

## Leverage Amadeus Travel Platform and build great journeys



Book the best flight, hotel and car content for your customers, in one single platform, regardless of supplier technology or business model.

Boost your revenues with merchandizing and personalization.

Sell from anywhere, from any device.



Air Content:  
NDC, Edifact,  
LCC and  
Merchandising

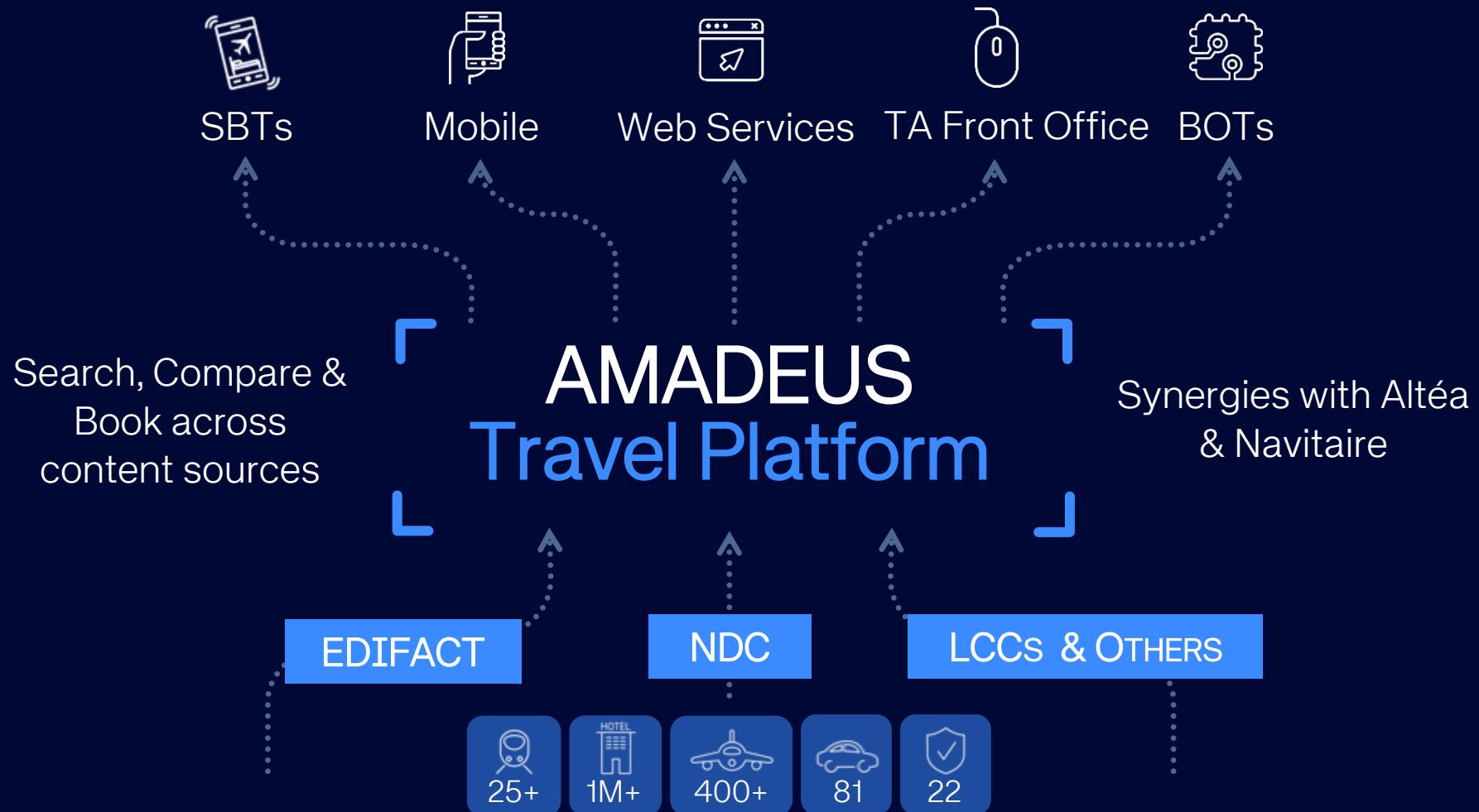


Hospitality:  
Amadeus Value  
Hotels, Hotels  
Aggregators



Mobility(Cars,  
Transfers), Rail,  
Cruise, Insurance

# Amadeus as universal content aggregator





Broadest and richest range of global air content.  
Fully integrated.

All content in one place.  
with full normalization of  
Easy to integrate and  
work with.

Provide choice, services  
and personalization.  
Unlock new revenue  
streams.

+ NDC difference

+ Amadeus Merchandizing

# Retailers have set high expectations in the travel industry



## Travelers

Want to compare offers and choose what suits them best in their channel of choice. They also want the best service throughout the journey.

## Airlines

Want to control their offers, adjusting them to best serve all their customers in their preferred channel.



Content fragmentation

Air is a 'product' just like all retail

The importance of normalization

Content is customized based on customers' needs and profiles

# Maximize the power of NDC

20,000 NDC bookings per day  
in August 2023



1. Offer richer, more innovative personalized content
2. Increase customer loyalty
3. Start easily and immediately with Amadeus Travel Platform ecosystem

Do more  
with NDC.  
Richer.  
Simpler.

