

From: "Robertson, Ryan" <Ryan.Robertson@sabre.com>
Sent: Wed, 5 Dec 2018 21:04:10 -0600 (CST)
To: "Shirk, Dave" <Dave.Shirk@sabre.com>; "Tanyel, Cem" <Cem.Tanyel@sabre.com>; "Gilehrst, Greg" <Greg.Gilehrst@sabre.com>; "Heitmann, Frank" <Frank.Heitmann@sabre.com>; "Hayward, Jeff" <Jeff.Hayward@sabre.com>; "Ewbank, Jonathan" <Jonathan.Ewbank@sabre.com>; "Jain, Pramod" <Pramod.Jain@sabre.com>; "Majeti, Harshvardhan" <Harshvardhan.Majeti@sabre.com>; "Celis, Rodrigo" <Rodrigo.Celis@sabre.com>; "Tica, Cornelius" <Cornelius.Tica@sabre.com>; "Miller, Erika" <Erika.Miller@sabre.com>; "Miller, Autumn" <Autumn.Miller@sabre.com>; "Escobar, Ana Maria" <AnaMaria.Escobar@sabre.com>; "Macagno, Tomas" <Tomas.Macagno@sabre.com>; "Amason, Matt" <Matthew.Amason@sabre.com>; "Muro, Lori" <Lori.Muro@sabre.com>; "Quinones, Marilu" <Marilu.Quinones@sabre.com>; "Huggins, Karan" <Karan.Huggins@sabre.com>; "McCraw, Jennifer" <Jennifer.McCraw@sabre.com>; "West, Marie" <Marie.West@sabre.com>; "Brett, Ann" <Ann.Brett@sabre.com>
Cc: RE: 06Dec18 Red Light Agenda - [REDACTED] Deck
Subject: [REDACTED] New Sales Tech RFP.pptx
Attachments: [REDACTED]

Sorry to send this out again:

- The proposed implementation fee for Digital Connect has been increased to better reflect the hours required
- List price for dynamic retailer has been added as a benchmark.

Thank you,
Ryan

Ryan Robertson
Office [REDACTED] / Mobile [REDACTED]

From: Robertson, Ryan
Sent: Wednesday, December 05, 2018 8:20 PM
To: Shirk, Dave <Dave.Shirk@sabre.com>; Tanyel, Cem <Cem.Tanyel@sabre.com>; Gilehrst, Greg <Greg.Gilehrst@sabre.com>; Heitmann, Frank <Frank.Heitmann@sabre.com>; Hayward, Jeff <Jeff.Hayward@sabre.com>; Ewbank, Jonathan <Jonathan.Ewbank@sabre.com>; Jain, Pramod <Pramod.Jain@sabre.com>; Majeti, Harshvardhan <Harshvardhan.Majeti@sabre.com>; Celis, Rodrigo <Rodrigo.Celis@sabre.com>; Tica, Cornelius <Cornelius.Tica@sabre.com>; Miller, Erika <Erika.Miller@sabre.com>; Miller, Autumn <Autumn.Miller@sabre.com>
Cc: Macagno, Tomas <Tomas.Macagno@sabre.com>; Amason, Matt <Matthew.Amason@sabre.com>; Sandy, Scott <Scott.Sandy@sabre.com>; Muro, Lori <Lori.Muro@sabre.com>; Quinones, Marilu <Marilu.Quinones@sabre.com>; Huggins, Karan <Karan.Huggins@sabre.com>; McCraw, Jennifer <Jennifer.McCraw@sabre.com>; West, Marie <Marie.West@sabre.com>; Brett, Ann <Ann.Brett@sabre.com>
Subject: FW: 06Dec18 Red Light Agenda

Hello all,

Please find attached the [REDACTED] deck; apologies for the delay in getting this to you.

