

AMADEUS IT HOLDING, S.A. (*Amadeus o la Sociedad*), de conformidad con lo previsto en el artículo 228 del Texto Refundido de la Ley del Mercado de Valores mediante el presente escrito comunica la siguiente

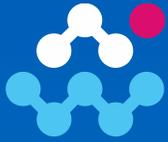
INFORMACIÓN RELEVANTE

Presentaciones Día del Inversor

Como continuación del hecho relevante de fecha 16 de marzo de 2016 (número de registro 236333) referido a la celebración del Día del Inversor el día 2 de junio de 2016, se adjuntan las presentaciones de dicho evento (información solo disponible en inglés).

En Madrid, a 2 de junio de 2016.

Amadeus IT Holding, S.A.



**Shaping
the future**

LONDON 2016 INVESTOR DAY

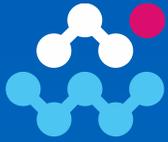
At the heart of travel



Good Morning and Welcome

Ana de Pro
Chief Financial Officer

June 2016



**Shaping
the future**

LONDON 2016 INVESTOR DAY

At the heart of travel

Shaping the Future of Travel

Luis Maroto
President and Chief Executive Officer

June 2016

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Core strengths



Deep global footprint



Leading innovation and technology



Robust commercial relationships



Long-term focus and execution

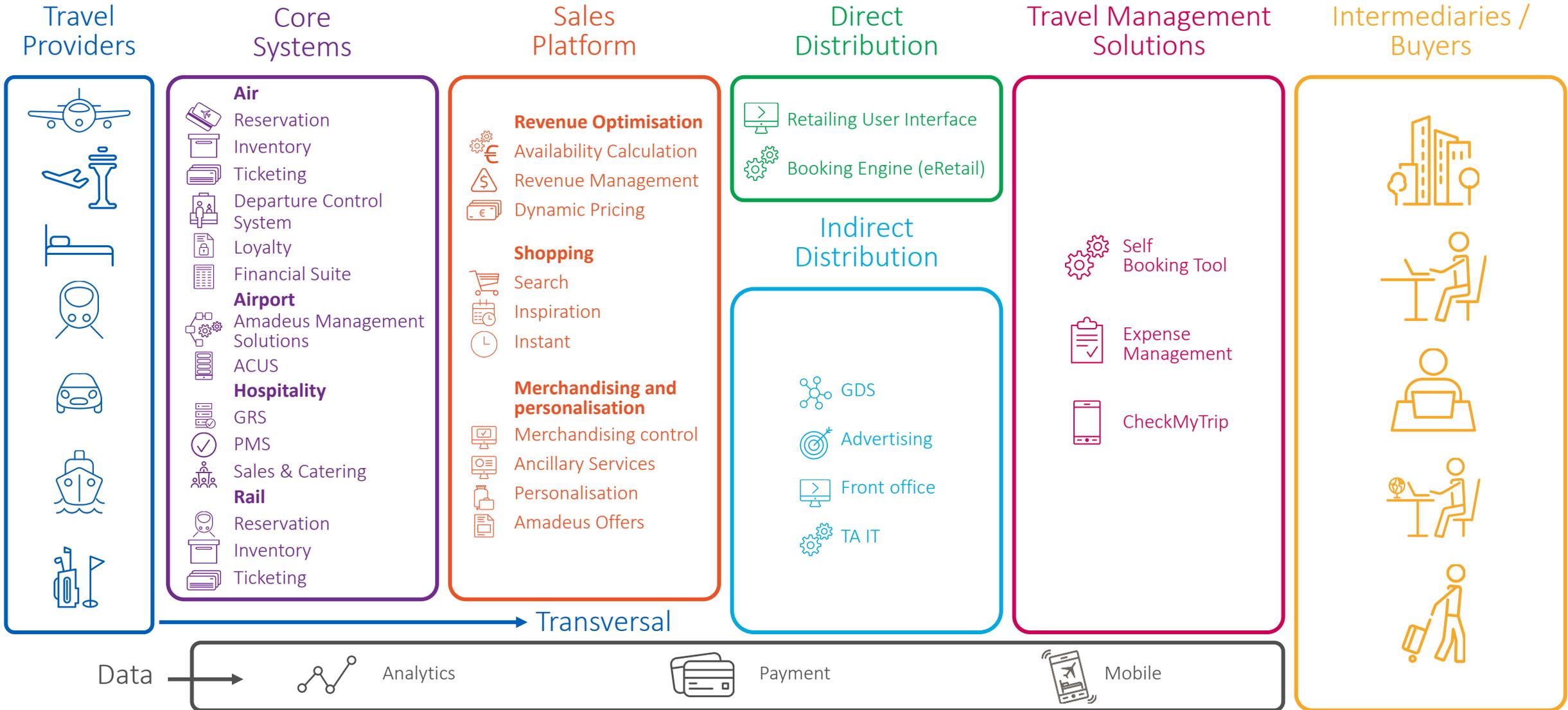
Deep global footprint



							
AMERICAS	25+ PSS ¹ airlines ~95 DIS ²	~70 airports, ground handlers and airlines	~192m passengers boarded ³	~121m air bookings ³	~37 offices	~2,420 employees ⁴	
EMEA	~100 PSS ¹ airlines ~248 DIS ²	~145 airports, ground handlers and airlines	~671m passengers boarded ³	~360m air bookings ³	~89 offices	~9,490 employees ⁴	
APAC	45+ PSS ¹ airlines ~97 DIS ²	~15 airports, ground handlers and airlines	~377m passengers boarded ³	~85m air bookings ³	~35 offices	~2,950 employees ⁴	
WORLDWIDE	170+ PSS ¹ airlines ~440 DIS ²	~230 airports, ground handlers and airlines	~1,240m passengers boarded ³	566m air bookings	~161 offices	~14,860 employees ⁴	

Note: figures above include Navitaire.
 1. PSS: Passengers Services Systems.
 2. Airlines with GDS agreement.
 3. 2015 volumes. Includes Navitaire PBs.
 4. Full-Time Employees, including permanent, temporary and external manpower.

