
From: Jim Davidson
Sent: Friday, May 11, 2018 8:30 AM
To: Theo Kruijssen
Cc: Susan (Sue) Marie Carter (scarter@farelogix.com); Edna Lopez
Subject: FLX NDC Connectivity to GDSs.pptx
Attachments: FLX NDC Connectivity to GDSs.pptx

Theo,
The attached 3 slides deal with NDC API connectivity. These could be used to "set-up" an isolated discussion/presentation about the financials around FLX OC via GDS connectivity penetration. Light blue highlighting are recent changes I made to better emphasise that the implementations are real. I don't hink we need to do anything with this right now, but when Mike brings up that he wants to isolate this activity, this is a starting point.
Jim

PLAINTIFF EXHIBIT
PX085

Δ π EXHIBIT 5
Deponent: *Davidson*
Date: *11/20/18* Rpt: *KS*
WWW.DEPOBOOK.COM

FLX Open Connect and NDC API Deliver Dynamic Content and Merchandising to the Indirect Channel

Real World Challenges

- Airlines seek to deliver ancillary services and differentiated content in the Indirect Channel
- NDC requires proven technology expertly integrated with the airlines' systems and with functionality required for agency adoption

Example

American Airlines | Emirates | Lufthansa Group

- Lufthansa Group, Emirates Airlines, American Airlines and WestJet are among the airlines that sought NDC technology to grow revenue and differentiate their offers in the Indirect Channel



FLX Open Connect and API

FLX Open Connect and API provides airline-controlled NDC Order Delivery for the Indirect Channel

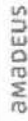
- ✓ Makes and manages bookings and reservations out of the Airline Reservation system
- ✓ Manages all required orchestration, including integration with the airline PSS and other systems
- ✓ Provides airlines with an NDC API with the option to brand it (e.g. Emirates B2B Online, American AANDC)
- ✓ Includes Developer Support program to [redacted] with third party integrators

1. Airline Reporting Corporation - provides ticket transaction settlement services between airlines and travel agencies; BSP - Billing and Settlement Plan - an electronic billing system designed to facilitate the flow of data and funds between travel agencies and airlines

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4 GDSs are now Endorsing NDC and have Begun Integrations with Farelogix

Public Statements on NDC



- x "We are happy to support IATA in involving the field of distribution. Still, it's very early stages" November 2012
- ✓ "Over the years, Amadeus has actively contributed to evolving IATA NDC...it is our aim to deploy NDC..." November 2017



- x "We don't see how it would work without sacrificing fare transparency, limiting comparison shopping and compromising data privacy rights" December 2012
- ✓ "Let me make it very clear. We're in complete support of New Distribution and we're supportive of next-generation retailing" August 2017



- x "Much of the IATA NDC statement appears only conceptual in nature, based on high level principles that do not necessarily incorporate the input of all the critical components" October 2012
- ✓ "We are grateful to IATA for this recognition and delighted to be the first travel commerce platform to now be fully NDC-Certified" December 2017



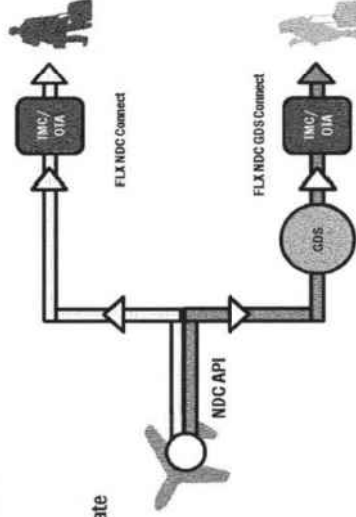
Airline-Controlled Dual NDC API Delivery Paths for Maximum Value Distribution

Note this is a new slide

Two Distribution Paths Give Airlines Maximum Control and Leverage

NDC technology (via FLX Open Connect) allows the airline to cost-effectively maintain a single NDC API, with the ability to deliver it over two distinct delivery paths