Thanks,
Ryan

PLAINTIFF EXHIBIT
PX316

EXHIBIT
Gilehrst #14
L.F.F.
11/22/19
PENGAD 800-631-6989

SABR-000311530

Ryan Robertson

/ Mobile

From: Sandy, Scott

Sent: Wednesday, December 05, 2018 3:02 PM

To: AS Red Light <ASRedLight@sabre.com>

Cc: Guo, Peng <Peng.Guo@sabre.com>; Nigro-Bermudez, Dinorah <Dinorah.Nigro@sabre.com>; Edmondson, John <John.Edmondson@sabre.com>; Broghammer, Karen <Karen.Broghammer@sabre.com>; Macagno, Tomas <Tomas.Macagno@sabre.com>

Subject: 06Dec18 Red Light Agenda

Hi Everyone – We have a Red Light Deal Review meeting Thursday from 8:00 – 10:00am CT to cover the following: *(Note: The deal is for a limited audience, so if you are not directly involved in it you are excused from the meeting. We anticipate starting the deal around 9am)*

06DEC2018

1. [REDACTED] – Peng – NextGen Load Mgr, Dispatch Mgr & FE Renewal
2. [REDACTED] – Peng – Movement Mgr
3. [REDACTED] – Nigro - Staffing Bundle
4. [REDACTED] – Edmondson – NextGen AC
5. [REDACTED] – Broghammer – Codeshare & Schedule Mgr
6. [REDACTED] – Broghammer – Consulting Invoice deferral
7. [REDACTED] – Broghammer – Fee reduction via merger activity
8. [REDACTED] – Macagno – New Sales Technology RFP

Finalized decks will be posted here on the Sales Central url:

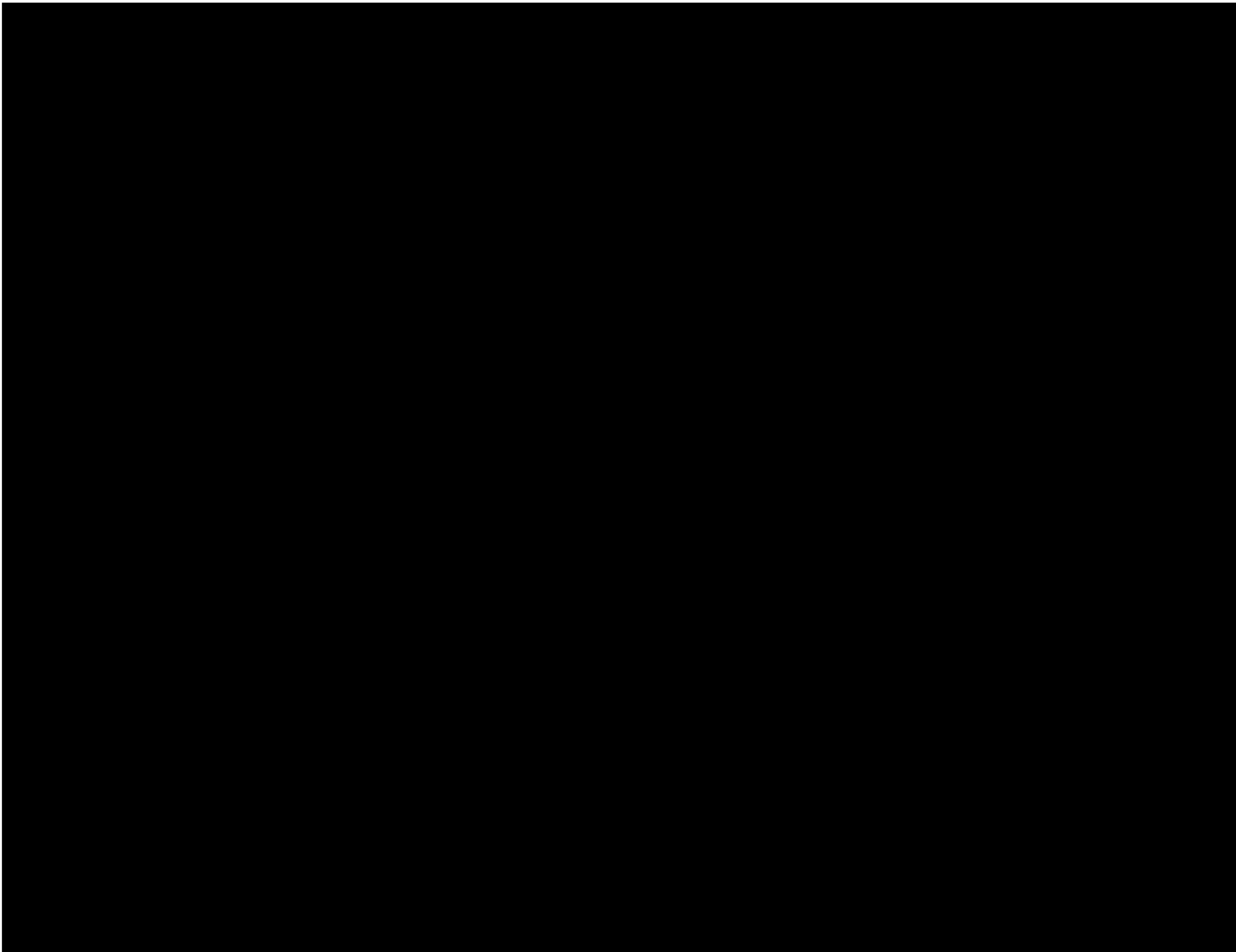
https://sabrenow.sharepoint.com/teams/AirlineSolutions/sales/sales_central/SitePages/DealTools.aspx

