

Datalex

RESULTS

2015





At a Glance

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Summary & Outlook

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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.



AT A GLANCE

OUR COMMERCE PLATFORM ENABLES A TRAVEL MARKETPLACE OF OVER ONE BILLION SHOPPERS COVERING EVERY CORNER OF THE GLOBE, DRIVEN BY SOME OF THE WORLD'S MOST INNOVATIVE AIRLINE RETAIL BRANDS

\$20 Billion

Revenue transacted by global retailers through the Datalex Commerce Platform

>1 Billion

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

>50

Global brand customers and partner providers leverage the Datalex Commerce Platform

\$50 Million

Invested to date in product innovation

\$200 Million

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

150 Years

Software and travel technology expertise in the Datalex leadership team







2015 HIGHLIGHTS

DOUBLE-DIGIT GROWTH IN REVENUE, ADJUSTED EBITDA AND CASH; CONTINUED INVESTMENT TO SCALE THE BUSINESS



FINANCIAL HIGHLIGHTS

PLATFORM REVENUE

+17% to US\$22.8m



PROFIT AFTER TAX

+55% to US\$4.2m



ADJUSTED EBITDA

+23% sixth consecutive year of double digit growth



CASH

+19% +36% US\$13.0m generated from operations in 2015.
Cash reserves up 19% to US\$21.8m



OPERATIONAL HIGHLIGHTS



GO LIVES AT NEW CUSTOMERS:

- ✓ JetBlue Airways
- ✓ Edelweiss Air (Lufthansa Group)
- ✓ Beibu Gulf Air (Hainan Group)



PRODUCT INVESTMENT:

- ✓ Dynamic Pricing
- ✓ BIG Data
- ✓ Payments
- ✓ API First



SCALING FOR GROWTH:

- ✓ Global expert resources
- ✓ Localisation partner in China
- ✓ People Success



CUSTOMER SUCCESS:

- ✓ Philippine Airlines
- ✓ Aer Lingus
- ✓ Air China
- ✓ Brussels Airlines



BUSINESS MODEL & STRATEGY

DATALEX HAS A LARGE AND GROWING MARKET OPPORTUNITY ENABLED BY A MARKET LEADING COMMERCE SUITE, A GLOBAL CUSTOMER BASE AND A POWERFUL COMMERCIAL MODEL

Holly & Tom

Architecture | Media Student
18-25 young couple, smartphone, social media,
travel twice each year.



"We want to go off the beaten path, meet new people and share our adventures"

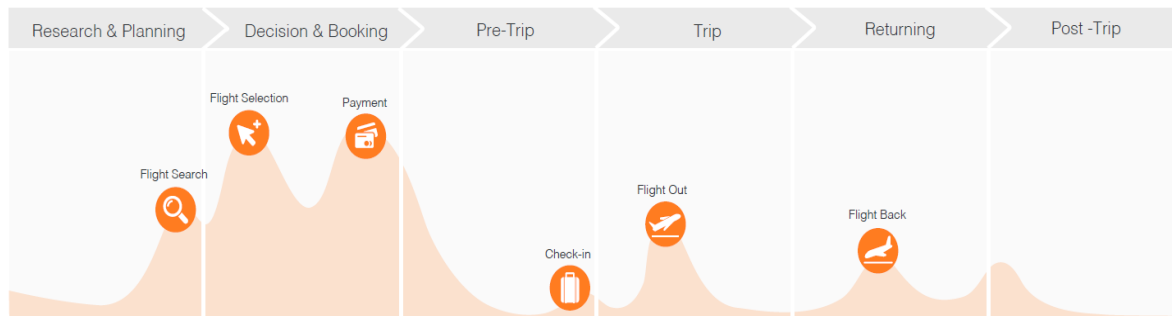
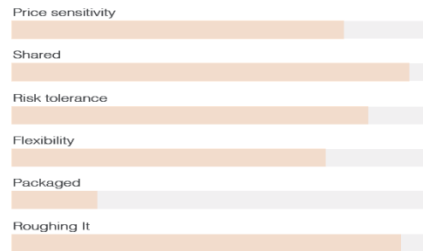
Brand Affinity



Devices



Travel Drivers



MARKET LANDSCAPE



Proprietary and Provider driven PSS Systems

PSS



Component Offerings which support a Digital Commerce Platform

Commerce Components



Market leading Digital Commerce Platforms built for horizontal markets.

