

Amadeus Press kit

Q2 2008

Media Relations

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1. Company overview

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 95,400 travel agency locations and more than 32,800 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 66 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

2008	<p>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</p> <p>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</p> <p>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</p> <p>Singapore Airlines powers its next generation passenger systems with Amadeus' Altéa Customer Management Solution</p> <p>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</p> <p>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</p> <p>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</p> <p>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.</p> <p>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</p> <p>Amadeus won three awards for its 20/20 campaign in the Internet Advertising Competition (IAC), established by the US-based Web Marketing Association</p> <p>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.</p> <p>Amadeus signs 60 hotel brands to pioneering Worldwide Commission Manager and launches</p>
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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 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.

Iberia first to enhance website offering with Amadeus' Activities & Entertainment destination services platform.

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 Amadeus' multi-property Property Management System 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.

25 of the top 50 airlines listed in IATA's 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.

Amadeus opens **IT Competency Center in Chicago** 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.

Amadeus announced a total of 18 award wins in 2007 for its airline e-commerce solutions and customer's websites'. Wins included six World Travel Awards, three Interactive Media Awards and three Web Awards recognising IT leadership.

Amadeus has agreed to sell its 50 percent stake in **Rumbo** 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.

Amadeus launched a three-year full content programme in Europe in January 2008. Already, 34 airlines have signed up to the programme, including **Air France-KLM, Iberia, Alitalia, TAP Air Portugal, Air Europa and Malev**. A further 29 airlines have signed one-year full content agreements.

Amadeus signed a long-term, pan-European agreement with **European Travel Interactive** (eTRAVELi). 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.

2007

Amadeus has won three prestigious awards including the **World's Leading Internet Booking Engine Technology Provider, the World's Leading CRS/GDS System and the World's Leading Travel Technology Provider**, at the annual **2007 World Travel Awards** ceremony. It is the fourth year running that Amadeus has picked up the award for the World's Leading Internet Booking Engine Technology Provider

Virgin Blue and Amadeus announced a technology partnership which will see Amadeus equip the airline with leading-edge technology solutions to support its continued growth

Amadeus has completed the migration of 75,000 hotel properties onto a **next-generation distribution technology platform**. The open systems technology allows Amadeus to introduce new search capability and provides the foundation for even more advanced search capability in the future.

The **United Nations World Tourism Organisation (UNWTO)**, 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.

easyJet signs break-through distribution deals with Amadeus and Galileo for the corporate travel market

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 **the Business Travel Research Centre at Cranfield University**, and the Association of Corporate Travel Executives (ACTE)

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 and 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.

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.

Amadeus was chosen as a technology provider to four of the leading Indian online travel agencies: **Indiatimes, MakeMyTrip, Sify** and **Yatra**.

Amadeus wins '**Best Technology Provider**' Award at Buying Business Travel Diamond Awards 2007

Amadeus has won the award for '**Best Business Travel Product**' for its Amadeus e-Travel Management Solution at this year's Business Travel World Awards 2007.

SNCF, 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.

Amadeus and **Etihad Airways** 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.

Airlines are generating increased revenues using **Amadeus Revenue Maximisation** 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

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 **National Car Rental**, which will offer travel agents the possibility of providing e-vouchers for car rental reservations booked through Amadeus and National on a worldwide basis.

