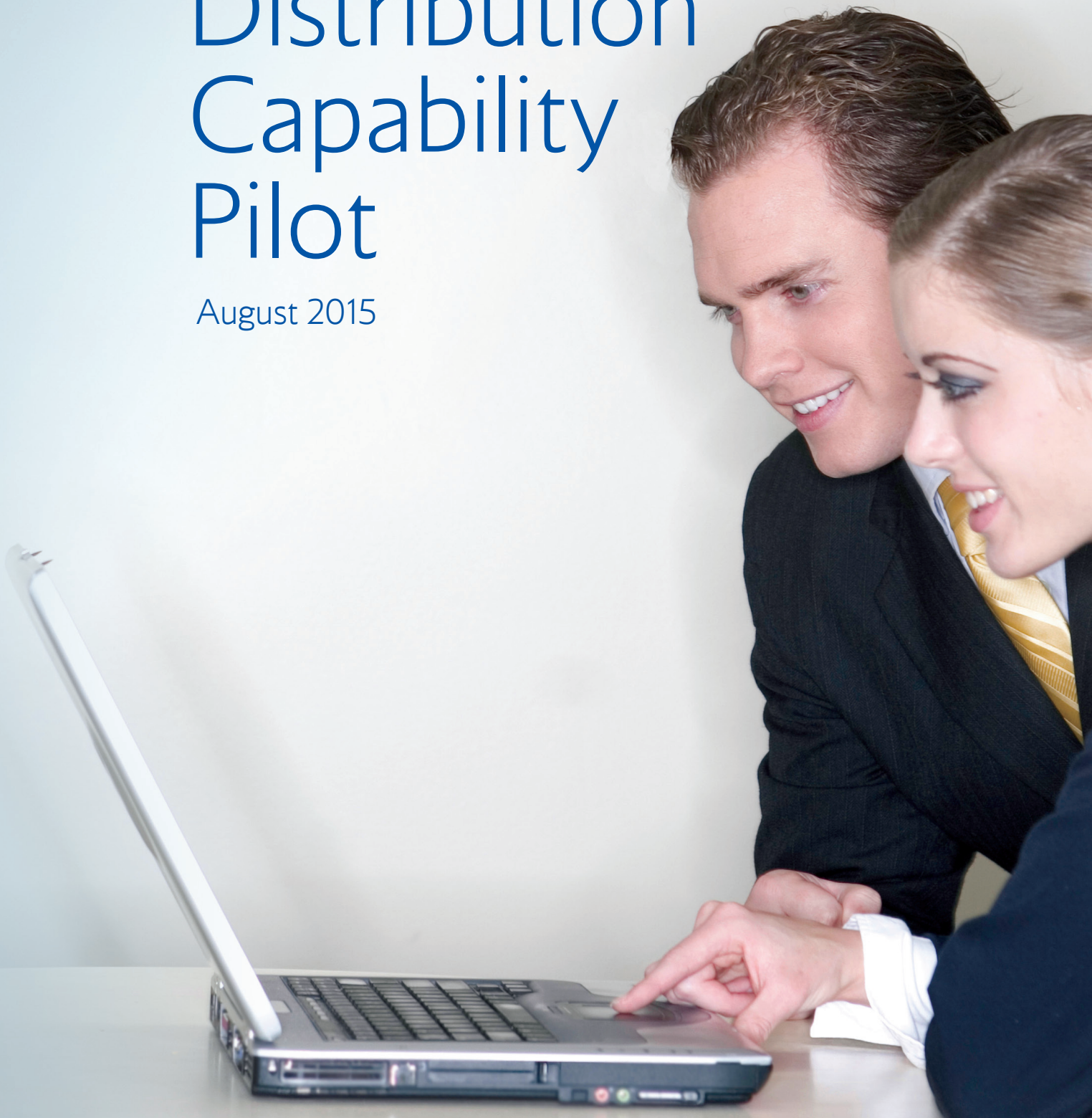


New Distribution Capability Pilot

August 2015



Introducing the British Airways NDC Pilot

- New Distribution Capability (NDC) is an IATA initiative for the adoption of a common data transmission standard within the airline industry. NDC is not a new system, it is a modern messaging language
- British Airways has been a leading player in the development of the NDC standard
- The British Airways NDC Pilot creates new opportunities for all parties in the travel industry, including GDS, IT developers, NDC service providers, travel agents, and corporates

Why is BA launching an NDC Pilot?

