SITA

NEW FRONTIERS FOR TRAVEL AND TRANSPORT

SITA Group Impact Report 2024

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as of 31 December, 2024

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EXECUTIVE REVIEW SITA Board of Directors

SITA's journey through time and travel tech

Dr. Omar Jefri, Board Chair

What a pivotal year for aviation! Passenger numbers reached an all-time record high, and the industry set its sights on around 7% growth for 2025. The future of global travel looks bright. Yes, we see challenges, but I'm optimistic about what lies ahead for our industry.

For SITA, the year proved just as pivotal. The company saw excellent revenue growth. At the same time, SITA continued its important operational and cultural transformation to make sure the organization is 'future-ready'.

A launchpad to new horizons

2024 represented a launchpad to new horizons for SITA. Aviation and the wider travel industries stand on the brink of great change – thanks to artificial intelligence (AI), data science, and a whole range of new generation technologies.

As we celebrated SITA's 75 years at the heart of aviation – and its incredible journey through time and 'travel tech' – we had the chance to think about those new horizons. Advancements in technology will bring about a new era of travel, taking our industry way beyond the power of today's IT.

Our company is uniquely positioned. No other organization in the world is driven by the real and evolving needs of a global community of aviation owners. Over the decades, SITA has constantly innovated: delivering the world's largest data network, contributing to the internet's creation, and building expertise in passenger and baggage processing, border management, and digital efficiencies for aircraft.

Fast forward to today, and SITA remains at the forefront of IT for travel and transport. With a transformational year under its belt, the company stands ready to bring about this new era. The Board congratulates SITA's management and teams across the world for the year's stellar results, and for setting an exciting upward trajectory for the years to come.

Creating tomorrow's travel

The coming years will see the travel and transport industry laser-focused on technologies to transform operations and create tomorrow's travel. SITA's 2024 Air Transport IT Insights report reveals that airlines, airports and governments plan more investments in biometric self-service to simplify travel.

Over half of airports are planning to implement biometrics at check-in and bag drop by 2026. Nearly three-quarters of airlines want biometric ID management in place by then. But our IT Insights report also cites investments in faster and more secure network and cloud services. Laying this solid foundation means that the industry can continue adopting advanced technologies, such as AI and data analytics. Combining 'new frontier technologies' with robust high-performance platforms, which handle data at speed, will bring levels of operational efficiency and seamlessness never seen before. It's an exciting time for technology in travel, and for SITA, as new tech ushers in the next digital chapter of travel.

"Over the decades, SITA has constantly innovated: delivering the world's largest data network, contributing to the internet's creation, and building expertise in passenger and baggage processing, border management, and digital efficiencies for aircraft."

Board confidence

The Board sees SITA as strongly positioned to address these industry mega-trends and needs. Our confidence is boosted by working closely with SITA management on the company's business plan and strategy for 2025-2027. The plan sets out how SITA's portfolio developments, innovations and expertise will pave the way for its members and customers over the next few years.

We already know that SITA's product developments and innovations excel at bringing about industry collaboration, optimizing operations, and creating seamless passenger journeys.

But just as critical to SITA's ongoing journey is the acquisition of companies. Not only to make the portfolio stronger, but also to grow market share and enter new markets. The Board was delighted to see major milestones in this area during the year, such as:

- SITA's acquisition of Materna IPS, creating the world's most powerful passenger processing portfolio.
- The acquisition of ASISTIM, reinforcing SITA's role as a top partner for airlines offering centralized Operations Control Center services.
- The launch of SmartSea, giving the maritime industry the same transformative technology used in aviation – and coming as SITA spreads its wings in cruise and rail.

Collaboration and expertise

Collaboration has been a permanent feature of SITA's decades-long journey, working with industry bodies, members and customers to meet community needs. As the industry embraces AI and other advanced technologies, collaborative and co-innovation models build expertise and address real industry needs head on.

Such is the story behind SITA's Total Optimizer – announced at Passenger Terminal Expo 2024. Developed collaboratively (and still in iterative development) it follows cooperation with Canada's Greater Toronto Airports Authority. This AI-powered tool lets airports manage all aspects of operations while also placing sustainability at the core of decision-making.

Another great example came with SITA's 2024 partnership in sustainable aviation with the Arab Air Carriers' Association (AACO). Insights from AACO's airline members informed the development of SITA Eco Mission. This platform helps airlines to understand regulatory requirements, measure their impact, and manage execution with ease. (See the CEO Report.)

Sustainability – a transformational year

The Board is delighted with the transformational progress SITA made in 2024 in Sustainability and Corporate Social Responsibility (CSR). Tackling one of our industry's biggest challenges, we need cutting-edge technologies to help us hit our net zero goals.

SITA's new sustainability strategy will further reduce its own carbon footprint. But it's also about supporting aviation. SITA's increasing range of smart solutions will help us to decarbonize through better efficiencies, as well as prepare for more extreme weather conditions due to climate change.

This is critical for SITA's members and customers, keeping SITA at the forefront of aviation's green efforts. (See the CEO Report for more.)

Thank you

Examples like this confirm to me that SITA's direction, performance, collaborations and partnerships are on point. The Board fully supports the company's vision and strategy as SITA continues its incredible journey at the heart of our industry.

We commend SITA's CEO, David Lavorel, and the Executive Team. A special thanks as well to SITA's global team for their renowned expertise and dedication as they continue to pilot SITA's journey as it reinvents travel and transport.

SITA Council Representatives

as of 31 December, 2024

Brant Venice

Council President
Representing the North & Central America
Group (ABX Air)

Kamal Hingorani

Council Deputy President
Representing the Indian Subcontinent
Group (SpiceJet)

Adib Charif

Representing the Middle East & North Africa
Group (Middle East Airlines – Air Liban)

Daniel Colling

Representing the Southern Europe
Group (Luxair)

Riadh Della

Representing the Middle East
& North Africa Group (Tunisair)

Sherine Fahmy

Representing the Middle East
& North Africa Group (Egyptair)

George Fanthome

Representing the Indian
Subcontinent Group
(Bangalore International Airport
Limited – BIAL)

Lawrence Fong

Representing the North
& Central Asia Group (Cathay Pacific)

Dragan Gajovic

Representing the Central, Eastern
& Southeastern Europe Group (Air Serbia)

Jenean Green

Representing the Sub-Saharan Africa
Group (Airlink)

Fernando Lara

Representing the South America
& Caribbean Group (Avianca)

Ian Maggi

Representing the Southern Europe Group
(Malta International Airport)

EXECUTIVE REVIEW SITA Council Representatives

SITA Council Representatives

as of 31 December, 2024

Jennifer Paine
Representing the North & Central America Group (Southwest Airlines)

David Pizzey
Representing the South Asia & Pacific Group (Qantas Airways)

Christian Poeselt
Representing the Northern Europe Group (Lufthansa)

Aart Slagt
Representing the Southern Europe Group (KLM)

Tzu Chieh Soo
Representing the South Asia & Pacific Group (Singapore Airlines)

Getinet Tadesse
Representing the Sub-Saharan Africa Group (Ethiopian Airlines)

Hélène Thomas
Representing the South Asia & Pacific Group (Air New Zealand)

Suzy Wardle
Representing the Northern Europe Group (Virgin Atlantic Airways)

Council changes in 2024

We would like to warmly welcome Dragan Gajovic, Fernando Lara, Hélène Thomas, Ian Maggi and Suzy Wardle who joined the SITA Council in 2024. We would also like to thank those Representatives who left the Council in 2024 for their service and contribution: Andino Valls DuBarry, Edwin Garcia and Gary Walker.

EXECUTIVE REVIEW SITA Council Representatives

We're the real voice of the industry

Brant Venice, Council President

As the President of the SITA Council since June 2024, I'm very pleased about SITA's exciting transformation and growth ambitions. As a Council Representative for over 10 years, I've seen how the Council's support has played its part in SITA's exceptional performance.

Let me stress a critical point about the Council. We're unique and influential in the air transport industry. Where else do we see an aviation IT advisory body, within a company's governance structure, of the global magnitude of the Council? Where else is there a body of IT and aviation business experts representing every region in the world – to help make sure the industry gets the tech it needs?

We're industry-driven, representing real-world needs

We're not like many corporate advisory bodies. We're made up of actively engaged industry stakeholders, so we're deeply aligned with real-world aviation needs. We're structured around 10 geographic groups, with collective knowledge spanning the world, so we offer a truly global perspective.

It means that at any time, SITA can call on industry expertise and experience everywhere, from Sub-Saharan Africa to North America to the Indian Subcontinent, and so much more! We're the voice of the industry, representing around 365 SITA members.

We're now taking the SITA Council up a gear – unlocking more of its potential. Not long ago, I spoke about my commitment to tap into the powerhouse of the Council. It's a sure way for SITA to gain even more value from our insights and experience, which translates into an ever more powerful and relevant portfolio for SITA members and customers. We're also building on the connection between the Council and the SITA Board, to make that relationship even stronger. We'll devise more ways to share expertise and insights. Watch this space!

Shaping SITA's portfolio, keeping it totally relevant

As the voice of the community, the Council is critical in shaping SITA's portfolio. We're a finger on the pulse of aviation needs and trends. We continued to help steer SITA's portfolio in the year, engaging with SITA portfolio teams, getting portfolio insights, feeding back on innovations and demos.

It's why we understand the importance of SITA's collaboration with industry bodies and associations in our community. SITA works closely with the likes of IATA, ACI, ICAO, WTTC and many more. (See page 70.) It's an engagement that's about more than just SITA's commitment to our community. It's about creating commercially competitive best-in-class products and services that meet our global community's needs head on.

Let's get digital!
Where travel and operations flow

Let me dive into one example of great interest to the Council. Data, apps and new-gen communications are the bedrock of a travel industry where passengers flow and operations work seamlessly. In this ecosystem, biometrics and digital identities – reliant on up-to-the-minute data and industry-leading apps – represent one of the biggest trends we see today. SITA sets the pace.

We're impressed with SITA's leadership here. SITA's collaboration with ICAO and its Digital Travel Credential (DTC) standard is second to none. The company's co-innovation with strategic partner Indicio in a 2024 trial with Aruba's Travel Authority remains world-beating.

It unites two global Digital Travel standards: ICAO's DTC and IATA's OneID, designed to make air travel smoother, faster, and more secure by using biometric-enabled digital identity. In the Aruba trial, passengers crossed the border in as little as 8 seconds. Our co-innovation shines a light on the way forward for our community.

The SITA Council Awards
– leading by example

We see other examples of SITA's leadership in the SITA Council Awards. This is an important remit for the Council. Every year – for over seven years now – SITA teams from all over the world nominate innovative projects for a Council Award.

This involves projects where SITA teams have worked closely with customers to prepare for the years ahead. Not only addressing customer and community needs and challenges but reinventing the way things are done. It's the role of the Council to review the nominations and vote on the winners and runners up at our Council meeting towards the end of the year.

Airports Authority India

2024 brought impressive entries. The winner of the SITA Council Awards was 'The giant biometrics leap for India's airports – making DigiYatra a reality'. SITA's collaboration with Airports Authority of India (AAI) changes the game in India as the association equips its busiest airports with a digital and biometrics platform from SITA.

As the nomination made clear, SITA is AAI's trusted partner in India for solutions to greatly reduce wait times and strengthen security, keeping passengers flowing through the airport and onto the plane. SITA delivered a biometrics solution targeted to positively impact the journey of up to 80% of domestic departing passengers. Up to 250 million passengers are expected to benefit from this solution over the next seven years.

This vast project frees AAI from the typical complexities with large scale adoption of new-age solutions. Complex infrastructure is replaced by cloud-based technologies that can be scaled easily for growth and evolution. It's the first ever cloud-based deployment of SITA SmartPath for multiple airports.

SITA Eco Mission

One of the runners up, SITA Eco Mission, impressed the Council as a game-changing community collaboration with the Arab Air Carriers' Organization (AACO). As airlines aim for net zero carbon emissions by 2050, they need to keep costs low and run at peak operational efficiency.

Co-created by SITA and AACO, SITA Eco Mission is a new aviation-centered solution that lets airlines manage the costs of their environmental impact while navigating a dense regulatory landscape. The app can also help airlines to make lower emission choices. It's a perfect example of SITA's commitment to offering tools that address pressing customer needs and support their environmental goals without sacrificing operational efficiency and profitability. The Council has been a sounding board for the development and evolution of Eco Mission.

'Thinking outside the bag'

Our other runner up was a premium baggage solution for Saudi Arabia's Neom Bay Airport, dubbed 'Thinking Outside the Bag'. The focus? Arriving and departing guests for Sindalah Island, coming through the airport. This demanded a solution to set up, manage, and monitor baggage delivery to offer exceptional passenger service, as well as an option for full airline easy-to-use check-in for resorts and locations throughout the broader Neom region.

One thing that makes this baggage project stand out is that SITA became a frontrunner in Saudi Arabia's 'Passenger without Bags', a trailblazing initiative to simplify baggage processes and streamline the travel experience.

Modernizing maritime

We saw many other great nominations for the awards. They all show SITA's deep involvement across the travel community. Let me mention two. One involves the pressure on the maritime sector to modernize, to give its passengers a seamless, touch-free and flowing travel experience. It's SITA's partnership with Singapore Cruise Centre, which is bringing aviation technologies and expertise to the maritime industry. Fast And Seamless Travel (FAST) – inspired by Changi Airport – is the concept at heart of this project, as the cruise center reimagines the future of ferry and cruise travel as a seamless, contactless, and digitally advanced experience. SITA's Flex platform lets the center build maritime applications and integrate them with SITA touchpoints.

Dynamic changes at the border

The other great contender is SITA's Dynamic Advance Passenger Processing (dAPP). This is a big differentiator in Digital Travel. We've all heard about the critical need to rapidly implement border restrictions and closures mandated by governments to keep biosecurity risks away from national borders. But how quickly can this be done? In the past, it involved a lot of cost, software releases and project management. SITA's dAPP can now do it in minutes, offering highly cost-effective, rapid and flexible changes to a country's border control. It's now part of SITA's Intelligence & Targeting solution.

A vital force

Let me conclude by saying how honored I am to lead the SITA Council. I believe it's a strong force in aviation, bringing together a global community of experts who live and breathe the industry. We actively shape SITA's portfolio, guide decisions, and ensure that the technology being developed solves the challenges and meets the trends that we in the industry face.

What makes us so valuable is our ability to keep SITA grounded in what really matters: portfolio relevance and innovation. I thank my fellow Council Representatives, the SITA Board and Executive Team, as well as the dedicated people that make up SITA's portfolio teams. Our collective cooperation makes sure we all stay ahead of the curve.

EXECUTIVE REVIEW Council President Statement

Next-gen journeys start here

David Lavorel, CEO

It's a wrap! 2024 was our year. We acquired companies and expanded in new markets. Our stellar performance brought strong growth.

All 4 of SITA's geographies grew.

13% growth in our Aircraft, Airports and Borders businesses.

EBITDA improvement of almost 3 percentage points as a proportion of revenue.

Capital expenditure rising 8% as we reinvest in our business.

8.3% RISE IN REVENUE, AT US$1.6 BILLION.

We want to take SITA and aviation to the next level. To new frontiers. Our vision? To reinvent travel and transport. Already we offer technology and expertise at journey touchpoints across the world. We work closely with the industry on automation, self-service, biometrics, and more. On every level, we're keeping the wheels of our global industry in motion – making journeys smoother and operations better.

But as people travel more and more, we see vast scope for deeper digitalization. We stand at an inflection point. AI, big data, analytics, predictive tools, cloud, biometrics and digital identities – they're all coming together to define a new era of 'travel tech'.

These building blocks for our future travel ecosystem will bring whole new levels of efficiency to the flow of passengers on and off-airport, and to the movement of aircraft – in the air and on the ground. Underpinning this ecosystem will be new-gen communications and apps that move and process data at vast speeds and with great accuracy.

Our guiding light? An ambitious business plan and growth strategy to transform our company, to drive tech investments and deliver innovations that will shape the future. Not just for SITA, but for the whole travel and transport industry. Let me explain.

Our big transformation

For SITA to get to the next level, we need to keep transforming. 2024 was a great year. Not only because of our growth, but because of important transformational shifts in our organization. We ramped up programs focused on a high-performance culture, vibrant and energized talent, cost efficiencies, customer roadmaps, and more.

We're pushing boundaries in portfolio developments, innovation and digitalization – helped by boosting our technology engine with the most advanced and sustainable technologies. We're streamlining product deployment, creating better customer and user experiences, and greatly improving the introduction of quality products in good time.

We're taking our customer support and services to new heights, by transforming our SITA Global Services team. Customer centricity, new support models and cutting-edge technologies are all powering up our services to customers.

And we're moving fast as a digital company, forever seeking smarter, more collaborative ways of working, using new AI-driven tools. Our continuous transformation is a Ted Talk in the making! It gives us a rock-solid foundation to continue self-funding our strategy for growth.

Travel's digital ecosystem – powered by SITA

Travel will increasingly depend on technologies to exploit critical passenger and operational data, processing it at lightning speeds. We'll see real-time and predictive insights, with streamlined journeys and operations. The opportunities are waiting to be seized. SITA stands ready to show the way, as the travel tech partner of choice, a leading house of industry expertise, and a magnet for the best talent. We're focused on the innovative apps and data solutions needed to power travel's digital ecosystem.

Our Airports business

2024 saw great examples of SITA's travel tech in action. Our giant collaboration with Airports Authority India (AAI) at more than 40 airports will help to realize India's DigiYatra program to digitally transform the country. We're now delivering 'Your face is your boarding pass' biometric solutions across India, for smoother and easier journeys. (See the 'President's statement'.)

It's one way that our Airports business aims to create 'Airports of the future'. Another is by reinventing journeys with touchpoints almost anywhere on and off the airport. This is thanks to our new-gen SITA Flex platform, which offers flexibility for touchpoint locations, to ease pressure on infrastructure and keep travelers moving. San Francisco International Airport took on the platform in 2024. We also offer airport teams the ability to dynamically set airport KPIs to optimize performance and efficiencies in real-time, including sustainability. We announced our ground-breaking AI-driven Total Optimizer in 2024 on the back of collaborative work with Toronto Pearson Airport.

Our Apple collaboration grabbed headlines all over the world. We're lessening the stress of wondering where bags are, through SITA's WorldTracer baggage handling solution. Passengers can now use Apple devices to get real-time updates on baggage status, check-in, and tracking across the world.

We're also calming passenger and ground handler nerves by digitally reflighting mishandled baggage. SITA Auto Reflight continues to be taken on by major airlines and airports, including Lufthansa Group and Zurich Airport. We estimate that the industry could save up to $30 million a year by taking this on board. (See 'Our Airports business'.)

Our Borders business

At the border, several new customers joined us, including a major contract with Angola's National Civil Aviation Authority. Our Borders business broke new ground in Digital Travel. We're spearheading the use of digital identities based on ICAO's gold standard Digital Travel Credential (DTC).

No one has yet matched the achievements of our DTC co-innovation with Aruba and a major North American carrier, with our partner Indicio. It's one of many innovations involving our SITA Lab to push the boundaries of digital identities and advance the use of AI in travel. (See 'Our Borders business' and 'Innovation at SITA'.)

We maintained the momentum to bring the most advanced border intelligence solutions. Our newly modernized SITA Intelligence & Targeting keeps up passenger flow through the border. Agencies can complete nearly 97% of risk assessment tasks in under 4 seconds.

Our Aircraft business

SITA's Aircraft business grabbed headlines in another industry-leading collaboration, this time with AACO – the Arab Air Carriers' Organization. AACO worked with us on the development of SITA Eco Mission, to help aviation comply with sustainability requirements.

Meanwhile, we kept up our lead in optimizing flight trajectories with SITA OptiFlight®. Our 40-plus airline customers saved 308,000 tons of CO_2 in 2024, along with nearly 98,000 tons of fuel. Enough to fly a commercial aircraft around the world over 1,000 times!

Our Communications & Data Exchange business

On the Communications & Data Exchange front, we're giving travel and transport the connectivity and processing muscle it needs to power advanced tech like AI and data analytics. We designed our new-gen SITA Connect Go platform especially to meet growing industry needs, as its trusted comms provider. Its adoption by major carriers like Cathay Pacific, Qatar Airways, Biman Bangladesh Airlines and others shows how important new platforms are to meet fast-evolving industry demands for high-speed communications and data sharing.

Strategic acquisitions and expansion

Our strategic acquisitions power our growth and expertise. We created the world's most powerful passenger processing portfolio by acquiring Materna IPS, leader in passenger handling and Self Bag-Drop. The biggest acquisition in SITA's history, it boosts our standing as the world's foremost travel tech leaders and experts – for the benefit of customers everywhere.

We acquired ASISTIM, as well, a company well known for its managed airline flight operations services. It means we've paved the way for our airline customers of all sizes to outsource part of their flight operations, through a fully-fledged airline flight Operations Control Center (OCC) managed service.

More than that, we geared up our expansion into seamless travel for cruise and rail, with our launch of a brand new company, SmartSea – a collaboration with world-class maritime service provider Columbia Shipmanagement. SmartSea will give maritime the same advanced technology that's transforming passenger journeys and operations in the air transport industry.

"Culture is crucial. We're building a workplace that's vibrant, diverse and global. Already, we've mobilized a diverse group of 275 culture change agents."

Our plans in the year included an acquisition to take us into another new arena: airport interiors design. Those plans came to fruition in 2025 as we acquired Italian airport design experts CCM. Together, we'll create future-ready travel spaces, planning for optimum passenger flow and baggage handling in the early stages of airport and terminal design. Our ambitions to grow through acquisitions and expand in new markets continue apace, as we reinvent travel and transport.

Sustainability – we stepped up

We created a new team of sustainability experts in the year to step up our Sustainability Strategy, putting us among the best in the industry. We created initiatives across four areas: **Climate, People, Practice** and **Impact**.

Environment

Our environmental efforts tackle climate change and decarbonization. We're publicly committed to being a net zero company by 2050 under the Science Based Targets Initiative (SBTi). We set a range of ambitious targets, like lowering our carbon footprint by 4.2% a year across all scopes. By 2030 we want to maximize use of renewable energy in our operations and give priority to SBTi-committed and low-carbon suppliers in our supply chain. We've even set a sustainability KPI in our corporate goals. That way, everyone in SITA plays a part.

Social

Our social initiatives include creating the right environment for SITA people to thrive. Culture is crucial. We're building a workplace that's vibrant, diverse and global. Already, we've mobilized a diverse group of 275 culture change agents. We also pushed hard to recharge our VIVA volunteering program, to give back to the communities where we work. Our employee volunteering rate rose to 6.45% in the year.

Governance

On the governance front, let me zoom in on our exceptional cybersecurity efforts. It's not just about staying secure; it's about staying ahead. This is SITA's approach. We know the need for constant vigilance and advanced security technology defenses, because we work globally with airlines, airports, and governments. Our goal is straightforward: to protect your data, your intellectual property, and the services you trust us with.

Our huge cybersecurity strategic change began in 2021, through our Enterprise Security Improvement Program. We've been on a mission to grow, adapt, and transform our tech and security tools. Since then, we've modernized and transformed through a centralized delivery model. Over 100 initiatives later, we're going strong, ensuring our security measures are not just top-of-the-game, but ahead-of-the-game.

Sustainable aviation

The 'Impact' area of our strategy sets us apart in aviation. Our new digital and AI-powered tech is contributing to aviation's sustainability goals. Our market-leading solutions – like SITA Eco Mission, SITA OptiFlight®, eWAS, and Total Optimizer – are unique in helping the industry to save fuel, reduce CO_2, cut costs, support compliance, and create greater efficiencies. (See our 'Sustainability Strategy.')

The sky is not the limit!

So, what a year! Our transformation program is in full swing, changing how we work, and bringing increasing benefits to our customers. Our advancing portfolio is giving the industry the tech it needs to meet the challenges and tackle the trends.

We've welcomed hundreds of new employees, filling around 1,000 roles with fresh skills that complement our existing expertise. Our tech hubs are buzzing with innovation – from London and Letterkenny to New Delhi and Bangalore, with the addition of a Materna IPS Lab. They're joined by our new Cluj-Napoca tech hub that we opened in 2024.

Our Cluj hub is a collaboration powerhouse, bridging APAC and Europe, and earning its place as the Silicon Valley of Eastern Europe. With new teams of talented young engineers, it brims with travel tech expertise in passenger, baggage and airport operations.

We're only just at the beginning of a new journey, both for SITA and the industry. The skies are filled with exciting opportunities, but the sky is not the limit. The travel and transport industry is on the edge of breakthrough IT advancements in the journey and operations, and we're ready to soar.

Let me thank all of SITA's people, our management team, and the Board and Council for making this journey possible. It's time to take our next big step into a new era of travel.

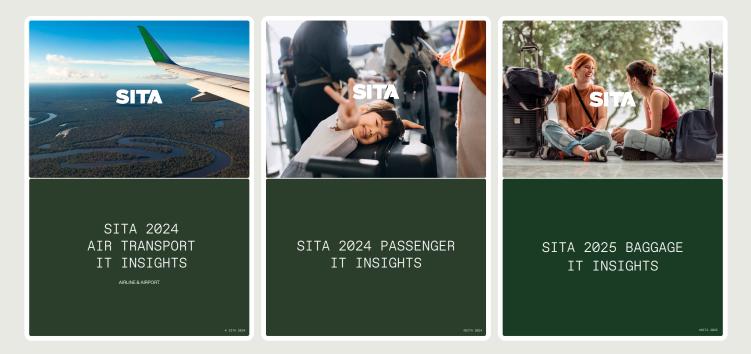EXECUTIVE REVIEW CEO Report

BUSINESS REVIEW

Introduction

More travelers, more planes, more complexity. The pressure's on to scale our industry. But we don't need more space, we need smarter technology and more collaboration. We're at an inflection point. So what's next? How do we reach the new digital frontiers of travel and transport?

