

A Platform for Growth
2017 Full Year Results



Datalex 



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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.



Digital Commerce for Travel Retail



Global Scale & Reach

> 650

Global travel retail experts
5 office locations across 3 continents
Highest growth markets e.g. China

Enabling a Digital Marketplace

>\$20bn

Revenues transacted by global airlines
through our platform

Product Investment & Innovation

\$13.1m

Invested in digital commerce innovation

Installed Customer & Partner Base

50+

Global brand customers & partners



2017 Business Highlights

Datalex
Digital commerce for travel retail

A Platform for Growth

Addressable Market



Market Leader Position



Performance



Business Model

Strategic Pillars

Performance
Success



Customer
Success



Product
Success



Partner
Success



People
Success



We have a sustainable and highly visible business model which delivers on our strategy for growth and shareholder return.

Customer Success



Investment and Returns

↑ Revenues
15%
to \$63.9m

↑ Basic EPS
29%
to 9.32c

↑ Adj. EBITDA
16%
to \$14.2m

> Dividends
\$14m
Distributed 2014-18



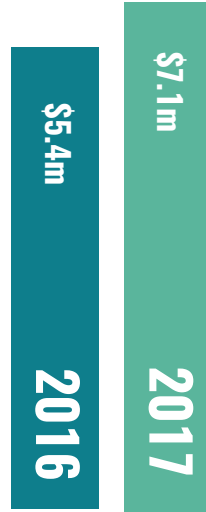
Performance Success

↑ 15%



TOTAL REVENUE

↑ 31%



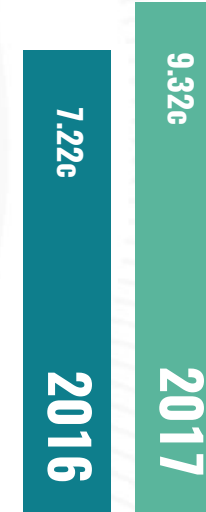
PROFIT AFTER TAX

↑ 16%



ADJUSTED EBITDA

↑ 29%



BASIC EPS

“JetBlue Airways is pleased to extend its successful partnership with Datalex. We will continue to innovate and extend our digital travel retail offer and service using the Datalex Platform.”

Michael Stromer
VP Tech Products, JetBlue Airways



Customer Success

During 2017 we made significant progress in our business that will help drive our market share and performance in the years ahead.

ACQUIRE

- Opportunity: Pipeline of airlines and broader travel market leading digital transformation
- Loyalty market: New customer - major loyalty coalition network
- Growth in China: New airline customer in partnership with Neusoft
- Innovation: Selected by a major European airline to design dynamic pricing solution

ACTIVATE

- Strong progress on the deployment of the Lufthansa Group Platform. We anticipate that the solution will begin to go live across the group starting in late 2018.
- Multiple deployments of new offer and order features across global customer base

GROW & RETAIN

- JetBlue Airways extends their contract until the end of 2022
- Completed the development of our OTA platform, which will go live first at JetBlue's vacations business in the first half of 2018

“IBM have partnered with Datalex to jointly develop and deliver new digital commerce capabilities as part of the IBM Travel Retail offering.”

Dee Waddell
Global Managing Director,
Travel & Transportation Industries, IBM



Product investment is central to our strategy of market leadership and growth in earnings in the coming years.



AI Dynamic Pricing Management
for Travel & Retail Products



Multi-Airline Group Retail Platform



Virtual Currencies for Subscription
Prepay & Credit Management



Airline Vacation Packages



Cloud Infrastructure,
Performance & Security



Loyalty Network
Retail & Partner Commerce Platform

“The Datalex and Neusoft partnership represents
a market leading proposition for
Chinese travel retailers.”

Jun Li

SVP of Sales & Marketing, Neusoft



Partner Success

A cornerstone of our growth strategy is the development of an operational model that enables partner-led development, delivery and services. This will significantly extend our product and market reach.

Neusoft

- Joint development & delivery team in China with our partner Neusoft
- We have secured our first Chinese airline customer through our partnership and will commence deployment in H1 2018

IBM

- Jointly developed solution as part of the 'IBM Travel Retail' suite
- We anticipate new business signings with IBM in 2018



- We developed API Airways as a co-labs platform to accelerate innovation with our airline partners (JetBlue Tech Ventures), technology partners (IBM Research) and high-potential start-ups in a simulated airline operations and technology environment



People Success

Our People Success framework is a key strategic pillar for the continued growth, development and retention of world-class talent.

We are a global team of collaborative, creative and courageous travel commerce experts from over 20 nations in five office locations across four continents.



