

aMADEUS

Your technology partner

## Amadeus Corporate Profile

A clear direction for the future

### Amadeus Vision



# Leading the way with investment & ideas

With an unrivalled combination of innovative technology and in-depth expertise, we have a clear vision for the future – and the ability to lead the way.

As a world-class and trusted technology partner, Amadeus provides industry leading IT solutions, acknowledged expertise and exceptional customer service.

You can rely on Amadeus to provide a clear vision and direction for the future of the global travel and tourism industry. We are committed to continuously investing in R&D and to providing the expertise and added value that your business needs – now and in the years to come.

## Proven technology & acknowledged expertise

Amadeus has been at the heart of the global travel and tourism industry for over two decades. Our innovative enabling technology meets the needs of a full spectrum of travel providers, sellers and buyers. It drives business performance and supports successful growth strategies.



### World-class technology

- › Innovative, advanced IT solutions that are easy to implement
- › Future proof, flexible and scalable technology

### True partnership

- › Commitment to strong, long-term relationships
- › Investment in your future success

### Proven results

- › Fast, tangible results
- › Proven business benefits for you and your customers

### Global footprint

- › Global reach, local expertise
- › Exceptional 'follow the sun' customer support

# World-class technology

To help our customers to stay at the forefront of the travel industry, we invest in open technology. This allows us to bring more solutions to the market more quickly, and to respond more rapidly to the changing needs of our customers.

**Jean-Paul Hamon**

Executive Vice President, Development, Amadeus

## Investment & ideas to help you stay ahead

Our flexible, scalable technology is innovative as well as robust and reliable.

Amadeus offers advanced technology solutions. Our innovative products and services enable you to seize competitive advantage today and future proof your business to deal with whatever tomorrow brings.

We continue to invest heavily in R&D, which enables us to offer some of the most advanced, integrated and powerful business tools available in the market. Our world-class technology is designed to help you get ahead – and stay ahead.



- › At Amadeus 2,500 people are dedicated to product development. In 2007 alone, we invested more than 2,800 man years in the evolution of our product cycle.
- › Amadeus Collaborative Technology responds to new world business objectives as part of our vision to provide next generation travel technology that encourages collaboration among all players in the travel industry. We are investing in a set of collaborative technology components, which allow seamless integration of content, data and systems – regardless of whether they are part of Amadeus or from third party suppliers.
- › Developed in collaboration with major carriers across the globe, the new Amadeus Airline Retailing Platform offers all the traditional strengths of our leading global distribution system GDS – global reach and higher value sales – combined with all the efficiency, target marketing and brand differentiation of the online direct channel.
- › In 2007 Amadeus unveiled the biggest breakthrough in hotel technology for 20 years. A next generation distribution technology platform using open systems technology preparing the hotel industry for a new era in electronic distribution, reservation and search. 78,000 hotel properties have already migrated to the new platform.
- › Traveltainment – the Amadeus Leisure Group operate and are evolving a unique and rapidly growing multi-channel leisure marketplace. Every day, customers and agents in seven European countries find and book a wide range of pre-packaged or custom-built holidays by searching for the one that best suits their particular needs such as proximity to the beach, available sporting activities or the opinions of previous customers. Tour operators and suppliers can position their offer in ways that inspire people to travel.
- › The high performance Amadeus data centre in Erding, Germany, lies at the heart of our robust and reliable technology solutions. It manages more than 500 million transactions a day, handling over 500,000 physical disk accesses per second during peak hours. The average Amadeus response time is less than 0.3 seconds, and the system boasts an average of 99.98% uptime.

# True partnership

When Amadeus people say they are going to do something, they deliver! And that's important to us as an organisation, it's important to our member agencies worldwide and it's important to our corporate customers. And frankly it's very important to me, too.

**John Henry**

Senior Vice President, Global Development, Uniglobe Travel

## Experience & expertise to make IT happen

**We're committed to working closely with our customers, building and maintaining mutually beneficial, long-term relationships.**

With Amadeus as your technology partner, you can rely on customised and customer-focused solutions that always match your unique business needs.

Amadeus has adopted a partnership philosophy right from the start. Our in-depth knowledge of customer needs and ability to deliver IT solutions suitable to those needs has made us one of the dynamic forces behind the world's top travel industry success stories.