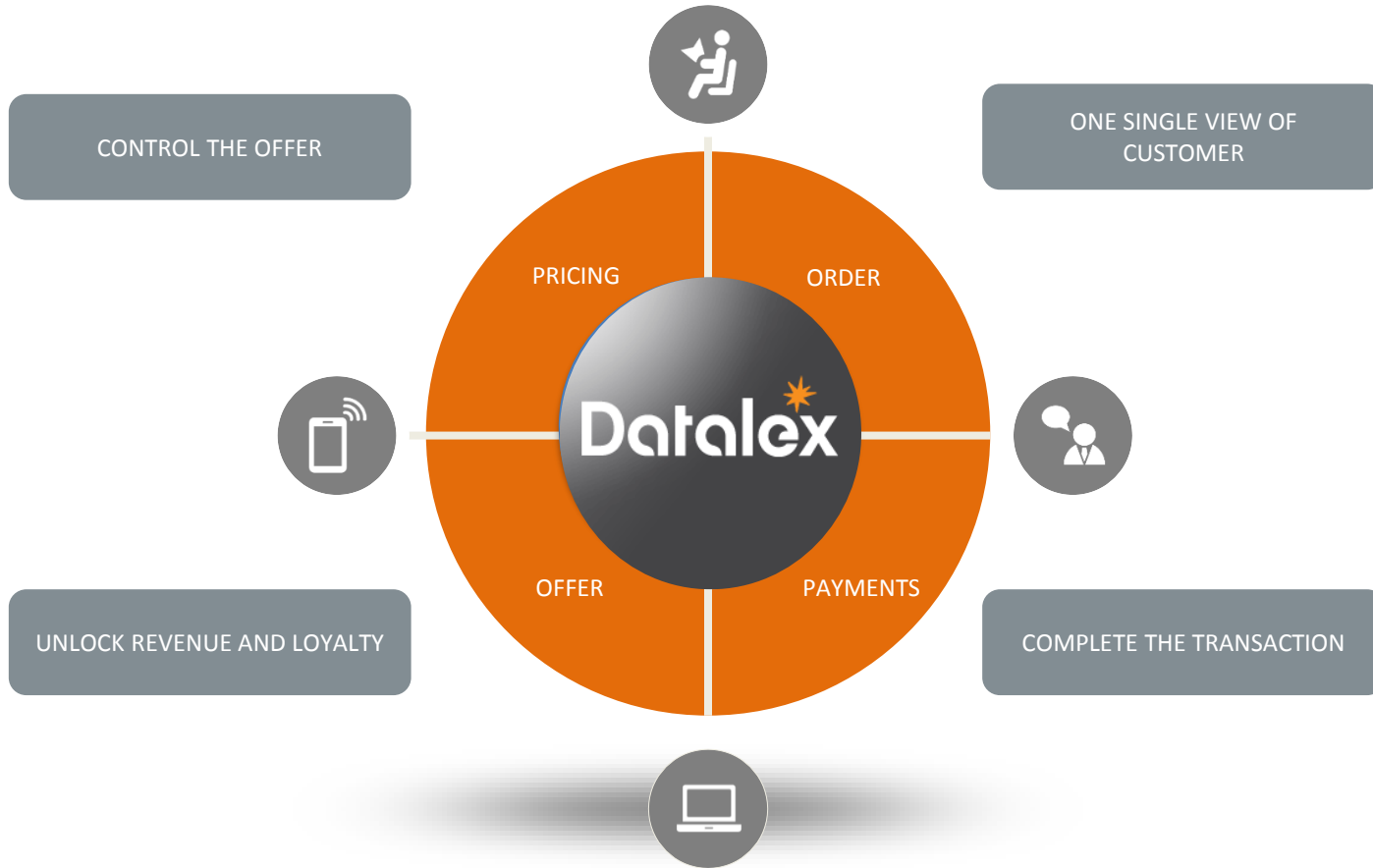
Digital Commerce



Market leading Digital Commerce built for Travel Vertical

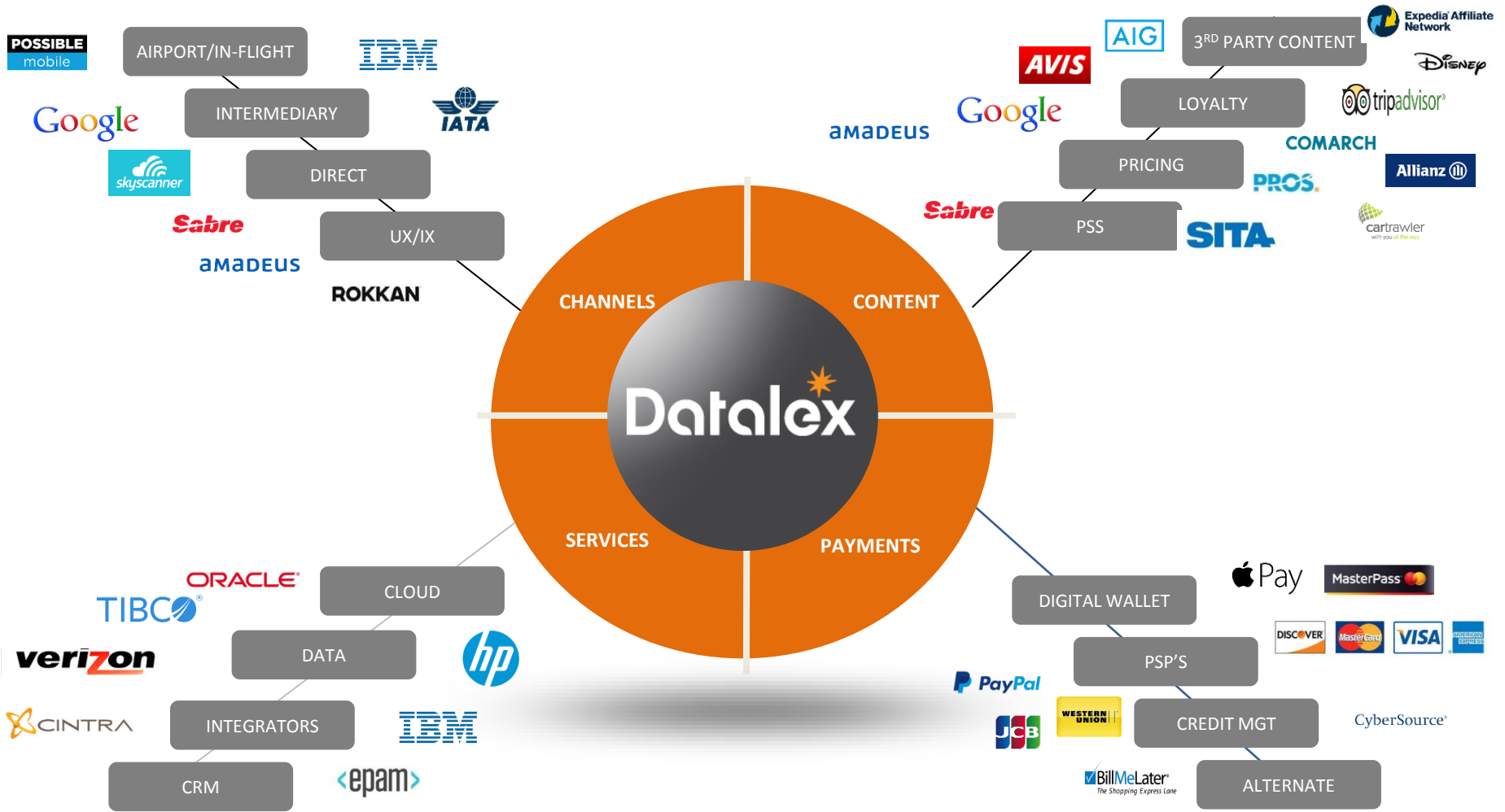
Digital Travel Commerce





A UNIQUE STRATEGIC ASSET FOR AIRLINES

DIGITAL ENTERPRISE ECOSYSTEM



HUB OF A DIGITAL ENTERPRISE

CUSTOMER SUCCESS

x3

SALES GROWTH THROUGH DIGITAL PROMOTIONS IN 2015

“ DATALEX ENABLES AIR CHINA TO HANDLE A HUGE VOLUME OF SEARCH AND BOOKING SMOOTHLY ON BIG PROMOTION EVENTS ACROSS ALL ONLINE CHANNELS.”

