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Global travel technology provider Sabre launches in Azerbaijan

Technology solutions provider continues expansion around Europe and Middle East; now serving Azerbaijan travel industry from Baku office

BAKU, Azerbaijan, June 26, 2014 /PRNewswire/ -- Sabre Corporation (NASDAQ: SABR), a global technology provider to the travel and tourism industry, has officially launched in Azerbaijan, where it will provide a wide range of technology solutions to travel agencies and travel suppliers including travel shopping and booking tools, data solutions, mobile solutions and travel apps. Using Sabre's software, travel agencies will be able to easily shop and book travel for consumers.



Serving the industry from its new office in Baku, Sabre's experienced team of travel and technology consultants will partner with travel agencies to drive adoption of Sabre's technology.

Dean Bibb, vice president, Sabre Travel Network, Eastern Europe, Middle East & Africa said: "Azerbaijan is one of the fastest growing economies in the world, with strong GDP growth, ongoing investments in the travel and tourism sector, and a growing appetite for new technology. We look forward to supporting the local industry and partnering with agencies who want to differentiate themselves using the latest and most innovative technology."

Sabre enters the market with several new customers including leading travel agency, Globus.

Eldaniz Safarov, Director at Globus, said: "It's refreshing to have a technology partner so focused on innovation and our company's success. We have been looking for ways to improve our service offering and integrate mobile into more of what we do, and we've found that in Sabre's Mobile Red Workspace iPad app which allows our agents to work anywhere there is a Wi-Fi connection. We are very excited about Sabre's entry into this country and look forward to working closely with them."

Sabre's Azerbaijan office will be led by Gabil Allahverdiyev, who brings strong commercial experience and industry relationships gained from his role as director and owner of Headstart Consulting Company (HCC).

Gabil Allahverdiyev, Director Sabre Azerbaijan, said: "The Azerbaijan travel industry is hungry for the latest technology to keep pace with new consumer expectations and industry change. Along with a global presence, Sabre offers local industry knowledge, technology solutions designed specifically for this market and a passionate team committed to our customers' success."

Gabil Allahverdiyev will be supported by director business development, Natig Nabiye, who also brings strong airline and agency relationships from his role as director and owner of APG Azerbaijan.

Azerbaijan is the latest new market for Sabre, which recently launched operations in Turkey, Bulgaria and Romania. The company operates one of the world's largest travel marketplaces, used by more than 400,000 travel agents and thousands of corporations globally to shop and book airfares, hotel rooms, rental cars, rail tickets and other types of travel. It processes over \$100 billion in estimated travel spend each year.

Sabre Azerbaijan is a privately owned company that has been licensed to distribute the Sabre Travel Network brand under a National Marketing Agreement signed with Sabre GBLB.

About Sabre

Sabre® is a leading technology provider to the global travel and tourism industry. Sabre's software, data, mobile and distribution solutions are used by hundreds of airlines and thousands of hotel properties to manage critical operations, such as passenger and guest reservations, revenue management, and flight, network and crew management. Sabre also operates a leading global travel marketplace, processing over \$100 billion of estimated travel spend in 2013 by connecting travel suppliers to their most valued customers, the business traveler. Headquartered in Southlake, Texas, USA, Sabre operates in approximately 60 countries around the world.

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Any statements in this release regarding Sabre that are not historical or current facts are forward-looking statements. Such forward-looking statements convey Sabre's current expectations or forecasts of future events. Forward-looking statements regarding Sabre involve known and unknown risks, uncertainties and other factors that may cause Sabre's actual results, performance or achievements to be materially different from any future results, performances or achievements expressed or implied by the forward-looking statements. Certain of these risks and uncertainties are described in the "Risk Factors" and "Cautionary Note Regarding Forward-Looking Statements" sections of Sabre's registration statement on Form S-1. Unless required by law, Sabre undertakes no obligation to publicly update or revise any forward-looking statements to reflect circumstances or events after the date of this press release.

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