- Learning & Development: We continued investment in organisation development to drive inclusive engagement and performance across our global offices.



- Community: Continued investment in community and fund raising initiatives across our global offices.



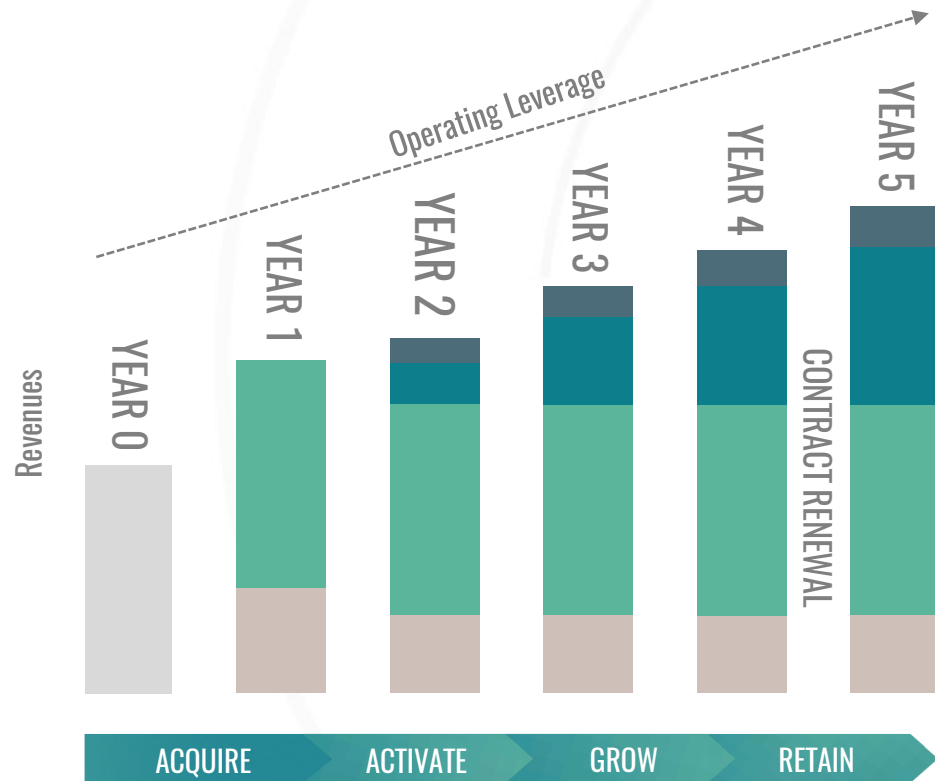
- Growth: New offices opening in Dublin and Beijing to accommodate growth.



