

# INVESTOR DAY

MAY 17, 2016



**Sabre.**

# Cleared For Take-off

**Hugh Jones**  
President  
Airline Solutions

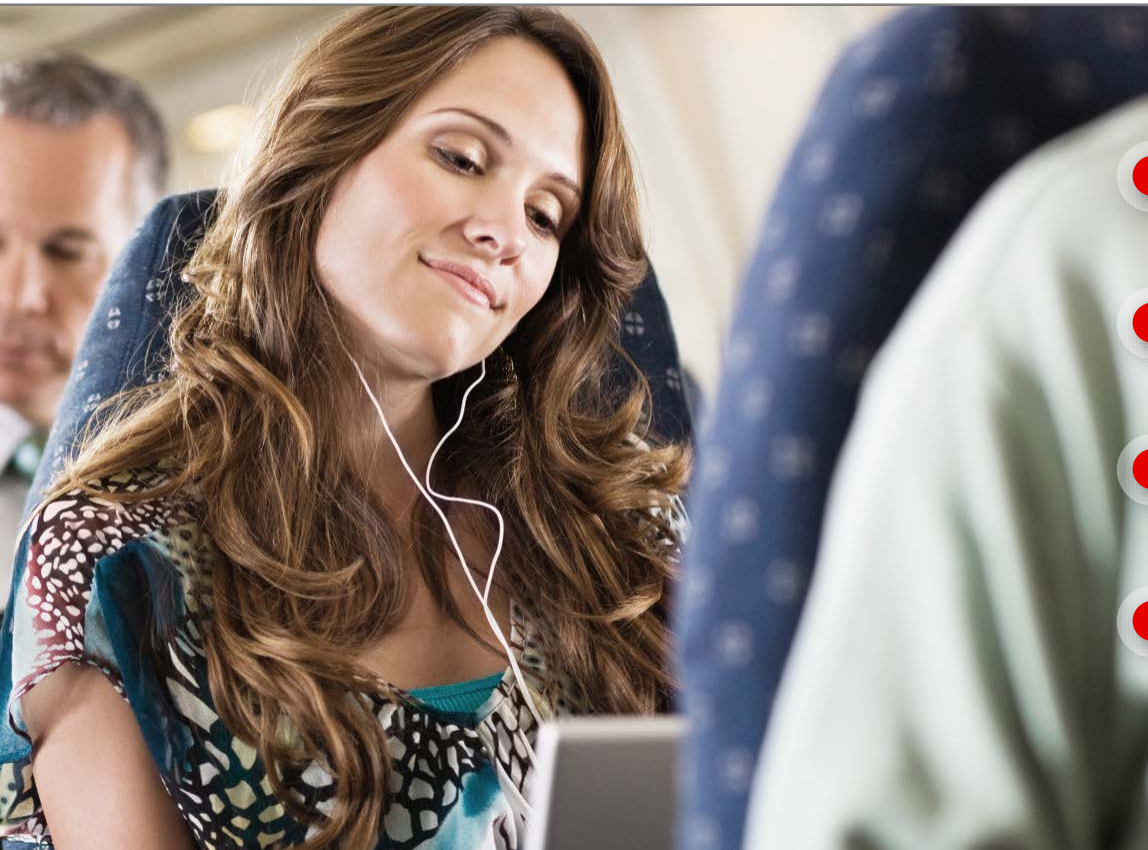
**Dana Jones**  
Senior Vice President  
Airline Solutions