Scott Sandy | AS Global Sales Operations
Office: [REDACTED]

Sabre Airline Solutions

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SABR-000311531



Speaker Notes for Slide 1

SHORT TITLE



Why we are here...

Customer	██████████ Airlines
Reason for RL	CTOV ██████████ NDC Proposal
SaaS/Local	SaaS
TOV/CTOV	TOV ██████████
Term	██████████ years
Var. Income Margin	██████████
PBs/Fleet Size	██████████ PB/year - ██████████ Aircraft
Type of Carrier	Network
Decision Date	March 2019
Delivery Slot Date	Various
Standard SLA?	Yes
NPV Positive in what year?	Year 0
IRR %	N/A

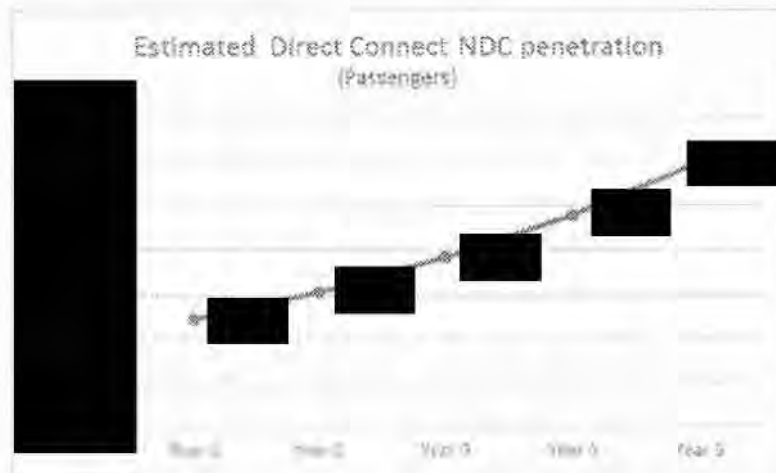
I'm requesting approval:

- * Core Scope
 - * Dynamic Retailer ██████████
 - * Direct Connect Agency NDC
 - * ██████████ Implementation Setup
 - * ██████████ per Direct Connect NDC PB
- * Optional Solutions
 - * Digital Connect/Self-Service Reaccom /CDH/CEM/-EMD & Shopping Cache

