Amadeus Press Kit

Global Corporate Communication
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The information contained in this document was last updated in March 2016 following the Amadeus financial results announced on 26 February. All figures relate to the Q4 financial period (ending 31 December 2015).
Company overview

Amadeus is a leading provider of advanced technology solutions for the global travel industry. Customer groups include travel providers (e.g. airlines, hotels, rail and ferry operators, etc.), travel sellers (travel agencies and websites), and travel buyers (corporations and travel management companies).

The Amadeus group employs around 13,000 people worldwide, across central sites in Madrid (corporate headquarters), Nice (development) and Erding (operations), as well as 70 local Amadeus Commercial Organisations globally.

The group operates a transaction-based business model. For the year ended December 31, 2015 the company reported revenues of €3,912.7 million and EBITDA of €1,465.4 million. Amadeus is listed on the Spanish Stock Exchange under the symbol "AMS.MC" and is a component of the IBEX 35 index.

Mission

“To be the leading provider of IT solutions that enable success in the travel and tourism industry”

Customer Segments

Amadeus provides a comprehensive offer to the travel & tourism industry. These combine technology in distribution, IT, point of sale solutions and more, helping our customers to take advantage of the technology and convert it to business success.

Travel providers

Airlines - network airlines, regional airlines, and low cost/leisure carriers

Hotels - chains, representation companies, and independent hotel companies

Ground & Maritime - car rental companies, railway companies, ferry lines, cruise lines and insurance companies

Tour operators - specialty, mass-market and vertically-integrated tour operators

Travel sellers

Travel agencies - including travel management companies, business and leisure agencies, online travel agencies and consolidators

Travel buyers

Corporations - self-booking solutions for companies looking to maximise value from their travel spend

Core strengths

Amadeus’ success is based on three principal strengths:

Partnership
Amadeus’ greatest strength is its ability to form successful mutually-beneficial partnerships with its customers. By working effectively with those immersed in the business of travel and tourism, the company has been able to design winning solutions for travel booking and travel management.

Amadeus partners with technology, solutions and brand leaders. Our partners include IT leaders such as SAP, IBM, Microsoft, British Telecom (BT), Cisco, Unisys, Siemens, HP, AT&T and SITA and software experts such as Travelfusion, Hitch Hiker, InteRes, and Trisept.

**Technology**
Our industry leading technology delivers efficient solutions to customers’ critical business challenges (increasing revenues and productivity, reducing costs, improving customer service). Amadeus invests in the latest technology solutions and operating environments to be able to design and develop innovative products and services.

**Global presence, local expertise**
Amadeus has established a truly global presence:

**Central Headquarters**
Central sites are located in Madrid (Corporate HQ & Marketing), Nice (Development) and Erding (Operations).

**Regional offices**
These provide sales, marketing and customer support to Amadeus’ operations around the world. These are located in Miami, Bangkok, Buenos Aires and Dubai.

**World markets**
At country level, Amadeus maintains sales and marketing offices around the world that provide local sales, customer service and support. Today, there are 71 local Amadeus Commercial Organisations covering frontline activities in some 195 countries.
Customer solutions
Amadeus is the leading technology partner of providers, sellers, and buyers in the travel and tourism industry. Our diverse products and services fall into four distinct solution categories:

Distribution & Content
These solutions allow the aggregation and provision of comprehensive content and the means to optimise its distribution through our extensive points-of-sale network.

Sales & e-Commerce
Providing the ability to access, market and sell content across all channels, these solutions also improve workflows, profitability and customer service throughout the entire sales process.

Business Management
We optimise our customers' business operations, processes and administration, and maximise their customer relationships with these solutions.

Services & Consulting
Customers can leverage the full value of their business processes and IT investments with our Services & Consulting solutions.

Amadeus offers many hundreds of products and services, and our portfolio is continually evolving to help our customers improve their business.

