



Sabre Unveils First Product Powered by its Proprietary Sabre Travel AI™ Technology

November 4, 2020

Partnering with Google, Company accelerates availability of the travel industry's first smart, scalable retail engine - with launch planned early next year

SOUTHLAKE, Texas, Nov. 4, 2020 /PRNewswire/ -- Sabre Corporation (NASDAQ: SABR), the leading software and technology company that powers the global travel industry, announced today it will be launching the Company's first product powered by its proprietary Sabre Travel AI™ technology. Working with Google, the Company is developing technology that will accelerate the delivery of a smart, scalable retail engine that is powered by state-of-the-art AI technology and advanced machine-learning (ML) capabilities, the first of its kind in travel. The Company plans to officially launch the first iteration of its Sabre Smart Retail Engine™ early next year, continuing to innovate in omni-channel retailing to enable capabilities across airline business models, passenger service systems (PSS) and global distribution systems (GDS).

"We are excited to bring this intelligent retail engine to market as part of our offer management strategy, marking another step towards achieving our 2025 vision of delivering truly personalized travel," said Wade Jones, chief product officer for Sabre. "Our proprietary technology infuses the power of Sabre Travel AI to deliver, not next-, but a third-generation of technology to the travel marketplace. By bringing together some of the brightest minds from Google and Sabre, we are accelerating the delivery of this smart and scalable retailing engine that we believe will enable customers to deliver personalized offers to their customers, better serving the needs of today's traveler, while unlocking more value per passenger boarded."

These advancements propel the Company's offer management strategy forward, enabling it to achieve one of its strategic initiatives announced at the beginning of this year.

Smart Retailing: Powered by machine learning; Informed by marketplace insights

The first of its kind, the Sabre Smart Retail Engine™ is a new innovation that integrates Sabre's dynamic offer management and customer segmentation capabilities with Google's proven and powerful merchandising solution to use real-time shopping data, available content and AI/ML-based decision support models to test-and-learn and generate the most optimal offers available. These personalized offer bundles are dynamically priced using customer segmentation techniques, can include ancillaries such as seats and baggage and eventually will include third-party content, such as rental cars and hotel stays. This advances the Company's vision to build and connect the right offer to the right traveler at the right time – increasing traveler satisfaction and providing airlines the opportunity to drive optimized and incremental revenue. For more information on this new product offering visit www.sabre.com/smartretailengine.

This is a significant addition to Sabre's suite of offer management products that will include decision science-based pricing and revenue management tools integrated with cloud-based availability and shopping that support an omni-channel approach, including NDC distribution.

Key components of Sabre's suite of offer management products will utilize:

- Science-based decision support: market-adaptive pricing powered by real-time insights from the traveler and the marketplace
- Proven cloud-based availability: single-product catalog for inventory, ancillaries and third-party content unlocking more value
- Next-generation shopping engine: live shopping engine that generates highly relevant personalized responses
- ML-powered retail engine: merchandising powered by machine learning, fostering experimentation in a test and learn environment to better inform and generate truly personalized offers
- Omni-channel opportunity: advancements in offer management will enable distribution across both indirect and direct channels.

Sabre Travel AI™: An Industry-First in Travel Technology

Announced last month, Sabre Travel AI™ is infused with Google's state-of-the-art AI technology and advanced machine-learning capabilities that will help customers deliver highly relevant and personalized content more quickly, to better meet the demands of today's traveler and create expanded revenue and margin growth opportunities. Specifically, Sabre Travel AI capitalizes on Google Cloud AI solutions and automated machine learning tools that sense, analyze and predict consumer behaviors – using real-time shopping and sophisticated travel-specific business insights.

This game-changing innovation is designed to enable airlines, agencies, corporations, hoteliers and other travel partners to take their retailing and digital customer experience strategies to the next level. By delivering the right offer, at the right time across all relevant channels, they will be positioned to deliver tailored personalization to travelers that should fortify traveler loyalty and drive higher conversion rates.

Building the Future of Travel: Together, Sabre and Google Cloud Accelerate Innovation.