Leading innovation and technology



Source: Amadeus

Robust commercial relationships

Travel Providers

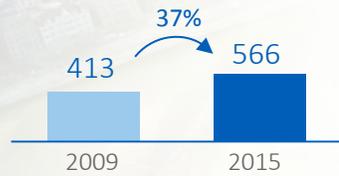
Travel Sellers



Sources: Amadeus

Business success

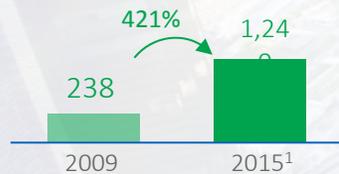
Bookings (M)



- _ Signed/renewed content with airlines across regions
- _ Extended our reach: geographies (United States, South Korea), customer groups (growing LCCs, metasearch engines, corporate IT – i:FAO acquisition)
- _ Accelerated Merchandising offering with Amadeus Ancillary Services, Fare Families and Rich Merchandising

Distribution

Passengers boarded (M)



- _ Significantly expanded customer base across regions of Altéa Core systems, as well as through upselling and standalone solutions
- _ Reinforced PSS offering through Navitaire acquisition
- _ Developed new solutions to address new airline needs

Airline IT

 **25k Hospitality IT** customers

 **230 Airports** and ground handlers

 **90 Rail** operators

 **500 Payments** customers

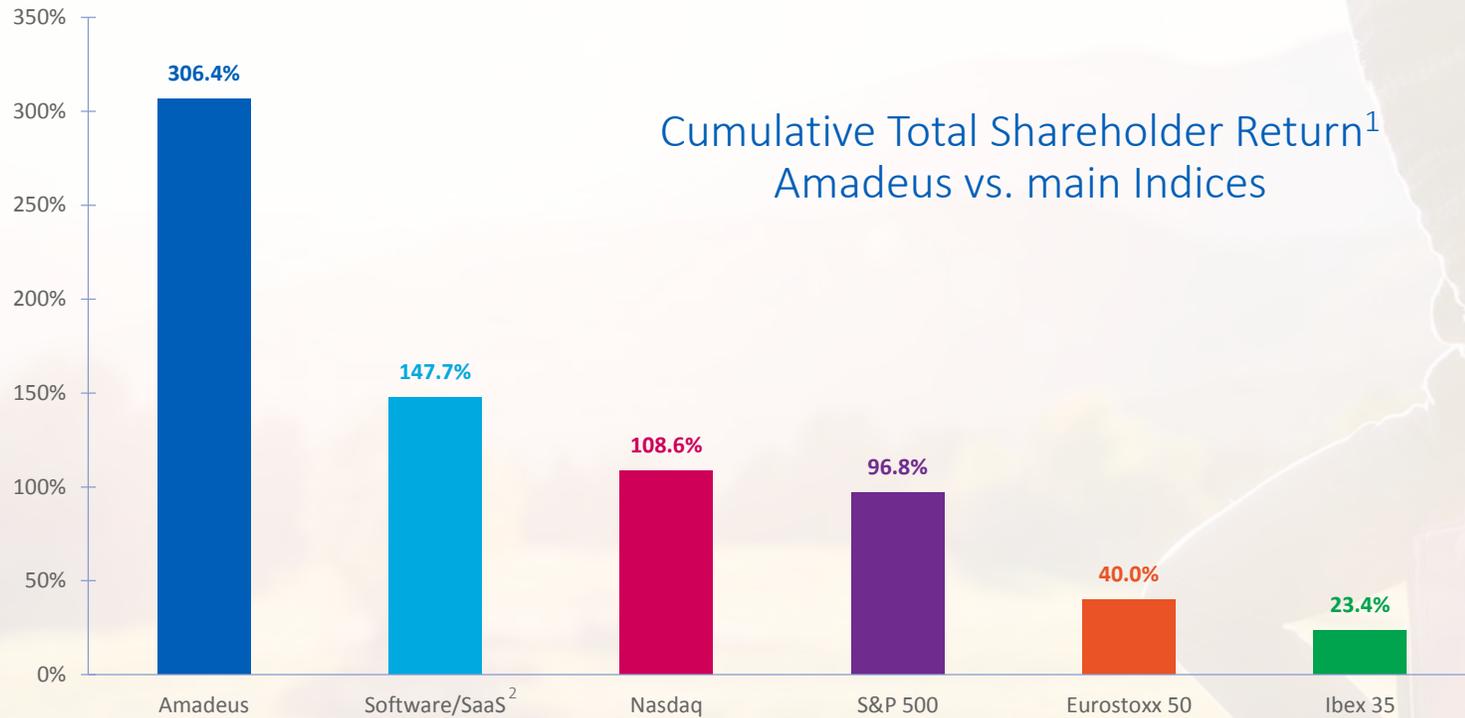
 **140 Customers** in Travel Intelligence

- _ Launched or reinforced 8 business lines
- _ Key industry players as launch partners to build new generation industry IT platforms: IHG for Hospitality, BeNe Rail International for Rail
- _ Key acquisitions in Hospitality IT (Newmarket, Itesso, Hotel SystemsPro) and Airport IT (UFIS, AirIT)
- _ Customer base expansion in all businesses, namely in Hospitality IT, Airport IT and Payments
- _ On the right track to reach €1bn in revenues from NBU by 2022

New
Businesses

Value creation

28-Apr-2010
to 30-Apr-2016



Source: Bloomberg

¹ Total Shareholder Return calculation assumes dividends are reinvested in the security on the ex-dividend date

² Market cap-weighted index including Salesforce, Netsuite, SAP, Dassault, Temenos, Sage, Software AG



“I haven’t been
everywhere, but
it’s on my list”

Susan Sontag

Travel and Tech



Travel and Tourism contributed to **9.8% of the world's GDP** in 2015



Travel and Tourism spend **growing at 4%** towards 2019



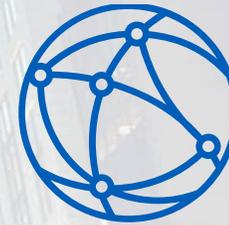
3.8+ billion Air passengers in 2016



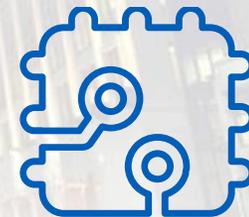
14+ million Hotel rooms available each day



2.7+ billion Business trips yearly



\$3.5+ trillion IT spending globally in 2015



€72 billion Travel tech spending in 2015

At the heart of travel

Travel Providers

- Airlines
- Hotels
- Airports
- Railways
- Car rentals
- Tour Operators
- Cruises
- Insurance
- Ground handlers
- Others

