

From: "Vilches, Jorge" <Jorge.Vilches@sabre.com>
Sent: Mon, 16 Jul 2013 11:44:18 -0500 (CDT)
To: "Menke, Sean" <Sean.Menke@sabre.com>; "Jones, Wade" <Wade.Jones@sabre.com>; "Shirk, Dave" <Dave.Shirk@sabre.com>; "Morgan, Kathy" <Kathy.Morgan@sabre.com>; "Wilding, Chris" <Chris.Wilding@sabre.com>; "Celis, Rodrigo" <Rodrigo.Celis@sabre.com>; "Woods, Tom" <Tom.Woods@sabre.com>; "Thomas, Robbie" <Robbie.Thomas@sabre.com>; "Stepp, Brandon" <Brandon.Stepp@sabre.com>
Subject: FW: Commercial Model Sean Review - vJV review 2 - 7.13.18.pptx
Attachments: Commercial Model Sean Review - vJV review 2 - 7.13.18.pptx

Dear all,

Please find attached the deck for our meeting tomorrow on the New Commercial Model. The team is doing a great job on re-thinking what a sustainable commercial model could look like for the future considering new and current technologies. Your input will be much appreciated for us at this time to continue evolving on this path or do any adjustments needed.

I look forward to seeing you tomorrow.

Best,
Jorge

Jorge Vilches
Senior Vice President Air Line of Business
Office: +44 02085388500 | Mobile: [REDACTED]

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From: Thomas, Robbie
Sent: Friday, July 13, 2018 11:44 AM
To: Vilches, Jorge <Jorge.Vilches@sabre.com>
Cc: Wilding, Chris <Chris.Wilding@sabre.com>; Stepp, Brandon <Brandon.Stepp@sabre.com>
Subject: Commercial Model Sean Review - vJV review 2 - 7.13.18.pptx

Jorge – Chris, Brandon and I used our time this morning to review and update the commercial model review deck based on our discussion yesterday. Please, let us know if there are questions or how you would like to proceed.

Thanks,
Robbie

Vilches Lit. Exhibit
4
Alderson Court Reporting
12/6/2013
Clicking Date, CRC CAS RMR CRF CLR

PLAINTIFF EXHIBIT

PX363

SABR-000285955

The Sabre logo consists of the word "Sabre" in a white, bold, sans-serif font, centered within a red rectangular box that has a slight 3D effect with a darker red shadow on the right side.

Sabre

Executive Review: Commercial Model Evolution and Impact of NDC

C. Wilding, R. Thomas, B. Stepp

July 17, 2018



Commercial landscape linked to NDC

NDC influences commercials across three shared airline customer groups



Current activities

Distribution / GDS (today's focus)

"NDC" is not a commercial model. It creates an opportunity for broader model change across airline - GDS - agency - corps - new outlets

Airlines targeted to have NDC content in Sabre

+ Contract renewal/(renegotiation) in <24 months

- [Redacted] (FLX)
- [Redacted] (FLX)
- [Redacted] (FLX)
- [Redacted] (FLX)
- [Redacted] (Proprietary)
- [Redacted] (Amadeus)

+ Covered under existing contracts

- [Redacted] (FLX)
- [Redacted] (Amadeus)

PSS / Direct

[Redacted]
Pan-Sabre approach with a focus on building new, NDC-based technology together

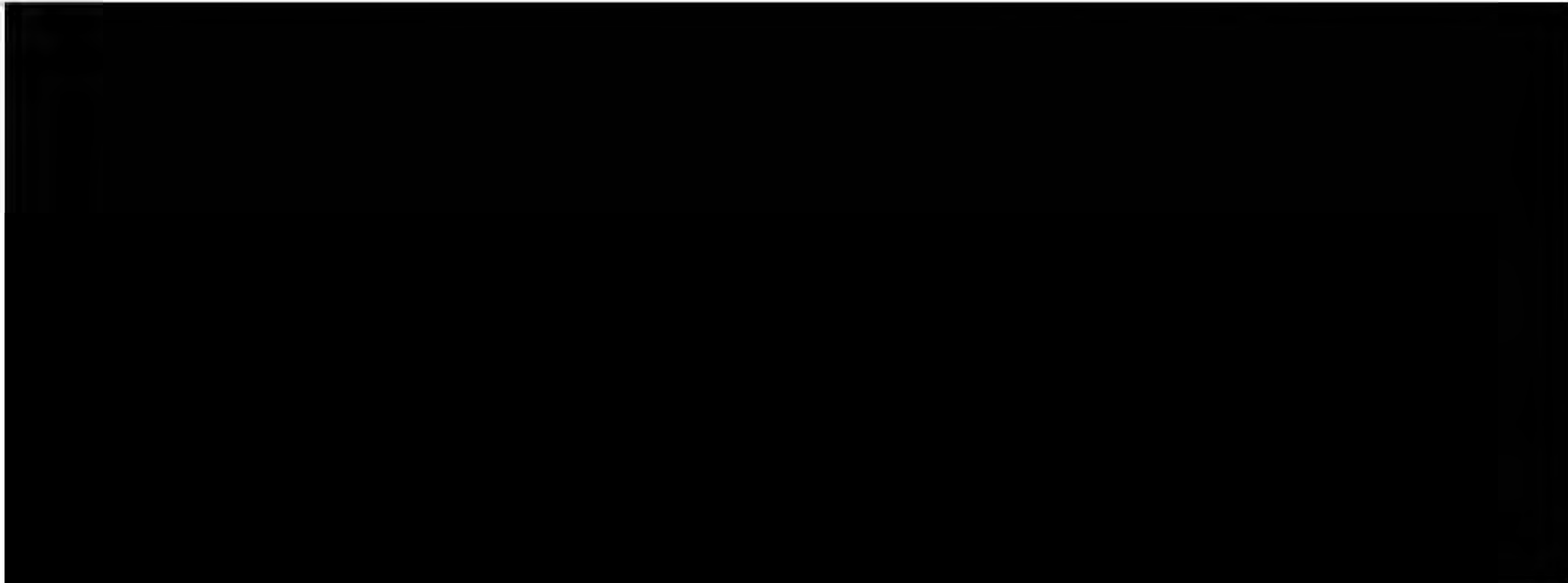
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Evaluating sales opportunities for NDC-enabled direct connect solutions to improve overall Sabre economics with rationalized pricing

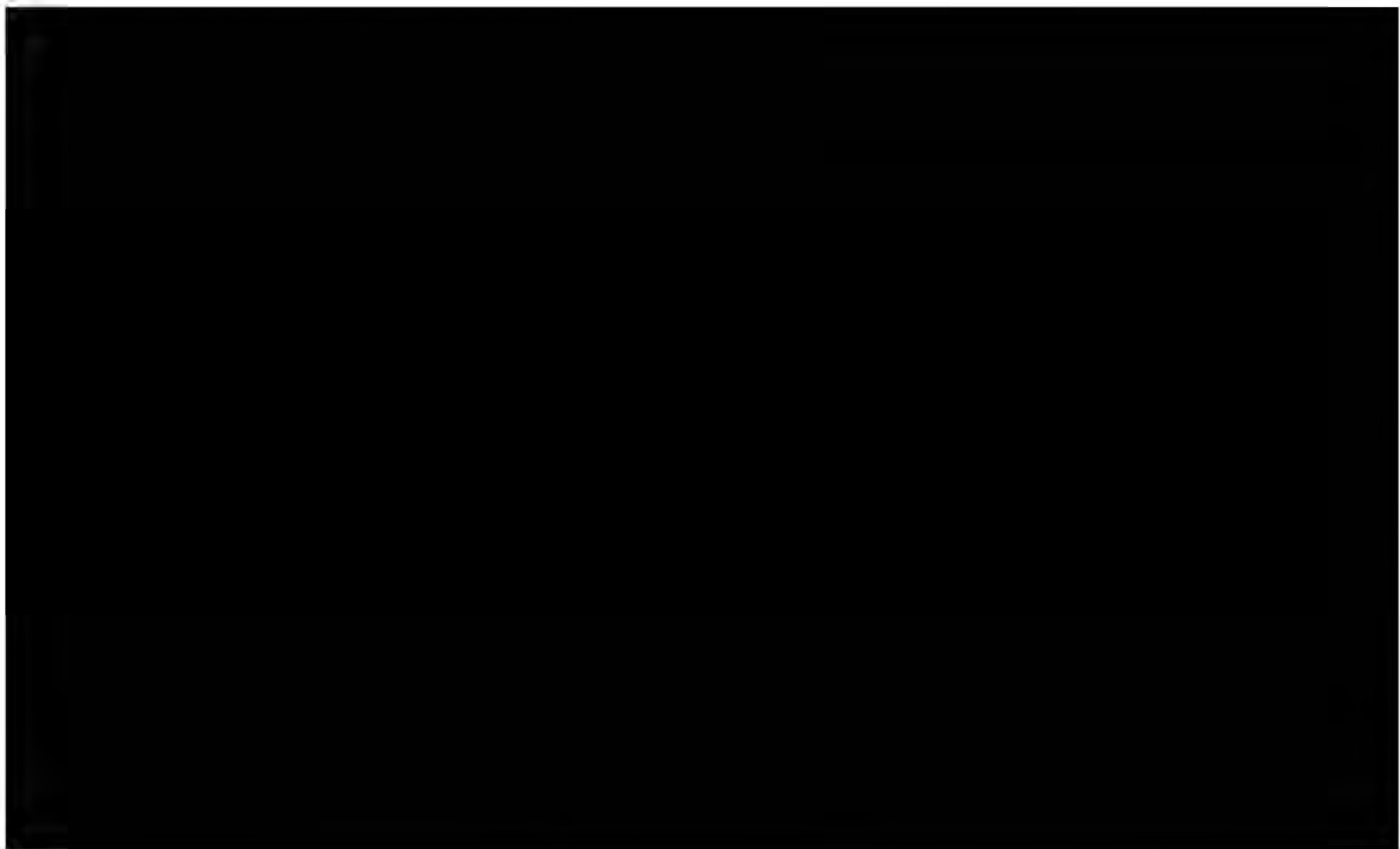
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Responding to RFPs for PSS