- Our partnership approach is an integral part of our Amadeus Altéa Customer Management Solution for airlines. We work hand-in-hand with the airline, implementing the full spectrum of airline passenger solutions – inventory, reservation and departure control.
- In 2008 we opened a new North America IT Centre in Chicago to support the implementation of the Amadeus Altéa Airline IT Suite for our North American launch partner, United Airlines.
- In 2007 we established an Amadeus Solution Centre in Bogota, Colombia. It delivers IT solutions, services and consulting expertise for travel agencies and travel management companies throughout Latin America.
- In 2008 Amadeus launched its Middle East Regional Hub in Dubai. This new regional operations centre reflects our commitment to the markets and our partners in this key strategic region.

Amadeus supports us in all areas and with them we've built a relationship of trust. This is priceless. They have been our corporate partners now for more than 15 years.

**Jean-Claude Bessudo**  
President, Aviator



## Proven results

Over a one-year period following the launch of Amadeus e-Merchandise, our revenue has increased by 40%, the average monthly bookings on Iberia.com have skyrocketed by 75% and our average PNR price has increased by over 20%.

**Javier Pérez-Ríos**  
Vice President, Iberia.com

## Commitment & results to ensure your future success

We have the vision and the ability to deliver improved business performance and results that support successful growth strategies.



Amadeus has an unbeatable track record of success. Our technology has helped to deliver business performance improvements to travel and tourism customers worldwide for almost two decades. And our innovative IT solutions continue to shape the global travel industry of tomorrow.

At Amadeus, we are dedicated to providing enabling technology solutions that deliver real results – proven business benefits that are both tangible and measurable. These systems are recognised as some of the most reliable, robust and resilient in the world.

- › Amadeus is fully committed to providing advanced technology and services to not only ensure the best online user experience but also significant business returns for our customers.
- › Using Amadeus e-Travel Management corporations can save up to 50% on ticketing and transaction costs and up to 10% on average ticket prices.
- › Amadeus has been awarded more than 15 awards during 2007, 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 World Travel Awards.

We chose Amadeus as our technology partner because they have proven expertise, because they offer excellent support and because they have the resources and determination to drive the industry forward.

**Riko van Santen**  
Vice President, Electronic Distribution & ICT,  
Golden Tulip Hospitality Group

## Global reach & local support to open up your world

**We have the global presence and local expertise to help you to move into new markets and geographic areas swiftly and efficiently.**

Amadeus is a truly worldwide company. We are an established global leader, offering world-class solutions that are managed and delivered with our first-hand local expertise in more than 215 markets.

Our geographic footprint makes global local. It is specifically designed to enable you to leverage our global presence and local market knowledge to reach more customers in more areas in a more efficient and cost-effective way.

- Outstanding customer service worldwide is the backbone of all our solutions. We provide comprehensive online support, highly qualified helpdesk staff and a proven 'follow the sun' service concept that enables quick and effective problem resolution – any time, anywhere. Amadeus is the only GDS to have been awarded the international ISO 9000:2001 Quality System Accreditation.
- Amadeus employs over 7,800 people. Staff spanning 105 different nationalities work at our three central sites, while our local teams deliver 24-hour support in markets across Europe, North America, Latin America, the Middle East, Africa and Asia Pacific. Amadeus is available in more than 400,000 points of sale worldwide.
- Our global content includes the flight schedules of 774 airlines stored in the Amadeus system, of which 496 are bookable, including 59 low cost carriers; over 77,000 hotel properties, including those of 248 hotel chains; 106 rail companies, including Deutsche Bahn, SNCF and Eurostar; 200 tour operators; 22 car rental companies in 36,000 car locations; 17 cruise lines; 84 travel insurance providers in 52 countries; and 4 ferry companies.
- More than 1,500 corporations in 30 countries have chosen Amadeus as their technology partner. Our award-winning technology for corporations is available in 15 languages and supports over 160 currencies.

