

# Aer Lingus and Datalex enhanced NDC connection

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## Datalex plc

### Aer Lingus and Datalex welcome enhanced NDC connection

**Dublin, Ireland, 19 September 2024** - 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 enhancement of Datalex's New Distribution Capability (NDC) to Aer Lingus.

Aer Lingus has recently extended its New Distribution Capability (NDC) to trade partners. The enhanced partnerships will ensure that more passengers booking Aer Lingus flights will have access to more options to customise their travel and choose elevated offers. Aer Lingus fare products are now available with a direct connection through Datalex NDC technology.

Datalex' NDC connection will enable customers to choose from the most bespoke and competitive fares when booking Aer Lingus flights. This activation simplifies the booking process, allowing Aer Lingus to build tailor-made holidays, and make changes to their flight itinerary as required.

**Susanne Carberry, Aer Lingus Chief Customer Officer, said:** "Aer Lingus is delighted to expand our New Distribution Capability (NDC).

Our NDC platform provider, Datalex, has played a pivotal role in assisting us in reaching this exciting milestone on our NDC journey. Through NDC, supported by Datalex, Aer Lingus customers can enjoy our best value fares and an enhanced digital experience.

Aer Lingus looks forward to saying "You're Very Welcome" to customers who seek seamless connections between North America and Europe"

**Commenting on the activation, CEO of Datalex, Jonathan Rockett, said:** "We are pleased to announce the integration of our latest NDC solution has gone live. This technical integration marks a significant step forward in our NDC capabilities opening up new revenue opportunities for our airline partners. Additionally, we are thrilled to have extended this capability to Aer Lingus through our Digital Retailing partnership. This development highlights Aer Lingus and Datalex's shared vision and commitment to drive innovation and efficiency in the passenger booking experience."

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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](http://www.datalex.com)

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