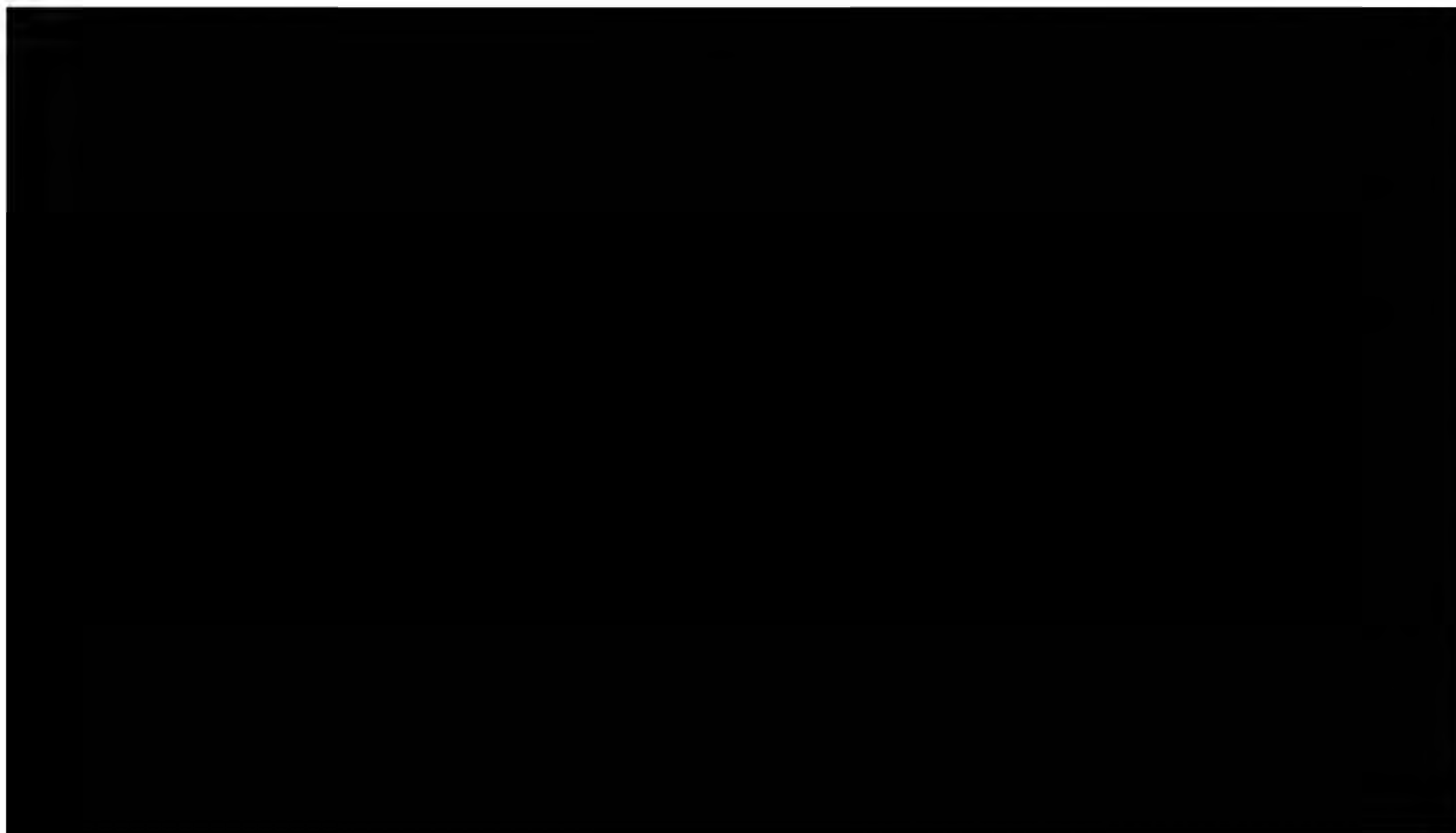








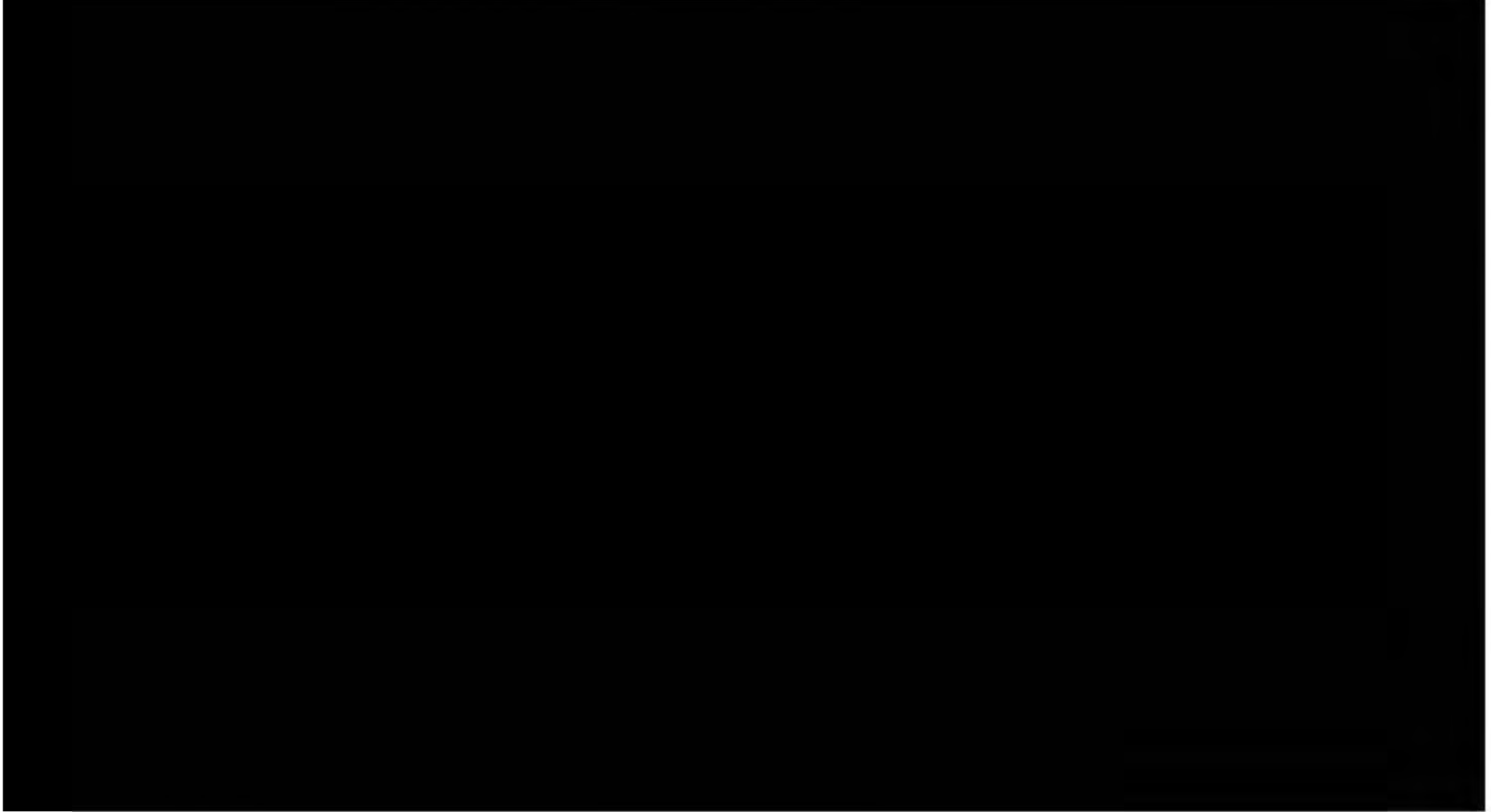






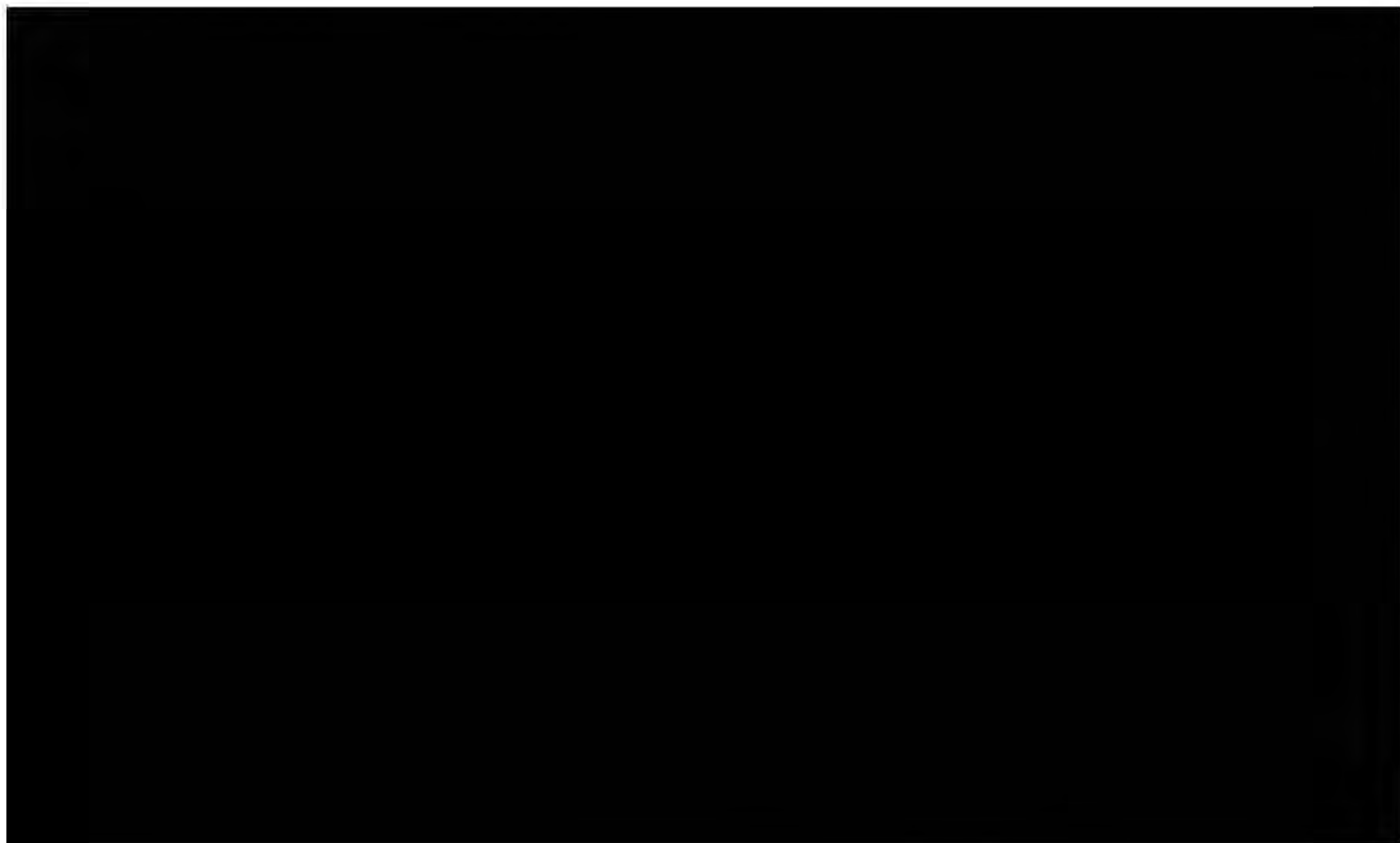




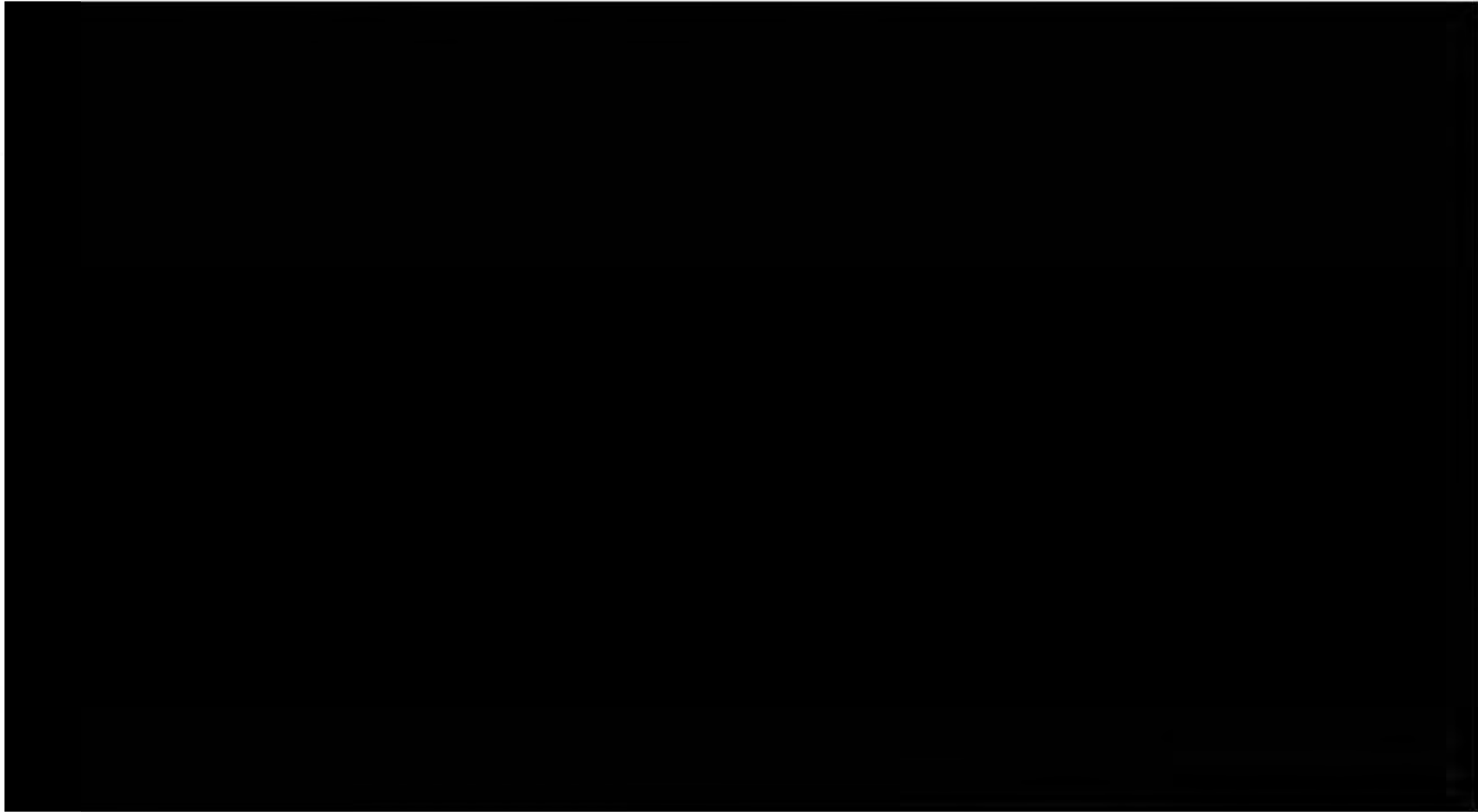


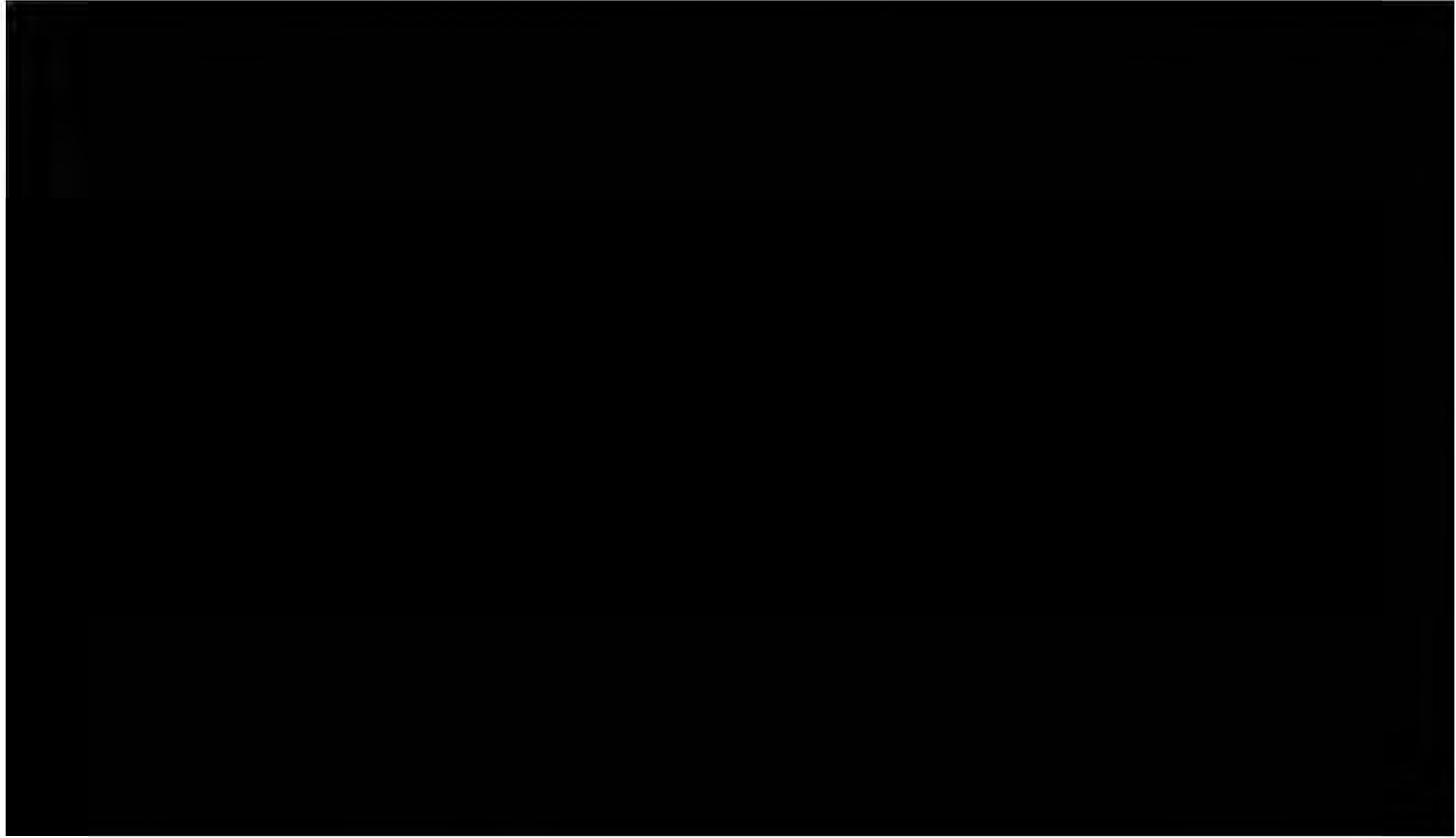


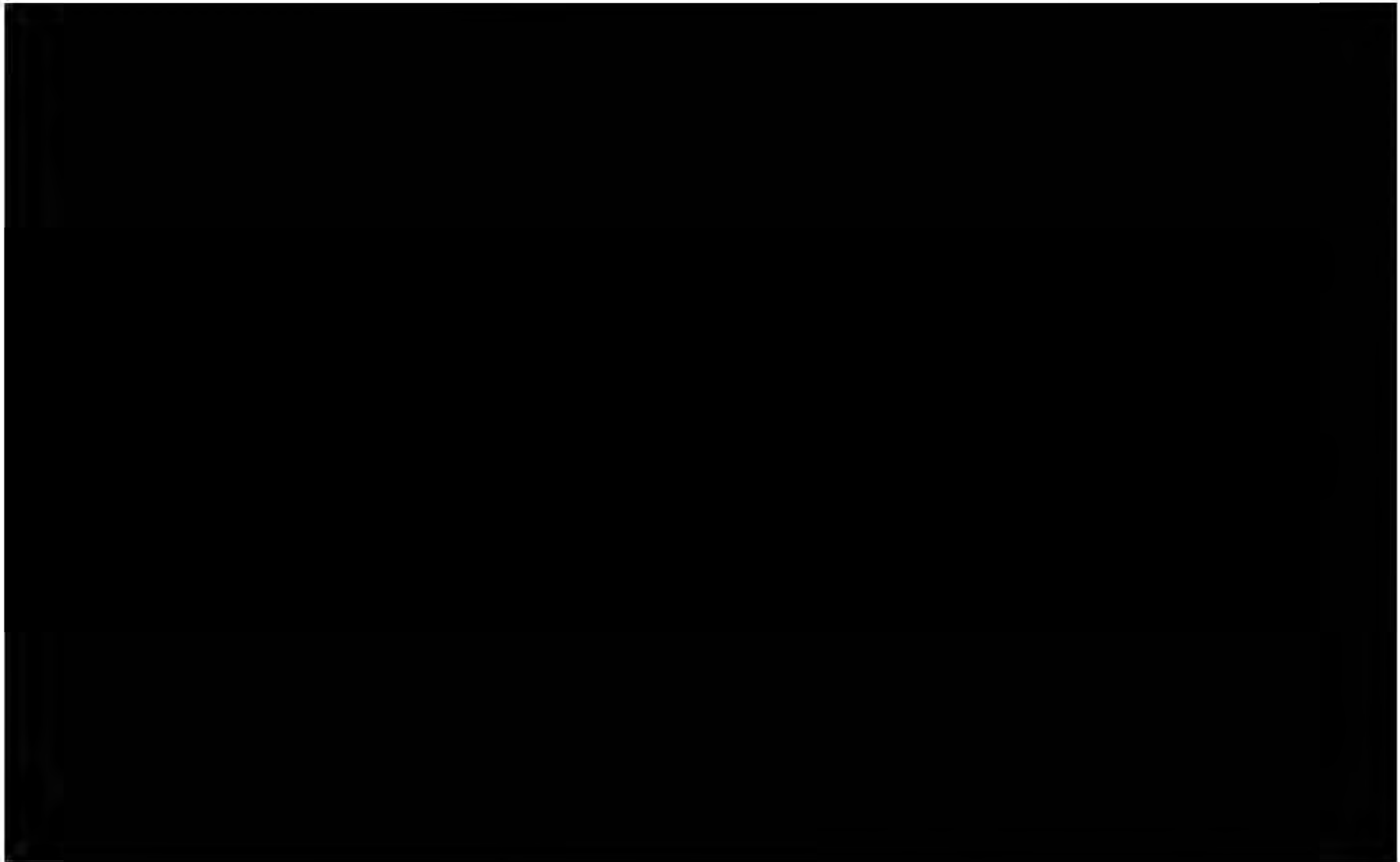




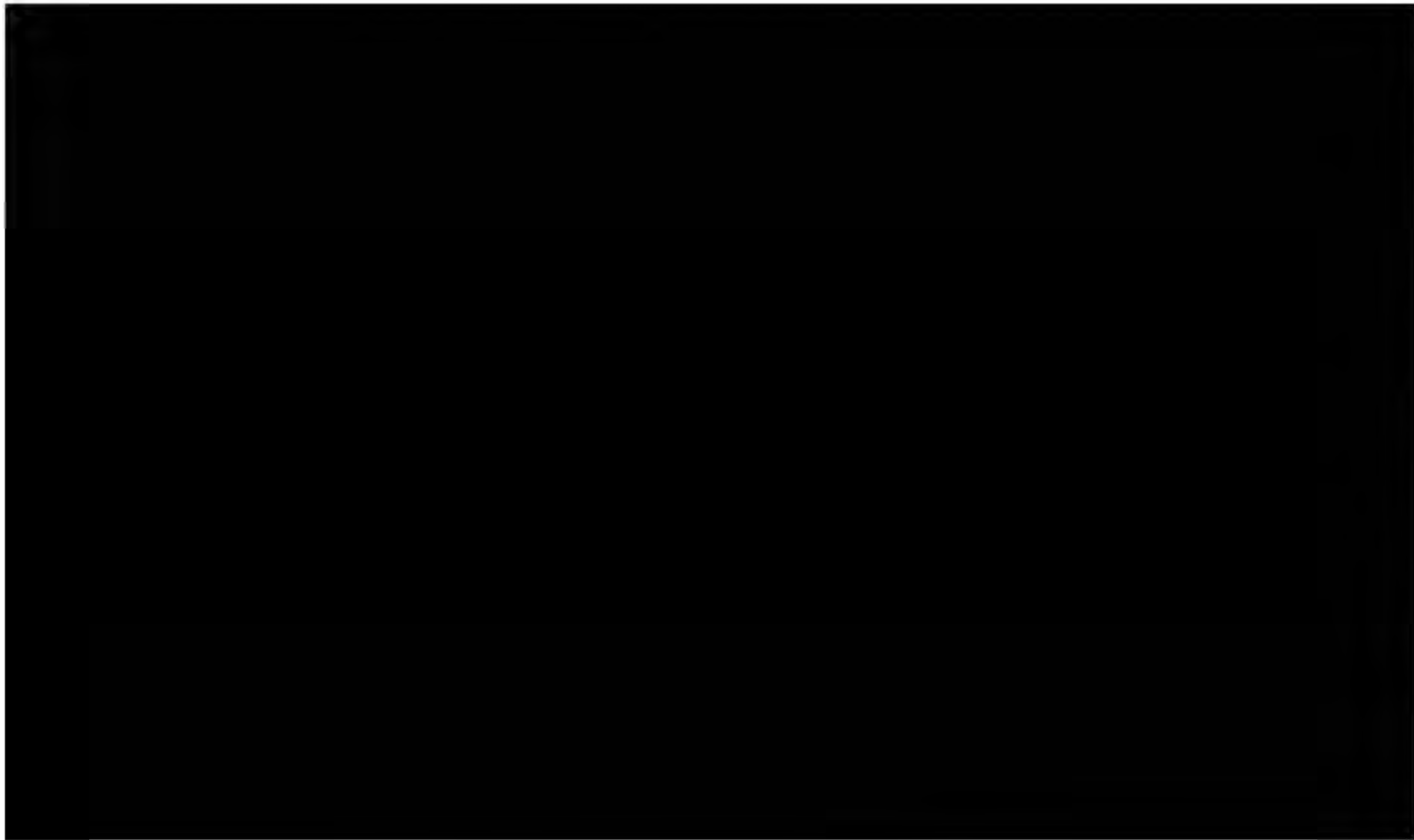








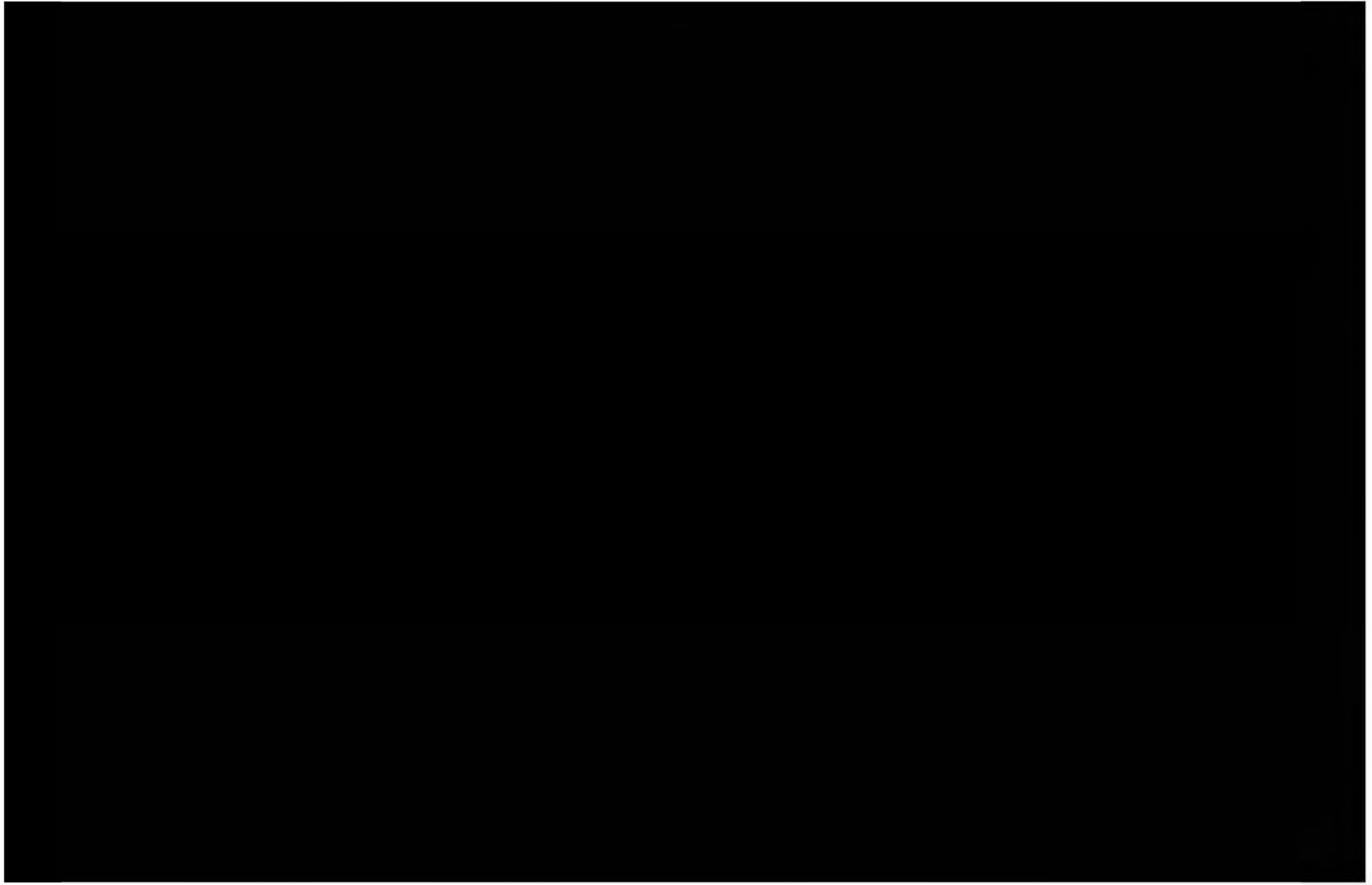




