

H1 2016 RESULTS

Continued Expansion in Market Opportunity and Growth

Datalex
You get a better view of people from here.



Datalex's market opportunity continues to expand. Demand for our Digital Commerce Platform continues to grow and our customers continue to use our platform as a primary system for customer engagement. Our priority is to scale the organisation and platform to execute on this opportunity which will deliver value to our shareholders.



At a Glance

H1 Key Performance Metrics

Market Dynamics

Strategic Pillars:

Customer Success

Partner Success

Product Success

People Success

H1 Financial Performance

Summary & Outlook

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.

At a Glance

\$20 Billion

Revenue transacted by global retailers through the Datalex Commerce Platform



\$200 Million

Incremental annual operating income forecasted by JetBlue Airways - directly related to Datalex Commerce Platform

>1 Billion

Shoppers use the Datalex Commerce Platform annually to shop for their travel needs

>50 Global Brands

Commerce solutions that are as agile and flexible as the demands of the digital traveller

H1 KEY PERFORMANCE METRICS

Double Digit Growth in Revenue, Adjusted EBITDA and Cash Generation

H1 Highlights



Performance

DOUBLE-DIGIT GROWTH
across all key metrics



Opportunity

LUFTHANSA GROUP
Europe's Largest Airline Group



Growth

Investing to **SCALE** global teams
and **API First** delivery model



Product
Reach

IBM WATSON Agreement – Industry
first commerce and cognitive solution



Market
Reach

5TH CHINESE AIRLINE live and
NEUSOFT Agreement

H1 Key Performance Measures

TOTAL REVENUE

(17%)



PLATFORM REVENUE

(+11%)



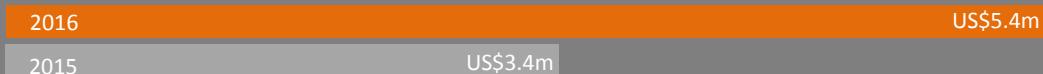
ADJUSTED EBITDA

(+22%)



CASH GENERATED FROM OPERATIONS

(+57%)

