



Trading Update

FY 2016 Guidance of 15-20% Growth in Adjusted EBITDA Reaffirmed

Dublin, Ireland - 21 November 2016 – Datalex plc (ISE: DLE) a leading provider of Digital Commerce for travel retailers, today releases the following trading update, covering the period from 1 July 2016 to 31 October 2016.

Operating performance

Our operating performance over the period has been in line with expectations, and we remain on course to meet our FY 2016 guidance of 15-20% growth in Adjusted EBITDA. During the period we have seen continued strong momentum in our business, with platform revenue, our key value driver, growing 12% compared to the same period in 2015.

Highlights

During the period we continued to execute our growth strategy and scale our business across a number of key areas, including:

Customer Success

During the period we deployed our platform at a number of new customers, which will drive growth in our platform revenue in the coming years:

- At the end of Q3, Swiss International Air Lines went live on our commerce platform. This solution, which meets all of the latest IATA NDC standards, allows Swiss to dynamically price and merchandise all products across every direct and indirect channel.
- We are deploying our commerce platform at our sixth Chinese airline customer, which is expected to go live towards the end of 2016. This further strengthens our position in the strategically important Chinese market, and we are confident of additional customer signings there in the coming months.
- The program to deploy our commerce platform at the Lufthansa Group is fully underway, and we will provide further details on this engagement in due course.

Our new business pipeline continues to strengthen in every region, particularly with large carriers undergoing a digital transformation of their business. This demonstrates our market-leading position, and the increasing importance of our offering as a critical enterprise system.

Growth and Scale

We continue to scale our organisation through employee growth, additional key partners and investment in our Digital Commerce Platform. To date in 2016 we have added over 80 new positions across the business, and we also made a number of senior appointments:

- In October, Blair Koch was appointed as Chief Technology Officer and President of Datalex (US) Inc. Blair was previously VP of Technology and Integration at JetBlue Airways, and was MD of IT at United Airlines.
- In November, Alison Bell was appointed as VP of Strategic Sales. Alison previously held MD level roles at Travelport and TravelClick.

Product Investment

In 2016 we are accelerating investment in a number of new product features and capabilities to capitalise on our growing market opportunity, particularly with major carriers who are transforming their airlines into fully digital businesses. Some of the areas we are investing in include:

- *Offer Management* - where airlines can dynamically configure pricing and optimise revenues for all products and services across all consumer channels, devices and touchpoints.
- *Order Management* - this is the customer hub for all pre-trip, during-trip and post-trip fulfilment operations and provides a powerful data for analytics and personalisation.
- *NDC Certification* - NDC ('New Distribution Capability') is an industry change program launched by IATA for the development of communication standards between airlines and travel agents. Datalex is now certified to the highest level of compliance with NDC standards. This allows our customers to more effectively manage distribution strategy with agency partners.
- *Digital Payments* - we are investing in our digital payments capabilities, including a virtual payments capability and agency credit management functions. The area of digital payments represents a significant business opportunity for Datalex, and one which we believe will deliver growth in the medium term.
- *API First* – we are investing in tools and operational frameworks to enable more agile development against our platform by customers and partners. This will scale our product and market reach.

FY 2016 outlook

2016 to date has been a period of continued growth and investment for Datalex, and a time in which we have seen a significant expansion in our market opportunity. We continue to deliver double digit growth across our key metrics, including Adjusted EBITDA, whilst also putting in place the foundation for continued growth in the future.

We are satisfied with the progress we have made against our objectives so far this year, and we remain confident that our FY16 guidance of 15-20% growth in Adjusted EBITDA will be achieved.

About Datalex

Datalex is a market leader in Digital Commerce for travel retailers. The Datalex Digital Commerce Platform enables a 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 Aer Lingus, Air China, Air Malta, Air Transat, Copa Airlines, Delta Air Lines, Hainan Group of Airlines, HP Enterprise Services, JetBlue Airways, Lufthansa Group, Philippine Airlines, SITA, STA Travel, Virgin Atlantic and Virgin Australia. The company is headquartered in Dublin, Ireland, and maintains offices across Europe, USA and China. Datalex is a publicly listed company and is listed on the Irish Stock Exchange (ISE: DLE). Learn more at datalex.com or follow on [Twitter@Datalex](https://twitter.com/Datalex).

This announcement 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. Datalex undertakes no obligation to update any forward-looking statements.

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