



## 69% Increase in Profit after Tax, Significant New Customer Wins and a 50% Increase in Dividend Proposed

**Dublin - 24 March 2015:** Datalex plc (ISE: DLE), a market leader in digital commerce for global travel retailers, today announces final results for the year ended 31 December 2014.

### Financial Highlights

In 2014 Datalex again delivered double digit growth in Adjusted EBITDA and cash generated from operations, whilst securing significant customer growth and new business wins that will drive performance in the coming years. Some of the key financial highlights include:

- Platform revenue<sup>1</sup> up 11% to US\$19.5m
- 12% increase in Adjusted EBITDA to US\$8.5m (after an FX translation loss of US\$0.5m at year end)
- 69% increase in profit after tax to US\$2.7m
- 66% increase in basic EPS to 3.71 US cents
- 60% increase in cash generated from operations to US\$9.6m
- Increase in cash reserves to US\$18.3m
- Proposed 50% increase in dividend to three US cents per share

Year ended 31 December	2014	2013	Change
	US\$m	US\$m	%
Total revenue	41.4	38.1	+9%
Platform revenue included in total revenue	19.5	17.5	+11%
Total costs	39.0	36.6	+7%
Profit after tax	2.7	1.6	+69%
Adjusted EBITDA	8.5	7.5	+12%
Basic EPS (cents)	3.71	2.24	+66%
Cash generated from operations	9.6	6.0	+60%
Cash and cash equivalents	18.3	16.9	+9%

Aidan Brogan, CEO of Datalex plc said: *“2014 was a year of continued performance and growth for Datalex. We have not only delivered double digit growth in Adjusted EBITDA, but also secured significant new business wins. These new wins will drive our growth in the years ahead and further expand our market presence. I am also pleased to report that the Board is proposing a 50% increase in our dividend”.*

<sup>1</sup> The key value driver in the business is the recurring revenue stream generated from customers' use of the Datalex Commerce platform. As the business evolves there are an increasing number of ways in which customers and partners can use the platform, bringing with it a greater range of potential new revenue opportunities for Datalex. The continued use of the term 'transaction revenue' no longer adequately reflects the full value and opportunity created by the platform, and the company believes that the term 'platform revenue' better captures the market opportunity that we see for the business.

The 2014 profit after tax of US\$2.7m (2013: US\$1.6m) includes amortisation of product development of US\$3.7m (2013: US\$4.3m) and capitalised development expenditure of US\$5.1m (2013: US\$3.2m). This investment relates to both development work driven by our product road map and investment in the platform arising from customer-driven innovation and market requirements.

Platform revenue grew by 11% in 2014, driven by the full year impact of 2013 go lives at WestJet and Virgin Australia, together with the commencement of revenue generation at customers that went live in 2014, including Brussels Airlines, Air Transat, Virgin Atlantic and West Air. The full year impact of these carriers, together with the customers projected to go live in 2015 such as JetBlue and Swiss International Air Lines, will drive double digit growth in our platform revenue in 2015.

The Group's cost base grew by 7% to US\$39.0m (2013: US\$36.6m). The main cost increases were payroll and contractor costs, before capitalisation and share based compensation expense, which rose by 8% or US\$2.2m to US\$29.3m. These costs account for 70% of the total cost base before capitalisation, and the additional resources not only helped deliver the increase in services revenue in the year, but also helped to manage and support an expanding customer base.

The cost base also includes a foreign exchange translation loss of US\$0.5m on euro cash and receivables at year end, as a result of the sharp strengthening of the US dollar against the euro in the final weeks of 2014.

## Operational Highlights

There were a number of notable achievements in the Datalex business in 2014:

- We signed contracts with a number of new customers, including Swiss International Air Lines and Edelweiss, both members of the Lufthansa Group, and West Air of China, a member of the Hainan Group of Airlines.
- We brought our digital commerce platform live at a number of new customers, including Brussels Airlines, Virgin Atlantic, Air Transat, and West Air.
- In Q4 we signed a technology partnership agreement with Abacus Travel Systems of Singapore, a leading provider of IT products and services to over 44,000 travel agency locations across Asia-Pacific.
- We continued to scale the organisation through employee growth (25 new hires in 2014) and strategic partnerships.
- We opened an office in Beijing, China in mid-2014 to increase our reach in this strategic market.

