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Outlook of the future



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Outlook of the future



**By Tomás López Fernebrand, Senior VP,
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Historically, the ultimate purpose of companies, which incidentally has remained unchallenged for many years, was to grow, develop and generate increasing profits as fast as possible. However, since the concept of sustainability first appeared and began to gain popularity in the 1980s, the whole paradigm around an unlimited economic growth is constantly being reviewed and questioned.

Indeed, until quite recently, the notion of sustainability was mainly limited to the idea that being respectful to nature, and preserving the environment represented a guarantee of sustainability. Thankfully, things have evolved somewhat and an increasing amount of people are conscious of the importance of keeping sustainability in mind in every action we take in our daily lives, making it become an attitude not just a mindset. We too have adopted this approach, and daily life at Amadeus includes creating and developing technology that not only shapes the future of the travel industry but does so on the road to a sustainable world. Sustainability is therefore inherently part of our company strategy; and whilst this is

a step in the right direction, it is clear that the job is far from complete.

As an industry leader, we have a responsibility to fully engage in serious dialogue with all of our stakeholders on the question of sustainability, working together with our partners and customers in order to deliver sustainable growth not just for our own company but the industry as a whole.

Over the past 25 years, our innovation has played a significant role in satisfying travellers' needs. At the beginning of its life, Amadeus provided the technology to travel agents so that they could offer real-time search, pricing, booking and ticketing. This is how consumers were able to have access to neutral, unbiased, flight availability data for the first time in history. The speed at which technology has evolved since that time has been impressive and often hard to anticipate. At present, our close study of passenger behaviour shows the crucial role of innovative and transformative technology in facilitating the fulfilment of passengers' increasingly complex travel demands: ancillary services, social media, mobile solutions, intelligent passenger records and more.

Amadeus strives to live up to the challenge of this rapid technological evolution whilst maintaining active dialogue with industry stakeholders. We make sure our platforms display a range of different travel possibilities in a transparent manner, responding to customers' needs. On the other hand, our IT Solutions will continue to focus on innovation and increased efficiencies for our customers and the travel industry in general.

Finally, the success of our company could not be explained without the talent, commitment and dedication of our people. In this edition of our Corporate Sustainability Report we pay tribute to those employees in particular that work in a different country from their own, often making extra personal sacrifices and contributing to keeping Amadeus as the culturally rich company it is today. We are dedicating the front page of each section of the report to this specific group of individuals, by including pictures of a select sample of them. Counting on the engagement of our people, we face the future with confidence.



Photo by Huibert-Jan Evekink