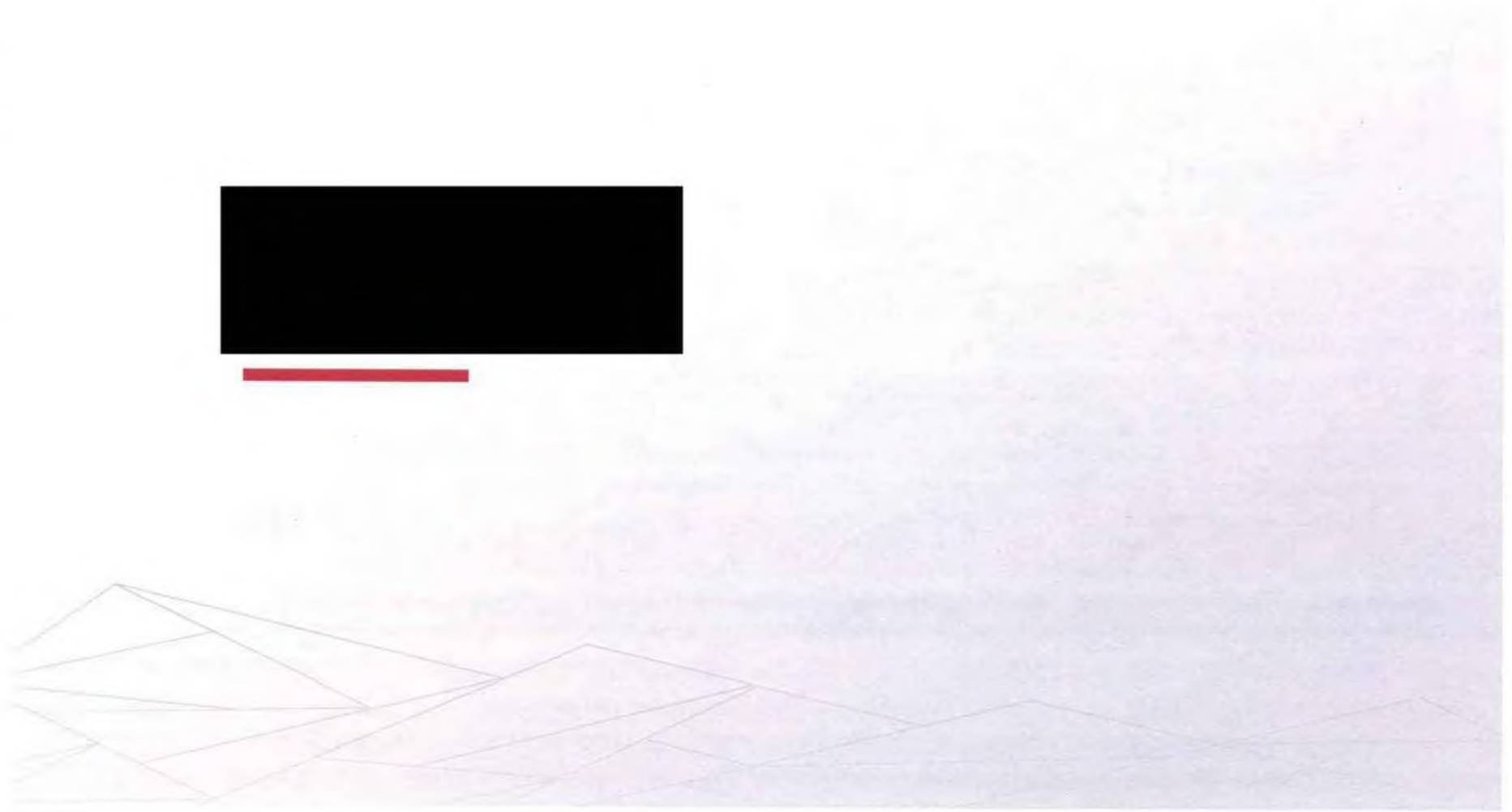
APPENDIX





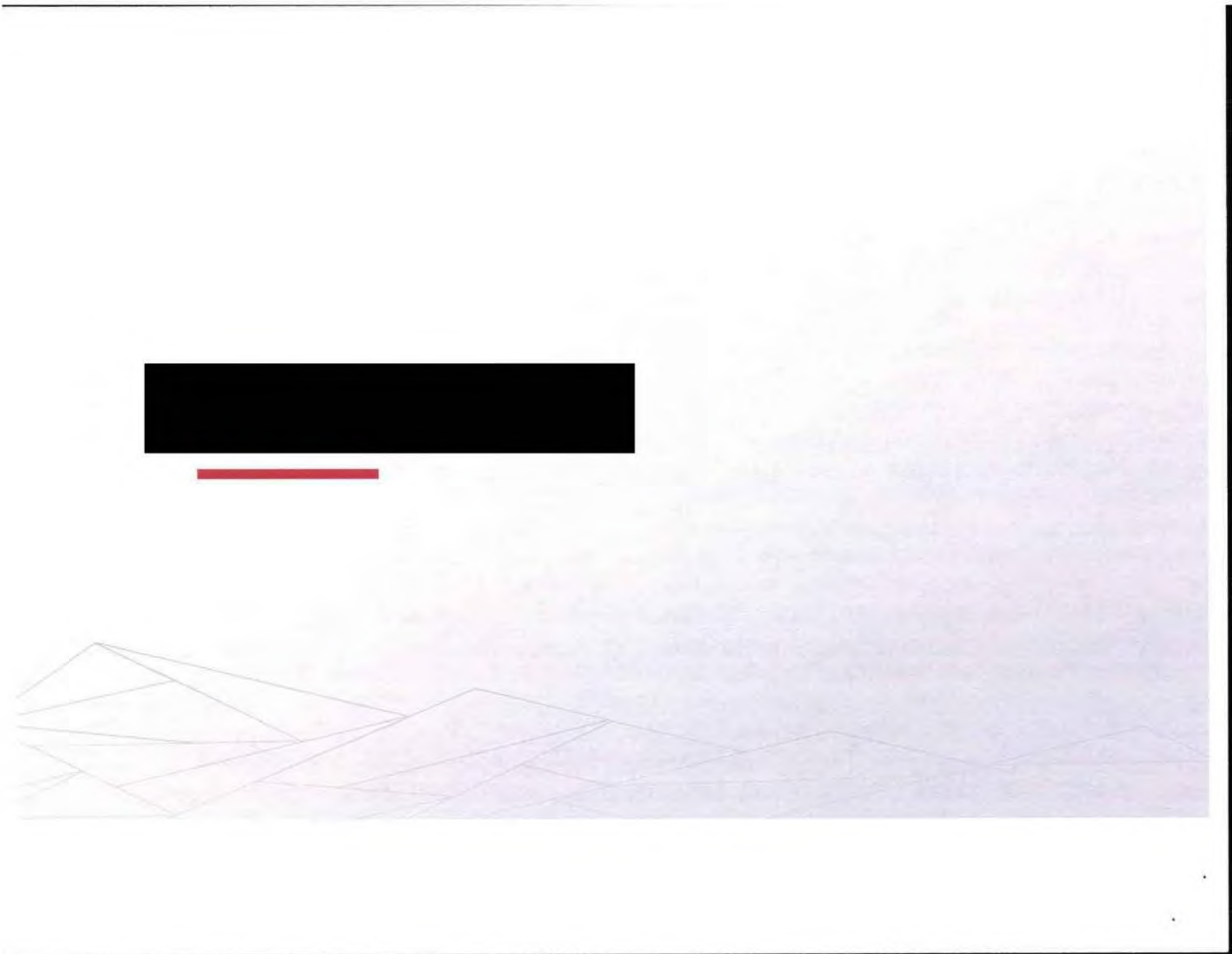




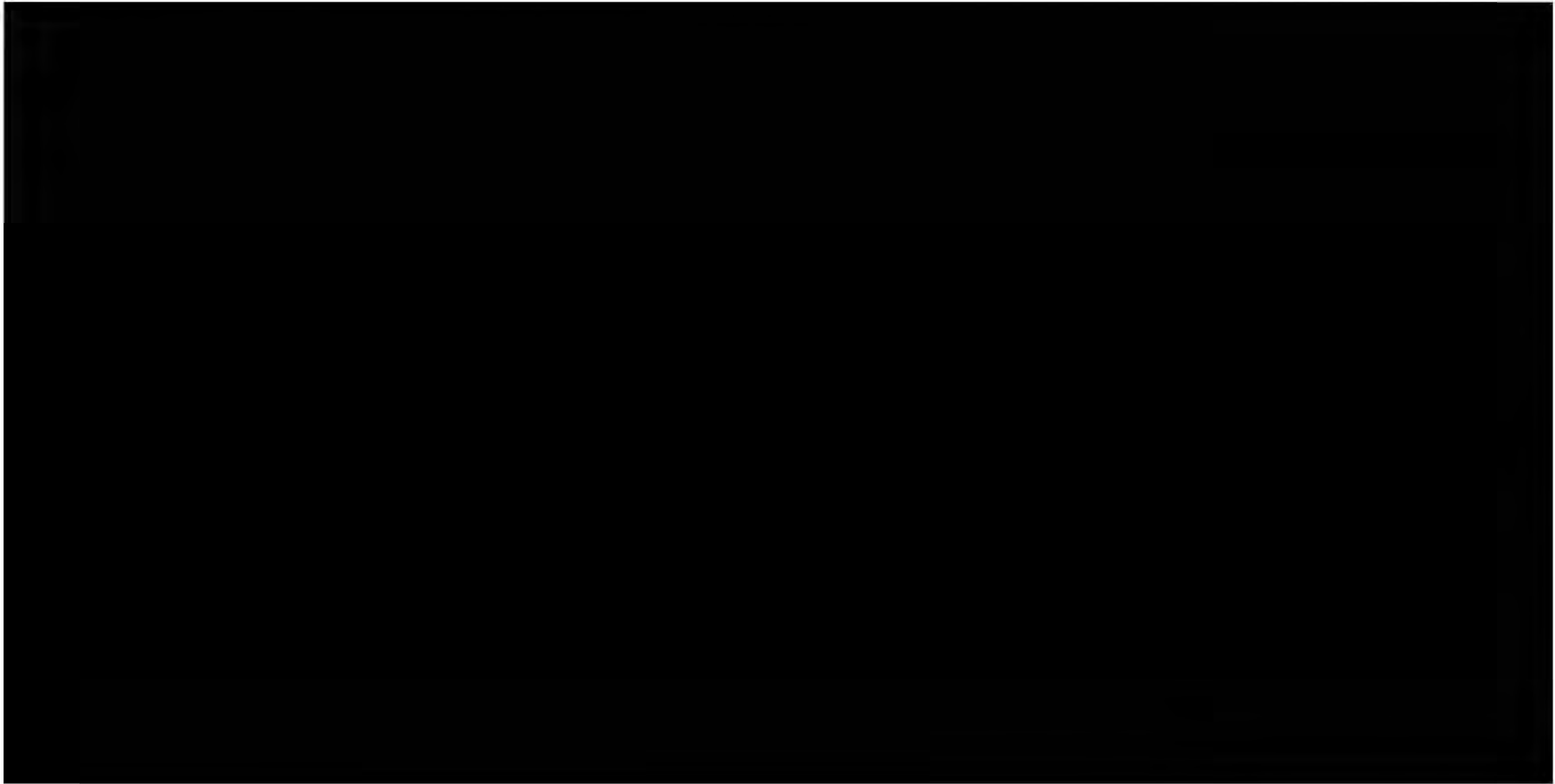






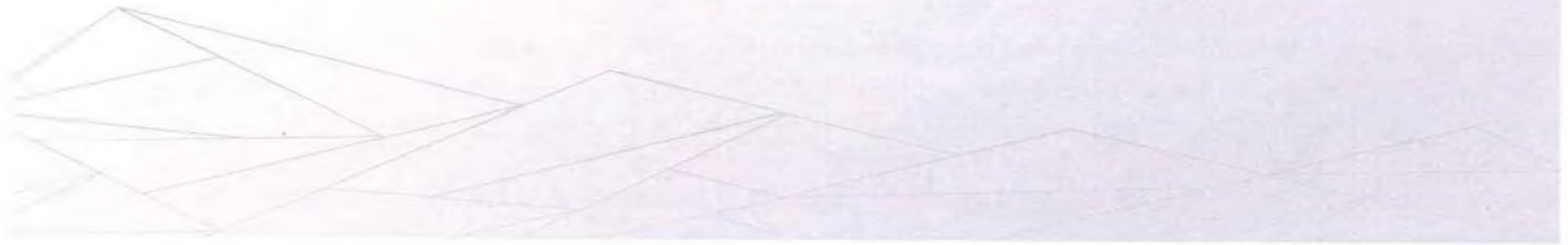


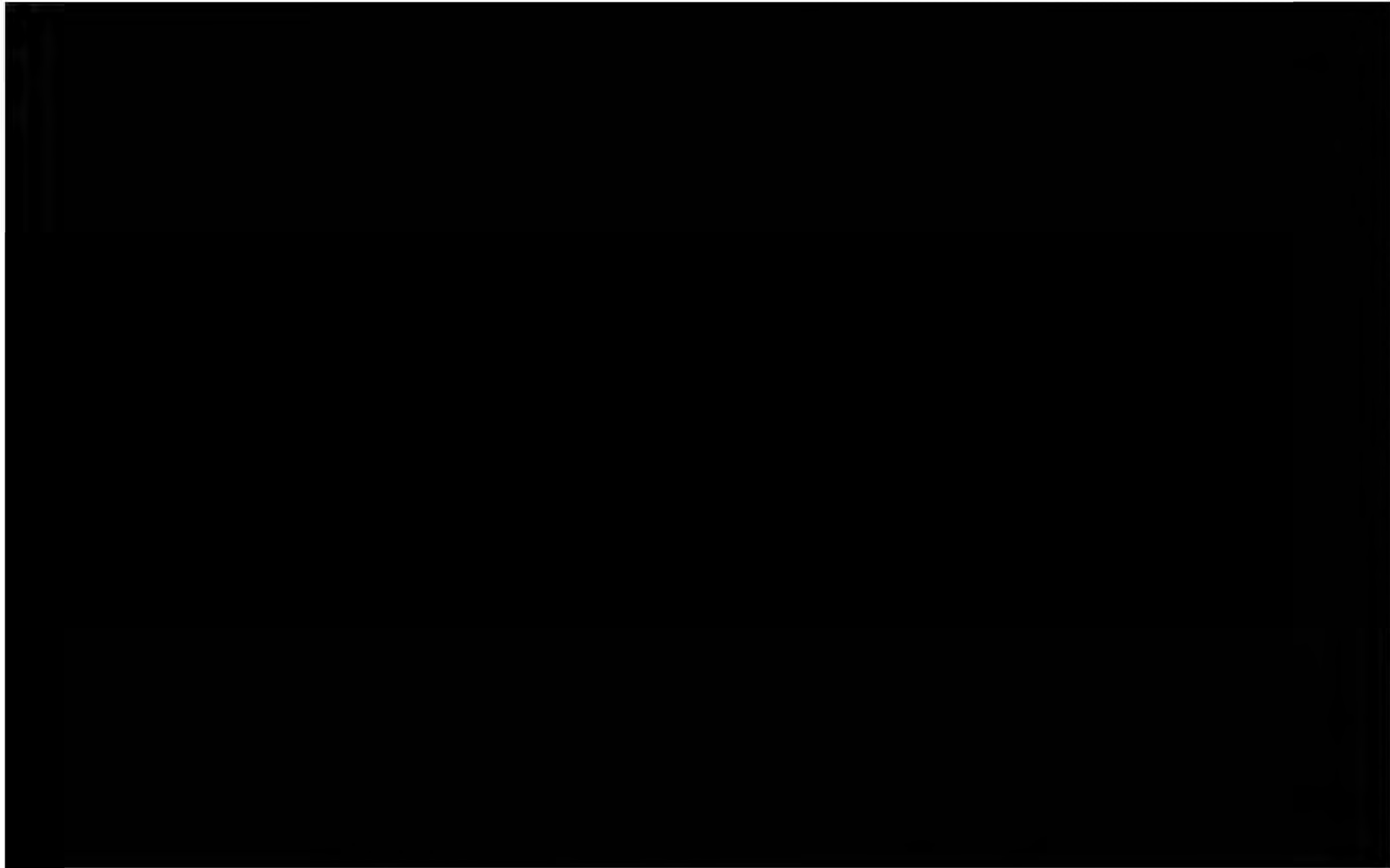




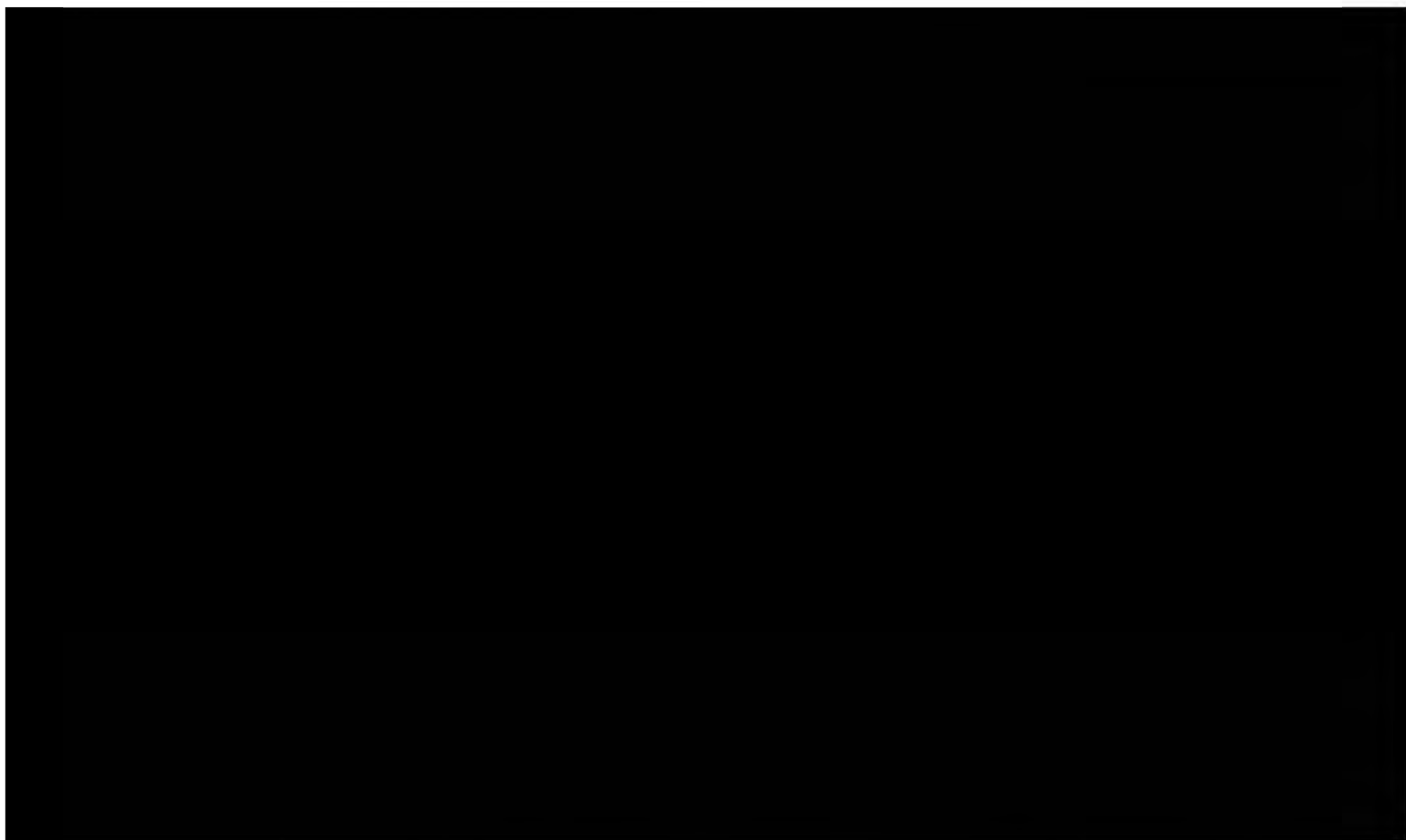


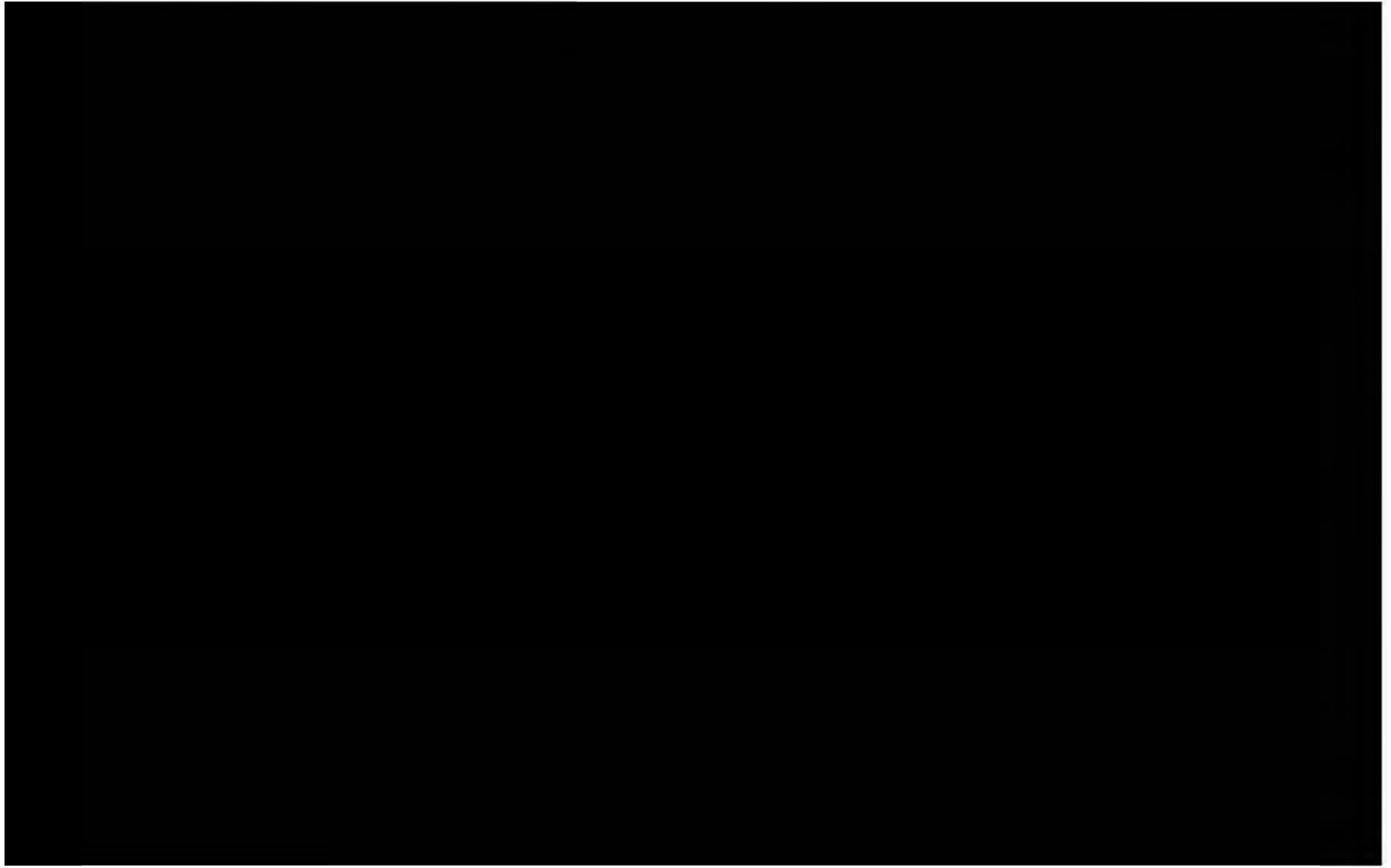




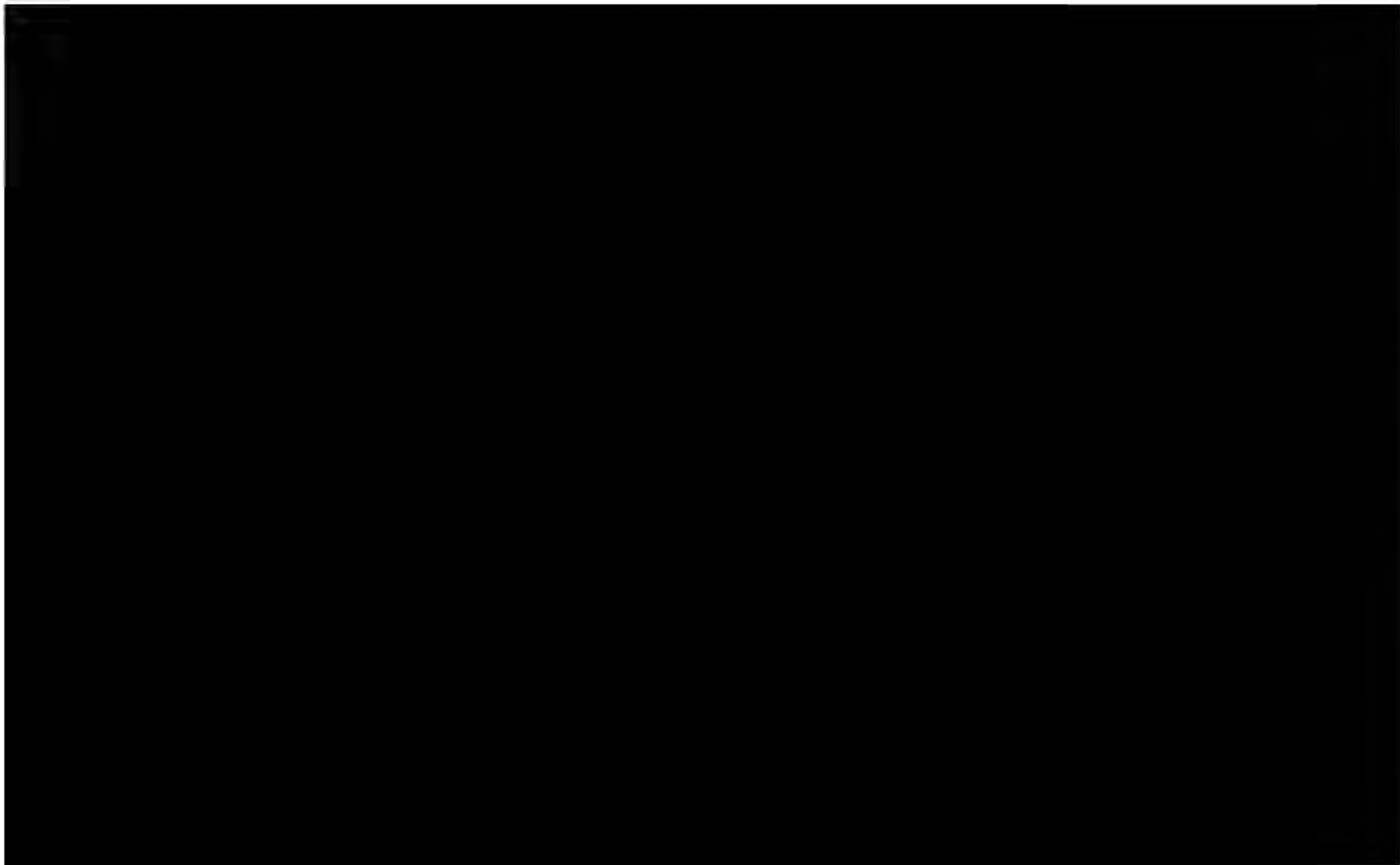