**INVESTOR DAY**



**Sabre**

# Industry trends are driving the need for technology



Virtual Networks

Airlines as Retailers

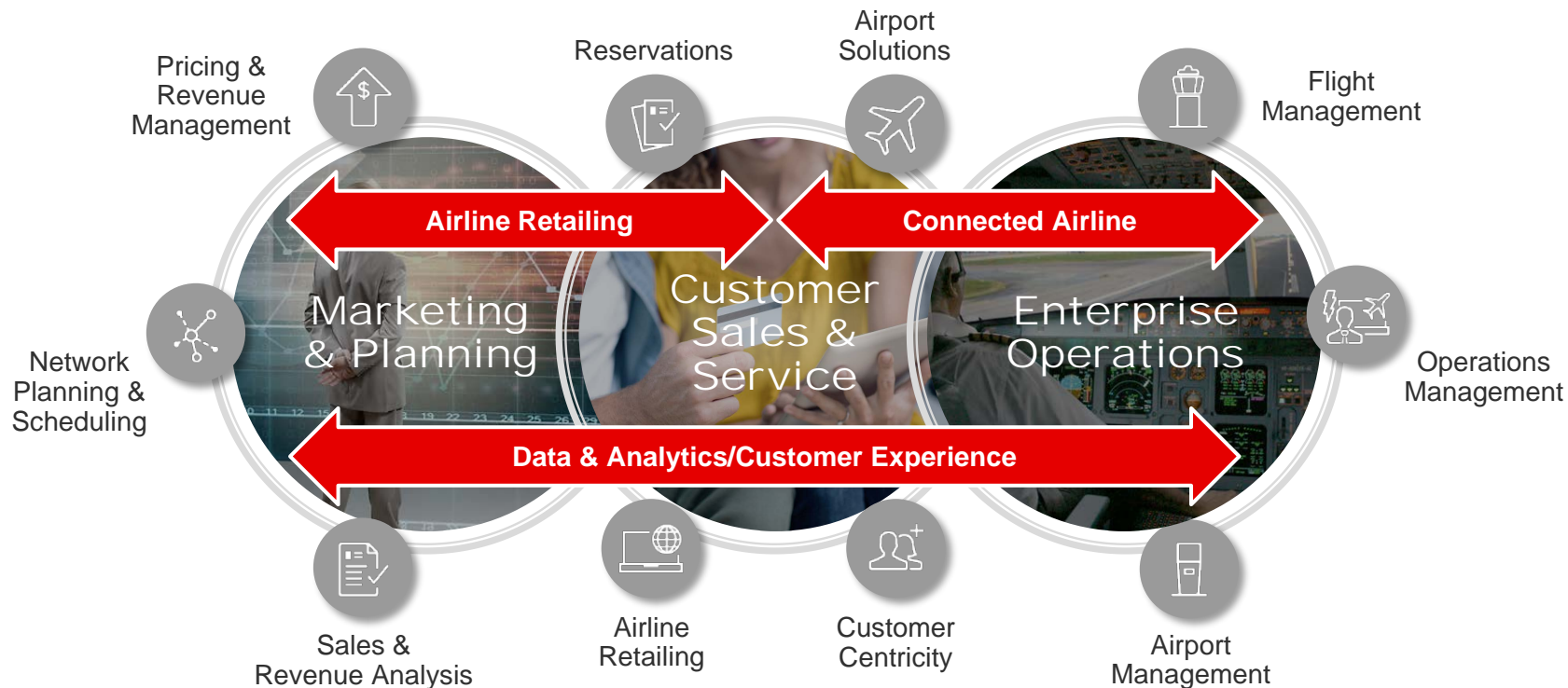
Always Connected

Real-time Analytics

# Sabre offers the broadest portfolio in the industry



# Portfolio is integrated and extensible



# Sabre's platform provides breadth and scale



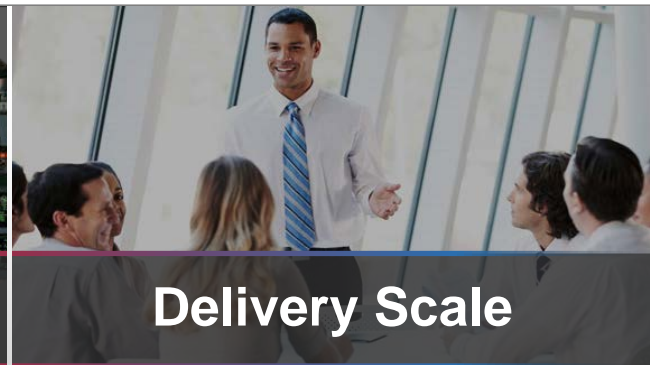
82  
Of 100  
largest airlines

550  
Total customers



13  
Solution families  
with 100+ offerings

760M  
Passengers  
boarded



200+  
Annual  
implementations

8  
Centers of  
excellence

# Strong performance in 2015



**Implementation**

**SabreSonic  
Win**