amadeus

Connecting the travel ecosystem

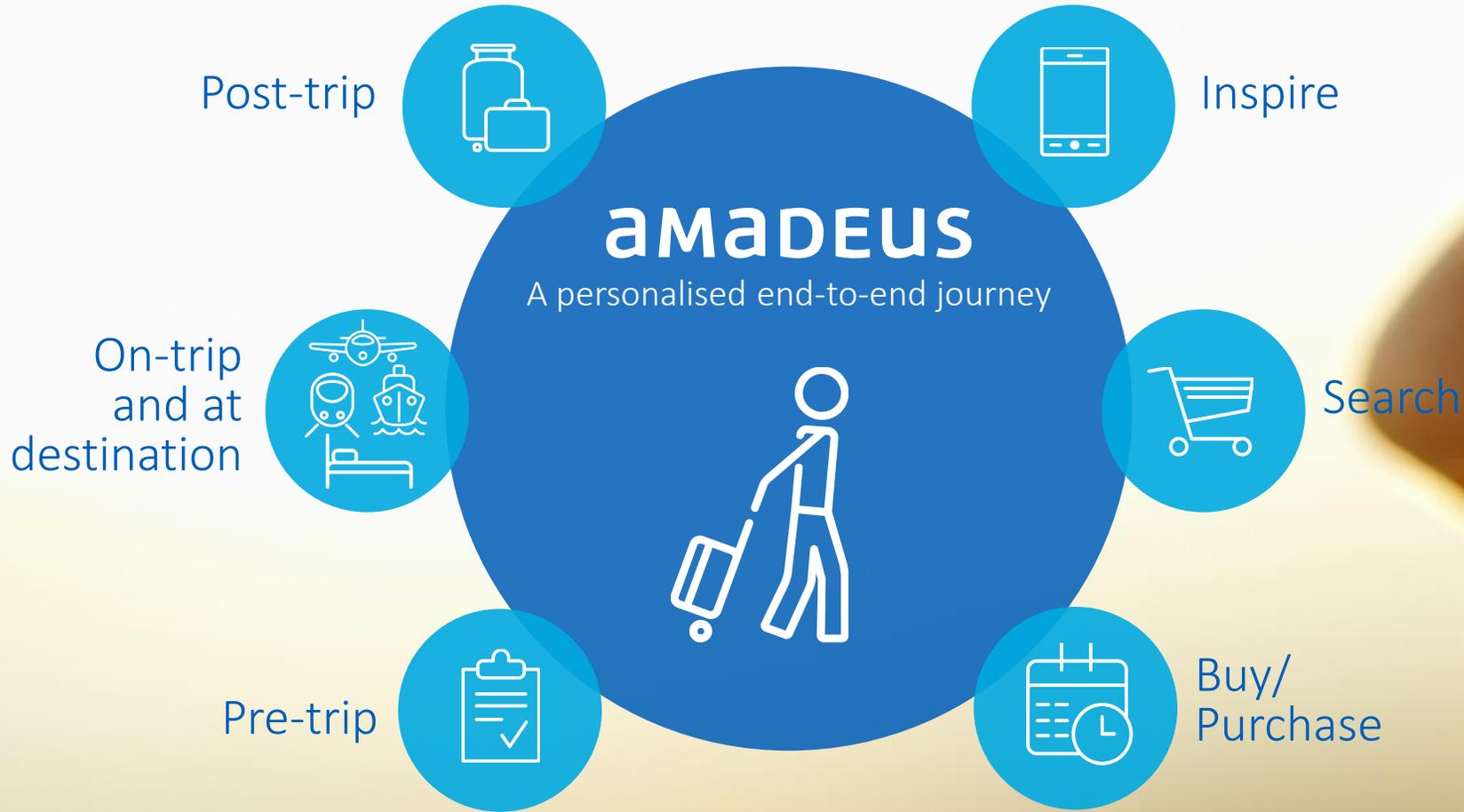
Buyers

- Corporations
- Travellers

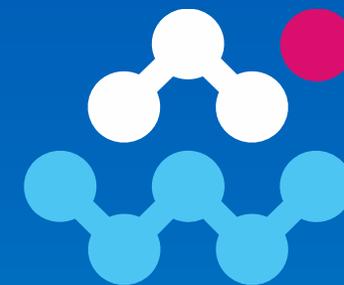
Travel Sellers

- Travel Agencies
- TMCs
- Online Travel Agencies
- Metasearchers
- Media players
- Corporate Self Booking tools
- Others

Shaping the future

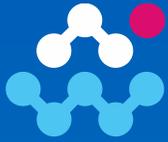


Thank you!



