

Datalex goes live with easyJet

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Datalex plc

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Dublin, Ireland, 7 December 2023: Datalex plc ("Datalex", the "Company" or the "Group") (Euronext Growth Dublin: DLE), a market leader in digital retail technology focused on the airline market, today announces the go live of its Datalex Merchandiser product with easyJet.

easyJet is set to begin its migration to Datalex Direct and Datalex Dynamic in 2024 to drive next generation retailing and an improved booking experience.

Commenting on the announcement, Chief Revenue Officer of Datalex, Bryan Porter said, *"We are proud to be partnering with easyJet to drive forward the airline's digital retail strategy, supporting high value revenue growth and enhancing the exceptional customer experience for easyJet's customers. The recent go live is a major milestone in our journey, and we look forward to continuing to provide the airline with superior and innovative digital retailing capabilities that will enable them to deliver new, revenue generating and differentiated customer experiences."*

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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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