

Air Macau goes live with Datalex

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Datalex plc

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Dublin, Ireland, 24 September 2024: Datalex plc ("Datalex", the "Company" or the "Group") (Euronext Growth Dublin: DLE), a market leader in airline e-commerce solutions, announces the go live of its Offer Management solution with partner airline, Air Macau.

As announced in December 2023, Air Macau signed a 5-year partnership with Datalex to leverage Datalex's Offer Management solution, and in particular its shopping and pricing capabilities, to offer more content to its customers, to have greater control and to have more opportunity to engage with its customers across its digital touchpoints.

The announcement follows the activation of our latest shopping & pricing capability with Air China in August. Air Macau, part of the Air China Group, will now benefit from advanced interline capabilities with Air China as they expand their international reach.

Commenting on the announcement, Chief Revenue Officer of Datalex, Bryan Porter said: *"Datalex is delighted to announce the go-live of our Offer Management solution with Air Macau. With a 9-month implementation time, this activation is a testament to our commitment to continue to enhance and tailor our solutions to suit the needs of the Chinese market. We look forward to continuing to empower Air Macau's digital transformation strategy in future phases of the project."*

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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, including Aer Lingus, easyJet, JetBlue, Air China, Edelweiss, Air Transat and Air Macau. The Group is headquartered in Dublin, Ireland, and maintains offices across Europe, the USA and China. In 2024, 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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