**Shaping
the future**

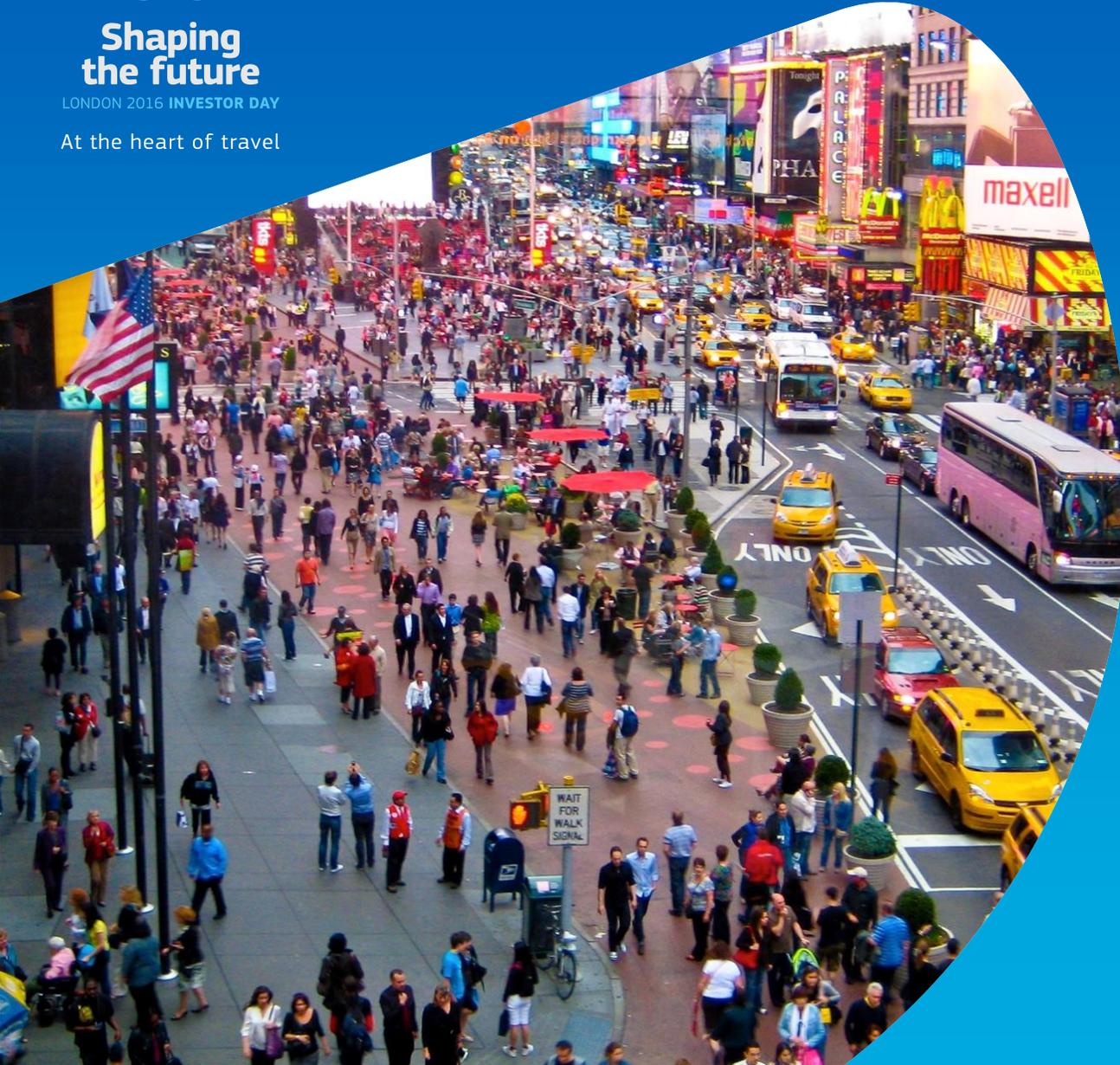
LONDON 2016 INVESTOR DAY



Shaping
the future

LONDON 2016 INVESTOR DAY

At the heart of travel



Amadeus Distribution

Holger Taubmann
Senior VP, Distribution

June 2016

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Sustainable growth

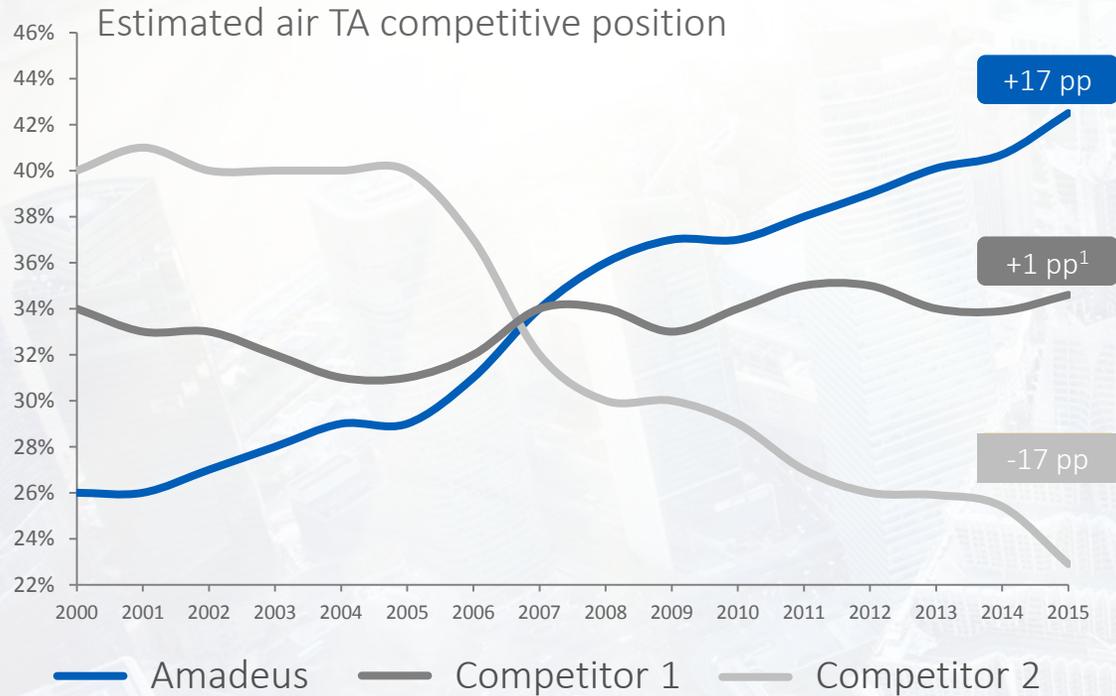
Travel Sellers	
	Offline travel agencies
	Online travel agencies
	Metasearch engines
	Travel Management Companies
	Tour Operators
	100,000+ points of sale in 195 countries



Travel Providers	
	440+ Airlines (80 LCCs)
	1.3m hotel shopping options
	90 railways / express bus
	40+ car rental companies
	16 insurance providers
	Cruise and ferry companies
	Airport transfer and local tour companies

Global leadership

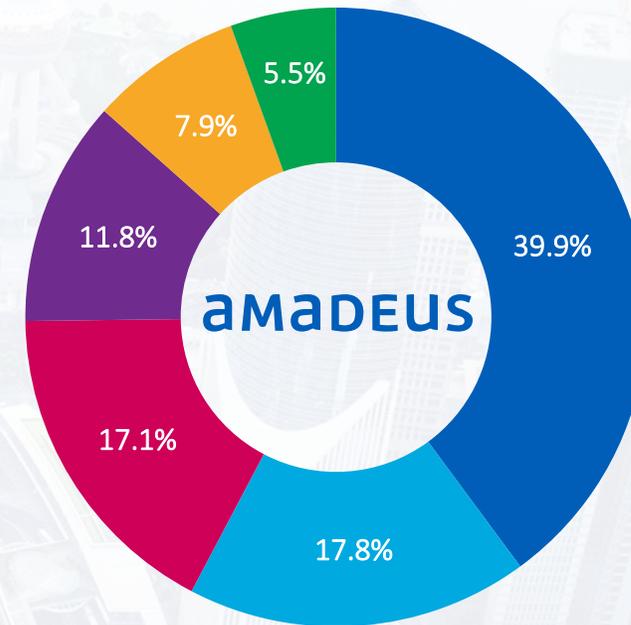
From contender to leader



Source: Amadeus internal estimates.

1. Competitor 1 and 2 proforma for acquisitions.

Geographically diversified



- Western Europe
- Asia Pacific
- North America
- Middle East and Africa
- Central, Eastern and Southern Europe
- Latin America

