



Sabre's Beyond NDC program expands with cutting-edge partners AERTiCKET, Reed & Mackay and Travel and Transport

March 6, 2019

SOUTHLAKE, Texas, March 6, 2019 /PRNewswire/ -- [Sabre Corporation](#) (NASDAQ: SABR), the leading technology provider to the global travel industry, announced four new partnerships in its Beyond NDC program today. Corporate travel management leaders Travel and Transport and Reed & Mackay join AERTiCKET, Europe's largest independent airline ticket consolidator, in this latest development for the rapidly growing program.

In addition to expanding its [Beyond NDC](#) program, Sabre, an NDC-Certified Level 3 aggregator, is progressing on its product plan to deliver end-to-end NDC-enabled capabilities later this year, and is currently testing new shopping and pricing APIs that will facilitate NDC offers as well as traditional content from carriers.

"The addition of these leading travel buyers demonstrates our commitment to deliver on the value of NDC for all stakeholders – from airlines, to the travel agencies that consume their content," said Kathy Morgan, Sabre's vice president of NDC. "We could not be more pleased with the spectrum of voices we are adding to Beyond NDC today and the insights they will contribute."

Each partner will bring a new perspective to Beyond NDC, highlighting its individual strengths and demonstrated commitment to innovation.

Travel and Transport brings a global reputation for delivering one-of-a-kind travel management programs. "We see Sabre investing to enable personalized offers within NDC with an approach that ensures the necessary workflows and addresses complexities of managed travel programs. Our ability to collaborate with them on this is one of the greatest elements of this partnership," said Mike Kubasik, executive vice president and CIO with Travel and Transport. "The potential to contribute to the technology that will create customized, bundled offerings for our customers is a significant draw and will keep us at the forefront of delivering exceptional travel experiences."

Reed & Mackay's alliance with the Beyond NDC program reflects the travel agency's dominant global presence. "We are excited to take this step into NDC with Sabre because we know they can deliver solutions to our scale without losing sight of the need to tailor the experience for each and every client," said Fred Stratford, group CEO of Reed & Mackay. "We firmly believe that service and technology go hand in hand, so we're thrilled to contribute to the discussion that will help shape the future of NDC, and ultimately the content that will be delivered through our proprietary technology across the globe."

The business model of Berlin-based **AERTiCKET**, Europe's largest independent airline ticket consolidator, centers on simplifying the travel buying process for thousands of independent travel agencies. "We strive to enable travel agencies to deliver a true experience to their customers and to increase their revenue through effective up- and cross-selling," said Rainer Klee, founder and CEO of AERTiCKET. "There is significant room for growth for brick-and-mortar travel agencies when it comes to selling ancillaries and branded fares. We are happy to be part of Sabre's Beyond NDC program and to contribute to moving the travel industry forward when it comes to NDC and the evolution of travel distribution."

The newest Beyond NDC partners join travel industry influencers – American Airlines, American Express Global Business Travel, American Express Travel & Lifestyle Services, BCD Travel, Carlson Wagonlit Travel, CTM, Delta Air Lines, Finnair, Flight Centre Travel Group, Qantas Airways, Singapore Airlines and United Airlines – in Sabre's quest to lead the industry's evolution toward next-generation retailing, distribution and fulfillment solutions.

For more information on the Beyond NDC program and its developments, visit www.sabre.com/beyondndc.

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.

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