Flagship solutions
Among the many solutions that Amadeus offers are certain industry-leading, flagship solutions:

Amadeus Sales Management Solution and Shopping
Integrated point-of-sale solution that combines all front- to mid-office functions that increases productivity, improves customer service and boost revenues. It includes:

- **Amadeus Selling Platform** - is the world’s most used retailing application for travel professionals helping them to increase sales with a single access to all fares and to the broadest content. It allows travel professionals to move faster and, thanks to streamlined business processes and personalized services, to exceed customers’ expectations. To support travel professionals optimally Amadeus is leading the way in offering the first intuitive catalogue of services integrated into a professional selling interface, allowing travel professionals to easily browse and sell ancillary services on top of the base fare.
- **Amadeus All Fares** provides the graphical low fare search solution within Amadeus Selling Platform to access, browse and sell the widest range of aggregated fare content. Public and private fares can be browsed and booked from full Amadeus content as well as for over 40 non-Amadeus airlines, all merged into a single display. All fares provides a fully integrated booking flow and travel professionals can build complex itineraries and work more efficiently with the intuitive and time saving calendar option – a feature unique to Amadeus
- **Amadeus Ticket Changer** - Airline debit memos, 30 minute calls to your call centre, lengthy and expensive staff training...these are just some of the factors involved in manual ticket reissuing. Amadeus Ticket Changer, an automated solution which puts customers in control, can service travellers’ change
requests anywhere on the world in a matter of seconds, giving them the right fare with the right penalty charge or reimbursement at any point of sales. Amadeus Ticket Changer is an automated end to end solution that helps travel sellers to significantly reduce their cost and better serve their customers.

- **Amadeus Master pricer** - As the travel industry’s technology partner, Amadeus is committed to ensuring that our customers to remain at the forefront of the industry with an arsenal of the most innovative online products. Amadeus Master Pricer is a revolutionary and comprehensive low fare search solution available in the international online travel industry. Amadeus Master Pricer Standard has unbeatable content, with the broadest and cheapest range of fares, and it’s so easy to use that travellers will be able to find and select a flight in seconds. Amadeus Master Pricer Standard allows effortless flight comparison so your customers will no longer have to make multiple searches

- **Amadeus Agency Manager** - Agency manager is designed to improve efficiency of agents because it facilitates highly complex tasks and automates data flows to ensure both speed and accuracy. It helps to increase revenues through intelligent revenue management tools that guarantee fee collection and controls margins by giving visibility on performance. The advantage of Agency manager is that it can be highly customized and provided with dedicated travel back office system compliant with all local requirements or it can be used with 3rd party back office solutions.

**Amadeus Airline IT**

Amadeus has always used the latest technology available to build IT solutions for airlines. In particular Amadeus has progressively decommissioned costly TPF Systems to move to more open platform systems and maintain cost-effective processing power. The benefit of open systems is in the ability to scale up processing capacity and integrate new features fast and efficiently.

Amadeus’ objective is to maintain a state of the art passenger services system (PSS) which can serve the needs of any airline. With over 130 airlines contracted for Altéa Reservation, over 120 airlines using or about to use Altéa Inventory and more than 100 airlines moving to Altéa Departure Control, Amadeus is now the market leader in passenger service systems. New clients continue to join this unique common platform, to reap the benefits of integration and seamless management of the full customer travel experience. Amadeus Altéa airlines span all sizes and levels of sophistication, ranging from 70 million to below 1 million passengers and from well established airlines to start ups. The Altéa community embraces airlines from every part of the world and we have a truly balanced customer base, enabling genuine experience sharing across regional boundaries. This common platform approach entails upgrading the platform continuously, not only to incorporate new industry mandates, but also to fulfill emerging needs within an evolving market.

**Key components of the Altéa Suite offering**

**Altéa Reservation**
Since its launch in 1992, Altéa Reservation has continually evolved to become the leading new generation reservation solution used by airlines of all sizes and in all markets. It enables airlines to ensure seamless reservation service across all sales channels.

**Altéa Inventory**
Altéa Inventory is a brand new inventory management solution, which was launched in 2004. Using advanced availability management techniques and dynamic customer identification, Altéa Inventory enables airlines to
implement the latest revenue management techniques and streamlines the management of flight schedules and the introduction of new fare products, significantly speeding up time to market.