It's about **smarter** capacity and **digital data flows that move people** and drive operations. We want passengers to glide through airports and aircraft to fly smarter and more sustainably. Our **IT Insights reports*** highlight the trends and technologies. They point the way forward for the leaders who decide the future strategies that will bring flow to our industry.

Success depends on how well we connect, share data, and sync operations across airlines, airports, governments, and many travel stakeholders. We're enabling coordination through our platforms, insight-led developments, innovations, and customer service and support.

SITA's businesses, covered here, are leading the way.

SITA

SITA 2024
AIR TRANSPORT
IT INSIGHTS

AIRLINE & AIRPORT

© SITA 2024

SITA

SITA 2024 PASSENGER
IT INSIGHTS

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SITA

SITA 2025 BAGGAGE
IT INSIGHTS

©SITA 2025

* Air Transport IT Insights 2024, Passenger IT Insights 2024, Baggage IT Insights 2023-2024

SITA Global Services

The travel industry thrives on always-on, responsive technology. That's SITA's job. We listen to customers and give them the best technologies and support for peak performance and availability. Our SITA Global Services (SGS) team is the backbone of global travel that flows, offering world-class support to keep everything running smoothly.
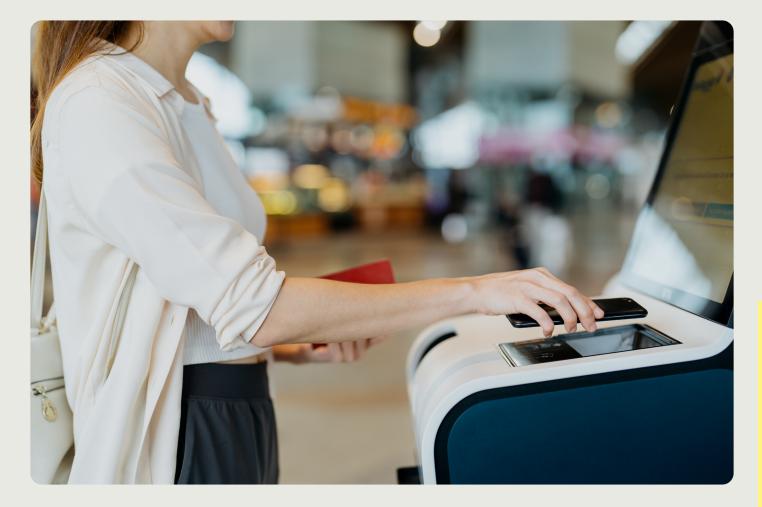
With a global team of 1,750 passionate experts, no one else matches our dedication to excellent operational and support services all over the world. Unique in the industry, SITA Global Services (SGS) is inspired by its vision to be the **leading travel industry service partner**, recognized for innovative operational excellence.

Our new transformation program is propelling SGS towards that vision. It focuses on continuous development of people and skills, a proactive and customer-centric approach, new support models, and cutting-edge technologies to **boost customer service and support**.

SITA Global Services: Elevating the customer experience and keeping the world traveling

Delivering more **cost-effective support** for all our air transport and other travel industry customers – through transformation to **simpler models**.	Strengthening **customer relationships** through **proactive support** to anticipate and resolve issues. Improving customer **communications** for service issues.	Enhancing **event and incident automation**, with more self-help and **machine learning and AI** technologies to **speed up incident management**.

A year of transformation

In 2024, SGS kicked off a major transformation program. Listening to customers is at the heart of that journey. In doing this, we make sure our customers benefit from best-in-class services, business continuity, and minimal disruption.

We rolled out strategic initiatives in the year to boost service excellence, operational efficiency, and alignment with SITA's portfolio. We're optimizing costs and streamlining collaboration across the organization. The bottom line? To give our customers the best, most seamless experience possible.

Technology and innovation are front and center. We're enhancing self-service tools and making it easier for customers to interact with our teams as part of our digital-first approach. We're modernizing IT service design and delivery with ServiceNow, our go-to platform for streamlined operations and digital transformation.

First off the block is our next-gen connectivity service SITA Connect Go. We're ramping up automation, self-service, and efficiency for our customers. As we transform our portfolio, we're increasingly cutting down incidents, providing real-time monitoring, and boosting product performance. We're setting new industry standards, solidifying our industry leadership in operational excellence.

SITA Global Services

AT-A-GLANCE

Always-on, keeping industry operations flowing, everywhere

1,750

strong team of service **professionals** and **field engineers** 'on-the-ground' across more than **320** locations in around 110 countries – all of them global network ITIL-compliant. That means they're in line with the best practices in the industry.

60+ languages spoken by SITA's **multi-lingual support** staff, onsite and remotely.

2,500

customers supported in every corner of the globe by SITA Global Services.

1 global **customer service and operations organization**, managing services across the world for the SITA portfolio.

3 SITA COMMAND CENTERS

providing **around-the-clock 24/7** support for mission-critical operations. We opened a new SITA Command Center in Cairo in 2024. It complements our existing centers in Montreal and Singapore. Adding Cairo improves operational efficiency and aligns with time zones for customers in Europe, Middle East and Africa. Transformation initiatives continue to speed up incident response times with better integrated system monitoring, coupled with organization and process evolution.

Key service performance achievements in the year

37.6

is the latest **Net Promoter Score** (NPS) for SGS, thanks to our big transformation initiatives in the year to boost services for customers. That's up from 22 the year before, beating our targets and **greatly improving customer satisfaction**.

15%

increase in the use of Dynatrace across SITA products to monitor infrastructure and application software. This means better **proactive incident management** to anticipate future issues to reduce any disruptions to customers.

ISO 27K

certification renewed successfully for the **sixth year running** since 2018 for SITA's **Command Centers**.

513,000+

tickets successfully processed for **incidents**, problems, changes and service requests via ServiceNow, the cloud-based software platform we use for **IT Service Management**. The efficiency of SITA's support services continues to improve as we manage **increasing volumes** for our customers.

GREAT 2.0

is SITA Global Services' initiative meaning **Getting Ready Everywhere Air Travel**. It started in 2023 and is running through to 2025. GREAT involves technical reviews at airports worldwide to make sure of the **stability** and **high availability** of our critical systems. On top of that, we conduct **health checks** across airports and SITA's mission-critical applications to gear up for peak times.

50%+

reduction in Major Incidents / Priority 1 during peak periods of travel since May 2023. How? Meticulous planning, execution, and a culture of continuous improvement by our SGS Global Operations team. **Proactive assessment** and **early risk identification** sustained our good results for airports all over the world in 2024.

A game-changer

for airports came in 2024 through cutting-edge **remote management**, **self-healing**, and **faster issue resolution**. Launching the Nexthink-based monitoring solution **EAM** (Enhanced Airport Monitoring), we're making sure of smoother operations and **less downtime** for our airport customers. Our on-site Field Service Engineers and other SITA experts can now perform **virtual floor walks** for visibility into kiosks, self-bag drops, baggage handling systems, peripherals, and more.

A global stage

with no room for error! Such was the situation for SITA Global Services experts working with other SITA teams locally and in SITA's Aircraft business on the painstaking preparation for the **Paris Olympics** in 2024. Our dedicated task force rose to the occasion working tirelessly for months for this **high-stakes** event. They fortified critical **infrastructures**, assessed **capacities**, put **back-up plans** into place, kept a real-time incident dashboard, and much more, resulting in smooth, flowing operations.

A boost for borders

came in the year as SGS migrated SITA's **Advance Passenger Processing** (APP) Gateway to the Active/Active platform. This provides robust, reliable, and efficient service by keeping multiple devices operational and sharing the workload. This major move caused just 2.5 minutes of customer impact. This milestone **enhances border security**, operational **resilience**, and **efficiency** for governments and travelers worldwide.

Our Airports business

Imagine an airport where everything flows. No long lines, no fumbling for documents. Just a smooth experience. That's the airport of the future – connected, contactless, sustainable. SITA is building airports of the future, today.

Airports are investing for the years ahead. Over the next year, 63% of them will ramp up investments in self-service, baggage biometrics, mobile apps, and touchless services. At the same time, 60% plan to fund investments into airport operations systems. So says **SITA's 2024 Air Transport IT Insights report**.

So how are we helping airports get ready for this new era? By leading the charge in digital transformation. We're doing this right from early terminal design (thanks to acquiring airport designer experts CCM), through to full integration and a wide portfolio to make **passenger journeys smoother, boost efficiency**, and keep sustainability front and center.

SITA's Airports business: building the future of global and regional airports across the world.

Leading the charge in next-gen **passenger processing** – on and off airports. With the biggest number of **touchpoints** across the world, we're constantly upping our game in delivering **biometric self-service**, **AI**, **apps**, **data analytics**, and **cloud-based** solutions.

Innovating in **baggage management**. As the **world's leader**, we're unique in offering global **scale** and systems **integration**. We're putting increasing resources into **new apps** and **tech** like AI, real-time analytics, and digital automation.

Evolving **airport operations** solutions to hit **efficiency** and **sustainability** goals. With a focus on apps and data, we're pioneering solutions like **SITA Total Optimizer** and **Airside Optimizer**, embracing AI and real-time / predictive analytics.

Strengthening our leadership

Strategic investments by airports into IT are setting world-leading airports apart from the rest. SITA continues to lead the way for airports everywhere.

Number one in the world for **Passenger Processing**, we strengthened our position in 2024 by acquiring Materna IPS, a global leader in this field. This strategic move creates the world's most powerful passenger portfolio.

Materna IPS (now called 'IPS – a SITA Company') lead in self-bag drop. About 85% of airports now offer **self-bag drops**, showing how much passengers welcome bag automation. This is a game-changer for travel, as SITA's passenger and baggage solutions **set the gold standard for the industry**.

Biometric touchpoints across the world

We're the number one partner in rolling out biometric touchpoints too. Biometric-driven processes at airports and borders are the foundation for **Digital Travel**, where touchless passenger processing is powered by digital identities. Our **SITA Smart Path** biometric self-service solution offers 'your face is your boarding pass' experiences.

In 2024, 44 airports in the Airports Authority of India (AAI) became customers as part of the country's DigiYatra initiative to promote biometric-based, contactless air travel. Other major airport customers include Beijing Capital, Bangalore, Bangkok, Boston, Miami, and Orlando.

As the forerunner in airport and border touchpoints, SITA is now bringing these touchpoints together, creating a global **Digital Travel Ecosystem**. This means realizing the promise of true Digital Travel, with touchless passenger processing throughout the airport and across borders. (See 'Our Borders business'.)

Our **SITA Flex** platform is also reinventing the passenger journey. Airports can easily introduce **mobile and biometric travel tech** with existing airport infrastructure. We continued to roll out SITA Flex touchpoints in the year at airports and nearby locations like hotels, bus stations and railways. Thanks to Flex, smartphones are increasingly becoming a **remote control for travel**.

Transforming operations

Baggage management remains a focus area for innovation. In fact, since 2007, we've seen new tech bring about a 67% reduction in baggage mishandling. That's despite a record 5.3 billion passengers in 2024, when the mishandling rate stood at 6.3 per 1,000, at a cost to the aviation industry of a US$5.4 billion **(SITA Baggage IT Insights)**. We continue to spearhead digital transformation, full automation, advanced business intelligence, AI, bag tracking (including Computer Vision tech), lost bag reporting, digital reflighting, and off-airport services.

Transformation is also in full swing in **Airport Operations**. One of our biggest innovations in 2024 included our **AI-powered SITA Total Optimizer** platform, which is being developed iteratively. It uses data and advanced analytics to improve decision-making, helping airports gain **efficiencies** and extra **revenue** while balancing emissions goals with other key performance indicators like operational **performance**, **passenger experience**, **revenue** generation, **capacity** provision and **costs**.

Born from a collaboration with Italy's **Naples Airport** and **piloted in Toronto**, Canada, SITA Total Optimizer represents the next evolution in **Total Airport Management**. It joins powerful solutions like SITA's **Airport Management**, and **Airport-Collaborative Decision-Making** (A-CDM).

Our partnership with airport software specialist **Azinq** in 2024 will unlock the benefits of **Airport Management** for **regional airports** around the world, helping them to digitally transform as they battle with higher traveler numbers, tight budgets and staff shortages.

Another key launch in the year included our AI-powered **Airside Optimizer**. Developed for **arrival-departure management**, and to **prevent costly traffic** jams on runways, Airside Optimizer supports A-CDM by improving queuing and taxiing, creating greater efficiencies and reducing emissions.

Our Airports business

AT-A-GLANCE

Airports of tomorrow: connected, innovative, ever-evolving

1,000+ airports

use SITA technology and expertise to process passengers, handle baggage and/or drive operational efficiencies.

No. 1 player in self-bag drop

following SITA's acquisition of Materna IPS in 2024 (Now 'IPS – a SITA company'). See 'Acquisition of Materna IPS.'

50% cut in time spent waiting

for bags when airports use **SITA WorldTracer® Auto Reflight**. With digital, automated **reflighting of bags,** there's no need for human intervention. A **Software-as-a-Service** (SaaS) solution, Auto Reflight reduces delays and minimizes risks. It digitally and automatically rebooks bags onto the next available flight. Major carriers at leading airports like **Zurich** and **Munich** already use it.

US$30 million

a year is how much aviation could save by digitally automating the process of reflighting mishandled baggage, according to SITA estimates.

86% of airports

ranked energy efficiency as their top priority in 2024 as they advance towards net zero by 2050. This is up from 53% in 2023. (SITA Air Transport IT Insights).

US$8.9 billion

is the expected IT spend of airports in 2024. (SITA Air Transport IT Insights.)

13 billion+

passengers interact with SITA's self-service solutions annually at airports around the world.

500

airports rely on **SITA Flex**, our platform for the future of passenger processing. Underpinning the airport digital ecosystem, SITA Flex helps airports and airlines adopt mobile solutions and new applications. Available in the cloud, on-premises, or as a hybrid solution, it supports every passenger and flight end-to-end.

2,800+ airports

use **SITA's Baggage Management** services to streamline baggage processes. Each year SITA sends **3.6 billion bag-related messages** and deals with **millions of delayed** bags.

190 airlines

use SITA's baggage systems, including **100% of Tier 1 airlines**.

No. 1 player

in passenger processing touchpoints and baggage.

470 common use airports

are **SITA Smart Path-ready** – enabling biometric, self-service and mobile-enabled frictionless travel around the world. Major airports like Beijing Capital, Bangalore, Frankfurt (with Star Alliance), Hamad, Boston, Miami, and Orlando are already benefiting.

5,000+

SITA Smart Path **biometric touchpoints** are in place at **45 airports and other locations** worldwide, with more on the way. By the end of 2024, over 50 customers had signed up to our **biometric self-service** SITA Smart Path solution.

85% of international air travelers

use SITA biometrics solutions.

BUSINESS REVIEW Our Airports business

Key achievements over the year

Acquisition of Materna IPS

the biggest ever strategic acquisition in our 75-year history. Now known as 'IPS – a SITA Company' they lead the market in self-bag drop and automated passenger handling – at touchpoints from check-in to baggage claim and boarding. The move creates the **world's most powerful portfolio for passenger processing**.

. . . .

AI-powered

tools for Total Airport Management were unveiled at the Passenger Terminal Expo 2024 in Frankfurt, Germany. Being developed iteratively, **SITA Total Optimizer** makes airport operations more **efficient** and **sustainable**. It uses AI to recommend choices that optimize key performance indicators, from airside to landside.

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Naples and Toronto Pearson

airports collaborated with SITA in 2024 on **SITA Total Optimizer**. The collaboration cited the potential for savings and operational efficiencies, as well as unlocking revenue possibilities.

Airside Optimizer

launched in 2024. It enhances airside operations at airports, offering subscription-based microservices like **Airport Collaborative Decision Making** (A-CDM) and other modules. It improves **queueing** and **taxiing**, with greater route and time efficiencies and **reduced emissions**. Pre-Departure Sequencer and Taxi Analytics are now also in development, for an even **stronger sustainability focus**.

. . . .

SITA Flex

Agent App launched. Born from a **major low-cost carrier's challenge**, it integrates SITA Flex ground crew operating capabilities on the carrier's system. A simple mobile app **frees ground crew from fixed workstations**, speeding up check-in and boarding. It means agents can serve passengers from anywhere – queues, lounges, remote hotels, buses, and more.

. . . .

460+ flights

across the globe were handled smoothly by **SITA Maestro** departure control system during the July 2024 **CrowdStrike** outage. The solution allowed SITA customers to resume operations quickly. It catered for many requests to onboard additional airlines and increase touchpoints. Our airport customers told us they were able to transition staff swiftly, making it easy for them to perform quick flight setups, check-ins, and boarding processes.

. . . .

Airports reimagined!

After talks throughout 2024, SITA announced the acquisition in 2025 of **CCM**, headquartered in Milan, Italy, a world-renowned expert and leader in the design, production, and creation of airport interiors. This strategic move aims to redefine how airports function by seamlessly **blending technology and interior design** to create future-ready spaces.

BUSINESS REVIEW   Our Airports business

7 MILLION

cruise and ferry travelers passing through Singapore's terminals each year can now board using **SITA eGates** powered by **SITA Flex as a Service**. This is the largest deployment so far and the first use of the gates at a cruise center. As part of a full renovation by the **Singapore Cruise Centre**, more deployments are on the cards, including SITA TS6 self-service check-in kiosks and self-bag drop. (See also: 'Innovation at SITA'.)

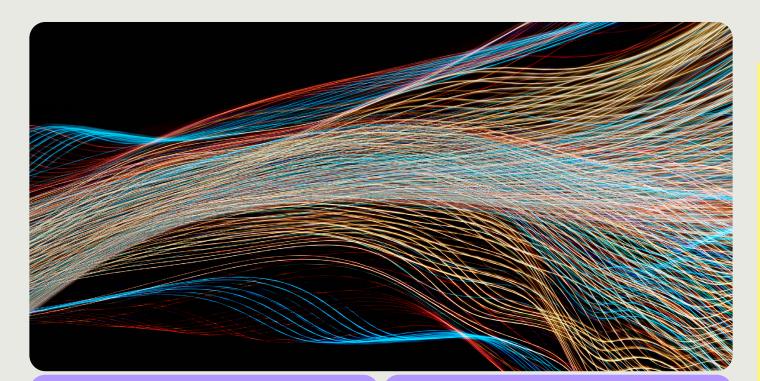# Customer and portfolio milestones in the year

US$19 billion

is being injected into a new pre-production center for the New Terminal One Project at **John F. Kennedy International Airport**. The terminal is due to open in 2026. The center will allow stakeholders to **build and test** new passenger management, biometrics, baggage and airport systems without disruption.

AAI

the Airports Authority of India, continues to work with SITA on realizing India's **DigiYatra** digital transformation initiative. It's putting into place biometric journeys for 44 airports around the country. Technologies include SITA's Smart Path, Passenger Flow Management, and Face Pods.

7 Brazilian

airports in the **VINCI Airports Network** will roll out SITA's **Airport Management** solution. This helps airport managers and airlines manage flight operations, optimize resources from check-in to baggage, and consolidate operational data. VINCI operates more than **70 airports in 14 countries**.

BUSINESS REVIEW Our Airports business

2030 FIFA WORLD CUP

coming to Morocco and Spain. Morocco is now boosting its **digital infrastructure**, aligning with the country's digital transformation such as its One ID initiative: National Digital ID Platform. **SITA Smart Path** will play a key role in biometrically processing the anticipated millions of spectators, teams and officials.

Iraqi Airways

is deploying **SITA Flex** to speed up **passenger processing** at Baghdad and Basra airports. It offers staff quick and secure access to airline systems and applications through **cloud** infrastructure, with high **flexibility** and **scalability** to meet fluctuating demand. Iraqi Airways will also boost its **baggage management** with **SITA Bag Manager,** which tracks each bag's journey.

52 self-service

kiosks and **14** self-bag drops were deployed by SITA in **Shanghai Pudong International Airport**, China's busiest global hub. This will **reduce queuing times** for international passengers and help **minimize congestion**. The move forms part of a **broader digital transformation strategy** of the airport.

900 passengers

an hour will move through Saudi Arabia's **Red Sea International Airport** during peak times by 2030. The airport expects to serve one million guests a year. SITA is its strategic partner for **smart solutions** to power everything from **passenger processing**, to **baggage,** and **airport operations**. So far this includes **SITA Flex**, **SITA Bag Manager** and **SITA's Maestro** departure control system.

A 30-year

partnership with Taiwan's **Taipei Taoyuan International Airport** (TPE) has been extended by a further nine years. TPE gave SITA the green light to **revolutionize its passenger processing**. SITA's next-gen **check-in kiosk** solutions will **streamline passenger and baggage handling**, improve **efficiency**, and **transform** the airport for the future.

5-year

baggage partnership set up with German low-cost carrier **Eurowings**. **SITA Bag Journey** will improve the baggage experience for passengers, streamline operations and reduce incidents of baggage mishandling. Bag Journey deploys **real-time tracking** to follow baggage from check-in to collection.

15 seconds

or less processing time per bag is the difference SITA's **25 Self-Bag Drop** solutions will make to baggage handling at **San Francisco International Airport** Harvey Milk Terminal 1. They use 3D digital cameras to achieve a **first-time read rate of 95%**, making the **automated process faster** and **reducing backlogs**. SITA also installed **15 standard self-bag drop units** and **10 hybrid units**.

Integration with Apple

Apple and SITA worked together in 2024 to combine Apple's **AirTag** with SITA's **WorldTracer®** to enhance baggage tracing. Travelers can share the location of their AirTags directly with airlines through Apple's **Find My app**. The new feature, called Share Item Location, enables users to generate a link that shows the location of their AirTag on an interactive map, which can be **shared with airlines** to help locate misplaced or delayed baggage.
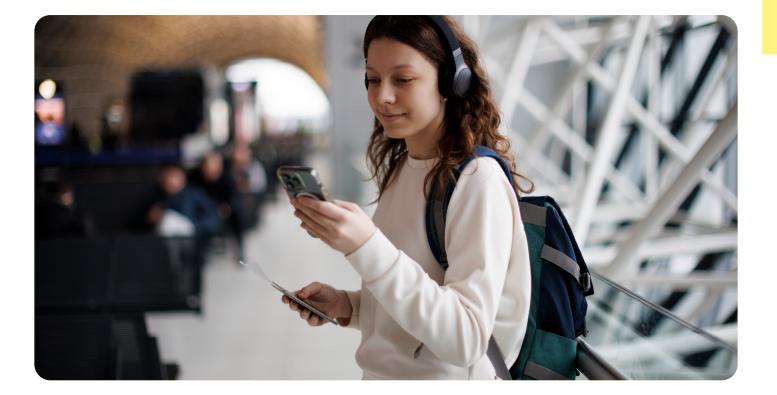

Airport retail

is set for a **futuristic makeover** thanks to a new partnership between **SITA** and global software provider **Accelya**. SITA Flex APIs will integrate with Accelya's FLX ONE Delivery to realize **modern airline retailing** strategies. This will drive the digital transformation of retailing within the industry, with a more personalized customer experience, and a move away from legacy systems.

Off-site

passenger processing is the goal of collaboration between SITA and the **Singapore University of Technology and Design**. The pilot project gives researchers access to SITA Flex to help passengers check in themselves, and their **baggage**, from **almost any location**, prior to arriving at the airport. (See also: 'Innovation at SITA'.)

28

common-use passenger processing workstations for airline staff and four common-use self-service kiosks were installed at **John C. Munro Hamilton International Airport** in Ontario, Canada. Fast, easy check-in and boarding was the aim. The ultimate vision for the airport? A contactless future using **advanced biometric technologies**. This marks the **sixth collaboration** between a Canadian airport and SITA.

Spotlight on SITA's Airport solutions to support aviation's net zero goals

Operational efficiencies brought about by IT make an important contribution to aviation's net zero goals. Better efficiencies drive down emissions by optimizing processes. It means the industry can take cost-effective and immediate actions on the journey to net zero.

SITA Total Optimizer

Gain airport efficiencies and additional revenue with AI-powered optimization. Balance emissions with other goals, like operational performance, passenger experience, revenue generation, capacity provision and cost efficiency. SITA Total Optimizer is being developed iteratively by SITA. It lets airports see how emission reduction impacts other elements, and where the biggest impacts are.

SITA Airside Optimizer

Improve queueing and taxiing for greater route and time efficiencies and reduced emissions. We're also now developing a Pre-Departure Sequencer and Taxi Analytics. SITA Airside Optimizer offers a selection of subscription-based **Airport Collaborative Decision-Making** (A-CDM) services to manage airside operations in the most efficient way. In 2024, **Aeropuerto Internacional El Dorado** announced its adoption of A-CDM (using Airside Optimizer) to enhance efficiency, predictability, and sustainability, for the benefit of airlines and passengers.

TS6 Kiosks and Smart Path Gates

SITA's innovative TS6 kiosk isn't just smart –it's sustainable. It includes longer-lasting materials to extend the product's lifetime, reducing waste and the need for frequent replacements. It's modular, for better refurbishment and reusability. And it features lower energy use.

