

PEGASUS **20** YEARS

BREATHING LIFE INTO AIRLINE RETAILING



ABOUT PEGASUS



*World's 2nd
Youngest Fleet...*



*Historic Aircraft
Order...*



*For 20 years, more
to come...*

ABOUT PEGASUS



TÜRKİYE'S FIRST: Fly with ID Card



Pegasus leads with Türkiye's
first boarding via ID card
Since 2019



Türkiye's First



*Fast Track
Integration*



*Innovation Lab
A Presence in*



AI Assistant



Hitit

PEGASUS

HITIT AT A GLANCE



Hitit (IATA: 1T) is a leading global provider of airline and travel IT solutions, with **72+ customers from 50 countries**.



Hitit's solutions cover **the entire airline business lifecycle**, from planning to reservations to settlement and reporting.



Solutions are fully configurable and serve **airlines of all types and sizes**, ranging from FSCs to Hybrids and ULCCs, including multiple Tier 1 airlines.



Crane PSS is **2nd largest in Europe and 3rd largest globally**, serving a network of 100+ million passengers, 30.000 agents and 850 airports in 160 countries.



Based on T2RL's 2024 annual overview reports, Hitit is **the fastest growing PSS** provider in the industry as well as the top choice for startup airlines.

WHAT ABOUT AIRLINE RETAILING?

For over 2 years Hitit is **the #1 ranked IT Provider** in IATA's Airline Retailing Maturity (ARM) Index.

Recognized by IATA Airline Retailing Consortium as one of the six IT providers in the world with **end-to-end OOSD capabilities**.

In June at the IATA Offers & Orders Forum 2025, together with Pegasus Airlines we have launched **Hitit Oxygen** - and immediately became **the industry's largest airline retailing implementation**.