Altéa Departure Control - Customer Management is an innovative, new generation customer-centric system which is seamlessly integrated with Altéa Reservation and Inventory. It has been designed to automate as much as possible all airport passenger processes - from check-in to disruption. It enables airlines to support 100% self-service check-in as well as offering preferred service to their most valuable customers.

Altéa Departure Control - Flight Management has become the leading flight weight and balance solution available in the market. Altéa Departure Control - Flight Management improves the productivity of load controllers and enables airlines to centralise load control operations. Altéa Departure Control Flight Management analyses the passenger load more precisely and automatically defines the optimal load distribution to ensure the most accurate forecasting of the fuel required for each flight departure.

Amadeus Airline e-Commerce Suite
Having experienced uninterrupted growth since they were first launched, the Amadeus Airline e-Commerce Suite is now the most widely used in the travel industry. We power over 260 websites in more than 110 countries for over 100 airlines.

Amadeus Airline Consulting
Successful airlines need a partner that can respond rapidly and effectively to an ever-changing business environment. Amadeus has provided IT services to airlines for more than two decades. Its consultancy arm draws on this experience to give advice to airlines of any size, in any market, operating different business models.

With a product offering based around the Altéa and e-commerce Suite and standalone solutions, Amadeus Airline Consulting assists airlines in increasing business efficiency and the revenue pipeline, whilst improving processes interactive marketing strategies, data insight and analytics.

Amadeus solutions for corporations
Amadeus’ vision is to provide next generation travel technology that encourages collaboration amongst all players within the travel industry. To realise this we continue to invest in technology that will allow the seamless integration of content, data and systems whether they are part of Amadeus or whether they are from third party suppliers. Our transversal presence in the travel industry results in a unique approach to Corporate Travel.

Amadeus has a comprehensive portfolio for the Corporate segment, including integrated booking and expense services through our new flagship solution: Amadeus cytric Travel & Expense. Our solutions provide corporations with a seamless, efficient, end-to-end travel management process to control their costs and optimise internal processes. We enable business travellers to plan, personalise and purchase their trip, while remaining compliant with their corporate travel policy. In addition, through expense management and mobile, our technology solutions are with corporate travellers every step of the way: before, during and after the trip.

Over 11,000 corporations worldwide utilise Amadeus solutions to integrate all the elements of their programmes into one intuitive and easy-to-administer solution. Customers include Phillip Morris International, Nokia Solutions and Networks, and Nordea Bank.

More information about Amadeus is available at: [www.amadeus.com/corporations](http://www.amadeus.com/corporations)
Facts & figures

Ownership

Shareholding structure
As of 31 December 2015

- Free float 1 99.41%
- Treasury shares 2 0.50%
- Board of Directors 0.09%

Figures
Last updated March 2016

The Organisation

195 countries served by Amadeus and its
70 local Amadeus Commercial Organisations (ACOs)

The People

14,251 employees work in the Amadeus group worldwide, representing 118 nationalities worldwide

1 The following entities are included within the company’s free float, in accordance with the information showed by the official registries of the CNMV (the Spanish Securities Market Regulator) as of December 31, 2015: MFS Investment Management (5.117% of direct voting rights), Government of Singapore Investment Corporation Pte Ltd (5.023% of direct voting rights), Blackrock Inc. (3.832% of indirect voting rights), Fidelity Management and Research LLC (3.026% of indirect voting rights), Fidelity International Ltd. (2.069% of indirect voting rights), Invesco Ltd (2.003% of indirect voting rights) and Deutsche Bank AG (0.858% of indirect voting rights).

2 Political and economical rights of these shares are suspended to the extent they form part of the treasury stock.
### Providers Available in Amadeus

<table>
<thead>
<tr>
<th>Service</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Airlines storing flight schedules in Amadeus</td>
<td>709</td>
</tr>
<tr>
<td>Airlines bookable</td>
<td>474</td>
</tr>
<tr>
<td>Car rental locations</td>
<td>40,000+</td>
</tr>
<tr>
<td>Hotel properties</td>
<td>421,000+</td>
</tr>
<tr>
<td>Car rental companies</td>
<td>43</td>
</tr>
<tr>
<td>Hotel chains</td>
<td>310+</td>
</tr>
<tr>
<td>Cruise Lines</td>
<td>17</td>
</tr>
<tr>
<td>Rail</td>
<td>90</td>
</tr>
<tr>
<td>Ferry</td>
<td>33</td>
</tr>
<tr>
<td>Tour Operators</td>
<td>233</td>
</tr>
<tr>
<td>Travel Insurance</td>
<td>16 insurance provider groups with a wide range of global affiliates</td>
</tr>
</tbody>
</table>