Continued sustainability and transparency is key. We've expanded our range of products for which we provide detailed environmental performance data. For our TS6 Kiosk, we've carried out a comprehensive **Carbon Life Cycle Assessment** (LCA) in line with **ISO 14067** standards. This accurately quantifies its carbon footprint throughout its entire lifecycle.

Plus, our **Smart Path Gates** have achieved **Environmental Product Declaration (EPD)** certification, offering verified information on their environmental impact.

Our Borders business

Border agencies need to keep their countries safe from threats like terrorism, crime, and human trafficking. Yet they must keep travel and trade flowing. Add taxes, corruption, and trade rules to the mix, and the task intensifies. The answer? Modernizing technology across the world's borders.

With traveler numbers surging, border agencies must prepare. They need to process people faster while keeping security tight. Plus, they must find the best way to share confidential information between themselves to make informed and collaborative decisions. That gives governments three big focus areas: borders need to be **dynamic**, **integrated**, and, for travelers, nothing less than **seamless**.

Borders are evolving ... so are we

Together with our customers, we're co-innovating solutions that replace paper-based processes with digital clearance, traveler data and secure digital identities. We're advancing risk and threat assessments to help governments act earlier, faster, and smarter.

> **SITA's Borders business: Creating dynamic borders – integrated across agencies – and a seamless experience for travelers.**
>
> | | | |
> |---|---|---|
> | Creating **dynamic borders** with the critical ability to adapt border policies in real time. Events like the pandemic highlight the need to move from traditional static travel regulations to **flexible**, **real-time** responses to entry requirements and border control. | Taking an **integrated approach** to avoid siloed operations and gain a **single-window view of travelers** and **goods**. A lack of coordination can lead to critical security gaps. Integration allows **informed**, **collective decision-making**, and enhances inter-agency **cooperation**. | Providing a **seamless traveler experience** to meet expectations of frictionless border crossings. A seamless process **benefits travelers and border agencies**, allowing them to focus resources on **identifying high-risk** individuals rather than processing routine entries. |

We work with the industry

From Aruba to Australia, SITA's Borders business is helping our customers to benefit from digital borders today. We co-innovate and collaborate with border agencies and industry bodies worldwide to create **dynamic**, **integrated** and **seamless digital borders**. Those bodies include the International Civil Aviation Organization (**ICAO**), International Air Transport Association (**IATA**), Airports Council International (**ACI**), World Travel & Tourism Council (**WTTC**), the Arab Air Carriers' Organization (**AACO**), and more.

A wave of new customers joined us in the year as we continue to be the global partner of choice for Border Management. One major contract came from **Angola's National Civil Aviation Authority** for Advance Passenger Information (API) / Passenger Name Record (PNR) services. This is now a United Nations Security Council requirement – adding pressure on governments to become more compliant. Also including SITA Intelligence & Targeting, it's an exciting strategic initiative for Angola. It reflects the country's vision to be a premier African logistics hub and tourism destination, by modernizing infrastructure and increasing tourism with an intelligence-driven and seamless border experience.

Other new contracts include a project with **Australia Home Affairs** for **SITA Dynamic APP (Advance Passenger Processing – APP)** to make rapid rule changes at the border, plus automated borders for **Peru**, driven by the country's economic growth and booming tourism. Peru's project will be a first for the industry, by combining SITA Travel Authorization with Border Control solutions. (For more on these stories, see pages 33-34.)

Pre-clearance and traveler data

In 2024, we took digital pre-clearance to the next level – making border crossings smarter, faster, and more secure. Using SITA's **Travel Authorization** solution, governments can now screen and approve travelers even before they leave home. It means safer borders and a smoother journey.

We've connected this with our ABC Gates and Kiosks to create a seamless experience. Travelers move quickly through identity checks, and border agents get the tools to stay focused on what matters most. We're driving this **digital transformation** with continuous investments and developments, building on our strong foundation in traveler pre-clearance. We've seen countries like **Australia** and **New Zealand** make great strides in digital visa applications, which have served as models for other nations.

In the area of **traveler data**, we've seen growing adoption of API/PNR information as countries comply with UN Security Council mandates. This is great news. It's crucial for the industry to focus on the quality of traveler information by improving how it's collected and processed. API must be accurate, using technology to verify traveler details efficiently.

SITA APP brings clarity and control to border management, ensuring compliance with ICAO standards and international partners. It means governments can make informed, real-time decisions about who gets the green light and who doesn't before they board. The introduction of **Dynamic APP** in 2024 is a game-changer. It allows governments to respond immediately and cost-effectively at the border to real-time events, including risks, health threats, and geopolitical instabilities.

Agile borders are critical, as we learned during the pandemic. Dynamic APP puts governments in control. Equipped with a dynamic boarding rule engine, they can make rapid and easy changes in the most efficient and cost-effective way. It means updates can be made in as little as 1 hour, versus the several days of production downtime previously required.

A major migration to a new **SITA APP Gateway** in the year now gives airlines and governments a more powerful way to share data effectively. It's thanks to modernizing technologies, bringing better performance, and allowing increased volumes. Meanwhile, a new API PNR Gateway Essentials solution became an exciting prospect for smaller countries. We're also **co-innovating with major cruise operators** for these services, including land and sea, shaping the future for seamless **multi-modal travel experiences**.

Digital identities: passengers are ready

Our groundbreaking work on **Digital Travel** using **digital identities** is taking us toward the next frontier for travel. ICAO's **Digital Travel Credential** (DTC) is the gold standard for Digital Travel. As the industry's clear front-runner, we remain the **only provider of an end-to-end digital identity solution using DTC**. We call this **SITA Digital Travel ID**, launched in 2024 with strategic partner Indicio. For governments, this allows passengers to be verified at check-in, with the ability to identify security risks sooner and speed up passenger flow at the border for approved passengers.

Airports and airlines benefit too. Airports can move travelers through faster, reducing congestion and giving travelers more time to shop and dine. Airlines can prevent fines for inadmissible travelers thanks to accurate data from a simple passport scan at check-in. Added to that, biometric boarding speeds up turnaround times, reduces delays, and lowers ground handling costs.

Travelers are ready. About 85% want all their travel documents linked to a digital identity (IATA). This makes the journey faster and easier thanks to automating identity checks at every step. Travelers create a secure digital ID from their passport to be used across all travel touchpoints. No more endless queues – just a quicker, smoother and flowing journey with no need to present physical travel documents.

We continue to invest in digital identities across the entire journey, working hand-in-hand with key industry players. Our aim? Industry-wide adoption of **SITA's Digital Travel Ecosystem** – our open, interoperable framework designed to connect various systems for seamless communication. This eliminates the need for direct integrations between issuers and verifiers, allowing **real-time digital identity verification** across different infrastructure.

At the core of the ecosystem is the **Trust Network**, which governs how digital credentials are shared globally. Built on a **privacy-by-design approach**, it ensures travelers control their own data, deciding when and with whom they share their credentials. The strong emphasis on data security and privacy means that digital identities are managed with the highest standards, so that personal data remains secure and in the hands of the traveler. With key players like **IDEMIA** and **NEC** joining the ecosystem, we're well on our way to accelerating adoption of digital identity technology across the travel industry.

Co-innovation is the path forward. That's clear from our work with the Caribbean Island of **Aruba**. In 2024, our Proof of Concept with Aruba and a major North American carrier demonstrated perfectly how Digital Travel can work in practice. It **united two global Digital Travel standards: ICAO's DTC and IATA's OneID**.
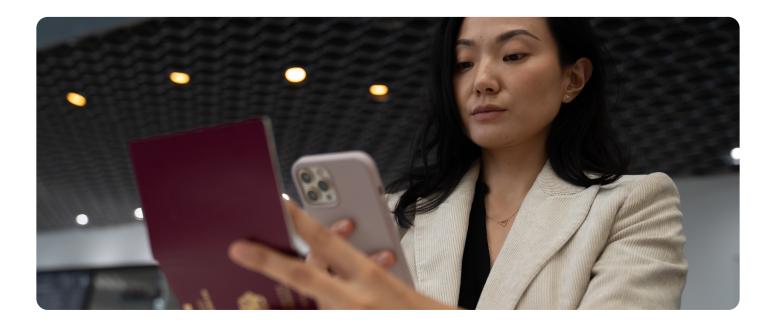
In doing so, it **eliminated friction** from the Aruba travel experience. Passengers crossed the border in as little as 8 seconds – getting from the plane to the beach in record time. In 2024, we also began working on the future of Digital Travel with three members of the Arab Air Carriers' Organization (AACO).

Identifying 'bad actors' early on

Advanced risk and threat assessment technologies, like data-driven intelligence and predictive analytics, help identify potential 'bad actors' early on. It means proactive measures can be taken before these travelers reach the border. Some of our border agency customers, for instance, use data-driven intelligence to analyze traveler data and identify high-risk individuals.

Our modernized **SITA Intelligence & Targeting** platform enhances **risk and threat detection** with advanced analytics, and real-time data processing. By analyzing vast amounts of data, it's making **decision-making easier for agencies**, leading to significant **operational improvements**. One customer processes 1 million daily transactions and tracks 11 million passengers a month. Nearly 97% of risk assessment tasks are complete in under 4 seconds. It's the perfect example of how we're helping customers take the complexity out of data.

We're injecting millions of dollars into building a market-leading platform over the next few years to drive innovation for countries big and small. By using flexible systems, collaboration among border agencies, and predictive risk profiling, we're making sure that countries and carriers stay ahead of emerging security challenges.

Our Borders business

AT-A-GLANCE

Leading the charge for digital borders

25+ years providing world-class, market-leading digital border solutions to governments around the globe.

70+ governments and all **G20 nations** trust SITA to keep their borders safe, secure and flowing.

2.2 billion+ passenger journeys

are processed each year thanks to SITA's border solutions, making travel safer, smoother and more efficient.

72 million passengers

recorded in SITA's **Advance Passenger Processing** (APP) solution in December 2024, versus **66 million in December 2023**. It shows that more governments and airlines trust SITA's expertise in efficient and safe traveler data handling.

SITA's API PNR Gateway

connects **over 600 airlines worldwide**, exchanging **15 million** API messages a year. Powering over half of all global Interactive API (iAPI) systems, it strengthens security, streamlines border control, and ensures seamless compliance for airlines.

Multi-modal travel

will be boosted by SITA's co-innovations with major cruise operators and other players to advance our **Gateway Services** capabilities to include **land and sea borders**, shaping the future for truly seamless multi-modal travel experiences.

271 million

risk assessments (approx) are carried out on travelers each year by **SITA's Intelligence & Targeting solutions**, helping border authorities **detect threats early** and **enhance national security**.

470 airports

airports around the world are equipped with **SITA's biometric technology**, making them ready to adopt **SITA's digital identity technology**.

85% of all global air passengers cross international borders that are run using SITA's digital border solutions.

89% of travelers prefer self-service immigration clearance (IATA Global Passenger Survey).

78% faster passenger processing times are achieved by border authorities using **SITA's biometric ABC Gates** (Automated Border Control), helping border authorities handle growing traveler volumes without compromising security.

97% detection rate for fraudulent travel and identity documents using automation and real-time data, versus 85% with manual checks (Interpol 2024).

Key Digital Travel achievements in the year

SITA's Digital Travel Ecosystem

advances the travel industry's use of biometric and digital identity technology globally. SITA's partnership in 2024 with leading biometrics and cryptography provider **IDEMIA** opens more touchpoints across more airports. It fuels the cause of interoperable digital identity technology everywhere. SITA's Digital Travel Ecosystem will bring **trust and data security** to all.

Indicio

SITA's long-standing strategic partner – plays a crucial role in the Digital Travel Ecosystem with a **privacy-by-design** approach. World leader in open-source verifiable data technology, Indicio allows passengers to **share their digital credentials** with explicit consent only.

Co-innovation

is the name of the game in the creation of global Digital Travel. SITA collaborated closely in 2024 with the Government of **Aruba** as well as three members of the **Arab Air Carriers' Organization** (AACO), to push the frontiers of **innovation in digital identities** through trials, tests and Proofs of Concept.

NEC

and SITA continued to work together during the year in a long-standing **collaboration** that brings over 5,000 touchpoints to airports the world over. The close co-operation continues as **NEC joined SITA's Digital Travel Ecosystem** early in 2025.

SITA Digital Travel ID

launched towards the end of 2024. It's a welcome **innovative solution for travelers**. It means they'll be able to use their digital identity for **seamless and secure travel** across various touchpoints, including airports, airlines, and border controls. That will lessen the need for physical documents and boost security thanks to biometric verification.

The Digital Travel Lane

of the future was demonstrated as a concept by SITA at ICAO TRIP Symposium 2024, at ICAO's Headquarters in Montreal, Canada. It's a 'just-walk-through' corridor to speed up **passenger flow at border crossings**. Cameras match passenger faces to a verified digital identity, automatically clearing those approved to enter. Border agents can easily intercept travelers and act if flagged. It reduces congestion and boosts border efficiency, with smarter decision-making.

8 seconds

is all it takes for arrivals to the **Caribbean Island of Aruba** to get from their plane to the beach using SITA's passenger **processing** solutions. The first global deployment of a Digital Travel border, it processes a passenger into Aruba in 8 seconds (on average) – **without presenting documents**. For governments, airlines, and airports this enhances security, efficiency, and passenger satisfaction.

Urban Air Mobility

(UAM) is just one area where we're collaborating to explore the potential of the SITA Identity Framework. **Airline apps** can be quickly updated too, to include the functionality. Customer interest is massive, leading to **many collaborations**, including the Arab Air Carriers' Organization (AACO), Air Transat, the Sydney Mobile Centre of Excellence, and others.

World-firsts for DTCs

achieved by SITA in successfully deploying ICAO's Digital Travel Credential (DTC) in Aruba in 2023. We've now seen another world-first Digital Travel innovation in a trial between **SITA**, **Aruba** and **a major North America carrier**. A transformational step towards truly seamless Digital Travel, this trial achieved the **first ever ICAO DTC-compliant** solution for border crossing. On top of that, it's the **first of its kind to merge the world's two leading decentralized** Digital Travel IDs into a single workflow: ICAO's DTC and IATA's OneID.

'Industry Titan'

for Digital Travel is the accolade received by SITA in the '2024 Biometric Digital Identity Flagship **Prism Report**'. It recognizes SITA's **border expertise** and leadership in driving **digital identity innovation** and **shaping the future** of the travel industry's evolving digital ecosystem.

Keeping things flowing!

SITA Digital Travel ID doesn't just benefit travelers. **Governments** can verify passengers at check-in, identifying security risks sooner and speeding up border processing. **Airports** can move travelers through checkpoints faster, reducing congestion and getting passengers airside sooner. **Airlines** can prevent fines for inadmissible travelers thanks to accurate passenger data. More than that, biometric boarding speeds up turnaround times, reduces delays, and lowers ground handling costs.

More collaborations and milestones in the year

Intelligence & Targeting

gets more power. The 2024 modernization of SITA's platform unlocks the potential for data-driven intelligence and real-time data for early threat detection, smarter decision-making, and streamlined secure travel. **Smart data analytics, machine learning,** and **intelligence-driven algorithms** perform real-time risk assessments. **Clever watch list** matching and **risk profiling** management mitigate multiple threats.

Minutes, not hours

is now all it takes for border agencies to digitally reconfigure rules at the border. How come? SITA's new **Dynamic Advance Passenger Processing (APP)**. Changing border rules in response to events is a breeze. It no longer takes huge amounts of work, time and cost. Bundled with SITA's Intelligence and Targeting, Dynamic APP is the **next generation** of APP and **a big differentiator in the world of Digital Travel**.

Angola

commits to a modern, secure, efficient aviation sector. Its National Civil Aviation Authority has put into place an Advance Passenger Information/Passenger Name Record (API/PNR) system and Intelligence & Targeting in **partnership with SITA**. It detects potential threats before arrival, offers a smooth journey experience, and complies with the UN Security mandate. It encourages economic development by promoting tourism, while generating employment opportunities.

2000 SYDNEY OLYMPICS

is where we first **introduced SITA APP**, for Australia Home Affairs, to help manage a sovereign border from the departure port. It's now standard for airlines globally to rely on APP Boarding Directives for risk and document checks when passengers check into their flights. Quite simply, no one rivals **SITA's premier global position in APP**.

24 / 7 / 365

is the support offered with our modular, not 'one-size fits all', SITA Intelligence & Targeting. Interest rose through the year, as we're able to respond rapidly to requirements. More than that, we're the definitive source of APP, API and PNR data. No need for third party involvement. We're now co-innovating with customers on our roadmap for intelligence and Targeting, for identifying high-risk travelers before arrival.

Brazil boosts biometrics

adoption throughout the country. The South America economic giant is **well-positioned to lead the region's adoption of biometric technologies**, rolling out biometric solutions to support national security and its long-term tourism strategy. SITA's Borders team works in **partnerships with leading economies** like Brazil around the world, **shaping the future of Digital Travel**.

Peru's

immigration authority decided to streamline security and immigration at Lima's international airport. The answer? **SITA's fully automated solution**, which will include 19 ABC eGates, **21 digital biometric fingerprint kiosks**, and a **mobile app** for travel declarations, with supervision and monitoring. A unique achievement for Peru, it's the first time SITA's Travel Authorization combined with Border Control solutions, giving low-risk travelers a smoother experience before travel and at arrival. It frees up border security agents to focus on the high-priority tasks. Peru is a **leading example** of how to address the growing need for automated, contactless travel, with self-service border crossing that **keeps up the flow of passengers**.

Our Aircraft business

SITA's Aircraft business is trusted as the industry's leading digital provider. Our mission is to equip pilots, dispatchers, air traffic controllers, and air transport professionals with powerful tools for better decision-making. With leading tools, they can deliver safer, timely, and efficient journeys.

Our Aircraft business offers market-leading services for **customers in every corner of the globe**, including airlines, Air Navigation Service Providers (ANSPs), and Original Equipment Manufacturers (OEMs).

Throughout 2024, we worked hard to help our industry address the complex challenges it faces – from supporting aviation's **net zero goals** to **anticipating weather disruptions** and optimizing fuel use. We continued to enhance services for our airline and ANSP customers in our two large and growing markets of **Aircraft Communications** and **Flight Operations**.

We're helping aviation progress toward its net zero targets and adapt to the realities of climate change. By using **data to improve operational efficiency,** our solutions offer immediate emissions reductions and fuel savings. Though the challenges we address are vast and complex, we're committed to driving change step by step and helping our customers achieve immediate results.

SITA's Aircraft business: Giving aviation professionals the tools they need to achieve operational excellence and enable more responsible journeys.

Expanding and modernizing our robust **network** to meet aviation's current and future **aircraft-to-ground communication** needs. As we anticipate major growth, we're **boosting our VHF messaging network** in India, Eastern Europe, and Latin America.

Bringing **Flight Trajectory Optimization (FTO)** to airlines and ANSPs. We're enhancing our aircraft performance engine by adding features for context, like **real-time weather intelligence** and **live traffic updates,** for greater accuracy and efficiency.

Helping aviation on its crucial journey towards **carbon net zero.** We're reducing **fuel use** in flight, tackling **environmental regulation** challenges, and helping to digitally manage initiatives like **Sustainable Aviation Fuel** and **Carbon Credits.**

The backbone of safe and reliable aviation operations

As fleets grow and airlines embrace data-intensive next-gen aircraft, pilots and air traffic controllers need to exchange more data than ever to meet rigorous safety standards. More than that, airlines are looking to robust communications networks to support **on-time performance** and provide the foundation for **greener** and **trajectory-based operations.**

That's why aircraft communications remain the backbone of **safe and reliable aviation operations.** They connect air to ground. With **60% of aircraft set to be next-gen** by 2030, network capacity demand will soar. No wonder our air-to-ground VHF Data Link (VDL) traffic jumped from 37% pre-pandemic to 51% by the end of 2024.

Throughout the year, we continued to expand and modernize our infrastructure to ensure a **reliable, robust network ready for the demand ahead.**

We're boosting our VHF network in **India, Eastern Europe,** and **Latin America.** Plus, we're rolling out real-time network monitoring and reporting tools to track performance, availability, and reliability. This gives ANSPs better visibility to make proactive decisions and improve efficiency.

Another big trend is **Hyperconnected Air Traffic Management.** Stakeholders need to collaborate like never before. We're exploring Command and Control networks and evaluating **LEO satellites,** while participating in Europe's digital sky **SESAR projects** – making our mark in shaping the future of smart digital air travel.

Navigating airlines' net zero challenges

SITA's sustainability products had a momentous year. We launched **SITA Eco Mission in 2024,** stepping into the environmental strategy market. Airlines need a trusted digital partner to handle complex net zero commitments, so we're leading the charge. SITA Eco Mission, co-developed with the **Arab Air Carriers' Organization,** quickly secured two innovative customers, with over 25 more lined up for 2025.

Now that we've helped airlines tackle regulatory challenges, giving them visibility and control over costs, we're looking at digitally **managing Sustainable Aviation Fuel** and **carbon credits as assets** within key compliance schemes.

Flight operations and the environment

Our customers want a holistic approach to flight operations. There's growing interest in our **fuel optimization** solutions, which use live traffic and weather data to boost fuel efficiency, save time, and cut costs. We're implementing fuel-saving recommendations for aircraft worldwide, making a significant impact on fuel savings and emissions.

Airlines are eager for immediate fuel and emissions savings, while enhancing operational efficiency and supporting sustainable aviation credentials. The result? They're hungry for end-to-end **Flight Trajectory Optimization (FTO)** technologies. As we saw during the year across our Aircraft business, SITA continues to lead the way.

Our Aircraft business

AT-A-GLANCE

We're the top-of-mind digital partner
for the industry

19,600

aircraft around the world use **SITA's Aircraft Communications solutions,** from data and platforms to our application services.

60% of all aircraft will be next gen by 2030. These aircraft will need much more data, demanding network capacity onsite and remotely.

40,000+ pilots

actively use **SITA eWAS** and **SITA OptiFlight®** for weather awareness and fuel-efficient flights.

28,000+

aircraft currently operate worldwide.
By 2026 that will reach **33,000**.

51% share

of all aircraft-to-ground **VHF Data Link (VDL)** traffic handled by SITA's Aircraft business in 2024. Up dramatically from 37% pre-pandemic, showing the move to data-driven communication and dependence on high-capacity, automated data exchange.

100 extra VHF/VDL stations

worldwide deployed by SITA in 2024, bringing the total count to more than **2,500**.

6,400 unique aircraft

use our **weather** and **flight optimization products**. In 2024, we saw 1,650 more aircraft using our services than a year previously, with many opting for multiple solutions.

Key achievements over the year

Net zero commitments

just got easier to fulfill with the launch in 2024 of SITA Eco Mission, a solution that helps airlines gather **real-time data on fuel usage** and emissions. **Two innovator customers** were the first to receive the product, with **more than 25 customers** set to sign up in 2025.

SITA Eco Mission

makes a big impact. The interest generated highlights great momentum among airlines for **smart tools to navigate sustainability** challenges. It unites finance, operations, compliance, and sustainability teams within a single platform. By enhancing collaborative efforts, Eco Mission reduces manual workloads, supports better planning and tracking, and provides meaningful **real-time sustainability data insights.**

400+ critical hazardous weather events

were **spotted** and **avoided by dispatchers** for every 100 aircraft they monitor, thanks to the help of SITA's solutions. This **increased Operations Control Center staffing efficiency by 15%** and **avoided accident costs** to the tune of US$3 million over the year.

308,000 tons of CO_2

and **97,802 tons of fuel were saved** in 2024. This would fly a commercial aircraft around the world over 1,000 times! It's thanks to our **40+ airline customers** using **SITA OptiFlight®**, which is a unique leading suite of solutions to **reduce fuel burn** across all phases of a flight. We implemented fuel-saving recommendations for **500 more aircraft** worldwide in the year. (See also: SITA eWAS and Mission Watch.)

16+ customers

in 2024 joined SITA Aircraft DataSuite, our solution to streamline the processing and delivery of aircraft data for airlines and digital service providers. It includes a major Original Equipment Manufacturer (OEM) with over 1,000 tails. Our aircraft innovators are now exploring how to best harness **AI analytics** to **predict maintenance** issues and rerouting needs. Linking aircraft data to maintenance and crew planning, plus fuel management, will boost airline performance, efficiency and cost control.

10 MILLION+

exchanges were recorded and processed daily by **SITA Aircraft DataSuite** and **AIRCOM ServerPlatform®** using our **Aircraft Communications, Addressing and Reporting System (ACARS)** solution. Designed and priced for small airlines, ACARS is an automation messaging solution that **improves communication, preempts problems,** and **relieves the pressure on ground teams.**

Customer and portfolio milestones in the year

ASISTIM

joined the SITA family in 2024 as we stepped confidently into the **operations-as-a-service market**. ASISTIM is renowned for its airline flight operations services. This is great news for airlines who can now use a centralized **Operations Control Center** (OCC) to manage daily and peak operations more smoothly. A **scalable** solution for airlines of all sizes, the combined expertise of SITA and ASISTIM gives customers access to a **trusted operational partner** to improve efficiency and reliability.

2 modules were added

to **SITA Aircraft DataSuite** in 2024: one for Original Equipment Manufacturers and one for airlines. Through the seamless sharing of aircraft data across organizations and teams, DataSuite helps reduce flight disruption, risk, and maintenance costs, and **improves product design.** SITA Aircraft DataSuite provides **unique flight data integrations** that eliminate previous problems with sharing and managing sensitive data. With no need for additional hardware, airlines can easily provide safe and secure access to partners, keeping control of their data sharing.