TRANSITION TO OFFERS & ORDERS - PROGRESS OVERVIEW

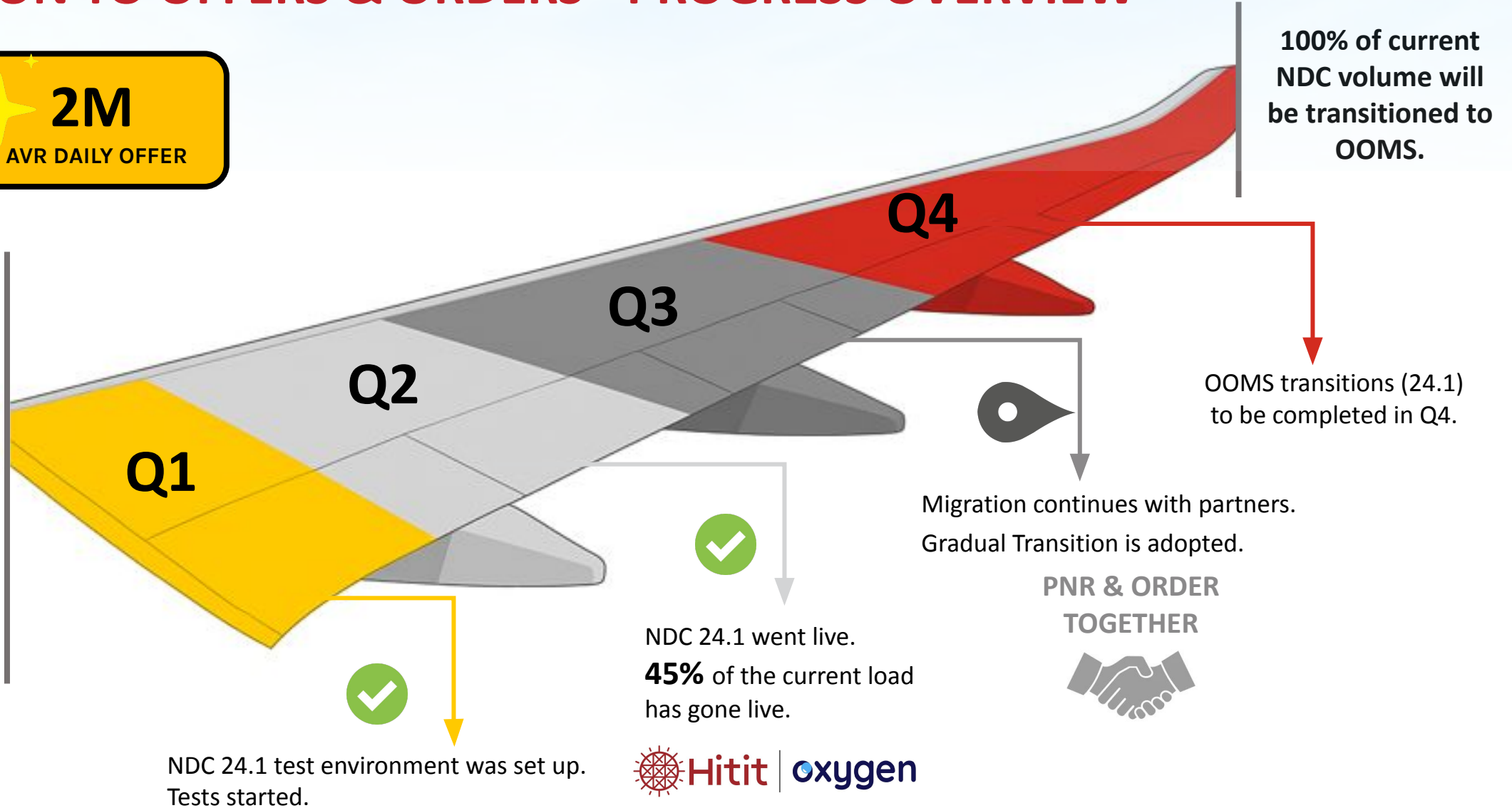
2M
AVR DAILY OFFER

HALF YEAR
NDC VOLUME

TOTAL PAX
5,7 M

DAILY AVR. TRX.
105 M

ACTIVE # of SELLER
207 M



 **Hitit** | **oxygen**



**ALL-IN PROJECT SCOPE COVERING
146 DESTINATIONS IN 53 COUNTRIES**



**2 MILLION OFFERS / DAY
24 DIFFERENT ANCILLARIES**



**12 MILLION ANNUAL PAX VOLUME
VIA OFFERS & ORDERS BY EOY**

ALREADY LIVE. RIGHT NOW.

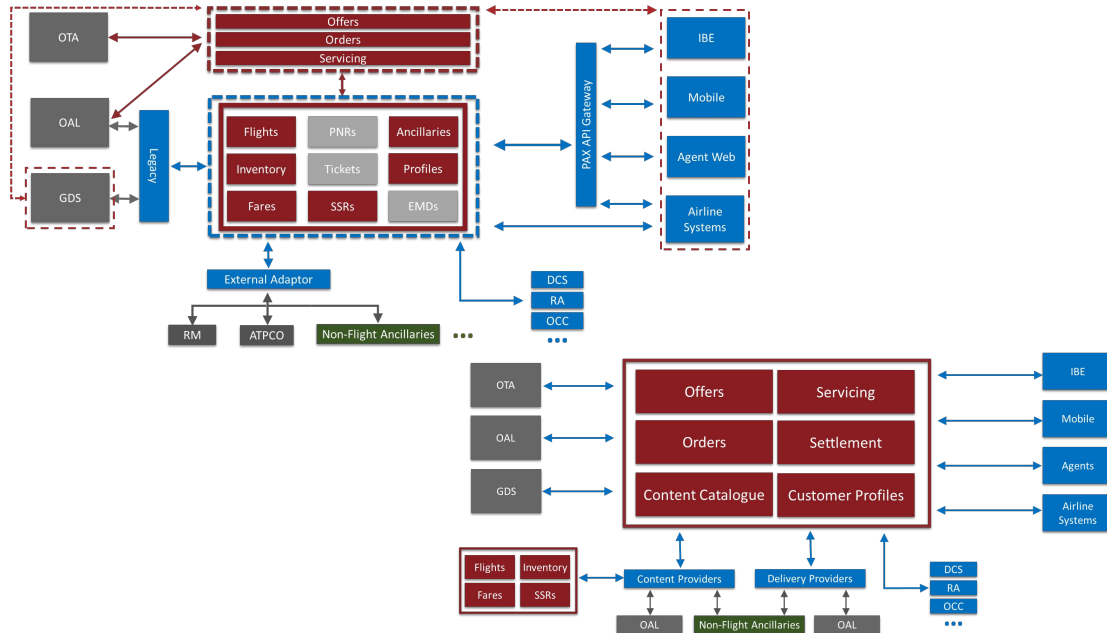
PHASE 1: THE FUNDAMENTALS

-  Refining Awareness into Actionable Insights
-  Envisioning a “No-Holds-Barred” End State
-  Mapping from the End State Back to Today
-  Aligning Across Silos and Key Stakeholders

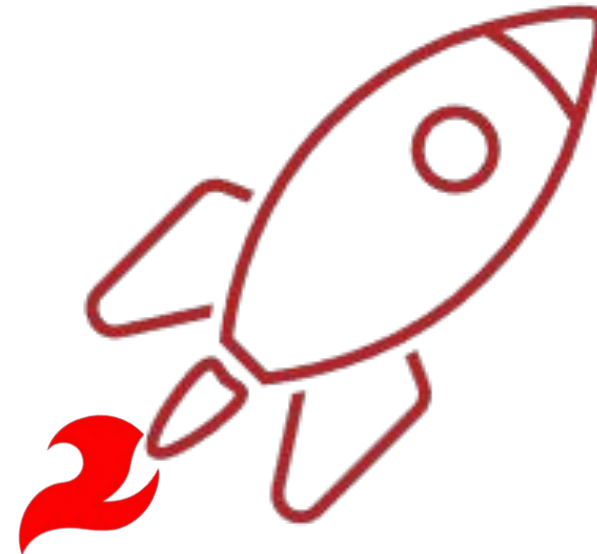
PHASE 2: PLANNING

-  Prioritizing Short-to-Mid Term Outcomes
-  Deciding on “Blue Ocean” vs “Greenfield”
-  Prerequisites, Dependencies, Steps, Goals
-  Integrated Action and Communication Plan

PHASE 3: TECHNICAL DESIGN



PHASE 4: EXECUTE & LAUNCH!





THANK YOU.