



AirJapan selects Radixx portfolio from Sabre to support new business model as it prepares to take the skies with its first commercial flight in FY 2023

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ANA HOLDINGS INC. new brand operation, AirJapan, has selected a full suite of Radixx products including the Radixx Res Passenger Service System (PSS) to support its aim of combining the best of full-service and low-cost carrier offerings to travelers.

SOUTHLAKE, Texas and SINGAPORE and NARITA, Japan, July 20, 2022 /PRNewswire/ -- [Sabre Corporation](#) (NASDAQ: SABR), a leading software and technology provider that powers the global travel industry, today announced a new agreement between Sabre company Radixx and All Nippon Airways' (ANA) new airline brand, AirJapan. The carrier will use the full suite of Radixx products including the Radixx Res passenger services system (PSS) and mobile check-in capabilities to support its aim of meeting emerging trends for international travel with superior service at a competitive price.

While Air Japan Co., Ltd. currently operates flights on behalf of its parent company ANA HOLDINGS INC., under this venture AirJapan will be launched as an entirely new brand that will concentrate on value-based services on medium-haul international routes; aiming to provide a caring passenger experience with a newly created service concept and will be positioned between the ANA full-service and Peach Aviation low-cost brands within the ANA group of airlines.

"It's incredibly important to us that we have the right technology partner who not only understands the ever-evolving travel marketplace and specificities of the Japanese market, but who can enable us to ensure success as we prepare to launch AirJapan under the ANA Group umbrella," said **Hideki Mineguchi, President CEO, AirJapan**. "The broad range of solutions we have selected from Radixx will support us in our strategy of focusing on medium-haul international routes while creating a new kind of air travel experience that is neither a full-service carrier nor low-cost carrier, combining the best of both worlds while being firmly rooted in Japanese culture and quality."

In the agreement which further strengthens Radixx's presence in the Japanese market, AirJapan has selected a full suite of Radixx solutions:

Radixx Res – *Radixx's proven, industry-leading core passenger system will enable AirJapan to centrally manage all passenger operations, sales channels and partnerships.*

Radixx Go and Radixx Go Touch – *to evolve AirJapan's check-in operation at airports and enable easy ramping up of operations during the high-demand season. Radixx Go Touch helps airline employees to transact full departure control capabilities from a mobile device, giving them freedom to check-in passengers away from the constraints of physical airport desks and counters. Mobile agents can fully process passenger sales at multiple touchpoints throughout the journey, from the hotel lobby to the airline lounge to the boarding gate.*

Radixx ezyCommerce – *an integrated e-commerce and mobile solution will allow AirJapan easy to differentiate their brand with personalized offers, and the flexibility to add ancillary offers and mobile check-in capability.*

Radixx Insight – *an analytics and revenue optimization platform that will enable AirJapan to leverage data to increase retailing effectiveness and optimize operations. By providing comprehensive views of the customer lifecycle with timely recommendations, Radixx Insight will enable better decision-making for AirJapan executives, while powering the airline's back-office systems.*

"We're thrilled to enhance our relationship with ANA at this pivotal time for the AirJapan and for the Japanese travel industry by providing Radixx solutions that are built with robust security and system stability through our Google Cloud partnership," said **Chris Collins, Senior Vice President and General Manager, Radixx**. "AirJapan has carefully chosen a wide spectrum of complementary Radixx solutions that will enable them to make intelligent, intuitive decisions to streamline operations, optimize the traveler experience and enhance revenue opportunities while benefiting from ongoing innovation through Sabre's Google partnership. We look forward to seeing AirJapan aircraft take to the skies next year, supported by Radixx technology."

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.

About Air Japan

As a member of ANA group, Air Japan was established in 1990 as an airline to operate international charter flights. The company changed its name from World Air Network. Co.ltd to Air Japan Co.,Ltd. in 2000, and started operating its first scheduled international flights between Osaka and Seoul. From 2003, Air Japan started operating flights from Narita to Asian countries and Honolulu as "ANA brand" international airline. Air Japan has always strived and will continue to meet the needs of our customers with promising safety, operation quality, and inflight services. We are honored to announce that Air Japan will start service as a new brand from 2023 with our firm foundation of experiences. With the new "AirJapan brand", we explore the way to fly, with a touch of Japanese thoughtfulness by refocusing on customer's true needs and delivering them simply. New "AirJapan brand" will operate with equal safety and operation standard as "ANA brand". We will also continue to operate Asian routes as "ANA brand". It is a

whole new experience for one airline to take on the challenges of operating different brands. We are committed to making further strides through preparation and are looking forward to providing new values in the future.

About ANA HOLDINGS

Founded in 1952 with just two helicopters, All Nippon Airways (ANA) has grown to become the largest airline in Japan. ANA HOLDINGS Inc. (ANA HD) was established in 2013 as the largest airline group holding company in Japan, comprising 71 companies including ANA and Peach Aviation, the leading LCC in Japan. ANA is a launch customer and the largest operator of the Boeing 787 Dreamliner, making ANA HD the biggest Dreamliner owner in the world. A member of Star Alliance since 1999, ANA has joint venture agreements with United Airlines, Lufthansa German Airlines, Swiss International Airlines and Austrian Airlines - giving it a truly global presence. The airline's legacy of superior service has helped it earn SKYTRAX's respected 5-Star rating every year since 2013, with ANA being the only Japanese airline to win this prestigious designation for nine consecutive years. ANA also has been recognized by Air Transport World as "Airline of the Year" three times (2007, 2013 and 2018); it is one of only a select few airlines to win this prominent award multiple times. In 2021, ANA was awarded the 5-star COVID-19 safety rating by SKYTRAX, recognizing the airline's initiatives to provide a safe, clean and hygienic environment at airports and aboard aircraft, embodied in the ANA Care Promise. ANA is the only company in the aviation industry to receive the Gold Class distinction from the 2022 S&P Global Sustainability Awards and ANA HD has been selected as a member of the Dow Jones Sustainability World Index list for the fifth consecutive year and the Dow Jones Sustainability Asia Pacific Index list for the sixth consecutive year.

For more information, please refer to the following link.

<https://www.ana.co.jp/group/en/>

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