High customer proximity

70+

Commercial
offices
covering

195

countries

4,200+

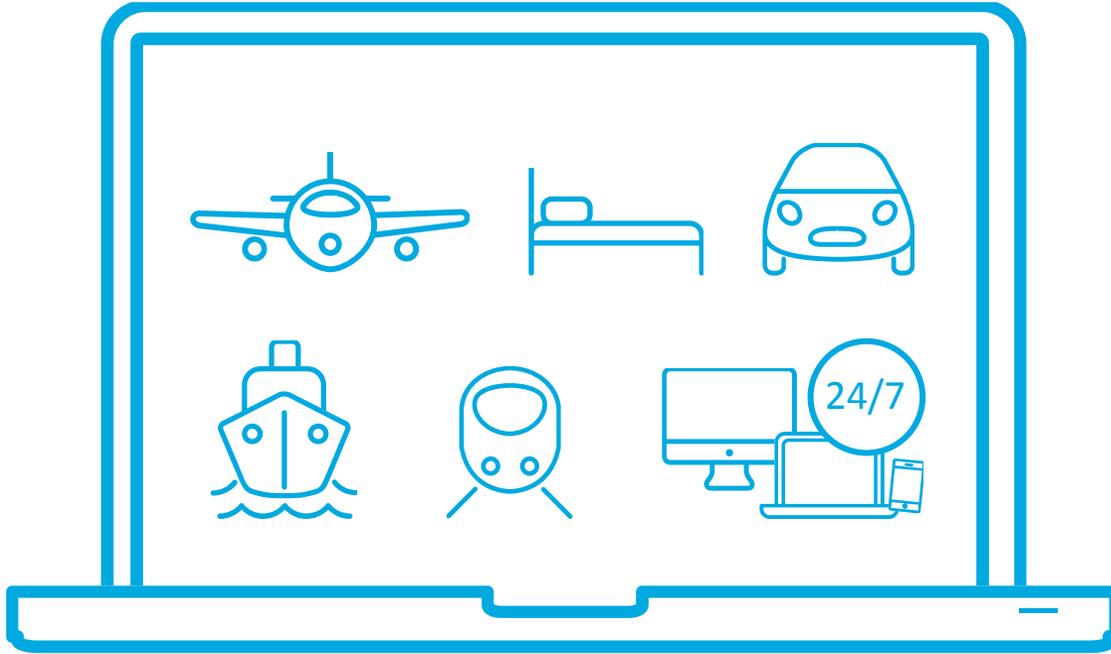
workforce over
120 nationalities



Effective
customer support

Unique local market
understanding

Continuous focused innovation



Offline TA



OTA



TMC



Ticket office



.COM



Metasearch

- To better serve our customers
- Supported with sustained investment
- Driving innovation in the market
- Unique single platform
- Key leading search and merchandising solutions

Evolving traveller expectations

Evolution from a supplier-driven to a demand-driven market

Travel Sellers
Value-based shopping



Travel Providers

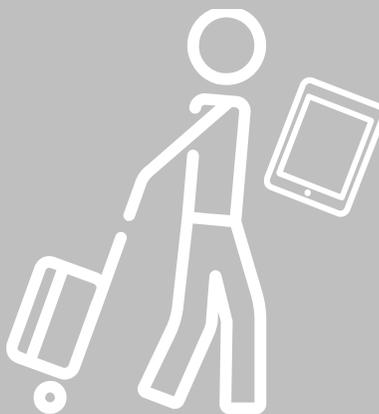
Personalisation and targeted product and services



The Social Traveller



Connected 24/7, multi-channel



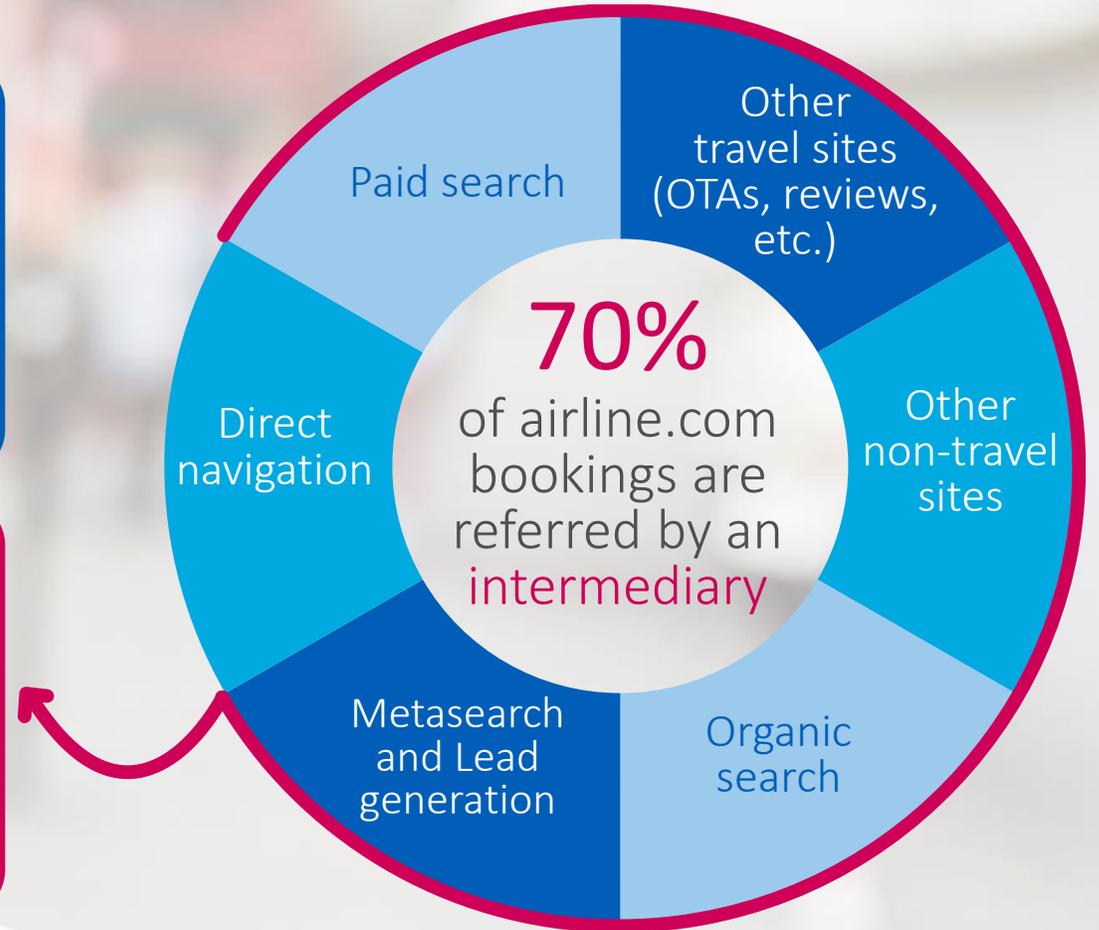
An industry in constant evolution

The indirect channel is the most efficient answer

Indirect Distribution

Offline TAs, TMCs, Corporations, OTAs, meta-search engines

Direct Distribution



An industry in constant evolution

The indirect channel is the most efficient answer

Industry trends:

Continuous signature or renewal of content agreements



+ growing LCC content (>80)



New opportunities for Amadeus

- _ Merchandising
- _ NDC and Direct Connect
- _ Traffic generators

An industry in constant evolution

Merchandising: Ancillary Services, Fare Families and Rich Merchandising



An industry in constant evolution

NDC and Direct Connect



- Technical standard upgrade
- More flexibility
- Product differentiation
- Less standardisation
- Higher system costs



