

Cem Air Partners with AirGain to gain competitive edge in the South African Market

RateGain Travel Technologies Limited (RateGain), a global provider of SaaS solutions for travel and hospitality, has announced that Cem Air, one of South Africa's leading regional airlines, has selected its airline pricing solution, AirGain for real-time pricing insights from over 200+ sources to make accurate decisions. AirGain provides real-time price intelligence and rate parity solutions for both airlines and online travel agencies to track pricing across channels as well as ancillary offerings provided by airlines, which has become prevalent since the introduction of NDC. With this AirGain, the pricing team at Cem Air aims to get crucial pricing insights and competitive intelligence data, supporting Cem Air in accelerating growth in an ever-evolving market.

The user-friendly interface of AirGain makes it easy to drive swift decision-making and take note of market changes. Additionally, the platform offers real-time competitor insights across channels to minimize discrepancies and reduce revenue losses.

Cem Air will also be able to track and respond to market changes by monitoring dynamic price fluctuations. AirGain's Market Sense will help revenue teams to configure preset alerts based on parameters that are relevant for them. As a result, Cem Air will be among the first to know about significant market shifts, ensuring a competitive edge in the market.

By setting multiple alerts for various markets and competitors, Cem Air's revenue team can receive timely reports directly in their inbox, effectively eliminating the need for manual tracking of price variances. This efficiency translates to more informed decision-making, giving Cem Air an advantage in the increasingly competitive South African market.

Miles van der Molen, CEO of Cem Air, commented on the partnership, "To maintain our status as a preferred regional airline in South Africa, it is crucial for us to have a comprehensive understanding of fares offered to customers across digital platforms. AirGain's user-friendly interface provides us with in-depth, real-time insights into our market and competition, empowering us to make data-driven decisions and offer the best prices to our customers, ultimately resulting in improved revenue margins for Cem Air."

Cem Air currently operates a fleet of modern Bombardier CRJ aircraft and is committed to providing exceptional service to its customers while continually expanding its network across South Africa.

Vinay Varma, Senior Vice President, and General Manager, AirGain added, "We are delighted to partner with Cem Air and expand our presence in the thriving South African market. We recognize the significant opportunities in Africa to implement technologies that can help airlines sustain long-term growth. Cem Air's team identified AirGain as the perfect platform to address their current challenges and increase their market share in the future, and we look forward to providing them with the necessary support to achieve their goals."

AirGain is an intuitive and responsive SaaS solution by RateGain, designed for commercial teams in airlines to help them make faster and better pricing decisions through its easy-to-use interface

and accurate, real-time price intelligence at any time of the day, any number of times. To learn more about AirGain, visit <https://airgain.ai>

About Cem Air

CemAir is a licensed International and Domestic Scheduled and Non-Scheduled air carrier with approval from the South African Department of Transport and Civil Aviation Authority to conduct operations throughout Africa and the Middle East as a Part 121 and 135 Operator. CemAir currently owns and operates a large fleet of 23 aircraft, comprising three CRJ 900 Airliners, six CRJ 100/200 LR Airliners, four Dash-8 Q400s, two Dash-8 Q300s, one Dash-8 100, and seven Beech 1900D aircraft.

About RateGain

RateGain Travel Technologies Limited is a global provider of SaaS solutions for travel and hospitality that works with 2800+ customers and 700+ partners in 100+ countries helping them accelerate revenue generation through acquisition, retention, and wallet share expansion.

RateGain today is one of the world's largest processors of electronic transactions, price points, and travel intent data helping revenue management, distribution and marketing teams across hotels, airlines, meta-search companies, package providers, car rentals, travel management companies, cruises and ferries drive better outcomes for their business. Founded in 2004 and headquartered in India, today RateGain works with Top 23 of 30 Hotel Chains, Top 25 of 30 Online Travel Agents and all the top car rentals including 8 Global Fortune 500 companies in unlocking new revenue every day. For more information, please visit <https://www.rategain.com>

Forward-Looking Statements

Statements in this document relating to future status, events, or circumstances, including but not limited to statements about plans and objectives, the progress and results of research and development, potential project characteristics, project potential, and target dates for project-related issues are forward-looking statements based on estimates and the anticipated effects of future events on current and developing circumstances. Such statements are subject to numerous risks and uncertainties and are not necessarily predictive of future results. Actual results may differ materially from those anticipated in the forward-looking statements. The company assumes no obligation to update forward-looking statements to reflect actual results changed assumptions or other factors.

Company

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