most widely-deployed mid- and back-office travel management application

### 2.1.2 Altéa Customer Management Solution (CMS)

**The only proven new generation reservation, inventory and departure control systems**

Amadeus Altéa Customer Management Solution (CMS) is the first new generation IT platform for the airline industry for 30 years. It replaces the legacy PSS (built in the 60s and 70s) with a new generation CMS that allows the airline to unlock the full value of each traveler.

- 144 airlines use **Amadeus Altéa Reservation** including world-class airlines such as British Airways, Qantas, Finnair, Iberia, and Lufthansa

### 2.1.3 Amadeus online e-commerce solutions for airlines

Amadeus has the expertise, resources and close partnerships with the world's leading airlines needed to keep delivering the most proven-profitable e-commerce websites spanning the entire e-commerce cycle: from faring and shopping, to booking and to post-sales servicing solutions.

The powerful Amadeus e-Commerce Airline Suite consists of three solutions. The Amadeus e-Merchandise Solution, for pre-sales faring and shopping, continues to deliver major airlines an average 8% increase in yield and an average 30% increase in revenues. The industry-recognised Amadeus e-Retail Solution is the best-in-

class booking solution for airlines. The Amadeus e-Service Solution, for post-sales servicing, delivers an airline's end users the highest levels of online experience. The Amadeus e-Commerce Airline Suite's three solutions seamlessly integrate and work together to improve the profitability, efficiency and end user appeal of an airline's entire e-commerce cycle.

Some 90 of the world's leading airlines use the Amadeus e-Commerce Airline Suite to power over 250 websites in more than 110 countries. These include Air Canada, Air China, American Airlines, BMI, Air France, Finnair, Iberia, Mexicana, Qantas, Singapore Airlines, US Airways. Half of the top 50 airlines use Amadeus Airline e-commerce solutions and in 2008 airlines have generated 9,1 billion Euros in online booking value through the Amadeus e-Retail engine, a 23% increase compared to 2007.

Amadeus handles over 100 million unique site visitors per month. In 2008, Amadeus announced a total of 12 awards wins for its airline e-commerce solutions and customers websites.

## 2.14 Amadeus solutions for low cost carriers

Amadeus offers a comprehensive portfolio of solutions designed specifically to help low cost carriers meet their objectives and to support their continued growth and success. The portfolio includes an LCC-specific customer management solution - based on adaptive technology - that provides robust options that easily adjust to their evolving operational requirements; distribution solutions including the standard Amadeus global distribution system; and IT outsourcing and networking services.

Presently 56 low cost carriers – 48.28% of the world's low cost carriers- haven chosen Amadeus' world-leading distribution system as an additional channel to distribute their inventory.

## 2.15 Amadeus solutions for corporations

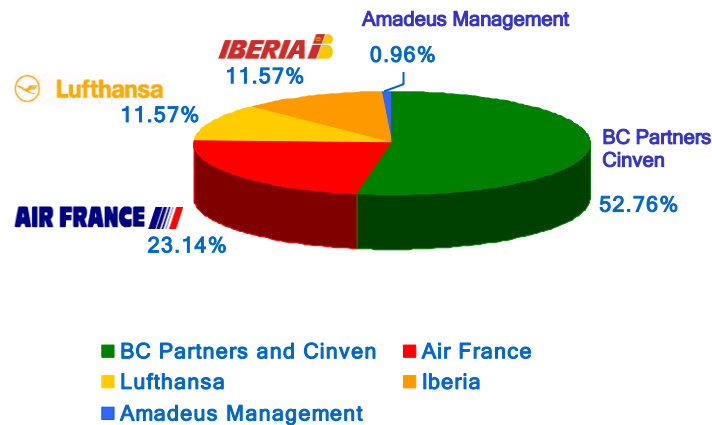
Amadeus' vision is to provide next generation travel technology that encourages collaboration amongst all players within the travel industry. To realise this we are investing in a range of technology solutions and components that will allow the seamless integration of content, data and systems whether they are part of Amadeus or whether they are from third party suppliers. Over the next years, Amadeus will expand its unique approach to corporate travel. By providing the technology solutions that span before, during and after all travel steps, the existing online booking tool will evolve beyond trip booking to provide the Total Trip Experience for corporate travellers. The move towards mobile technology is an integral part of the vision of what the travel experience should be.

Amadeus' corporate travel solution, Amadeus e-Travel Management, helps corporations manage their global travel programmes more efficiently and cost-effectively. The solution helps business travellers plan, personalise and purchase their trip while remaining compliant with the global travel policy.