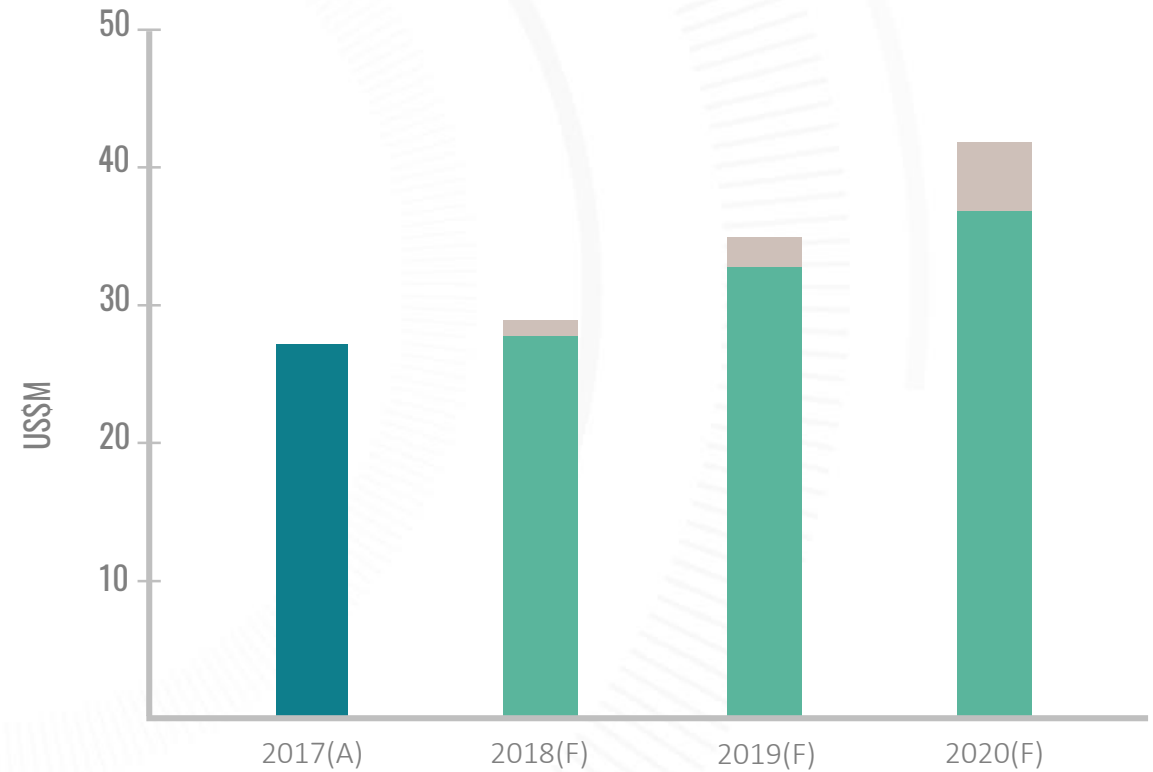
2017 Financial Highlights



Commercial Model



Platform Revenue Growth & Visibility





Income Statement

US\$M	2017 US\$M	2016 US\$M	GROWTH %
Total Revenue	63.9	55.3	15%
Platform Revenue (Included in Total Revenue)	27.2	26.4	3%
Operating Costs	56.6	50.1	13%
Adjusted EBITDA	14.2	12.2	16%
Profit after Tax	7.1	5.4	31%
EPS - Basic (cent)	9.32	7.22	29%
EPS - Diluted (cent)	8.94	6.84	31%

Revenue Growth

↑ 15%

Adjusted EBITDA

↑ 16%

Profit after Tax

↑ 31%

EPS

↑ 29%



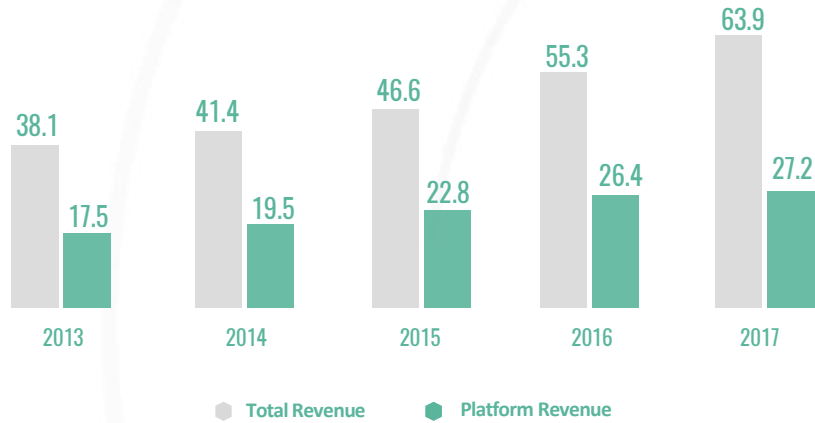
Balance Sheet

US\$M	2017	2016
Total Assets	70.2	63.3
Intangible Assets	26.6	19.2
Receivables	22.2	15.5
Total Equity	47.3	42.8
Total Liabilities	22.8	20.5
Net Working Capital	13.7	19.9
Cash & Cash Equivalents	16.2	24.3

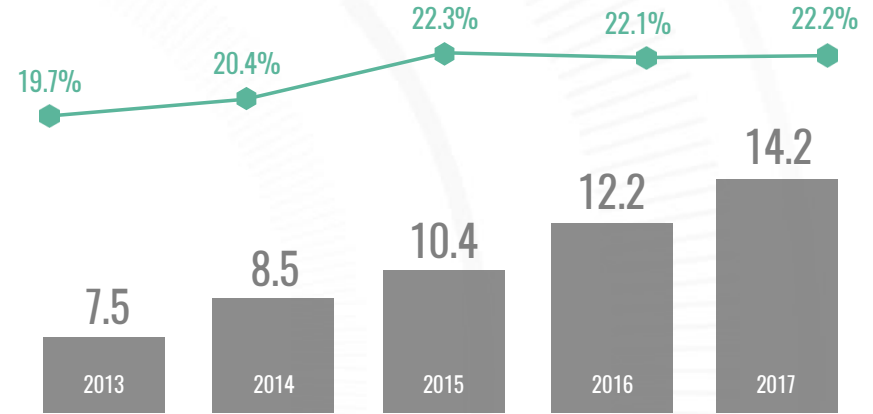


Track Record

REVENUE (US\$M)