7 airlines across Asia

signed up for **SITA Mission Watch**, the aviation industry's leading solution for **flight tracking** and **flight monitoring**, plus weather visualization and enhanced communications between operations control and pilots. This includes two major low-cost carrier groups in the region, **AirAsia Aviation Group** and **AirAsia X.** Other new Mission Watch customers include **Air Transat, Pegasus, Sun Express** and **China Airlines.**

50+ aviation companies

around the world trust **SITA SafetyCube** for their risk and compliance management. The **cloud-based solution** adheres to industry best practices, integrating seamlessly into existing workflows to **enhance efficiencies** and **reduce costs** while maintaining **stringent security** and **compliance standards.**

THE IMPORTANCE OF FLIGHT TRAJECTORY OPTIMIZATION

is clear from the demand we see for **SITA OptiFlight®**. We're bolstering our **Flight Trajectory Optimization (FTO)** expertise with more capabilities for our aircraft-specific **optimization engine.** That includes real-time weather intelligence and live traffic information. In addition, we're building a **collaborative workflow** for pilots, dispatchers, and air traffic controllers, so together they can make informed decisions for more efficient and fuel-optimized operations.

Spotlight on SITA's Aircraft solutions to support aviation sustainability and climate change

We're helping the aviation industry to decarbonize and to prepare for more extreme weather conditions due to climate change.

Industry paths to decarbonization take long-term commitment and investment. Sustainable Aviation Fuel (SAF), market-based measures, and new aircraft technology – they'll each evolve constantly.

Another more immediate path is **operational efficiency, generated by IT**. Efficiencies reduce emissions by optimizing processes. They allow cost-effective, immediate and incremental actions on the journey to net zero.

Beyond decarbonization, we support airlines in **building weather resilience**. As turbulence worsens, it impacts airline costs by between $150,000 to as much as $500m a year. Our solutions help airlines make proactive decisions that minimize weather disruptions and **optimize fuel efficiency**.

Addressing aviation sustainability and climate change

SITA OptiFlight®

Predicts, achieves and reports **in-flight fuel savings** across every phase of the flight. SITA OptiFlight® is the industry's only solution that builds tail-specific, predictive performance models, using flight data and machine learning while considering weather information to determine the most fuel saving scenarios for all phases of a flight.

SITA eWAS

Lets flight operations teams and flight crew intuitively **visualize weather** to create the most efficient flight plans. They can respond to increasingly extreme weather conditions. SITA eWAS gathers extensive, accurate and up-to-date weather information anywhere in the world, in real time. Its user-friendly interface provides rich, invaluable data which is immediately actionable.

SITA Eco Mission

Used for **compliance** and staying ahead of new **regulations** and **market-measures**. SITA Eco Mission connects finance, operations, compliance and sustainability teams on one easy-to-use platform, for full visibility of applicable regulations, emissions, SAF usage, and costs.

SITA Mission Watch

Allows dispatchers to make better **weather-related decisions** – for safer, more efficient flight operations. SITA Mission Watch delivers best-in-class weather visualization from multiple sources. It helps dispatchers to work smarter and safer, staying one step ahead of changing conditions.

Our Communications & Data Exchange business

Smart flowing travel of the future will get its wings from new-gen connectivity. This brings rapid, reliable communications and data sharing as the industry embraces new technologies. SITA is taking travel and transport on this new tech journey.

The pressure is on to gear up for surging passenger numbers, higher capacity needs, better on-time performance, and smarter, more automated journeys. Advanced tech offers the **data processing muscle**. But it must be built on the best foundations. SITA's Communications & Data Exchange (CDE) business paves the way with robust, secure, high-performance solutions designed **especially for travel and transport.**

**SITA Communications & Data Exchange: Managing complexity and modernizing travel.
The provider of choice for new-gen platforms built for our industry.**

Providing leading global solutions for the travel industry's **digital infrastructure and data platforms,** including **cloud** and **cybersecurity.** Scalable SD-WAN, SASE, Multi-cloud and other access technologies.	Generating new insights from operational data for the most informed decisions. Our emerging **AI-driven data analytics** portfolio explores **advanced predictive analytics** using the latest data science tools to enrich data.	Exploring innovative, **Value Add Services.** That includes voice, campus networks, wireless, security and mobility solutions – fueled by advances in AI, IoT, 5G and LEO.	Offering **leading messaging** services for travel, with **billions** of industry exchanges a year.

Foundations for the future flow of travel

From leading global airlines to low-cost carriers, international airports to regional travel hubs, our industry is looking hard at its **critical digital infrastructure** for the years ahead. Speed and agility are essential for new applications that need more flexibility and bandwidth, along with ever more touchpoints to keep travel flowing.

Seamless operations based on rapid, reliable platforms can boost customer satisfaction by 1%, according to Airports Council International sources. That translates to a **1.5% rise in income from airport services** like retail and advertising. Added to that, new-gen infrastructure sets the stage for airlines, airports and others in the industry to take on board new technologies.

In 2024, SITA led the way, seeing rising demand for **SITA Connect Go,** our **secure, cost-effective, flexible** and **cloud-based** solution for SD-WAN (software-defined wide-area networking). We enhanced the solution with Multi-Cloud and Secure Access Service Edge (SASE) – to meet the air transport industry's appetite for the next evolution of built-in security standards, including AI. Further bolstering security, we partnered with global cybersecurity leader **Palo Alto Networks** to deliver **AI-powered cybersecurity** protection for critical airport applications.

New SITA Connect Go customers in 2024 included **Air Niugini, Cathay Pacific** and **ITA Airways**, all seeking better connectivity, security and bandwidth. They join recent **SD-WAN** customers like **Biman Bangladesh Airlines, Qatar Airways, Philippine Airlines** (for SASE), and many more.

To meet demand for **24/7 access** to networking services, we launched **SITA DigiHub,** our easy-to-use digital customer portal that puts control right into our customers' pockets.

The advance of AI

More networking muscle-power will help the industry embrace **predictive analytics** using AI and Machine Learning. Predictive analysis is crucial as airlines and airports use live data to improve decision-making. This helps airports and airlines to improve operational efficiency, respond to disruptions, and enhance the passenger experience. We're rapidly expanding our AI and Machine Learning capabilities through partnerships and investments.

In a big step for aviation connectivity, we extended our partnership with **Orange Business Services** in 2024 for another five years. The partnership helps SITA to serve 2,500 customers globally, across 200-plus countries and territories. This renewed agreement provides stronger long-term stability for our customers. At the same time, it brings fresh opportunities to make connectivity more agile and efficient for airlines and airports worldwide.

Advancements in AI, the Internet of Things, and connectivity solutions are fueling innovations in SITA's **Value Add Services** portfolio. From LAN Management for airports with SITA Campus Network, to wireless solutions, SITA spans the spectrum of airport connectivity needs for coverage and resiliency.

Our global messaging community

On the **messaging** front, SITA continued to invest through the year to deliver customer excellence and cloud migration. Our messaging community, **the industry's largest,** still stands at around 1,500 customers, on the back of 75 years of messaging leadership to support critical aviation operations. The year prepared the groundwork for the early 2025 launch of an **interoperable global messaging solution,** ATC Connect, for air navigation service providers to share flight information.

Our Communications and Data Exchange business

AT-A-GLANCE

Connecting the world of travel and transport

1,500+

air transport customers use SITA Connect network services for fast, dependable connections, with **99.99%** service availability.

95%
of all international travel destinations rely on SITA's extensive global network.

75+ years
of easier air travel thanks to SITA's global connectivity for the aviation industry in every corner of the globe.

45-50% of data exchanged by the air transport community is transferred by SITA.

5-year partnership extension
with Orange Business, supporting SITA's connectivity across 200+ countries and territories. "We're building on a history of collaboration, to propel the industry forward, delivering faster connectivity, stronger security, and unlocking innovations in AI and sustainability," David Lavorel, CEO, SITA.

200+
countries and **territories**. SITA's network services span the world.

13,000+
unique connections a day by **air transport industry** and **other businesses.**

Key achievements

750+ airports
worldwide now have a physical SITA network presence.

600 airports
connected via **SITA's AirportHub™**, our shared global connectivity network platform.

4 billion data transactions
conducted every year (approx), including flight information on schedules, gates and carousels, along with 11 billion messaging exchanges across the globe. .

300 million+
minutes of voice traffic carried over our network every year.

3,200+
contact center access numbers for air transport customers around the world in 2024.

150+
countries with voice services availability.

100%
of SITA's new-gen platform plans delivered in line with our 2024 Roadmap – including SD-WAN and SASE for the benefit of customers.

1 BILLION+
hits from around the globe to SITA's APIs for baggage processes, boarding passes, flight information, mobile apps, SITA Flex for mobile-enabled travel, and more.

Portfolio and customer milestones in the year

New-gen tech arrives
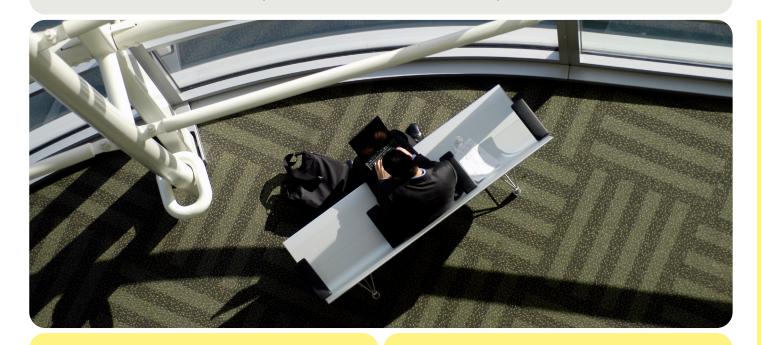
for travel and transport networking. We launched multiple **SITA Connect Go** services as the industry embraces high performance, **secure digital platforms** and migrates to the **cloud**, gearing up for advancing technologies.

Agile, scalable

connectivity was increasingly sought after by our aviation customers in the year, through our SD-WAN (software-defined wide-area networking) platform **SITA Connect Go.** Designed for the air transport industry, it offers **secure access** to the **cloud** and **applications** through virtualized infrastructure.

Secure, fast access

to applications and data like never before. It all thanks to SITA's 2024 introduction of Secure Access Service Edge (SASE) networking for aviation. It delivers the highest levels of **security with cloud services.**

PHILIPPINE AIRLINES

extended its decade-long partnership with SITA in 2024 with a new master contract. As part of its **digital transformation strategy**, the airline will modernize its global network infrastructure with SITA's SASE technology, at the **airport** and **off-airport**. It will be secured by **Cloud Secure Service Edge (Cloud SSE)**, ensuring robust and efficient operations.

Cybersecurity in the cloud

was bolstered as we added **Secure Service Edge (SSE)** to SITA Connect Go in 2024, a key part of SASE. We're protecting users, applications, and data wherever they are. The year also saw the launch of a new cybersecurity solution, SITA Managed NAC (Network Access Control), to safeguard mission-critical digital infrastructure at airports and for airlines.

Multi-cloud

networking collaborations continued at pace. SITA worked with Alkira, the trailblazer of network infrastructure-as-a-service and a Gartner-recognized vendor. This further enhances SITA Connect Go. Demand for **multi-cloud services** in aviation continues to rise.

Seasonal connectivity

delivered in 2024. Part of **SITA Connect Go**, it gives seasonal operators **high-performance connectivity** across all critical operations, with **flexible usage** and **pricing** to suit seasonal destinations.

A big inflight leap

With SITA ATC Connect in our Messaging portfolio, we now offer a highly intuitive service for seamless in-flight communication between airlines, airports and navigation service providers. That means sharing flight information quickly, simply and securely to ensure **slick, on-time operations**.

Local network excellence

became available in 2024 with services for campus networks, managed security and voice, model-driven networking, and managed network access control supporting US TSA (Transportation Security Administration) security requirements. Interest is growing from airport authorities, airlines and other airport-based businesses worldwide.

Palo Alto Networks

teamed up with SITA in 2024 to create the SITA Managed Security Service Edge solution, a complete suite of cloud-based network cybersecurity services managed as part of SITA Cybersecurity portfolio.

BUSINESS REVIEW Our Communications and Data Exchange business

AIR NIUGINI

chose SITA in 2024 for secure global connectivity. The Papua New Guinea carrier incorporated **SITA Connect Go Secure Access Service Edge (SASE)** into its digital infrastructure for top security. SITA's cloud-based, cost-effective, flexible, and scalable solution will **increase bandwidth, optimize performance**, and **support expansion plans.**

The march of mobile
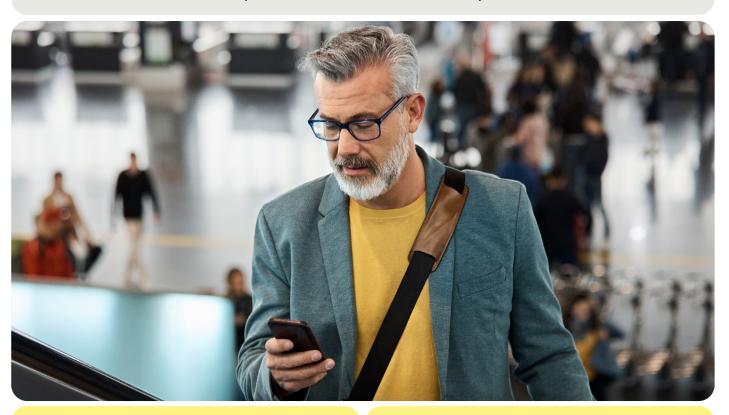
services is speeding up. We added more power to **SITA Mobile Data Access** which connects more than 700 roaming partners around the world through a dedicated portal. Users in aviation, maritime and other transport modes get an enhanced security, reach and reliability.

A new hub for travel

industry networking control is now here, thanks to **SITA's DigiHub**. Our **intuitive portal** gives SITA customers **24/7 control** over their global and local network services – from operations and billing, to reporting and much more.

A 1ST as ITA Airways

uses **SITA Connect Go** as a single solution for all network needs. The airline made a 20% cost saving through streamlined management, operations and security, with a **cloud-based network** ready to evolve with **growing bandwidth, security** and **automation needs**.

BUSINESS REVIEW Our Communications and Data Exchange business

HEATHROW AIRPORT

displayed great confidence in SITA's network expertise by teaming up for another five years. With a team onsite at Heathrow, SITA delivers digital communication solutions and expertise for smart, seamless travel.

CATHAY PACIFIC

is shifting to cloud-based applications with SITA Connect Go. The solution enhances the flagship carrier's network connectivity across 51 global airports, increasing bandwidth and offering a robust, scalable, secure SD-WAN platform.

Our Travel & Transport focus

At SITA, we're taking our tech beyond aviation to the entire travel and transport industry. We're not just meeting similar needs; we're unlocking the potential for seamless intermodal solutions.

Whatever the mode of travel, it's crucial that journeys **flow** and operations run **smoothly.** Supporting that is the need for quick and easy collaboration and data sharing. Think better **on-time performance** and **greater capacity,** seamless **automated** journeys, improved **passenger flow,** and **smarter borders**. Consider also the need to integrate operational and passenger data, and to manage events in times of disruption.

SITA is pioneering travel tech solutions for **maritime**, **rail**, mega-sporting **events**, religious gatherings, and **Urban Air Mobility** (UAM). Our leading aviation tech applies just as much to journeys by sea and train. That includes solutions for passenger processing, baggage management, airport operations, digital travel, border management, global communications and data exchange, and more.

SITA's focus on travel and transport: Creating a new era of travel, where moving from air travel to sea and land transport is quick and painless.

Working with the world's **maritime** and **rail** industries, bringing innovative digital passenger processing, baggage management, data exchange and other solutions.	Driving **intermodal** solutions across land, sea and air, making **Rail-Fly** and **Fly-Cruise** journeys more reliable than ever – with **off-airport** passenger and bag processing.	Pioneering **Urban Air Mobility (UAM)**, positioning ourselves as a leader in shaping the future, including **digital travel experiences** for passengers at vertiports – both **landside** and **airside**.

The best travel tech around

For travel by sea and rail, we're making the journey flow more smoothly. We combine service check-in with interfaces to rail, cruise and airline systems, plus real-time updates for every leg of the trip. Our proven baggage management services include tracking to span the journey, and off-airport bag tagging – at hotels, exhibition centers, rail and bus stations, and ports. We're evolving initiatives for:

- **Seamless passenger processing across intermodal journeys.** We're unifying and streamlining passenger experiences throughout multi-leg journeys. With digital identities, passengers will pass through intermodal touchpoints for carriers, ships, trains and borders. Plus, we're working on baggage-free travel and smooth intermodal passenger flow management for a truly hassle-free trip.

- **A real-time ecosystem for intermodal operations.** We're bringing the power of AI and predictive analytics to optimize intermodal operations. Our tech will simulate and streamline passenger flows, baggage handling, and resource allocation, making everything run smoother and smarter.

- **Sustainable intermodal hubs and services.** We place these at the forefront of our efforts. We're designing eco-friendly intermodal hubs that greatly reduce Scope 3 emissions through greener travel options to airports. Our top priorities include the role of data, incentives and operational efficiencies in achieving sustainability and visibility.

We're innovating for the wider travel industry

As an **Innovation Business Development Center**, we build on SITA's industry portfolio across airports and borders, optimizing and extending services to travel-related markets. Working alongside the SITA Lab (see 'Innovation at SITA'), we focus on practical solutions for the short to mid-term.

The center is creating new **business and operational models,** commercial **partnerships,** and customer **experiences** for global travel sectors – like rail, cruise, bus, hotels, plus mega-sports and international events. These events need top-tier delegate processing, biometric ID verification, and enhanced security intelligence.

A shining example is **SmartSea**, our new company launched in 2024. This bold move shows our commitment to extending our tech and expertise beyond aviation, driving digitalization in maritime operations. Thanks to our agreement with the world-class ship manager and maritime service provider, **Columbia Shipmanagement,** the maritime industry now has access to the same **transformative travel tech** that's boosted the air travel sector.

We're at the forefront of emerging trends

As we build our presence in new markets, we're also **supporting emerging transportation modes** like the exciting Urban Air Mobility (UAM) sector. Despite the regulatory, technical and certification hurdles of getting UAMs off the ground, urban air transport promises a step change in travel and transport.

With countries racing to be the first to launch commercial air taxi services, we're positioned as a leading player in vertiports. We're able to provide the **network and systems backbone**, AI-enhanced airport operations, digital borders, and industry messaging that UAM operators will need. Our end-to-end **Vertiport Management** system is set to deliver digital-first passenger experiences and operational solutions. We've already gained great experience by teaming up with **Urban V**, who plan to launch their operations later in 2026.

Our Travel and Transport focus

AT-A-GLANCE

Reaching new horizons as intermodal travel arrives

56%

of travel and transport ecosystem respondents to a SITA survey favor an intermodal approach to smart travel of the future. Asia-Pacific scored highest at 57% with the Middle East and Africa at 54%.

65% of passengers expect to book at least one intermodal trip in the next 12 months (SITA Passenger IT Insights 2024).

70%

of SITA's customers believe SITA is strongly positioned as it expands into adjacent markets like maritime and rail.

80%

of intermodal trips include an air segment.

31%

of travelers want travel operators to coordinate when disruptions occur and manage changes for them (1st out of 4 intermodal 'smart' solutions).

28%

of passengers favor dropping their baggage at the start of their journey and having it arrive at their destination (2nd out of 4 intermodal 'smart' solutions).

Key achievements over the year

SmartSea

will change maritime forever. This SITA joint venture with Columbia Shipmanagement is set to revolutionize efficiency, effectiveness and the flow of travel at sea, using the **same cutting-edge travel tech as aviation**. That includes biometric passenger processing, baggage management, data analytics, predictive maintenance, AI integration, and more. With a global footprint and a team of over **100 talented experts**, Smartsea is bringing the **future of travel tech** to cruise hubs and ships.

US$14.6 billion

is the projected spend on UAM by 2032. This growth is driven by investments in infrastructure, platforms, and vital technology systems, to set up vertiports, charging stations, and passenger facilities (UAM Market Size & Forecast Report 2032).

Cruising to the future

Ferry travel got easier in Singapore with phase one of the **Singapore Cruise Centre** (SCC) project going live with eGates in 2024. It's a game-changer and a template for the maritime industry. Playing a part are SITA TS6 **self-service check-in kiosks** and **self-bag drop stations**, all powered by Flex as a Service, enhancing the terminals' infrastructure and customer experience. This is just the beginning, as SCC terminals are set for a complete makeover. The rollout sparked customer interest in many regions.

Singapore University

of Technology and Design **(SUTD)** and SITA are leading innovative research into **off-site passenger processing** and **baggage check-in solutions**. We're transforming complex systems and turning visionary ideas into real, off-airport prototypes that meet the needs of travelers, airlines, and airports.

Red Sea Global

is just one of SITA's projects in 2024 to pioneer solutions that integrate air, land, and sea travel. It provides baggage solutions for travelers transitioning from airports to resorts via multiple modes of transport. The year also saw Neom Bay **Airport's Premium Baggage Solution**: 'Thinking Outside the Bag'. We put together an innovative, comprehensive intermodal baggage solution 'direct to your resort'.

37 partners

united under the **Travel Wise** banner to find fresh, innovative ways to integrate the air and rail transport systems in Europe. SITA is on board. Travel Wise is a **€4.9 million synergy** between Europe's travel modernizer **SESAR (Single European Sky ATM Research)** and Europe's rail research and innovation body Rail Joint Undertaking **(EU-Rail)**. SITA's expertise will be vital in creating a **common air-rail data space**, for seamless information exchange between existing air and rail management systems. We're focused on use cases and operational efficiencies. Our involvement at **Athens International Airport** includes maritime, further joining the dots between air, land, and sea.

2030

is the year when SITA expects to become the **market leader in maritime IT solutions**, with a presence in key hubs around the world.

Intermodal leadership

is one result of SITA's **'Intermodal Data Mesh'.** It integrates digital systems, data, biometrics, cloud, and more, across different modes of transport. We're now rolling out use cases with Smart Connect to enhance passenger experiences through seamless connectivity and data sharing.

32% of airlines

and airports are gearing up to support **Urban Air Mobility** (UAM) with aligned services and infrastructure. 57% of airports already have confirmed programs and R&D plans for **integrating intermodal transport systems for data sharing**. (SITA 'Meet the Megatrends'.)

World-class soccer

venues are teaming up with SITA's travel and transport experts to bring biometric and people processing solutions to mega-sporting events. In 2024, we kicked off a **Proof-of-Concept** with a major **15,000-seater stadium** in the Middle East to streamline operations.

AI and Machine Learning

are just two of the focus areas for our **Innovation Business Development Center**. We're also committed to creating **seamless passenger journeys** and solutions **driven by data**. The center is key to SITA's efforts to drive innovation and create a more efficient, secure, and sustainable travel and transport ecosystem. We're pushing the boundaries of **innovation** and **research, collaborations** and **partnerships**, and **Proofs-of-Concept** across the wider travel industry, complementing the work of the SITA Lab.

Malaysia KLIA Express

train, which operates between Kuala Lumpur Central Station and Kuala Lumpur International Airport, continues to use SITA services for connected and intermodal travel. Passengers can check in and **drop their bags from the city center**, reducing hassle and improving the travel experience. The partnership with SITA includes the installation of SITA check-in kiosks and self-bag drop (SBD) services at the KL City Air Terminal in KL Sentral.

Urban Air Mobility

(UAM) is set to transform urban transportation using **electric vertical take-off and landing (eVTOL) vehicles** and other advanced air mobility solutions. SITA's active involvement includes areas like **digital infrastructure** and **vertiports.** Our expertise in air transport IT positions us as at the forefront of advancing UAM, making urban air travel more efficient, safe, and sustainable.

Mega events

remain a major focus for SITA. Our globally proven end-to-end communications, airports and border management portfolios are ideal for land and sea borders. We've supported major events since the **2000 Olympic Games** in Sydney, more recently including the **2022 World Cup** in Qatar and Paris 2024.

BUSINESS REVIEW Our Travel & Transport focus

The multi-modal future of airports

Imagine a futuristic, connected smart city – where the multi-modal digital travel ecosystem just flows. Where passengers hop from one mode of transport to another with no stress about different ticketing, check in, baggage, boarding or other systems. This vision is coming to life in over 20 initiatives involving SITA around the world.

Traveler experience: use cases

Airports

can enhance passenger comfort and convenience by offering incentives such as vouchers, FastTrack, and lounge access. Travelers can complete a pseudo comfort check-in through their **airport app** or as a mini-program within another super app.

Seamless transfers

onto the metro or rail from city airports are possible thanks to system integration. Passengers enjoy **real-time updates** on metro train schedules, arrival times, walking times, time to gate, latest gate information, and the best options for crossing security.

Smart parking

solutions with real-time availability **updates and pre-booking options** create a unique perspective of checking in to the airport. Parking customer relationship management profiles are integrated as a segment of additional intermodality.

Port terminals

can offer cruise-airport transfers – including direct services to the airport with integrated transfer and baggage handling for cruise passengers on leading lines like MSC, Costa, TUI, and Cruise Saudi. Port and destination services are integrated into an airport app and are available as a software development kit for partner airlines and cruise guest apps.

Fast track

security clearance for intermodal travelers to reduce waiting times, offering an opportunity to remove bottlenecks and enhance the passenger experience.

