



Sabre

GOL Linhas Aéreas Strengthens Partnership with Sabre, Leveraging SabreMosaic to boost Revenue and Enhance Customer Experience

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SOUTHLAKE, Texas AND SÃO PAULO, Feb. 24, 2025 /PRNewswire/ -- [Sabre Corporation](#) (NASDAQ: SABR), a leading global travel technology company, and GOL Linhas Aéreas, one of the leading airlines in Brazil, today announced the extension of their long-standing partnership. The renewed agreement includes the continued use of Sabre's Passenger Service System (PSS) and Global Distribution System (GDS), as well as the adoption of Sabre's Mosaic solutions, such as Ancillary IQ™ and Dynamic Availability, to support GOL's growth and retailing strategies to improve its revenue performance.

By integrating SabreMosaic modules, GOL aims to enhance its retailing capabilities and offer personalized experiences to travelers. Ancillary IQ™ will enable GOL to provide personalized **and** optimized ancillary offers by leveraging AI and real-time data to recommend the right products—such as seat upgrades, baggage, and priority boarding—tailored to each traveler. Meanwhile, Dynamic Availability optimizes pricing in real time by intelligently adjusting seat availability and fare conditions based on market demand and airline strategies. Additionally, GOL is implementing Sabre's Self-Service Reaccommodation solution to empower travelers with tailored rebooking options on their mobile devices, enhancing satisfaction and streamlining operations.

"We are thrilled to continue our collaboration with GOL, a forward-thinking airline dedicated to enhancing passenger experiences," said Gary Stone, Vice President and Regional General Manager Airline Sales & Account Management

Latin America & Caribbean, Sabre. "By extending our partnership and incorporating SabreMosaic solutions, GOL is well-positioned to drive revenue growth and operational efficiency, while delivering tailored experiences that meet the evolving needs of today's travelers."

This partnership underscores the mutual commitment of GOL and Sabre to innovation and excellence in the travel industry, paving the way for future growth and enhanced passenger experiences.

"The integration of Sabre's advanced solutions, combined with our team's expertise, will significantly enhance our ability to drive higher-quality revenue and strengthen our long-term financial sustainability" said Mateus Pongeluppi, Chief Strategy Officer at GOL. "Extending our partnership with Sabre aligns with our commitment to leveraging innovative technology to improve the travel experience for our passengers."

About Sabre Corporation

Sabre Corporation is a leading technology company that takes on the biggest opportunities and solves the most complex challenges in travel. Sabre harnesses speed, scale and insights to build tomorrow's technology today – empowering airlines, hoteliers, agencies and other partners to retail, distribute and fulfill travel worldwide. Headquartered in Southlake, Texas, USA, with employees across the world, Sabre serves customers in more than 160 countries globally. For more information visit www.sabre.com.

About GOL Linhas Aéreas Inteligentes S.A.

GOL is one of Brazil's leading airlines and is part of the Abra Group. Since it was founded in 2001, the company has had the lowest unit cost in Latin America, democratizing air transport with the aim of "Being the First for All". GOL has alliances with American Airlines and Air France-KLM and offers customers more than 60 codeshare and interline agreements, making connections to any place served by these partnerships more convenient and easier. GOL also has the Smiles loyalty program and GOLLOG for cargo transportation, which serves various regions in Brazil and abroad. The company has 13,900 highly qualified professionals focused on safety, GOL's number one value, and operates a standardized fleet of 138 Boeing 737 aircraft. The Company's shares are traded on B3 (GOLL4). For further information, visit www.voegol.com.br/ir

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