

6th Florence Intermodal Forum Airline Distribution

September 2019

Johannes Walter | Distribution | Lufthansa Group Hub Airlines

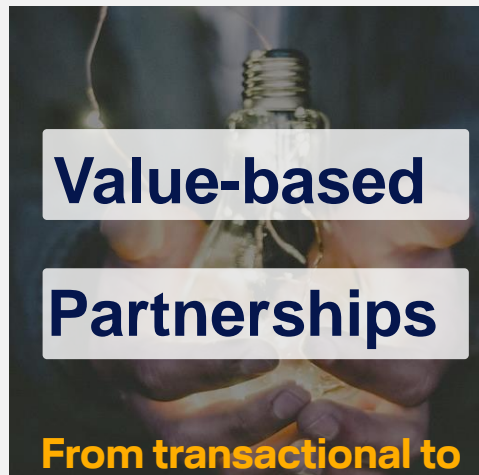
What drives our distribution strategy?



Customer

Centricity

From generic to relevant purchases.



Value-based

Partnerships

From transactional to value-based partnerships.



Industry

Leadership

From pioneering to reaching scale together.

Customer expectation fosters innovation

TODAY



Bundle 1



Bundle 2



Bundle 3



TOMORROW



 Basic Bundle



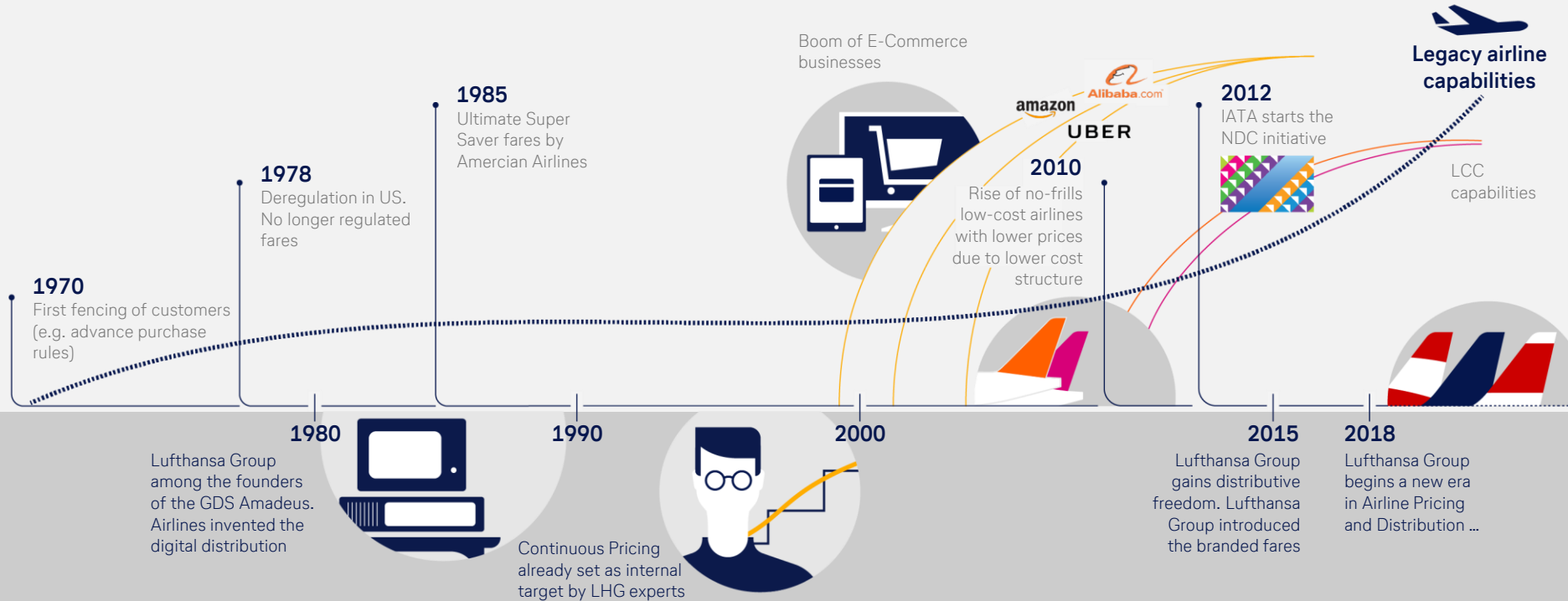
 "Best-Fit" Bundle



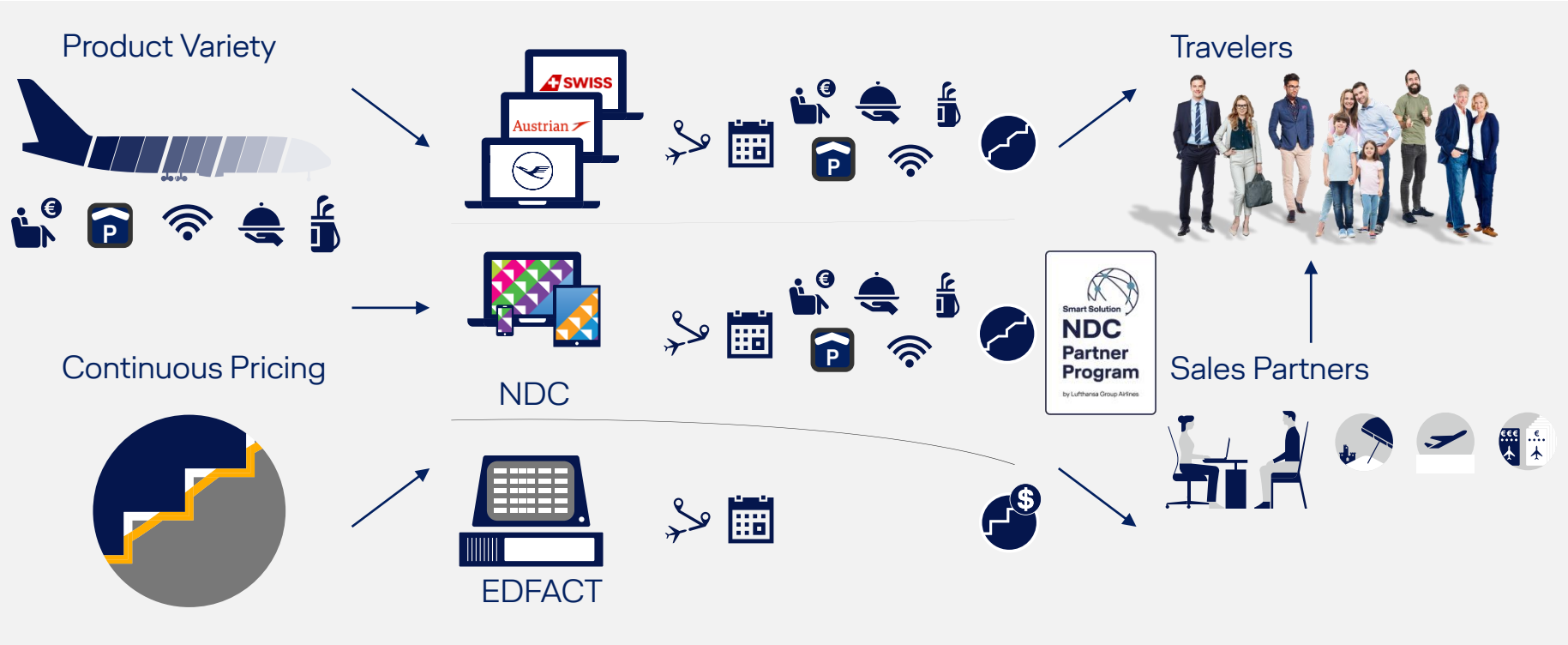
 Upsell Bundle



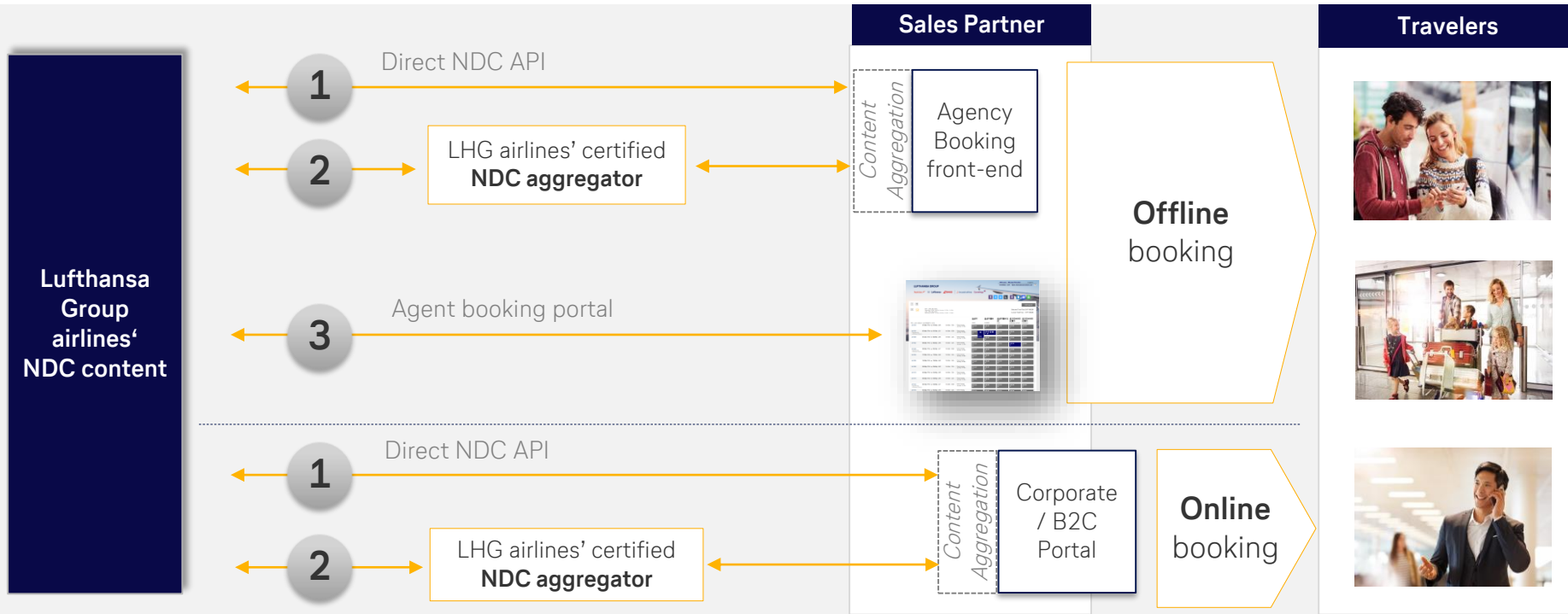
Pioneers in electronic distribution



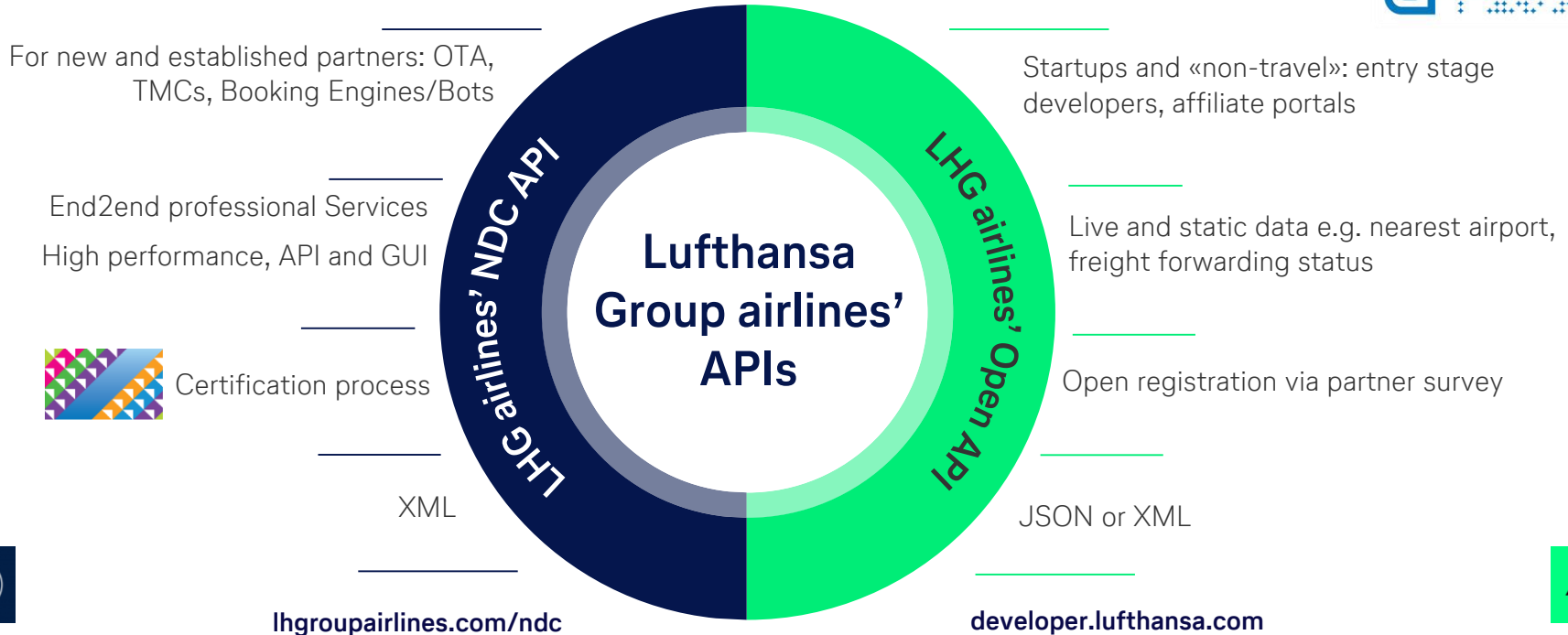
We are partnering with the value chain



We offer a variety of NDC distribution solutions



The APIs of Lufthansa Group airlines



Where we stand today

One of the first airline groups to receive IATA

NDC@scale

certification

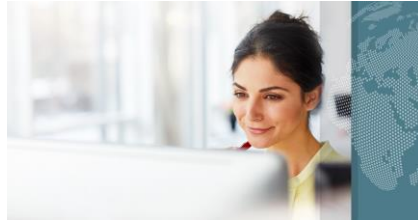
As of 3rd Sep '19

Level 2
Offer Management
• Extensive use of Offer Management APIs
• AirShipping required

Level 3
Offer and Order Management
• Use of Offer and Order Management APIs

Level 4
Full Offer and Order Management
• Extensive use of Offer and Order Management APIs
• Use of Service Message required

IATA NDC@Scale
• Amongst the first 8 equipment manufacturers to be certified as defined
• Amongst the first NDC@Scale airlines to be certified as defined
• Full support to request new partners
• Full operational support management available
• Lufthansa Group airlines received the IATA NDC@Scale certification on September 3rd 2019



Lufthansa

becomes first airline to receive

ONE

Order

certification

3,000+

connected NDC partners

Continuous Pricing

live

700

NDC Aggregators & Travel Tech Providers

Lufthansa Group airlines' Direct Distribution share exceeds

50%

Smart Solution NDC Partner Program

by Lufthansa Group Airlines