



ASKY partners with Sabre, supporting growth across Africa through next-generation technologies

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Agreement will help power recovery of travel in West Africa and beyond

LOME, Togo and SOUTHLAKE, Texas, Aug 5, 2020 /PRNewswire/ -- West-African airline, ASKY, has signed a multi-year agreement with [Sabre Corporation](#) (NASDAQ: SABR), enabling the carrier to move forward with innovative, next-generation technologies that will facilitate further expansion. The agreement will allow ASKY to leverage the global travel technology leader's passenger service system and its recently-launched Sabre Commercial Platform – the industry's only intelligent retailing platform.

Under the new agreement, ASKY will expand its shopping and payment capabilities, improve airport operations and offer a superior experience to travellers. The carrier will also make use of Sabre's Revenue Optimiser, a real-time revenue management solution.

"Despite the ongoing challenges for global aviation, ASKY aims for continued growth, so investment in robust, innovative and future-focused technology is now even more crucial," says ASKY CEO, Ahadu Simachew. "Our strategy centers around improving the travel experience for our passengers, and our partnership with Sabre will help us support this. As a robust regional carrier, we have a real opportunity to lead the recovery of African aviation post-Covid-19; having the right technology in place will help us craft a differentiated experience for our travelers, while optimizing our opportunities to grow revenue."

ASKY Airlines, headquartered in Lomé, Togo, commenced operation in 2010 and is one of the fastest-growing airlines on the continent – currently covering 22 destinations in 20 countries across West and Central Africa. A strategic partner of Ethiopian Airlines, ASKY was created by regional institutions, including the ECOWAS Bank for Investment and Development (EBID), West African Development Bank (BOAD) and ECOBANK Group.

"Over the past ten years, ASKY has contributed to the growth and expansion of air transport in Africa, thereby promoting regional integration and enabling economic growth," said Roshan Mendis, Chief Commercial Officer, Sabre Travel Solutions. "Now, it has a similarly significant opportunity to contribute to the recovery of the African aviation industry from Covid-19. While the recovery of international travel to the continent is likely to be slow, regionally-focused airlines like ASKY are ideally positioned to tap into the future expected growth in domestic and regional travel.

"Technology has a key role to play in shaping the post-Covid-19 travel experience. More than ever, airlines will need flexible and intelligent systems that can help them make real-time decisions in response to numerous external factors – while also continuing to develop the passenger experience. Sabre's intelligent technology will help ASKY deliver on its customer-focused strategy and position it for growth in this new world of travel."

About Sabre Corporation

Sabre Corporation is a leading software and technology company that powers the global travel industry, serving a wide range of travel companies including airlines, hoteliers, travel agencies and other suppliers. The company provides retailing, distribution and fulfilment solutions that help its customers operate more efficiently, drive revenue and offer personalised traveller experiences. Through its leading travel marketplace, Sabre connects travel suppliers with buyers from around the globe. Sabre's technology platform manages more than \$260B worth of global travel spend annually. Headquartered in Southlake, Texas, USA, Sabre serves customers in more than 160 countries around the world. For more information visit www.sabre.com.

About ASKY

ASKY, The Pan-African airline was created by regional institutions such as; ECOWAS Bank for Investment and Development (EBID), West African Development Bank (BOAD) and the ECOBANK Group. ASKY is a commercial company under private law and managed by experienced professionals within Africa, with Ethiopian airline as its strategic partner. ASKY currently operates a fleet of 8 New Generation aircrafts, one (1) Boeing 737 – 800, five (5) Boeing 737-700 and two (2) Dash Q-400, with service to twenty-three (23) cities in nineteen (19) countries within Africa. ASKY's focus is to develop intra-Africa routes network in order to facilitate regional integration, economic and tourism development.

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The Pan African Airline

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