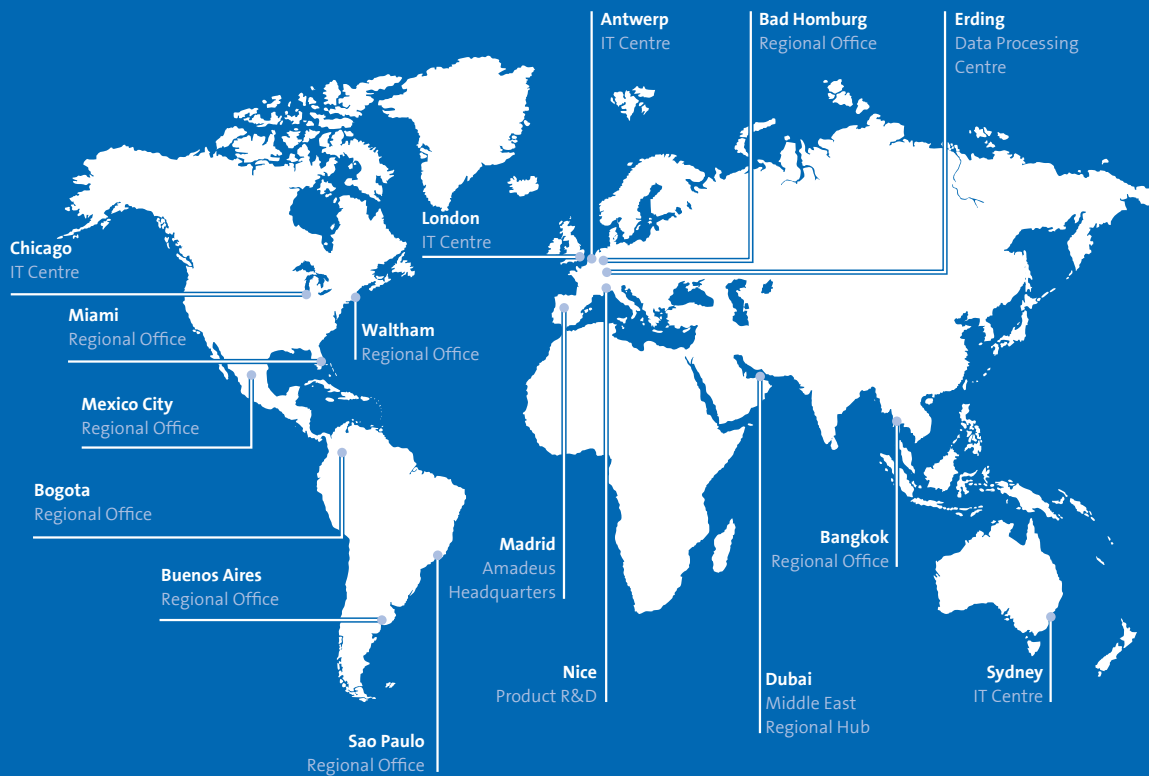


# Operational excellence & technology tailored to your business

In today's truly global marketplace, you can rely on Amadeus to provide local expertise and expert technology solutions for your unique business needs – wherever you are and whatever you do.

## Centres of excellence around the world

Our leadership in global travel technology is sustained through close collaboration across our three core sites: data processing in Erding near Munich (Germany), product R&D in Sophia Antipolis near Nice (France) and our headquarters in Madrid (Spain). A number of central IT and regional operations sites complete our worldwide network.



## Amadeus supports all participants in the travel industry

Travel providers	Travel sellers	Travel buyers
Airlines	Travel Management Companies	Corporations
Hotels	Business Travel Agencies	Travellers
Cars	Online Travel Agencies	
Rail	Leisure Travel Agencies	
Ferry	Vertically Integrated Tour Operators	
Cruise	Consolidators	
Insurance	Single Site Travel Agencies	
Tour Operators		

To adapt, grow and succeed in today's rapidly changing travel market, you need access to fast, open technology supported by specialist insight and experience.

With an unrivalled combination of innovative technology and in-depth expertise, Amadeus has a clear vision for the future of the global travel and tourism industry – and the ability to lead the way.

Find out what we can do for you today - [www.amadeus.com/vision](http://www.amadeus.com/vision)



World's Leading Internet Booking Engine Technology Provider



World's Leading Travel Technology Provider



World's Leading GDS & CRS

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Your technology partner

[www.amadeus.com](http://www.amadeus.com)