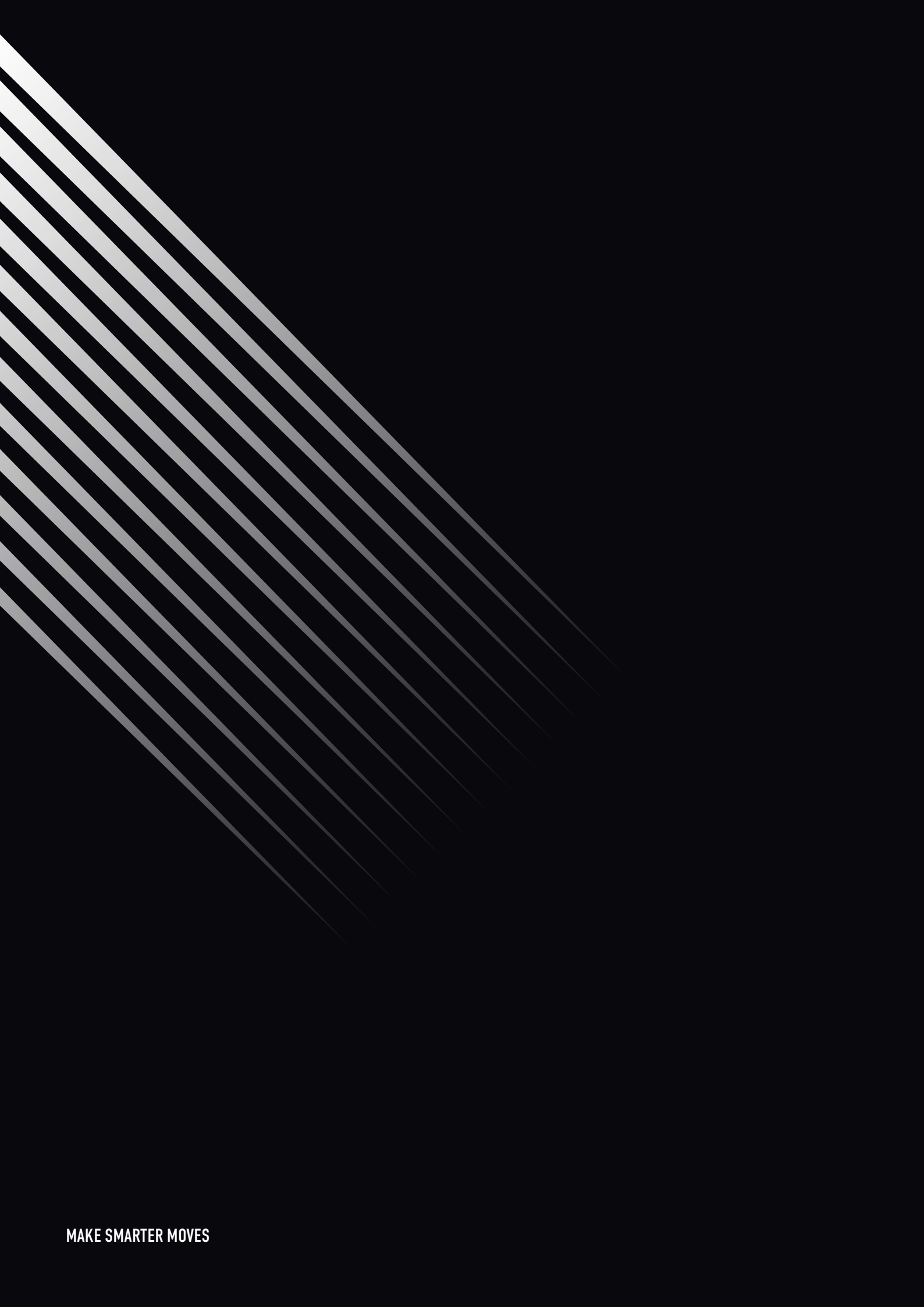


OAG[®]

MAKE SMARTER MOVES



WWW.OAG.COM



MAKE SMARTER MOVES

**PUT EXTRAORDINARY
DATA AND INSIGHT AT
THE HEART OF YOUR
AIR TRAVEL BUSINESS**



WHAT A RIDE

MAKE SMARTER MOVES

Flying through the air.
It's exhilarating.



