



Sabre reaffirms commitment to transforming travel, places NDC at the core of extended partnership with Qantas

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Sabre's newest partner in innovative Beyond NDC Program is Qantas

SINGAPORE, Feb. 7, 2019 /PRNewswire/ -- [Sabre Corporation](#) (NASDAQ: SABR), the leading technology provider to the global travel industry, today announced a renewed, long-term distribution agreement with Australian carrier, Qantas. In line with the company's commitment to lead the industry's evolution towards next-generation retailing, distribution and fulfillment, Sabre welcomes Qantas as the newest member of its [Beyond NDC](#) program. By joining the program, the carrier will act as strategic partner to an innovation initiative chartered to drive the industry forward through the development and integration of end-to-end capabilities to process NDC-enabled offers.

Sabre is also pleased to partner with the carrier to deliver the Qantas Channel, the airline's new pathway to deliver more personalized and seamless experiences to customers via agent booking channels. Under this new program, Sabre will play an active role in the execution of the Qantas Channel, which will come into effect 1st August 2019. Sabre-powered travel agencies who sign up to the Qantas Channel will enjoy a wider range of content from the airline, and have the ability to leverage reliable and up-to-date information to create rich, personalized offers for their customers.

"Today, we are once again demonstrating our commitment to driving the industry forward by reimagining the business of travel. In addition to having Qantas Airways as the latest carrier to participate in our Beyond NDC program, this extended partnership agreement will also provide richer content from Qantas to over 425,000 Sabre-enabled travel agents across the globe," said Rakesh Narayanan, Vice President, Air Line of Business, Sabre Travel Network Asia Pacific.

Commenting on the airline's new distribution model, Qantas Chief Customer Officer Vanessa Hudson said the airline was pleased to be working with Sabre to make the Qantas Channel available to their agents globally.

"The digital environment has changed the way we need to work with our trade partners, and our new technology paired with this new Qantas Channel agreement will support us on the journey to delivering our vision for our mutual customers," said Hudson. "We're excited to continue to innovate with our trade partners and share in the benefits of this new technology."

About Sabre Corporation

Sabre Corporation is the leading technology provider to the global travel industry. Sabre's software, data, mobile and distribution solutions are used by hundreds of airlines and thousands of hotel properties to manage critical operations, including passenger and guest reservations, revenue management, flight, network and crew management. Sabre also operates a leading global travel marketplace, which processes more than US\$120 billion of global travel spend annually by connecting travel buyers and suppliers. Headquartered in Southlake, Texas, USA, Sabre serves customers in more than 160 countries around the world.

About Qantas

The Qantas Group is a diverse global aviation business, comprising Qantas Domestic, Qantas International, the Jetstar low-cost carrier group and Qantas Loyalty. In total, the Qantas Group operates more than 7,300 flights each week and, together with its codeshare and oneworld partners, offers flights to more than 1,000 destinations around the world. The Qantas Group's fleet numbers more than 300 aircraft, including the acclaimed Qantas A380, new Qantas Boeing 787-9 Dreamliner, and the Jetstar Boeing 787-8 Dreamliner. The Qantas Group carries over 50 million passengers each year and employs around 30,000 people. Throughout its 99-year history, Qantas has been consistently recognised with international awards for its service, food and wine, technology and innovation.

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