Baggage handling

is simplified thanks to off-airport check-in and drop-off services at train stations and hotels.

Premium Lounge Access

is offered to intermodal travelers during layovers, providing a luxurious and seamless travel experience for travelers.

Uber

pick-up and drop-off zones with real-time ride updates and easy access to terminals make life easier for passengers.

Innovation at SITA

Dreams are never out of reach when forward-thinking meets collaborative innovators. SITA's visionaries are actively co-innovating to reshape the future of travel.

SITA's innovations directly address industry pain points. We explore new and emerging technologies to **make journeys and operations flow smoother than ever**. We're owned and driven by aviation. So it's in our make-up to innovate collaboratively with airlines, airports, governments, industry bodies, technology leaders, startups, universities, and other travel-related stakeholders.

> **Innovation at SITA: Co-innovating to reshape the future of travel and transport.**
>
> | | | |
> |---|---|---|
> | **Driving data** and **AI-led innovation** for operational efficiencies, passenger experience and sustainability. Focusing on **apps** and **data solutions** to enhance airport operations, baggage management, flight optimization, and more. | Innovating for digital transformation across borders, airports, and for aircraft globally – through advanced risk and threat management, digital identities, and **seamless passenger journeys.** | Investing in **technologies to support sustainability,** such as airport **energy reduction** from efficient touchpoints, airline **fuel reduction** through **flight optimization software,** and **emissions tracking** and **reporting.** |

We meet the real needs

Our co-innovations put rigorous trials and Proofs of Concept (POCs) to the test in live environments. We do this to be sure we meet the real and pressing needs of travel and transport. Our business and portfolio teams aim to solve **today's challenges** and **shape tomorrow's travel**. Meanwhile, our SITA Lab brings ideas to life in a three-to-five-year timeframe, collaborating with industry players.

Throughout the year, industry body working groups continued to call on the advice and experience of our teams of experts, engineers and innovators. They include IATA, ICAO, ACI and the WTTC, along with multiple regional organizations spanning the world.

What's driving our innovations? The travel industry's needs for flexibility and agility, **flowing passenger journeys**, smooth and transparent baggage and intermodal passenger experiences, operational excellence, and sustainability goals. We tackle all of these to inject fresh innovations into the travel ecosystem.

We're in a privileged position

As innovators, we occupy a privileged position. We're **part of the aviation industry,** with a presence at airports all over the world. No other company plays a role in so many parts of the industry, with access to such **vast amounts of airport, airline and aircraft data.**

We kept up our world leadership in **Digital Travel** in 2024. We're bringing together digital identities and self-service biometrics for passenger journeys that require no physical documents across multiple touchpoints. We continue to expand partnerships too. Our work in the year with ICAO's industry-standard Digital Travel Credential (DTC), with a pilot project for Aruba's travel authorities, remains unique in the industry.

At the same time, we lead in our support for **sustainable aviation.** This includes optimizing aircraft operations to save time and costs, while reducing emissions and fuel use. We're also helping the industry to meet requirements to disclose ESG data, and tools to track, report and reduce emissions.

Innovation at SITA

AT-A-GLANCE
What happens when innovation is your North Star?

US$94 million
invested in **R&D** across the SITA Group for the design and testing of new or improved products in SITA's growth areas. SITA capitalized most of these products.

SITA Inventor Reward Program
captures innovative business ideas from staff, as an incentive to innovate and file patents. Now in operation for two years, all staff can submit ideas to receive an 'Inventor Bonus'.

377 patents
granted to SITA for innovations by the end of 2024 – rising to around 390 in Q1 2025. We continue to safeguard our investments in key technologies to meet the new era of growth in travel. 261 more patents pending, as our number of patents constantly rises.

15+
years of the **SITA Lab** solving aviation industry problems, with innovations from baggage and robotics, to Digital Travel Credentials and AI passenger assistants. Our Lab looks at the **medium and long term for innovations**, working closely with customers and other industry stakeholders on trials and Proofs of Concept (POCs).

35%
increase in SITA's internal **productivity** for coding thanks to our own adoption of AI. **Testing efficiency** improved by up to **40%**. The year saw the rollout in SITA of all-purpose GenAI and LLMs to engineering teams.

7%
projected increase in air travel passenger numbers between 2024 and 2027 will drive SITA innovations for the future. **Operational efficiency** and **automation** are powerful motivators for game-changing innovations in travel.

100+ co-innovation projects to date between SITA and our travel-related customers-spanning core areas like Apps and Data, AI applications, digital transformation, and digital travel across the aviation ecosystem.

90-95%
of airports plan to invest in biometrics and self-service technologies in the next three years. SITA continues to drive innovation in these areas, including digital identities for **touchless travel everywhere.**

97%
of airlines and airports plan to invest in **AI** by 2026. SITA's data platforms offer the speeds and reliability for travel and transport to embrace AI. We're increasingly developing **AI-optimized solutions** for industry adoption.

Key achievements and customer successes

Strategic acquisitions

over the year included **Materna IPS** and **ASISTIM** to strengthen SITA's position as a leader and innovator in passenger processing and centralized Operations Control Center services.

IPS – a SITA Company

and SITA Airports combined create the **world's most powerful passenger processing portfolio** – and the world leader in self-bag drop – for the most efficient, seamless travel. ASISTIM will allow more airlines to **outsource critical operations,** to counter rising costs and staff shortages.

10+ years

is roughly how far maritime tech lags behind aviation tech. With the 2024 launch of **SmartSea**, a SITA collaboration with Columbia Shipmanagement, the **maritime** industry can now enjoy access to the same tried and trusted innovative technology used in aviation.

Biggest contract for many years in SITA. In partnership with **Angola's National Civil Aviation Authority** SITA put into place the most comprehensive **digital border solution** for the country to address tax evasion, corruption, and security challenges.

4th global SITA technology hub

opened in Cluj-Napoca, Romania. It joins similar hubs in the UK, Ireland and India. **Highly skilled** SITA experts at the rising Technopolis of Cluj will drive innovation in AI, transportation, Urban Air Mobility, and more. **80+ roles** created in the year and growing.

25 year

partnership with **Australia Home Affairs.** SITA's collaboration with the government has given flight to innovations like **Electronic Travel Authorization** (ETA) and our **Mobile ETA app,** to enhance traveler experiences and combat fraud.

3

SITA Eco Mission contracts signed among the 33 member airlines of the **Arab Air Carriers Organization** (AACO) – with more contracts in the pipeline. SITA's collaboration with AACO on Eco Mission and Digital ID continues. We conceptualized and delivered our joint innovation within a year.

Air France's

inflight services became totally transformed thanks to a partnership between SITA and inflight logistics software startup LimeFlight. The collaboration enhanced **operational efficiency**, promising a smoother and more enjoyable experience for passengers, with **better-managed inflight services and logistics**. The initiative de-risked the transformation to make sure of business continuity.

A revolution at sea

Singapore Cruise Centre (SCC) decided in 2024 to reimagine the future of ferry and cruise travel. Inspired by **Changi Airport's Fast And Seamless Travel** (FAST) concept, and SITA's experience with Changi, SITA will create a seamless, touch-free **digital traveler experience** at the SCC as passenger volumes rise and pressure increases for the maritime sector to modernize.

Innovation milestones and opportunities in the year

Our Digital Travel Ecosystem

developments took a leap forward with a collaboration between **SITA** and **IDEMIA Public Security,** a leader in digital technologies, biometrics and security. The partnership delivers smart travel as **digital identities** can be **seamlessly recognized** and trusted between issuers and verifiers. (See 'Our Borders business'.)

A world first

for **Digital Travel** innovation took place in the year at Queen Beatrix International Airport in **Aruba**. SITA and partner Indicio ran a pilot program using decentralized identity technology (which preserves a person's privacy) and ICAO's Digital Travel Credential (DTC) standards. It's the **first ever I****CAO DTC-compliant solution for border crossing**. Travelers can fulfil government immigration requirements before boarding the flight. Digital Travel will see **touchless passenger flow** across lounges, duty free, hotels, events, cruises and rail for seamless intermodal experiences. The year saw another world first in Aruba too. (See 'Our Borders business'.)

The Digital Travel Lane

of the future was demonstrated as a concept by SITA at ICAO Trip Symposium 2024, at ICAO's Headquarters in Montreal, Canada. Thanks to digital identities and biometric technologies, **travelers simply walk through the corridors at border control**. They rely on facial recognition, without the need for physical documents. A 'just-walk-through' corridor, it speeds up border crossings for greater border efficiency and a better passenger experience. See 'Our Borders business'.

Off-airport

passenger processing marches on. SITA's 2024 research with the **Singapore University of Technology and Design** created new offsite prototypes to let airline passengers check themselves and their luggage in from almost any location. Research involved **SITA Flex**. The goal is for passport scanning, luggage weighing, and printing of luggage tags and boarding passes to be available offsite using these prototypes.

AI successes

over the year included the introduction of **SITA Total Optimizer** for greater efficiencies in end-to-end airport operations. It allows airport teams to set priorities for different KPIs, such as **operational performance, passenger experience, capacity provision, revenue generation, cost efficiency,** and **sustainability**. A collaboration with Toronto Pearson International Airport, tangible benefits include effective stand allocation, easy connection with passengers, and optimization of baggage and turnaround. Developments continue iteratively.

37%

reduction in gate hold minutes. This was just one outcome of the recent **digital twin Proof of Concept** trialed by SITA and the Greater Toronto Airports Authority (GTAA) in Canada. Collaborations with **GTAA, Naples Airport** and others led to SITA Total Optimizer for airport efficiency.

GenAI

(generative AI), Large Language Models (LLM) and predictive AI offer great potential to disrupt the travel industry. SITA Lab leads the way. SITA Lab is harnessing AI-powered assistants and tools to streamline operations, create a seamless and flowing travel experience, optimize baggage processes and improve how airport staff can help passengers.

NEC

and SITA continued their collaboration in 2024 to develop advanced solutions for **digital identity** management and SITA's Digital Travel Ecosystem in aviation. The focus is on integrating NEC's I:Delight identity management platform with SITA's Smart Path and SITA Flex technologies. The aim? Interoperability and increasing global adoption of Digital Travel. The collaboration led to a new agreement in early 2025. (See 'Our Borders business'.)

AI Assistants

will make it easier for airlines, airports and other travel players to **better manage cargo, train aircraft crew** and make **operational decisions**. SITA Lab is working with customers the world over, including Argentina's Civil Aviation Safety Authority, as well as airlines in Malaysia, Saudi Arabia, and many more.

AI investment

in GenAI and LLM is a top priority for 56% and 38% of airlines and airports respectively in the next year (SITA Air Transport IT Insights 2024). This presents great opportunities in **operational efficiency, passenger experiences, passenger flow, predictive maintenance, optimized flight routes,** and more. In 2024 we engaged on AI-related opportunities with Toronto Pearson International, Saudia, IAG, easyJet, Air Asia, Naples Airport. IATA, Aeropuertos Argentina2000, and many more.

Sustainability leadership

and climate change-related solutions became big themes for SITA in the year, on the back of innovations such as: SITA OptiFlight® **(in-flight fuel savings),** SITA Eco Mission **(compliance made easy),** SITA eWAS **(intuitive weather visualization),** SITA Mission Watch **(weather decision-making),** SITA Total Optimizer **(AI-prioritized airport efficiencies)** and **SITA Airside Optimizer** (to improve pre-departure queueing and taxiing, with taxi analytics in the offing). (See our Airports and Aircraft businesses.)

US$500 000+

savings a year projected for top airlines that use **WorldTracer**®, SITA's global baggage management system. It achieved a **77% reduction in lost baggage incidents** in the year.

Bags reflighted, digitally

A reality in 2024. SITA's automated WorldTracer® Auto Reflight tool recovers and reflights mishandled bags. SITA WorldTracer® Auto Notify meanwhile proactively advises a passenger if their bag didn't make their flight. As with online shopping or pizza delivery on an app, there's **clear visibility of a bag's whereabouts at all times.** Such innovations help to answer the air travel industry's US$2 billion mishandled baggage challenge.

Apple

and SITA worked together in 2024 to combine Apple's AirTag with SITA's WorldTracer® to enhance baggage tracking. Travelers can share the location of their AirTags directly with airlines through **Apple's Find My app.** The new feature, called Share Item Location, enables users to generate a link that shows the location of their AirTag on an interactive map, which can be **shared with airlines to help locate misplaced or delayed baggage.**

Bag Radar

is a new advanced **baggage tracking** solution co-developed in 2024 with Saudia. Using real-time data, Bag Radar monitors the location and status of bags across the entire journey, from check-in to delivery. It helps with IATA Resolution 753 compliance.

Thinking outside the bag

became the theme for a SITA and Neom Bay Airport premium baggage solution in the year. It uses RFID, NFC, electronic digital tags, and baggage image capture to **enhance baggage tracking and management,** for passengers who want to check-in their bags from their homes. It became a forerunner in Saudi Arabia's **'Passenger without Bags', a trailblazing initiative** to simplify baggage processes.

CHAMP Cargosystems

CHAMP Cargosystems is the go-to provider for air cargo management all over the globe. We connect cargo players globally through smart automation solutions for a future of fast, flowing, reliable and cost-effective cargo management.

Airlines and ground handlers are chasing efficiencies through digital platforms as the air cargo market grows. For CHAMP Cargosystems, SITA's subsidiary, this is great news.

We worked hard in the year with leading community players like Cathay Cargo, Japan Airlines (JAL), Worldwide Flight Services (WFS), Swissport, Cargo Community System Japan (CCSJ), Turkish Airlines, and many more.

Our cargo-focused platforms and applications allow airlines, general sales agents, ground handling agents, freight forwarders and other stakeholders to collaborate and connect through CHAMP, **the world's most open and interconnected ecosystem and partner.**

> **CHAMP Cargosystems: Reimagining the future of the air cargo industry through innovation, digitalization, AI and automation.**
>
> **Leading in air cargo management,** as the industry's most open and interconnected IT partner. We meet the unique needs of the world's airlines, general sales agents, ground handling agents, freight forwarders and other stakeholders.
>
> Providing advanced IT solutions to the **world's largest air cargo community.** We're the tried and trusted partner of over 200 airlines and ground handlers, thanks to our unique and most comprehensive end-to-end services.
>
> **Reimagining** air cargo with our AI-powered CHAMP neo-platform and our role in industry initiatives like **IATA's ONE Record.** We set the community's data sharing standard, uniting systems to **enhance efficiencies, cut costs,** and **reduce complexity.**

A year of evolutions

What an active year for CHAMP. Our neo-platform and the Cargospot[neo] suite evolved, IATA ONE Record developments gathered pace, and new innovative features strengthened our portfolio. With regulatory compliance top-of-mind for cargo professionals, we continued to tackle important evolving industry schemes. They include PLACI (Pre-Loading Advance Cargo Information), ACI (Advance Cargo Information) to address ICS2 (Import Control System 2), and the need to meet increased e-commerce filing requirements.

We also embedded a strong **Environmental, Social** and **Governance** (ESG) focus across our range of cargo management solutions. This includes the **ethical** and **responsible** use of AI and Machine Learning technologies within our operational and strategic framework.

Reimagining air cargo thanks to our neo platform and Cargospot[neo]

CHAMP's neo-platform is redefining air cargo management. It brings **AI, automation,** and **personalization** to the cargo community – **boosting productivity gains.** It sets **new standards for APIs** (Application Programming Interfaces), for better industry data exchange, and cuts integration costs and time. CHAMP offers the biggest range of apps and microservices in the industry, covering everything from booking to customs clearance, all on one platform.

Throughout the year, we evolved our neo platform and cargo management suite, Cargospot[neo]. We added new modules for airlines, handling and revenue. Cargospot[neo], an advanced version of our classic Cargospot, uses Machine Learning and AI to enhance efficiency and automation. Global ground-handling operator **Swissport** signed as a launch customer of Cargospot[neo] and will be supported by CHAMP's open, intuitive and flexible Cargospot[neo] Handling services.

IATA ONE Record – driving industry-wide adoption

We collaborate across the air cargo industry to advance its digital transformation. We enter partnerships and play a thought-leadership role with industry bodies. We're driving the adoption of **IATA's ONE Record** initiative, as an **IATA Strategic Partner.** This will bring a single view of shipments by connecting everyone, securely and with data integration.

Our new **1Neo-Connect** solution makes ONE Record adoption simpler. Cargo customers get three options: a **Sandbox** for experimenting and mastering ONE Record, a **Pilot Kit** to connect with externally within the pilot project, and a **Live** version for the ONE Record production environment.

The launch of this service offers effortless ONE Record access through a streamlined API. It eliminates the need for big investments and lets participants adopt at their own speed. In early 2024, CHAMP delivered into production a range of new ONE Record use cases, working with **Cathay Cargo, Worldwide Flight Services,** and **Swissport.**

As we look to air cargo's digital future, CHAMP will keep exploring ways to harness new and emerging technologies like AI, for new heights in efficiency. We're guided by the insights of our customers, emerging from events like the **CHAMP Summit 2025.** It's thanks to them that we're successfully transforming air cargo through **intelligent automation.**

CHAMP Cargosystems

AT-A-GLANCE

We're the glue that holds
the global air cargo community together

300 MILLION

electronic exchanges every year across CHAMP's cargo community, with **20 million annual shipments** between **50,000+ users** across **200+** airlines, ground handlers and general sales agents.

6%+

increase in all transactions facilitated through **CHAMP's Traxon cargoHUB**.

4,000+ connected freight forwarders across the world's biggest air cargo community.

100+ customers confidently exchange information electronically with **65 connected customs authorities** around the world using the CHAMP Traxon Global Customs (TGC) application.

10.8 million

security declarations submitted via CHAMP's **Traxon Global Security (TGS)** to comply with Pre-Loading Advance Cargo Information (PLACI). In 2024, **Avianca Cargo** expanded its use of TGS to comply with Transport Canada's regulatory requirements. The TGS platform helps Avianca **streamline** processes, improve **efficiency,** and **avoid penalties** associated with non-compliance.

26%+

increase in airway bills created using our comprehensive **Cargospot** solution.

Key achievements over the year

Certified

by **TIACA's BlueSky Program**, CHAMP is committed to working with all stakeholders on initiatives to achieve sustainable operating outcomes for the air cargo industry. TIACA stands for **The International Air Cargo Association**. CHAMP founded an **ESG (Environmental, Social, Governance) Committee** in 2024, to drive positive organizational change.

Winners

of the **Jettainer Unit Load Devices (ULD)** challenge at the recent IATA ONE Record Hackathon. Created by a team of CHAMP Cargosystems professionals, the 'LUNA' app is an **AI-powered assistant** for ULD damage assessment that pairs with **ONE Record** for enhanced security, accuracy and efficiency. CHAMP actively takes part in ONE Record Hackathons to **drive innovation**.

1 million

declarations in March 2024. That's the record-breaking achievement for **CHAMP's Traxon Global Security (TGS)**. This milestone signaled an increased demand for security requirements by governments globally and the importance of **streamlined compliance** tools to ensure compliance.

25+ airlines

now allow for forwarders and shippers to instantly connect, compare, and book using **CHAMP's Traxon Multi-Carrier API**. Users secure the best available rates with unparalleled speed. It translates to significant **time and cost savings,** with optimized operations and greater profitability for air cargo businesses.

100 airlines

globally are serviced by professional services firm Deloitte. CHAMP entered a **strategic partnership** with **Deloitte** in 2024 to forge a long-term business relationship with a cargo focus. Together, we're concentrating on innovation and problem solving in air cargo using each businesses' unique strengths.

85%

time saving improvement thanks to efficiency gains from **CHAMP A2Z Scan**. It's a smart application that automates conversion from paper to digital Air Waybills (AWBs) and other documents. That means we're **reducing error rates** and **automating document processing** for customers such as **IAG, Worldwide Flight Services** and Turkish ground handler **Celebi**. We're exploring generative AI to automate data cleanup, plus the use of **AI Agents** for productization and an AI operation hub.

BUSINESS REVIEW CHAMP Cargosystems

Customer and portfolio milestones in the year

Cargospot[neo]

continued to attract interest through the year, with several customers poised for Cargospot[neo] implementations, breaking new ground for our next-gen cargo management platform. Other activities included the migration of **Aer Lingus** to Cargospot Handling, plus several Cargospot upgrades for customers, such as **Cathay Cargo, Saudia Airlines,** and **Ethiopian Airlines**.

Japan Airlines

(JAL) celebrated a **decade-long partnership** with CHAMP Cargosystems by going live with Cargospot. JAL's cargo operations have collaborated with CHAMP since 2014 on numerous projects, including a fully integrated **digital platform** that **revolutionized** JAL's domestic cargo operations, achieving paperless processes.

2 new partnerships

with **Pandora Intelligence** and **e2open**, brought an innovative **sanctions** interface to Cargospot. It digitalizes a traditionally manual process. Airlines and ground handlers benefit from tools to **streamline** operations, **mitigate risks**, and adhere to **international regulations**.

eCommerce

received a boost with the launch of CHAMP's new **Traxon Global eCommerce (TGE)**. It addresses the need for cargo pre-load security filings, plus filings for pre-arrival, for e-commerce shipments under ICS2 (Import Control System 2). TGE offers seamless e-commerce approvals and opens up new global markets and **cargo revenue streams** – at the same time as ensuring ICS2 compliance.

220

customer contracts in 2024 with **65** completely new customers joining our cargo community.

15 years

of partnering with **Royal Air Maroc Cargo**, Morocco's national airline, continued to boost efficiency with the implementation of Cargospot Mobile and Cargospot Handling.

20-year

partnership with **Atlas Air Worldwide**. We're helping the airline to drive sustainable growth through digitalization, by taking on solutions like our **Cargospot Portal** and **Cargospot Mobile**.

Menzies Aviation

rolled out CHAMP's Traxon Global Customs (TGC) solution during the year. This will **streamline customs filing** at numerous stations across Jordan, South Africa, Australia and the US.

Transformation
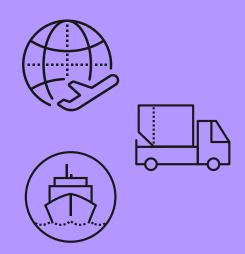
projects at JAL are many and varied, and we're playing a key role. Among those projects are **Cargospot** enhancements for the airline's International Business **Process Re-engineering** program, a new customer **portal**, a **pricing** feature, and delivery of **air mail integration**. In 2024 we also agreed to start a project for JAL to develop new domestic **cargo revenue accounting** capabilities.

Choice Aviation

became one of many customers welcomed into CHAMP's air cargo community in 2024. The New York ground handler joined **Traxon cargoHUB**, the biggest air cargo community in the world. It improves **supply-chain quality** and **completeness**, and enhances **ground handling workflows** with booking, operations, document handling and customs processes – all executed and confirmed in seconds.

Air, sea and land

logistics expert **CMA CGM Air Cargo** adopted numerous CHAMP products as part of its growth strategy. They include Cargospot Airline, Cargospot Portal, Cargospot Business Intelligence, Cargospot Weight & Balance, and Traxon cargoHUB.

BUSINESS REVIEW CHAMP Cargosystems

CHAMP earns BlueSky certification

CHAMP Cargosystems earned the BlueSky certification from The International Air Cargo Association (TIACA) in 2024. This certification affirms ongoing dedication to sustainability within the air cargo sector.

The BlueSky program evaluates and benchmarks sustainability efforts across eight key objectives, including decarbonization, waste elimination, and biodiversity protection. This certification highlights CHAMP's proactive approach to environmental responsibility and its commitment to fostering sustainable management for air cargo.

CHAMP Cargosystems sustainability committment

CHAMP is committed to integrating ESG principles into the heart of their operations as an IT service provider. It is pursuing its own sustainability strategy but ensuring full alignment with SITA and its Sustainability Strategy.

In an era marked by profound global challenges, including climate change, social inequality, and ethical governance standards, it is incumbent upon businesses to assume responsibility and drive positive change. As such, we recognize the pivotal role that IT companies play in shaping a sustainable and equitable future, and we are resolutely dedicated to aligning our strategies and actions with ESG values.

In recognition of the increasing importance of Artificial Intelligence (AI) in shaping industries and societies, we are committed to integrating AI governance within our operational and strategic framework. We aim to develop and deploy AI technologies responsibly, ensuring they align with our core ESG values, promoting fairness, transparency, and accountability.

Environmental stewardship

Our company pledges to minimize our environmental footprint by adopting eco-conscious practices across our operations, including the responsible use of AI technologies. From optimizing energy consumption in our data centers to promoting paperless workflows, we are steadfast in our pursuit of sustainability.

We actively seek opportunities to leverage AI for more efficient energy management and environmentally friendly innovations.

Social responsibility

We understand the profound impact of our actions on society, and we are committed to fostering inclusivity, diversity, and wellbeing within our workforce and communities. We recognize the potential of AI to drive positive social change, and we strive to ensure that AI technologies are developed and deployed in ways that promote equity and fairness.

Through initiatives that promote employee welfare, support local communities, and champion diversity and inclusion, we ensure AI's potential is harnessed to enhance social good while avoiding discrimination or bias.

Governance excellence

Transparency, integrity, and ethical conduct lie at the core of our governance framework. We are unwavering in our commitment to upholding the highest standards of corporate governance, compliance, and accountability. As part of this commitment, we have implemented robust AI governance practices to ensure that AI technologies are used responsibly, ethically, and transparently, in line with data protection standards and practical guidelines.

By fostering a culture of integrity and transparency, we aim to earn the trust and confidence of our stakeholders.

