

# Press Release

## Amadeus signs four-year agreement with global online player Travix for content distribution and IT services worldwide

**Madrid, Spain, 25 January 2012:** Amadeus, a leading travel technology partner and transaction processor for the global travel and tourism industry, announces it has signed a four-year agreement with Travix, the largest Dutch online travel company and daughter company of BCD Holdings NV, to provide content distribution services and IT solutions worldwide. With this agreement, Travix is seeking to strengthen its current business and expand its activities in the remaining parts of Europe, the Americas and Asia.

Travix has created a solid reputation in the online travel industry by offering discounted airfares with its brands in Europe, North America and Asia. Travix manages an extensive portfolio of travel-focused websites operating under the brand names of CheapTickets, Vliegwinkel.nl, Flugladen, BudgetAir, Vayama and Easytobook. Amadeus started providing best-in-class low fare search and full IT shopping solutions (inclusive of back office solutions) to CheapTickets in 2001. Today, Travix recognises Amadeus' valuable contribution to CheapTicket's growth and success, and expands Amadeus' expertise and global reach to the whole set of brands that make up Travix.

Furthermore, Travix will benefit from Amadeus' Extreme Search breakthrough technology, a unique inspirational shopping solution for online travel agencies that revolutionises the way travellers search for air travel online. It provides invaluable insights for online travel agents into customer search behaviour and enables travellers to search for travel suggestions using open search criteria such as geography, budget, activity rather than the traditional origin, destination and date combination. With full integration into the booking flow, provided by Amadeus Master Pricer, the traveller is engaged into booking directly from the pre-search environment and the sale is secured swiftly and seamlessly all on the same website.

**Raymond Vrijenhoek, President, Travix, commented,** "The successful relationship between Travix and Amadeus dates back to 2001 when Amadeus started providing content and IT services to our online brand CheapTickets. Since our business expanded globally earlier this

year, it was clear that Amadeus was the partner of choice to help bring the business to the next level for content and IT services. We look forward to expanding our fruitful partnership over the next four years.”

**Stephane Durand, Director, Online & Leisure, Amadeus, stated:** “We are delighted to expand our strategic relationship with Travix, so that the rest of the brands in the Travix portfolio can now benefit from Amadeus’ content, technology and performance worldwide. As the global technology partner to the industry, Amadeus has invested heavily to develop innovative solutions to better support its online travel agency customers, to help them tackle the challenges to come.”

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### [Notes to the editors](#)

#### **About Amadeus**

**Amadeus** is a leading transaction processor and provider of advanced technology solutions for the global travel and tourism industry.

Customer groups include **travel providers** (e.g. airlines, hotels, rail, ferries, etc.), **travel sellers** (travel agencies and websites), and **travel buyers** (corporations and individual travellers).

The group operates a **transaction-based business model** and processed 850 million billable travel transactions in 2010.

Amadeus has central sites in Madrid (corporate headquarters), Nice (development) and Erding (operations – data processing centre) and regional offices in Miami, Buenos Aires, Bangkok and Dubai. At a market level, Amadeus maintains customer operations through 73 local Amadeus Commercial Organisations covering 195 countries.

Amadeus is listed on the Madrid, Barcelona, Bilbao and Valencia stock exchanges and trades under the symbol “AMS.MC”. For the year ended 31 December 2010, the company reported revenues of EUR 2,683 million and EBITDA of EUR 1,015 million. The Amadeus group employs around 10,000 employees worldwide, with 123 nationalities represented at the central offices.

To find out more about Amadeus please go to [www.amadeus.com](http://www.amadeus.com). To visit the Amadeus Investor Relations centre please go to [www.investors.amadeus.com](http://www.investors.amadeus.com).

#### **About Travix International B.V.**

Travix manages an extensive portfolio of travel-focused websites operating under the brand names CheapTickets, BudgetAir, EasyToBook, Vayama, Vliegwinkel and Flugladen. EasyToBook is specialist in online worldwide hotel reservations. The other brands provide both search and book capability for flight combinations worldwide on both scheduled and low cost airlines. In addition, these sites offer attractive pricing for hotels, car rentals, rail travel and holiday packages. Travix operates its six brands globally; employs 450 persons; with combined sales in excess of US\$ 1,1 billion. Travix is part of BCD Holdings N.V. For more information: [www.travix-international.com](http://www.travix-international.com).

### **About BCD Holdings**

BCD Holdings N.V is a market leader in the travel industry. The Dutch, privately owned company was founded in 1975 by John Fentener van Vlissingen and consists of BCD Travel (global corporate travel management), Travix (online travel: CheapTickets, BudgetAir, EasyToBook, Vayama, Vliewinkel and Flugladen), Park 'N Fly (off-airport parking), TRX (travel transaction processing and data integration), Airtrade (consolidating and fulfillment), VakantieXperts (leisure) and Parkmobile International (mobile parking and traffic applications). BCD Holdings employs approximately 13,500 people and operates in more than 90 countries with total sales, including franchising, of US\$20.3 billion. For more information, visit [www.bcd-nv.com](http://www.bcd-nv.com).