



Multiplus, the Leading Brazilian Loyalty Network, selects Datalex for Loyalty Commerce

Dublin - 11 May 2018: Datalex plc (ISE: DLE) is pleased to announce its agreement with Multiplus S.A., the leading Brazilian loyalty coalition network, to deliver its digital commerce platform for airline and travel products in support of the Multiplus loyalty commerce marketplace. The new platform allows Multiplus to deliver a better experience to its 19.9 million members across all channels including online, mobile and call center. It will support their growing ecosystem of partner product, service and experience offers, and will enable improved data collection and intelligence.

President of Multiplus Roberto Medeiros said: *"We selected the Datalex Digital Commerce Platform as evidence of our continued desire to innovate and improve the experience of accumulating and redeeming points, to engage our program members and to generate value for our partners. This is part of our goal to be the best loyalty network".*

Datalex CEO Aidan Brogan said: *"We are delighted to be chosen by Multiplus to deliver their loyalty marketplace using the Datalex Digital Commerce Platform. Multiplus is a major player in the loyalty space with almost 20 million members. This multi-year, multi-million-dollar deal opens up the global loyalty sector for Datalex. Multiplus's decision to choose Datalex confirms our position as a leader in global digital travel and loyalty commerce.*

About Multiplus

Multiplus (B3: MPLU3) is the leading loyalty network and the pioneer in the industry, consisting of 305 partners and more than 19.9 million members. By connecting different companies and loyalty programs, Multiplus allows its members to accrue points in one single account, by exercising their day-to-day activities, such as: transferring points from credit cards, traveling with LATAM and other airlines' companies affiliated to the oneworld Alliance, filling up their cars, purchasing electronic goods and domestic appliances, sporting articles, toys, including other purchases from affiliated companies of Multiplus' group, such as the Platform Comprei Pontuei and Multiplus' insurance broker. At these Multiplus companies, members are informed of the points accrued at the time of purchase, when hiring and when renewing their insurance policies.

Members of Multiplus can choose from more than 550,000 products and services that can be exchanged with redeemed points, including new products and some of the most desirable items from the main brands and retailers. Points can also be exchanged for airline tickets to fly with the best carriers: there are more than 1000 destinations available, in 150 countries in which LATAM and the other companies of the oneworld Alliance operate.

Multiplus' strategic partners include major companies such as LATAM Airlines, LATAM Travel, Pontofrio.com, Ipiranga, Netshoes, Dafiti, Accor, Booking.com, Hotels.com, Vivo, Airbnb, Cabify, B2W, among others.

For more information about Multiplus please access pontosmultiplus.com.br.

About Datalex

Datalex is a market leader in digital commerce for travel retailers. The Datalex Digital Commerce Platform enables an omni-channel travel marketplace of over one billion shoppers covering every corner of the globe, driven by some of the world's most innovative travel retail brands. Its customers include Aer Lingus, Air China, Air Malta, Air Transat, Copa Airlines, Hainan Group of Airlines, HP Enterprise Services, JetBlue Airways, Lufthansa Group, Philippine Airlines, STA Travel 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 www.datalex.com or follow on Twitter @Datalex.

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