We felt it back in 1929 when we started out as the Official Aviation Guide – and we feel it now. That thrill of seamlessly connecting people, places and experiences across the planet has never left us.

Our mission, then and now, is to help the air travel ecosystem thrive by capturing the power of its data.

Today's complex and competitive industry is our biggest adventure yet. With thousands of airlines and airports serving billions of travellers, the pressure is on from all sides: passenger demand, consumer expectations, regulatory complexity, the experience economy and the drive for personalisation.

The propelling force in our industry has always been ground-breaking technology. We're built on it. So let's use it now – to put the power of data at the heart of our businesses.

2018



36.8m

FLIGHTS

A low-angle, upward-looking view of a skyscraper's facade. The building's structure is composed of a grid of windows and blue-tinted architectural elements, creating a strong sense of verticality and depth. The sky is a uniform light grey.

MAKE SMARTER MOVES



4000
AIRPORTS

4.1 bn
PASSENGERS



FUELLED BY

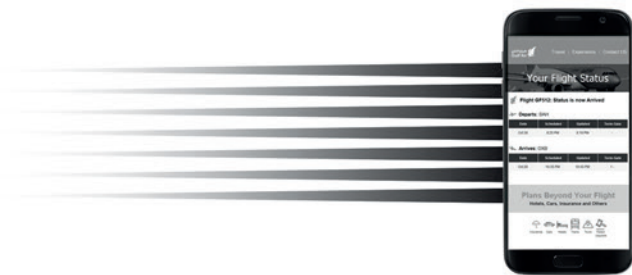


MAKE SMARTER MOVES



Data we collect from every journey, every booking, every takeoff and landing, departure and delay. Data we clean, consolidate and curate into real-time feeds, trend analysis and predictive tools.

Data that enables airlines, airports and travel technology companies to design innovative products, responsive services and seamless experiences.



Accurate information and timely insights are the lifeblood of our industry – providing the foundation for intelligent business decisions and delightful consumer experiences.

DATA

Every day, billions of decisions are made across the air travel ecosystem. Most of them, driven by our data.



9053

FLIGHTS CANCELLED EVERY WEEK

MAKE SMARTER MOVES



11.9m

**PASSENGERS IMPACTED
BY CHANGES DAILY**

4m

**FLIGHT STATUS UPDATES
PROCESSED DAILY**

GUIDED BY INTELLIGENCE

Data isn't a destination;
it's a starting point.



MAKE SMARTER MOVES



Whether you're responding to a competitor ploy or planning a long-term strategic manoeuvre of your own, data makes all your moves smarter.

Customers rely on our platform and products to rise to three urgent challenges:

- How to grow their business
- How to streamline their operations
- How to delight their customers



