



## PRESS RELEASE

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### **eDreams ODIGEO and Lufthansa Group airlines sign strategic NDC partnership agreement**

- **Europe's largest online travel agent and one of the world's leading airline groups announce their new NDC partnership**
- **Through this agreement, customers will benefit from an enhanced shopping experience with access to Lufthansa Group airlines' NDC Smart Offer**
- **The agreement will boost joint innovation in travel as both parties become preferred partners for future developments**

eDreams ODIGEO, Europe's largest online travel company and one of the largest European e-commerce businesses, and Lufthansa Group airlines, one of the world's leading airline groups, today announced that they have signed a new distribution agreement based on IATA's New Distribution Capability (NDC).

The strategic agreement involves all four leading travel agency brands of eDreams ODIGEO business (eDreams, Opodo, Travellink and GO Voyages) and Lufthansa Group airlines (Lufthansa, Swiss, Austrian Airlines and Brussels Airlines) globally, and will allow travelers to enjoy a modern air retailing experience for travel to 270 destinations in 105 countries.

With eDreams ODIGEO joining Lufthansa Group airlines' NDC Partner Program, travelers will benefit from the attractive NDC Smart Offer: Lufthansa Group airlines' most competitive fares and exclusive ancillary services. Combined customer-centric technology will enable an enhanced traveler shopping experience and personalization for eDreams ODIGEO's 18 million customers on its 261 booking platforms.

As part of this deal, eDreams ODIGEO and Lufthansa Group airlines agree to become preferred partners for joint innovation initiatives that add value to travellers, such as the development of new and innovative travel ancillary services.

Pablo Caspers, Chief Air Supply & Advertising Officer, eDreams ODIGEO: "As Europe's largest online travel company, we are committed to constantly enhancing our product and service offering to ensure the highest levels of customer satisfaction. As part of this, we are delighted to strengthen our partnership with one of the world's leading airline groups as it will allow our joint travelers to enjoy even better air products and services. Also, by teaming up we will boost innovation

and technology within the travel and e-commerce industry to ultimately benefit millions of consumers worldwide.”

Thomas Eggert, Senior Director Global & Strategic Corporate Accounts, Lufthansa Group “Our mission is to provide customers with a premium experience, with high-quality products and services. With this strategic agreement with one of the world’s largest flight retailers, more travelers will be able to benefit from our NDC Smart Offer, and we are thrilled to also be able to work alongside eDreams ODIGEO to innovate and design the future of travel.”

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