

## Press Release

### transavia.com selects Amadeus Ticketless Access to grow leisure and business bookings across Europe and Northern Africa

*The European low cost carrier aims to increase revenues from both leisure and business travel markets by expanding distribution via the travel agency channel*

**Madrid ,Spain 08, September, 2008:** transavia.com, the European low cost carrier and Amadeus, a global leader in technology for the travel and tourism industry, have executed a strategic distribution agreement that makes the airline's entire inventory available in the Amadeus system, using the Amadeus Ticketless Access solution. As a result, travel agencies working with Amadeus can now make transavia.com bookings within their preferred GDS environment.

The deal supports transavia.com's expansion of distribution in lucrative holiday destinations including Italy, Spain, Portugal, Morocco and Tunisia, in addition to its home markets - the Netherlands and France. It also demonstrates Amadeus' commitment to further evolving its global distribution system so that it continues to deliver value to both airlines and travel agents.

Developed specifically for ticketless and low cost carriers, Amadeus Ticketless Access is a technological breakthrough in cost effective distribution for these airlines. transavia.com will benefit from increased brand visibility and bookings in key growth regions outside of its home market.

Willem Hondius, Chief Commercial Officer of transavia.com, said: "Following years of consecutive profitability via direct sales channels, our objective now is to support further growth through a multi-channel distribution strategy, in which we facilitate the travel agents.

"We see significant potential in extending our reach into regions where internet penetration is lower than in our home markets and our brand is less well known, using the innovative technology in Amadeus Ticketless Access. Our goal is to grow passenger numbers and make profitable sales in these markets, through access to the travel agency channel in a setting that the agencies are used to and in a way that is best-suited to our business model."

Commenting on the agreement, Jesper Soderstrom, head of the Low Cost Carrier Business Unit at Amadeus, said: "We are committed to bringing more LCC content to Amadeus and today's deal means over 130 destinations in Europe and Northern Africa are now covered through Amadeus Ticketless Access.

“We will progressively increase the booking functionality available on Ticketless Access for transavia.com to allow travel agents to also modify bookings made on the airline and sell ancillary products at any stage of the booking process. Our aim is to enable the travel agencies to fully serve their customers through a fast and efficient booking process,” Soderstrom concluded.

Currently 55 LCCs distribute their content through Amadeus’ main distribution system, representing 48% of the world’s low cost carriers.

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### Notes to the editors:

#### **About transavia.com**

transavia.com is the European low cost/low fare travel brand with a daily up-to-date range of products and services and an enthusiastic, involved approach.

Low cost, low fare with care, transavia.com.com has a focus on leisure travellers, but like other LCCs has noticed a growing interest from the business community in its services from home bases Amsterdam, Paris Orly, Rotterdam & Eindhoven to many destinations in Europe & North Africa.

#### **About Amadeus**

**Amadeus** is the chosen technology partner for providers, sellers, and buyers of travel. The company provides distribution, IT and point-of-sale solutions to help its customers adapt, grow and succeed in the fast changing travel industry. Customer groups include **travel providers** (airlines, hotels, car rental companies, railway companies, ferry lines, cruise lines, insurance companies and tour operators), **travel sellers** (travel agencies) and **travel buyers** (corporations and travellers). Solutions are grouped in four solution categories – **Distribution & Content**, **Sales & e-Commerce**, **Business Management** and **Services & Consulting**.

Amadeus has central sites in Madrid (corporate headquarters & marketing), Nice (development) and Erding (Operations – data processing centre) and regional offices in Miami, Buenos Aires and Bangkok. At market level, Amadeus maintains customer operations in 76 countries covering more than 217 markets.

The company is majority owned by WAM Acquisition, whose shareholders are BC Partners, Cinven, Air France, Iberia and Lufthansa. Amadeus employs over 8,500 employees worldwide, representing 95 nationalities.

More information about Amadeus’ solutions for airlines is available at:  
<http://www.amadeus.com/airlines>.

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