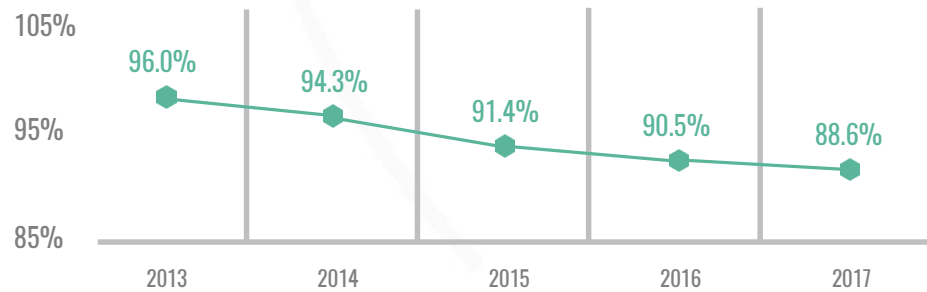


Adjusted EBITDA (US\$m) | Adjusted EBITDA Margin (%) ⁽¹⁾



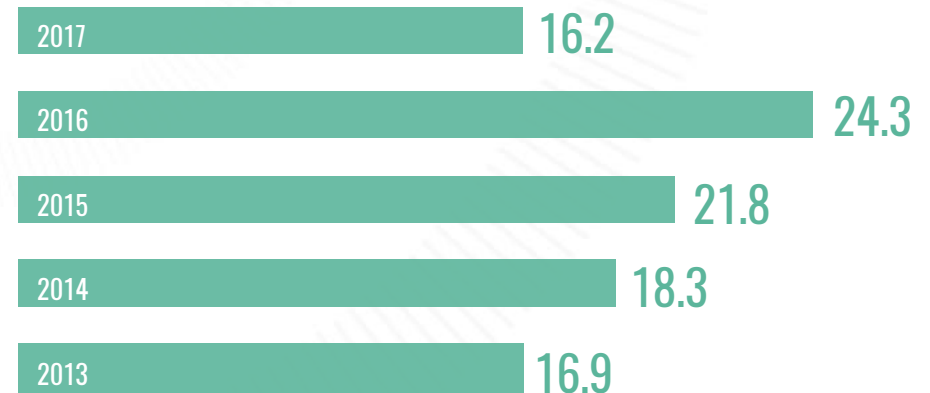
(1) Adjusted EBITDA margin is a measure of a company's profitability, calculated as Adjusted EBITDA divided by total revenue.

OPERATING COSTS/REVENUE % ⁽²⁾



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

CASH & SHORT TERM INVESTMENTS (US\$M)



Summary & Outlook



Datalex
Digital commerce for travel retail

2018 - Continued double-digit growth in Revenue & Adjusted EBITDA



- ✓ 8 years of growth in Adj. EBITDA & Revenue
- ✓ >\$14M in dividends paid (2014-18)
- ✓ High customer retention
- ✓ New market entry: Loyalty



- ✓ 85% growth in recurring revenue (2012-17)
- ✓ Strong pipeline
- ✓ Scaling for growth
- ✓ Growth through partnership



- ✓ Flexible operating model
- ✓ Favourable market dynamics
- ✓ Leadership & innovation
- ✓ Track record of performance
- ✓ Reinvesting to accelerate growth
- ✓ Enterprise-critical system



“2017 was a year of strong growth performance and investment for our business and we believe that the progress we have made on key engagements together with our investment in our people, platform and partners, positions Datalex well for further future growth.”

Aidan Brogan, Datalex, CEO

LISTING PARTICULARS

EXCHANGE Irish Stock Exchange
 TICKER ISE:DLE
 ISSUED SHARE CAPITAL 77.2m

LARGEST SHAREHOLDERS

IIU NOMINEES LIMITED 26.75%
 CAPITAL WORLD INVESTORS 7.91%
 KABOUTER MANAGEMENT LLC. 6.03%
 HIGHCLERE INVESTMENTS 4.00%
 PASCHAL TAGGART (CHAIRMAN) 3.20%

ANALYST COVERAGE

GOODBODY

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Leadership Team



THE TEAM

John Shields	GLOBAL HEAD OF CUSTOMER SUCCESS
David Kennedy	CFO
Alan Dunne	CIO
Ornagh Hoban	CMO
Aidan Brogan	CEO
Orla Kelly	DIRECTOR OD
Alison Bell	SVP GLOBAL SALES
Blair Koch	CTO (PRESIDENT - AMERICAS)
Dan O'Brien	COO



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