- BA seeks to retail the full range of its products and services, now and in the future
- NDC is based on modern web-based technology, which enables enhanced distribution of information between airlines and retailers
- NDC enables distribution of more of our products today, whilst being designed to support new products in the future

What is the scope of the NDC Pilot?

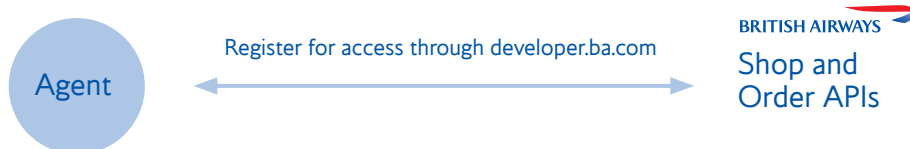
- 1. Enabling new products in the GDS**
 - Providing previously unavailable products and services to the GDS
 - This includes the ability to add flight ancillaries to bookings made in the GDS
- 2. Shop and Order integration**
 - A direct link into our host reservation system for flight search and booking
- 3. NDC Service Provider connections**
 - A facilitated link into our host reservation system, offered by one of our partners
 - Our first NDC Service Provider is Travelfusion, a leading online travel content aggregator

How does it work?

- BA has developed a number of Application Programming Interfaces, known as the Shop and Order APIs
- APIs are sets of XML code which allow developers to access services from another supplier and include them in an application or website they are developing
- Agents can connect directly to the Shop and Order APIs, or connect to one of our NDC Service Providers

How can I connect?

Shop and Order integration

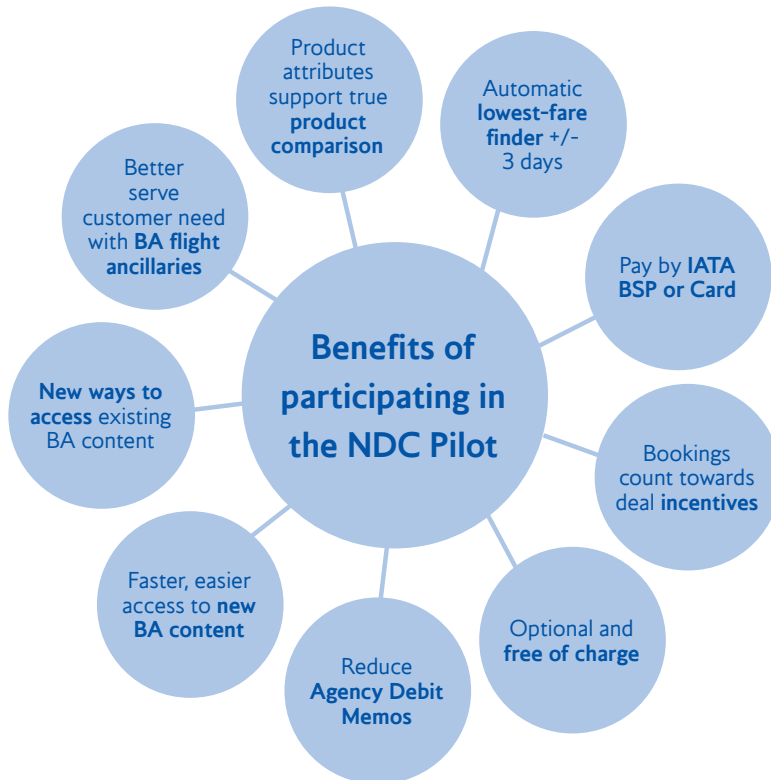


NDC Service Provider

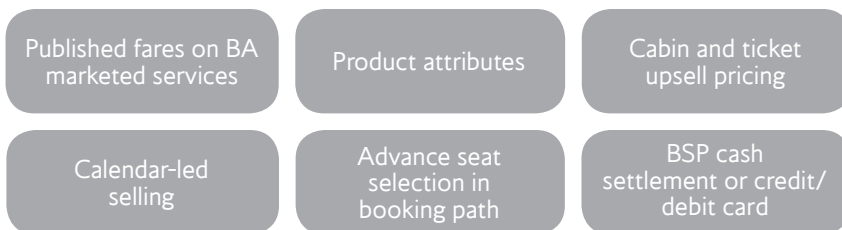


What does it mean for travel agents?