### Amadeus Airline IT customers

<table>
<thead>
<tr>
<th>Service</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Amadeus Altéa Inventory &amp; Reservation airlines</td>
<td>134</td>
</tr>
<tr>
<td>Airlines contracted:</td>
<td>123</td>
</tr>
<tr>
<td>Airlines implemented:</td>
<td>108</td>
</tr>
<tr>
<td>Including:</td>
<td></td>
</tr>
<tr>
<td>• 10 of the 15 one world airlines</td>
<td></td>
</tr>
<tr>
<td>• 18 of the 28 Star Alliance airlines (includes regional members)</td>
<td></td>
</tr>
<tr>
<td>• 9 of the 20 Sky Team airlines (includes associates members)</td>
<td></td>
</tr>
<tr>
<td>Amadeus Altéa DCS</td>
<td></td>
</tr>
<tr>
<td>Airlines contracted:</td>
<td>125</td>
</tr>
<tr>
<td>Airlines implemented:</td>
<td>120</td>
</tr>
</tbody>
</table>
3.3 Facts

Last updated: March 2016

1. The Amadeus Data Centre in Erding, Germany is a purpose built facility which is fully owned and managed by Amadeus - its sole occupant. It is one of the largest data centres worldwide fully dedicated to travel with more than 37 Petabytes of storage and over 16,500 infrastructure devices. In peak times, we process more than 39,000 end user transactions per second and more than 47 billion SQL executions per day. Every month we perform more than 5,500 IT changes and more than 540 application software loads while maintaining an average availability of 99.99%.

2. Amadeus is the preferred technology provider and partner of the world’s leading companies. These include British Airways, Qantas, Finnair, Iberia, AMEX, Carlson Wagonlit, TUI, Siemens, IBM, and Lufthansa.

3. Amadeus is the largest distributor of leisure packages worldwide.

4. With 437 carriers implemented and 174 markets deployed, Amadeus offers travel agents the largest community of carriers and markets with electronic ticketing around the world.

5. Amadeus services over 11,000 corporations worldwide such as Phillip Morris International, Nokia Solutions and Networks, and Nordea Bank.

6. Presently, travel agencies using Amadeus can make bookings with more than 80 low cost carriers.

7. Over 124 of the world’s leading airlines use the Amadeus e-Commerce Airline Suite in more than 110 markets.

8. Over 80% of air bookings made by travel agencies through the Amadeus system globally came from carriers having signed content agreements with Amadeus.
Senior management biographies

Luis Maroto
President & CEO

Luis became President & CEO of Amadeus on 1 January 2011. From January 2009 to December 2010, Luis was Deputy CEO of Amadeus, with responsibility for overall company strategy as well as line management of the finance, internal audit, legal and human resources functions. He has also been instrumental in Amadeus’ return to the stock market with the company’s successful IPO in April 2010.

Luis joined Amadeus in 1999 as Director, Marketing Finance. In that role, he was instrumental in supporting Amadeus’ commercial organisation throughout its international expansion and consolidation, supervising the strategic and financial control of over 50 Amadeus subsidiaries around the world.

He was promoted in 2003 to Chief Financial Officer (CFO), taking responsibility for the global Amadeus Finance organisation.

Prior to joining Amadeus, Luis held several managerial positions at the Bertelsmann Group. A Spanish citizen, Luis holds a degree in Law from the Complutense University, Madrid, an MBA from the IESE Business School and further postgraduate qualifications from Harvard Business School and Stanford.

