
From: Sue Carter
Sent: Wednesday, June 5, 2019 1:16 PM
To: John Stewart; Mark McDonald
Subject: RE: Verbiage in case airlines report hearing rumors

We decided not to formalize a customer communication and that Sales should communicate as needed. Sounds like proactive outreach to [REDACTED] makes sense.

From: John Stewart <jstewart@farelogix.com>
Sent: Wednesday, June 5, 2019 1:12 PM
To: Mark McDonald <mmcdonald@farelogix.com>; Sue Carter <scarter@farelogix.com>
Subject: RE: Verbiage in case airlines report hearing rumors

I think a message to our customers is being discussed internally. If this goes out then I would say we need to probably communicate as necessary to any serious opportunity.

From: Mark McDonald <mmcdonald@farelogix.com>
Sent: Tuesday, June 4, 2019 8:30 PM
To: John Stewart <jstewart@farelogix.com>; Sue Carter <scarter@farelogix.com>
Subject: FW: Verbiage in case airlines report hearing rumors

John, Sue, wondering if we should reach out proactively to [REDACTED] where we are in active procurement processes with, and who are both [REDACTED] customers?

From: Sue Carter <scarter@farelogix.com>
Sent: 5 June, 2019 5:38 AM
To: sales@farelogix.com; Densy Davis-Lumsden <ddavis@farelogix.com>; Taiye Adewoye <tadewoye@farelogix.com>; Candace Mrozik <cmrozik@farelogix.com>; Prajoe Jacob <piacob@farelogix.com>; Sylvia Weinzettel <sweinzettel@farelogix.com>
Cc: marketing@farelogix.com; Jim Davidson <jdavidson@farelogix.com>; Tim Reiz <treiz@farelogix.com>; Theo Kruijssen <tkruijssen@farelogix.com>; Edna Lopez <elopez@farelogix.com>
Subject: RE: Verbiage in case airlines report hearing rumors

+Sylvia

From: Sue Carter <scarter@farelogix.com>
Sent: Tuesday, June 4, 2019 5:08 PM
To: sales@farelogix.com; Densy Davis-Lumsden <ddavis@farelogix.com>; Taiye Adewoye <tadewoye@farelogix.com>; Candace Mrozik <cmrozik@farelogix.com>; Prajoe Jacob <piacob@farelogix.com>
Cc: marketing@farelogix.com; Jim Davidson <jdavidson@farelogix.com>; Tim Reiz <treiz@farelogix.com>; Theo Kruijssen <tkruijssen@farelogix.com>; Edna Lopez <elopez@farelogix.com>
Subject: Verbiage in case airlines report hearing rumors
Importance: High

CONFIDENTIAL / INTERNAL FLX:

Sales and SDE teams:

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CONFIDENTIAL

FLX-DE-00020427

It has come to our attention that senior people at Amadeus are propagating misinformation about Farelogix technology to airlines and their distribution partners including large TMCs. These false rumors are focused on alleged limited scalability of NDC using the Farelogix platform.

If you are contacted by an airline who has been approached with this sort of rumor, or reports that one of their partners has been so approached, please do the following:

- Reassure the contact that this is untrue. See below for verbiage you may use as you craft your message.
- Get as many details as you can about what misinformation was provided and, if possible, the name of the Amadeus person and the location. Of course, do not press the airline to divulge more than it is willing.
- Report the exchange to FLX Exec Management.

Verbiage that can be adapted as needed to address false rumors re FLX NDC scalability:

I assure you that the transactional volume of the Farelogix platform has no architectural or infrastructural scaling or performance limits. We routinely process hundreds of millions – in some cases billions – of transactions for airline customers using technology that is provisioned and volume tested for 500 transactions per second (TPS). Farelogix cloud deployment provides airlines the ability to rapidly scale based on any anticipated shopping or ticketing volumes regardless of Look to Book ratios. In this regard, Farelogix stands apart relative to other retailing providers in that we have no cap on Look to Book ratios.

Please advise of questions.

Thanks

Sue

Sue Carter | SVP Marketing

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