Important points for consideration

- ██████████ recently issued an RFI to understand more about the Retailing and NDC capabilities available in the market and they have now launched an RFP for New Sales Technology.
- The Scope of the RFP is focused on Retailing, Merchandising and Distribution capabilities for all channels and is tightly aligned with Sabre DACP strategy.
- Phase 1 will focus on Direct Connect for Agencies ██████████ and Sabre recently deployed a Direct Connect Agency/API channel for domestic distribution in ██████████
- ██████████ agreement gives the airline right to deploy DCP in other markets abroad from ██████████. It also brings them the knowledge of what is needed to support direct distribution (back-office).
- ██████████ is facing increasing competitive threats from LCC's in their main markets and we believe they are looking at NDC as a way to reduce distribution costs and increase ancillary sales, in order to compete better with LCCs.
- The RFP is focused on NDC and distribution/retailing capabilities for direct connect, but the IT team at ██████████ is trying to use this to drive internal simplification: their CIO has mandated them to minimize in-house developments and consolidate solution stacks with a reduced number of vendors.
- This RFP seems like a great opportunity for Sabre to push for standardization of the ██████████ footprint: replace ITA shopping, move ██████████ com to DC, replace in-house payments with Sabre's and provide the power of a true Omni-Channel Platform.
- Farelogix is Sabre's main competitor in this pursuit.

GDS Market Share



- Year 1 estimated penetration is based on RFP indicative range of [Redacted] of total Indirect Distribution.
- [Redacted] growth of penetration has been assumed in the model (but not shared by [Redacted] as growth plan)