MAKE SMARTER MOVES

BY 2037 THERE WILL BE

8.2 bn

GLOBAL AIR PASSENGERS



**OUR PRODUCTS
AND SERVICES
REVOLVE AROUND
THREE HUBS:**



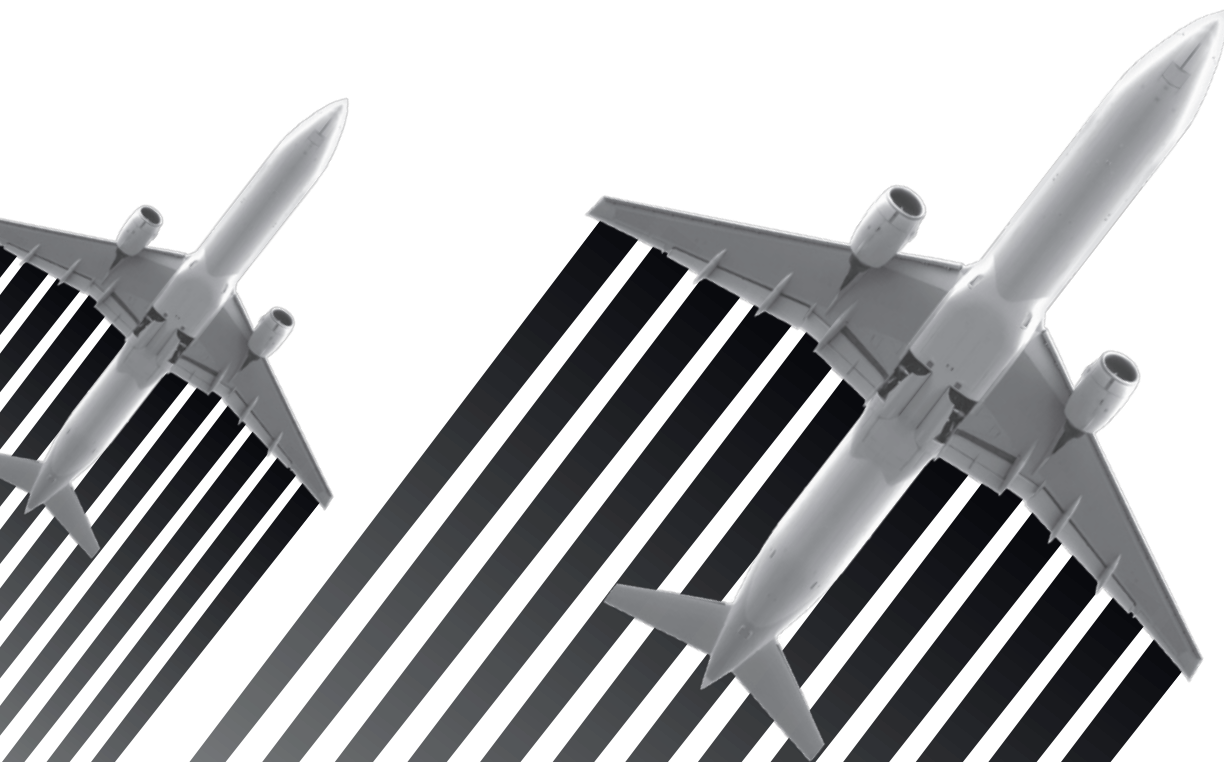


**GROW.
STREAMLINE.
DELIGHT.**



GROW

Products and services in our Grow portfolio are designed to equip you with the customisable data, insight and analysis you need to uncover, prioritise and exploit opportunities – within and beyond your current market space.



Explore this product hub if:

- You want to maximise sales distribution channels to grow market share
- You want to identify commercial opportunities and new routes
- You want to respond faster to schedule changes
- You need real-time information to extend day-of-travel services
- You want to forecast traffic growth to understand economic impact

STREAM

Products and services in our Streamline portfolio are organised around real operational problems and are designed to help you execute on strategy, optimise performance and plan resourcing – in advance as well as in the moment.



LINE



Explore this product hub if:

- You need to better predict resource requirements and allocation
- You want to inform logistical decisions and planning such as gate, fleet inventory and staff
- You want to mitigate risks and customer complaints incurred by flight changes and delays
- You're analysing costs and optimising route profitability

Products and services in our Delight portfolio are designed to help you increase satisfaction, loyalty, word of mouth and cross-sell in your customer base, helping you develop customer-centric products, services and processes.

DELIGHT

Explore this product hub if:

- You're planning routes and seeking the shortest, most convenient and cost-effective journeys
- You want to develop digital channels and mobile experiences
- You'd like to be able to serve customers' travel preferences more intuitively and proactively
- Your customers are demanding better flight updates or retail/leisure location information
- You want to accurately predict passenger volumes in order to reduce bottlenecks and queues



THE GLOBAL AIRPORT SERVICE
INDUSTRY WILL BE WORTH

\$211.5bn

BY 2023
(OAG ESTIMATE)

MAKE SMARTER MOVES

AIRPORT CONSTRUCTION AND
EXPANSION IS GROWING AT A RATE OF

5-10%



“ Become recognised as the world’s leading intelligence provider to the air travel ecosystem, at the heart of powering the change and innovation that, together, create a bright future with long-term growth.

“ The world’s most exciting industry is going through its most exciting times. And we’re here to help organisations come through stronger and smarter than ever before.

OUR

“ At a time when it’s hard to find simplicity, clarity and certainty, that’s exactly what we can bring to the table – with a solid bedrock of incredible quality data and leading-edge technology that give fast access to insight and intelligence.

