

Datalex^{*}



2014 RESULTS

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FORWARD LOOKING STATEMENTS

Some statements in this presentation are forward looking. They represent expectations for Datalex's business and involve risks and uncertainties. Datalex has based these forward-looking statements on current expectations and projections about future events. Datalex believes that expectations and assumptions with respect to these forward-looking statements are reasonable. However, because they involve known and unknown risks, uncertainties and other factors, which are in some cases beyond Datalex's control, actual results or performance may differ materially from those expressed or implied by such forward-looking statements.



Datalex

At a Glance

Digital Commerce Platform



Market leader in Digital Commerce driving revenue and loyalty for Global Travel Retailers

Proven track record of growth and profitability

Enabling a digital travel marketplace for over 1 billion shoppers worldwide

Clear strategy to increase shareholder value

A STRATEGIC ASSET FOR TRAVEL RETAILERS





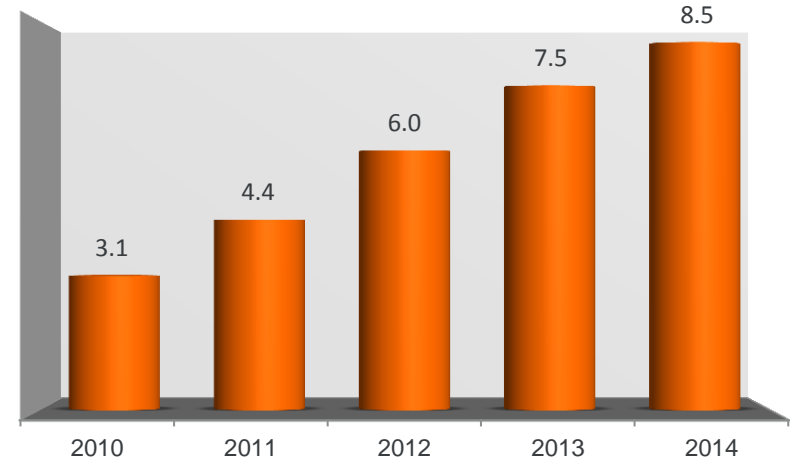
Datalex

2014 Highlights

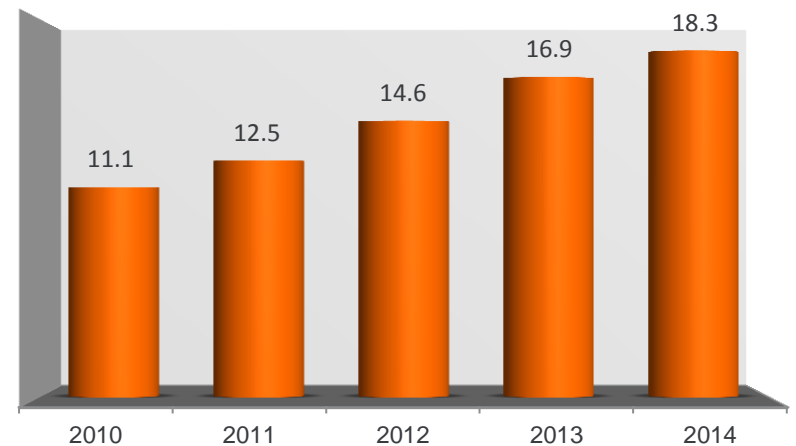
Enabling a Digital Marketplace for Global Travel Retailers

- 12% increase in Adjusted EBITDA to US\$8.5m
- 9% increase in cash reserves to US\$18.3m
- 66% increase in Basic EPS to 3.71 US cents
- 50% increase in proposed dividend to three US cents per share
- 6 New Customer acquisitions in Europe, The Americas and China.
- 4 go-lives on Digital Commerce Platform
- Increased market reach and scale: Beijing office opened giving Datalex a local presence in the strategically important Chinese market

Adjusted EBITDA (US\$m)



Cash (US\$m)



2014 NEW CUSTOMERS





“We look at the investment which we have made in our partnership with Datalex to be significant... to create retail merchandising capability which is greatly superior to what we have today”

Robin Hayes
CEO
JetBlue

“As a key component in our digital and retailing strategy, Brussels Airlines has selected the Datalex Platform to power our future Internet retail website”

Xavier Lagardère
VP - Online Retail
& Distribution
Brussels Airlines

jetBlue



>\$200M

Annual Incremental
Operating Income

*JetBlue Investor Day, 14/11/14

Robin Hayes
CEO
JetBlue

42%

Increased Conversion Rates
for B2C*

* Case Study, 2014

Xavier Lagardère
VP - Online Retail
& Distribution
Brussels Airlines



Growth Strategy

Extend Product and Market Reach



Global B2C eCommerce sales were forecast to reach US\$1.5 trillion in 2014. Digital travel sales are estimated to make up approximately 30% of all ecommerce sales.¹



The Digital Consumer: The Millennial travel spend in projected to reach nearly 50 percent of the total travel spend by 2020², eclipsing boomers in their spending power.