2006	<p>Amadeus chosen by lastminute.com to launch the first online multi-carrier flight search display in a calendar format.</p> <p>Amadeus pioneers travel agency commission management solution to boost hotel bookings</p> <p>Amadeus signs a major global technology deal with AccesRail. 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>EgyptAir transforms operations and migrates successfully to Amadeus Altéa Customer Management Solution</p> <p>Amadeus launches a new generation, multi-channel solution for the distribution of leisure travel content. Amadeus developed the solution with Area Travel Agency and Finland Travel Bureau, two of Finland's three largest travel agencies</p> <p>Amadeus/ACTE study finds companies can save up to 45% of travel spend through implementation of global travel programmes</p> <p>Amadeus launches Amadeus Meta Pricer; 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 TravelTainment, a booking engine technology provider in the German leisure travel market</p> <p>Alitalia signs Amadeus Full Content Option</p> <p>KLM to switch all sales and reservations operations to Amadeus</p> <p>Amadeus: 70% of tickets will be electronic by end 2006</p> <p>Amadeus first-half revenue exceeds 1.3 billion; global market share passes 30%</p> <p>Etihad Airways signs up for Amadeus' Altéa Customer Management Solution</p> <p>Eurostar signs global technology partnership with Amadeus</p> <p>EgyptAir is 27th airline to select Amadeus Altéa Customer Management Solution (CMS)</p> <p>Thirty-seven leading hotel brands have signed up to Amadeus' Best Available Rate 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 European Commission confirms Amadeus as the first European travel company in R&D investment. Amadeus is ranked for the second year as the first European travel and tourism company in terms of R&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 AITAL, 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>
2005	<p>Acquisition of Optims, the leading European supplier of IT services to the hospitality industry, is completed</p>
2004	<p>Amadeus annual sales revenues exceed €2bn for the first time</p> <p>Qantas, Australia's largest domestic and international airline, cut over to Amadeus Altéa Inventory, becoming the first airline in the world to process its yield, pricing and inventory via this solution</p>

2003	Acquisition of Airline Automation Inc. (AAI) , a leading provider of Revenue Integrity Services for the airline industry and currently servicing 60% of US domestic reservations
2002	Amadeus completes its largest ever data migration, with no data loss, when British Airways' offices switched to Amadeus Altéa Reservation Amadeus launches e-Travel, to provide global on-line solutions for airlines, corporations, travel agencies and other travel partners.
2001	Acquisition of e-Travel, Inc , a leading supplier of hosted corporate travel technology products
2000	Amadeus broadens its Airline IT Services activities, with British Airways 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
1999	Amadeus begins trading on the Madrid, Barcelona, Paris and Frankfurt Stock Exchanges
1998	Amadeus successfully consolidates all System One users - the largest migration in the travel distribution industry
1997	Amadeus launches travel booking website www.amadeus.net
1995	Amadeus establishes Asia Pacific regional offices in Bangkok System One , a major US computer reservation system, merges with Amadeus Continental Airlines becomes a shareholder.
1994	Launch of Amadeus India marks first step into Asia Pacific
1993	Creation of Amadeus América , the regional office for South America
1992	The Amadeus System is operational
1990	Opening of the Amadeus Data Processing Centre in Erding, Munich, Germany
1989	Amadeus is the first global distributor to offer a neutral flight availability display, following EC regulations
1988	First National Marketing Company (now called local Amadeus Commercial Organisation (ACO)) is created in Finland.
1987	Amadeus is founded by Air France, Iberia, Lufthansa, and SAS

2. Customer solutions

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:

2.11 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

2.12 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.

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

2.13 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.

Over 80 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.

Amadeus handles over 100 million unique site visitors per month.

In 2007, Amadeus announced a total of 18 awards wins for its airline e-commerce solutions and customers websites. Wins included six World Travel Awards, three Interactive Media Awards and three Web Awards recognising IT leadership

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 55 low cost carriers – 47.8% 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

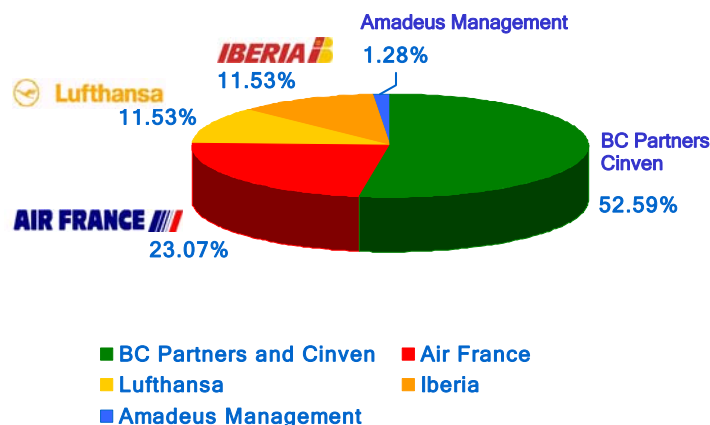
Amadeus' vision is to provide next generation travel technology that encourages collaboration amongst all players within the travel industry. To realise this we are investing in a range of technology solutions and components that will allow the seamless integration of content, data and systems whether 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 **66** local Amadeus Commercial Organisations (ACOs)