**Over 1.500 corporations worldwide with more than one million active users** utilise Amadeus e-Travel Management to integrate all the elements of their programmes into one intuitive and easy-to-administer solution. Customers include Kraft Foods and Philip Morris, Cemex, Daimler, Ericsson, Huntsman, Nestlé, Total and Thales.

## 3 Facts & figures

### 3.1 Ownership



#### BC Partners

BC Partners is a leader in acquiring and developing European businesses in partnership with management. It offers full support without actually managing the business. BC Partners' executives across Europe provide skills and contacts that complement those of the management teams.

#### Cinven

Cinven is one of the most prominent and successful investors in the European buyout market. It aims to create value through building a stronger, more successful business. Alongside capital and financial expertise, Cinven works with management to support their business plan, offering capital and financial expertise and informed strategic views.

### 3.2 Figures

#### The Organisation

**217** Markets served by Amadeus and its **69** local Amadeus Commercial Organisations (ACOs)

#### The People

Some **8,533** employees work in the Amadeus group worldwide, representing **105** nationalities worldwide

## Worldwide Presence

	Locations
<b>Travel agency locations</b>	<b>100,208</b>
<b>Airline Sales Offices</b> (representing 178 airlines)	<b>34,250</b>

## Providers Available in Amadeus

<b>Airlines storing flight schedules in Amadeus</b>	<b>718</b>		
<b>Airlines bookable</b>	<b>478</b>		
<b>Amadeus Altéa Reservation airlines</b>  Including: <ul style="list-style-type: none"> <li>• 7 of the 10 oneworld airlines</li> <li>• 15 of the 24 Star Alliance airlines (includes regional members)</li> <li>• 5 of the 14 Sky Team airlines (includes associates members)</li> </ul>	<b>144</b>		
<b>Car rental locations</b>	<b>36,000</b>	<b>Hotel properties</b>	<b>80,185</b>
<b>Car rental companies</b>	<b>25</b>	<b>Hotel chains</b>	<b>264</b>
<b>Cruise Lines</b>	<b>18</b>	<b>Rail</b>	<b>106</b>
<b>Ferry</b>	<b>3</b>	<b>Tour Operators</b>	<b>190</b>
<b>Travel Insurance</b>  (8 airlines and 18 Online Travel Agencies plus vacation.com sell insurance with Amadeus).	<b>52 countries, 87 providers</b> belonging to 32 global agreements		

### 3.3 Facts

1. Amadeus' data centre in Erding, Germany, is one of the biggest worldwide dedicated to travel. It manages more than 480 million transactions a day and processes more than 3 million + net bookings per day during peak times. In the Amadeus System, more than 75 million passenger name records (PNRs) can be active at any one time (a PNR typically incorporates on average 4 bookings). Over 8,700 end-user requests run through the system every second during peak hours, resulting in over 500,000+ physical disk accesses per second. The Amadeus central system averages a 0.3 seconds response time. The Amadeus low fare search response time takes on average less than 3 seconds. The System boasts on average 99.98% uptime.

2. Amadeus is the preferred technology provider and partner of the world's leading companies. These include British Airways, Qantas, Finnair, Iberia, AMEX, Carlson Wagonlit, TUI, Siemens, Nestlé, Daimler-Chrysler, IBM, SAP, lastminute.com and Lufthansa.
3. Amadeus leads the travel industry, as the only global distributor with ISO 9001:2000 Quality certification. This certification is granted by Det Norske Veritas (DNV), one of the world's leaders in the provision of services to safeguard life, businesses, property and the environment.
4. Amadeus is the largest distributor of leisure packages worldwide.
5. With 321 carriers implemented and 157 markets deployed, Amadeus offers travel agents the largest community of carriers and markets with electronic ticketing around the world.
6. Amadeus services over 1,500 corporations worldwide such as Kraft Foods and Philip Morris, Cemex, Daimler, Ericsson, Huntsman, Nestlé, Total and Thales
7. Airlines' passenger number records (PNR) volumes processed by Amadeus e-Retail increased by 10% in 2007 as compared with the previous year
8. Over 80 of the world's leading airlines use the Amadeus e-Commerce Airline Suite to power over 250 websites in more than 110 markets.
9. Amadeus also has majority ownership (99.72%) in Opodo, the leading online European travel portal, and Airline Automation

## 4. Senior management biographies

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### David V. Jones President & CEO

David V. Jones was appointed President & CEO of Amadeus IT Group SA on 1 January 2009.

Previously, David was Executive Vice President, Commercial since April 2000, responsible for the worldwide implementation of the company's commercial strategy.