Mobility: 2014 is the first year that there are more connected devices than people on earth. By 2017 over 30% of online travel bookings by value will be made on mobile devices.³



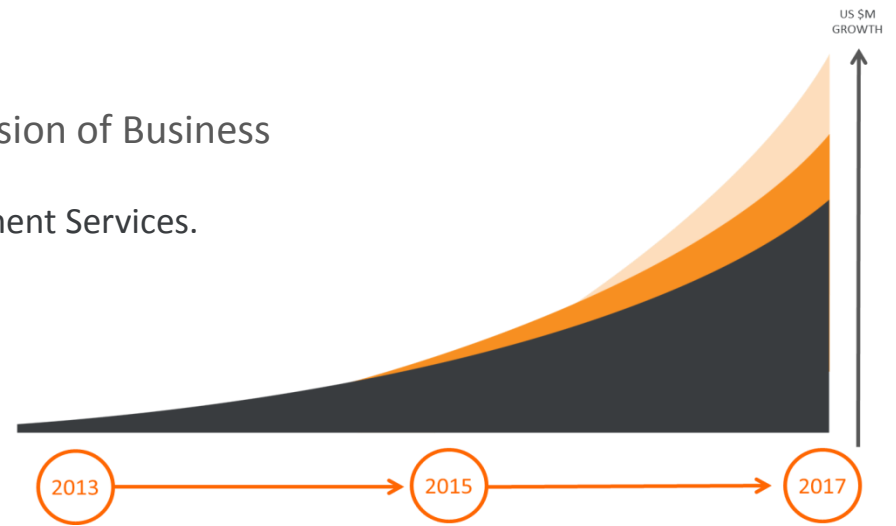
Growth in Air Travel: IATA 20-year passenger growth forecast, projects that passenger numbers are expected to reach 4 billion in 2015 and 7.3 billion by 2034. **China** will overtake the United States as the world's largest passenger market by 2030.⁴

NOTE:

1. eMarketer, 2013
2. Boston Consulting, 2013
3. Euromonitor, 2014
4. IATA Forecast, 2014

IATA expect a global net profit of \$18 billion on revenues of \$746 billion, that's a net profit margin of just 2.4% or less than \$6 per passenger. The return on invested capital is 5.4% - still far from the 7-8% expected by investors. A key lever to increase ROIC has been the retail strategy for multiple products and services.

-  **Horizon 1: Organic Growth**
Leverage investment in product to increase airline customer base.
-  **Horizon 2: Vertical & Horizontal Growth**
Leverage investment in product to extend market reach through value add partnerships.
e.g. agency, hospitality sectors.
-  **Horizon 3: Investment Opportunities for Expansion of Business**
Expansion into new lines of business, e.g. Data, Payment Services.