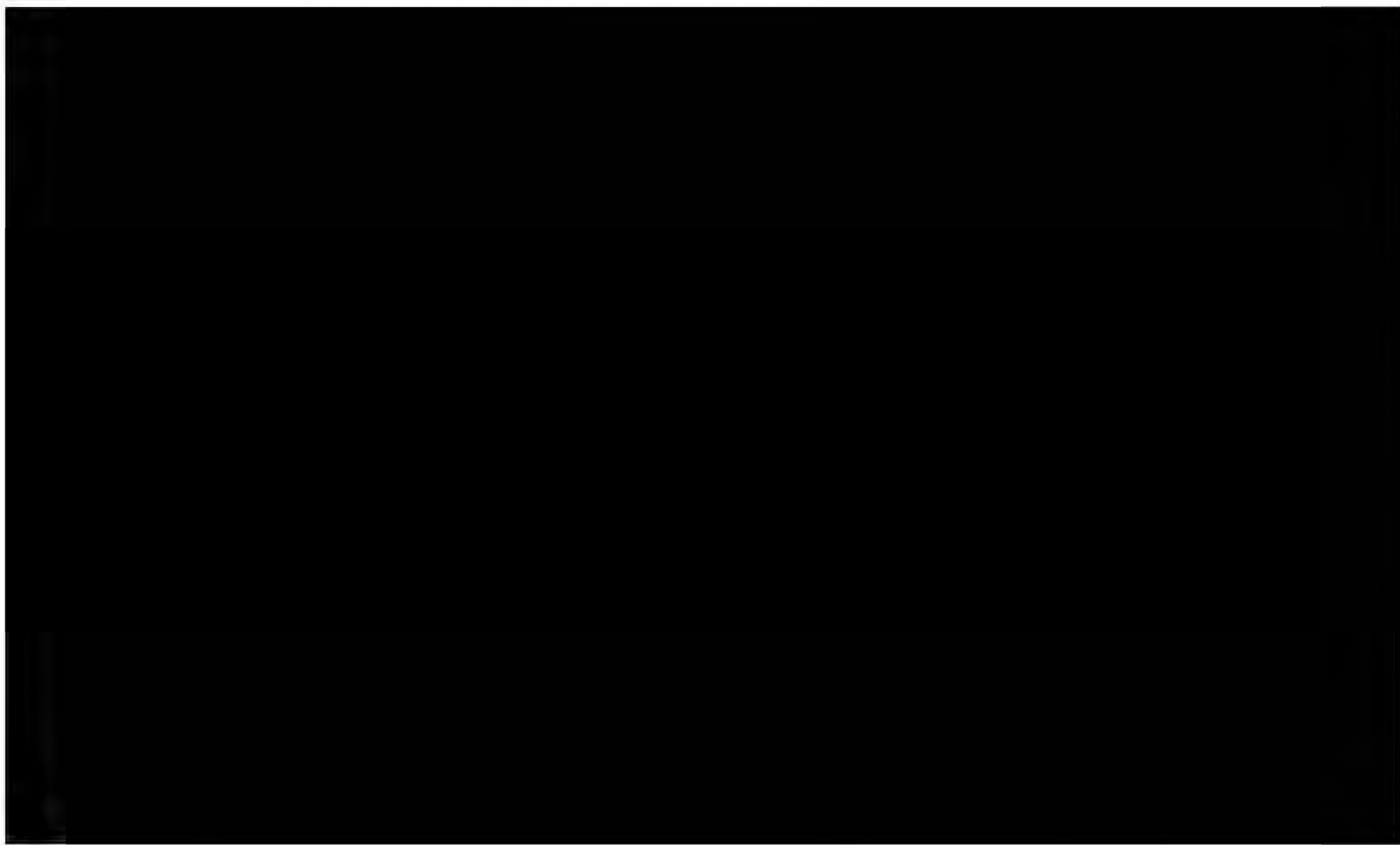




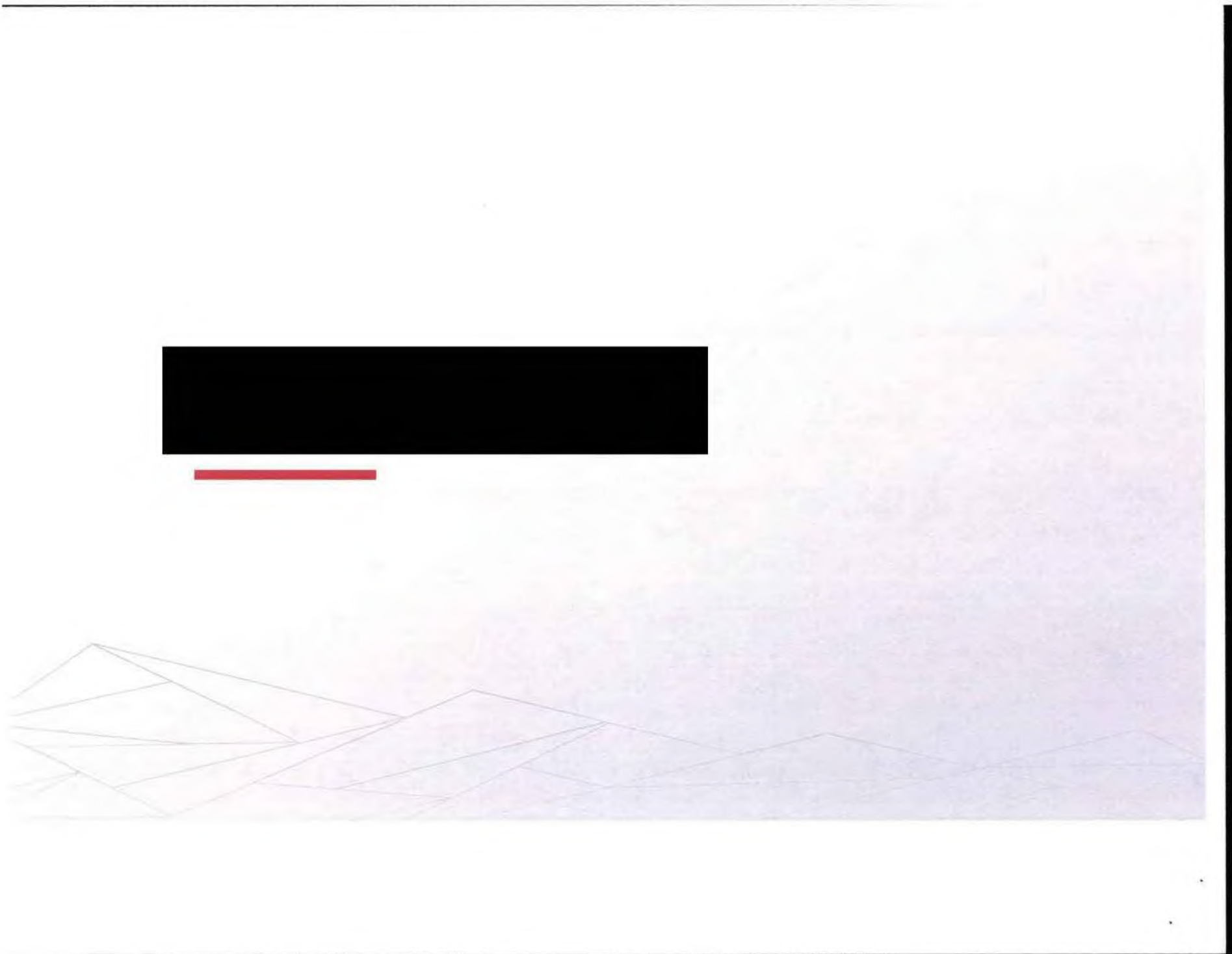


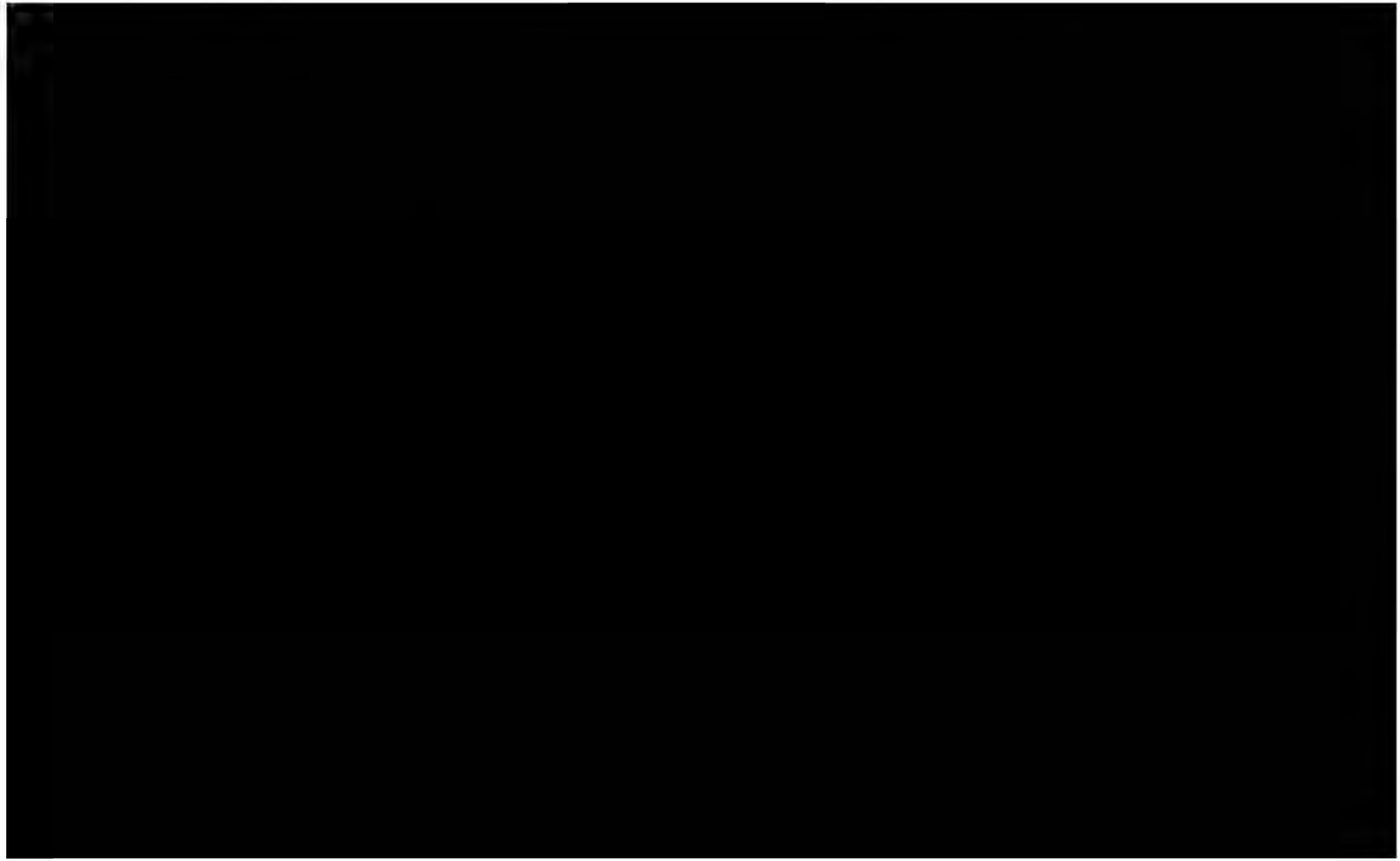














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C. Wilding, R. Thomas, B. Stepp

July 17, 2018



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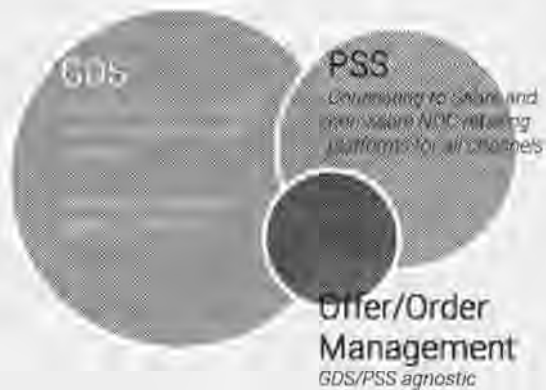
