

Best Airlines Rep selects “AirGain to Provide Accurate Pricing Intelligence for Its Partner Airlines”

New Delhi, 30th November, 2023: RateGain Travel Technologies Limited (RateGain), a global provider of SaaS solutions for travel and hospitality, today announced its partnership with Best Airlines Rep, a prominent General Sales Agent (GSA) renowned for its comprehensive representation of airline sales and marketing in various territories.

This strategic alliance marks the introduction of RateGain's airline pricing solution, AirGain, enhancing the capabilities of Best Airlines Rep's airline partners by offering immediate access to pricing insights from over 200 sources. This includes data from websites, mobile apps, GDS, and more, ensuring quick and up-to-the-minute information.

Best Airlines Rep, which has a significant presence in Europe and Africa, offers airlines a wide range of services, from sales and marketing to comprehensive back-office support, emphasizing cost efficiency and strategic market positioning. They have recently partnered with InterGSA and Enlloy Aviation, and, together with Best Airlines Rep Marketing, have founded a new global GSA named Best Airlines Rep, representing even larger portfolios of airlines.

The recent incorporation of AirGain's technology streamlines their operations, granting automated market insights and real-time pricing data, enhancing service quality for partner airlines. This not only keeps Best Airlines Rep on top of market trends but also empowers them to lead, boosting the competitiveness and profitability of the airlines they represent.

Natalia Zaragoza, Managing Director, at Best Airlines Rep, shared her vision regarding the partnership, "Aligning with AirGain represents our commitment to innovation and excellence. The real-time, data-driven insights provided by AirGain will enhance our operational efficiency and service delivery. This is not just an upgrade in our working system; it's about setting new industry standards."

The benefits of this partnership extend beyond conventional boundaries. It's not only about having access to real-time data; it's also about the actionable intelligence that airlines that we currently manage can leverage. The ability to monitor dynamic price fluctuations, configure alerts based on specific parameters and receive timely reports directly translates into informed decision-making. This strategic move positions the airlines represented by Best Airlines Rep at the forefront, giving them the ability to respond to market changes proactively.

Vinay Varma, Senior Vice President and General Manager at AirGain expressed his enthusiasm: " This partnership with Best Airlines Rep is a testament to our shared vision of transforming the aviation industry through technological empowerment. We are excited to see how our collaborative efforts will redefine the future of airline pricing and distribution. The AirGain solution now has the capability to provide Market-Wise point-of-sale comparative fares, which are essential for GSAs like FT. By empowering GSAs like FT, AirGain can aggregate localized pricing, which eventually helps the GSAs provide an accurate market position to the central airline revenue management teams."

In the realm of airline sales and marketing, this partnership between Best Airlines Rep and AirGain is more than a merger of two entities; it is the convergence of innovation, intelligence,

and foresight. The journey ahead promises a blend of opportunities, growth, and transformations that will reshape the industry's horizon.

For more insights into AirGain's accurate rate intelligence solutions, visit www.airgain.ai

About Best Airlines Rep

Best Airlines Rep is an exclusive and dedicated full-service sales and marketing representation for aviation, tourism, and hospitality with numerous offices in Europe. With over 30 years of experience, the competent, sales-oriented, and multilingual teams successfully supports their customers in establishing their brands in their markets, those being Germany, Austria, Switzerland, The Netherlands, Belgium, France, Spain, Portugal and Italy. Depending on the customer's requirements, Best Airlines Rep offers tailor-made solutions in the areas of sales, marketing, PR, accounting, Social Media, Communication, Branding, Sales Development, Crisis Management, Consulting, and Organization of fairs, events, roadshows, fam & press trips.

About RateGain

RateGain Travel Technologies Limited is a global provider of SaaS solutions for travel and hospitality that works with 3100+ 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 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.

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