[Redacted] Subsidiaries share of total GDS bookings



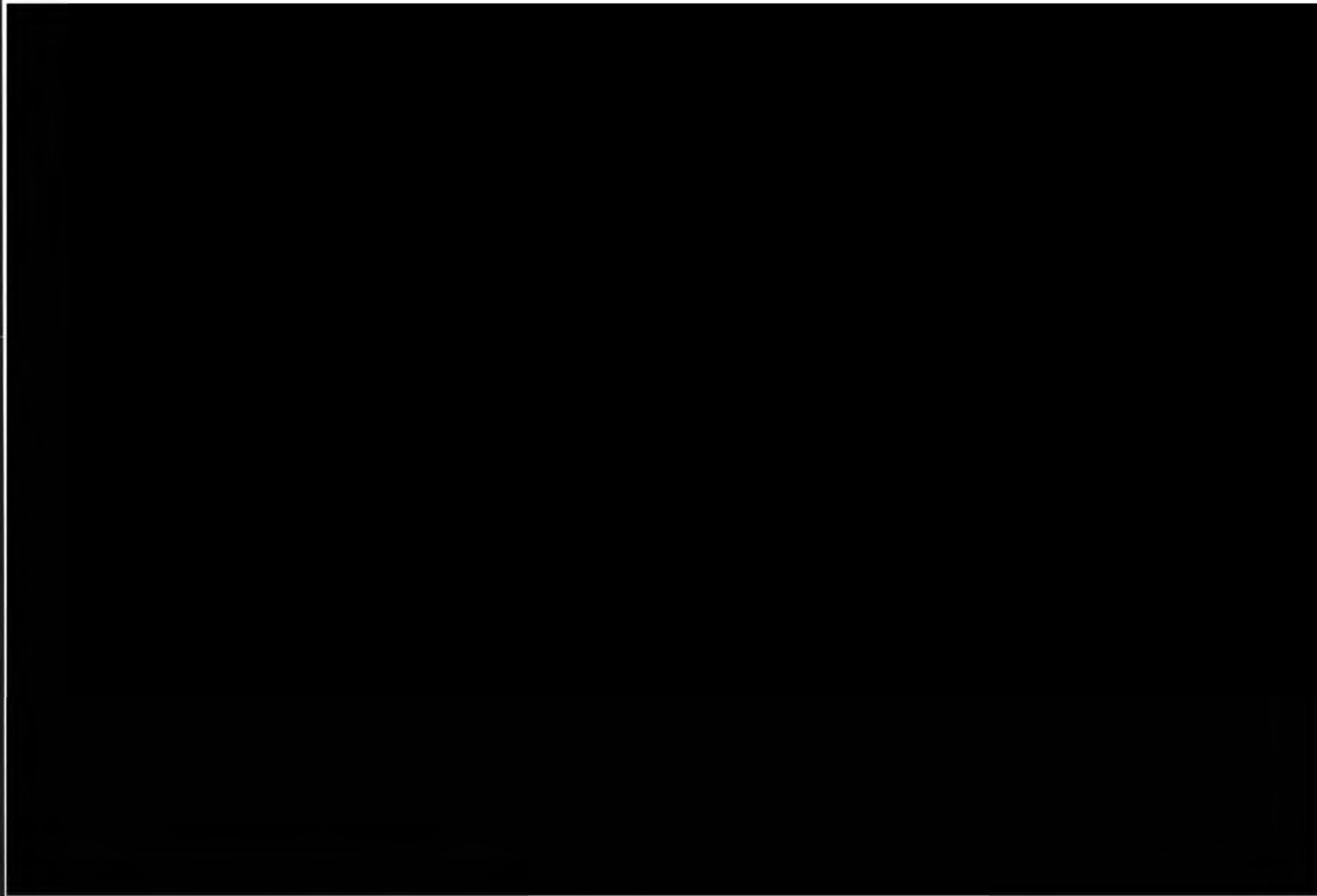
GDS Market Share on Bookings



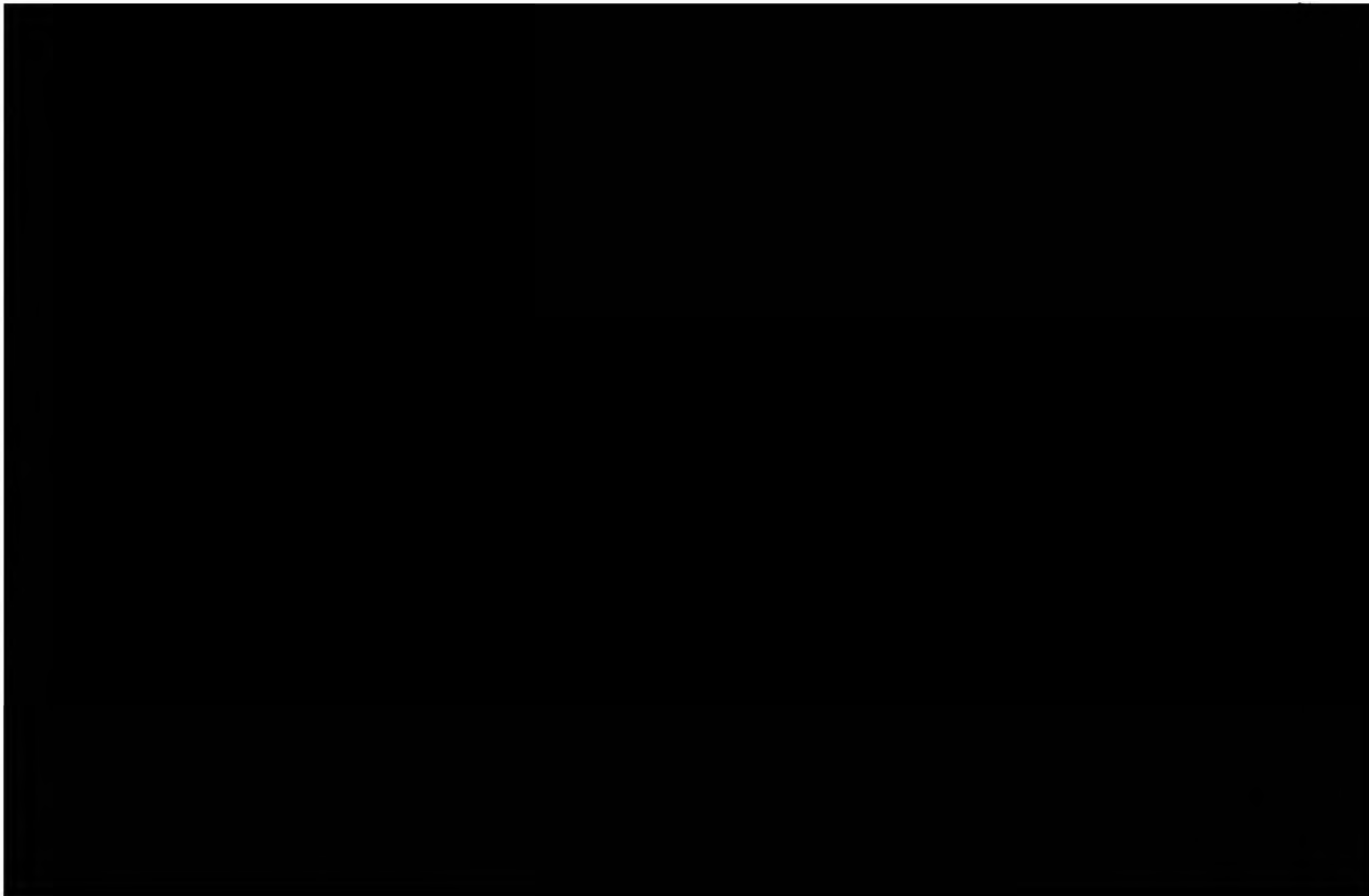
- Sabre
- Amadeus
- Travelport

Scope and Pricing Summary

	Product	Unit	Pricing	Value
Phase I: Core	Dynamic Retailer	New implementation	[REDACTED]	Enables full retailing capabilities in direct connect via API and NDC
	Direct Connect NDC	[REDACTED] upgrade Deployment in new market		
	Payments	New PSP		
Optional Phase II: Omni-channel	Digital Connect S&B/MYB/CI	New implementation		Retailing parity for the web channel
Other optionals based on select RFP requirements	Customer Centricity: GDH + CEM	New implementation		Customer centric retailing
	Shopping Cache	New implementation		Customer acquisition for web channel
	Self-Service Reaccomm	New implementation		Self-service in web channel
	Interline Ancillaries	New implementation	Ancillaries with a partner	

