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### **Air France and KLM partner with travel technology provider Atriis on Seat Bundle product**

Air France and KLM set a new milestone in their NDC journey by partnering with Atriis for the recently launched dynamic seat bundle product. This cooperation is a next step in making new retailing possibilities available.

NDC is key in the distribution strategy of Air France and KLM to enable customers to benefit from more attractive and customized offers, such as better fares and personalized offers. Atriis offers a travel management software that provide adaptable and streamlined services to make the experience for agents and the corporate travelers friendly and effective.

“Air France-KLM is pleased to offer seat bundle as an exclusive innovation thanks to NDC technology and to propose it to travel agencies via a partner like Atriis. This will allow our joint customers to access new NDC offers and services. Introducing it in the Dutch market, we will gradually offer this new product to Atriis customers worldwide. This is the first step in extending our bundle offers with additional options to the customer such as lounge access and wifi on board. Those offers will be only available via NDC,” said Stephane Ormand, VP distribution Air France-KLM.

"Our unique Traveller & Agent Collaborative platform matches NDC needs of corporates and travel agents and will support NDC ramp up. Atriis has automated and simplified the process for both the traveler and the agent. Our platform provides one place to efficiently service NDC content and fares. We see the NDC adoption growth in corporate travel increasing,” said Omri Amsalem, Co-Founder Atriis.

The dynamic seat bundles recently introduced by Air France and KLM, consist of a ticket fare (light or standard) sold together with the best available seat reservation in one single step. For Flying Blue members, tier benefits will be taken into account. Furthermore, dynamic seat bundles are flexible with more attractive fares and are offered strictly through NDC. Developments will continue to offer additional customized bundles.

### **About Air France-KLM**

A global player with a strong European base, the Air France-KLM Group’s main areas of business are passenger transport, cargo transport and aeronautical maintenance.

Air France-KLM is a leading airline Group in terms of international traffic on departure from Europe. It offers its customers access to a worldwide network, covering over 310 destinations thanks to Air France, KLM Royal Dutch Airlines and Transavia, mainly from its hubs at Paris-Charles de Gaulle and Amsterdam-Schiphol.

Its Flying Blue frequent flyer programme is one of the leaders in Europe with over 17 million members.

Together with its partners Delta Air Lines and Virgin Atlantic, Air France-KLM operates the largest transatlantic joint venture, with more than 340 daily flights in 2019.

Air France-KLM is also a member of the SkyTeam, the alliance dedicated to providing passengers with a more seamless travel experience at every step of their journey 18 member airlines working together across an extensive global network.

Recognized for 18 years as an industry leader in sustainable development, the Air France-KLM Group is determined to accelerate the transition to more sustainable aviation. Since 2003, the Air France-KLM Group has been a member of the United Nations Global Compact. The aim is to make a significant contribution to the UN Sustainable Development Goals in connection with the Group's activities.

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### **About Atriis**

Atriis is one of the leading companies in corporate travel SaaS technology, NDC, and multi-source content. With roots reaching back to the insides of a travel management company, Atriis possesses a profound, first-hand understanding of the global travel industry and the dynamics of TMCs and Corporates. Atriis is pushing forward the industry with its all-in-one travel management platform that provides travel companies, especially TMCs and Corporates, with the richest travel content from multiple sources.

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