

A DECADE OF TRANSFORMATION

As the air transport industry evolves, so too does SITA. In the last decade, the pace of change has been relentless. During this time, with CEO Francesco Violante at the helm, SITA has undergone a period of major business transformation. While still performing well as a business, the company has adapted to changing market needs by evolving its organization, strengthening its service capability, and shifting its portfolio from solely network services.

As SITA's revenue figures show, substantial investments made in a broad portfolio mix now generate new sources of revenue, offsetting declining

commodity network services. By 2017, SITA's network services – still leading the market globally – will represent just 14% of revenues, compared to 41% in 2006, as increasing revenue comes from new SITA portfolio solutions and businesses.

For nearly seven decades, SITA has demonstrated this ability to adapt, staying at the forefront of the information and communication technologies that have helped to transform air travel, underpinning the industry's ways of working. From the earliest global communications systems for air

transport, SITA has developed into a provider of business, IT and applications solutions for airlines, airports, ground handlers, air navigation service providers, governments, industry bodies and other aviation players.

But evolution is a never ending story, and as SITA continues its strategic journey it will do so with the same dedication to meeting air transport requirements as it held in 1949, when the air transport industry founded the organization in Brussels, Belgium. Here are some of SITA's highlights from a decade of transformation that has positioned the company for a bright future.

2006

SITA changes structure to create a single Group, with one CEO, Francesco Violante. It marks the start of a 'strategic journey' – a period of major transformation for SITA.

SITA sets up a single customer service and operations team.

2008

SITA Lab is launched as an 'engine' of innovation for the air transport community.

A multi-million investment program begins, to set up Next Generation Data Centers.

SITA creates a single customer service organization, SITA Global Services.

The acquisition of leading Australian border management business, CPS, fuels further growth of SITA's Government business.

Subsidiary CHAMP Cargosystems acquires specialist cargo software company SoftairAG.

2010

Strategic acquisitions of WorkBridge and Com-Net reinforce SITA's leadership in airport information technology and communications.

SITA's new state-of-the-art Command Center opens in Montreal, the world's first global command center dedicated to the air transport industry.

New Service Desks in Delhi and Montréal become fully operational.

2007

A period of strategic acquisitions begins as SITA acquires biometric kiosk provider Biowise. The move is one of several as SITA builds its market-leading border management business.

SITA embarks on one of its largest ever multi-year investment programs – for the Horizon next generation Passenger Management and Distribution System.

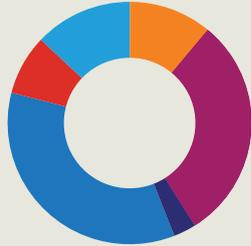
SITA subsidiary OnAir gets the go-ahead, as a ground-breaking in-flight mobile phone business.

2009

SITA combines its communications and applications businesses, with the formation of its Products and Solutions Business Division (PSBD) to create synergies in the delivery of solutions around the world.

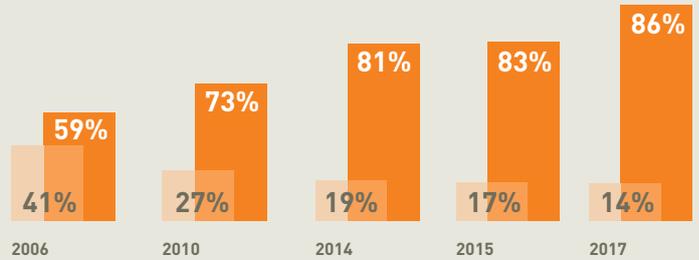
A SITA Center of Excellence for border management is established.

SITA'S BROAD-BASED BUSINESS TODAY



SITA business

- 11% Passenger
- 30% Airport
- 3% CHAMP
- 35% Communications & Infrastructure
- 8% Government
- 13% SITAONAIR



SITA's revenue shift

- Core Network
- Other SITA Solutions

2011

SITA Command Center opens in Singapore.

In a first for air transport, SITA introduces a dedicated community cloud platform, the ATI Cloud.

The year sees a new brand launch, 'Create Success. Together' with an impact across the company.

2013

SITA takes full control of in-flight communications subsidiary OnAir, later to become SITAONAIR.

SITA begins the launch of its Horizon next generation Passenger Management and Distribution System.

2015

SITAONAIR is launched to enable aviation to harness the capabilities of new generation connected aircraft.

SITA makes two strategic acquisitions to strengthen its airport business: delair Air Traffic Systems for business intelligence; and Type22, making SITA the world's leading provider of bag-drop services.

SITA closes the year in a sound financial position, as a business growing in economic value and positioned strongly for the decade ahead.

2012

SITA's organization re-forms into four geographies, creating empowered global teams closer to the customer.

SITA Lab introduces Developer.aero, paving the way for APIs for boarding passes, baggage tracking, airports, business intelligence, beacons, a Beacon Registry and more.

2014

SITA introduces a milestone communications program as the industry adapts to new generation aircraft and applications. It is based on agreements with Orange Business Services and leading regional providers.

SITA Lab grabs global headlines with its Google Glass trial with Virgin Atlantic, one of many pioneering projects in areas such as wearables, mobile apps, big data, beacons, NFC, drones, robots and more.

SITA named 'IT Company of the Year' and 'Best Airport IT Service Provider' – awards it has won several times, for its leadership, innovation and technology.