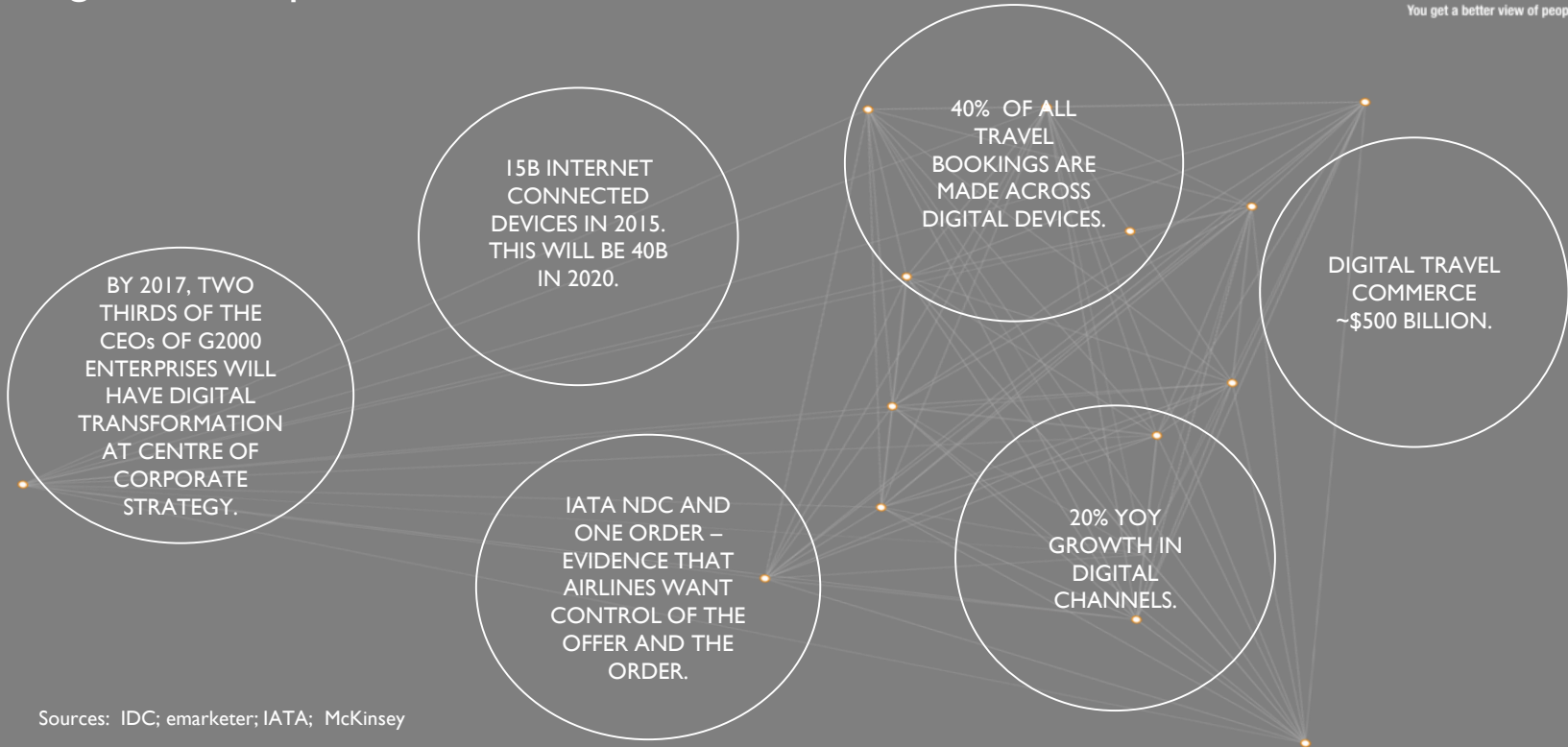




MARKET DYNAMICS

A Large & Growing Market Opportunity

Digital Marketplace



Sources: IDC; emarketer; IATA; McKinsey

Digital Commerce for Travel Retail



Digital Commerce Landscape



Proprietary and
Provider driven PSS
systems

PSS

- Amadeus
- Sabre
- Travelsky
- Inhouse PSS



Component
Offerings which
support a digital
commerce platform

**Commerce
Components**

- PROS
- Travelport/MTT
- Farelogix
- Vayant
- Google/ITA



Market leading
digital commerce
platforms built for
horizontal markets

Digital Commerce

- IBM
- Oracle
- SAP/Hybris



Market leading
Digital Commerce
built for travel
vertical

**Digital Travel
Commerce**

- Datalex

H1 CUSTOMER SUCCESS

Confirms Market Leader Position and Growth Opportunity



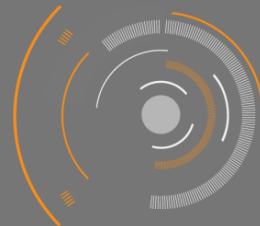
Customer Acquisition

Building upon our existing customer relationships with Swiss International Air Lines and Brussels Airlines, we have now extended our relationship across the Lufthansa Group, Europe's largest group of airlines.

Confirms market-leading position of our technology, and the growing investment in digital transformation by major carriers.

August 2016

Lufthansa Group



Customer Development

“Digital is core to our future and Datalex is a key partner in this, enabling Brussels Airlines to deliver value quickly and further improve the customer experience by delivering innovative and tailored solutions to our guests.”

Simon Lamkin
CIO, Brussels Airlines
July 2016



Customer Satisfaction

“Copa Airlines is delighted to announce an extension of its partnership with Datalex. The Datalex Digital Commerce Platform provides an efficient and profitable digital experience and we know that our customers will benefit greatly.”

Dennis Cary
SVP Commercial, Copa Airlines
August 2016



H1 PARTNER SUCCESS

Extends Market and Product Reach



IBM

Agreement to collaborate globally with IBM in the development and delivery of travel retail solutions.

This collaboration will leverage the Datalex Digital Commerce Platform and IBM's Watson and Cloud Services.

May 2016



Neusoft

Agreement with Neusoft Corporation, the largest IT solutions and services provider in China. This collaboration will scale our development and delivery of solutions to the Chinese travel market.

April 2016



Apigee

Agreement with Apigee to deliver integrated best of breed API management tools to our customers and their partners.

June 2016

The Apigee logo, featuring the word "apigee" in a lowercase, sans-serif font. The "a" is red, and the rest of the letters are black. It is set against a white rectangular background.

H1 PRODUCT SUCCESS

Setting the Standard in Digital Travel Commerce

Offer Management - Dynamic Pricing and Merchandising

“Air Transat uses the Datalex Digital Commerce Platform to unify our presence across all global markets allowing us to match our product and service to consumers’ evolving expectations and to enhance their travel experience.”

Bamba Sissoko
Vice President Information Systems, Air Transat
August 2016



Order Management – One Single View of Customer

“We continue to extend our Datalex partnership; actively collaborating on our digital retail strategy, driving improved channel differentiation and merchandised product revenues.”