- o FLX NDC Connect enables a travel agency, OTA, independent aggregator, or corporate booking tool to connect directly to the airline's NDC API establishing a strategic one-to-one distribution relationship
- o FLX NDC GDS Connect allows airlines to connect their NDC API to the GDS travel agency distribution network for maximum reach to a large number of travel agencies. **Over time, airlines that deliver their NDC API to the GDS channel will fully replace their existing legacy GDS connectivity (uses EDIFACT) with their more robust and performant NDC API**
- o Benefits of two path NDC delivery include:
 - o Deleverages the traditional GDS-Airline commercial relationship
 - o Enables content differentiation by channel, e.g. leisure vs. corporate
 - o Strengthens commercial relationship between airline and strategic TMCs/OTAs/Corporations



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FLX Open Connect and NDC API Deliver Dynamic Content and Merchandising to the Indirect Channel

Real World Challenges

- Airlines seek to deliver ancillary services and differentiated content in the Indirect Channel
- NDC requires proven technology expertly integrated with the airlines' systems and with functionality required for agency adoption
- Airlines wish to deploy a single, new generation, and cost-effective API for all indirect distribution channels

Example  www.lufthansa.com

Lufthansa Group, Emirates Airlines, American Airlines and Westjet are among the airlines that sought NDC technology to grow revenue and differentiate their offers in the Indirect Channel

For example, NDC technology allowed airlines to introduce June 2017 \$320 per booking premium for any travel agency worldwide that offers American's NDC API Direct Content (DC) System Support to their customers directly and only through the NDC API.



FLX Open Connect and API

- FLX Open Connect and API provides airline-controlled NDC Order Delivery for the Indirect Channel**
- Makes and manages bookings and reservations out of the Airline Reservation system
- Manages all required orchestration, including integration with the airline PSS and other systems
- ARC and BSP¹ certified in over 100 countries
- Provides airlines with an NDC API with the option to brand it (e.g. Emirates B2B Online, American AANDC)
- Includes Developer Support program to promote and facilitate NDC API integrations with third party integrators

¹ Airline Reservations Computer Exchange (ARC) and Business Travel Agency (BTA) are also known as BSP. BSP is the industry's primary clearing organization for airline reservations. ARC and BSP are the industry's primary clearing organizations for airline reservations.



GDSs are Now Endorsing NDC and Have Begun Airline NDC API Integrations with Farelogix

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amadeus

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November 2012

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November 2017

Sabre

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August 2017

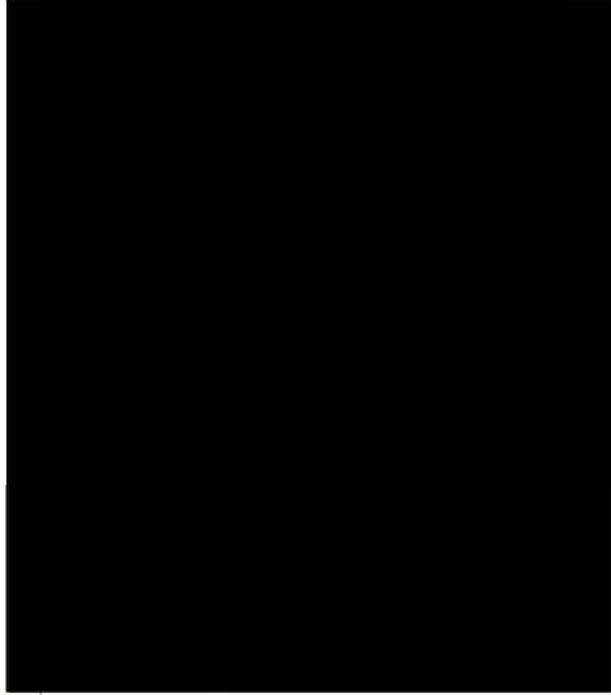
Travelport

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December 2017



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Schedule Builder Manage Shop & Price Availability Calculator Open Connect & NDC API



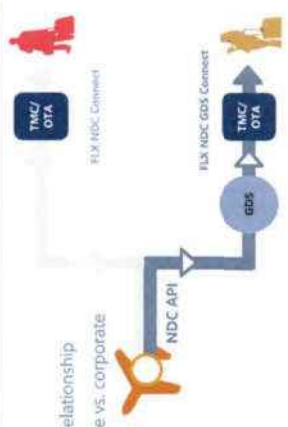
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NDC Two-Path delivery

NDC API

GDS

TMC

TMC

OTA

OTA

Modify this so
TMC/OTA is
combined...so
there are only 2
paths