

SITA TODAY





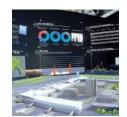
TECHNOLOGY INNOVATION IS RAPIDLY CHANGING AIR TRAVEL





SITA innovates using the latest technologies











INNOVATIVE IDEAS COME FROM WORKING TOGETHER

"Working together has been a vital ingredient underpinning the success of the air transport industry. Much of that collaborative work is undertaken within membership based organizations."





Angela Gittens
Director General, ACI



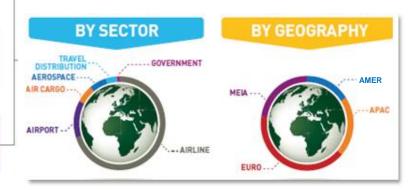
SITA MEMBERS ARE THE HEARTBEAT OF INDUSTRY INNOVATION

"SITA provides a focal point for technology decision making within air transport. Its community forums bring together the leaders that influence the future direction of technology within our industry."



SHARED INFRASTRUCTURE

INDUSTRY STANDARDS



Dr. Omar Jefri Senior Advisor to the Director General

SITA Council Representative

SITA Board Chair



BE A PART OF IT - BECOME A SITA MEMBER

Main criteria for membership eligibility:

- 1. Company holding and aircraft operating certificate (AOC);
- 2. If without AOC, main business activity in any case must be ATI-related;
- 3. Some "Eligible institution" (EI) as:
 - International organizations (similar to the UN)
 - Regulatory agencies related to the ATI



BE A PART OF IT - BECOME A SITA MEMBER

Two types of membership:

TIER I

Open to ATI companies, whose primary business is air transport related

TIER II

Only available to ATI companies that generate less than US\$250k per year of business with SITA, or an 'EI'



WHAT IS REQUIRED TO BECOME A SITA MEMBER? •

In order to qualify for SITA membership:

✓ Your company's or organization's primary business is related to the air transport industry

AND

✓ Your company purchases SITA services



SITA MEMBERSHIP BENEFITS: TIER I vs TIER II

Member Benefits – as a member you can	1 1	
Access not-for-profit network services	V V	
Share in any return from cost over-recovery of SITA SCRL	V V	
Increase your shareholding in SITA as your business with SITA increases	V	
Participate in any future monetarization event	/	
Participate in SITA's Annual General Assembly	V V	
Be elected as a SITA Council Representative	/	
Be elected as a SITA Board Director	V V	
Participate in advisory boards (C.A.B.) and user groups	V V	
Gain free admission to the Customer Innovation Forum	V V	
Gain free admission to the 4 GEOs IT Summit	V V	



MEMBERSHIP HAS ITS BENEFITS

Every year SITA launches a range of discounted products, free trials and learning publishing for members and new members - these are opportunities to help you build a stronger business, for example, the recent SITA Community Cyber Threat Center.

Stay tuned on our web page:

www.sita.aero/about-us/sita-membership/benefits-of-sita-membership



WE ARE ALREADY PART OF IT

SITA has more than 400 members from across all sectors of the air transport industry





































































WORKING FOR THE COMMUNITY

At SITA we are dedicated to providing the community with business solutions that drive innovation and improve profitability

To achieve this we place high priority on:

- Engaging the industry to bring positive change
- Collaborate to develop and implement global standards
- Delivering ICT solutions to meet the needs of the air transport community
- Drive cost savings by delivering shared infrastructure
- Having a global presence to support your business





HELP SHAPE THE FUTURE

As a SITA member you will have a seat at the table where we help shape the future of air travel

Join CEOs, CIOs and other thought leaders from airlines, airports and IT companies in the discussion on how we can leverage innovation and technology to make our industry smarter





SITA UNIQUENESS

Your spend on SITA services remains within the community

As a Cooperative organization owned by the Air Transport Industry, the money SITA receives is used for the benefit of the Industry





TAKE THE FIRST STEP

Reap the benefits by joining SITA as a member now

For more information on becoming a SITA member visit our website at www.sita.aero/about-us/sita-membership

Contact our Membership Director:

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