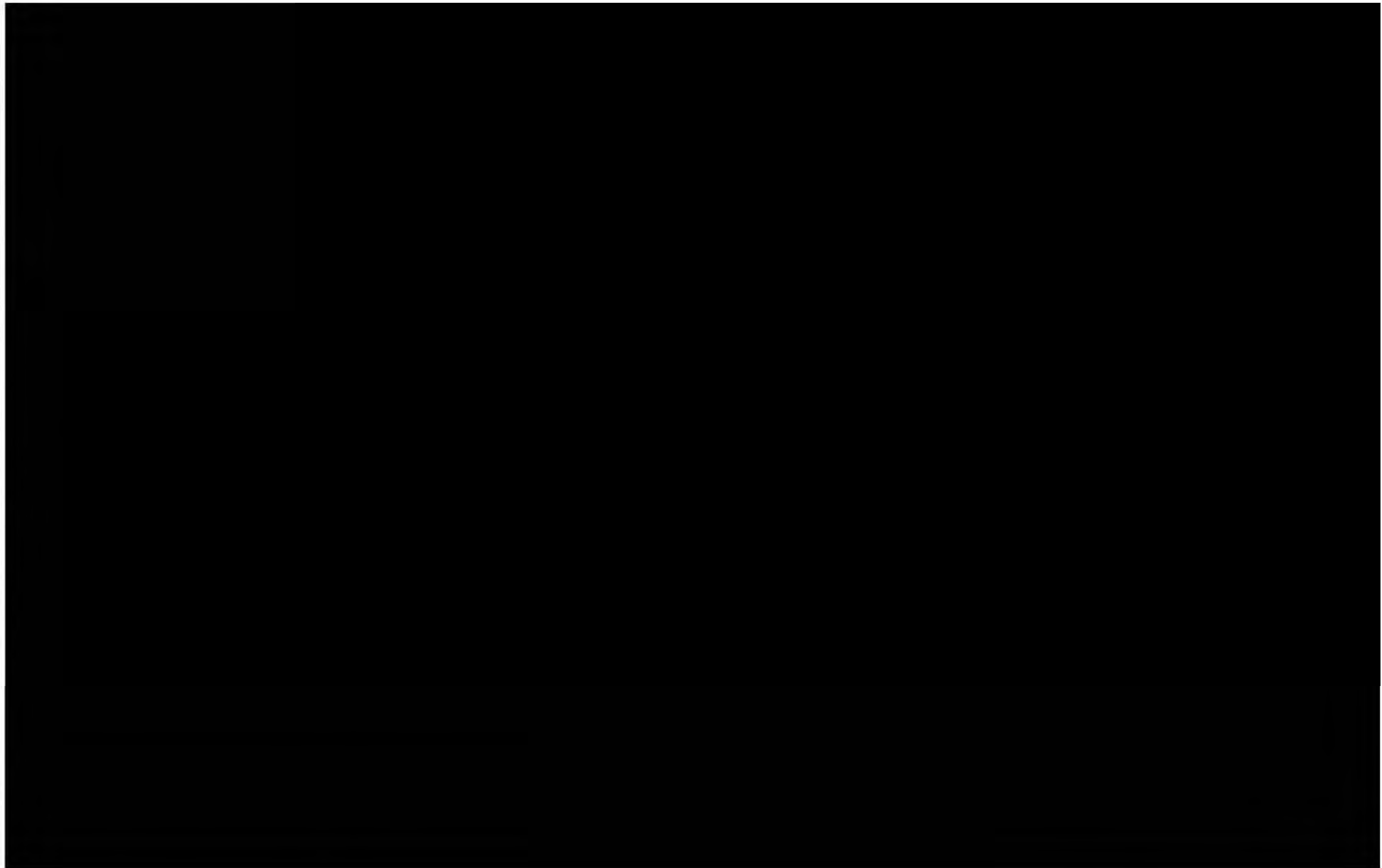


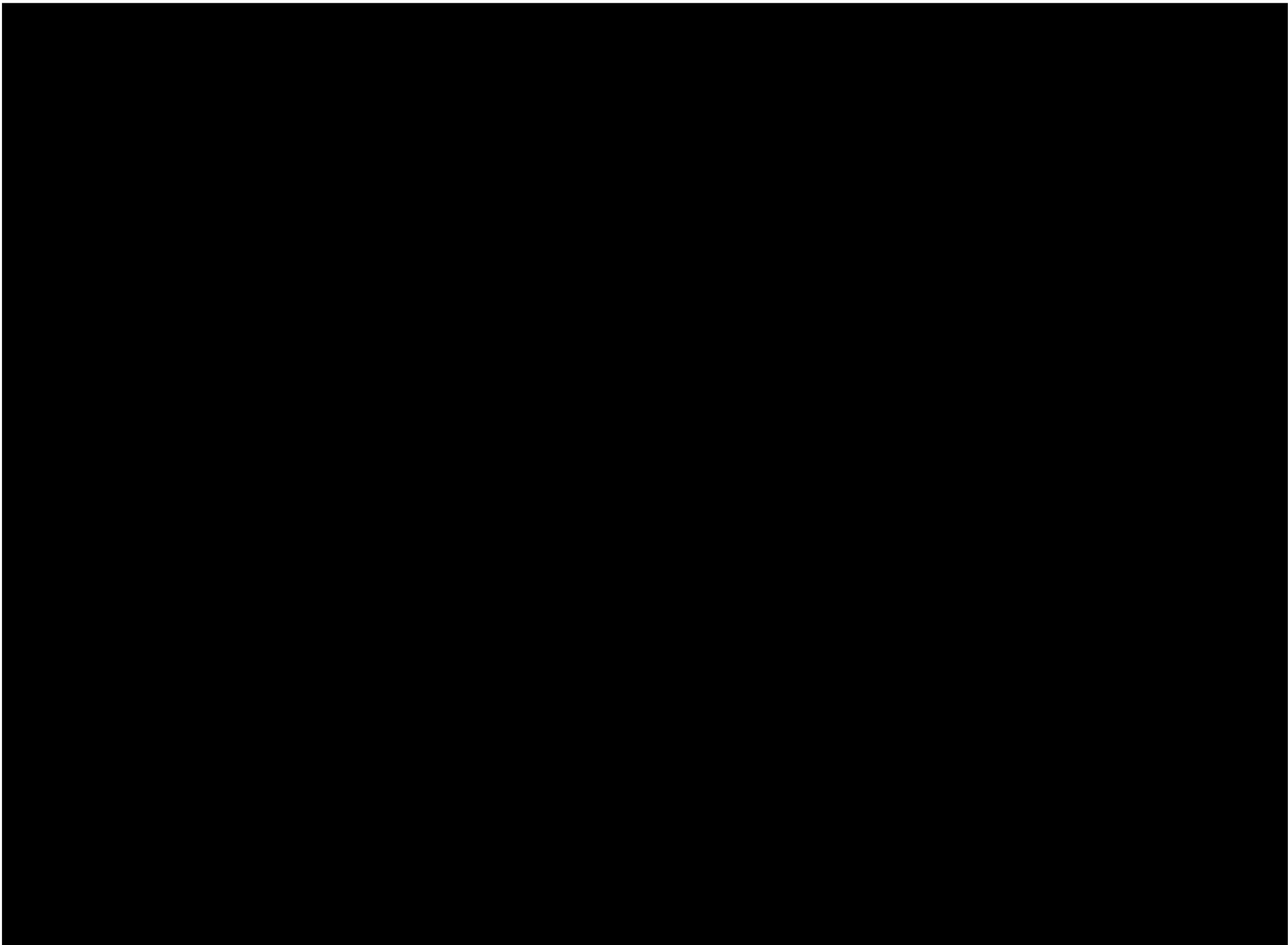
[Redacted text]



[Redacted]

SABR-000311538





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TOV/CTOV	TOV ██████████