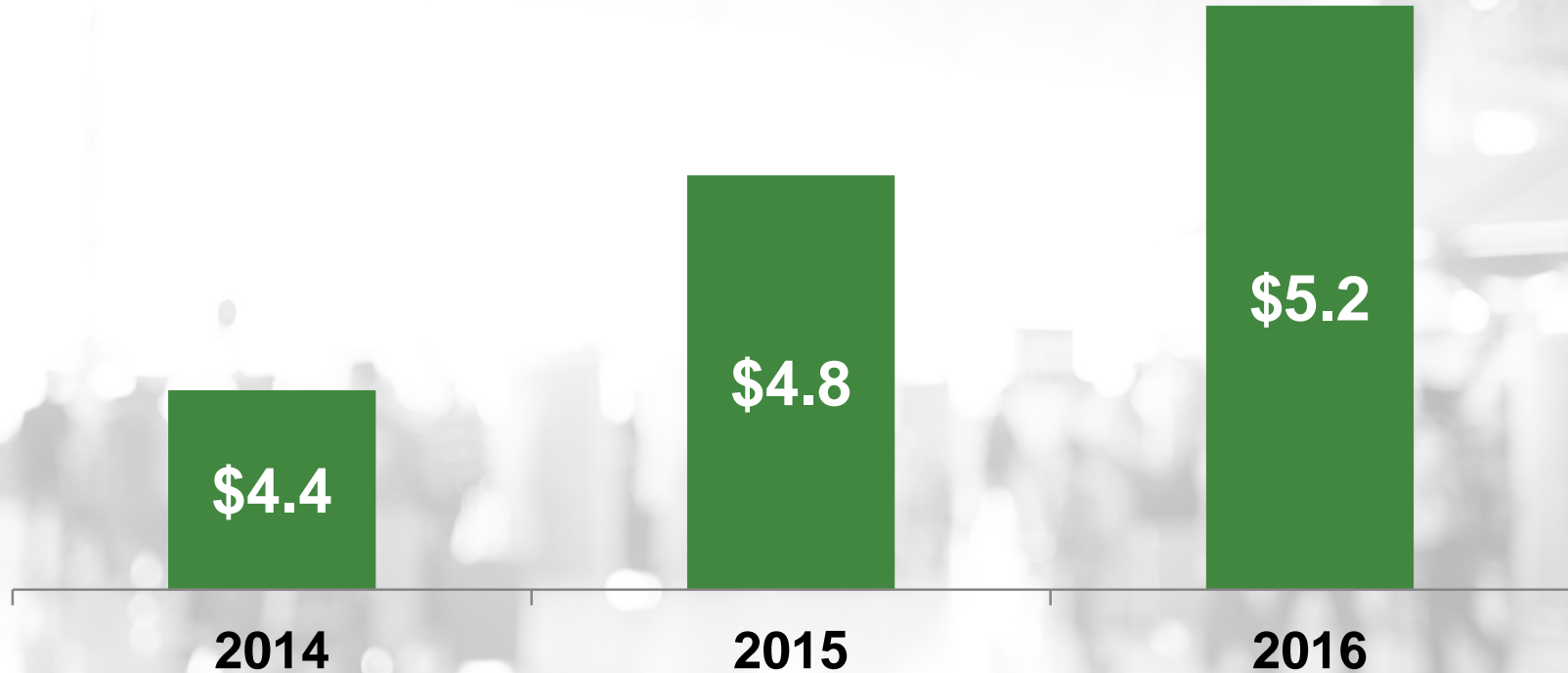
**Strategic  
Solutions  
Sales**

**Portfolio  
Expansion**



# Addressable market across portfolio is strong and growing

*(In Billions)*



# Multiple ways to fuel growth

**Grow The  
Base**



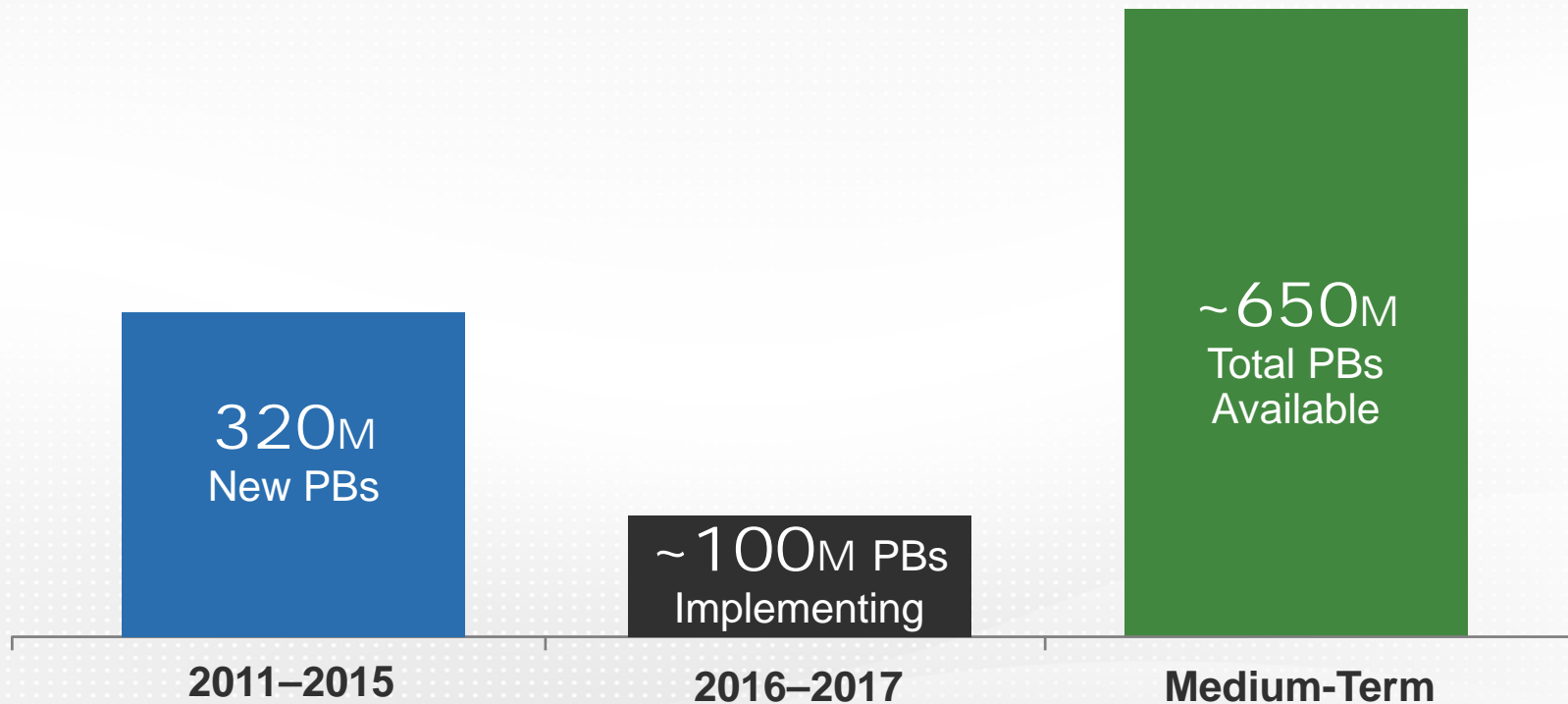
**Expand  
Addressable  
Market**



**Increase  
Wallet Share**



# Large opportunity exists for new SabreSonic deals



# Multiple ways to fuel growth

**Grow The  
Base**

**Expand  
Addressable  
Market**

**Increase  
Wallet Share**



# Seizing opportunity for our customers



Data & Analytics



Customer Centricity



Airline Retailing



Connected Airline

**Areas of strategic investment target \$3.0B of the \$5.2B TAM**



# Data & Analytics

\$410M  
Market

7%  
Market CAGR

Improve airline performance by  
leveraging real-time data from  
across the enterprise



Sabre Intelligence Exchange®  
Sabre AirVision® Commercial Analytics  
Sabre AirVision® Customer Analytics  
Sabre AirVision® Shopping Analytics



# Data & Analytics

\$410M  
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7%  
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Improve airline performance by  
leveraging real-time data from  
across the enterprise