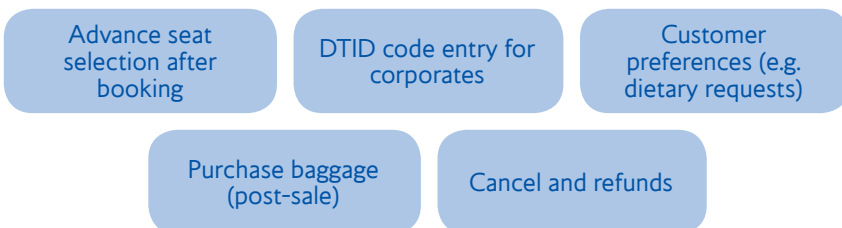
- Agents can connect directly into BA's reservation system, for flight search, booking and ticketing
- Agents will be able to access flight ancillaries* directly through a connection with BA, through our NDC Service Providers or through the GDS
- NDC should provide faster, easier access to new products and services in the future
- Existing contracts with BA will not be affected, and bookings will count towards incentive deals



What capability is currently available in the NDC Pilot?

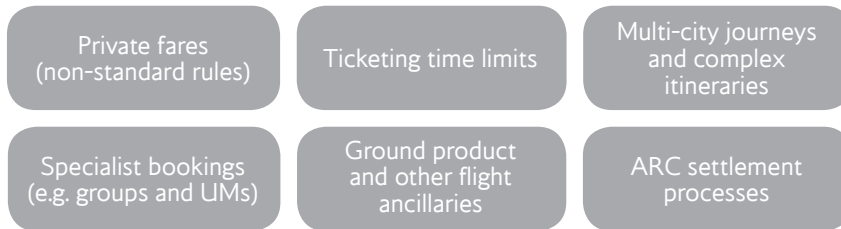


What capability is coming soon?



* Please note that flight ancillaries are still in development. Advance seat selection in the booking path is now available. We expect to deliver advance seat selection after booking and additional baggage through NDC during 2015

What capability is not currently available in the NDC Pilot?



Where is the NDC Pilot being launched?

From August 2015, the NDC Pilot will be open to the following markets:

Austria, Belgium, Canada, China, Denmark, France, Germany, Ghana, Ireland, Italy, Japan, Kenya, Luxembourg, Netherlands, Nigeria, Norway, Poland, Portugal, Romania, Singapore, South Africa, Spain, Sweden, Switzerland, Uganda and United Kingdom

We will be looking to add further markets over the coming months

How is this different to the existing travel agent booking process?

- All offers sent to agents through NDC are generated by BA
- BA will issue all tickets purchased through NDC, reducing fare-related ADMs
- NDC messages return options for alternative dates, cabins and flexibility, so you can easily serve your customers' needs
- NDC supports distribution of product attributes, such as seat details and lounge access, enabling true product comparison
- Advance seat selection is now available in the booking path, where payment is made by card

Will this change any existing arrangements?

- Participation in the BA NDC Pilot is optional and free of charge
- Existing contracts with BA will not be affected
- NDC bookings will count towards existing incentive deals with BA
- IATA agents will retain control of NDC bookings up to the check-in window
- Becoming a test partner does not guarantee access to live booking capability

Where can I find out more?

- For more information on the IATA NDC Program, please visit iata.org/ndc
- For more information on the BA NDC Pilot, please visit batraveltrade.com, speedbirdclub.com, or developer.ba.com
- For press queries, please contact the BA Press Office
- For everything else, or to participate in the BA NDC Pilot, please contact your account manager or email selling.distribution@ba.com