

Transforming the passenger experience at the airport and beyond

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SITA at Airports



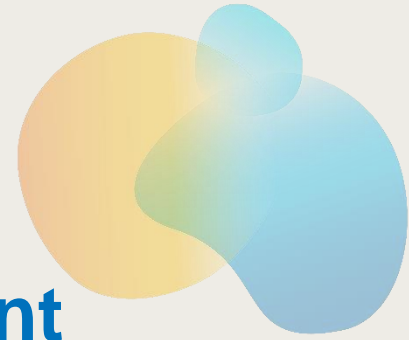
#TS310523

The SITA logo in white, bold, sans-serif font, positioned in the bottom right corner of the image.



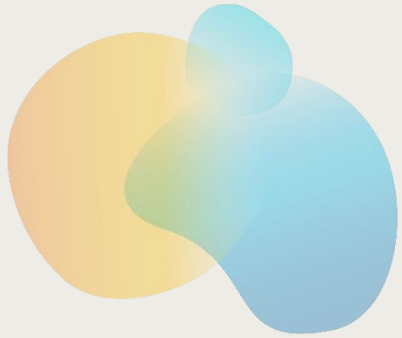
Agenda

- Your market environment
- What key capabilities you need
- How SITA can help you deliver a unique and world leading experience



The market environment you have:

- Transformation from a petroleum-based economy
- Drive to promote inbound tourism into the country
- Annual Pilgrimage to Mecca
- Move to domestic tourism



You need:

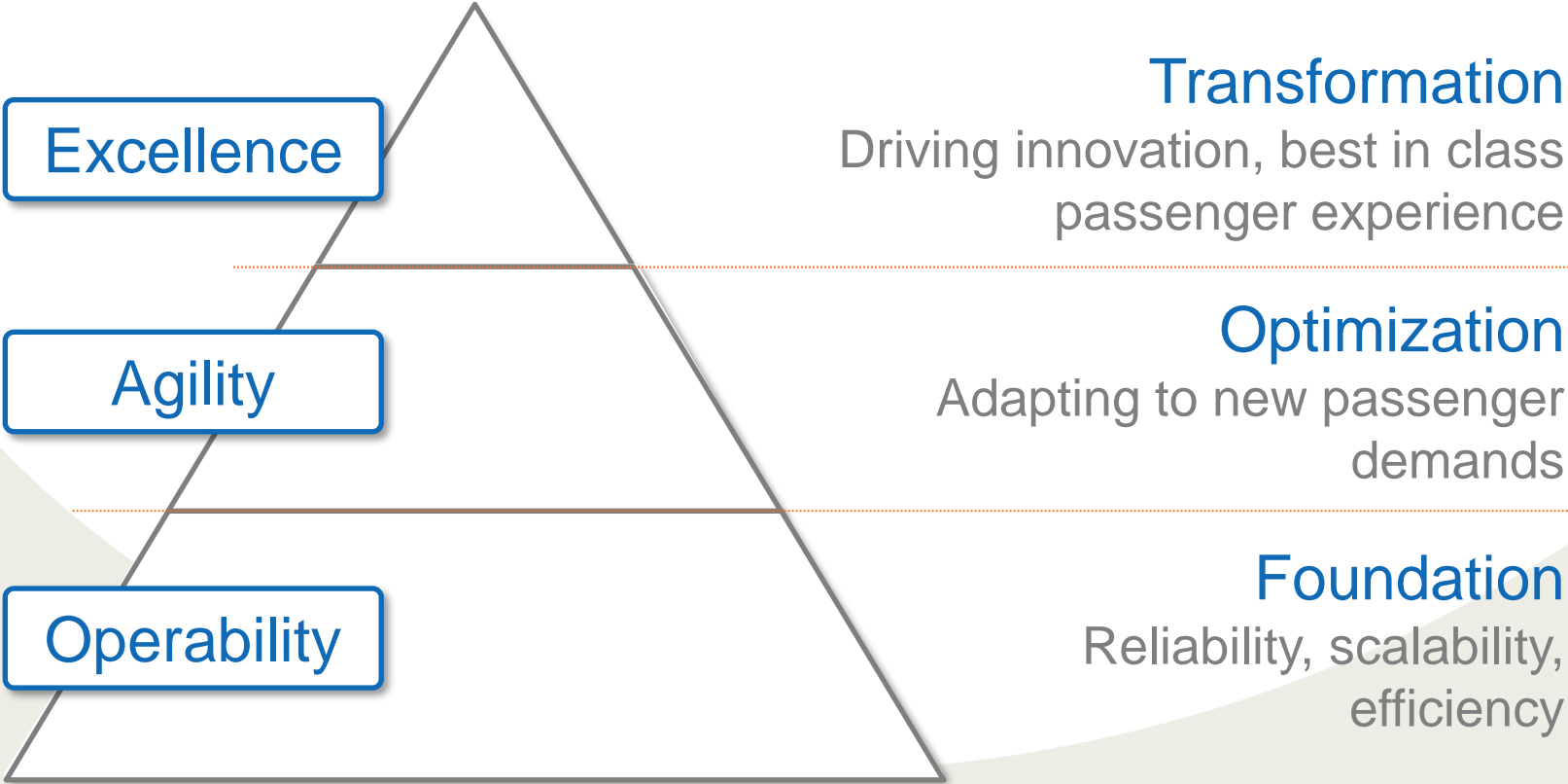
- The capability to adapt to changes in passenger demand
- To set new standards for passenger experience
- To make your country the destination of choice

