

PRESS RELEASE

eDreams lands in Japan, the world's second travel market

The largest European online travel agency starts operating in the world's third economic power

Barcelona, 16 February 2015. The world's largest online flight distributor continues with its international expansion with the opening of eDreams in Japan (www.edreams.jp). Japan is not only the world's third economic power, but also the largest travel market in Asia-Pacific and the second largest worldwide, and this is therefore a giant step forward in the online travel agency's internationalisation strategy.

The significance and potential of Japan have been key factors in the decision to go ahead with this launch. Japan has a global leadership position in different aspects thanks to its industrial capacity, its commercial might and the dominance of the financial markets. In addition, Japan, along with the United States, is the leader in the production of high technology and the number one producer in the automobile and shipping sectors.

eDreams has tailored its services to the special features of the market, where the total volume of online travel bookings amounts to 30,800 million dollars, and where the penetration of online travel is expected to reach 40% this year. After the leadership attained in Europe, the company wants to continue to reinforce its presence around the world, and Japan is one of the most important countries.

The Business Development manager of the online travel agency, Pablo de Porcioles, pointed out that "we expect Japan to soon become eDreams' largest market in the Asian region and this is why we have created competitive content capable of successfully meeting the demands in this market". De Porcioles says that "eDreams has an extensive catalogue of airlines that will enable it to compete in both international and in domestic and low-cost flights with today's main actors".

In recent years, according to JETRO (Japan External Trade Organization), the number of international and domestic flights has grown significantly in Japan in recent years. The former, which account for 20% of the total, have grown by over 20% since 2004, while domestic flights, accounting for 80% of total flights, have increased by nearly 11%. There is also much room for growth in the low-cost flight segment, which is relatively new in the Japanese market.

With the starting of operations in Japan, the company is now present in 44 countries, thus covering the world's major markets and diversifying its business geographically across the five continents.

With this launch, the online travel agency eDreams continues to work on one of its key pillars, namely internationalisation, as the foundation of its success, after having expanded into ten new countries in 2012, into Greece and Holland in 2013, and into Russia last June. These operations have enabled the company to diversify its business geographically and position itself as an

attractive option for users across the five continents thanks to its combination of offering, price and service.

In those countries, the company offers flights with more than 440 air operators, with over 150,000 different combinations and more than 550,000 hotels in 40,000 destinations, in addition to holiday packages and car hire.

About eDreams ODIGEO:

eDreams ODIGEO (www.edreamsodigeo.com) is the largest online distributor of flights in the world (measured in terms sales), and one of Europe's largest e-commerce businesses. Under its five brands (eDreams, GO Voyages, Opodo, Travellink and Liligo), it offers the best deals on regularly-scheduled flights, charters, low-cost airlines, hotels, cruises, car rentals, vacation packages, travel insurance and stays of varying length to more than 15 million clients all over the world. It is also an extremely useful platform for advertisers to reach their markets of interest in a personalized way, both at the local and the global level. Present in forty-three countries, the company counts on human capital of more than 1,650 professionals. eDreams ODIGEO is listed on the Mercado Continuo Español and billed €4.384 billion last fiscal year.

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