Keith Butler
CCO, Aer Lingus
June 2016



Omni Channel – Connecting the Call Centre

“JetBlue’s FlyBuy tool (Datalex Call Centre Application) allows our crewmembers to be less transactional and more focused on the customer’s needs.”

Alisha Richardson
Manager Applications & Technology, JetBlue Airways
July 2016



H1 PEOPLE SUCCESS

Investing to Scale our Global Team

People Success

We will create 200 jobs across global divisions over the next 18 months. To date in 2016, we have already added almost 70 positions, expanding our teams globally and extending our leadership capabilities.

June 2016



H1 FINANCIAL PERFORMANCE

Double Digit Growth in Revenue, Adjusted EBITDA and Cash Generation



Income Statement

US\$M	HY 2016	HY 2015	%
Total Revenue	24.4	20.8	17%
Platform Revenue	11.8	10.6	11%
Services Revenue	11.5	9.0	27%
Total Operating Costs	23.0	20.6	12%
Net Capitalized Development	1.9	0.2	738%
Profit After Tax	1.3	0.3	386%
Adjusted EBITDA	4.6	3.8	22%
Basic EPS - cents	1.80	0.77	134%

- ✓ Platform revenue - Growth & Visibility
- ✓ Recurring services revenue
- ✓ Flexible operating cost model
- ✓ Investment to scale the business
- ✓ Cash generation – Operating Leverage



Balance Sheet

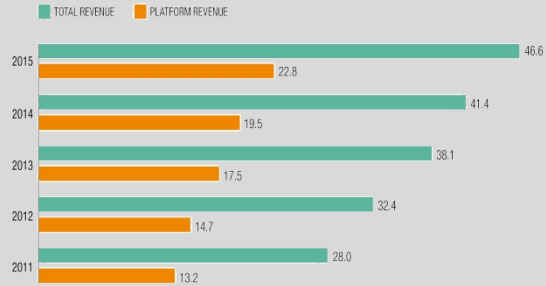
US\$M	HY 2016	HY 2015
Total Assets	54.9	45.0
Receivables	15.0	12.0
Total Equity	38.3	34.0
Total Liabilities	16.6	10.9
Net Working Capital	17.0	17.3
Cash and Short Term Investments	18.0	16.2
Net Cash Generated from Operations	5.4	3.4
Intangible Assets	17.4	14.0

- ✓ Focus on working capital management
- ✓ Cash
 - Product Investment
 - 33% Increase in dividend paid
 - Growth in Cash reserves



Track Record

Revenue (US\$M)

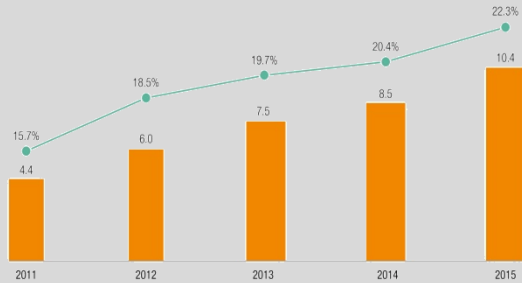


Costs/Revenue (%)

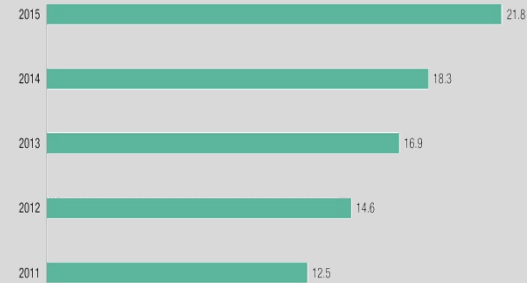


* Operating costs include cost of sales, selling and marketing costs, administrative expenses and other (losses)/gains.

Adjusted EBITDA (US\$M), Adjusted EBITDA Margin(%)

