



## Sabre and CellPoint Digital Strengthen Airline Payments Ecosystem with Strategic Agreement

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The collaboration will provide airlines with improved payment solutions, enhance user experience, and reduce costs

SOUTHLAKE, Texas, April 8, 2025 /PRNewswire/ -- [Sabre Corporation](#) (NASDAQ: SABR), a leading global travel technology company, and [CellPoint Digital](#), a global leader in payment orchestration, have entered into a new agreement aimed at reshaping the airline payments landscape. This deal gives airlines using SabreSonic and Radixx access to a wide range of payment methods and value-added services, streamlining payment processes, enhancing the user experience, and reducing operational costs.

Thanks to the integration of Sabre and CellPoint Digital, airlines now have the freedom to choose from an extensive range of payment options, including international card networks commonly used for global transactions, digital wallets and other non-card-based methods that offer consumers more flexibility at checkout, alternative ways to pay that might include deferred payment or mobile-based solutions, and direct bank-to-bank transfers enabled by real-time or open banking systems, to name a few.

This agreement underscores Sabre's commitment to delivering solutions that evolve alongside the growing complexity and interconnectivity of distribution and payments in the airline and broader travel industry. By bringing CellPoint Digital's capabilities into Sabre's platform, airlines now have a simple, unified solution that makes it easier to adopt new payment options and cut through the usual barriers.

"We are excited to work with CellPoint Digital to offer airlines flexibility and choice in payment solutions," said Nicolas Ortiz Luengo, Senior Director, Travel Payments Product at Sabre. "This agreement highlights our commitment to helping airlines improve their payments strategies by enhancing the user experience and reducing costs. Seamlessly integrating CellPoint Digital helps airlines optimize their payment strategies, ensuring secure transactions and support for increasingly used alternative forms of payment. With a wide variety of payment options available, the collaboration drives greater efficiency and satisfaction in the airline industry."

"This agreement gives airlines access to a wide range of pre-integrated methods through a single connection," said Kristian Gjerding, CEO at CellPoint Digital. "It simplifies the expansion of their payment mix, supports local market needs, and reduces friction at checkout — all of which contribute to higher conversion rates. As the role of payments grows in both customer experience and cost management, this integration offers greater flexibility and control."

This collaboration will help airlines enhance and customize their payment strategies. With a wide range of payment options available, Sabre and CellPoint Digital aim to give airlines the tools they need to meet both consumer expectations and evolving business needs.

### 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](http://www.sabre.com)

### About CellPoint Digital

CellPoint Digital is a fintech leader in payment orchestration and optimisation. CellPoint Digital's main solution is a powerful Payment Orchestration Platform that optimises digital payment transactions from cards or alternative payment methods and accelerates the deployment of new payment options. Merchants can easily scale their own payment ecosystem across the world, unify the customer payment experience across their website, mobile apps and other channels, optimise the routing of each transaction, increase conversion rates and minimise payment costs. CellPoint Digital has offices in Copenhagen, Dallas, Dubai, London, Miami, Pune and Singapore.

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