Hervé Couturier
Executive Vice President, Development

Hervé Couturier joined Amadeus on May 1st 2012, officially taking the title of EVP, Development on July 2nd 2012. In this role, Hervé will head up Amadeus’ 4,500+ strong software development organisation across its 15 different sites worldwide. Before joining Amadeus Hervé was Executive Vice President of SAP AG’s Technology Group and SAP Research. He has held various management positions at a range of different IT companies including Business Objects, a provider of business intelligence solutions, now part of SAP, S1 Corporation, a provider of software for financial and payment services, and XRT, a European treasury management software company, now part of the Sage Group PLC. He began his career at IBM in 1982, where he held various engineering and business positions through until 1997. He also serves as a board member for SimCorp A/S, a Danish software company, and Aveva Plc, a British software company.

A French citizen, Hervé holds both an engineering degree and a Master of Science degree from the École Centrale Paris in France.
Wolfgang Krips  
Executive Vice President, Global Operations and General Manager  
Data Processing

Wolfgang Krips was appointed Executive Vice President Global Operations & General Manager Amadeus Data Processing on July 1st 2013, taking over full responsibility for the management of Global Operations from Eberhad Haag. This responsibility includes the Data Processing Centre, located at Erding in Germany. This facility operates and maintains the systems and network for all Amadeus products. Wolfgang joined Amadeus on January 1st 2013 as VP Global Operations and Deputy GM.

Before joining Amadeus, Wolfgang held various senior management positions at SAP in development, IT and services - among them Senior Vice President Globalization Services, Head of Global IT Infrastructure Services, Managing Director of SAP Managed Services / SAP Hosting, Senior Vice President for Partner Care & Enablement Services, Vice President in the corporate strategy group.

Prior to SAP Wolfgang was an Associate Principal with McKinsey & Company until 2002. He began his career at Alcatel (now Alcatel-Lucent), where he was Head of a Research and Development department until 1996.

Wolfgang holds a Ph.D. in physics from Cologne University, Germany, and studied economics at Germany’s Open University in Hagen.

Tomás López Fernebrand  
Senior Vice President, General Counsel & Corporate Secretary

Tomas Lopez Fernebrand is currently the Secretary of the Board of Directors of Amadeus, and a Member of its Executive Committee.

As General Counsel of the Group he supervises the legal function and the Risk and Compliance Office, in addition to heading the Industry Affairs unit with worldwide responsibilities for Government relations, CSR and sustainability programmes.

Tomas joined Amadeus in 1988 as Senior Corporate Counsel, and was made Associate General Counsel in 1996. He assisted in the creation of the two main subsidiaries in the Amadeus Group: Amadeus Development (France) and Amadeus Data Processing (Germany) and in the drafting of the European Code of Conduct for CRSs.

On 1 January 1999, Tomás López Fernebrand was appointed VP and General Counsel. In December 2000, the Board of Directors appointed him Corporate Secretary as well, becoming therefore the Chief Legal Officer of the Amadeus Group. In January 2012, Amadeus promoted Tomas to Senior Vice President, taking on additional duties in the Management team, as outlined above, and later in the year as Corporate Secretary he assumed the leadership of the Group’s Internal Audit.
In 1999 and 2005, he guided the Group through the legal and regulatory steps required for the company's IPO (1999), and leveraged buy-out (2005) with the private equity firms BC Partners and Cinven, and Air France, Deutsche Lufthansa AG, and Iberia. In April 2010, he successfully led the Group through the proceedings for an IPO in the Madrid Stock Exchange.

He served as the first Chairman of the newly created European Technology and Travel Services Association (ETTSA), a Belgian non-profit association based in Brussels with membership composed of Global Distribution Systems, on-line Travel Agencies, and other industry stakeholders. He remains as a Board member in the Association.

Tomás holds a Law degree from the Universidad Autónoma of Madrid, Spain and an MBA from Florida International University in Miami, Florida. He is a native of Gothenburg, Sweden and a Spanish national.

**Sabine Hansen Peck**

Senior Vice President, Human Resources, Communications & Branding

Sabine Hansen Peck was appointed VP, Human Resources in November 2009. As Head of Human Resources, Sabine has global responsibility for all Human Resources activities as well as Internal Communication. She is based in Madrid and is a member of the Amadeus Executive Management team.

Sabine joined Amadeus from Citigroup where she was Head of Human Resources and responsible for over 30,000 employees across the Global Consumer Group in Europe, Middle East & Africa. Before that, she served as Vice President Human Resources EMEA at Gate Group.