In our journey towards sustainability, we have learned that ESG is not merely a destination, but a continuous refinement process shaped by individual choices and collective actions.

Today, we stand committed to evolving our sustainability commitments towards ESG, recognizing the profound impact of our decisions on the planet, people, and prospects.

SUSTAINABILITY AND ESG

Sustainability at SITA: a new chapter

Sustainability is a part of who we are. But in 2024 we stepped up our approach. For the first time, we've also brought together our Activity and Sustainability Reports into a single, integrated Impact Report. It reflects how deeply we embed Environment, Social and Governance (ESG) into our operations and value creation.

With this shift, we launched our enhanced Sustainability Strategy. It's shaped by intensive stakeholder engagement, including our first double materiality assessment. The result is a future-ready direction structured around four pillars where we can make the most meaningful impact: Climate, People, Practice, and industry Impact.

We're taking a sharper, more strategic, and more transparent approach. To support this, we set up a sustainability team working across all functions. They lead the charge, but sustainability success at SITA is everyone's responsibility.

We take action across a range of ESG topics, but climate remains a priority. Many of our emissions lie beyond our direct operational control, particularly in our supply chain (Scope 3). That's why our environmental targets are grounded in transparency and influence, not just ownership. They determine how we work with stakeholders to reduce impact, build resilience, and drive progress collectively.

Our updated Sustainability Strategy is pragmatic and impact-driven. Our ambition is to build long-term value – by contributing to climate action, responsible tech, and fair work. We're focusing our efforts on:

- **Reducing our climate footprint,** particularly through decarbonization of operations, improved data management, and engagement with suppliers and customers.

- **Supporting people**, by fostering an inclusive, safe, and purpose-driven workplace.

- **Embedding responsible business practices**, through transparency, accountability, and compliance.

- And finally, **accelerating sustainability in aviation**, by helping our customers meet their own climate and ESG goals.

SUSTAINABILITY AND ESG   Our Sustainability Strategy

Our Sustainability Strategy

Climate

We take action

People

We take care

Practice

We do it right

Impact

We help industry

Climate – we take action

We're committed to becoming a net zero company by 2050, guided by the Science Based Targets initiative (SBTi). We're turning that commitment into action, making real changes through a decarbonization program to:

- Make our products and services more energy **efficient** and **sustainable,** using **sustainability-by-design** principles.

- Select our suppliers based on their carbon footprint and seriously support their efforts to decarbonize.

- Support smart, efficient, and sustainable behaviors. That means embedding sustainability into everyday decisions, encouraging low-impact habits across our teams, from how we travel to how we use resources.

- **Track our own sustainability progress** with a new Carbon Intensity corporate Key Performance Indicator. In 2023, we made a bold public promise to reduce our carbon emissions by 46% by 2030. We're excited to share the journey with you! (See more on our Environmental Targets.)

People – we take care

We're proud to promote a work culture that's inclusive, supportive and empowering for everybody. We're a team that's:

- Committed to equal opportunities. In every aspect of employment, we firmly oppose all forms of discrimination in hiring, promotion, and beyond.

- Committed to human rights. Throughout our supply chain, we work to international best practices to protect and respect the rights of all workers.

- Committed to our volunteering program (VIVA – Value in Volunteer Action). We actively encourage our employees to connect with their communities and make a positive impact.

Practice – we do it right

At SITA, we hold ourselves to the highest standards of corporate governance. We expect ethical behavior from everyone, from management to staff. Plus, we use top-drawer practices to manage and protect sensitive and personal information.

Our commitment to good governance goes beyond compliance: we weave ethical principles into every part of our business. We're here to protect stakeholder interests and operate in a way that contributes to SITA's long-term, responsible success.

Impact – we help industry

As the air transport industry journeys towards net zero carbon by 2050, industry initiatives like Flying Net Zero and Airport Carbon Accreditation lead the way. We're uniquely positioned to **help the industry decarbonize** and prepare for more extreme weather conditions due to climate change.

We design our products in line with our sustainability-by-design principles. Thanks to our growing suite of innovative products, we're already helping airlines and airports **save fuel** and **energy,** and meet **tightening environmental regulations**:

- SITA OptiFlight®
- SITA Eco Mission
- SITA Mission Watch
- SITA eWAS (Weather Awareness System)
- SITA Total Optimizer
- SITA Airside Optimizer

We thrive on partnering with customers and industry bodies. Together, we're continuously innovating and expanding our product offerings for the entire air transport and wider travel industry.

SUSTAINABILITY AND ESG Our Sustainability Strategy

Our approach to sustainability

No one spans the world like we do. We serve customers in over 200 countries and territories. Collaborative by nature, we're sensitive to the communities and countries where we operate. We're fully immersed in industry partnerships – globally and regionally.

2024 was a big year for sustainability at SITA. We completed our first **Double Materiality Assessment** (DMA). Why so important? First off, it means we're in line with vital reporting standards like the Corporate Sustainability Reporting Directive (CSRD) and the European Sustainability Reporting Standards (ESRS).

But more than that, with this assessment under our belt, we can be sure that our Sustainability Strategy and reporting both focus on what matters most to our business, our stakeholders across the globe, and society at large.

SUSTAINABILITY AND ESG   Our approach to sustainability

"We're working hard on our Environmental, Social, and Governance programs to help make our industry and our company work better for everyone. We're making progress on our carbon footprint, local impact, diversity and inclusion, business ethics, transparency, energy efficiency, and so much more."

— Patrik Svensson Gillstedt, Senior Vice President, Strategy and Growth Enablement, SITA

Seeing the world through two lenses

We're looking at the world through two lenses: **double materiality**. This concept breaks down into two perspectives:

- **Impact materiality.** Think about people, society, and the environment. What are the actual or potential impacts – positive and negative – that we have on these throughout our value chain?

- **Financial materiality.** Every organization faces sustainability-related risks and opportunities. How might this affect our financial performance, position, and long-term value?

Both are equally important. They're fully integrated into our sustainability governance, enterprise risk management, and future disclosures.

We engage everywhere

We're everywhere, deeply meshed into the technology, travel, and transport industries. We work with, and talk to, thousands of organizations and people far and wide.

Since 2015 we've been a proud participant of the United Nations Global Compact (UNGC), the world's largest corporate sustainability initiative. By aligning with its 10 principles on human rights, labor, environment, and anti-corruption, we demonstrate our commitment to responsible business practices and global sustainability goals.

This broad engagement helped our 2024 double materiality assessment gain great insights into our sustainability and business challenges. We didn't only rely on our own plans and expectations. Our assessment dug deep into the views of all relevant stakeholders. Run by a top independent consultancy, it took on board invaluable feedback from five key stakeholder groups:

- Customers
- Business partners
- Regulators, Non-Governmental Organizations (NGOs), industry associations
- Suppliers and contractors
- SITA's employees, executive team and all decision-making bodies

Our assessment followed a structured, stakeholder-informed process:

- **Stakeholder engagement.** We ran 32 individual interviews and three focus groups. We complemented this with employee survey insights and peer benchmarking.

- **Topic clustering.** We took our sustainability topics from the European Sustainability Reporting Standards (ESRS), with refinements to fit SITA's business model and value chain.

- **Impacts, Risk and Opportunities (IRO) evaluation.** We assessed a total of 111 impacts, risks, and opportunities against impact and financial relevance criteria.

- **Validation.** We made sure all outcomes were reviewed by our CSRD Steering Committee and the Audit & Risk Management Committee (ARMcom). This includes SITA Board Directors.

Working with the community

Just how much we engage is shown by our involvement with industry bodies. We've been teaming up with these organizations for over 75 years, as part of the air transport and wider travel family. Our experts are everywhere, sitting on industry workgroups worldwide.

We're now ramping up our involvement on the sustainability front. That includes involvement with IATA's Sustainability workgroup. We're also an active member of ATAG (Air Transport Action Group), a coalition of industry organizations. They're focused on sustainable aviation, particularly climate action, net zero pathways, and innovation for decarbonization.
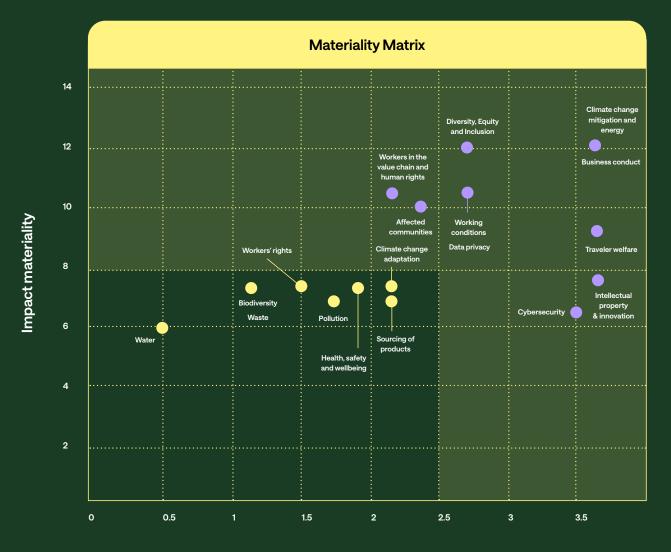
As part of our industry involvement, we showcased SITA Eco Mission and expect to be very active in coming years. Added to that, we joined forces with the Arab Air Carriers' Organization (AACO) to develop and launch SITA Eco Mission. These are just two recent initiatives. We're also working with ICAO and Airports Council International (ACI) on making airports greener, with more initiatives in our sights.

SUSTAINABILITY AND ESG Our approach to sustainability

How did we engage in 2024?

In 2024, we completed our first Double Materiality Assessment in line with the Corporate Sustainability Reporting Directive (CSRD) and the European Sustainability Reporting Standards (ESRS). The DMA ensures our Sustainability Strategy and reporting are focused on what matters most to our business, stakeholders, and society.

Our 2024 double materiality assessment was done by an independent consultancy with great insight into sustainability and business issues.

It was an exhaustive process that reflected – in the first place – views of all relevant stakeholders. We received invaluable feedback from a variety of respondents who fell into five key stakeholder groups including customers, business partners, regulators and many others (see page 70).

Materiality Matrix

Scatter plot with x-axis "Financial materiality" (0 to 3.5) and y-axis "Impact materiality" (2 to 14).

Labelled points:
- Climate change mitigation and energy
- Business conduct
- Diversity, Equity and Inclusion
- Workers in the value chain and human rights
- Affected communities
- Working conditions
- Data privacy
- Traveler welfare
- Workers' rights
- Climate change adaptation
- Biodiversity
- Waste
- Pollution
- Health, safety and wellbeing
- Sourcing of products
- Water
- Cybersecurity
- Intellectual property & innovation

Our 2024 Material Topics

We confirmed 10 topics from our full double materiality assessment as material. Then we prioritized those topics for reporting and strategic focus. These material topics are also linked to the UN Sustainable Development Goals (SDGs). SDGs offer a global framework for addressing the world's most pressing sustainability challenges. By aligning with them, we ensure that our sustainability efforts contribute to broader global priorities and create a positive impact beyond our own operations.

Topic	SDG goals
Data privacy Ensuring the responsible and lawful handling of personal and sensitive data across SITA's operations and services, safeguarding the rights of individuals.	9 INDUSTRY, INNOVATION AND INFRASTRUCTURE
Cybersecurity Protecting SITA's systems, data, and infrastructure from cyber threats to ensure operational resilience, confidentiality, and trust.	
Climate change mitigation & energy Reducing greenhouse gas emissions and increasing energy efficiency across facilities, data centers, and operations.	7 AFFORDABLE AND CLEAN ENERGY · 12 RESPONSIBLE CONSUMPTION AND PRODUCTION · 9 INDUSTRY, INNOVATION AND INFRASTRUCTURE · 13 CLIMATE ACTION
Working conditions Upholding fair working hours, contracts, remuneration, and benefits for employees across SITA's global workforce.	8 DECENT WORK AND ECONOMIC GROWTH
Workers in the value chain & human rights Respecting labor rights, including freedom of association, collective bargaining, and protection from child or forced labor.	
Diversity, Equity & Inclusion (DEI) Fostering inclusive, respectful workplaces with equal access to opportunities regardless of background or identity.	5 GENDER EQUALITY · 10 REDUCED INEQUALITIES
Business conduct Promoting ethical business practices, anti-corruption, regulatory compliance, and responsible corporate behavior.	9 INDUSTRY, INNOVATION AND INFRASTRUCTURE · 16 PEACE, JUSTICE AND STRONG INSTITUTIONS
Affected communities Understanding and managing impacts of our operations and value chain on local and distant communities, with a focus on meaningful engagement, respect for human rights, and contributing to community well-being, including that of indigenous peoples.	17 PARTNERSHIPS FOR THE GOALS
Traveler welfare Ensuring that only safe and qualitative products and services are placed on the markets and focusing on non-discrimination of consumers & end-users and responsible marketing practices.	9 INDUSTRY, INNOVATION AND INFRASTRUCTURE
Intellectual property & Innovation Protecting innovations and technologies critical to SITA's business, while integrating sustainability into R&D and solution design.	9 INDUSTRY, INNOVATION AND INFRASTRUCTURE

We plotted these topics on a Double Materiality Matrix, reflecting their relative significance from both perspectives. The matrix directly informs SITA's sustainability priorities, risk management integration, and ESG disclosure planning.

Looking ahead

We'll review our double materiality assessment every year. Where needed, we'll update it to take in new regulatory developments, business changes, or stakeholder expectations. It provides a critical foundation for transparent, accountable, and future-ready sustainability leadership at SITA.

Listening to our customers

At SITA, listening is how we work. We stay close to our customers through formal and ongoing channels. Their voices shape our strategy and developments. That's how we deliver relevant solutions for the next generation of travel and transport.

But we don't just listen – we collaborate and act. Our trials, Proofs of Concept, and other co-developments set us apart. (See 'Innovation at SITA'.) We share knowledge too – through our market-leading IT Insights reports, webinars, and industry events.

We interact with our customers in many ways

Community ownership

We're owned by the air transport industry. Many customers are SITA shareholders, which keeps us grounded in meeting real customer needs and in long-term collaboration.

The SITA Board and SITA Council

Our Board and Council are made up of industry leaders. They bring insights and experience to shape our direction and portfolio.

Customer Advisory Boards (CABs), forums, events

We regularly meet with customers through strategic groups, forums and industry events. These create dialog and insights to inform strategy and directions.

User groups

Our user gatherings let customers influence product development, so we meet operational needs on the ground.

Strategic Account Planning

We work side-by-side with customers to set priorities and build long-term partnerships.

Industry collaboration

We're active in industry bodies worldwide. SITA is a trusted partner driving broader industry progress. It means we shape standards to meet customer needs globally. See 'Working with the community'.

SITA IT Insights reports

Questionnaires are sent to senior IT executives in airlines and airports globally, which includes SITA customers. We began working on these reports 25 years ago.

Technology & Engineering

Our tech team builds the technology foundation for customer solutions – benchmarked against the industry's best. They streamline product deployment, and enhance customer/user experiences.

SITA Global Services

Around the clock, around the world, our customer service and support team is always there. We help customers solve problems, improve performance, and operate reliably wherever they are. See 'SITA Global Services' for more.

SUSTAINABILITY AND ESG Listening to our customers

Dialog doesn't happen by accident – more stakeholder interactions

Stakeholder group	Feedback mechanisms
Customers	• **Regular feedback:** it's crucial for us to respond to our customers' needs and actively listen to their feedback. • Our teams regularly stay in touch with customers in many different ways, like online and in-person surveys, Customer Advisory Boards (CABs), and steering committees. • We organize larger customer events too. This encourages direct interaction and collaboration, and it helps us stay connected with the industry, keeping up with the changing needs of our stakeholders. • Our annual Customer First Feedback (CFF) survey is a great way to touch base and re-connect with our customers.
Industry organizations	• Our knowledge experts conduct research into critical travel industry and technology trends and developments. • Their globally renowned reports for the air transport and related sectors offer much sought-after insights into passenger trends, biometric technology developments, artificial intelligence, and technologies in critical areas like baggage handling.
Regulators & NGOs	• In our business, regulations are critical. We monitor regulations continuously from governing bodies around the world. • We track what NGOs and industry experts are saying about our industry. • We take part in think-tanks, research, industry and regulators (e.g. European Commission expert group) gatherings where we share our knowledge and views.
Business partners	• Technology and aviation are evolving at great speed. We keep in touch with our partners through regular dialog and partnership meetings. That way, we can be sure our solutions remain relevant and always evolve.
Suppliers & contractors	• It's so important that we work closely with our suppliers and contractors for our operations and portfolios. We often seek their on-the-ground views, not only in our regular meetings but on a daily basis.

SUSTAINABILITY AND ESG

Stakeholder group	Feedback mechanisms
Our Board Directors	• In our line of business it's critical to have the best governance and oversight. • We connect with our Board Directors officially at Board meetings throughout the year, and at our Annual General Assembly. • We held semi-formal interviews with our Board Directors during our materiality assessment to draw out topics for consideration. • On top of that we ran a workshop with our Board Directors with an internal materiality steering committee, to get a better understanding of the impact of ESG topics on our business, reputation, and finances.
Our employees	• We talk daily to our people, of course. But beyond that, we get together as a company for regular local, regional and functional town hall gatherings. • Our CEO talks informally to staff, too, through quarterly Global Staff Calls, as do the rest of the Executive Team, plus our industry/portfolio leaders and experts. • During our materiality assessment we held semi-formal interviews with our Executive Team. We want to make sure our approach to ESG is in line with our business and its needs. • Once we'd prioritized ESG topics, we worked closely with our management team to get buy-in and agreement.

SUSTAINABILITY AND ESG

Environment

Environmental stewardship – our commitments, policies and actions

Our environmental Sustainability Strategy isn't just crucial for the impact of our own organization on the environment. It's also about helping aviation achieve its net zero targets. How? We develop innovative products to save fuel and emissions, or to help navigate poor weather conditions during flight (see page 40). We anchor this in two core pillars: **Climate and Impact**.

Our environmental ambitions and targets

Our Sustainability Strategy sets our clear and essential environmental targets and measurable Key Performance Indicators (KPIs). They help us translate our sustainability commitments into tangible actions and measurable outcomes.

KPIs for SITA's environmental efforts		
Climate and decarbonization	**SBTi commitment**	Long-term target: Become net zero company by 2050 Short-term target: Decrease our carbon footprint by 4.2% annually across all scopes 1-3 starting from 2019
	Our operations	Maximize use of renewable energy in our operations by 2030
	Our supply chain	Give priority to SBTi and low-carbon suppliers in our supply chain
	Our products – Sustainability by Design	Increase in energy efficiency of our touchpoints by 2030 Embed sustainability considerations in our products
Environmental Management System (EMS)	**Our offices are ISO 14001:2015 certified**	12 principal locations to be certified by 2027

SUSTAINABILITY AND ESG Environment

Our policies

[78]

We've rolled out strong Environmental Management Systems (EMS), backed by two key policies:

- Environmental Policy
- Energy Management Policy

They focus on energy management, recycling, and overall environmental stewardship. We rely on them. They steer our operations towards sustainable practices. They reinforce our commitment to reducing SITA's environmental impact across every part of our business.

EMS in our offices:
less waste, more efficiency

Our EMS zeros in on key environmental aspects. We choose them because they focus on what matters most to us, like their capacity to influence performance, and stakeholder expectations for transparency. We're continuously pushing our EMS forward. Our priorities include energy efficiency, moving to renewable energy sources, and cutting overall consumption in our offices.

Our waste management initiatives are all about improving recycling practices and cutting down on single-use products. They too are crucial to our commitment to environmental responsibility and sustainable operations.

Scope of our EMS

SITA is located almost everywhere, with offices worldwide. We're pragmatic about environmental reporting. In our largest sites, we conduct direct measurements. We use this data to estimate the impact of our remaining locations. It's good news that eight of our office locations have achieved ISO 14001:2015 certification: Atlanta, Burlington, Geneva, London, Montreal, Rome, Singapore, and Dubai. This represents approximately 37% of our office-based employees.

SUSTAINABILITY AND ESG Environment

Our 2024 environmental actions

We´re making our offices more sustainable

We design our workspaces for sustainability and wellbeing

We want our office environments to be as sustainable as we can make them. How are we doing this? We've put into place strategic initiatives focused on location selection, interior design, and operational practices.

Sustainable location selection	We prioritize office spaces with environmental certifications like LEED and BREEAM. That means high standards of energy efficiency and healthy indoor environments.
Employee-centric design	We design our new offices with employee wellbeing in mind. Our recent offices in Geneva and Reading are a case in point. These spaces feature diverse zones for collaboration, quiet work, relaxation, and flexible work-stations, promoting productivity and team satisfaction.
Flexibility and adaptability	We create office layouts so they can be easily reconfigured to meet future needs without major structural changes. Modular furniture systems and infrastructure make for quick adjustments to workspace arrangements.
Sustainable materials and operations	We collaborate with our office equipment suppliers to choose from recycled or easily recyclable materials. Offices implement measures like LED lighting, paperless policies, waste recycling, and the use of reusable containers. We avoid single-use products.
Healthy environment and energy efficiency	We place emphasis on maximizing use of natural light, improving air quality, and selecting low-emission materials, contributing to energy efficiency and a healthy work environment.

SUSTAINABILITY AND ESG Environment

Greenwashing:
our guidelines to prevent it

We know it's vital to communicate our sustainability efforts clearly and honestly. How are we doing that? We've developed full guidelines to advise our employees about greenwashing and ways to avoid it. We never want to make unsubstantiated or misleading environmental claims.

Our guidelines make clear the need for precise language, verifiable data, and transparency when we talk about our environmental efforts. By sticking to these principles, we aim to maintain trust with our stakeholders and show our genuine commitment to sustainability.

Training on sustainability
for everyone

Sustainability touches every part of our organization. For that reason, we make everyone in SITA aware of sustainability and how we talk about it. No hype, just facts. We're rolling out company-wide training programs that cover Environmental, Social, and Governance (ESG) principles.

It's not one size fits all. We're building tailored modules for many departments, like sales, so that everyone is aware of our sustainability initiatives, product offerings, and the language we use. The goal? To make sure our employees communicate our sustainability efforts accurately and confidently, with no need for greenwashing.

Building a center of expertise
for sustainability

We took a big step forward in sustainability in the year by creating a dedicated sustainability team of six members. Our team drives environmental initiatives and integrates sustainable practices across all our business units.

We also rolled out a new ESG management tool for better tracking, management, and reporting of our sustainability data. It boosts transparency and accountability in our ESG performance, making sure we're always on the right track.

SUSTAINABILITY AND ESG Environment

Climate

The air transport industry is the backbone of our business. It's responsible for around 2.5% of global CO_2 emissions. We know the impact goes beyond just CO_2. Contrails and nitrogen oxides play a part too. As a part of the industry, we're committed to leading the charge to minimize aviation's environmental footprint.

SCIENCE
BASED
TARGETS

DRIVING AMBITIOUS CORPORATE CLIMATE ACTION

Our climate commitment

We're totally dedicated to mitigating climate change through strategic commitments and initiatives. The evidence? For one thing, our commitment to the Science Based Targets initiative (SBTi) Net-Zero Standard. It offers a clear framework for global efforts to limit temperature rise to 1.5°C. STBi validated our commitment in 2023, involving setting Green House Gases (GHG) emission reduction targets. We'll continuously improve our calculations and methodologies, and re-target our SBTi commitment, in line with our business growth.

SUSTAINABILITY AND ESG Environment

"2024 was transformative for us. We set out a clear path to reduce our environmental footprint and meet our decarbonization targets. Thanks to this, we'll contribute to aviation's goal to become net zero by 2050 – safeguarding our planet for generations to come."

— Vincent Santamaria
Senior Manager, CSR & Sustainability, SITA

Climate actions in 2024

Joining forces for climate action: working with the EU

In 2024, we joined the European Commission's Commission Expert Group on Climate Change Policy (CCEG) as an observer. It's part of our commitment to advancing climate policies in aviation. In March 2025, we applied for full membership to deepen our engagement.

What does this group do? The CCEG, established by the Directorate-General for Climate Action (DG CLIMA), shapes and implements EU climate policies, especially for aviation. The group focuses on the revised Emissions Trading System (ETS) Directive and the Effort Sharing Regulation. Both are vital to cutting greenhouse gas emissions for aviation.

SITA's participation brings valuable industry insights and tech expertise to the group, particularly in:

- **Monitoring, Reporting, and Verification (MRV)**: Enhancing systems to accurately track and report emissions, ensuring compliance with the ETS.

- **Sustainable Aviation Fuels (SAF)**: Supporting the adoption and implementation of SAF to reduce aviation's carbon footprint.

- **Non-CO_2 Effects**: Addressing the broader environmental impacts of aviation beyond CO_2 emissions.

We're not just passive participants. We're shaping the future through active involvement in meetings, and offering expertise to create effective climate policies. At the end of 2024, we took part in an important dialog, including non-CO_2 emissions into the EU ETS for aviation.

Through this collaboration, we aim to support the EU's ambitious climate neutrality goals under the European Green Deal and the 'Fit for 55' package. It adds more momentum to our efforts to drive sustainable transformation in the air transport industry.

Our new carbon intensity KPI – decarbonizing together

We've introduced a new internal initiative to boost our commitment to decarbonization. Decarbonization is a joint effort. For that reason, for the first time ever we included a new carbon intensity KPI for all employees in our 2025 SITA Incentive Reward Plan (SIRP).