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Pan-Sabre approach with a focus on building new, NDC-based technology together

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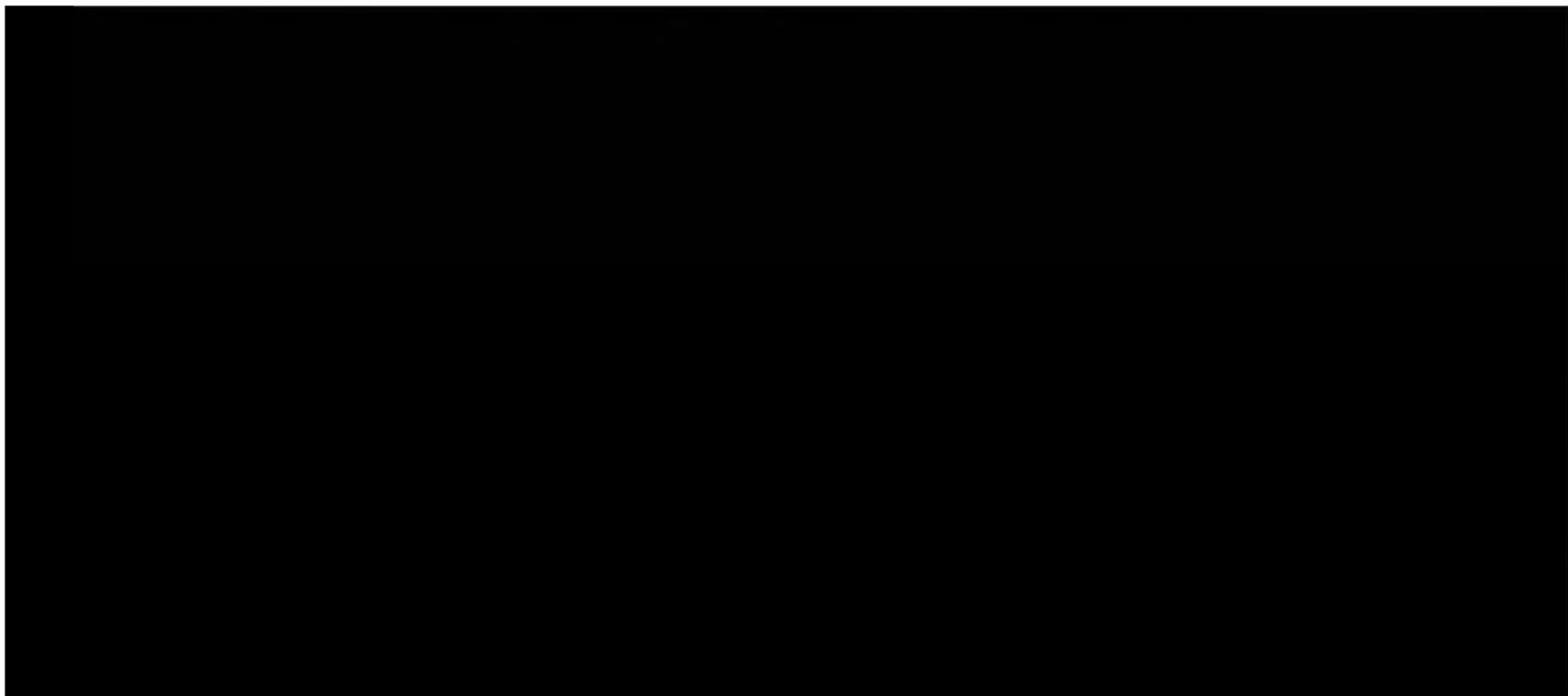
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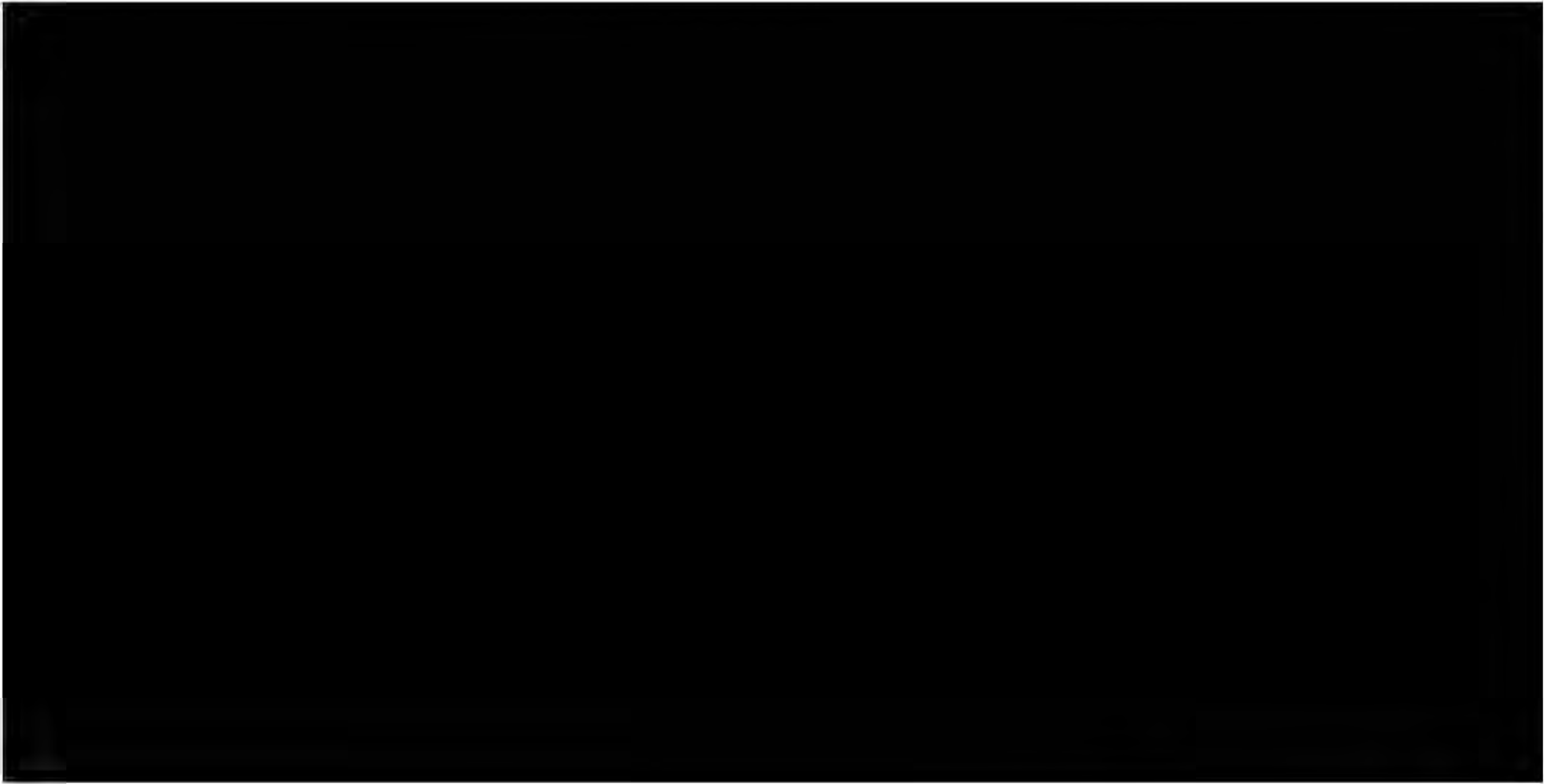
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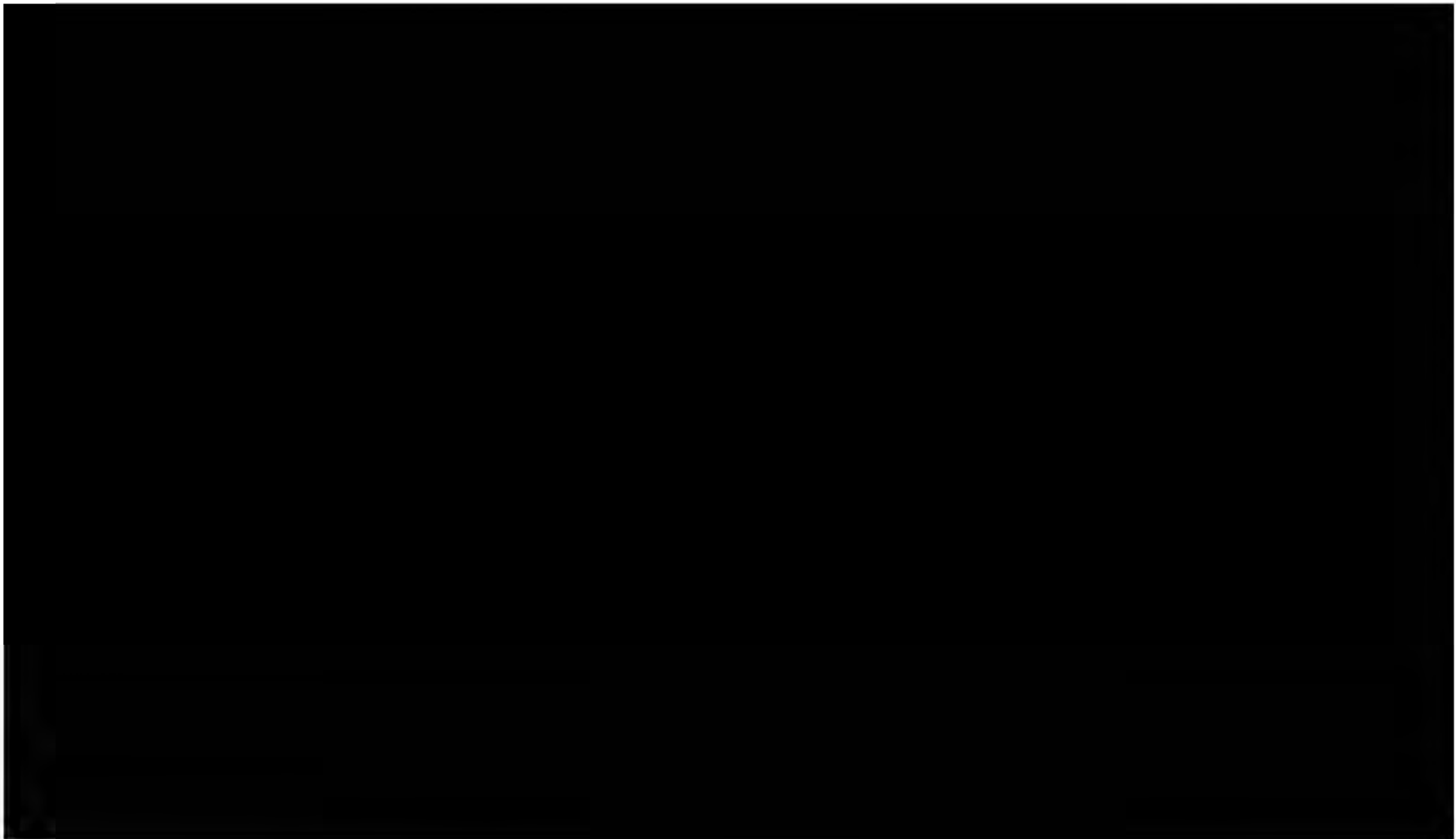


