

Air Macau chooses Datalex

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The new 5-year partnership will see Air Macau become the latest customer for Datalex's China Shopping & Pricing Engine

13 December 2023 - Dublin, Ireland: Datalex plc ("Datalex", the "Company" or the "Group") (Euronext Growth Dublin: DLE), a market leader in digital airline products and software solutions, today announces that it has signed an agreement with Air Macau to drive forward the airline's digital retail strategy.

Air Macau will benefit from Datalex's China Shopping & Pricing Engine, a standalone air shopping and pricing solution tailored to Chinese airlines. The partnership will enable Air Macau to achieve its digital retail ambitions, advance its ecommerce functionality and facilitate a superior shopping experience with more choice, transparency and ease of use.

"Datalex is a proven leading shopping & pricing solution provider," said Air Macau's spokesperson. "This partnership gives Air Macau more content, more control and more opportunity to engage across its digital touchpoints. Air Macau has the ambition to expand international reach with advanced interlining capabilities from Datalex's China Shopping & Pricing Engine and has the desire to present the most relevant, clear and the widest choice of offers and prices to our travellers."

Commenting on the announcement, Chief Revenue Officer of Datalex, Bryan Porter said *"We are delighted to be partnering with Air Macau. Datalex has built a Shopping & Pricing Engine product dedicated to the China market and has significantly invested in the development of our China Shopping & Pricing Engine product to cater to the unique market needs in China and bring greater value to the region. We look forward to being a key enabler of Air Macau's digital transformation strategy."*

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About Datalex

Datalex's purpose is to transform airline retail. Datalex is a market leader in airline retail technology, offering unique products that enable airlines to drive revenue and profit as digital retailers. Datalex has a strong track record of delivering

digital retail transformation for progressive airline brands worldwide. The Group is headquartered in Dublin, Ireland, and maintains offices across Europe, the USA and China. In 2023, Datalex was awarded the 'Great Place to Work®' and 'Best Workplaces in Tech™' certifications. Datalex plc is a publicly listed company, on Euronext Growth, Dublin. Learn more at www.datalex.com

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