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Datalex plc

Datalex selected to support Virgin Australia technology roadmap

Dublin, Ireland – 6 December 2021: Datalex plc ("Datalex", the "Company" or the "Group") (Euronext Growth Dublin: DLE), a market leader in digital retail technology focused on the airline market, will partner with Virgin Australia Group, the Australian-based airline, on key technology components of the airline's transformation strategy.

As part of the airline's technology investment roadmap, Virgin Australia has prioritised upgrades to internal and external digital interfaces and to commercial tools and platforms.

The airline will use all four Datalex flagship products - Datalex Direct, Datalex NDC, Datalex Merchandiser and Datalex Dynamic - as well as the Digital Configurator to deliver on retail-focused elements of the roadmap.

Virgin Australia will use Datalex's airline applications to integrate with its existing inventory and distribution platforms to distribute new products and content across the airline's key sales channels to grow revenue and deliver a better customer experience.

David Emerson, Chief Commercial Officer at Virgin Australia said;

"At Virgin Australia, we intend to maintain our position as Australia's most loved airline. We are undergoing significant transformation to both improve our guest experience and reduce costs. Technology investment is an important part of this, and our partnership with Datalex will help us achieve both of these objectives and position us well for the future."

Sean Corkery, CEO of Datalex said;

"We are delighted to welcome Virgin Australia as a valued customer and to announce this partnership, which recognises Datalex's superior digital retailing capabilities for airlines. We are confident of the strong cultural and technical fit between both parties."

About Virgin Australia

Founded in 2000 as Virgin Blue, Virgin Australia is an Australian-based airline and the largest airline by fleet size to use the Virgin brand. Supported by its award-winning loyalty program, Velocity Frequent Flyer, the airline services all key segments of the Australian market.

About Datalex

Datalex is a market leader in digital commerce for travel retail. Datalex provides airlines with unique products to drive revenue and profit as digital retailers. Today 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. Datalex's customers include JetBlue Airways, Air China, Tianjin Airlines, West Air, Guangxi Beibu Gulf Airlines, Urumqi Air, Air Changan, SAS, KLM, Turkish Airlines, Copa Airlines, Aer Lingus, Edelweiss, Air Transat, Trailfinders and Virgin Australia. The Group is headquartered in Dublin, Ireland, and maintains offices across Europe, the USA and China. Datalex plc is a publicly listed company on Euronext Growth.

Learn more at www.datalex.com or follow on twitter @Datalex.

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