American Airlines

الإتحاد  
**ETIHAD**  
AIRWAYS  
ABU DHABI

BRITISH AIRWAYS

Virgin australia

Alaska  
AIRLINES


Southwest

CATHAY PACIFIC

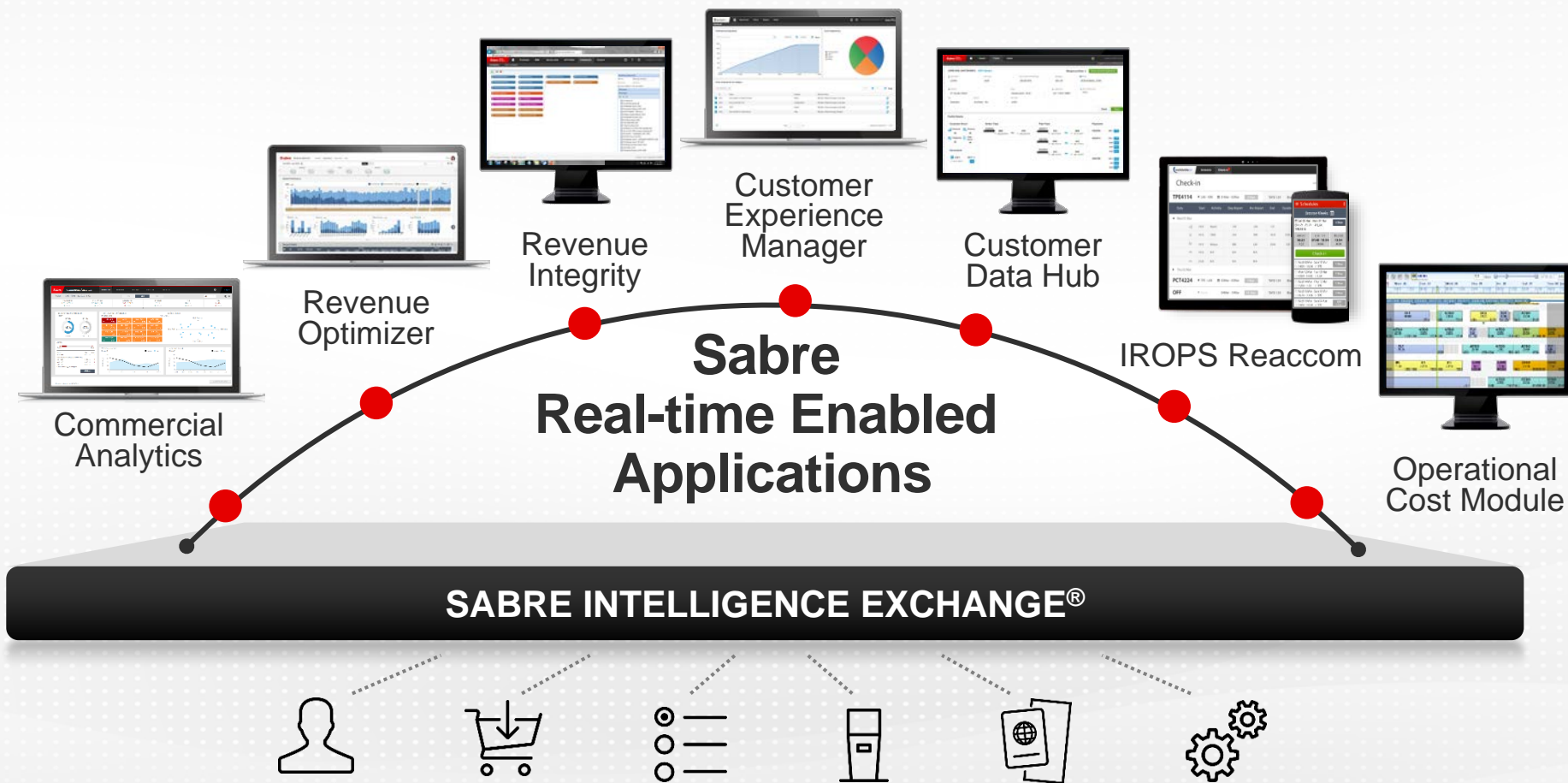
AEROFLOT  
Russian Airlines

airberlin

**Sabre**



The possibilities are UNLIMITED  
and it allows me to do things  
that I've never been able to do.”



# Customer Centricity

\$420M  
Market

13%  
Market CAGR

Create a holistic customer view to  
improve conversion, differentiate  
service and build brand loyalty



SabreSonic® CSS Customer Data Hub  
SabreSonic® CSS Customer Experience Manager  
SabreSonic® CSS Dynamic Rewards



# Customer Centricity

\$420M  
Market

13%  
Market CAGR

Create a holistic customer view to  
improve conversion, differentiate  
service and build brand loyalty





# Dynamic Rewards™

Departing Flights  
From Sydney, Australia (SYD) to Vancouver, Canada (YVR)

<	Thu 07 Aug \$ 1141.04	Fri 08 Aug \$ 1141.04	Sat 09 Aug \$ 1141.04	Sun 10 Aug \$ 1141.03	Mon 11 Aug \$ 1141.04	Tue 12 Aug \$ 1141.04	Wed 13 Aug \$ 1141.04	>
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Sort by:  ☐ Direct Flights Only