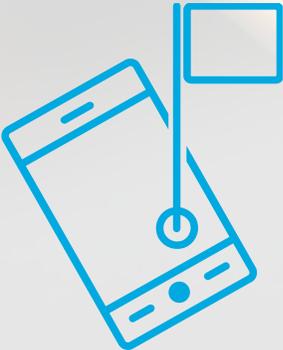
- Challenges economies of scale
- Costly
- Increased complexity

An industry in constant evolution

Traffic generators

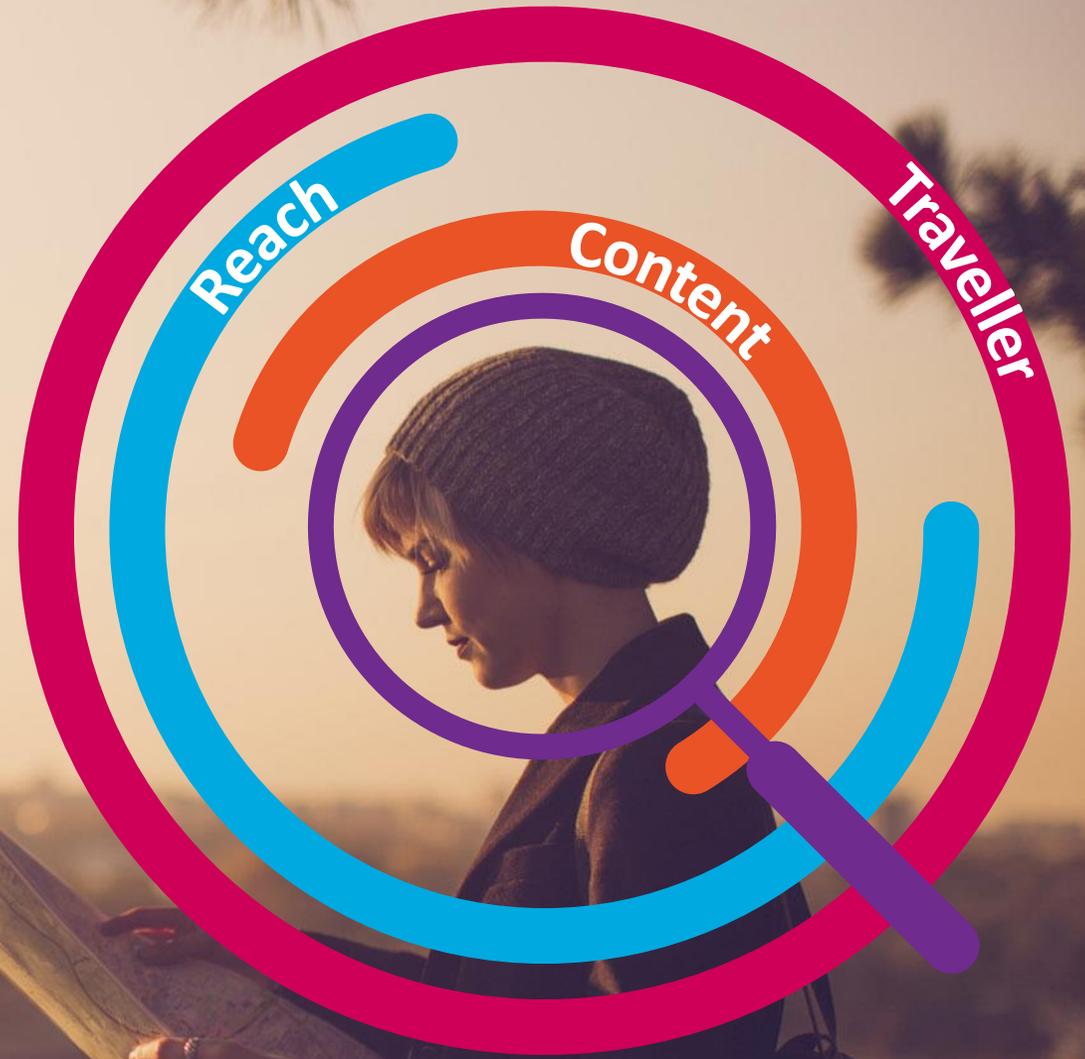


Metas



Digital Advertising

Growth Opportunities



Expanding our content offer

Leveraging on our relevance in the indirect channel, our technological capabilities and our extensive local presence



Expanding our reach

Leveraging on our customer proximity and best-in-class solutions



eDreams ODIGEO



SIEMENS

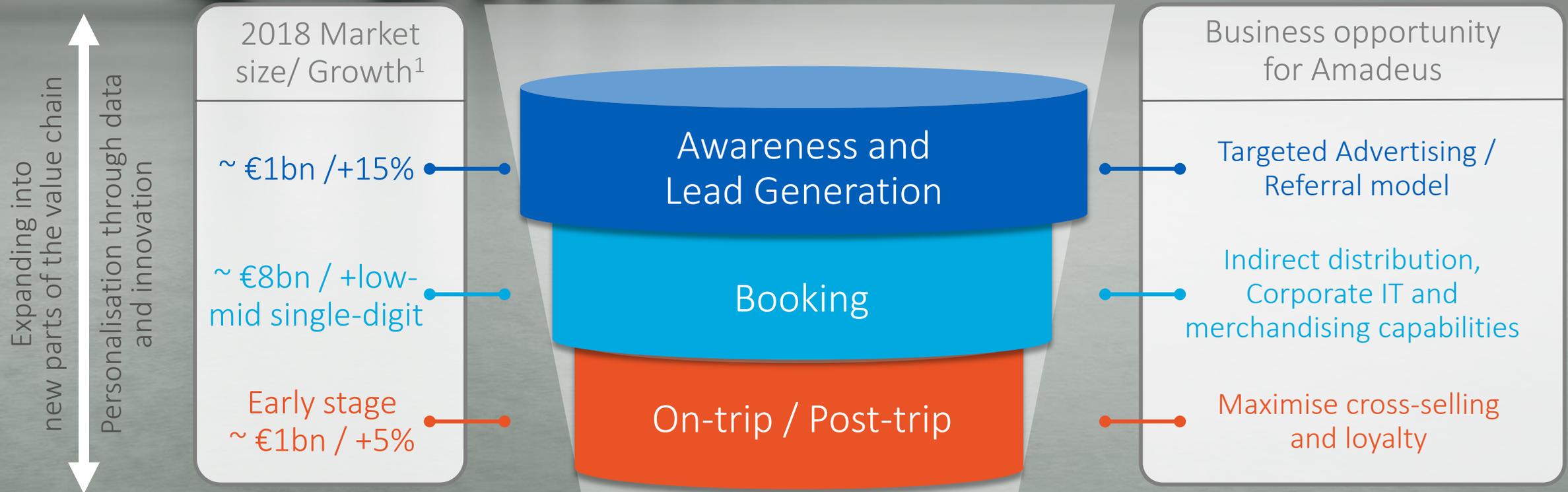
BCD travel

FLIGHT CENTRE™



Expanding our addressable markets

Leveraging our capabilities to expand into new areas and serve new market aspirations



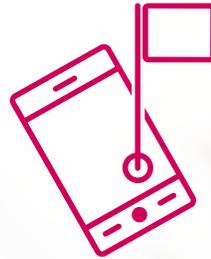
1. Source: Amadeus internal estimates.

