

## Press Release

### Amadeus launches its Middle East Regional Hub in Dubai

*Leading IT provider for the travel industry expands regional presence to support growing customer base*

**Dubai, UAE, 07 May, 2008:** Amadeus, a global leader in technology for the travel and tourism industry, today announced the launch of its Middle East Regional Hub in Dubai. The new structure will serve as Amadeus' regional operations centre in the Middle East.

The hub, aimed at extending Amadeus' reach and proximity to its customers, will enable Amadeus to cater to all levels of region-specific needs in products and support customers who require tailored solutions.

Located in Festival Tower in Dubai Festival City, the Regional Hub will support the growth and operations of local Amadeus Commercial Organizations (ACOs) in the region. It will focus on further increasing Amadeus' services through the support of new specialized units: Amadeus Airline Business Group, Market Management, e-Commerce, Travel Office Products and Solutions, Business Development, Amadeus Multinational Customer Group and the Amadeus Gulf' Sales and Operations Office in Dubai.

Consolidating its position as the leading technology provider to the region's travel and tourism sector, Amadeus' market share over the past two years has soared from 25.8% in 2005 to 34.4% in 2007. Amadeus bookings in the Middle East and Africa region have grown by 29% in 2007 as compared with the previous year.

*"The Middle East is a key strategic region for Amadeus and the launch of the regional hub is a reflection of our commitment to these markets and our partners. Amadeus has experienced a growth 2.4 times faster than the market last year. Our re-enforced structure in Dubai will allow us to be even more agile and flexible to respond to regional needs,"* said Fernando Cuesta, Regional Market Manager, Middle East & Africa, at Amadeus.

As a result of the launch of the new Amadeus Middle East Regional Hub, Amadeus travel agent partners will access to a highly specialized team capable of providing easy-to-

access and accurate guidance on different products and services. In parallel, the agents will be supported by an Amadeus' travel office products and services taskforce bringing the most adapted answers to their needs. The leading e-commerce technology in the Middle East will also be present with a skilled team who will help the region's travel players develop and compete in this evolving arena.

In the Middle East region, the Amadeus System is installed on more than 9,800 travel agency point of sale terminals that can make bookings on all of the Middle East full service carriers.

Leading airlines in the Arab countries who have selected the full suite of Amadeus Altéa Customer Management Solution or are using the sales and reservation component as their own internal sales system include: EgyptAir, Etihad Airways, Libyan Arab Airways, Middle East Airlines, Qatar Airways, Royal Air Maroc and Tunisair.

The new Regional Hub premises, equipped with the latest facilities, will continue to offer training to travel agents and partners in the Gulf. Annually, Amadeus trains more than 7,000 candidates from the region's travel and tourism sector.

*"This initiative is further evidence of Amadeus' commitment to support the amazing development of the Middle East. We take pride in our long term approach and we are confident that our human and financial investment will benefit the travel industry in the region,"* added Cuesta.

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### Notes to the editors

**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 215 markets.

The company is owned by WAM Acquisition, whose shareholders are BC Partners, Cinven, Air France, Iberia and Lufthansa. Amadeus employs over 7,800 employees worldwide, representing 95 nationalities.

More information about Amadeus is available at: [www.amadeus.com](http://www.amadeus.com)

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