



STATEMENT TO AUSTRALIAN SECURITIES EXCHANGE – September 21, 2018

Flight Centre Travel Group Acquires Umapped to Fuel Digital Transformation

THE Flight Centre Travel Group (FLT) has fast-tracked its digital transformation by acquiring a business that has revolutionized the traditional travel itinerary.

FLT has today acquired Umapped, a Toronto-based technology company that provides travel documentation, communication and itinerary management software to the travel industry.

The acquisition will enhance FLT's web and mobile services to deliver upgraded documentation, better templates and seamless, real-time communication between consultants and customers.

Umapped's products, which are already being used by FLT's GOGO wholesale business in the USA, will now be rolled out in other FLT businesses globally and will be a key feature of FCB 2.0, the next generation Flight Centre brand offering in Australia.

"Both the Flight Centre Travel Group and Umapped are pioneers in their respective travel industry fields," Umapped CEO Lisa Israelovitch said.

"Both companies share similar values and a deep commitment to empower travel advisors and suppliers with technology that adds significant value throughout the customer journey.

"We are very excited to work alongside the talented FLT team to develop new product offerings with a continued commitment to customer service."

Umapped's products include the Trip Publisher itinerary builder and TripLinQ API services, which consolidate bookings, curated content and real-time location data into a single interface.

Travellers' quotes and documents are transformed from static emails and PDFs to a collaborative, living itinerary experience.

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The software provides travel consultants access to collaborative features, chat and real-time updates that are delivered to their customers.

“We have been impressed with the platform and believe it can have a positive impact on our consultants’ productivity and on our customers’ travel experiences,” FLT CEO Graham “Skroo” Turner said.

“We continue to invest in systems and teams that can surface our expertise, but also make millions of engagements with our customers easier and more personal. We hope to deploy Umapped software in several countries within a year.”

FLT will take 100% ownership of Umapped and will use general cash to fund the acquisition. The purchase price is immaterial to the company and has not been disclosed.

Umapped was founded in 2012 by Lisa Israelovitch and Thierry Wong, the business’s chief technology officer.

The business has a team of 16 people, which includes an 11-person development team.

Ms Israelovitch and Mr Wong will continue to run Umapped and will report to FLT’s chief digital officer, Atle Skalleberg.

“Our business transformation program has increased our focus on improving the user experience by removing pain points,” Mr Skalleberg said.

“This acquisition will deliver immediate improvements to several of our businesses, including interactive, media-rich enhanced itineraries that feature personalised offers and content, live updates, two-way messaging, real-time chat, and much more.”

About Umapped

Umapped is the award-winning collaborative B2B2C itinerary and experience platform for the travel industry. Available as a white label and API solution, Umapped helps leading global brands and travel advisors engage with their customers throughout their travel journey by delivering interactive, media-rich consolidated mobile itineraries with relevant offers, content and messaging. The pioneering platform also maximizes productivity and streamlines business workflow. With the company’s API services, developers can incorporate the unique functionality as part of their own applications and solutions.

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About FLT

FLT is one of the world's largest travel companies, employing more than 20,000 people and generating \$21.8 billion in total transaction value during the 2018 fiscal year. The company, which was founded in Australia in 1982, has leisure and corporate travel businesses in 23 countries, plus an expanding network of in-destination businesses (tour operators, destination management companies and Asia-based hotel management business BHMA). Flagship brands include the Flight Centre and Liberty Travel leisure businesses and corporate brands FCM and Corporate Traveller. FLT floated on the Australian Securities Exchange in 1995 and is now an ASX Top 100 company with a market capitalisation in the order of \$AU5.5 billion.

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