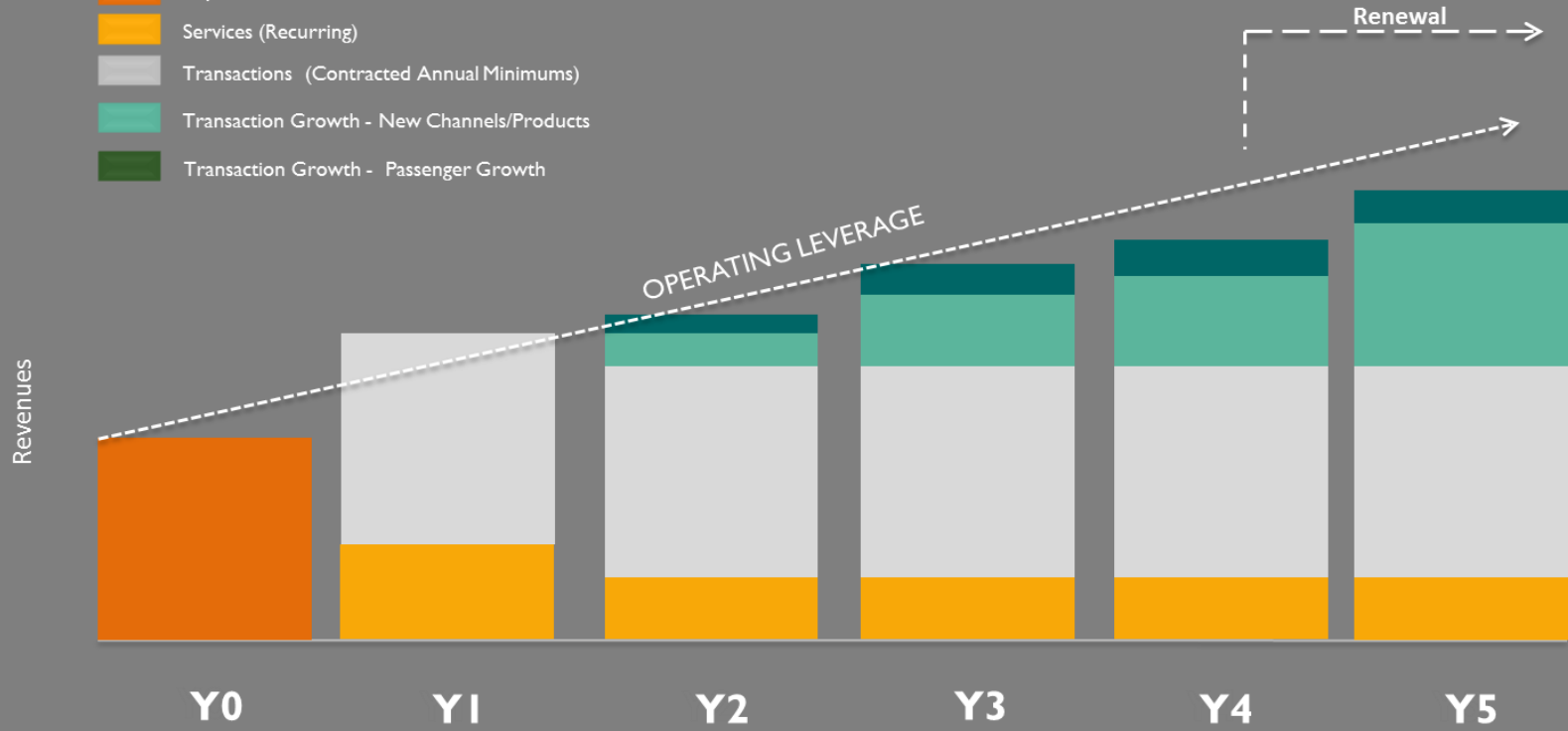


Cash and Short Term Investments (US\$M)



Powerful Commercial Model

- Implementation
- Services (Recurring)
- Transactions (Contracted Annual Minimums)
- Transaction Growth - New Channels/Products
- Transaction Growth - Passenger Growth



SUMMARY AND OUTLOOK

Continued Performance, Visibility and Growth

Datalex^{*}

You get a better view of people from here.



Growth

- ✓ Proven Track Record
- ✓ Global Customer Base
- ✓ Business Critical System
- ✓ Land & Expand Potential

Visibility

- ✓ Recurring Revenue Model
- ✓ 5 Year Contracts
- ✓ Cash Flow Profile
- ✓ Adjusted EBITDA Growth

Scale

- ✓ Addressable Market
- ✓ Market Leader Position
- ✓ Investing in People & Product
- ✓ Partner Ecosystem

Guiding 15-20% in Adjusted EBITDA Growth for 2016



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LISTING PARTICULARS

EXCHANGE	Irish Stock Exchange
TICKER	ISE:DLE
ISSUED SHARE CAPITAL	75.5m

LARGEST SHAREHOLDERS

IJU NOMINEES LIMITED	27.3%
PAGEANT HOLDINGS LIMITED	11.3%
KABOUTER MANAGEMENT LLC.	6.1%
PASCHAL TAGGART (CHAIRMAN)	3.4%

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