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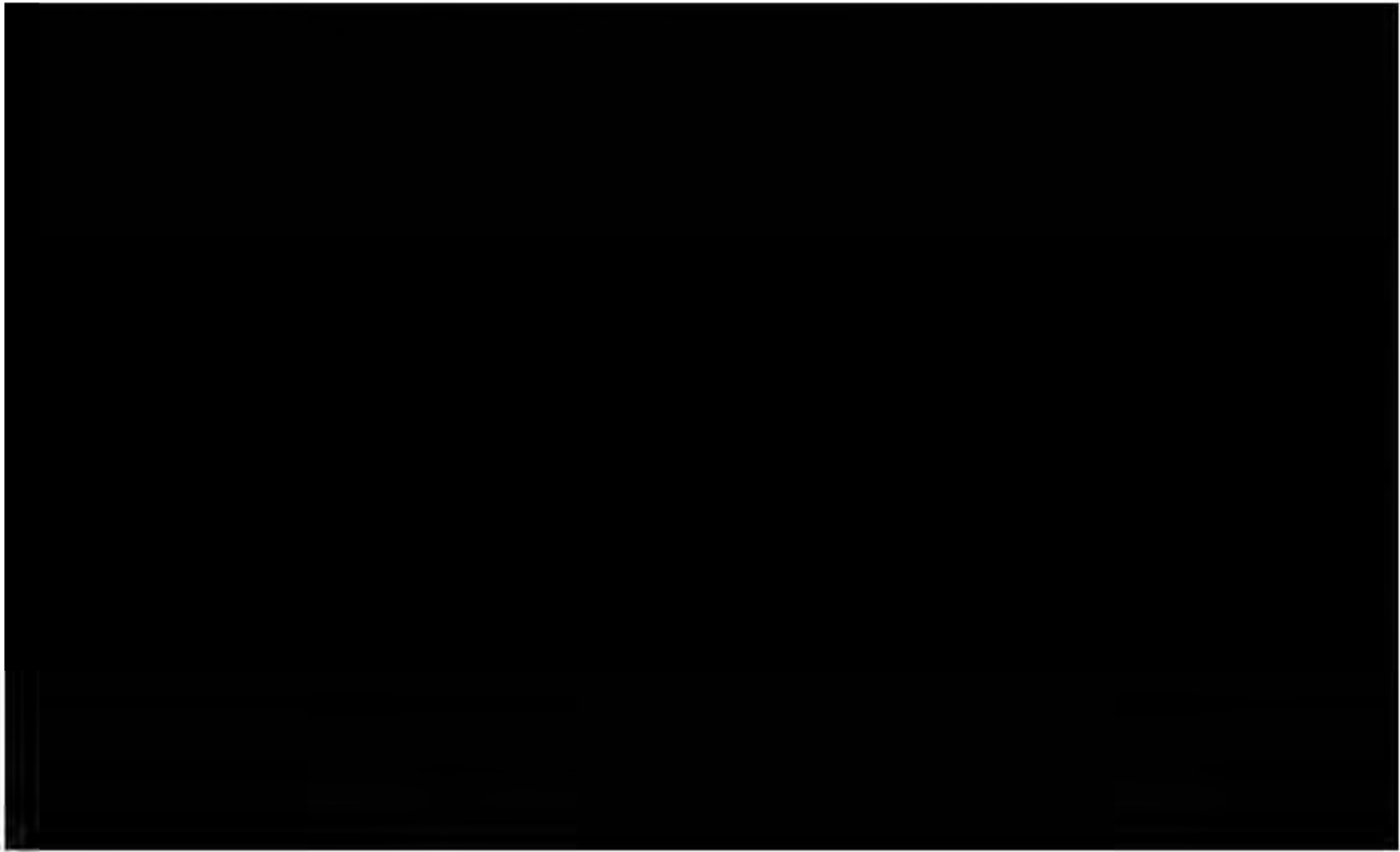








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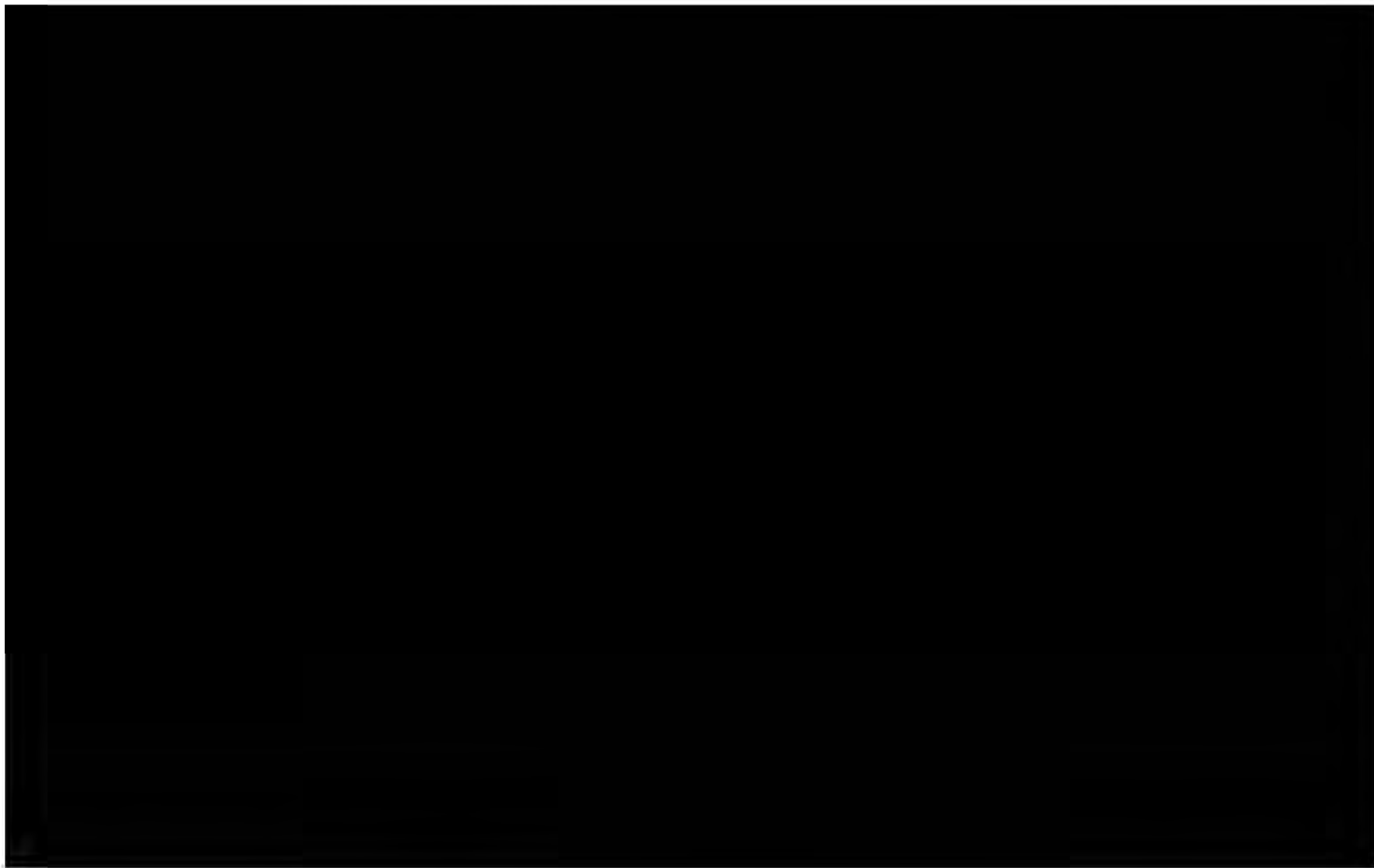
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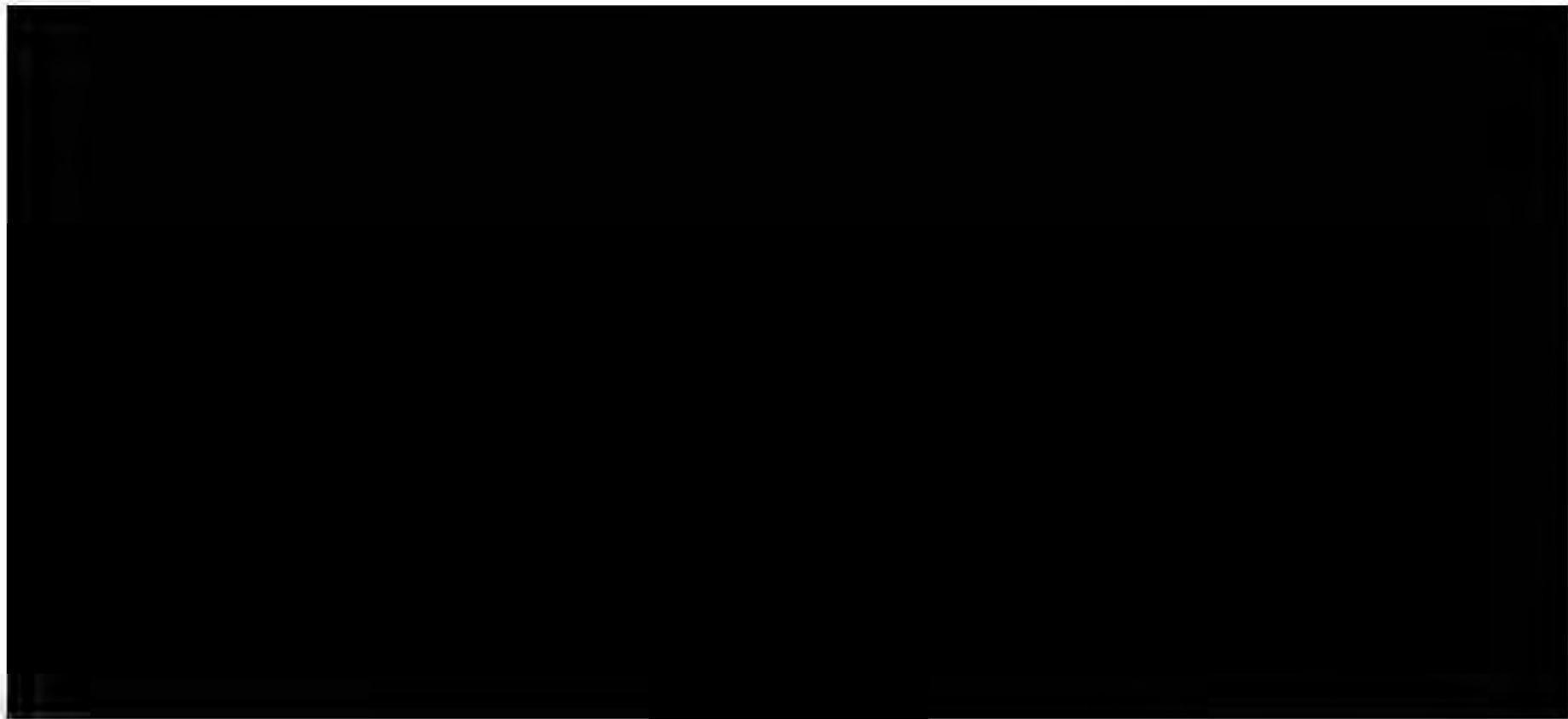


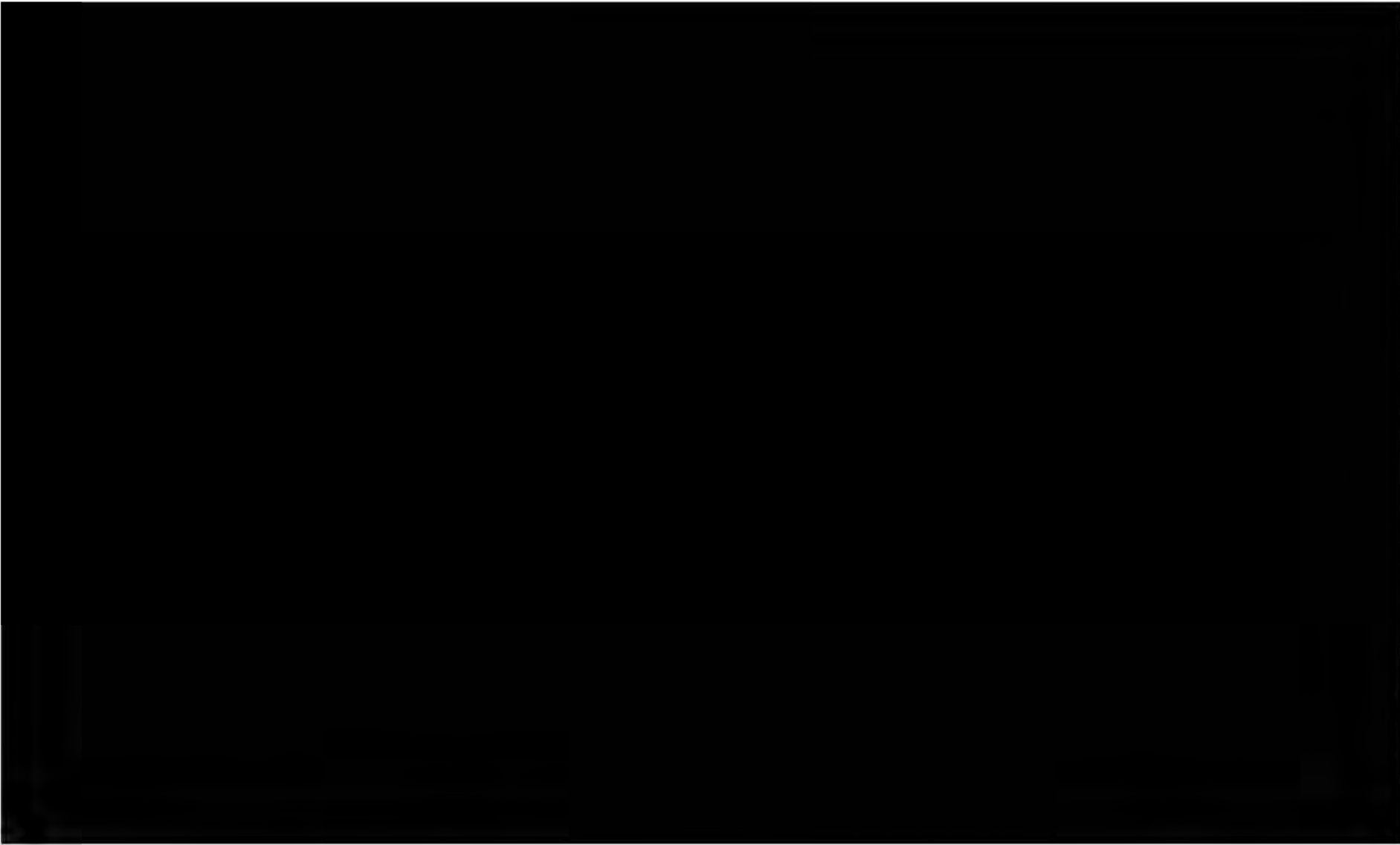
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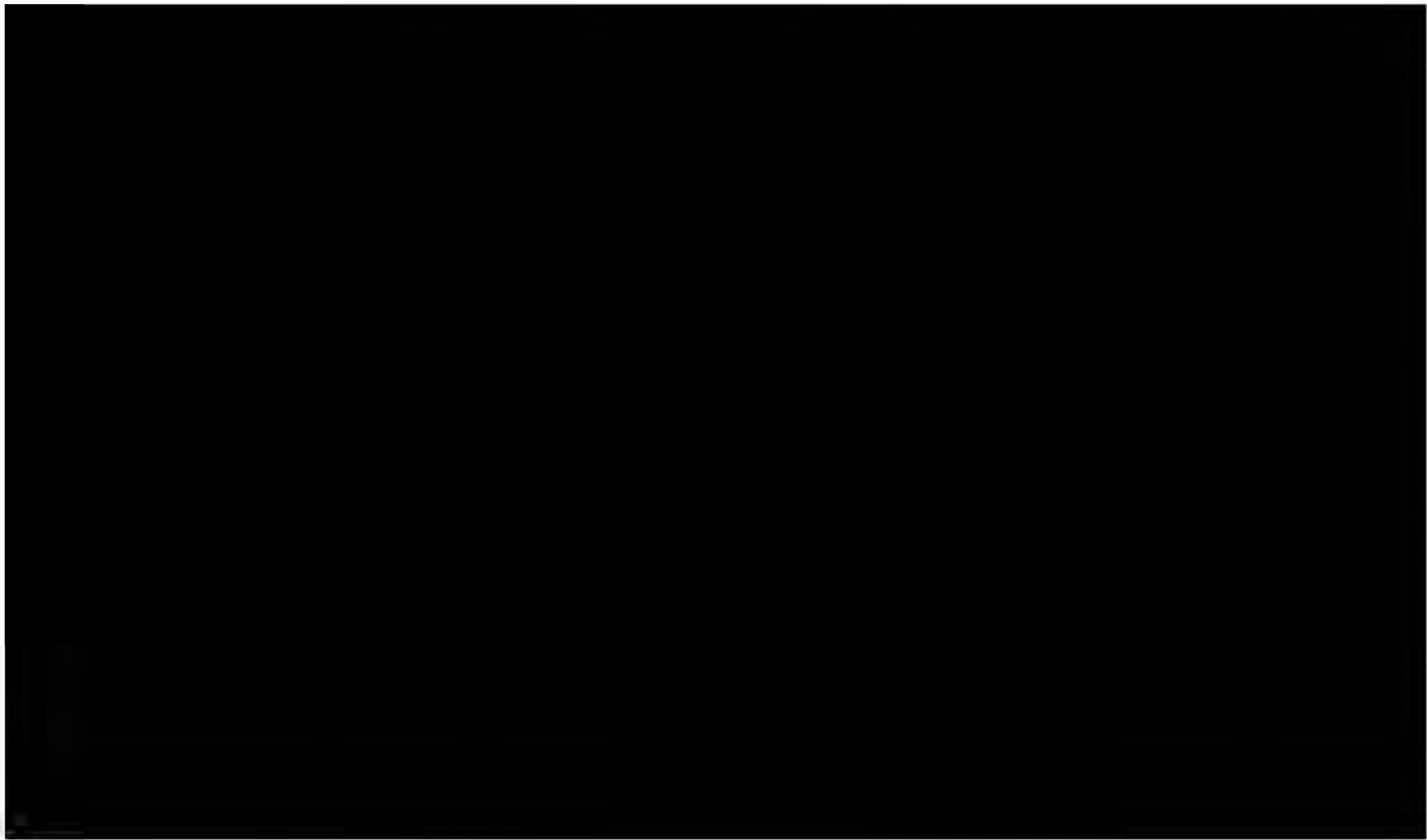
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APPENDIX

