

Datalex renews 3-year deal with Air China

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DATALEX PLC

Datalex renews 3-year deal with Air China amid strong recovery in demand

Dublin, Ireland - 13 April 2023: Datalex plc ("Datalex", the "Company" or the "Group") (Euronext Growth Dublin: DLE, a market leader in digital airline retail products and software solutions, announces today a three-year renewal deal with Air China, a key strategic customer, further bolstering its position in the large Chinese market and wider APAC region.

3-YEAR RENEWAL WITH AIR CHINA

Datalex is pleased to announce a renewed partnership with Air China, the flag carrier of the People's Republic of China, for a further three years. As part of the renewal, Air China will migrate to the latest version of Datalex's China Shopping and Pricing product, which brings greater efficiencies to the airline such as improved speed to market of new features and releases. As well as achieving ongoing cost and time savings from operational efficiencies, this future-proofed product provides Air China with greater tactical flexibility and a faster market reaction time, and more choice for the airline's customers. Migrating to the latest product version also means that Air China can leverage digital retail product capabilities in line with the pace of its digital transformation strategy and the market recovery in China.

GROWTH OPPORTUNITY FOR AIRLINES IN APAC THROUGH DIGITAL TRANSFORMATION AS REGION CONTINUES TO RECOVER

Datalex is also releasing new market insights that signal a much-anticipated recovery in Chinese aviation activity. New data from Datalex signals a much-anticipated recovery in Chinese aviation activity and increased demand for its digital transformation products and expertise. Figures recorded by Datalex through customers using its airline software in the Chinese market show a material increase in demand in the first three months of this year with March transaction volumes reaching 43% of 2019 figures. Further positive market indications pointing to a steady recovery were also seen with monthly transaction volumes trending upwards. Datalex's figures show a month on month increase in transaction volumes of 26% in March 2023, compared to February 2023.

A material increase in booking volumes recorded by Datalex in China represents a significant shift in the recovery prospects for the aviation sector in the region, following an extended period of suppressed activity. The trends shown by Datalex are also in line with indications of a wider regional recovery as the number of people entering and leaving China exceeded one million in a single day for the first time since 2020, according to the Chinese National Immigration Administration.

Commenting on the renewal with Air China and general positive market indications from the Chinese aviation sector, Datalex CEO, Sean Corkery said: "Our data indicates that the recovery of air travel in China is well and truly underway, and we remain hugely optimistic for the potential for our partners in the APAC region. These positive indications of continued recovery coincide with an extension of our long partnership with our valued customer Air China for another three years. We look forward to being a key enabler of Air China's digital transformation strategy as we work together to future-proof Air China's digital retailing capabilities. We have invested significantly in the development of the Datalex China Shopping and Pricing Engine product to cater for the unique market needs in China, bringing greater value and commitment to the region."

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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, China and Australia.

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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