Departs	Arrives	Stops	Duration	Flight	Operator	No Baggage Saver ⓘ	No Baggage Flexi ⓘ
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Flight	Operator	No Baggage Saver ⓘ	No Baggage Flexi ⓘ
VA 808	Virgin Australia		
VA 23	Virgin Australia	\$ 1141.56	\$ 1556.56
AS 703	Alaska Airlines		

07:00 AM	12:35 PM		22hour 35min	VA 808 VA 23 AS 703	Virgin Australia Virgin Australia Alaska Airlines	\$ 1141.56	\$ 1556.56
			25hour 21min	VA 909 VA 7 AS 705	Virgin Australia Virgin Australia Alaska Airlines	\$ 1159.26	\$ 1574.26
			22hour 35min	VA 909 VA 7 AS 747	Virgin Australia Virgin Australia Alaska Airlines		
SYD 08:00 AM	YVR 05:23 PM	2 (MEL, LAX)	26hour 23min	VA 816 VA 23 AS 703	Virgin Australia Virgin Australia Alaska Airlines		

Redeem on  
partner flights

Redeem on  
ancillaries

## Add Extra Baggage and Save



Please check baggage inclusions for your fare or Velocity Membership Status before deciding to purchase additional baggage. All fares except Saver Lite include at least one piece of baggage. Velocity Silver, Gold and Platinum members are entitled to at least 1 piece of additional baggage, applied at the time of Check-in. Bags must not exceed 23kg each for Economy fares, and 32kg each for Business and Premium Economy fares.

Brisbane(BNE) - Sydney(SYD)  
Points 8800 or \$ 70.00

☒ All passengers  
☒ NICHOLAS UNIFY   
Bag 1: First Bag Points 4400 or \$ 35.00  
Bag 2: First Bag Points 4400 or \$ 35.00

Sydney(SYD) - Brisbane(BNE)  
Points 4400 or \$ 35.00

☒ All passengers  
☒ NICHOLAS UNIFY   
Bag 1: First Bag Points 4400 or \$ 35.00

Total: **Points 13200**  
or  
**\$ 105.00**



# Airline Retailing

\$1.4B  
Market

10%  
Market CAGR

Deliver a unique shopping  
experience through personalization  
across all channels



SabreSonic® CSS Dynamic Retailer  
Sabre AirVision® Revenue Optimizer  
SabreSonic® CSS Interline Ancillaries



# Airline Retailing

\$1.4B  
Market

10%  
Market CAGR

Deliver a unique shopping experience through personalization across all channels





I can't make DECISIONS  
because I can't see  
what's happening."

# Connected Airline

\$760M  
Market

5%  
Market CAGR

Enable a more resilient business  
through a unified operations platform



Sabre AirCentre® Crew Manager  
Sabre AirCentre® Recovery Manager  
Sabre AirCentre® Flight Plan Manager  
Sabre AirCentre® Surface Manager  
Sabre AirCentre® Movement Manager