The People

Some **8,544** employees work in the Amadeus group worldwide, representing **95** nationalities worldwide

Worldwide Presence

	Locations
Travel agency locations	95,429
Airline Sales Offices (representing 183 airlines)	32,832

Providers Available in Amadeus

Airlines storing flight schedules in Amadeus	756		
Airlines bookable	500		
Amadeus Altéa Reservation airlines	137		
Including: <ul style="list-style-type: none"> • 7 of the 10 oneworld airlines • 15 of the 24 Star Alliance airlines (includes regional members) • 4 of the 14 Sky Team airlines (includes associates members) 			
Car rental locations	36,000	Hotel properties	78,196
Car rental companies	22	Hotel chains	258
Cruise Lines	17	Rail	106
Ferry	7	Tour Operators	184
Travel Insurance (7 airlines and 18 Online Travel Agencies plus vacation.com sell insurance with Amadeus).	52 countries, 84 providers belonging to 32 global agreements		

3.3 Facts

1. Amadeus 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 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 in average less than 3 seconds. The System boasts in 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 307 carriers implemented and 156 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. In 2007, Amadeus announced a total of 18 awards wins for its airline e-commerce solutions and customers' websites. Wins included six World Travel Awards, three Interactive Media Awards and three Web Awards recognising IT leadership. Among the prestigious awards granted to Amadeus we can mention: the World's Leading Internet Booking Engine Technology Provider, the World's Leading CRS/GDS System and the World's Leading Travel Technology Provider (2007 World Travel Awards) , Best Technology Provider Award at Buying Business Travel Diamond Awards 2007, and Best Business Travel Product Award at the Business Travel World Awards 2007
10. Amadeus also has majority ownership (74%) in Opodo, the leading online European travel portal, and Airline Automation Inc.

4. Senior management biographies

José Antonio Tazón President & CEO

José Antonio Tazón was appointed President and CEO of Amadeus in October 1990.

He joined Amadeus in 1987, in the position of General Manager and Senior Vice President, Operations and was instrumental in supervising the construction and operation of Amadeus' data centre in Germany, now one of the largest and most important civil data processing centres in Europe.

Since his arrival, José Antonio has led the development of Amadeus with the aim of becoming the world leader and the most advanced Global Distribution System.

Under his leadership, the Amadeus System became operational in 1992 and has quickly developed throughout Europe, South America and the Asia Pacific region. Later, in 1995, Amadeus acquired System One, an American computer reservation system. José Antonio continues to lead Amadeus' international expansion and to place the company at the head of the travel distribution industry.

A Spanish national, José Antonio graduated from Madrid's Universidad Politécnica with advanced degrees in Telecommunications Engineering and Data Processing.



David V. Jones Executive Vice President, Commercial

David V. Jones was appointed Executive Vice President, Commercial in April 2000. He is 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, David has played a leading role in the development of Amadeus from a European computerised reservation system (CRS), into a truly global business marketed in 217 markets.

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.



Jean-Paul Hamon Executive Vice President, Development

Jean-Paul Hamon was appointed Executive Vice President, Development, and President of Amadeus s.a.s., the development site based in Sophia Antipolis, in March 2004. He is responsible for all Amadeus software development branches, managing a team of 1,500 people in six sites worldwide (Nice, London, Sydney, Antwerp, Frankfurt and Miami).

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



Philippe Chérèque
Senior Vice President, Corporate Strategy

Philippe Chérèque joined Amadeus in 1987 and was appointed Senior Vice President, Corporate Strategy in July, 1999. Based in Nice, he is charged with driving and coordinating the company's business development, marketing, technical architecture and product plan. In November 2005, Philippe added the role of President & CEO, Amadeus France Services to his responsibilities.



Eberhard Haag
General Manager and Senior Vice President, Operations

Eberhard Haag was appointed General Manager and Senior Vice President, Operations in July 2000. He is responsible for the Amadeus Data Processing Centre, located at Erding in Germany. This facility operates and maintains the systems and network for all Amadeus products.



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