

# eSky Group strengthens cooperation with Lufthansa Group airlines

**The eSky company - a leader on the CEE market of online travel agencies - has expanded the existing scope of cooperation with the Lufthansa Group airlines, enabling direct access to the full range of airlines offer through NDC technology. This cooperation guarantees the possibility of selling all tariffs and services of carriers belonging to the Group.**

The new stage of cooperation between eSky and the Lufthansa Group airlines is part of the NDC Partner Program. Thanks to this solution, eSky's customers around the world will gain access to a wide range of tariffs and products of all airlines within the Lufthansa Group airlines (Austrian Airlines, Lufthansa, SWISS and Brussels Airlines) at more competitive prices than before. This offer is available only to key partners through a new technology based on the New Distribution Capability (NDC) solution.

*We are pleased that we are entering the small group of OTA (Online Travel Agency) global market leaders, who have the opportunity to cooperate directly with the Lufthansa Group airlines. The implemented solutions will allow improving technological processes that will translate into greater comfort and diversity of the offer for customers – says Paweł Szczepański, Business Product Development Director from eSky.*

The implementation of NDC in eSky on a global scale will provide users with attractive offers from Austrian Airlines, Lufthansa, SWISS and Brussels Airlines not only in terms of lower prices for airline tickets but also a range of additional products including the possibility of buying checked-in luggage or choosing seats. eSky plans to also implement new features in the future to improve offer personalization for the customers.

*Through this expanded cooperation with one of the leaders on the CEE Market of online travel agencies, we can jointly offer customer-centric technology to provide travellers with greater access to special offers and ancillary services. eSky customers will be able to benefit from our NDC Smart Offer and enjoy modern air retailing experience – says Peter Pullem, Head of Sales Central, Eastern and Southeastern Europe at Lufthansa Group.*

In accordance with Lufthansa Group airlines' assumptions, the future of the travel market will be characterized by deep offers' personalization for the customers. The NDC Lufthansa Group airlines'

solution provides answers to these challenges, and eSky, which also focuses on innovation, becomes part of the future of the online travel market thanks to this cooperation.