New customer acquisition and customer development

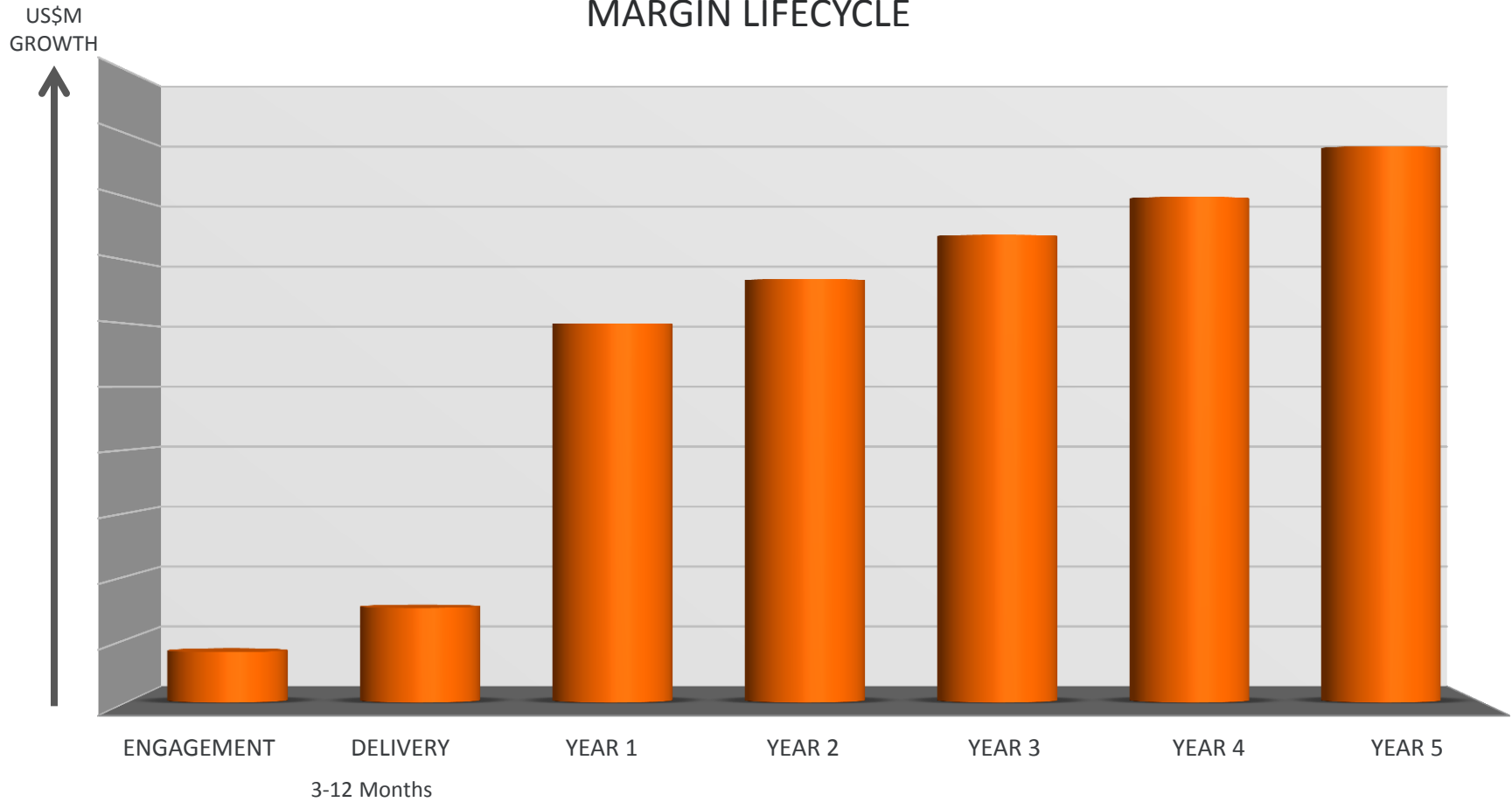


Product investment and Innovation in Digital Commerce, Payments and BIG Data



Strategic partnerships that enhance and leverage the Digital Commerce Platform as a unique strategic asset

