Scandinavian Airlines and Datalex Partner on Multi-Year Digital Retailing Transformation Programme

Dublin, Ireland, 25 October 2018: Datalex plc (ISE: DLE), a leading provider of digital commerce solutions to global travel retailers, is pleased to announce a new long-term agreement with Scandinavian Airlines (SAS) to support the SAS digital transformation strategy with New Distribution Capability (NDC), merchandising and order management of all products and services across sales channels.

The platform will support the dynamic shopping, pricing and promotion of offers based on data collection and intelligence to deliver a personalised retail experience to around 30 million SAS customers.

Kati Andersson, VP Digital Sales & Distribution at SAS said: "We are pleased to announce the selection of Datalex as the SAS partner of choice in our journey towards NDC capability. Our objective is to deploy a full NDC platform certified to the latest IATA standards. This will allow us to make the right offer to the right customer at the right time, via the right channel, on the right platform. Of course, all handling of customer data will be in compliance with GDPR."

"We have the ambition to deliver a digital customer experience second to none, and the Datalex commercial platform is a great complement to our existing digital capabilities and supports our business and IT strategy very well", added Mats O. Eklund, VP Commercial IT & Digital Development at SAS.

Datalex CEO Aidan Brogan said: "We are delighted to partner with SAS on this exciting project. As a proven digital commerce platform for high volume travel retailers, we look forward to bringing a full cloud-hosted NDC platform to production with SAS, enabling its digital retail strategy to provide consistent, competitive and optimised offers across all sales channels."

About SAS

SAS is Scandinavia's leading airline and has an attractive offering to frequent travelers. SAS offers more than 800 flights daily and annually around 30 million passengers travel with SAS between more than 120 destinations in Europe, the US and Asia. Membership in Star Alliance™ provides SAS' customers with access to a far-reaching network and smooth connections. In addition to airline operations, activities at SAS include ground handling services (SAS Ground Handling), technical maintenance (SAS Technical) and air cargo services (SAS Cargo).

About Datalex

Datalex is a market leader in digital commerce for travel retailers. The Datalex Digital Commerce Platform provides airlines with a unique solution that allows them to significantly leverage and increase the range and scale of products and services they can offer to passengers. The platform enables an omni-channel travel marketplace of over one billion shoppers covering every corner of the globe, driven by some of the world's most innovative airline retail brands. Datalex's customers include Lufthansa Group, Air China, JetBlue Airways, Hainan Group, Swiss International Air Lines, Philippine Airlines, Aer Lingus, Copa Airlines, Brussels Airlines, Air Transat, Air Malta, Multiplus, HP Enterprise Services and STA Travel. The company is headquartered in Dublin, Ireland, and maintains offices across Europe, the USA and China. Datalex is a publicly listed company and is listed on the Irish Stock Exchange (ISE: DLE). Learn more at www.datalex.com or follow on Twitter @Datalex.

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Reader Notes

SAS and Star Alliance: SAS joined the Star Alliance group of airlines in May 1997 as a founding member. This multi-year agreement between SAS and Datalex marks the sixth Star Alliance member airline which has chosen Datalex to support its digital commerce strategy. These include airlines in the Lufthansa Group (Lufthansa, Brussels Airlines and Swiss International Air Lines), Air China and Copa Airlines. Star Alliance prides itself as a pioneering airline alliance, dedicated to innovation and excellent customer service, with a track record of success. It excels in customer experience by providing customers with the best of both worlds: absolute reliability coupled with constant innovation.

IATA NDC: NDC (New Distribution Capability) is a travel industry supported programme launched by IATA for the development and market adoption of a new technology standard to transform the way air products are retailed to corporations, and leisure and business travellers, by addressing the industry's current distribution limitations. The Datalex Digital Commerce Platform complies with the highest Level 3 IATA NDC Certification (International Air Transport Association). Datalex is an IATA ONE Order strategic partner and is an active member of IATA's NDC working group.

Datalex Cloud-Based Digital Commerce: In 2017, Datalex begun accelerating its investment in agile cloud-based digital commerce as well as new innovations, and continues to do so today in AI-driven dynamic pricing, digital payments and loyalty commerce. This allows Datalex's customers to accelerate digitalisation strategies, drive new revenue and profit sources, and foster collaboration across the digital ecosystem.

Order Management: Order Management is a key component of the Datalex Digital Commerce Platform – a customer hub for all trip, pre-trip and post-trip operations and a record of all offers and purchases at all touchpoints. This is significant as it provides the travel retailer with the control and flexibility to add any product or service at any time in a single-view, omni-channel environment, outside of the constraints of the traditional passenger name record (PNR).

Multi-Channel Platform: The Datalex Digital Commerce Platform enables full multi-channel distribution of offers and customer service for airline retailers across all devices and sales channels, at every touchpoint in the travel journey. This includes web, mobile, call centre, inflight and airport, as well as indirect channels including OTAs, TMCs, meta and aggregators.