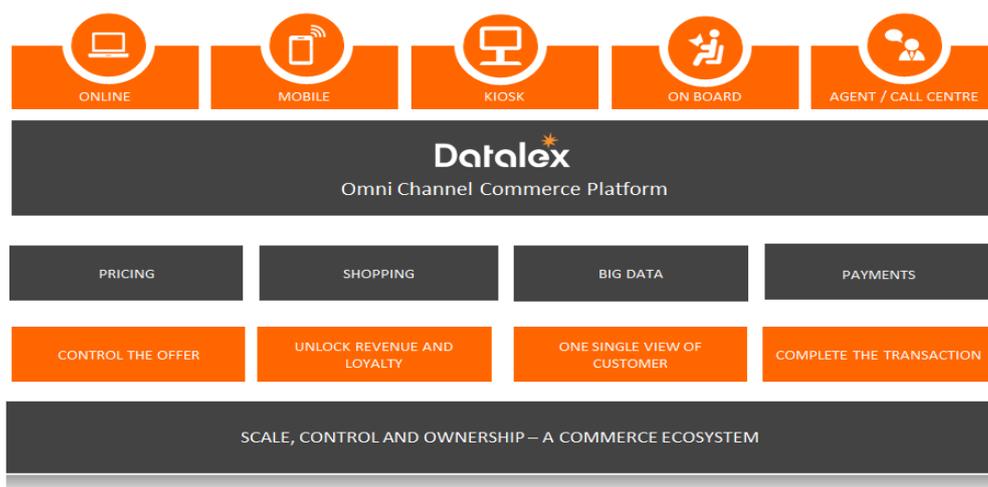
## Dividend

The Board is pleased to propose to shareholders a final dividend of three US cents per share, representing a 50% increase on last year.

## Growth Strategy

Datalex has developed a five year growth strategy which we are confident will deliver double digit growth in Adjusted EBITDA and significant shareholder value in the coming years. The main drivers of growth will be through customer acquisition and development, product expansion and selective strategic partnerships to leverage the investment in the product to date. 2014 performance represents a strong step towards the achievement of that ambition.

## The Datalex Commerce Platform - A Unique Strategic Asset



Datalex is a market leader in digital commerce, driving revenue and loyalty for global travel retailers. Our commerce platform enables omni-channel pricing, shopping and order management for personalised and differentiated travel retail across digital channels and devices.

2014 product investment focused on digital commerce pricing, payments and big data features. In 2015 the company will invest in areas such as user experience, payments, data and mobility.

In December 2014 Datalex was again named as the 'World's Leading Travel Merchandising Solution Provider' at the World Travel Awards.

### 2015 Outlook

The continued momentum in platform revenue will help drive an expected 20%-25% growth in Adjusted EBITDA in 2015, and further growth in cash reserves. In parallel, the company continues to invest in its people, product and partners, to scale the business to deliver long term sustainable growth.

Our 2014 Datalex Annual Report is included in the attached PDF and is also available at: [www.datalex.com/about-us/investors/](http://www.datalex.com/about-us/investors/)

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## About Datalex

Voted the 'World's Leading Travel Merchandising Solution Provider' at the 2014 World Travel Awards, Datalex is a market leader in digital commerce, driving revenue and loyalty for global travel retailers.

The Datalex platform enables a digital travel marketplace of over one billion shoppers covering every corner of the globe, driven by some of the world's most innovative airline retail brands. Its customers include Abacus Travel Systems, Aer Lingus, Air China, Air Transat, Brussels Airlines, Delta Air Lines, Frontier Airlines, HP Enterprise Services, JetBlue Airways, SITA, Swiss International Air Lines, Virgin Atlantic, Virgin Australia, and WestJet.

Founded in 1985, the company is headquartered in Dublin, Ireland, and maintains offices across Europe, USA and China. Datalex is a publicly listed company and trades on the Irish Stock Exchange (ISE: DLE).

*This press release contains certain forward-looking statements. Actual results may differ materially from those projected or implied in such forward-looking statements. Such forward-looking information involves risks and uncertainties that could significantly affect expected results.*