The innovation of Sabre Smart Retail Engine was accelerated through Sabre's strategic relationship with Google and specifically part of the two companies' Innovation Framework – bringing the companies together to imagine, develop and deploy future capabilities that will advance the travel ecosystem.

"We are pleased to be working side-by-side with Sabre to bring innovative, industry-first technologies to the travel space," said Ravi Simhambhatla,

Managing Director, Digital Transformation Officer – Travel & Transportation of Google Cloud. "Today's announcement, as well as Sabre Travel AI, are what we hope will be the first of many concepts generated from our partnership."

Over time, the Company plans to integrate its intelligent and scalable technology across the breadth of the Sabre omni-channel retail, distribution and fulfillment offering including merchandising, availability, pricing, revenue management and optimization and GDS marketplace services. As previously noted, Sabre plans to officially launch the Sabre Smart Retail Engine early next year with additional products to follow.

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 fulfillment solutions that help its customers operate more efficiently, drive revenue and offer personalized traveler 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.

Forward-Looking Statements

Certain statements herein are forward-looking statements about trends, future events, uncertainties and our plans and expectations of what may happen in the future. Any statements that are not historical or current facts are forward-looking statements. In many cases, you can identify forward-looking statements by terms such as "expect," "believe," "help," "will," "plan," "anticipate," "may," "should," "would," "intend," "potential" or the negative of these terms or other comparable terminology. Forward-looking statements 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. The potential risks and uncertainties include, among others, the severity, extent and duration of the global COVID-19 pandemic and its impact on our business and results of operations, financial condition and credit ratings, as well as on the travel industry and consumer spending more broadly, the actions taken to contain the disease or treat its impact, the effect of remote working arrangements on our operations and the speed and extent of the recovery across the broader travel ecosystem, dependency on transaction volumes in the global travel industry, particularly air travel transaction volumes, including from airlines' insolvency, suspension of service or aircraft groundings, the effect of cost savings initiatives, the timing, implementation and effects of the technology investment and other strategic initiatives, the development, timing, completion and effects of platforms and related projects, the effects of strategic partnerships, travel suppliers' usage of alternative distribution models, exposure to pricing pressure in the Travel Network business, changes affecting travel supplier customers, maintenance of the integrity of our systems and infrastructure and the effect of any security breaches, failure to adapt to technological advancements, competition in the travel distribution market and solutions markets, implementation of software solutions, reliance on third parties to provide information technology services and the effects of these services, the finalization of an agreement to implement a full-service property management system, the execution, implementation and effects of new, amended or renewed agreements, including anticipated savings, dependence on establishing, maintaining and renewing contracts with customers and other counterparties and collecting amounts due to us under these agreements, dependence on relationships with travel buyers, our collection, processing, storage, use and transmission of personal data and risks associated with PCI compliance, our ability to recruit, train and retain employees, including our key executive officers and technical employees, the financial and business results and effects of acquisitions, the effects of any litigation and regulatory reviews and investigations, including with respect to these acquisitions, adverse global and regional economic and political conditions, including, but not limited to, economic conditions in countries or regions with traditionally high levels of exports to China or that have commodities-based economies and the effect of "Brexit" and uncertainty due to related negotiations, risks arising from global operations, reliance on the value of our brands, failure to comply with regulations, use of third-party distributor partners, the effects of the implementation of new accounting standards, and tax-related matters, including the effect of the Tax Cuts and Jobs Act. More information about potential risks and uncertainties that could affect our business and results of operations is included in the "Risk Factors" and "Forward-Looking Statements" sections in our Quarterly Report on Form 10-Q filed with the SEC on August 10, 2020, in our Annual Report on Form 10-K filed with the SEC on February 26, 2020 and in our other filings with the SEC. Although we believe that the expectations reflected in the forward-looking statements are reasonable, we cannot guarantee future events, results, actions, levels of activity, performance or achievements. Readers are cautioned not to place undue reliance on these forward-looking statements. 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 they are made.

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The Sabre logo is rendered in a bold, red, italicized sans-serif font. The letters are thick and slanted to the right. A registered trademark symbol (®) is located at the bottom right of the word "Sabre".

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