After studying in the USA and Germany, Sabine started her career as Global Management Associate in Citibank, where she worked in Marketing, Finance, Risk, and Human Resources.

Sabine brings with her almost 20 years of Human Resources and Business expertise in several industries - technology, aviation, financial services, and private equity.

Her specific expertise includes Talent Management - in particular, the development of talent and succession pipelines in competitive markets, Engagement, and large-scale organisational & business transformation including turnarounds. Sabine has also managed the human capital aspects of significant, multi-billion dollar, global mergers and acquisitions.

Sabine served as Executive Director on the board of Bank Handlowy, one of Poland’s largest listed financial institutions. She was a member of the Risk as well as the Remuneration Committee.

Sabine has lived and worked in the USA, UK, Belgium, Switzerland, Germany, and Spain. She holds an MBA from Thunderbird School of Global Management (USA). In addition, Sabine has a Masters Degree in Organizational Psychology from the Catholic University in Eichstaett (Germany). She is a German native and speaks English and French.
Ana de Pro
Chief Financial Officer

As Chief Financial Officer, Ana has global responsibility for financial management and control for the Amadeus Group. She is based in Madrid and is a member of the Amadeus Executive Management team.

Ana contributes a wealth of management and financial experience in a range of multinational positions. Previous to her appointment in Amadeus, Ana was Corporate General Manager at Sacyr Vallehermoso since 2002 and was instrumental in leading the international expansion of one of the major construction groups in the world. Reporting directly to the Chairman, she was responsible for the areas of corporate development, investor relations, marketing, e-business and communication. Prior to this position, she worked for eight years at Metrovacesa as Deputy General Manager & Finance Director and her duties included accounting and administration, treasury, management control, institutional relations and strategic planning.

Between 1990 and 1994, she was senior auditor at Arthur Andersen, working for companies from various sectors including telecommunications, engineering and construction.

She holds a BSc in Business Studies, specialising in Auditing, from Universidad Complutense de Madrid, and completed IESE Business School’s PDG executive programme.

Ana is a Spanish native and speaks English and French.

Francisco Pérez-Lozao Rüter
Senior Vice President, New Businesses

Francisco (Paco) Pérez-Lozao was appointed to his current position in August 2011, reporting to Luis Maroto, President and CEO of Amadeus. As Vice President, New Businesses he is responsible for developing Amadeus’ strategic ventures, ensuring a greater focus on new growth areas such as Airport IT, Rail and Hotels and other adjacent businesses to support Amadeus’ long-term strategy.

An industry veteran, Paco joined Amadeus in 1993 as Market Manager for Europe in charge of consolidating Amadeus’ operations in Western Europe and expanding our business in Eastern Europe. In 1996, he transferred to the Corporate Strategy area. As Director and subsequently, VP of Business Development and M&A, he took on responsibility for strategic growth and diversification projects (e.g. Opodo).

In 2009 he was appointed Vice President, Corporate Strategy and was responsible for Amadeus’ overall strategy definition. This also included the Amadeus Group’s Mergers & Acquisitions (and post-merger integration) activities, the overall coordination of Amadeus’ second IPO in 2010 and the search and development of new business opportunities for Amadeus.
Prior to joining Amadeus, Paco was a Consultant in the Strategy practice of Accenture and a Research Director at the Technical University of Aachen (Germany).

Paco, a Spanish-German dual national, holds an MBA from INSEAD, Paris; a Masters Degree in Civil Engineering and a Masters Degree in Operations Research, both from the Technical University of Aachen.

**Holger Taubmann**  
Senior Vice President, Distribution

Holger was appointed Global Head of Distribution in October 2011, reporting to the President & CEO. In this role, he is responsible for leading Amadeus’ Distribution business, which includes global teams: marketing, product management, implementation, customer services, sales and account management of global travel agency customers as well as the regional and local teams worldwide. In January 2012, Amadeus promoted Holger to Senior Vice President.

