

May 08, 2025

To,
National Stock Exchange of India Limited
(NSE: RATEGAIN)

BSE Limited
(BSE: 543417)

Sub: Press Release on “Cyprus Airways Partners with RateGain to Enhance Pricing Strategies”

Dear Sir / Ma'am,

In accordance with Regulation 30 read with Schedule III of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed the press release on '*Cyprus Airways Partners with RateGain to Enhance Pricing Strategies*'.

Please take the above information on record.

Thanking you.

Yours faithfully,
For RateGain Travel Technologies Limited

Mukesh Kumar
General Counsel,
Company Secretary & Compliance Officer
Membership No.: A17925

RateGain®

Cyprus Airways Partners with RateGain to Enhance Pricing Strategies

Noida, 08 May 2025: RateGain Travel Technologies Limited (RateGain), a global provider of AI-powered SaaS solutions for the travel and hospitality industry, today announced that Cyprus Airways, the flagship carrier of the Republic of Cyprus, has selected AirGain, RateGain's advanced pricing intelligence platform for airlines, to gain real-time competitive insights. This strategic collaboration underscores Cyprus Airways' commitment to delivering affordable and seamless travel experiences across its expanding network in Europe and the Middle East.

Known for its customer-centric approach, the airline has earned a strong reputation among travelers connecting Cyprus to key destinations in Europe and the Middle East. By addressing challenges such as rising competition, fluctuating demand, and shifting customer preferences, Cyprus Airways continues to strengthen its presence in the region with focus on data-driven decision-making, smarter pricing, and enhanced travel experiences.

With AirGain, Cyprus Airways will access real-time competitive pricing data from over 300 airlines and 50+ OTAs. This enables the airline to refine its pricing strategies, optimize promotions, and maintain leadership in the aviation market. By leveraging dynamic pricing and market trends, Cyprus Airways aims to deliver exceptional value to its customers while ensuring sustainable growth.

Alessandro Schuler, Head of Network and Revenue Management at Cyprus Airways, said, "In today's fast-paced aviation industry, staying competitive requires innovative solutions and actionable insights. With AirGain's competitive pricing solution, Cyprus Airways can optimize our pricing and promotions to better serve our passengers while achieving sustainable growth. This collaboration marks a significant step forward in our mission to strengthen our market share and optimize pricing strategies."

Vinay Varma, Senior Vice President and General Manager at AirGain, commented, "Our partnership with Cyprus Airways, a prominent name in European aviation, signals an important move toward smarter, more agile travel. With AirGain's AI-powered pricing intelligence, Cyprus Airways will navigate market complexities with greater precision, sharpen their competitive edge, and deliver even more value to travelers. We're proud to stand alongside them as they shape the future of air travel in the region."

Following the launch of AI-Digest, AirGain introduced the industry's first daily route performance digest for its airline partners, delivering real-time insights into fare trends, market dynamics, and pricing anomalies. This AI-powered tool enables revenue managers to make faster, more informed decisions, adapt to changing market conditions, and refine pricing strategies with greater confidence. As AirGain continues to drive innovation, this solution will be instrumental in helping airlines stay ahead in an ever-evolving aviation landscape.

About Cyprus Airways

Cyprus Airways is the flag carrier of Cyprus, based in Larnaca. Operating a modern fleet, the airline connects Cyprus to key destinations in Europe and the Middle East, contributing to the island's economic development and tourism growth. Learn more at [cyprusairways.com](https://www.cyprusairways.com).

About RateGain

RateGain Travel Technologies Limited is a global provider of AI-powered SaaS solutions for travel and hospitality that works with 3,200+ 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 26 of the Top 30 Hotel Chains, 25 of the Top 30 Online Travel Agents, 3 of the Top 4 Airlines, and all the top car rentals, including 16 Global Fortune 500 companies in unlocking new revenue every day. For more information, please visit www.rategain.com

Media Contact:

Aastha Khurana, Director- Corporate Communication
media@rategain.com

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