We are in a unique position

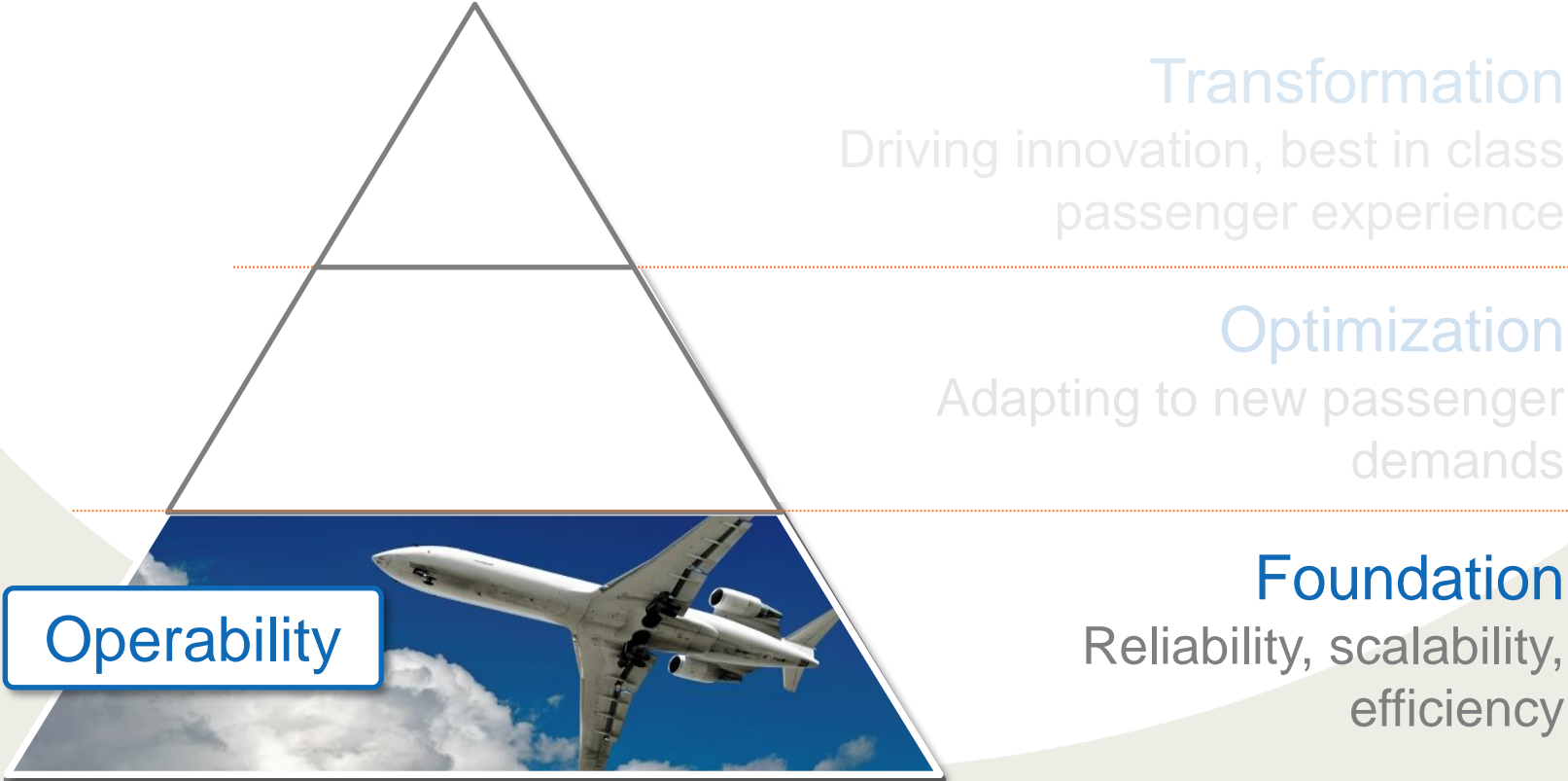


SITA

How we help our customers today set the new standard



How we help our customers today set the new standard



Our proof points



We manage
460 common-
use sites



Our network connects
over **1,600** air
transport businesses



Class leading
end-to-end
hardware



