



Modern Retailing in Action

Lessons from NDC Trailblazers



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NDC Isn't a theory anymore

It's working at scale



MARKET LEADER

>50%

Global NDC transactions



+146%

YoY Growth in
2025 Corporate
NDC bookings



COMMITTED TO BRINING NDC AT SCALE



A cross-industry
NDC enablement
program
to accelerate
adoption

Compliant

24.1

ONE Order
foundation



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What were the biggest drivers of LHG adoption?

What makes NDC worth pursuing and how it is reshaping the distribution approach?





Quickfire Round

NDC
myths.

Fastest
win your
airline
achieved.

Hardest
challenge
you've
overcome.

One
partner
you
couldn't
have
scaled
without.

What
excites
you most
about
moving to
modern
retailing.

Takeaway

What's your advice to an airline just getting started with NDC?





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Thank You

