**Product Advisory**

**Rich Content and Branding (RCB)**

Hawkair (BH), Tradewind Aviation (TJ), AirAsia (AK) and Air China (CA) added as participants

<table>
<thead>
<tr>
<th>Product Advisory Number:</th>
<th>2530</th>
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<tbody>
<tr>
<td>Version:</td>
<td>01</td>
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<tr>
<td>Load To Production:</td>
<td>19-May-15</td>
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| High Level Description: | Hawkair (BH), Tradewind Aviation (TJ), AirAsia (AK) and Air China (CA) have been added as Rich Content and Branding (RCB) participants as part of the Travelport Merchandising Platform (TMP). |

### Impact Summary:

Rich Content and Branding will enable travel agents to view ‘rich’ information at Point of Sale and deliver improved levels of customer service:

- Images and sales information relating to products and services
- View attributes associated with each branded product
- Matrix view to easily compare included, chargeable and excluded attributes
- Identification of upselling opportunities at the time of booking

Travel agents can now offer their customers more choice and flexibility within their normal booking flow using familiar shopping commands.

This applies to Travelport Smartpoint Version 5.4 for Travelport Worldspan and Version 4.0.1 and above for Travelport Apollo/Travelport Galileo.

| Reason For Issue: | First Notification |

<table>
<thead>
<tr>
<th>Customer Impact:</th>
<th>Internal Only</th>
<th>Developers</th>
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<tbody>
<tr>
<td></td>
<td>Agency Customers</td>
<td>Airline Customers</td>
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<td></td>
<td>eCommerce Customers</td>
<td>Car, Hotel, Rail or Cruise Customers</td>
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<tr>
<th>System:</th>
<th>Galileo</th>
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<tr>
<td></td>
<td>Apollo</td>
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<td></td>
<td>Worldspan</td>
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<tr>
<th>Load To Copy:</th>
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| Web Services: | API and Messaging | Not applicable |

May 20, 2015
<table>
<thead>
<tr>
<th>Issue History:</th>
<th>Version 01</th>
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<tr>
<td>Contact:</td>
<td><a href="mailto:emilio.barba@travelport.com">emilio.barba@travelport.com</a> and <a href="mailto:jade.williams@travelport.com">jade.williams@travelport.com</a></td>
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Overview

What is Rich Content and Branding? Rich Content and Branding (RCB) enables airlines to consistently brand and market themselves. Key features include:

- The use of a brand name for a particular fare
- The ability to associate images, product descriptions and sales messages down to a particular flight, on a particular day, operated by a particular aircraft type
- Show the next available branded fare that the passenger could upgrade to at the time of booking, including cost and benefits to the customer
- Show all attributes of a particular flight, whether included or chargeable

Customer Benefit

- View attributes associated with each branded product
- Differentiate content early in the sales process
- Consistent branding and marketing
- Identification of upselling opportunities at the time of booking
- Agent and end customer are aware of all products and services on offer and can make an informed choice

Detail and Customer Examples

Customers wishing to access RCB can do so in Travelport Smartpoint – Apollo & Galileo (Versions 4.0.1 and above) and Worldspan (Version 5.3.1 and above) in Fare Shopping results.
- The Economy Class is outfitted with 9 seats instead of the usual 10 in a row, offering more personal space.
- The seat can recline up to 135 degrees. The seatback is designed with ergonomics principles in mind and helps you relax.
- Each seat offers adjustable footrest and bigger legroom.
- Carry-on baggage storage space is available.
- The personal entertainment system offers an 8-inch screen and the programs are updated on a monthly basis. Personal independent power outlet is available.
- The central bar area is open throughout the flight. The wine cooler and the Air China first-class café area ensure
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