The world's only fully
global baggage tracing
and matching system



Follow the
sun support
centers



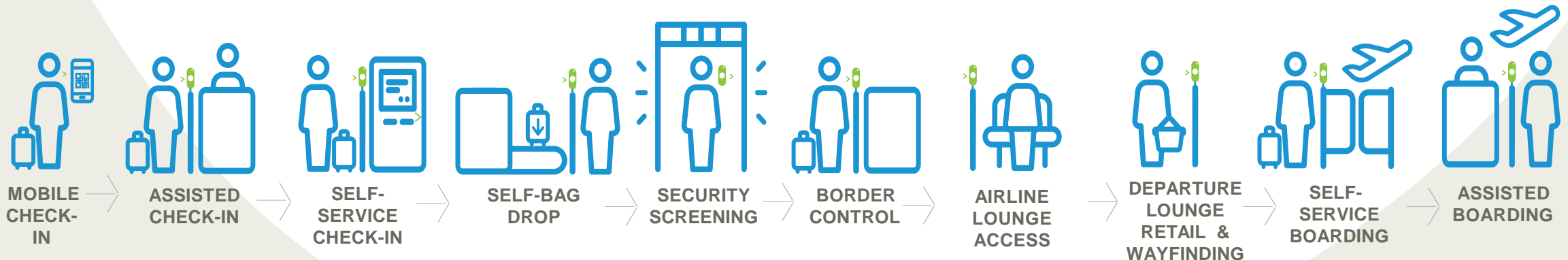
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“Your face is your boarding pass”



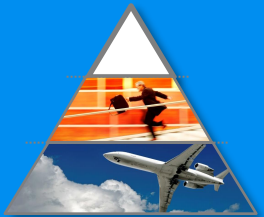
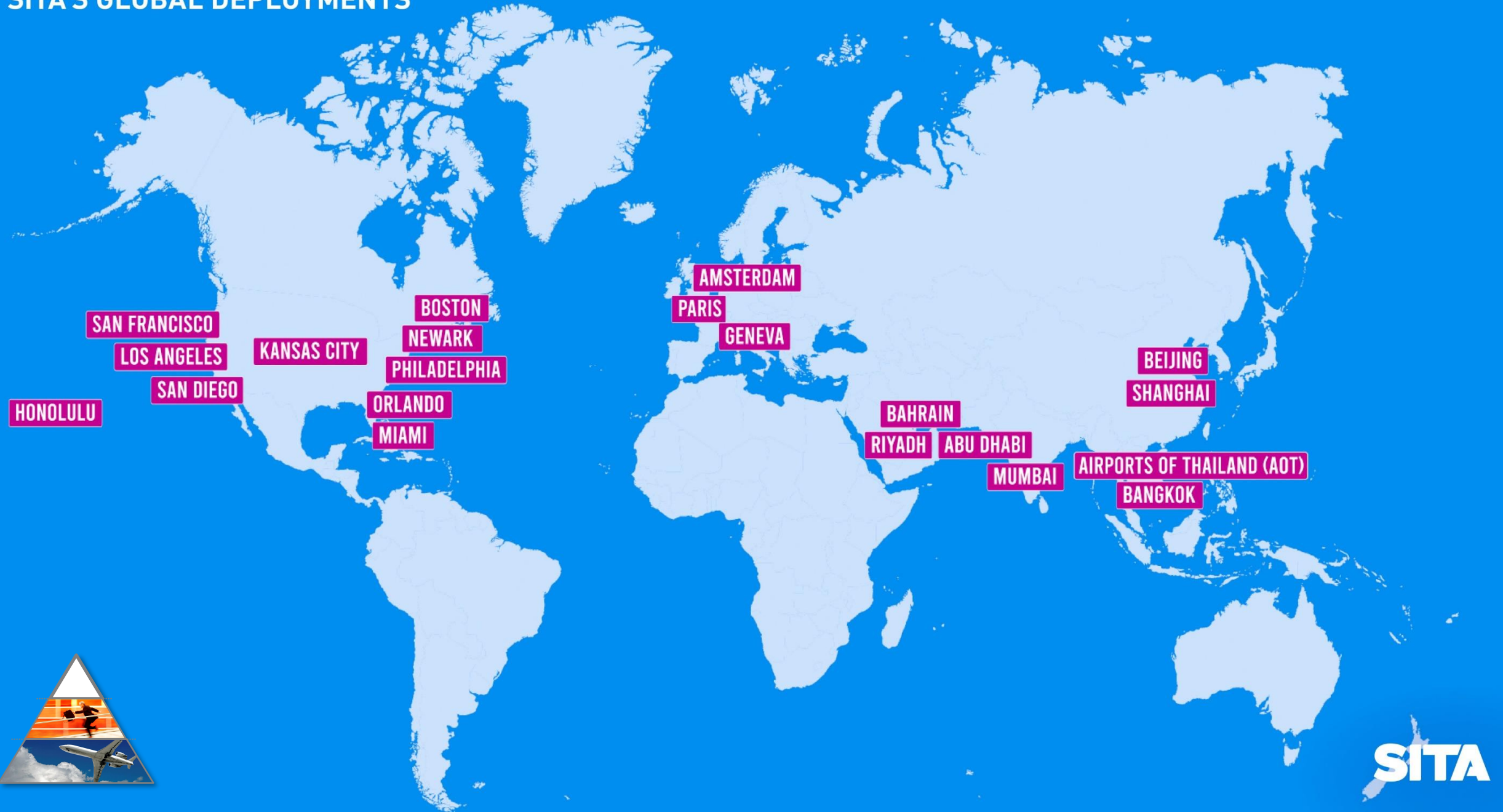
Our technology enables you to deliver:

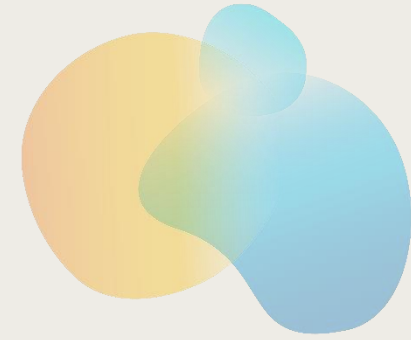


- More power to the passenger
- More processes off airport
- More revenue
- An end-to-end brand experience



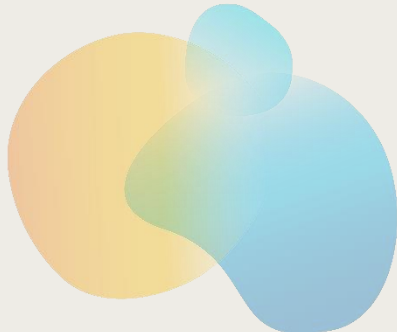
SITA'S GLOBAL DEPLOYMENTS





Baggage leaders





Baggage leaders

Automatically reflight bags

Driving operational efficiencies

Share accurate and timely information so that all stakeholders have one view.



SITA

How we help our customers today set the new standard



Transformation

Driving innovation, best in class passenger experience

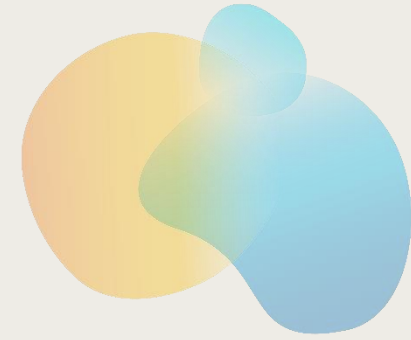
Optimization

Adapting to new passenger demands

Foundation

Reliability, scalability, efficiency

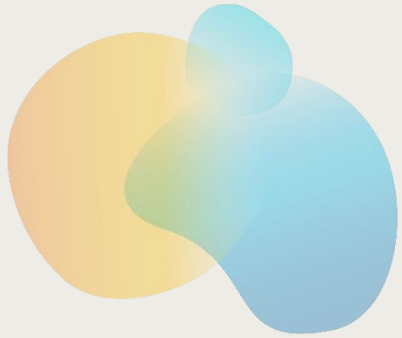




Driving innovation

- Beyond CUSS and CUPPS
- Using data to support total airport management





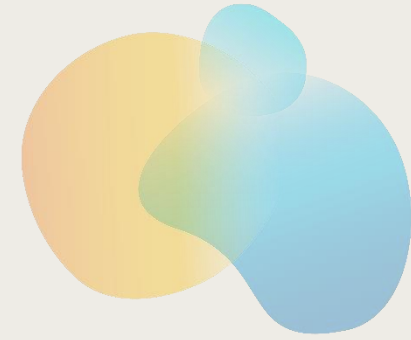
Moving beyond the airport:

- Enhancing connectivity with advanced air mobility
- Door to door baggage
- Connecting to local transport providers and sport and cultural events



Partnerships with leading benchmark innovators





**We understand your
business**



SITA



An opportunity to set the future.

SITA