MARGIN LIFECYCLE





ONLINE



MOBILE



KIOSK



ON BOARD



AGENT / CALL CENTRE

Datalex

Omni Channel Commerce Platform

1

PRICING

2

SHOPPING

3

BIG DATA

4

PAYMENTS

CONTROL THE OFFER

UNLOCK REVENUE AND
LOYALTY

ONE SINGLE VIEW OF
CUSTOMER

COMPLETE THE TRANSACTION

5

SCALE, CONTROL AND OWNERSHIP - ECOSYSTEM

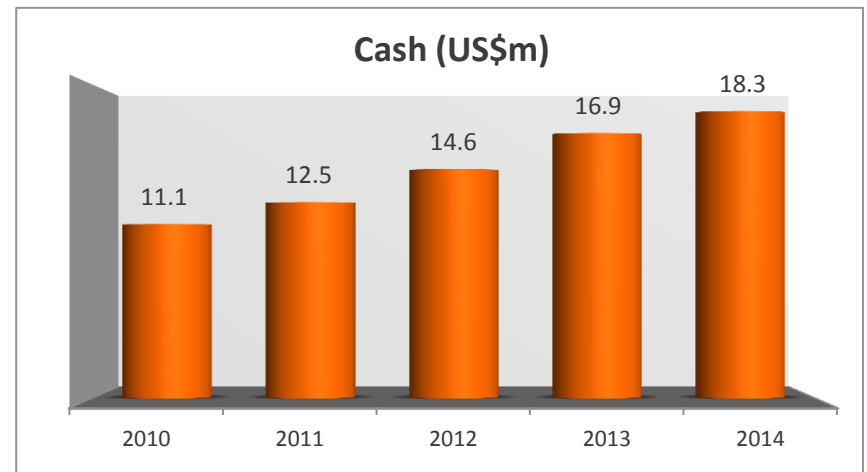
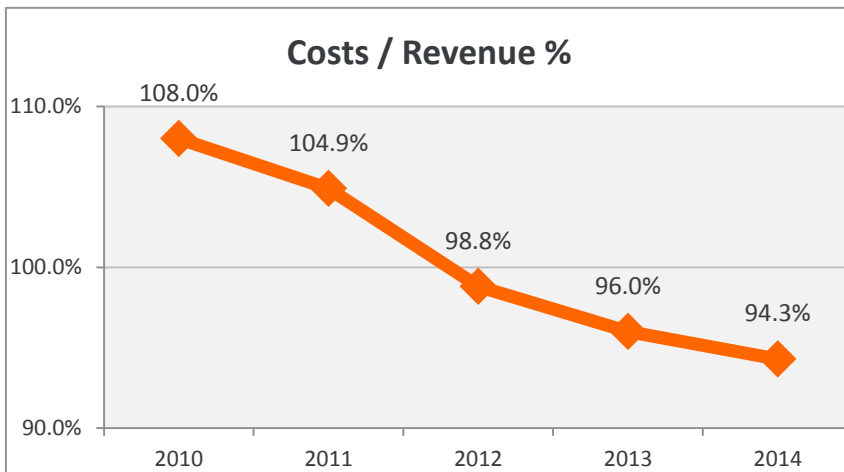
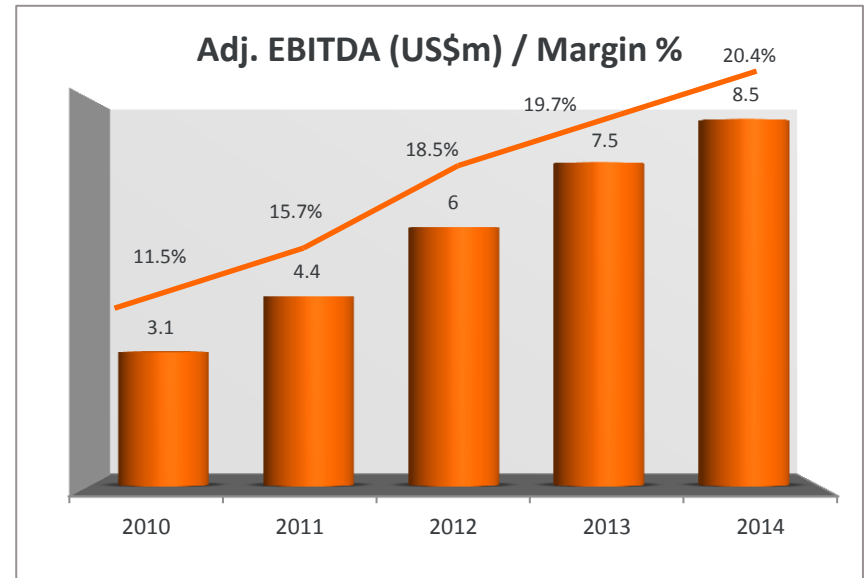
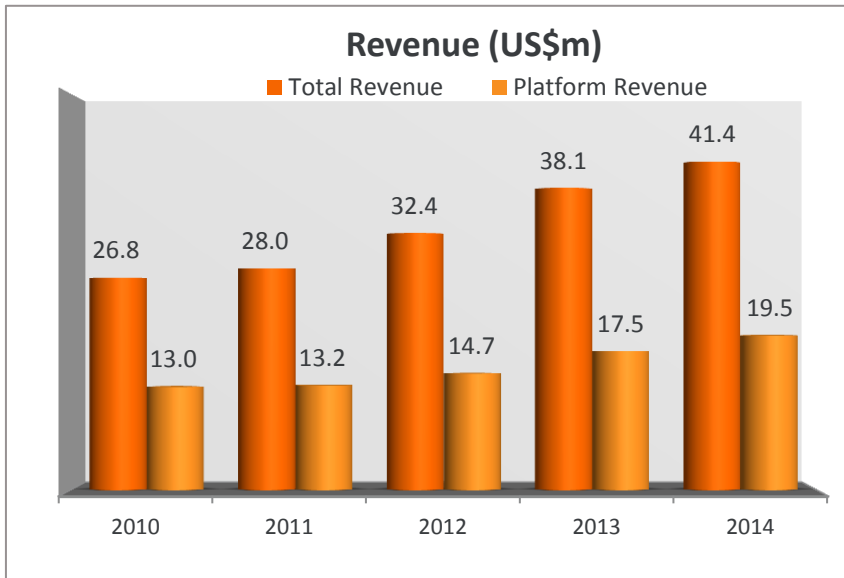


