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# Amadeus and Travix strengthen partnership as live NDC bookings gain momentum

A new global distribution agreement signed by Travix and Amadeus marks the next step in their partnership

# Live NDC bookings are in production in several markets through Amadeus Web Services

Amadeus and global online travel agency, Travix, today announce the strengthening of their long-standing partnership through an agreement which will see Amadeus become Travix's global distribution partner.

The partnership will provide Travix's online websites and travel operators in over 50 markets with greater access to the unrivalled breadth of content offered by the Amadeus Travel Platform, enabling Travix to better serve its customers. Built on fully open systems, the Amadeus Travel Platform harnesses artificial intelligence to bring a greater level of personalized content into one integrated platform.

This announcement also marks an important milestone in Amadeus' NDC-X program. Travix, a driver customer of the program, and Amadeus reveal that live NDC bookings have been in production since November last year through Amadeus' new NDC-enabled Web Services solution.

Travix's websites are currently offering NDC content in Austria, Germany, Ireland, Switzerland, The Netherlands and the United Kingdom. This content sits alongside traditional EDIFACT content, can be found through one search and is displayed in an aggregated way to allow for easy comparison.

This simple, intuitive booking experience stands as a key milestone in the NDC-X program as Amadeus works together with multiple airline and travel agency partners to industrialize NDC. It is against this backdrop that Amadeus prepares for the global rollout of NDC-enabled Web Services solution in the coming months.

**John Mangelaars, CEO, Travix, said**: "We are proud to be strengthening our relationship with Amadeus at a time when Travix continues to expand across Europe and internationally, and provide more value to customers and airlines. As a global travel company that is

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experiencing strong growth, it's critical we have a trusted technology partner that can provide us with the infrastructure to stay ahead of the curve. Having worked with Amadeus for many years, we know the value Amadeus brings and we look forward to collaborating further to provide the best possible experience to our customers, which now includes NDC content."

**Decius Valmorbida, President of Travel Channels, Amadeus, said**: "It is fantastic to announce our distribution agreement and live NDC bookings with Travix, an innovative and invaluable partner. This is a testament to our longstanding partnership, the quality of our technology and the expertise of our people. As we continue to evolve the way travel is bought and sold, we're excited to support Travix in providing more personalized and memorable journeys for its customers."

Amadeus launched its NDC-X program in February last year, bringing together all the NDC activities across the business — as an IT provider and aggregator - under one roof. Together with several leading airlines and travel sellers, Amadeus is entering the deployment phase of its NDC-enabled solutions. To drive the adoption of NDC across the industry, all players need to work collaboratively and ensure it works for all.



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#### **About Amadeus**

Travel powers progress. Amadeus powers travel. Amadeus' solutions connect travelers to the journeys they want through travel agents, search engines, tour operators, airlines, airports, hotels, cars and railways.

We have developed our technology in partnership with the travel industry for over 30 years. We combine a deep understanding of how people travel with the ability to design and deliver the most complex, trusted, critical systems our customers need. We help connect over 1.6 billion people a year to local travel providers in over 190 countries.

We are one company, with 17,000 employees across 70 offices. We have a global mindset and a local presence wherever our customers need us.

Our purpose is to shape the future of travel. We are passionate in our pursuit of better technology that makes better journeys.

Amadeus is an IBEX 35 company, listed on the Spanish Stock Exchange under AMS.MC.

To find out more about Amadeus, visit www.amadeus.com.

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#### **About Travix**

Travix is among the largest travel companies in the world when it comes to the online sales of flight tickets. The company and its brands—CheapTickets.nl, Vliegwinkel.nl, BudgetAir.com, Flugladen.de and Vayama.com—operate in 39 countries. All of the Travix brands offer global flights provided by national and economy airlines, hotels, car rentals, insurances and other travel related products and services. Travix has over 550 employees, representing more than 50 different nationalities. For more information, visit: www.travix.com.

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