In April 2010, Holger was appointed VP Northern, Eastern, Central & Southern Europe (NECSE). Before that, Holger was the General Manager of Amadeus Germany from January 2004. In that role, he had overall responsibility for the German ACO and the central units located in Bad Homburg. At the beginning of 2009, he also took responsibility for the ACOs in Austria and Switzerland.

Holger joined Amadeus in January 1997 in the position of Manager, Business Control where he was in charge of pricing, revenue management and the marketing data product portfolio. In October 1997, he was promoted to Senior Manager, Airline Partners.

From June 1998, Holger held the position of Director, Airline Marketing & Sales, Airline Business Group. In this position, he was responsible for global airline account management and airline distribution sales, marketing and pricing strategies and achieved significant success for Amadeus' core business line.

His professional career began in 1988 at Deutsche Lufthansa, Frankfurt. After completing a three-year training programme that covered most areas at the airline, Holger first held an analyst position in regional management for Africa. He then worked as a Product Brand Manager within Economy Class product management.

Holger graduated from Frankfurt University with a Masters in Business Administration, and in summer 2013 he completed an Executive course at Stanford.
Julia Sattel
Senior VP, Airline IT

Julia Sattel was appointed VP, Airline IT in March 2009. In this role, Julia is responsible for the global management of the Airline IT business unit.

Previous to this role, Julia held the role of VP, Global Sales Development Europe, Middle East, Africa & Latin America from July 2007. In this role, Julia was also responsible for the Amadeus Multinational Customer Group and the definition and implementation of Sales Best Practices and tools across Amadeus markets worldwide.

In August 2000, Julia was appointed Vice President, Markets Europe, Middle East, Africa & Latin America.

In this role, she had full managerial responsibility for these important markets. In particular, Julia led the drive to market and sell the new components of Amadeus' portfolio: added value products for travel agencies, products and solutions for e-commerce players, and products for corporations in the EMEA & LA regions. Overall, her main focus was on processes and achieving faster growth. The management philosophy that Julia follows is transparency, empowerment, accountability and management by objectives.

Julia joined Amadeus in 1995 as Director, Markets Europe, Middle East and Africa. In this position, she was responsible for consolidating and building up Amadeus' position throughout Western Europe, while expanding the travel distribution activities of Amadeus in the emerging markets of Central and Eastern Europe, Middle East and Africa.

Previously, Julia worked in various senior sales and marketing positions at Toshiba and AEG Mobile Communications, where she gained extensive experience in the distribution of high tech services and products in markets of various sizes and complexity throughout Europe.

Julia read Mathematics and Economics at the University of Cologne and she speaks English, French, German, Japanese, Russian and Spanish.

Alex Luzarraga
VP, Corporate Strategy

As Vice President, Corporate Strategy, Alex has the global responsibility of proposing, aligning and co-ordinating the global strategy of the company.

This includes a number of activities from carrying out analysis and studies on specific sectors and companies to execute the right partnerships, ventures and M&A activity. Part of this scope is market research and competitive intelligence and, since January 2013, the direct responsibility over the company’s long term product strategy. Currently, one of the areas of focus is corporate governance and monitoring and implementation of the corporate strategy. As such, Alex chairs the Investment Committee of the
company and with his team is fostering a number of transversal processes and governing bodies to improve the execution side of the company’s plans.

Between 1998 and 2006, Alex worked in the finance area of Amadeus, in close relation to the commercial departments (pricing, revenue management, business finance). He has intervened in the evaluation and follow-up of complex customer business cases and contributed to the signature of different Amadeus external partnerships and JVs. One of the projects he closely supported was the definition and the implementation of the Amadeus Value Based Pricing.

His professional career started in Novartis, in Paris. After that, Alex worked for several years in strategy consulting and industrial organization advice, throughout a diverse range of economic sectors. Between 2006 and 2011, Alex participated in a number of different start-up ventures, and has directly collaborated to the expansion of the Hospitality business in PortAventura, a leisure resort. He rejoined Amadeus in September 2011.

Alex holds a degree in Business Administration and an MBA from ESADE. He also graduated in Economics and Actuarial sciences in the University of Barcelona, and has been an associate professor of statistics in the Universidad Carlos III de Madrid. He is a Spanish native and speaks English and French.
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