What we do with and for our customers

Always striving to serve our customers better



Online
Merchandising



Targeted Digital
Advertising



Value of
Amadeus Indirect
Distribution



Pangea



**FLIGHT
CENTRE™**



AIR CANADA

Amadeus' vision for Distribution

Bring increasing value to the industry by...

...becoming the **Collaborative & Connected Platform** for ALL travel players

by...

...enabling the highest yield at the lowest customer acquisition cost for the **Travel Service Providers**

...becoming a preferred platform for new **Technology Partners**

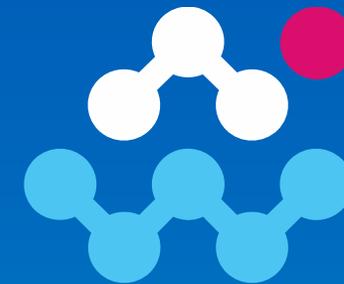


Distribution
by Amadeus

...aggregating the widest selection of relevant content for the **Travel Sellers**

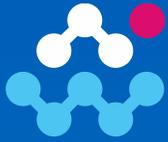
...empowering personalised choices throughout the journey for the **Travellers**

Thank you!



**Shaping
the future**

LONDON 2016 INVESTOR DAY



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the future**

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At the heart of travel



Amadeus Airline IT

Julia Sattel
Senior VP, Airline IT

June 2016

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Proven technology leadership and industry expertise



Industry standards
(EMD/NDC)

Business solutions
(Ancillary Services, Fare Families)

Technological innovation
(Cloud services)

“We are determined to give Malaysian Airlines the technology platform it needs to provide the world’s best services to our customers. The move to Amadeus, underpinned by a groundbreaking continuous release approach to development, will truly put Malaysia Airlines at the leading edge of airline technology globally.”

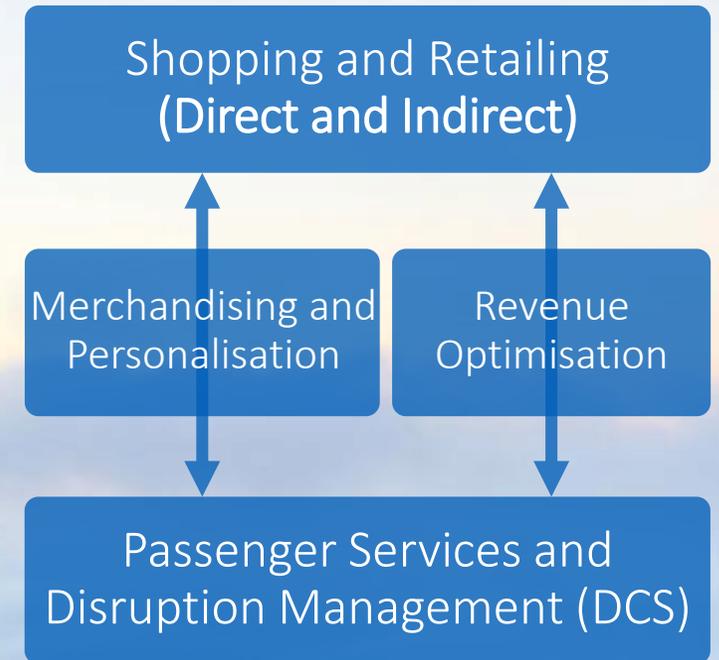
Christoph Mueller, Group Chief Executive Officer



To support airlines' business strategy

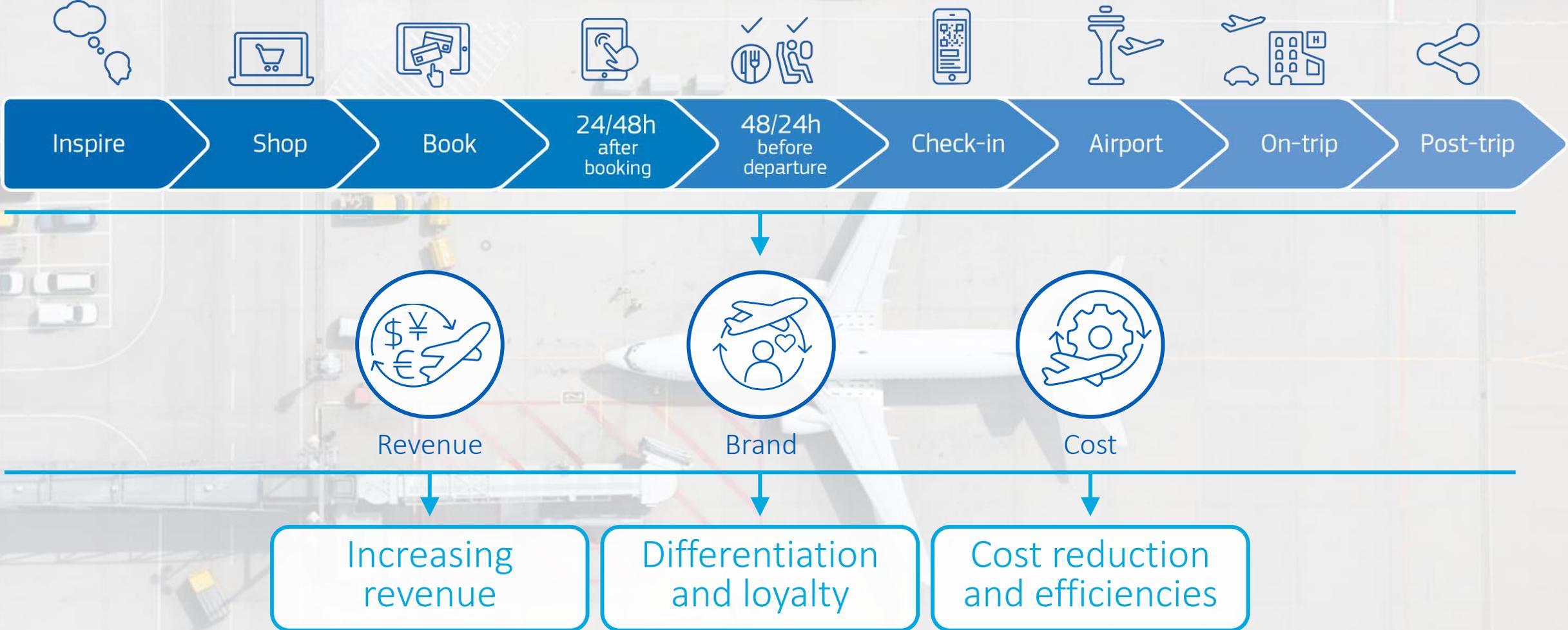


Airline IT Solutions Portfolio



Enablers: Cloud, Serviceability, Services

Solutions portfolio aligned with airlines strategic priorities



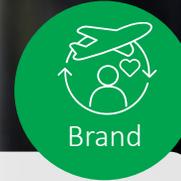
Anytime Merchandising and Personalisation



