

# Datalex launches Stellex

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## Datalex plc

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**Dublin, Ireland, 8 October 2024:** Datalex plc ("Datalex", the "Company" or the "Group") (Euronext Growth Dublin: DLE), a market leader in retail technology focused on the airline market, today announces the name of its Offer & Order Management System, Stellex. The announcement follows the relaunch of Datalex's product capabilities under an Offer & Order product portfolio at the end of September.

Stellex is an innovative and market-leading Offer & Order Management System that enables airlines to boost their revenue, sell more ancillary products, improve conversion, and provide a seamless end-end booking experience. Built for the cloud, Stellex is an evolution of Datalex's platform capabilities and is in use with its airline partners.

**Commenting on the launch of Stellex, Datalex CEO, Jonathan Rockett, said:** *"Today we officially launch, Stellex, as our anchor airline solution. Stellex will combine capabilities that have been honed with our existing airline partners, along with new capabilities that will ensure that airlines can unlock continued and additional growth in the future."*

*The north star is at the centre of Datalex's logo and history. As we launch Stellex, it is important to me that we are ensuring that our core DNA is at the forefront of what we do. We aim to be the world's leading growth platform for airlines as we guide them to a world away from the shackles of legacy technology.*

*The industry is transitioning to a future of Offers and Orders and Datalex has been part of defining this vision since its inception. Datalex is ideally positioned to support airlines with this transition. We have been building offer and order capabilities for decades. Our solutions are in production at scale today with airlines across the world. As such, the launch of Stellex is very much an evolution of what we do at Datalex."*

Stellex has been built holistically and has been designed to be future ready but also legacy compatible. Airlines that use Stellex can ensure that they address legacy challenges using Modern Airline Retail standards, including IATA's Retailing with Offers and Delivering with Orders capabilities.

For more information about Stellex, visit [www.datalex.com/our-solutions](http://www.datalex.com/our-solutions)

**ENDS**

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#### About Datalex

Datalex is a market leader in airline retail technology, offering unique products that enable airlines to drive growth. 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 2024,

Datalex was awarded the 'Great Place to Work®' 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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