

From: [REDACTED]
Sent: Thursday, July 5, 2018 3:32 AM
To: Theo Kruijssen; Jim Davidson
Cc: Tim Reiz
Subject: RE: Thank you

Jim, Theo,

Thanks for this, it's very useful and corroborates what we're working on.

Best regards, John.

-----Original Message-----

From: Theo Kruijssen [mailto:tkruijssen@farelogix.com]
Sent: Wednesday, July 4, 2018 6:17 PM
To: Jim Davidson <jdavidson@farelogix.com>; [REDACTED]
Cc: Tim Reiz <treiz@farelogix.com>
Subject: RE: Thank you

[REDACTED] Jim,

I agree with the synergies as described below, as well as the numbers. It is very clear that the airlines, as they ramp NDC and all associated new revenue/retailing possibilities, would welcome a 'scaled up' and 'neutral' Farelogix in the market to provide alternatives to especially Sabre and Amadeus. Beyond the Americas, Europe and the Middle East, this will have a very positive acceleration effect in especially Asia where we have only made limited inroads so far.

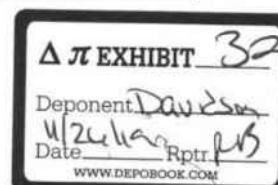
Regards,
Theo

-----Original Message-----

From: Jim Davidson
Sent: Wednesday, July 04, 2018 11:25 AM
To: [REDACTED]
Cc: Theo Kruijssen <tkruijssen@farelogix.com>; Tim Reiz <treiz@farelogix.com>
Subject: RE: Thank you

Hi [REDACTED]

I believe the most significant impact in the short term will be some immediate positive effect of market perception and more global market presence due to the added scale and global footprint of a larger combined company, power of [REDACTED] being behind it, and stability that goes along with that -- e.g. no longer a threat to be taken over by GDSs, clarity of a unified [REDACTED]/Farelogix vision to stay focused on the airline industry, anticipation of expanded airline offerings (e.g. immediate combining of our FIU AI initiative [REDACTED] where we could solicit large airline participation which would expose more legacy airlines to [REDACTED] I could easily see this effort yielding an acceleration of the FLX Merchandise and FLX Availability Calculator engines as we make the strong tie to AI and dynamic pricing) In an attempt to quantify, there would be some kind of acceleration of closing deals immediately, and maybe more new deals. I would probably project a 20% acceleration factor in closing business and maybe a 10-15% increase of new sales coming into the active pipeline over the next 6 - 12 months. Additionally, we can join forces on a sales blitz of the above, and go after [REDACTED] that come to mind.



Mid and long term: same as short term, but additionally: [REDACTED]
[REDACTED] Simply announcing this new market position, strength and combined opportunity will have a positive effect on receiving more PSS RFI/Ps.

Theo and Tim,
Please feel free to comment on the above.

Regards, Jim

-----Original Message-----

From: [REDACTED]
Sent: Monday, July 02, 2018 6:54 AM
To: Jim Davidson <jdavidson@farelogix.com>
Subject: RE: Thank you

Hi Jim,

I think we are pretty aligned on our thinking. I'm in the process of quantifying the strategic rationale for an [REDACTED]/Farelogix tie-up in numbers, which will be used to support an internal discussion with [REDACTED]. What would be useful, if you could give me a view of the impact on your projections, by having immediate access to the [REDACTED] portfolio, specifically a [REDACTED]. I'm busy calculating the upside on the [REDACTED] by having a seamless integration with Farelogix.

Thanks and best regards, [REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

-----Original Message-----

From: Jim Davidson [mailto:jdavidson@farelogix.com]
Sent: Friday, June 29, 2018 2:15 PM
[REDACTED]
Subject: Re: Thank you

Hi [REDACTED]

Was up quite a bit last night thinking (which is always dangerous).

The play has to be how we could get the combined entity to a [REDACTED]. Seems it would require - all out focus on growing NDC adoption, growing the offer engine business while leveraging [REDACTED] with AI and core [REDACTED] [REDACTED] completing the seat/inventory module, while quietly patching together a [REDACTED] with One Order, and if the GDSs don't move fast enough on NDC adoption, corralling 3 or 4 big airlines to deliver an NDC aggregation (GDS) platform.

Other than that, a piece of cake. But it is now bigger than [REDACTED].and I like that. 😊

Have a great weekend.
Regards. Jim
Sent from my iPhone

James K. Davidson

Farelogix
305.222.5401

Check out www.iflybags.com

> On Jun 28, 2018, at 7:43 PM, Jim Davidson <jdavidson@farelogix.com> wrote:

>

> Thanks [REDACTED]

> Good to see you and we can easily see the fit and aligned strategy.

>

> Next several weeks will certainly be interesting for all.

> Regards. Jim

>

> Sent from my iPhone

>

> James K. Davidson

> Farelogix

> 305.222.5401

>

> Check out www.iflybags.com

>

>

>> On Jun 28, 2018, at 4:37 PM, [REDACTED] wrote:

>>

>> Hi Jim,

>>

>> Just wanted to say thank you for a very productive couple of days in Miami. The [REDACTED] team have left with a good understanding of Farelogix and the market you serve. I appreciate the time you and your team spent with us and your hospitality. Now for some busy days of analysis and Q&A with [REDACTED]

>>

>> Looking forward to seeing you again soon.

>>

[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]