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Financials

Performance & Growth

5 YEAR FINANCIAL REVIEW



| US\$M | FY '14 | FY '13 | FY '12 |
|--------------------|--------|--------|--------|
| Total Revenue | 41.4 | 38.1 | 32.4 |
| Platform Revenue | 19.5 | 17.5 | 14.7 |
| Total Costs | 39.0 | 36.6 | 32.0 |
| Net Amortised Dev. | (1.0) | 1.2 | 1.0 |
| Adjusted EBITDA | 8.5 | 7.5 | 6.0 |
| Profit after tax | 2.7 | 1.6 | 1.1 |
| Basic EPS - cents | 3.71 | 2.24 | 1.59 |

- Platform Revenue growth of 11%
- Scaling the business to deploy new customers
- 12% growth in Adjusted EBITDA
- 69% increase in Profit After Tax to US\$2.7m
- 66% growth in Basic EPS to 3.71 US cents

Continued growth in Platform Revenue, Adjusted EBITDA and Customers

| US\$M | FY'14 | FY'13 | FY'12 |
|--------------------------------|-------|-------|-------|
| Total Assets | 46.7 | 42.6 | 39.0 |
| Receivables | 11.3 | 10.8 | 7.9 |
| Total Equity | 35.5 | 33.9 | 31.0 |
| Total Liabilities | 11.1 | 8.7 | 8.0 |
| Net Working Capital | 19.2 | 19.3 | 15.2 |
| Cash | 18.3 | 16.9 | 14.6 |
| Cash Generated from Operations | 9.6 | 6.0 | 6.7 |
| Intangible Assets | 14.0 | 12.4 | 13.8 |

- Working Capital consistent with growth in new customers and deployments
- US\$46M invested in product platform to date
- Business remains highly cash generative
- 50% increase in dividend
- 60% increase in cash generated from operations to US\$9.6m

Strong Balance Sheet offers flexibility



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Summary & Outlook

A Market Leader in Digital Commerce for Travel

- 12% increase in Adjusted EBITDA to US\$8.5m
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- 6 New Customer acquisitions in Europe, The Americas and China.
- 4 go-lives on Digital Commerce Platform
- Increased market reach and scale: Beijing office opened giving Datalex a local presence in the strategically important Chinese market
- **Guiding 20-25% Growth in Adjusted EBITDA for 2015**



Appendices

Corporate Information



Aidan Brogan
CEO



David Kennedy
Finance Director



Ornagh Hoban
VP – Marketing &
Strategy



Alan Dunne
CTO



Dominic Clarke
SVP - Sales



Dan O'Brien
COO



Karen O'Mahony
VP – Delivery & Org.
Change



Gianni Cataldo
GM - Americas



Malachi Faughnan
CIO

Team with over
150 years
executive experience in
travel ecommerce,
technology, infrastructure
and retail markets.

Contacts



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EVENT

DATE

AGM & Q1 IMS

May 2015

Interim Results

August 2015

Q3 IMS

November 2015

LISTING PARTICULARS

| | |
|----------------------|----------------------|
| Exchange | Irish Stock Exchange |
| Ticker | ISE:DLE |
| Issued Share Capital | 74.8m |

LARGEST SHAREHOLDERS

| | |
|----------------------------------|--------|
| IIU Nominees Limited | 27.62% |
| Pageant Holdings Limited | 10.72% |
| Kabouter Management LLC. | 4.37% |
| Farringdon Capital Management SA | 4.28% |
| Paschal Taggart (Chairman) | 3.60% |

ANALYST COVERAGE

| | |
|----------------------------|--|
| Goodbody | Jack Diskin Jack.w.diskin@goodbody.ie |
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Q&A