Fajin Hu, Senior Manager eCommerce, Air China



CUSTOMER SUCCESS

\$200M

INCREMENTAL OPERATING INCOME FORECASTED BY JETBLUE AIRWAYS FROM DIGITAL STRATEGY

“WE LOOK AT THE INVESTMENT WHICH WE HAVE MADE IN OUR PARTNERSHIP WITH DATALEX TO BE SIGNIFICANT... TO CREATE A RETAIL MERCHANDISING CAPABILITY WHICH IS GREATLY SUPERIOR TO WHAT WE HAVE TODAY”

Robin Hayes, CEO, JetBlue Airways



CUSTOMER SUCCESS

>10 Years

PARTNERSHIP WITH PHILIPPINE AIRLINES, ONE OF ASIA'S PREMIER CARRIERS

“DATALEX PROVIDES A FLEXIBLE E-COMMERCE FRAMEWORK WHICH HELPS US TO DRIVE PROFITABILITY AND EXCELLENCE IN SERVICE.”

David Lim, Senior Vice President of Commercial Operations, Philippine Airlines



CUSTOMER SUCCESS

+42%

ONLINE CONVERSIONS AND 20% INCREASE IN REVENUES AS A DIRECT RESULT OF DIGITAL PRICING STRATEGY

“AS A KEY COMPONENT IN OUR DIGITAL AND RETAILING STRATEGY, BRUSSELS AIRLINES HAS SELECTED DATALEX”