Since joining the company in 1992, as General Manager of Amadeus Marketing and Senior Vice President of Amadeus Global Travel Distribution, David has played a leading role in the development of Amadeus from a European computerised reservation system (CRS), into a truly global business marketed all over the world.

Previously, from 1979, David held various senior appointments in marketing and information systems with British Airways, culminating in the position of Vice President of Corporate Strategy.

Before British Airways, David spent 10 years with the British Civil Aviation Authority, where his last position was as Head of Economics and Statistics. From 1967-1969, he was an Assistant Lecturer in Economics at the University of Reading.

A native of England, David holds a BA in Economics from the University of Reading and an MA in Economics from the University of Essex.



### Luis Maroto Deputy CEO, CFO and Vice President Finance

Luis Maroto was appointed Deputy CEO of Amadeus IT Group SA on 1 January 2009.

This role is in addition to his responsibilities as Chief Financial Officer (CFO) and Vice President, Finance (appointed in May 2003). He has global responsibility for financial management and control for the Amadeus Group as well as Corporate Strategy.

Luis has been at Amadeus since 2000 heading the Commercial Finance Department. In this position, he has been responsible for the financial management of the company's commercial operations. Supervising the strategic and financial control of over fifty Amadeus subsidiaries around the world, Luis's area undertook the analysis of business and pricing models, advised on commercial decisions and managed the company's billing system.

Previous to his appointment in Amadeus, Luis worked in high level marketing, business planning and financial functions for the Bertelsmann Group.

A Spanish citizen, Luis graduated in Law at Madrid's Complutense University, gained an MBA at IESE Business School/Wharton, and further qualifications from Harvard Business School and Stanford.



## Philippe Chérèque

Executive Vice President, Commercial

Philippe Chérèque replaced David V. Jones as Executive Vice President, Commercial on 1 January 2009. Philippe is responsible for the worldwide implementation of the company's commercial strategy.

Previously, Philippe was Senior Vice President, Corporate Strategy, responsible for driving and coordinating the company's business development, marketing, technical architecture and product plan.

He began his career at Amadeus in the early days of its creation (1987), as Director, Product Definition, based in Miami, US. His focus on the strategic and marketing elements of Amadeus' product initiatives has brought the company to the forefront of product offerings for the travel industry. He was appointed Senior Vice President, Corporate Strategy at Amadeus Global Travel Distribution in July, 1999.

Prior to joining Amadeus, Philippe was an officer in the French Navy and subsequently went on to work from 1974 to 1980 with Télématique SA in Grenoble, France, where he was Product Manager of Mini Computer Programming Languages.

In 1980 he joined Air France where he held a number of managerial positions in operational research, computer analysis and passenger application software development.

A graduate Engineer of the Institut Supérieur d'Électronique de Paris, Philippe also holds a Master of Science degree in Electronics from the University of Paris.



## Jean-Paul Hamon

Executive Vice President, Development

Appointed in March 2004 to the position of Executive Vice President, Development, Jean-Paul is responsible for all Amadeus software development branches, managing a team of 1,500 in six sites worldwide (Nice, London, Sydney, Antwerp, Frankfurt, and Miami). He also holds the position of President of the Development site based in Nice, France.

He began his career in Operational Research initially at the French Defense Operations Centre and then at Air France.

In 1986 he was a core member of the group that pioneered the creation of Amadeus, which he joined in 1988. Appointed Senior Vice President, Development, his work grew in line with Amadeus' success and expansion. In March 1998, he left Amadeus to become Executive Vice President of Information Technology and Chief Information Officer for Air France. In 2000 he joined the Amadeus Board of Directors.

A French national, Jean-Paul graduated from l'École des Mines, Paris, and has extensive experience in the travel technology sector.



## Eberhard Haag

EVP, Global Operations and GM Data Processing

Eberhard Haag was appointed Executive Vice President, Global Operations on 1 January 2009. He has overall responsibility for Amadeus Operations including the Data Processing Centre, located at Erding in Germany. This facility operates and maintains the systems and network for all Amadeus products.

Under Eberhard's leadership Amadeus substantially enhanced its IT Operations by consolidating and changing the network architecture, by implementing a global support organisation for system management and operations and by converting the mainframe oriented system architecture to a future-oriented client server architecture accompanied with significant organisational changes.

Eberhard joined Amadeus on 1 January 2000 as Deputy General Manager of Amadeus Data Processing, bringing with him more than 24 years of experience in software development and IT Architecture. Prior to Amadeus, he held managerial positions in Carl Zeiss, a leading optical company, culminating in his appointment as CIO in 1991.

Eberhard holds a combined degree of Engineering and Business Economics from the University of Stuttgart.



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