

# Amadeus: 25 years of innovative market leadership

1987

Amadeus created by Iberia, Air France, Lufthansa and SAS

1992

First booking made 7th January 1992

1996

e-Commerce division launched

1999

IPO. IT services created. British Airways and Qantas launch partners

2002

Travel agency bookings market leadership. 395 million bookings

2005

Amadeus goes private

2008

Distribution agreement with AACO carriers, expansion in Middle East

2010

IPO

2012

564 million passengers boarded with Amadeus Altéa<sup>(1)</sup>

Expansion

Diversification  
into IT

Synergies + consolidation