

Avianca Partners with Travelport to Become Latin America's First Major Airline to Adopt Unique Rich Content and Branding Merchandising Functionality of Travelport Merchandising Platform

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Travelport, a leading distribution services and e-commerce provider for the global travel industry and Avianca, the leading airline in Latin America, have entered into a new distribution partnership that will see Avianca become the first major carrier from the Latin America region to adopt the GDS provider's industry-leading Travelport Rich Content and Branding, a key component of the Travelport Merchandising Platform™.

Through the new distribution agreement, Avianca will leverage the Rich Content and Branding component of the Travelport Merchandising Platform™ in order to market and retail their products more effectively through customization of product display and content.

Carlos Durán, VP of Marketing and Sales Avianca, commented: "Participating in Travelport's merchandising platform will allow us to customize our product display and content within the latest version of Travelport Smartpoint, the industry-leading travel agency point-of-sale application. This provides enhanced functionality which allows Avianca to include product descriptions, images and branding information for eligible itineraries via Travelport Smartpoint."

Since launching in 2011, Travelport Smartpoint has been adopted by more than 110,000 travel agents worldwide. The success of the application is its ability to offer users a blend of graphical and cryptic user interaction alongside a range of time-saving features: improving the agent user experience, reducing training costs, and speeding up the reservation process.

This agreement builds on two previous agreements between the two companies which provides Travelport-connected travel agents (Galileo, Apollo and Worldspan) with complete, global access to the group's best fare inventory; and a technology services agreement providing Travelport Rapid Reprice™ across multiple distribution channels, fully automating the manual process of repricing and reissuing airline tickets when passenger itineraries change.

"We're delighted to build upon our existing partnership with Avianca, and to see this industry-leading carrier become our first Rich Content and Branding airline participant in the Latin America region," said Christopher Engle, Travelport's vice president of Global Distribution Sales & Service, Americas.

"This agreement makes clear Travelport is executing its merchandising strategy: to enable airlines to distribute their fares and ancillary content in a manner they choose; to do so through the travel agency channel and; to do it in a way that protects the integrity and efficiency of the GDS booking and management process for travel agents."

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

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.

About Avancia

Avianca is the commercial brand that represents the Latin American airlines integrated in Avianca Holdings S.A. Its workforce of over 18,000 employees have been recognized to provide an excellent world class service.

The Avianca airlines, specialized in air cargo and passenger transportation, serve 100 direct destinations in 25 countries throughout the American and European continents with its modern fleet of 155 short, medium, and long haul aircraft. Through its membership with Star Alliance, Avianca offers the possibility to connect to more than 1,200 destinations in 195 countries globally. Through LifeMiles, the loyalty program, the airline offers a wide range of benefits and travel options to its more than 5.1 million registered members. Throughout 2013 Avianca transported 24.6 million passengers. For more information please visit avianca.com, facebook.com/aviancafanpage or Twitter [@Avianca_com](https://twitter.com/Avianca_com)

Media Contacts

Jill Brenner
Senior Corporate Communications Director
Travelport
Tel: +1-973-939-1325
Email: jill.brenner@travelport.com