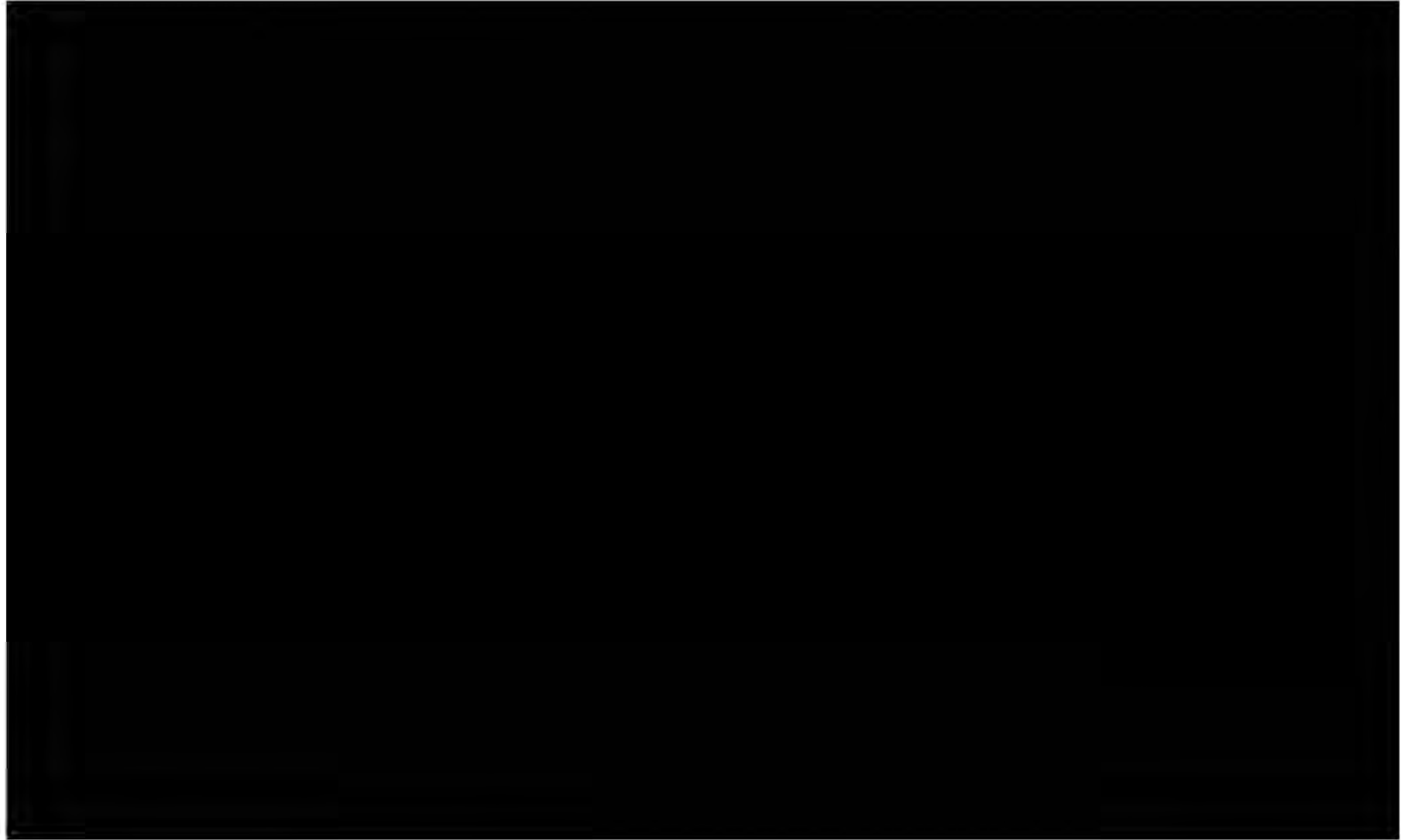




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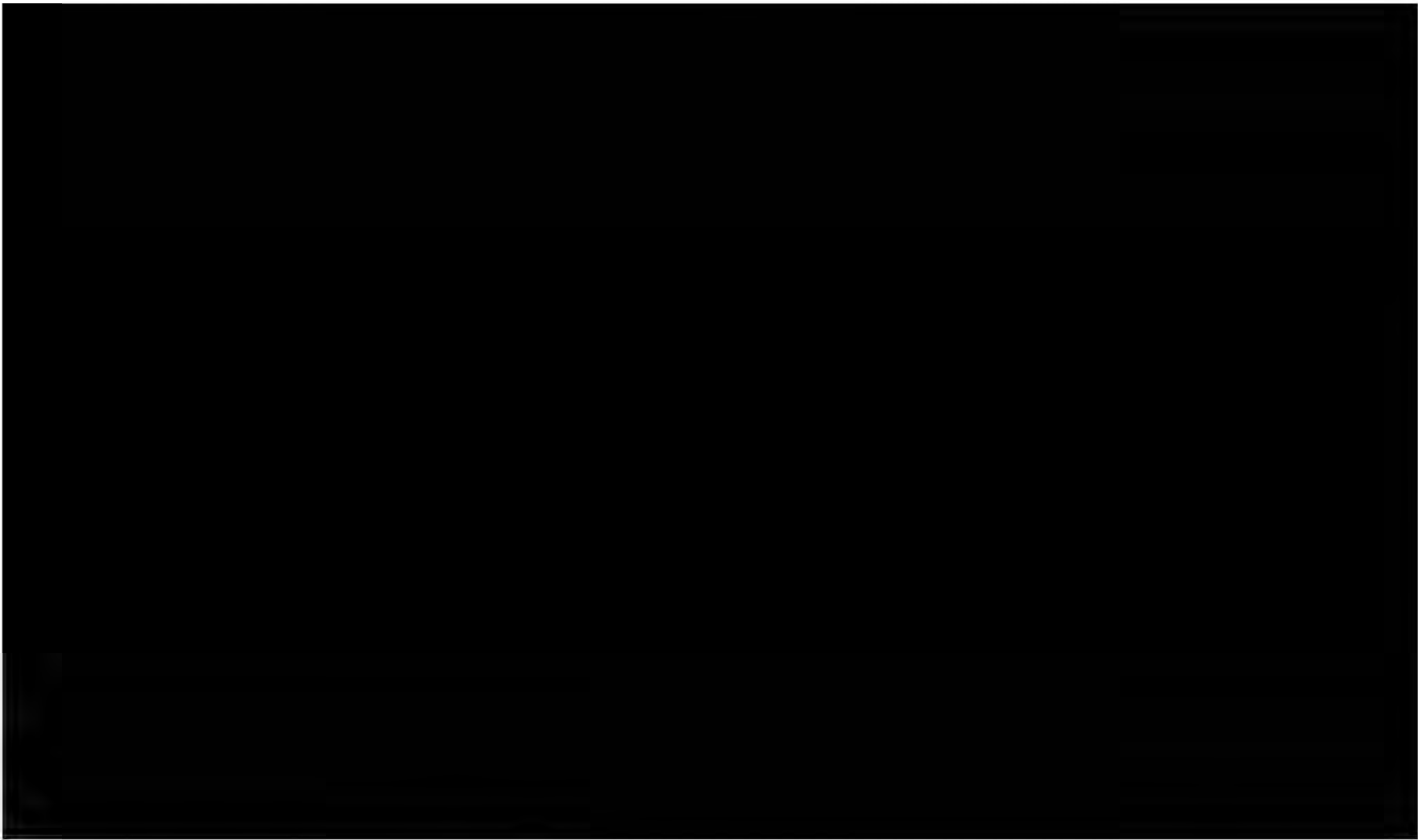


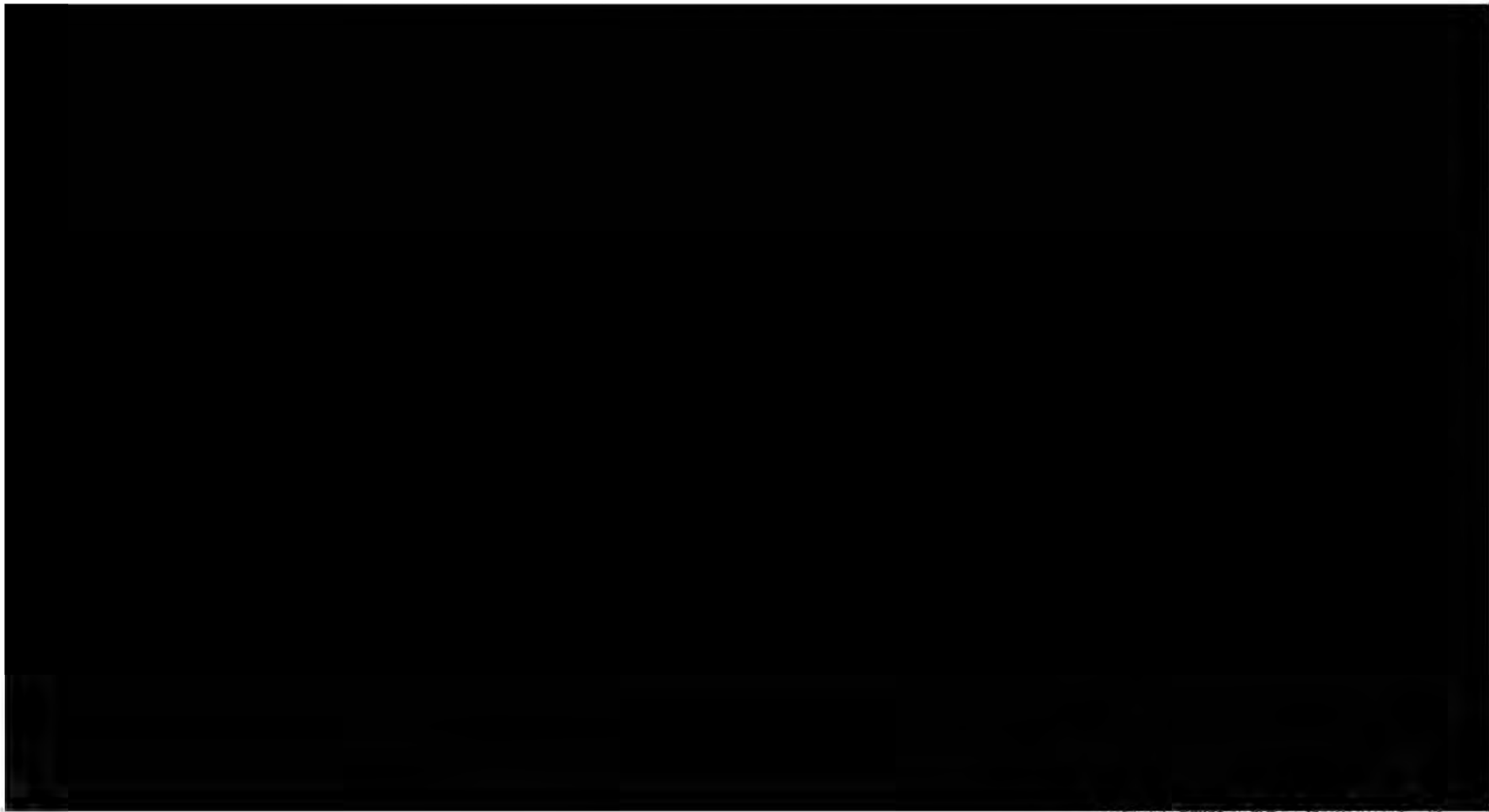
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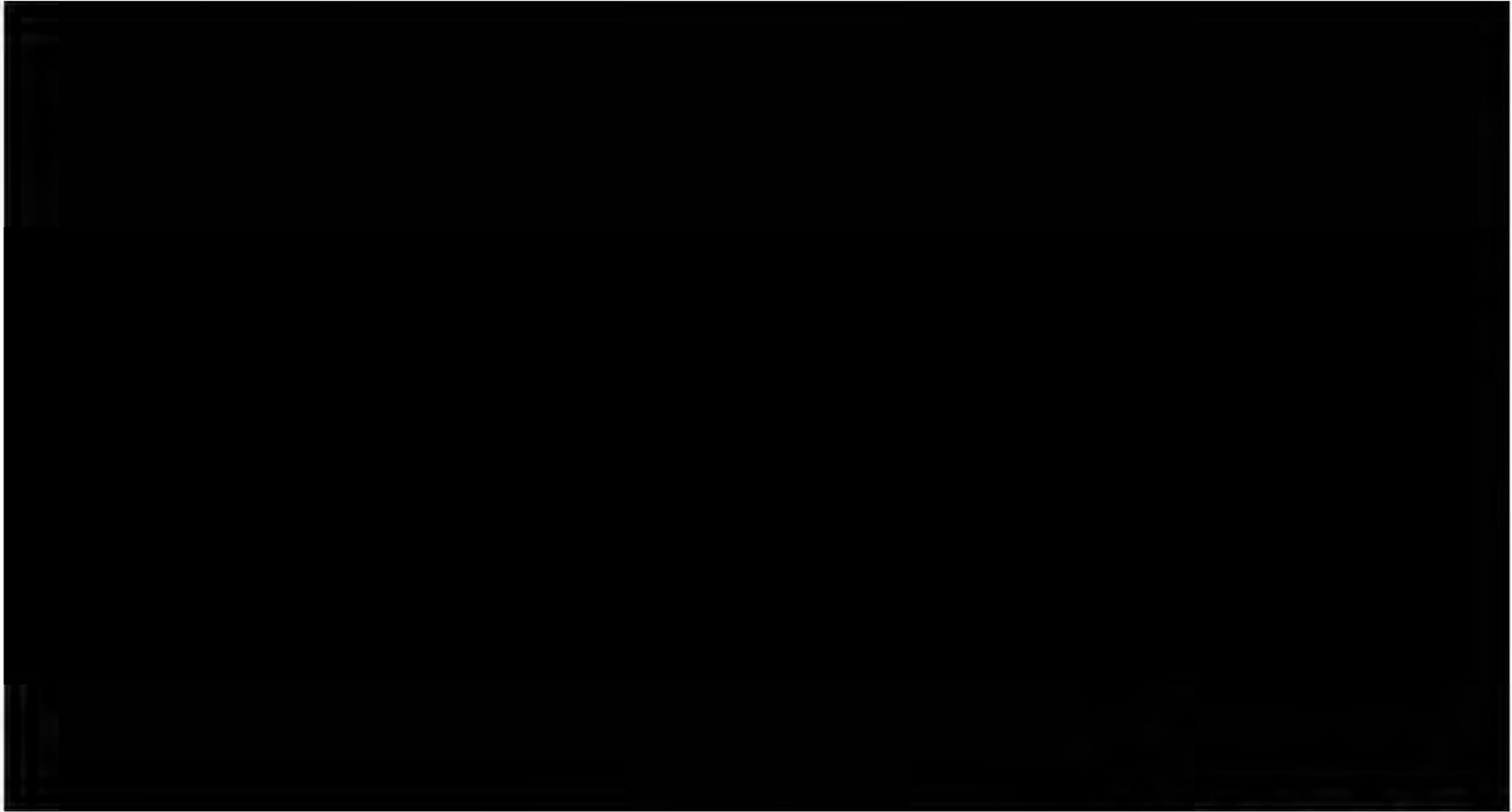






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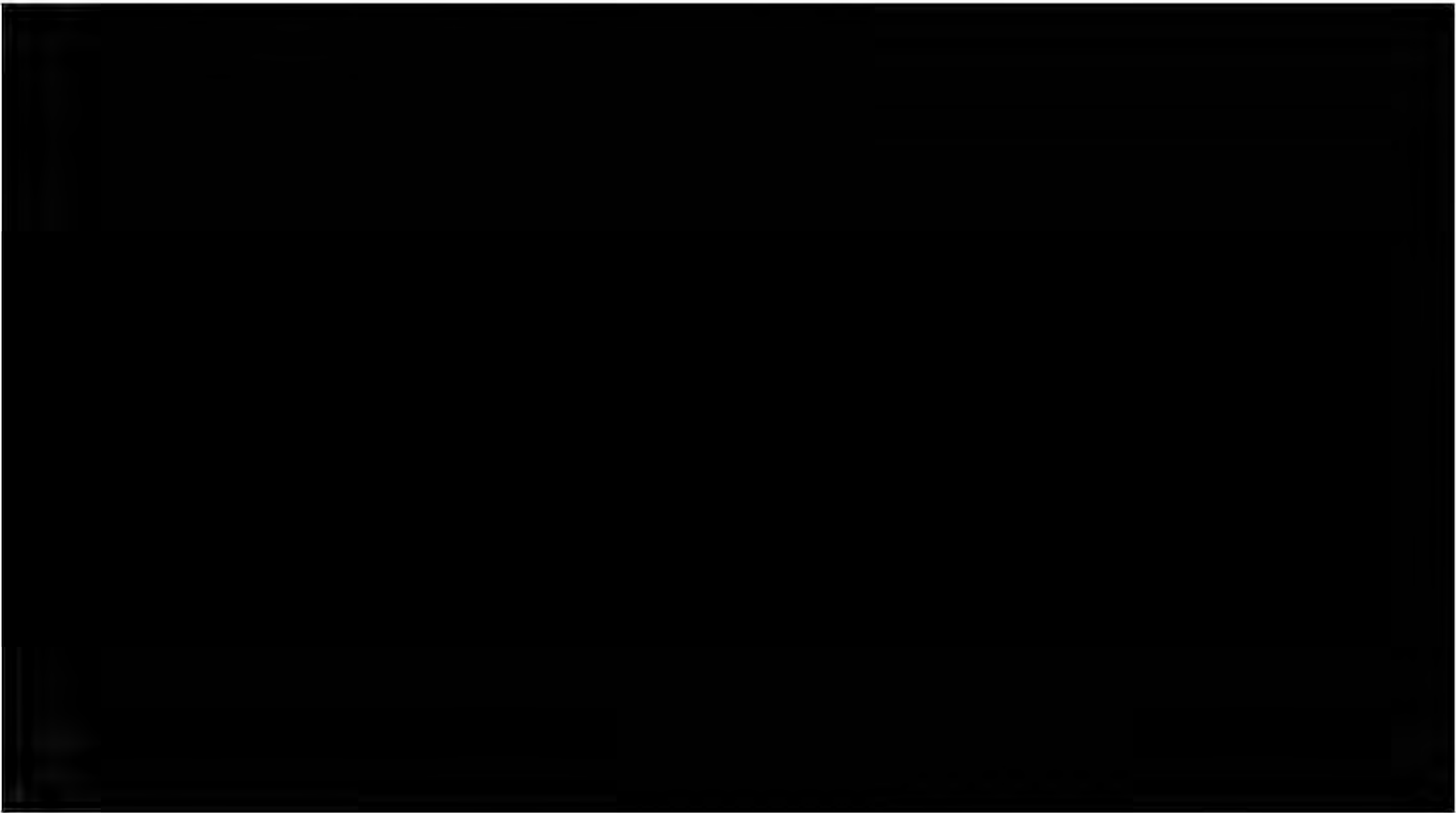