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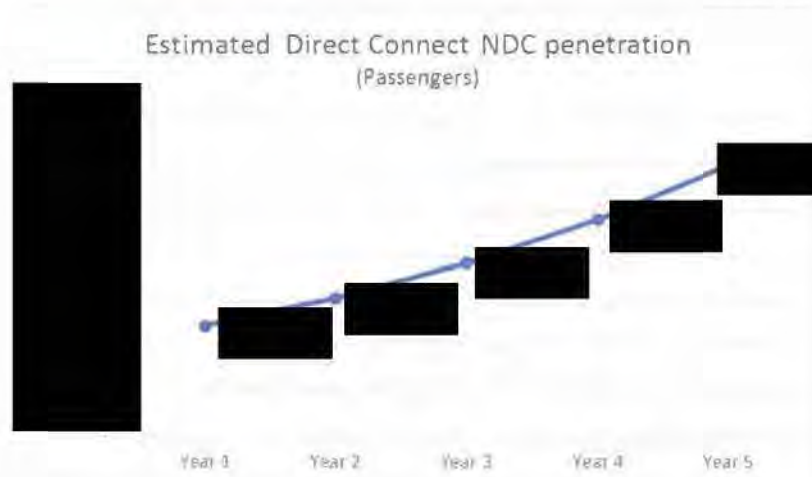
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GDS Market Share on Bookings



- Sabre
- Amadeus
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