Revenue



Cost



Brand

- Merchandise at anytime during the traveller journey (cross sell and upsell)
- Increase customer life cycle value through improved customer experience management (CEM)
- Increase Airline Ancillary revenues by 15% through personalisation
- Merchandising logic can be integrated at any step of the shopping process

“Extending and deepening our relationship with Amadeus ensures we have a partner that can deliver on our desire to achieve the highest quality traveller experience. Merchandising is a huge part of this equation”.

Avianca

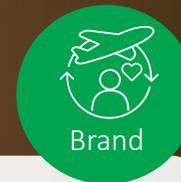
Estuardo Ortiz, EVP and Chief Revenue Officer

Amadeus Anytime Merchandising



Enables airlines to
execute successful
merchandising
strategies

Innovating Revenue Optimisation



- Revenue growth in a highly competitive and increasingly complex market
- Real Time Optimisation techniques
- Deal with increased complexity in availability and pricing (rise in online shopping and multiple traveller touch points)
- Revenue leakage control
- Real-time performance monitoring (cashflow management and better strategic decision making)

“Singapore Airlines to adopt next-generation Amadeus Revenue Management technology”.

Travel Daily News 12 April 2016

SINGAPORE AIRLINES



Revenue optimisation – Cloud availability

Innovation in
cloud-based airline
availability



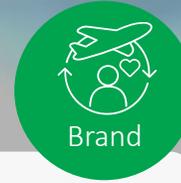
Evolving Shopping and Retailing



Revenue



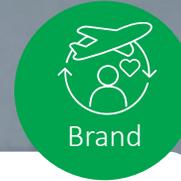
Cost



Brand

- Achieve brand differentiation in digital channels
- Service customers seamlessly and consistently across every touchpoint
- Leading Omni-Channel merchandising
- Speed, accuracy and scalability of shopping tools
- Control and flexibility of product distribution

Improving Disruption Management via Departure Control Systems



- Continued PSS enhancement, mostly around DCS: customer self-service and disruption management
- Innovation to deliver Passenger recovery and Schedule recovery
- Focus on addressing non-Altéa customers and markets with standalone components: schedule recovery, flight management

“At Qantas, we take the impact of disruptions on our customers very seriously. The Amadeus solution helps reduce the number of and length of delays, whether due to excessive traffic, operational delays, or weather conditions, leading to an overall improved experience for travellers.”

Paul Fraser, Head of Operations



“Amadeus Passenger Recovery will allow us to re-accommodate disrupted passengers from multiple flights through a standard service approach, taking into account the value of the passengers’ complete itinerary, available alternative flights, and the cost versus the quality of new itinerary.”

Jan-Christian Schraven, Vice President, Head of Operation Planning and Steering



Expansion into the LCC market: Navitaire



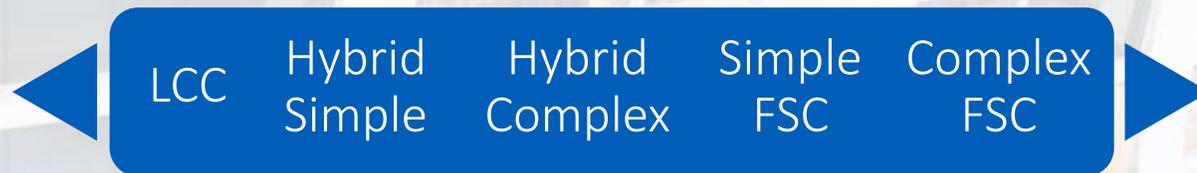
Revenue



Cost



Brand



Integration and Upsell

- _ Attractive value proposition for all airline segments
- _ Dual PSS offering for airline groups
- _ Enhanced Navitaire offering
- _ Low risk migration option from 'New Skies' to Altéa for evolving airlines

An attractive market opportunity

Addressable market in 2018



Source: Amadeus internal estimates

Southwest

Randy Sloan
Chief Information Officer



Our history

Southwest started out operating solely within the “Texas Triangle”



Based in **Dallas**

Began in **1971**

Serving only **3** cities

With only **3** aircraft

Southwest today

Southwest is now the nation's largest carrier¹



> 710

Boeing 737s in our fleet

> 3,900

daily departures to nearly
100 destinations in the U.S.
and seven other countries

> 50,000

Employees

¹As measured by the Department of Transportation O&D (Origin and Destination) Survey for the twelve months ended September 30, 2015 based on domestic originating passengers boarded.

Southwest's History of Innovation



Without a heart,
it's just a machine.



Low fares. Nothing to hide.

We're all about being open and honest with Customers and making sure pesky fees stay away from our low fares.

\$0 1st & 2nd Checked bags*

\$0 Change fee*

\$0 Live TV*

That's Transfparency.™

Southwest success

40+
Years of

**Consecutive
Profitability**

Most Admired



 **No
Layoffs**

Most heavily unionized airline in the business



**Lowest
Customer
Complaints**

Since DOT began tracking in 1987

Our Culture

Southwest works hard to keep our culture strong

“We take our work seriously,
but **not ourselves.**”



Give Employees
the “**Freedom to
Have Fun.**”



Make time to **celebrate!**

Southwest and Amadeus

A strong partnership with demonstrated success

Why Amadeus

- ✓ Functional Capability
- ✓ Technical Strength
- ✓ Implementation Success
- ✓ Market Leadership
- ✓ Commercial Terms
- ✓ Similar Cultures



Southwest's Purpose and Vision

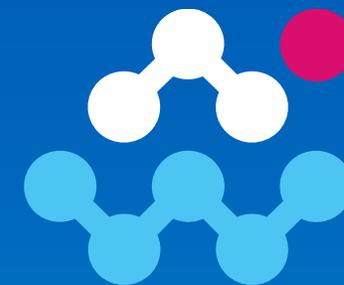
Our **Purpose**

Connect People to what's important in their lives through friendly, reliable, and low-cost air travel.

Our **Vision**

To become the world's most loved, most flown, and most profitable airline.

Thank you!



**Shaping
the future**

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