

Datalex announces launch of DLX Pay

Dublin, Ireland, 25 April 2025: Datalex plc ("Datalex", the "Company" or the "Group") (Euronext Growth Dublin: DLE), a market leader in airline e-commerce solutions, today announces the launch of a new product, DLX Pay. In addition, Datalex is announcing it has signed its launch customer, Air Transat, with a go-live planned for later this year.

As research by McKinsey outlined, the airline industry could realise approximately 14 billion in value by 2030 by strategically addressing payments.^[i] DLX Pay enables airlines to capture this value opportunity.

Addressing the complexities of airline payment infrastructure and the unique hurdles that airlines and their passengers face, DLX Pay seamlessly connects airlines with an ecosystem of payment providers - enhancing value generation, optimising transaction processing, and significantly improving the overall customer experience.

Commenting on the launch, Datalex CEO, Jonathan Rockett said: *"Datalex is on a mission to transform how airlines retail, and payments are a critical component of this. We see a significant opportunity ahead for airlines to make strides in this area. I am thrilled to announce the launch of DLX Pay and delighted that we will be bringing this product live with Air Transat later this year."*

We see proven market demand for a payment solution that is designed with travel at its core. DLX Pay will enable airlines to connect with an ecosystem of payment providers, improve payment conversion and ultimately give their customers a more convenient and better payment journey."

Commenting on the launch, Bamba Sissoko, Chief Information Officer of Air Transat said: *"Air Transat is excited to further strengthen our partnership with Datalex as we continue to enhance our digital retailing capabilities with their payment platform, DLX Pay. Set to go live later in 2025, DLX Pay will empower our customers with greater payment choices and flexibility at checkout."*

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About Datalex

Datalex is a market leader in airline e-commerce solutions. Datalex's Stellex product suite, launched in 2024, gives airlines the tools they need to drive revenue and profit as digital retailers. Datalex has a strong track record working with some of the most innovative airline brands worldwide. The Group is headquartered in Dublin, Ireland, and maintains offices across Europe, the Americas, and Asia. Datalex plc is a publicly listed company, on Euronext Growth, Dublin. Learn more at www.datalex.com

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^[i] Airline retailing: How payment innovation can help airlines improve the bottom line, McKinsey, September 2022.

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