

From: [REDACTED] Chris Wilding
To: wade.jones@me.com (owner); [REDACTED] Wade Jones (owner)
TimeStamp: 09/23/19 09:52:12 PM
DateRead: 09/23/19 09:52:24 PM

I think most are pursuing NDC to provide more target offers to either win customer business or generate more loyalty. All of them also want to use it drive down cost and use as leverage with GDSs and travel agencies.

I think third party cost savings is the near term goal, better offers is longer term goal.

I haven't had any airline say to me that they would give up their NDC program if GDSs would just agree to the price they want. All of them really want us to implement their NDC solution. If it was just a bypass strategy this would also be more of a pure cost play

PLAINTIFF EXHIBIT
PX496

[REDACTED]

SABR-LIT-000468376