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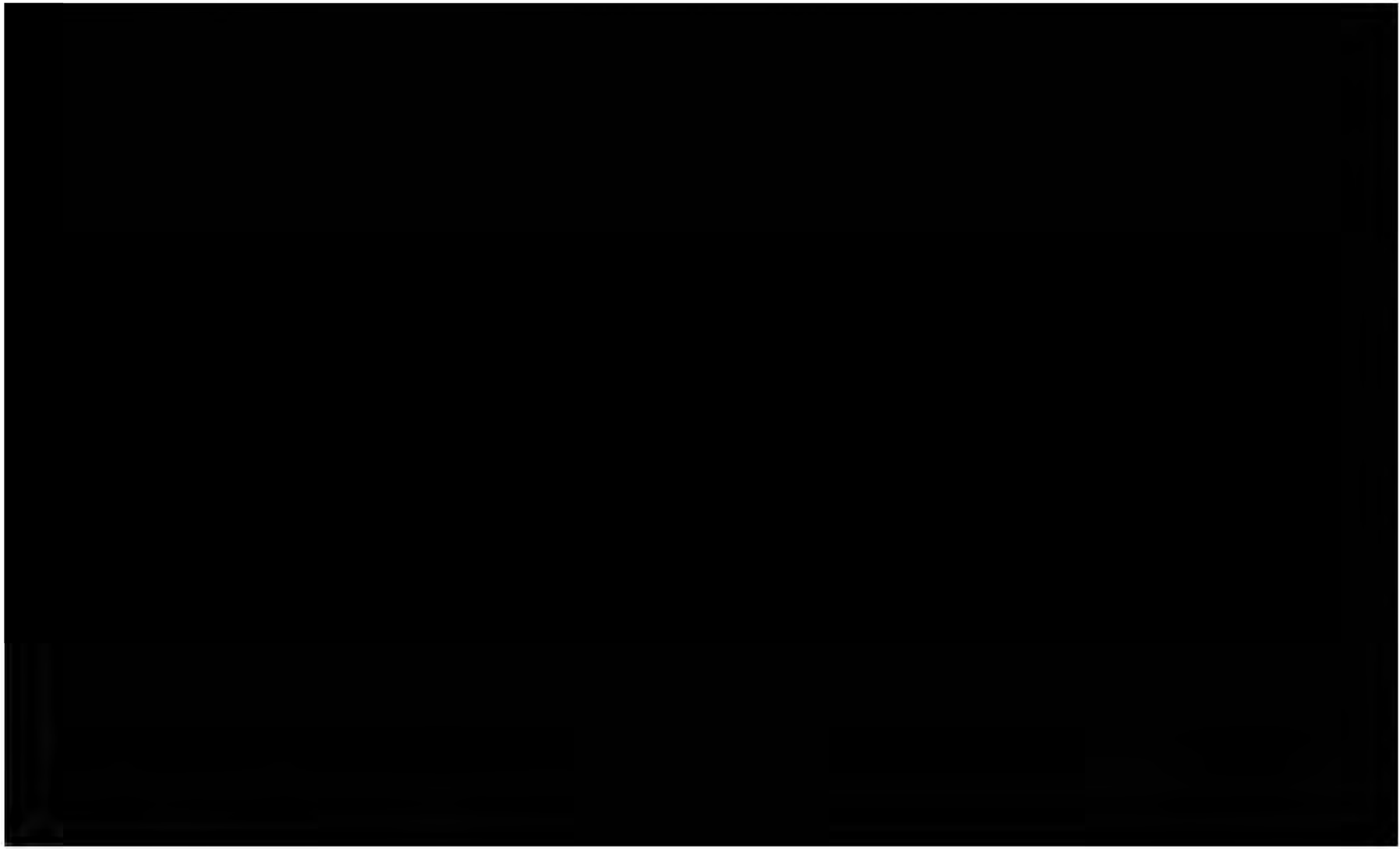


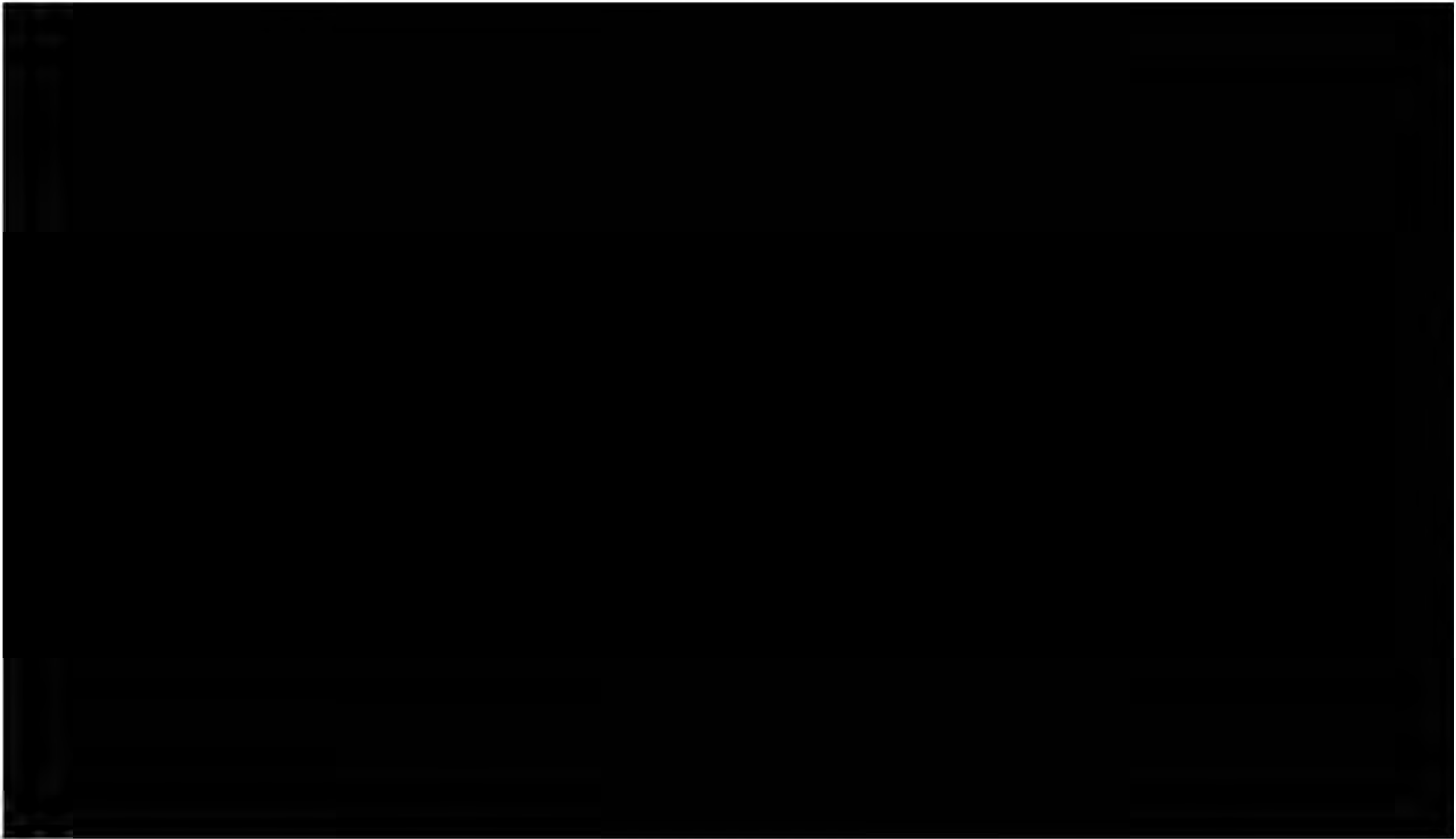
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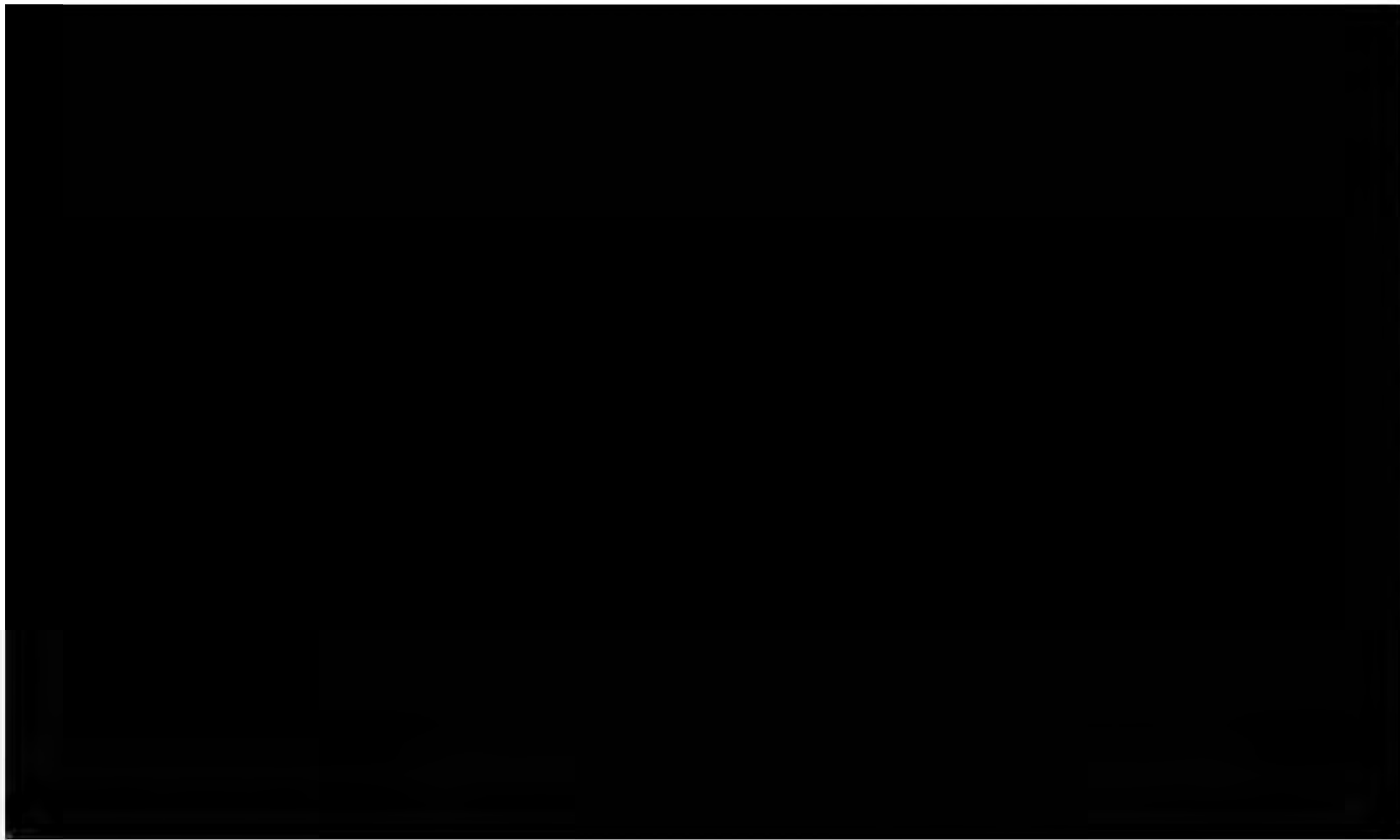
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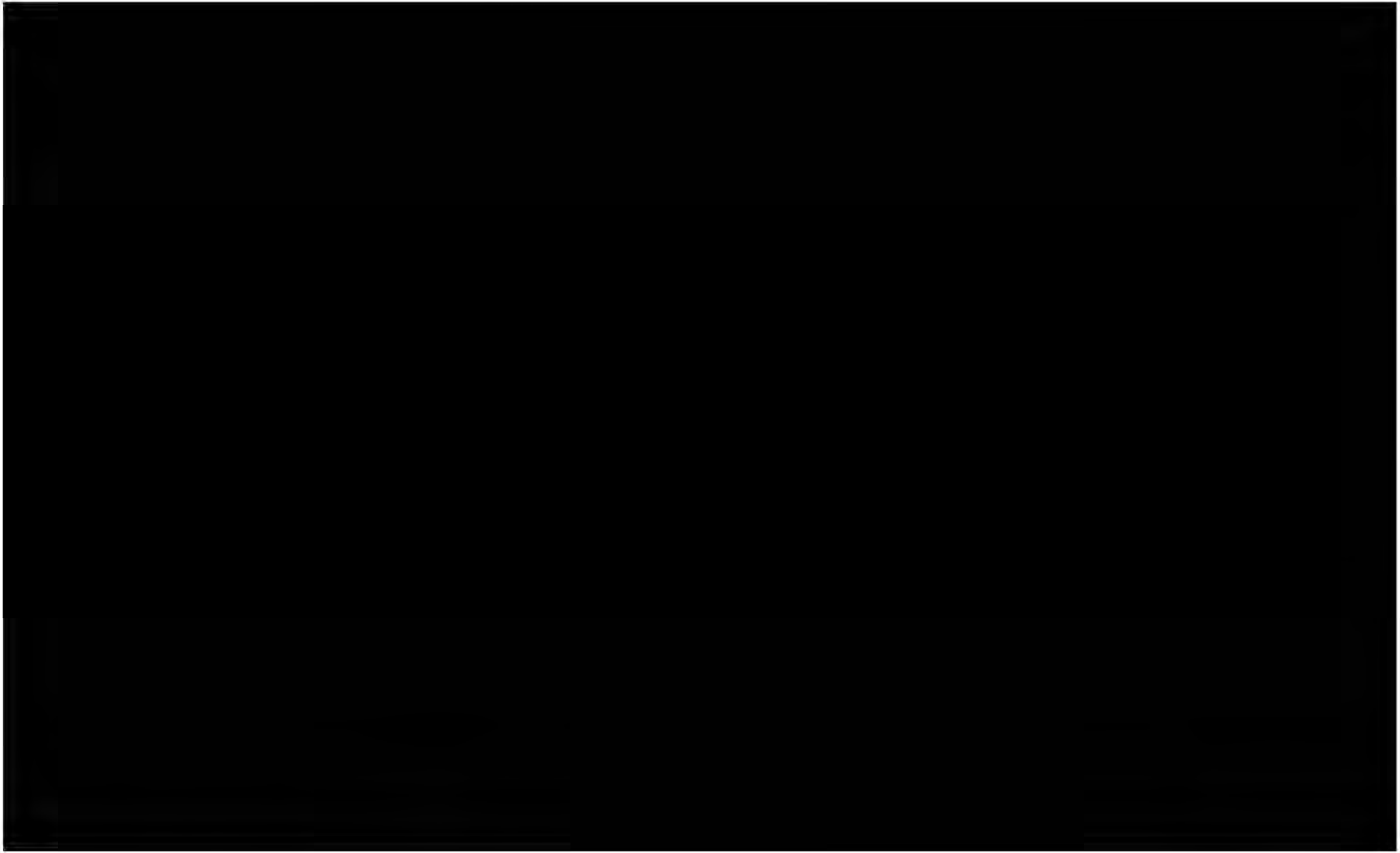


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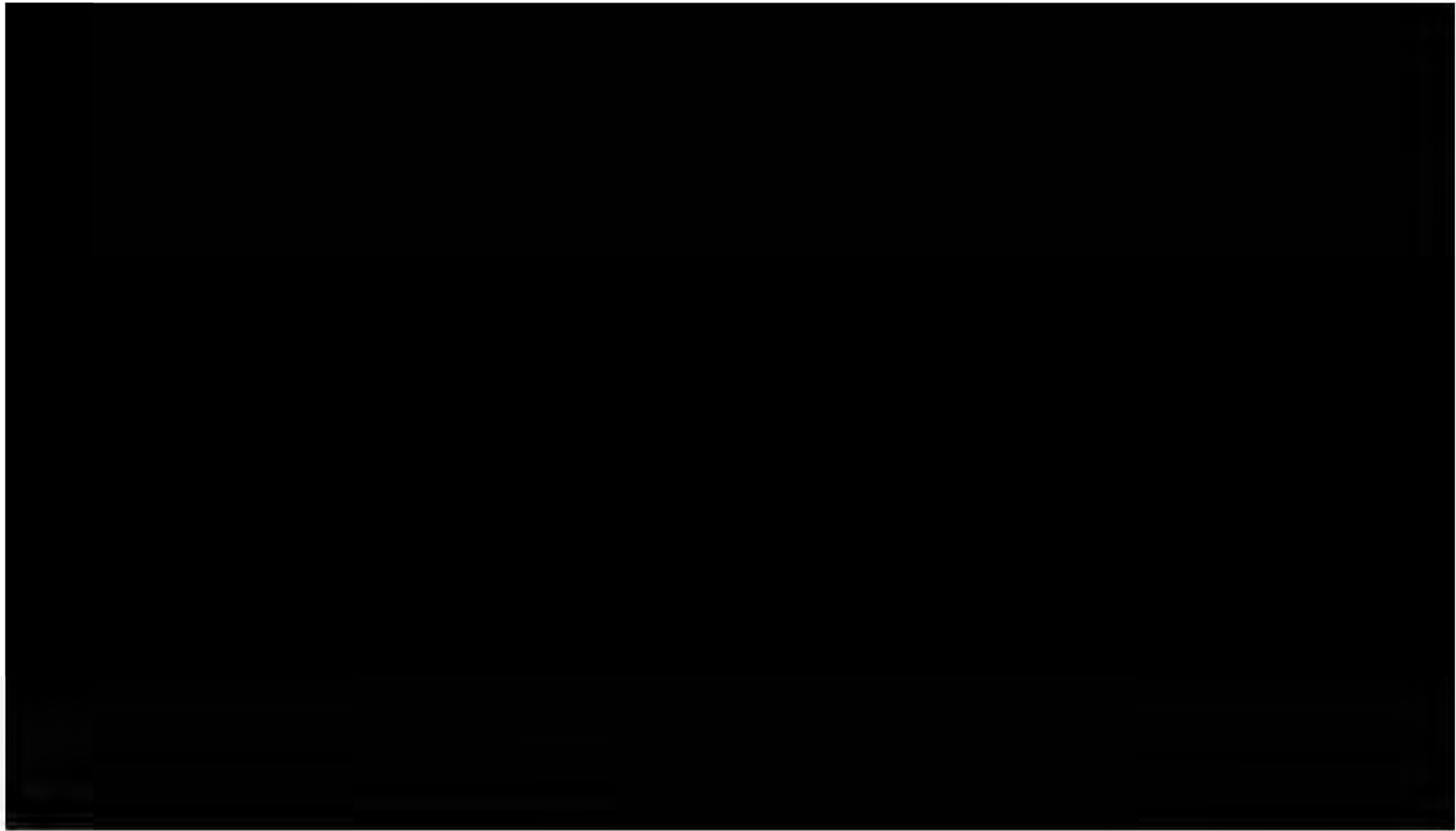


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