



PRESS RELEASE

Travelsoft, owner of Orchestra, the leading travel offer distribution and reservation platform, backed since 2016 by Edmond de Rothschild Investment Partners (Cabestan Capital), BpiFrance and A Plus Finance, has acquired Sépage, the pioneer of artificial intelligence solutions for tourism.

Paris June 6th, 2017 – Travelsoft, owner of Orchestra, the leading travel offer distribution and reservation platform has announced today a definitive agreement to acquire Sépage, the specialist in data-marketing and artificial intelligence solutions for tourism.

This acquisition will make Travelsoft group a core actor in the tourism industry due to its ability to address the full range of digital challenges travel companies face; from distribution to digital marketing optimisation.

Within the Travelsoft group, Sépage will commercialise its data marketing solutions and pursue its growth objectives in France and internationally.

Sépage: artificial intelligence specialist

Created in 2013 by young researchers and entrepreneurs, Sépage is a French startup which **specializes in data-marketing technologies**. Sépage is a product of a core technological breakthrough based on many years of academic research.

Sépage uses publically available web-data to create new forms of artificial intelligence which **qualifies e-travel website users and develops new modes of interaction** that are more personalized and generate growth for Sépage's clients.

These data marketing technologies are now a core digital strategy element of several **leading travel companies in France and internationally** (Havas Voyages, Costa Cruises, Despegar).

Orchestra: the leading distribution platform

For over ten years, the Orchestra platform has been at **the heart of major travel companies' technology systems**, with the ambition to anticipate the needs of the industry and accompany clients in finding solutions.

Specialised in automatic distribution of leisure offers across all channels (packages, hotels, flights, dynamic packaging, activities & transfers, and 'à la carte'), Orchestra's market position is a major competitive tool for travel companies, allowing them to significantly reduce their operational costs.

Already present in France, Spain, and The United Kingdom, Orchestra is pursuing further development in Southern and Eastern Europe.

Responding to the needs of travel e-commerce

The travel market is in deep transition and **recent studies place artificial intelligence as a key element** for this. According to a study by the market intelligence firm Tractica, the revenues linked

Awarded technology

Leaders of large travel groups (AirFrance, Accor) gave Sépage the **Technological Innovation Award at Next Tourism** conference.

Sépage won the **Innovation Award at London's TDS Summit**, succeeding to Kayak, Hipmunk and Hotel Tonight.



to artificial intelligence will grow from \$358m in 2016 to \$31.2bn in 2025. An increase of over 60% per year.

Acquisition costs for new users are however reaching historic highs. **Travel companies are now turning towards personalisation and modern marketing automation technology** to capture, engage, and retain a new generation of travellers.

Furthermore, the travel industry sees itself facing several challenges : automatic distribution of all types of products via multiple channels, the need for high market reactivity, increasingly dynamic pricing, new customer relations approaches, internationalisation of travel companies, security management, the need to better communicate offer content...

Technology must therefore **facilitate the distribution of travel offers with better differentiated services, augmented content, and accurate targeting**, all the while maximising profitability.

Becoming an indispensable travel-technology player

Travelsoft positions itself at the heart of these new trends, and understands the need to accelerate its development in its two principal and complementary services:

(I) Solutions for increasing reservation productivity

Using the Orchestra platform to give travel companies access to the largest inventory of offers, with the shortest response time, and the greatest adaptability for different sales contexts.

(II) Digital marketing optimisation tools based on artificial intelligence

Using the Sépage platform to give travel companies the ability to develop modern solutions, mobile applications, personalised sites, bots, data-intelligence platforms, all driven by a powerful technology core.

Travelsoft is therefore able to provide a complete response to the major challenges travel companies face.

« The major challenge in e-travel is to provide the maximum flexibility and completeness, and at the same time to master the explosion of data volumes to improve the relevance of the content shown to the user. The technologies created by Sépage will be a vital part of the industry's coming transformation.

Christian Sabbagh, Founder and CEO of Travelsoft

« The Travelsoft group will allow Sépage to benefit from the growth capital needed to acquire talent and ensure the necessary stability to respond to market needs. Furthermore, the synergies with Orchestra are strong and will offer many promising collaboration opportunities. »

Milan Stankovic, Founder and CEO of Sépage

For more information please contact:

Sépage
P A R I S

Thomas Houriez, Co-founder & VP Marketing
thomas@sepage.fr
06 44 29 66 02



Juliette Laverdant, Head of Marketing & Communication
Juliette.laverdant@travelsoft.fr
+33 (0) 1 44 71 94 76