“ We’ve forged a trusted network of relationships and a passionate team of data experts. Our customers don’t have to choose between global reach and technological innovation. Our heritage means we can offer both.



VISION

Phil Callow, CEO, OAG



OUR DIFFERENCE

MAKE SMARTER MOVES



Expertly informed

Data is the single biggest factor in good business decisions. It has the potential to set you apart, set you on the right track and set your strategy up for success.

Because the quality of a decision is directly related to the quality of the information that feeds into it, only a comprehensive data set will do; continually refreshed, cleaned, checked, curated, and tailored to your needs. For all that – come to us.

Let our data bundles, combined with our decision-support platform and analytics tools, fuel your success. Being expertly informed makes you the expert.



Accelerated growth

Coming up with new ideas is hard. Especially when your industry is in a state of continual disruption. But the ability to create unique, remarkable products and services will power growth and put clear ground between you and your competitors.

To make headway you need to nurture creativity and develop an innovation pipeline.

Our clearly visualised data and user-focused solutions give you a new perspective on your marketplace and highlight opportunities for competitive advantage. Fresh insight gives life to accelerated growth.

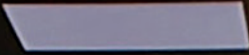


Pure confidence

Insight lifts the chin. Solid data and reliable intelligence makes your people more confident, your processes sharper and your decisions better.

Knowing that the moves you make are the smartest ones possible means working with a partner you can rely on. Go with us. We have a respected legacy, a global reputation and experienced, empathetic local teams ready to back you whatever your challenges, whatever your battle plan.

You can't control the chaos in your industry, but you can be responsive and ready. Equip your business with pure confidence.



CUSTOMERS

MAKE SMARTER MOVES



Many of the world's air travel businesses rely on our intelligence, trusting us to deliver the most accurate and comprehensive data available anywhere. While these organisations are all unique, playing a variety of roles in their sector, at different stages of maturity, they all share a need for wide-reach, deep-dive, high-quality data and powerful, rapid analysis.

TESTIMONIALS

“When it comes to customer service, we want to help travellers get where they’re trying to go while making the experience as pleasant and stress-free as possible. Putting travel information in our customers’ hands to give them the power to control their own travel experience with a technology-based solution was logical.



“OAG Mapper is a great value-add product for us. It’s a solution that gives us full control and customisation of our presentations involving route networks. Being able to create bespoke visuals both internally and externally for stakeholders, saves us valuable time in the development of management reporting and business cases.



“We use OAG historical flight status reports as input to our strategic planning and business modelling activities. The high-level data for evaluating maintenance demand and macro-level industry trends delivers a level of granularity that gives us very valuable insights for more effectively and efficiently addressing market and customer needs.



“Using the highest quality and relevant information fuels business success. Data is a core engine. It has the potential to set you apart – enabling better decision-making and strategies. Gain advantage from the most comprehensive data set – constantly updated, continually improved, and always tailored to your needs. Together with our decision-support platform and analytics tools, this gives you agile planning today and for the future.



Our customers expect easy, real-time access to flight information anytime, anywhere. OAG's data enables us to push proactive flight-status updates directly to our customers' mobile devices. The partnership has improved the service we're able to deliver to our customers, and increased our in-trip stickiness with travellers.



As a business travel technology provider, keeping our customers and their employees updated with real-time flight information is absolutely critical to everything we do. OAG offers the most complete, accurate and timely data in the industry with flight status alerts that enable us to automatically keep travellers and travel managers updated through mobile, text and email.



As a relatively young airline within the Asia market, we recognised the need to have quality analysis and insight into competitors' schedules. OAG's Schedules Analyser tool helps us identify gaps and opportunities in the market to drive our network planning strategy. The accuracy and depth of data available ensures we can review the market conditions and be confident about making the best business decisions for our future.



OAG has greatly improved the performance of detailed capacity and schedule analysis most of which was done manually. OAG Analyser provides additional features such as historical data and quick data export capability. It definitely meets the needs of the most demanding analyst who requires powerful data which is accurate, fast, reliable and user-friendly.



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GET IN TOUCH

Find out more at www.oag.com

Make your next move a smart move.