Xavier Lagardère, VP - Online Retail & Distribution, Brussels Airlines



*All quotes relate to 2015 Results



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GROWTH STRATEGY

01 Customer Success

Organic Growth and Customer Retention

02 New Customer Acquisition

Market Leading Product and Compelling Testimonies

03 Product Innovation & Excellence

Integrated Commerce – Offer and Order Management

04 People Success

Delivery through Collaboration with Courage & Creativity

05 Partner Ecosystem

Extend Market and Product Reach

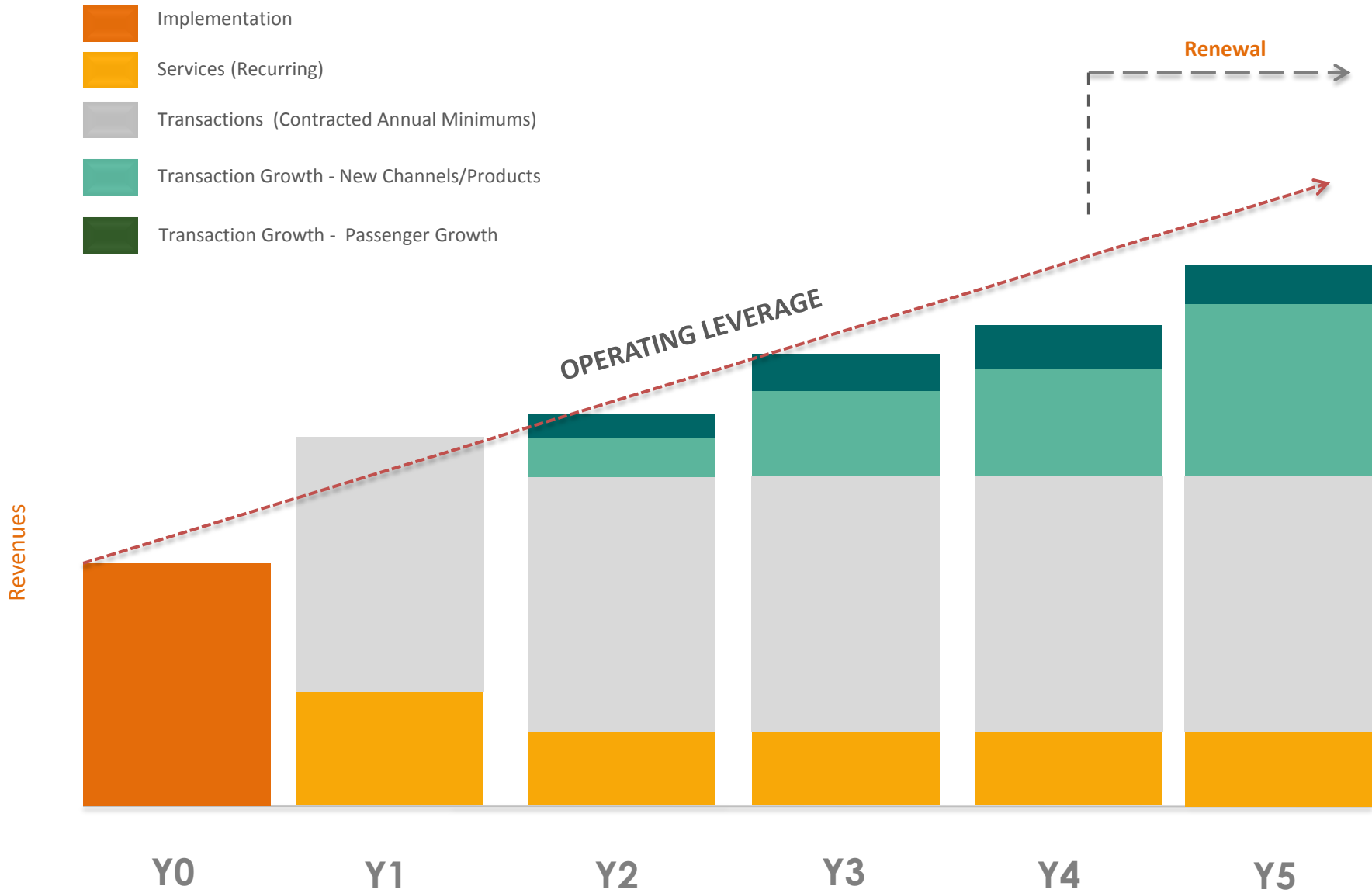


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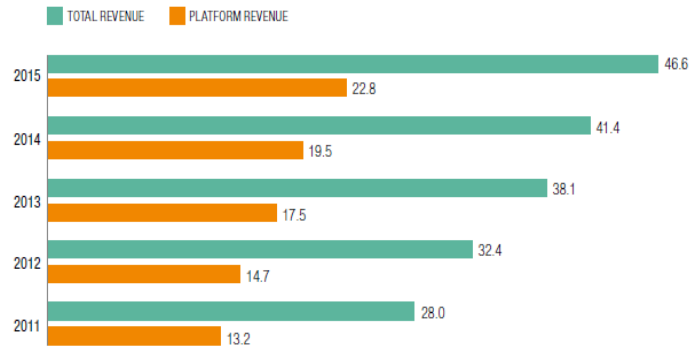
2015 FINANCIALS

CONTINUED GROWTH IN PLATFORM REVENUE,
ADJUSTED EBITDA AND MARGINS

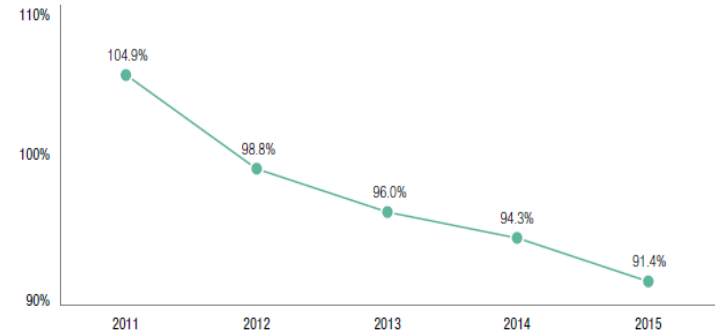
POWERFUL COMMERCIAL MODEL



REVENUE (US\$M)

