

## AirAsia and Travelport Sign Breakthrough Distribution Agreement

25 March 2014

Travelport, and AirAsia, one of the leading and fastest growing airlines in Asia, today jointly announce a ground-breaking new partnership which will see AirAsia distribute all of its fares and ancillary services through the Travelport GDS (global distribution channel) for the first time.

As part of the agreement, AirAsia has also signed up for Travelport's industry-leading merchandising technology including its unique aggregated shopping functionality which will enable travel agents to shop, compare and book AirAsia and AirAsia X flights alongside those offered by traditional carriers in exactly the same booking workflow.

AirAsia, the leading and largest low-cost carrier in Asia, services an extensive network covering 87 destinations. During its 12 years of operations, AirAsia has carried over 220 million guests and grown its fleet from just two aircraft to over 150. It has been named the World's Best and Asia's Best Low Cost Airline for five consecutive years at the World Airline Awards.

The agreement means that Travelport-connected agents worldwide will be able to search and book competitive fares and popular ancillaries such as checked-in bags, advanced seat selection and in-flight meals offered by all airlines under the AirAsia group.

Commenting on the partnership, Tony Fernandes, AirAsia Group CEO, said: "The Travelport Merchandising Platform offers us the flexibility to connect to the GDS channel and enables us to distribute our low fares to even more travelers as we continue to expand our offering."

Derek Sharp, Managing Director of Global Distribution Sales and Services at Travelport, said, "I am delighted that one of the world's highest profile, low cost airlines has selected Travelport as its partner and is fully embracing what we can uniquely offer through our industry-leading merchandising technology. We look forward to helping AirAsia extend their distribution channel whilst providing more in-demand, low cost air content to our 67,000 travel agency subscribers worldwide."

### About Travelport Merchandising Platform

The Travelport Merchandising Platform was unveiled in April 2013 and since then has attracted considerable industry interest. Travelport won the Best Travel Technology Innovation award for its Travelport Merchandising Platform at the 2014 AFTA National Travel Industry Awards.

The platform offers three components:

- Travelport Aggregated Shopping, an industry first, consolidates, within the same screen, shopping results from traditional carriers who connect through ATPCO with those from other no-frills carriers who prefer to connect with Travelport via an API connection. The new technology negates the need to shop and

compare across several screens and allows travel agents to compare efficiently in the same booking flow.

- Travelport Ancillary Services allows travel agents to sell airline ancillaries such as pre-allocated seating, meals and bags, within their existing workflow rather than by booking on an airline website.
- Travelport Rich Content and Branding enables airlines to market and retail their products more effectively through customization of product display and content. Over sixty airlines have now signed up to participate, including leading carriers such as Delta, Avianca, Sun Country Airlines, Peruvian Airlines, Ryanair, British Airways, Iberia, easyJet, SilkAir, Hong Kong Airlines, Hainan Airlines and United Airlines.

For more information on Travelport Merchandising Platform and Rich Content and Branding, visit:  
[www.travelportmerchandisingplatform.com](http://www.travelportmerchandisingplatform.com)

## About AirAsia

AirAsia, the leading and largest low-cost carrier in Asia, services the most extensive network with 89 destinations. Within 12 years of operations, AirAsia has carried over 230 million guests and grown its fleet from just two aircraft to over 160. The airline today is proud to be a truly Asean (Association of Southeast Asian Nations) airline with established operations based in Malaysia, Indonesia, Thailand, the Philippines and India, servicing a network stretching across all Asean countries as well as China, India and Australia. AirAsia was named the World's Best Low Cost Airline in the annual World Airline Survey by Skytrax for six consecutive years from 2009 – 2014.

## About Travelport

Travelport is the technology company which makes the experience of buying and managing travel continually better. It operates a travel commerce platform providing distribution, technology, payment and other solutions for the global travel and tourism industry. The company facilitates travel commerce by connecting the world's leading travel providers with online and offline travel buyers in a proprietary business-to-business (B2B) travel platform.

Travelport has a leading position in airline merchandising, hotel content and distribution, car rental, mobile commerce and B2B payment solutions. The company also provides IT services to airlines, such as shopping, ticketing, departure control and other solutions. With net revenue of over \$2.5 billion in 2018, Travelport is headquartered in Langley, U.K., has over 3,700 employees and is represented in approximately 180 countries and territories.

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