# Connected Airline

\$760M  
Market

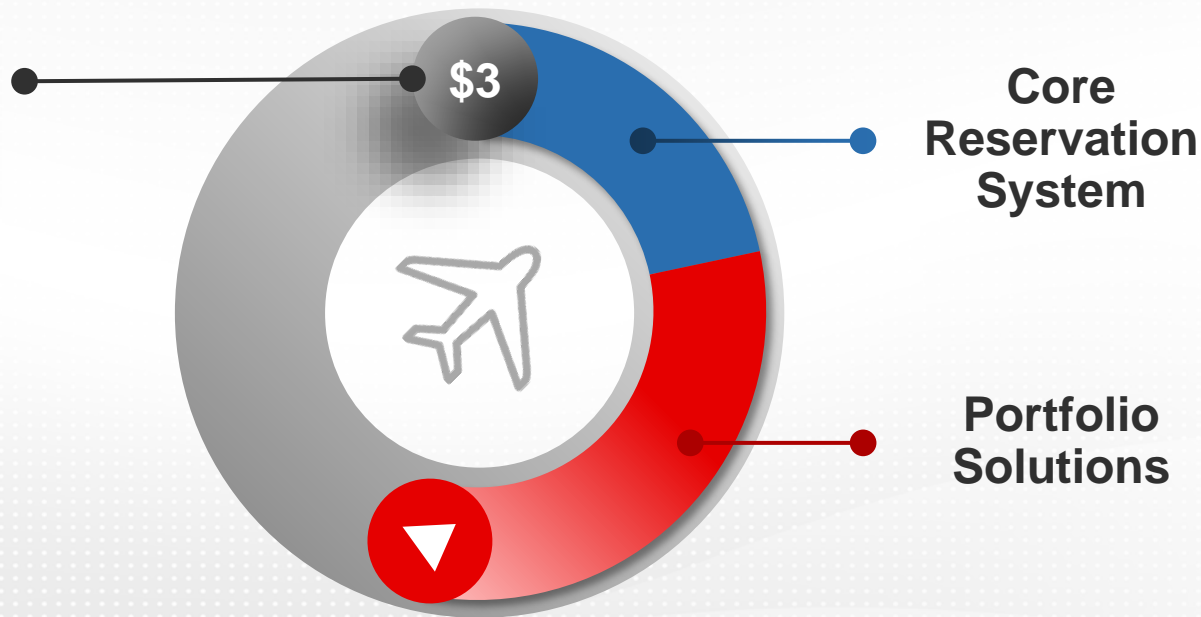
5%  
Market CAGR

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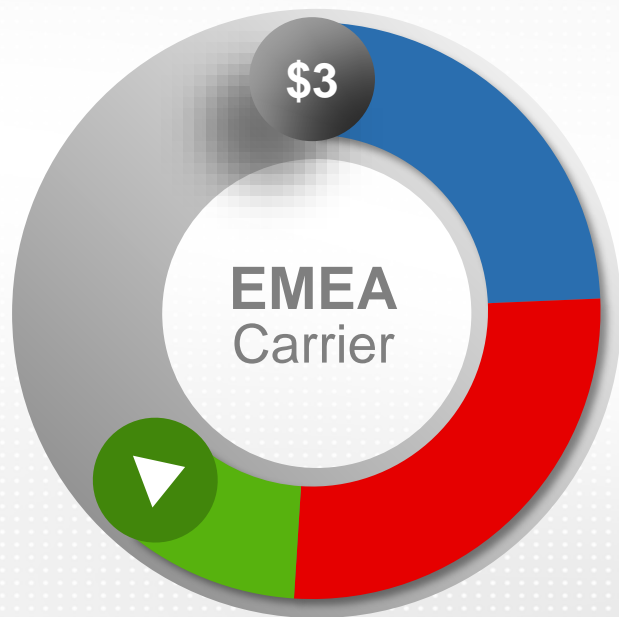
# Broad portfolio enables share of wallet growth

**Airline  
IT spend  
per PB**



# Share of wallet sales examples

## Reservation-Led Sale

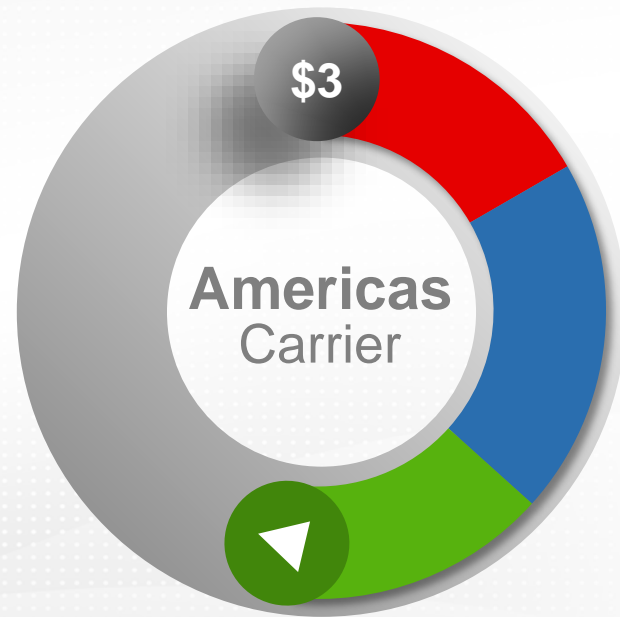


●  
Core Reservation  
System

●  
Portfolio  
Solutions

●  
Future  
Cross-sell /  
Upsell

## Portfolio-Led Sale





When we need to manage  
complexity, we need SABRE...  
it's about technology.”

# Sabre is built for long-term growth



Breadth of Portfolio

Accelerated Innovation

Trusted Partner

Attractive Business Model