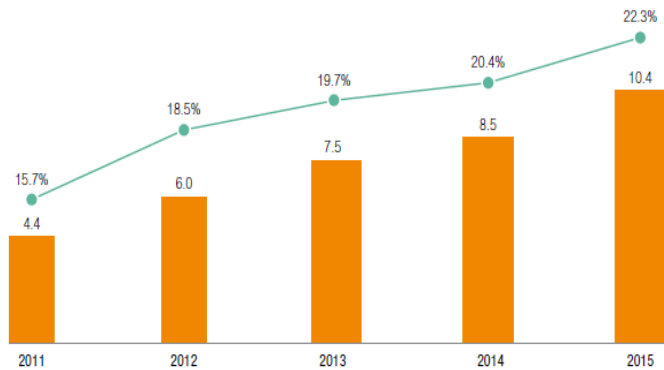


COSTS / REVENUE (%) ¹

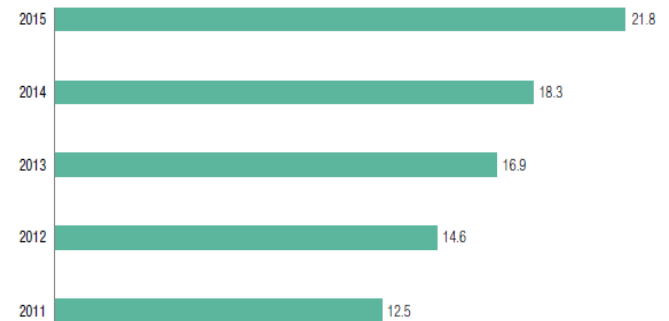


¹ Operating costs include cost of sales, selling and marketing costs, administrative expenses and other (losses)/gains.

ADJUSTED EBITDA (US\$M) ADJUSTED EBITDA MARGIN (%)



CASH AND SHORT TERM INVESTMENTS (US\$M)



Datalex business model delivers high visibility and operating leverage

INCOME STATEMENT

US\$M	FY'15	FY'14	FY'13
Total Revenue	46.6	41.4	38.1
Platform Revenue	22.8	19.5	17.5
Operating Costs	42.6	39.0	36.6
Net Development	1.7	1.3	(1.1)
Adjusted EBITDA	10.4	8.5	7.5
Profit after tax	4.2	2.7	1.6
Basic EPS - cents	5.67	3.71	2.24

- ✓ Platform revenue growth and visibility
- ✓ Professional services revenue growth – new deployments and customer development
- ✓ Investment to scale the business
- ✓ Operating leverage – Gross Margin and Adjusted EBITDA

Continued growth in platform revenue, Adjusted EBITDA and margins

BALANCE SHEET

US\$M	FY'15	FY'14	FY'13
Total Assets	52.0	46.7	42.6
Receivables	11.6	11.3	10.8
Total Equity	39.6	35.6	33.9
Total Liabilities	12.5	11.1	8.7
Net Working Capital	21.1	19.2	19.3
Cash and short term investments	21.8	18.3	16.9
Net Cash Generated from Operations	13.0	9.6	6.0
Intangible Assets	15.4	14.0	12.4

- ✓ Focus on working capital management
- ✓ Cash generated from operations:
 - Dividend paid US\$2.2m
 - Product Investment US\$6.0m
 - Growth in cash reserves US\$3.5m

Strong Balance Sheet offers flexibility



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SUMMARY AND OUTLOOK



Growth

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



Visibility

- ✓ Recurring Revenue Model
- ✓ 5 Year Contracts
- ✓ High Retention Rates
- ✓ Operating Leverage
- ✓ Adjusted EBITDA Growth



Sustainability

- ✓ Addressable Market
- ✓ Market Leader Position
- ✓ Investing for Scale
- ✓ Partner Ecosystem

Guiding 20-25% in Adjusted EBITDA Growth for 2016



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APPENDICES



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EVENT

DATE

AGM & Q1 IMS

MAY 2016

INTERIM RESULTS

AUGUST 2016

Q3 IMS

NOVEMBER 2016

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SENIOR VICE PRESIDENT OF GLOBAL SALES



ALAN DUNNE
CHIEF INNOVATION OFFICER



MALACHI FAUGHINAN
CHIEF INFORMATION OFFICER



ORINAGH HOBAN
CMO



ORLA KELLY
DIRECTOR OF ORGANISATION DEVELOPMENT



DAN O'BRIEN
CHIEF OPERATING OFFICER

**TEAM WITH OVER 150 YEARS EXECUTIVE
MANAGEMENT EXPERIENCE IN TRAVEL ECOMMERCE**

LISTING PARTICULARS

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

LARGEST SHAREHOLDERS

IU NOMINEES LIMITED	27.4%
PAGEANT HOLDINGS LIMITED	11.4%
KABOUTER MANAGEMENT LLC.	5.7%
PASCHAL TAGGART (CHAIRMAN)	3.4%

ANALYST COVERAGE

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THANK YOU

Datalex 
DIGITAL COMMERCE FOR TRAVEL RETAIL