Carbon intensity measures the amount of greenhouse gas emissions produced by SITA per unit of output. This is specifically per million dollars of revenue. The metric helps us see how efficiently we're using energy.

Climate risks evaluation

We carried out a Double Materiality Assessment (DMA) in 2024. It evaluates the financial impacts of climate-related risks, as well as the broader environmental and social implications of our operations. (For more detail on the full DMA process and its outcomes, refer to page 70.)

Our assessment included a detailed, location-based evaluation of climate change and biodiversity impacts, risks, and opportunities across 96 SITA sites worldwide. These sites are mostly offices. Some host minor assembly activities; others include data centers and large-scale assembly facilities.

Climate risks identified

Through our extensive evaluation, we've gained valuable insights into the climate-related risks and opportunities of our global operations. This informs future strategies to enhance resilience and sustainability.

Physical risks[1]

SITA's analysis identified potential physical risks like extreme weather events, including floods, heatwaves, and storms, which could disrupt operations at various sites.

Transition risks[2]

The assessment considered transition risks associated with the shift to a low-carbon economy, including regulatory changes, market dynamics, and reputational factors.

[1] For physical hazards analysis two emissions scenarios (RCP2.6, RCP8.5) and three time periods (2030, 2050, and 2100) were used.

[2] For transition risks assessment, net zero scenario of EIA was considered.
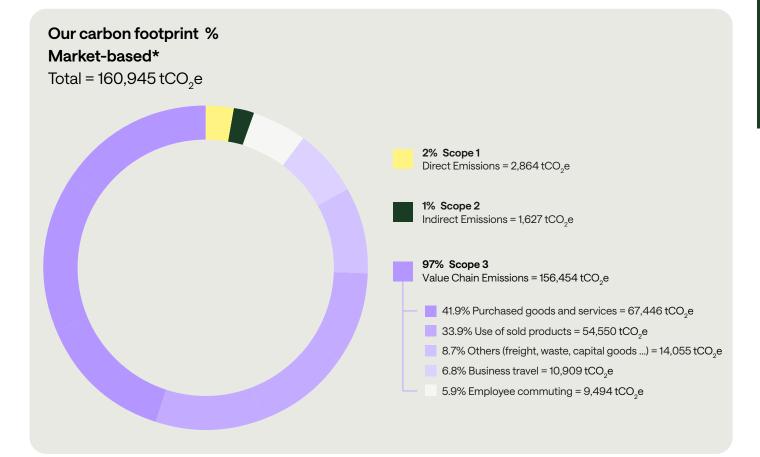
Our carbon footprint

Our 2024 carbon footprint

Our carbon footprint covers all three scopes defined by the GHG (Green House Gases) Protocol.

Scope 1 includes direct emissions from sources we control, such as company vehicles or backup generators.
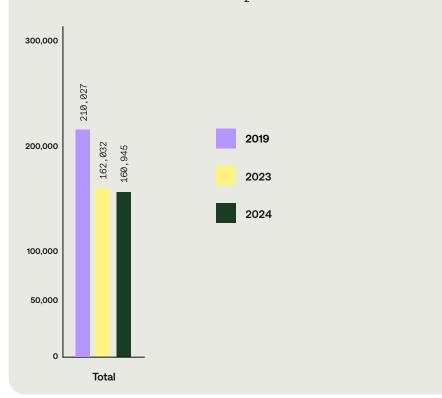
Scope 2 covers indirect emissions from purchased energy (electricity, heating, and others). We aim to minimize these by sourcing renewable electricity wherever possible and using Energy Attribute Certificates (EACs) in regions where green energy is not directly available.

However, the vast majority (97%) of our emissions fall under **Scope 3,** which includes indirect emissions across our value chain. That's where we focus most of our efforts: improving data accuracy, engaging suppliers and customers, and identifying the biggest opportunities to reduce emissions.

SUSTAINABILITY AND ESG Environment

Our carbon footprint %
Market-based*
Total = 160,945 tCO$_2$e

■ **2% Scope 1**
Direct Emissions = 2,864 tCO$_2$e

■ **1% Scope 2**
Indirect Emissions = 1,627 tCO$_2$e

■ **97% Scope 3**
Value Chain Emissions = 156,454 tCO$_2$e

■ 41.9% Purchased goods and services = 67,446 tCO$_2$e

■ 33.9% Use of sold products = 54,550 tCO$_2$e

■ 8.7% Others (freight, waste, capital goods ...) = 14,055 tCO$_2$e

■ 6.8% Business travel = 10,909 tCO$_2$e

□ 5.9% Employee commuting = 9,494 tCO$_2$e

Our carbon footprint developments (tCO$_2$e)
Market-based in thousand tCO$_2$e

300,000

210,027

200,000

162,032

160,945

100,000

50,000

0

Total

■ 2019
■ 2023
■ 2024

* The carbon footprint metrics have undergone a limited assurance review, performed by an independent audit firm.

You can find more details on our carbon footprint in all GHG categories in Reference Materials, GHG Table.

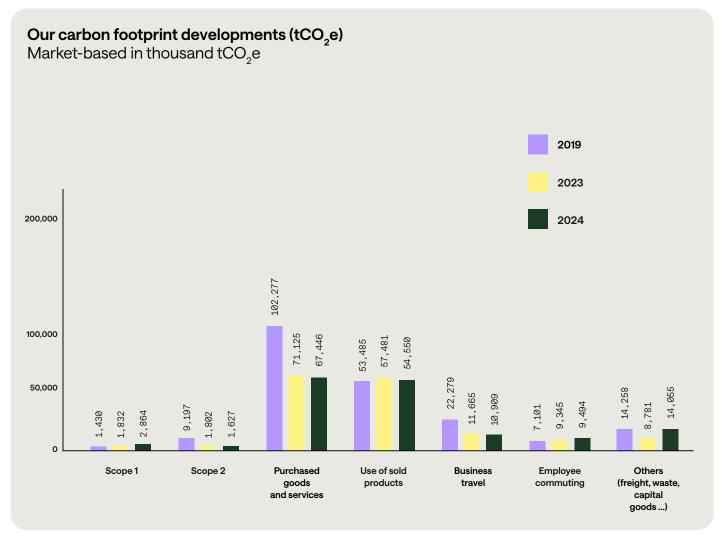## Our progress on carbon emissions reduction

As part of our climate commitments, we continue to make tangible progress in reducing our carbon footprint across all scopes. Our mid- and long-term emissions reduction targets, validated by the SBTi in 2023, are aligned with a 1.5°C climate scenario. These targets require a minimum linear annual reduction of 4.2% for both Scopes 1+2 and Scope 3 emissions, compared to our 2019 baseline year.

Since our 2019 base year, we've achieved a 23% overall reduction in emissions, demonstrating our commitment to decoupling business growth from carbon emissions.

The most significant reductions have occurred in:

- Scope 2 – Electricity: ↓ 82%, thanks to increased sourcing of renewable energy and use of Energy Attribute Certificates (EACs)

- Scope 3 – Business Travel: ↓ 51%, driven by smarter travel policies and digitized collaboration

- Scope 3 – Purchased Goods and Services: ↓ 34%

These reductions reflect both operational efficiencies and structural changes. They include greater use of renewable energy, the higher efficiency of communications solutions, and the internalization of previously outsourced activities, which improved both effectiveness and sustainability. Notably, these achievements were made even as we expanded our global footprint by increasing the number of installed touchpoints worldwide.

SUSTAINABILITY AND ESG Environment

Our carbon footprint developments (tCO$_2$e)
Market-based in thousand tCO$_2$e

Legend:
- 2019
- 2023
- 2024

Category	2019	2023	2024
Scope 1	1,430	1,832	2,864
Scope 2	9,197	1,802	1,627
Purchased goods and services	102,277	71,125	67,446
Use of sold products	53,485	57,481	54,550
Business travel	22,279	11,665	10,909
Employee commuting	7,101	9,345	9,494
Others (freight, waste, capital goods ...)	14,258	8,781	14,055

* The carbon footprint metrics have undergone a limited assurance review, performed by an independent audit firm.

You can find more details on our carbon footprint in all GHG categories in Reference Materials, GHG Table.

In 2024, despite the year-on-year business growth, we managed to stabilize our carbon footprint and even slightly reduce it (by 1% in total number).
We achieved further reductions in key Scope 3 and Scope 2 categories:

- Scope 2 – Electricity: ↓ 10%

- Business Travel: ↓ 6%

- Purchased Goods and Services: ↓ 5%

- Use of Sold Products: ↓ 5%

These results underscore our continuous progress, though we recognize that significant challenges lie ahead. We remain committed to sustained, science-based decarbonization and will continue to prioritize emission hotspots while supporting innovation and collaboration across our value chain.

Determined to achieve our climate commitment

	Original 2019 baseline value	Restated 2019 baseline value	Mid and long-term targets validated by SBTi in 2023	2023 performance against restated baseline	2024 performance against restated baseline
Scopes 1+2	9,452	10,627	**2030: Linear reduction of -4.2% per year** **2050: Minimum –90%**	-66%	-58%
Scope 3	161,385	199,399	**2030: Linear reduction of -4.2% per year** **2050: Minimum –90%**	-21%	-22%

GHG market-based emissions in tCO_2e

SUSTAINABILITY AND ESG   Environment

We recalculated for precision: our methodology

In 2024, we recalculated our reported GHG emissions for 2019 (our base year) and 2023. With ever-improving and more precise data on our processes and products, and new acquisitions, we aligned our methodology for both years' calculations. At the same time, we included direct emission data from our important suppliers.
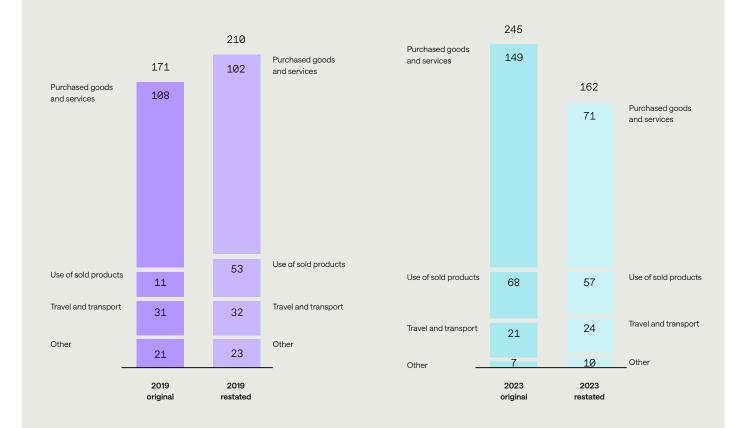
The overall impact of this recalculation is a 34% decrease in our total 2023 carbon footprint. We saw a major drop of 52% in category Purchased goods and services. This was due to aligning methodologies for spend-based emissions and the inclusion of direction emission data from major suppliers.

Total 2019 reported emissions, on the other hand, increased by 23% due to methodological alignment and data accuracy mainly in the category Use of sold products.

Following our climate commitment, in 2025 we'll redefine our SBTi targets again with current numbers.

Effect of restating our carbon footprint
Market-based in thousand tCO_2e

	2019 original	2019 restated	2023 original	2023 restated
Total	171	210	245	162
Purchased goods and services	108	102	149	71
Use of sold products	11	53	68	57
Travel and transport	31	32	21	24
Other	21	23	7	10

Energy

We're becoming more efficient

Energy efficiency and the transition to renewable energy are huge priorities for us to achieve our sustainability goals. We stepped up our efforts in 2024 to optimize energy use across our operations. We also integrated smart technologies and data-driven solutions to reduce our energy consumption. Wherever renewable energy options were available, we made it a priority to take them on.

In locations lacking direct access, we engaged with landlords and energy providers to make the shift. In our Singapore office, we installed a solar energy system to partially cover our electricity consumption.

Bridging the renewable energy gap

What if we can't directly access renewable electricity in any of our locations? In these cases, we use Energy Attribute Certificates (EACs) to bridge the gap.

We team up with providers to buy EACs that match our electricity consumption in most regions where we operate. Once retired in recognized registries, each certificate is documented with details like source, generation location, and ID – making sure of transparency and traceability.

We include these retired volumes in our market-based Scope 2 emissions reporting, supporting our alignment with global frameworks like the GHG Protocol, CDP, and RE100.

Electricity consumption in our offices (in MWh)	2024	2023	2019 baseline
Total electricity consumption	10,385	8,102	19,446
Renewable electricity from active sourcing	3,805	1,812	–
% Renewable electricity on total consumption	37%	22%	–

SUSTAINABILITY AND ESG   Environment

Impact: we support industry sustainability

Uniquely, thanks to a range of innovative products in our portfolio, we help to make air transport industry operations more sustainable.

Examples include:

- SITA Eco Mission
- SITA OptiFlight® and eWAS
- SITA Airside Optimizer, and more (see pages 27 and 40)

But we don't stop at this. We innovate constantly to meet customer needs, as well as our own net zero ambitions. We're creating a unified approach to sustainability – by aligning our customer focus, business goals, and commitment to the environment.

To make sure sustainability lies at the heart of everything we do, we've set up a company-wide Sustainability Product Working Group. Our team encourages collaboration across different SITA businesses, so that every product we develop is as eco-friendly as possible. It's crucial to our approach that we embed sustainability considerations right across our product development processes.

We're proud to be driving 'Sustainability by Design' in our products

Our Sustainability Strategy will bring clear benefits to aviation. A perfect example is our recently launched 'Sustainability by Design' initiative. What is Sustainability by Design? It means we embed environmental considerations directly into the development of our **software** and **hardware solutions**. In short, sustainability becomes a core part of our product lifecycle, right from conception to operations.

With eco-friendly practices as part of our design processes, we'll make a difference. We'll minimize environmental impact, boost energy efficiency, and help our customers achieve their sustainability goals. It's a deep commitment. It shows our dedication to giving our customers innovative solutions that meet the evolving demands of air transport and contribute to a greener future.

SUSTAINABILITY AND ESG Environment

Green coding and architecture

Energy-efficient operations

Measurement and transparency

Sustainability by Design

Our software solutions: efficient coding and optimized operations

[1] Green coding and architecture

- **Green coding**: Write efficient code to minimize computational resource usage.
- **Modular architecture**: Design modular and scalable software architectures that facilitate easier maintenance and updates, extending the software's lifespan without necessitating complete system overhauls.

[2] Energy-efficient operations

- **Energy efficiency**: Design software to consume minimal power during operation (for example, during periods of lower grid carbon intensity).
- **Cloud optimization**: Use cloud services to minimize physical infrastructure and make use of its elastic resource allocation and good use of renewable energy.

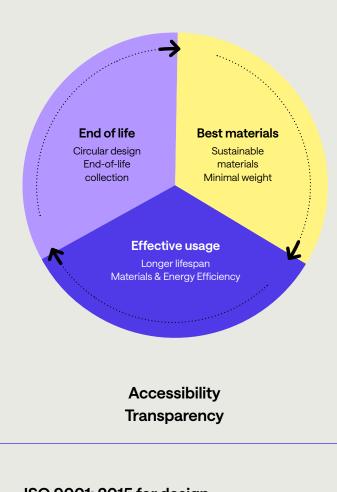#### [3] Measurement and transparency

- **Carbon footprint monitoring**: Implement tools to track and measure CO_2 emissions associated with software operations.
- **Transparency**: Provide stakeholders with information on the environmental impact of software applications.

Sustainability by Design

Our passenger touchpoints: environmentally-friendly hardware solutions for airports

End of life
Circular design
End-of-life collection

Best materials
Sustainable materials
Minimal weight

Effective usage
Longer lifespan
Materials & Energy Efficiency

Accessibility
Transparency

ISO 9001: 2015 for design and development of IT solutions for airports, airlines and borders

We're proud to have ISO9001:2015 certification for our design and development process for IT solutions for airports, airlines and borders. That's been the case since 2016. This certification highlights our dedication to delivering reliable, efficient, and eco-friendly solutions that meet top international standards. It perfectly complements our Sustainability by Design initiative, so gur products not only excel in their operational excellence but also contribute to a more sustainable air transport industry.

Best materials

- **Recycled materials:** We prioritize materials that offer durability, low environmental impact during manufacturing, and recyclability at the end of their life cycle. To ensure informed decision-making, we will require our suppliers to provide Environmental Product Declarations (EPDs).

- **Lightweight design:** Lighter materials are utilized where feasible to reduce product weight and minimize environmental impact during transportation.

- **Reusable packaging:** Packaging is custom-designed to minimize material usage and made from recyclable materials allow reuse of the packaging as its integrity.

Longer life and energy efficiency

- **Modular design:** Products are designed for ease of maintenance and faulty peripherals can be easily disassembled, upgraded and replaced.

- **Energy management:** Product features are energy-efficient and power usage and computation capabilities are tailored to specific use-case requirements.

- **End-of-life:** Responsible disposal or recycling of hardware at the end of its useful life.

Data transparency

- **Environmental data:** We inform customers about the environmental parameters of our products (example: TS6 flagship is certified under ISO 14067 for Product Carbon Footprint).

Inclusivity and accessibility

- **ADA compliance:** All products are ADA-compliant in their standard configuration or have an ADA size option available.

- **Custom accessibility features:** Any technically possible requests such as braille decals are catered to our customers' satisfaction.

- **Universal design:** Products are designed to be accessible to users of all ages and abilities, including those with limited mobility or sensory impairments.

- **Biometric inclusivity:** Biometric systems are engineered to accommodate a complete range of passengers without the need for camera adjustments.

By using **sustainable design principles**, we make sure sustainability isn't an afterthought. It's a foundational element in the design and development of our software and hardware solutions.

SUSTAINABILITY AND ESG Environment

Social

People centricity – we're making a difference, locally and globally

We place people at the core of everything we do. Strong communities and engaged employees equal sustainable success. How does that translate to SITA? We're committed to making an impact locally. Our teams all over the world make a difference through hands-on volunteering and community engagement.

We're just as committed to a workplace where everyone feels valued, supported and connected. We promote health, wellbeing, and work-life balance, plus a culture of fairness, inclusion and belonging. Everywhere we operate around the world, we're strict about complying with labor laws and human rights standards.

SUSTAINABILITY AND ESG Social

"In 2024, we focused on our global team. We made great progress in building skills, creating a high-performing culture, and adapting to change. As we evolved, we faced tough but necessary decisions, to make sure our teams stayed resilient and ready for growth. Being transparent and improving our reporting made our decisions smarter and more informed. Above all, we focused on leading ethically and maintaining good governance–making every decision with integrity, accountability, and a commitment to our people."

— Alina Ionescu, Chief People Officer, SITA

SUSTAINABILITY AND ESG Social

SITA's People Team: it's about expertise and a culture of performance

It's the passion of our people that will make the difference, as we work together to realize SITA's mission: to reinvent travel and transport. Backed by a thirst for innovation, and a high-performing culture, our people possess the critical expertise and skills needed to wrestle with rising travel numbers and the ongoing digital transformation of our industry.

Why are these skills so vital? **SITA is on a trajectory of growth**, as passenger demand increases and the industry invests in a digital future. New trends and technologies are set to change our industry. **Expertise in IT, travel and transport is essential** to the growth and evolution of SITA plus the air transport and wider travel industry. Our People Team is passionate about learning. Acquiring new skills and developing new talents are the way to a better-performing organization that thrives in SITA's culture.

We hit many milestones in the year

Talent is our top priority. Our People Team ramped up hiring capabilities in 2024 as hiring needs rose by 5%. The result? Our net workforce grew by 5% (excluding the integration of Materna IPS). Thanks to efficiencies introduced in 2023, we cut our average time-to-hire to just 62 days. We're constantly refining our services to align with evolving business and market demands.

As we shift to a **skills-based organization**, our hiring strategy is evolving. We've launched a strategic skills initiative to attract talent with the critical capabilities that are currently missing within SITA. This is a big move towards skills-based hiring, helping us to build a future-ready workforce.

Other People Team milestones include a new operating model. This is a big step for the company, laying the foundation for success. Together with streamlined Payroll and Benefits, it marks an even bigger step forward.

We're guided by **standardization**. Why? Because it's our blueprint for consistency, efficiency, and scalability across our global operations. It helps us to deliver a seamless experience for our employees worldwide. Take the digitalization of personal files across the SITA world. We've not only made files more secure and accessible, we've also minimized paper usage. That's a win for environmental responsibility.

We're committed to local regulations and regional labor laws, to **minimize non-compliance risks**. Our tailored compliance program covers the specifics of each region. Regular **audits and continuous training** mean we're always ahead of the curve. This reduces legal risks and shows we care about ethical practices and employee welfare.

Local governance structures will change the game too. They empower our country teams to tackle the needs of SITA's four Geographies head on. They make us more agile and responsive. It means we can **better serve diverse markets and communities**. Dedicated specialists with on-the-ground knowledge can guide employees through local regulations, culture, and practices.

Culture is crucial

A high-performance culture is crucial to SITA's growth ambitions. It's just as critical to our major internal transformation program, which gives every employee a chance to shape the future of SITA and advance our industry.

275 culture change agents

We mobilized a diverse group of 275 culture change agents across our business. They engaged in initiatives like coaching sessions with the International Institute of Management Development (IMD), executive sponsor guidance, regional roadmap presentations to the executive team, and more.

SITA's values help to make our business better

SITA embraces a culture where every individual is encouraged to live our values to make our business better. Taken up by employees in our offices across the globe, SITA's values bring trust and credibility, employee engagement and more. They are:

Dare to grow
to help drive change and growth.

Do it together
to inspire a global team of industry experts, with open communication, plus collaboration and knowledge sharing across our businesses.

Step up for the customer
to empower our people to lead with confidence to meet customer needs.
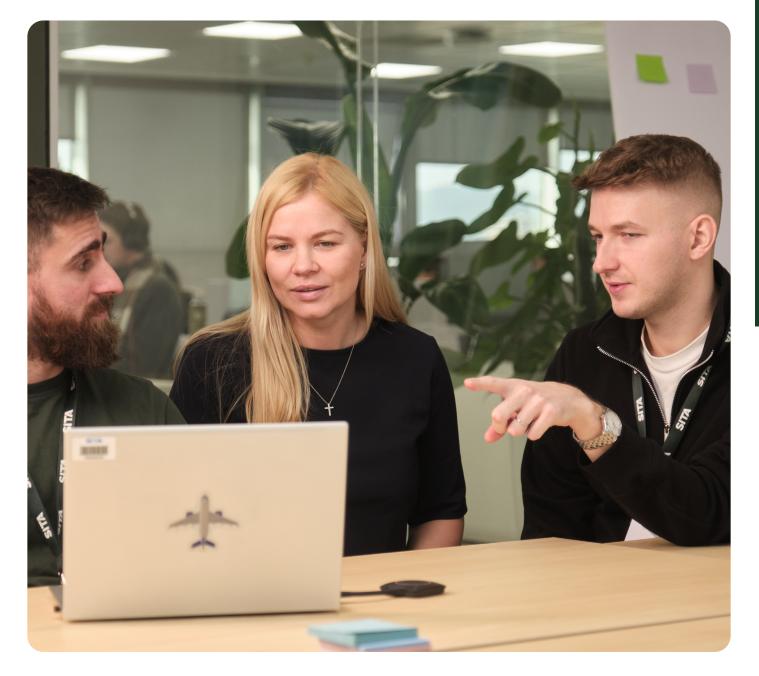
Try fast, fail fast
to encourage teams to challenge the status quo, and bring new ideas to the table.

Our values are part of our culture

We celebrated SITA's 75th anniversary in 2024, with **SITA Open Day events in 77 countries**. They honored the values that unite us, and boosted our global connections. Insights from our Culture Survey underline the importance of a future-ready, people-first culture (for reference, see a selection of KPIs in Reference Materials: KPIs and People Metrics).

Skills play a big role in SITA's transformation program

Increasingly, we're becoming a skills-driven organization. That's why we embed skills analysis into goal setting. Tools for skill tracking and personalized learning are key – as is a Strategic Skills program. Holding steady at 14.1% in 2024, our updated manager-to-employee ratio reflects an ideal balance that strengthens leadership engagement and empowers our people.

SUSTAINABILITY AND ESG Social

Social

AT-A-GLANCE

We're growing by putting the right skills,
in the right place, at the right cost

130+ nationalities

represented in almost every corner of the globe.

5,100+

SITA staff across the world. Globally and locally, we're one of the most international companies on the planet.

372 locations

across 113 countries, with SITA services available in 200+ countries and territories.

Nearly 1,000 new colleagues

joined SITA across all regions in the year. This enriches our diversity. 6.2% of these joiners represent the over 50 generation and 33.1% are women. We also welcomed 189 graduate and undergraduate hires. (See Reference Materials: KPIs and People Metrics.)

37%

37% of SITA staff work in **customer-facing roles**, including customer service and support.

Talent management

In a major strategic move, we united talent acquisition and development under one Talent Management team. It gives us a more holistic way to support our people – through every stage of their growth and development in SITA. We're putting people at the center, for a connected talent experience.

Learning and skills

New joiners get a structured onboarding experience. Early career professionals benefit from career-focused programs and self-leadership labs. Everyone gets on-demand resources like LinkedIn Learning, Microsoft Training and Vantage Partners.

Professional development

We offer profession-specific, expert-led learning like Challenger, Negotiation Partners, and Shipley Wins for sales teams. We provide programs for our tech teams like Pluralsight and Microsoft. Plus, PMI, Scrum, and Agile courses for our project managers.

