



## PRESS RELEASE

### Kenya Airways rolls out the latest technology in revenue management

**Nairobi, December 4, 2019** – Kenya Airways PLC (NSE: KQ) has today rolled out a new revenue management solution which will enable the airline predict consumer behaviour, in addition to improving availability and price offering to its customers.

KQ is the first airline in Africa to implement the Altéa Network Revenue Management System which will optimize returns from all bookings made and in turn increase overall airline revenues going forward. This system has been implemented by Amadeus.

One of the biggest challenges for airlines in revenue management is striking a balance between the late booking high yield markets and the early booking low yield markets. With this solution in place, Kenya Airways will have the ability to seamlessly maximise on the late high yielding demand but still cater to the early booking traffic whilst remaining competitive.

“As the market dynamics and our customer behavioural patterns change, it is important to continue innovating and improving processes to meet those changes. We will be able to know and understand our customers even better and in turn avail more competitive fares to them” said Sebastian Mikosz, Kenya Airways Group CEO & Managing Director.

This is part the airlines turnaround strategy to keep growing revenues as we and continuously improving the customer journey.

“This exercise began in February 2019, after a thorough selection process of the implementation partner. The team has worked round the clock to deliver on all project requirements within the shortest time possible and I commend them all for a job well done. Our customers are at the core of all we do and this is why implementing cutting edge technology that makes the customer journey more pleasant is a big deal for us” said Ursula Silling, Kenya Airways Chief Commercial Officer

With its enhanced forecasting capabilities, KQ can capitalize on opportunities in its network that enhance the movement of optimal traffic. Additionally, the airline can sustain growth by leveraging on the agility of the system to react to an ever-changing industry”

Maher Koubaa, Executive Vice President Airlines, Middle East, Turkey and Africa at Amadeus, said: “This partnership will strengthen the relationship between Kenya Airways and Amadeus. We are dedicated to working closely together to deliver a new approach to revenue management to support the complex and specific needs of this rapidly evolving airline. The right offer management strategy is vital to underpin an airline’s growth and optimise its revenues, and we are excited to see how Altéa technology can enable Kenya Airways to achieve its business goals”

Kenya Airways has always focused on making Nairobi a world class hub and this is one of the steps in that direction. The system through its customer centric approach will enable the airline to fly more guests to Nairobi, across Africa and beyond.

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## About Kenya Airways

Kenya Airways, a member of the Sky Team Alliance, is a leading African airline flying to 54 destinations worldwide, 43 of which are in Africa and carries over four million passengers annually. It continues to modernize its fleet with its 33 aircraft being some of the youngest in Africa. This includes its flagship B787 Dreamliner aircraft. The on-board service is renowned and the lie-flat business class seat on the wide-body aircraft is consistently voted among the world's top 10. Kenya Airways takes pride for being in the forefront of connecting Africa to the World and the World to Africa through its hub at the new ultra-modern Terminal 1A at the Jomo Kenyatta International Airport in Nairobi. Kenya Airways celebrated 42 years of operations in January 2018 and was named Africa Leading Airline 2018 by the World Travel Awards. For more information, please visit [www.kenya-airways.com](http://www.kenya-airways.com)

## About Amadeus

Travel powers progress. Amadeus powers travel. Amadeus's solutions connect travelers to the journeys they want through travel agents, search engines, tour operators, airlines, airports, hotels, cars and railways.

We have developed our technology in partnership with the travel industry for over 30 years. We combine a deep understanding of how people travel with the ability to design and deliver the most complex, trusted, critical systems our customers need. We help connect over 1.6 billion people a year to local travel providers in over 190 countries.

We are one company, with 16,000 employees across 70 offices. We have a global mind-set and a local presence wherever our customers need us.

Our purpose is to shape the future of travel. We are passionate in our pursuit of better technology that makes better journeys.

Amadeus is an IBEX 35 company, listed on the Spanish Stock Exchange under AMS.MC.

To find out more about Amadeus, visit.

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