

ALL GREAT JOURNEYS START HERE



Sell, Collect and Be
Happy
Maher Koubaa

An industry-wide
transformation is unfolding



And we are on this journey
together with airlines



An aerial photograph of a mountain range. A central river valley runs vertically through the center, flanked by rugged, rocky peaks. The mountains are covered in patches of green vegetation, and the surrounding lowlands are filled with dense, dark green forest. The lighting suggests a bright day, with shadows highlighting the textures of the rock and the canopy of the trees.

amadeus



Simple

| We will make it
easier for you

| So you can deliver
simplicity to the
traveler

Agile

1 | Building a united team

3 | Co-innovating with customers and partners

2 | Delivering value faster

Open

YOU | Have the
choice

YOU | Have access
and control

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OPEN ECOSYSTEM

Airline Journey

Engage the traveler

Achieve retail excellence

Simplify decision making

Plug & play

EXPERIENCE LAYER
COMMERCE LAYER
DATA & ANALYTICS LAYER
CAPABILITIES LAYER

Delivers seamless traveler experiences

Streamlines omnichannel commerce strategies

Provides actionable insights to optimize business decisions

Connects everything to integrate, customize and innovate

DIGITAL EXPERIENCE SUITE

SALES & DISTRIBUTION SUITE

TRAVELER EXPERIENCE SUITE

OFFER SUITE

ORDER SUITE

OPERATIONS SUITE

DATA & ANALYTICS SUITE

READY TO USE SERVICES

DEVELOPER TOOLKITS

PARTNER APPS & EXTENSIONS

PLATFORM MANAGEMENT

Simple as breathing



SIMPLE
AGILE
OPEN

The text 'SIMPLE AGILE OPEN' is displayed in a large, bold, sans-serif font. Each letter is filled with a different nature photograph. 'S' shows a forest path, 'I' shows a stream, 'M' shows a forest floor, 'P' shows a forest path, 'L' shows a forest floor, 'E' shows a forest floor. 'A' shows a stream, 'G' shows a stream, 'I' shows a person in a hat, 'L' shows a person in a hat, 'E' shows a person in a hat. 'O' shows a stream, 'P' shows a stream, 'E' shows a person's legs, 'N' shows a person's legs. Below the text is a horizontal strip of a rocky stream bed.

A person is walking away from the camera on a dirt path in a tropical setting. They are carrying a large, dark, round basket or pot balanced on their head. The path is surrounded by tall palm trees and other tropical vegetation. The lighting is warm, suggesting a sunset or sunrise. The overall mood is serene and evocative of a journey.

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|Thank you!