Our next generation of leaders

We continued to invest in leadership development. Our high-potential talent took part during the year in programs using world-renowned providers like Korn Ferry and Harvard Business Publishing.

AI for people development

Artificial Intelligence (AI) is helping our people development. It's used in our performance review process. An AI assistant helps set SMART goals, for example. It means personalized development journeys and continuous learning. We're also bringing AI-powered tools to skills-based talent.

SUSTAINABILITY AND ESG Social

Talent management and training: 'a world-class place where people thrive'

Our Talent Management and Training team champions SITA's mission to be a world-class place for careers and a place where people thrive. Through every milestone – from attracting diverse talent to building future leaders – we've stayed committed to cultivating a sustainable, people-centered workplace.

Attracting talent, raising potential

SITA became more visible – and more irresistible – than ever in 2024! We're committed to promoting the culture, employee experience and benefits that SITA offers to future talent. Our **employer brand** shone across multiple platforms, including LinkedIn and Instagram. We proudly launched a refreshed career website. And we participated in 13 career fairs, connecting directly with top talent around the globe. (See also: 'Case study: Skybound Barcelona'.)

We welcomed many new colleagues. Our **growth hubs** played a major role in attracting high-potential candidates, including new team members from our acquisition of Materna IPS. Thanks to our revamped virtual onboarding program, every journey begins with a smooth and engaging experience.

Performance and career growth – 'embedding development'

Our approach to performance management evolved. We're more rigorous about aligning employee objectives with our strategic goals, values, and skills framework. Career planning became an integral part of the process, so that development isn't only encouraged but becomes embedded into our operations. On top of that, we're investing in continuous learning. (See 'Learning and leadership achievements'.)

SkyStar: building skills and future leaders

We took talent development to the next level during the year. SkyStar, our **early careers program**, grew by 28% from December 2023 to December 2024 – welcoming more young talent ready to make their mark. More than just a first job, SkyStar is a springboard for long-term success, built on purpose, community, and personal growth from day one.

Leadership is about mindset, not title. We recognized this as we launched our new **Self-Leadership Program** for SkyStar graduates who moved into permanent roles. Our inaugural cohort of 32 participants explored self-awareness, personal purpose, and strategic career design. We're giving them a certified training journey in partnership with the Self Leadership Lab. We also elevated mid- and senior-level development. (See 'Learning and leadership achievements'.) Our initiatives weave leadership development into the fabric of our organization at every level.

Strategic skills

We launched our Strategic Skills program in the year as part of SITA's transformation. It makes sure we put the right people in the right roles, with the skills and mindset needed to lead change across the business. Its dual approach takes the form of 'buy', where we hire **external talent** with critical expertise; and 'build', where we develop **internal talent** in roles essential to driving change.

We've focused our program on:

- Strategic leadership, collaboration and adaptability
- Customer centricity and innovation
- Data and AI transformation and digital efficiency
- Continuous improvement

We want SITA's people to feel free to shape the future of our business with confidence and agility. The development journey of our Strategic Skills program supports that. It combines formal learning through exclusive training programs with informal learning like hands-on projects, mentoring, coaching, and peer learning.

Case study: Skybound Barcelona, the city's 1st ever aviation meet-up event

SITA Barcelona hosted the first aviation meet-up event in the city during 2024, called 'Skybound Barcelona'. The aim? To raise awareness of the SITA brand within Barcelona's tech and aviation talent marketplace. We want to attract future talent, with candidate applications for roles in Barcelona – one of our critical growth locations.

Hosted by our CEO of SITA for Aircraft, Yann Cabaret, the Barcelona event gathered professionals from diverse areas of expertise to hear about SITA's products, vacancies and growth plans in the region. Post-event surveys confirmed high scores among attendees.

Learning and leadership achievements in the year

150
high potential employees (3.5 % of SITA's workforce) took part in a year-long program as part of our Leadership Development Center – hosted in Barcelona and Prague.
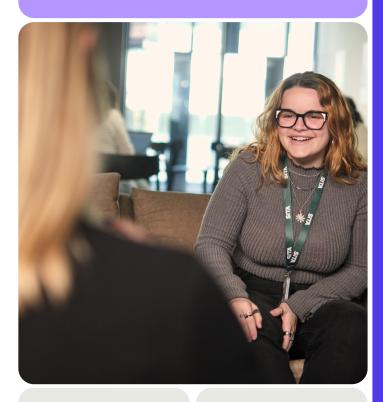
90%
of our workforce are engaged in skill-building activities.

78,721
courses completed by SITA employees and students in 2024. That's a total of **85,866** hours of training. It averages out to about **11.6** courses and **12.6** hours per person, among the individuals involved.

630+
people managers leveled up through **Harvard ManageMentor** in 2024.

Oracle Learn
We upgraded our **Learning Management System (LMS)** to provide a modern and intuitive learning experience. We've integrated our leading learning providers, so Oracle Learn acts as a one-shop stop for all training needs.

Harvard Business Publishing
The well-known talent development provider's platform is available to all of our People Managers via **Harvard ManageMento**r. It's also available to our Executive Team through Harvard Spark, to support their leadership development.

Learnlight
We launched our first Global Language Learning Program in partnership with our new supplier, Learnlight. It offers a variety of language learning options. The program helps employees who need language upskilling for business support, international mobility, or personal development goals.

Airport Council International Accredited Training
We launched this to support industry knowledge development and build expertise in aviation through globally recognized standards.

LinkedIn Learning
We now provide access to LinkedIn Learning for all employees to support skills-driven learning.

1,000+
SITA people in scope for our Strategic Skills development program, with over 200 requests to bring in strategic skills through new joiners.

17,400 hours
spent learning on LinkedIn Learning alone. That's the equivalent of flying from Amsterdam to Tokyo and back: 760 times!

SUSTAINABILITY AND ESG Social

Creating the right environment for SITA people to thrive

We want our people to grow in a vibrant, diverse, global environment. One that encourages everyone to thrive and reach their potential. So we've taken the right steps to create this environment. That means SITA people can focus on excelling in their work.

Flexible work benefits: agile working, effective collaboration

Wellbeing, health and safety

To help us achieve our priorities for wellbeing, health and safety, we've teamed with Champion Health and Optum to support employee mental and physical wellbeing. Local champions also organized events in the year to boost community cohesion and the social wellbeing of our people.

We run multiple local wellbeing programs around the world – too many to mention. One example is the running of two yoga sessions each month, beginning October 2024, for our Barcelona colleagues. They take time away from the screen to unwind, stretch, and recharge. It's great for both physical wellbeing and team connection in a relaxed, supportive setting.

Other locations, such as Letterkenny and Rotterdam, also run local mental health initiatives, including energy workshops and stress management sessions. Rotterdam hosted two impactful wellbeing events at the end of last year, delivered by an external specialist organization. (See also wellbeing as part of SITA's volunteering program.)

Work-life balance

We're eager to support employee wellbeing and sustainable work practices. We've created a culture of **flexibility**, adaptability, and **inclusion**. Our initiatives include digital skills development, remote work proficiency, adaptability and resilience training. We're strong in our commitment to being an equal opportunity employer, with a respectful and inclusive workplace for everyone. It's thanks to these efforts that our teams can navigate the evolving business landscape with confidence and agility.

Our flexible working policy lets our employees design their schedules with greater **autonomy** – whether it's flexible hours, hybrid arrangements, or working remotely from anywhere in the world for up to 30 days a year. Right now, 38.7% of our workforce enjoys this global work flexibility, with an average of 17.03 days taken per person.

Hybrid working is thriving with our 'flex in your day, week, hours, and location' approach. It offers agile ways of working that transcend physical boundaries and ensure effective collaboration. Plus, we host a variety of in-office events to encourage connections, strengthen team spirit, and create meaningful shared experiences.

We're now building an ever stronger, fair and inclusive workplace for people to thrive. This lies at the heart of our culture and success. We're always working to broaden representation across our workforce. We want to make sure everyone feels respected, valued, and empowered to bring their full selves to work. We couldn't be prouder of our commitment.

Our fair and inclusive workplace gets better all the time

We're lucky to have such a diverse global environment in SITA. From the beginning, we've brought people together from a wide range of backgrounds, cultures, and experiences. It's not just a part of our identity. It's a key driver of our success.

We commit to providing a fair and inclusive workplace. We give everyone equal access to opportunities, support, and recognition – no matter what their gender, age, nationality, ethnicity, disability, or background.

Our goal? We want all individuals to **succeed in a safe, respectful environment** where merit and potential guide career development. By removing barriers and embracing fairness in all employment practices, we build stronger teams and a stronger future.

We're now building an ever stronger, fair and inclusive workplace for people to thrive. This lies at the heart of our culture and success. We're always working to broaden representation across our workforce. We want to make sure everyone feels respected, valued, and empowered to bring their full selves to work. We couldn't be prouder of our commitment. It's not just about policies. It's about actions we take every day to build an **equitable work environment for all**.

Our latest **Employee Engagement Survey** showed a big jump in scores related to inclusion and belonging. We outperformed sector benchmarks and high-performing company norms. This growth reflects the positive impact of our ongoing efforts, including leadership initiatives, employee resource groups, and targeted development programs.

We continue to make **equity and inclusivity** central to how we operate at SITA. We're committed to fair reward practices that give everyone equal opportunities – across recruitment, training, pay, and career progression.

Our approach to pay equity combines compliance with local legal standards and a consistent global practice. We apply clear principles to ensure fairness in pay decisions. We participate in external surveys and update our pay structures to reflect market conditions. Pay decisions are not made in isolation. We support our managers and they're guided by data analytics that highlight pay distribution across gender, generation, grade, and location.

We're delighted with our progress in the workplace, but we know there's always more to do. The bottom line is: we're unwavering in our commitment to ensuring **everyone has an equal opportunity** to thrive in our company.

International Women's Day

We chose to celebrate International Women's Day through stories, instead of a traditional event. We invited women leaders from across SITA to share personal reflections – their journeys, values, and advice for others. We compiled their responses and shared them through our intranet, and our SITAcareers Instagram page. In doing this, we created an internal moment of recognition, motivation, and connection.

These testimonials offered powerful insights into what leadership, resilience, and growth look like in real life. Our goal was simple: to create this moment of inspiration and connection, and to honor the impact women make in our workplace every day.

What is one action you believe can significantly drive progress for women in the workplace?

"Driving progress for women in the workplace starts with fostering a culture where talent, performance, ambition, and equal access to leadership opportunities – not gender – define success. At SITA, we've built this culture, and we must continue to strengthen it relentlessly. Throughout my career, I've personally experienced the impact of such an environment. Inclusive policies empower people to thrive at every level, break barriers with confidence and determination, and excel with the right mentorship and support."

Nathalie Altwegg
Senior Vice-President | Airports | SITA

What does "Accelerate Action" mean to you in the context of gender equality?

"To me, Accelerate Action means making gender equality an essential part of our mission, not just a checkbox. As leaders, we have the responsibility to actively drive change – by mentoring, empowering, and amplifying women's voices at every level. It's about holding ourselves accountable and ensuring that equality isn't just discussed but is deeply woven into our policies, culture, and decisions, creating a workplace where every individual has the opportunity to thrive."

Alina Ionescu
Chief People Officer | SITA

How can leaders at all levels contribute to a more inclusive and supportive work environment for women?

"Like all leadership and support, the support for work environment for women comes in everyday interactions and decisions. Some of these can be seemingly small at the time – yet they make a lasting effect and encourage women to keep going (for example, shifting a meeting to support a breastfeeding mother). Others are significant and require time and financial investment. These are more visible (like making a promotion decision based on abilities and contributions a woman can make to the company). To me, all of them matter and add up to encouraging, inspiring, and celebrating women at work."

Ksenia Hewitt
Head of Sanctions, Ethics and Compliance | SITA

What advice would you give to women aspiring to leadership roles?

"My advice is to remain true to your core values, despite the company, coworkers, or assignment you may be facing. While your title in the organization may have changed over the years, you would have more to be proud of it if you remain true to your core values."

Audrey Majors
Director of Airline Strategy and Growth, Americas | SITA

SUSTAINABILITY AND ESG Social

Our volunteering keeps us connected with communities

At SITA, we believe in the power of giving back. Our global Value in Volunteer Action (VIVA) program turns that belief into meaningful, measurable impact. We're delighted that our employee volunteering rate rose to 6.45% in 2024. That reaches an impressive 8.45% participation if we include online volunteering. It's an upward trend that reflects growing enthusiasm across SITA to be part of a culture of participation, purpose, and impact.

To gain more momentum, we launched a central support function for VIVA. It's led by SITA's Sustainability team and Employee Volunteering CiC, a Community Interest Company. (See page 104.). We're committed to showing clear results. The engagement of SITA's Location Leaders in 2024 added great weight to VIVA.

These colleagues take care of the wellbeing of SITA people and the day-to-day operations at the offices where they work. They help to tie in our global volunteer program with local initiatives, thanks to their local knowledge. This makes each initiative relevant and impactful within the community.

Building a culture of engagement

Higher employee engagement brings with it a greater likelihood of volunteering. Colleagues across SITA offices – whether in Prague baking Easter treats at a hospital, or in Gurgaon teaching school children about Earth Day – actively shape a workplace culture grounded in empathy, cooperation, and community.

Regular, clear, and inspiring communication has also been essential to the program's success. Sharing stories, celebrating achievements, and showing the human side of our work have helped boost awareness and participation. To support flexibility, we encourage event planning around team priorities and deadlines. This agility has helped maximize involvement across diverse roles and regions.

VIVA's value

Volunteering is more than giving time. It's a catalyst for:

- **Employee wellbeing:** Volunteers report a strong sense of accomplishment and improved work-life balance. It's good for people and good for business.

- **Innovation:** Employees tap into a broader range of skills, ideas, and creativity, strengthening SITA's innovation agenda.

- **Sustainability & Diversity, Equity and Inclusion** (DEI): VIVA contributes directly to our sustainability and diversity strategies, supports stakeholder trust, and boosts SITA's ESG performance – including in customer Requests for Proposals (RFPs).

- **Corporate reputation and leadership:** A structured, purpose-driven volunteering program enhances our brand, builds community ties, and nurtures leadership potential across the company.

We face challenges and we're learning

2024 brought good progress to our volunteering. But we know there's room to be better. At the moment, employee satisfaction with our CSR efforts is below peer benchmarks (79% vs. 88%). Our volunteering rate currently lags behind industry leaders. But we continue to drive the program. Budget to support good causes will bring more engagement with non-profit organizations and charities that need volunteers and financial support.

Every volunteer moment matters

We're building on our success with a bold plan for growth. Our VIVA program is more than just volunteering. It's a reflection of who we are. By giving our time and talents, we strengthen not only our communities but also our company, our teams, and ourselves. We'll keep building this **culture of care**, **connection**, and collective **impact**.

In 2024, our people volunteered their time on a range of great projects. They included:

- Joining 'Homeless Entrepreneur' in Barcelona for a hands-on volunteering day, giving homeless individuals skills training and support.

- Baking Christmas and Easter pastries and cookies with nuns at the Hospital of the Sisters of Charity of St. Charles Borromeo in Prague.

- Spending time with elderly people taken care of by Earth Saviours in Bandhwari.

- Joining the 'Clean Up' UAE campaign organized by the Emirates Environmental Group in Sharjah.

- Bringing festive joy to people with disabilities, enhancing community spirit, and reducing isolation during the holiday season in Letterkenny, Ireland.

- Assisting with meal preparation and food service for individuals experiencing homelessness at Macaulay Pavilion in Montreal.

- Engaging with 'All Special Kids' in Geneva and spending time with children with special educational needs.

- ...and many more.

SUSTAINABILITY AND ESG Social

Message from our VIVA partner: Employee Volunteering CiC

"Employee Volunteering teamed up with SITA in October 2024 to bring volunteering opportunities to their global business. This partnership follows the creation of VIVA in 2018.

SITA wanted to breathe new life into their VIVA program, starting with their UK colleagues. Their goal was to boost volunteering attendance from 3%. We saw their strong desire to involve global teams. It was clear that Employee Volunteering could extend projects worldwide, so we launched a program via a central hub accessible to all colleagues. This hub made managing, delivering, and reporting on the program easy and efficient across the business.

The program aimed to deliver in-person team volunteering to 170 employees during VIVA month in 12 SITA office locations around the world. It also offered online volunteering opportunities for all SITA employees.

The program impacts SITA profoundly. Not only does it significantly improve mental health, but reports show that nine out of ten employees feel more motivated thanks to the volunteering opportunities. It also boosts job satisfaction and enhances productivity. Beyond the workplace, the benefits extend into the community, with 90% of charities relying solely on volunteers to keep returning.

Our program delivery stats show that SITA has achieved great success with online volunteering through the central hub. 613 users completed 4,424 hours, 9 minutes, and 47 seconds of volunteering. Additionally, 418 practical hours were delivered through teams participating in face-to-face activities within the community.

Since partnering with SITA, Employee Volunteering has helped increase colleague participation in events by over 5%, exceeding KPI expectations for year one. Feedback has been generally positive, and there's now a clear path to identifying areas for improvement moving forward.

We've learned that enhancing communication, especially by engaging more directly with a dedicated team lead early in the process, can greatly boost participation, particularly in face-to-face activities. We're excited to continue supporting SITA in driving growth towards the 20% engagement target by 2026, in line with original objectives."

Jo Creed
Senior Client Manager Employee Volunteering CiC

CASE STUDY:
Fundació BarcelonActua (BAC)

SITA is proud to be part of the network of companies collaborating with Fundació BarcelonActua (BAC) through our corporate volunteering initiative. This partnership means we can engage with real-life testimonies that provide us with valuable insights, helping us shift our perspectives and improve.

On 26 November, 25 SITA Barcelona employees, along with individuals supported by BAC's Landing and BACstation program, gathered at the Terra Veritas space to learn about the experiences of migrants.

The event was coordinated by Laura Rodríguez, a member of our People Team who had previously volunteered with BAC's Raval breakfasts. It was a source of pride to witness one of our own employees return to lead such an initiative, highlighting the lasting impact of our community involvement.

Corporate volunteering days like these are truly transformative, offering enriching experiences that contribute to both personal and professional growth. SITA extends its heartfelt thanks to Fundació BarcelonActua for their collaboration and to all participants for their energy, enthusiasm, and commitment to inclusion and diversity. Together, we continue working towards a more inclusive and socially responsible future.

CASE STUDY:
Local community support and wellness in Singapore

Early highlights in the year

- **International Women's Day:** On March 11, we celebrated with a cookie sale, raising $1,940 for the Motor Neurone Disease Association Singapore.

- **Thrift Day Singapore:** Launched on April 8, we encouraged employees to recycle and reuse items.

- **Wellness initiatives:** Massages were provided by visually handicapped masseurs from the Singapore Association for the Visually Handicapped on April 16, June 3, and November 6.

- **Blood Donation Drive:** Our first drive on May 21 saw several donors supporting the Singapore blood bank.

Mid-year activities

- Financial outlook workshop and CSR Bazaar: We collaborated with United Overseas Bank on June 25, supporting charity organizations.

- Health screening and flu vaccination: We ran this annual on-site event on August 28 with Fullerton Health.

- Society for the Prevention of Cruelty to Animals (SPCA) VIVA Day: Held on August 14, our VIVA day featured a lunch workshop and fundraising booth.

End of year events

- **Second Blood Donation Drive:** Held on October 2.

- **Deepavali festivities:** We celebrated with the Singapore Indian Development Association on October 10.

- **Healthy lunch event:** On October 23.

- **Family Legacy Planning Workshop:** On November 27.

- **Employee massages:** Wrapped up the year on December 4.

Our Singapore office's initiatives continue in 2025 with activities such as the Relay for Life charity run supporting the Singapore Cancer Society, and an employee volunteering event for seniors at Gardens by the Bay. We launched the Asia Pacific DEI Chapter, as well, to raise awareness of diversity, equity, and inclusion. Looking ahead, we plan a Thrift Day and another blood donation drive.

SUSTAINABILITY AND ESG Social

CASE STUDY:

South Africa: Academic and practical opportunities for the country's youth

Learnership initiatives. We're eager to nurture future talent. In 2024, we ramped up our learnership programs. How do these programs work? Simple. They combine academic learning with practical workplace experience. We introduced 11 new opportunities in 2024, bringing the total to 158 since we started the program.

Our structured one-year programs offer accredited qualifications in technical IT and business-related fields. Plus, they give candidates vital hands-on experience, equipping them with the skills they need for professional success.

Bursary program. Through our bursary program, we're investing in the academic development of young South Africans. We awarded 20 bursaries in 2024 to students in the fields of science, technology, engineering and mathematics (STEM), and business-related studies. It brings our total to 56 university bursaries. By supporting studies in these fields, we're building a future workforce that's skilled, innovative, and ready to make a real impact.

Work experience opportunities. We're tackling youth unemployment head-on with the Youth Employment Service (YES) initiative. It aims to offer meaningful work experience. In 2024, we created 20 new work experience placements for young individuals, bringing our total to 103 opportunities so far.

These are more than just placements. They're gateways to jobs. They offer valuable workplace exposure and skills development, helping young professionals navigate a competitive job market. Through this continued support, we're committed to addressing one of South Africa's most pressing socioeconomic challenges.

Supporting local enterprise and economic empowerment

- **SMME development.** Supporting local entrepreneurs is a huge priority for us. It's about inclusive economic development. In 2024, we stepped up our enterprise development efforts by onboarding eight new small, medium and micro ICT enterprises (SMMEs) into our incubator program. It brings the total number of SMMEs to 51, so far.

The program isn't about academic endeavor. It's designed to provide practical support, including business training, mentorship and guidance. We aim to build sustainable, growth-oriented enterprises that make meaningful contributions to the economy.

The 2024 cohort faced an exciting challenge: developing an innovative solution – a virtual travel platform. This ties in perfectly with our industry, and gives them valuable business skills and training.

- **Local procurement.** Over 80% of our services in South Africa come from local suppliers. This number represents a strategic decision to boost economic empowerment and advances our objectives for BBBEE (Broad-Based Black Economic Empowerment). This approach drives inclusive economic growth by strengthening local businesses, and it creates sustainable opportunities within the communities where we operate.
- **Access to technology and digital skills.** We kept our partnership with Computer Aid going strong during 2024. We helped to ensure the sustainability of one of the solar powered community computer labs. Why is this so key? Because these hubs are game-changers. They're a vital step in bridging the digital divide, giving access to technology and essential IT training where it's needed most.
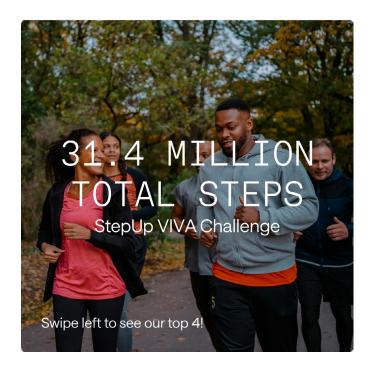
Digital literacy is a cornerstone of empowerment today, and this initiative shows our commitment to using technology as a driver of opportunity. So far, we've invested in 14 computer labs, giving 11,000+ students and community members in remote locations access to technology.

VIVA month becomes a platform for SITA's Wellbeing campaign

To celebrate a VIVA month of volunteering and SITA's 75-year journey, we launched a StepUp Viva Challenge program in October 2024. We invited SITA employees to join a step counting competition across regions, using our Champion Health app.

It encouraged employees to get active, share experiences and move towards a common goal: to achieve 75 million steps as a company by the end of November. The biggest contributors in each region got a year's subscription to their wellness activity of choice funded by SITA.

237 employees took the challenge, achieving 31.4 million steps as a group, enough to take all of us to the South Pole and halfway back to the North Pole, or even cross the Great Wall of China 10 times! Our winners came from Brazil, Prague, Dubai and India.

31.4 MILLION TOTAL STEPS
StepUp VIVA Challenge

Swipe left to see our top 4!

Middle East & Africa

Geryes Haddad
Business Development Manager
467,000 STEPS

Americas

Geiferson Silva
Associate Technician Field Ops
749,000 STEPS

Europe

Nastassia Fedaruk
Associate Project Manager
609,000 STEPS

Asia Pacific

Saurabh Tripathi
Project Manager
606,000 STEPS

SUSTAINABILITY AND ESG Social

Governance

Principles in practice - 'we do it right'

We want our people to grow in a vibrant, diverse, global environment. One that encourages everyone to thrive and reach their potential. So we've taken the right steps to create this environment. That means SITA people can focus on excelling in their work.

SUSTAINABILITY AND ESG Governance

We want to exceed expectations

We see robust governance as the cornerstone of our sustainability and ethical business practices. And we're committed to doing it right. That's why in 2024 we **doubled down on our governance framework.** We want to be sure we operate with total transparency, accountability, and resilience across our global business.

We also kept a sharp focus on upholding the **highest standards of ethics and compliance**. We reinforced our whistleblowing mechanisms too. Why? We want our employees and stakeholders to be completely reassured that they can speak up in confidence, without fear of retaliation. On top of that, we improved our responsible procurement and supply chain practices. We're placing great emphasis on sustainability and ethical sourcing in line with our corporate values.

Data privacy and cybersecurity remained top-agenda priorities.
Recognizing their critical importance, we advanced initiatives to protect sensitive information and data flows. It's critical to us that we keep the trust of our stakeholders and stay ahead of emerging digital risks. But making our governance practices stronger isn't just about meeting expectations. It's also about exceeding them, which is what we want to do for our stakeholders and the communities we serve.

ESG compliance, transparency, and governance

We took big steps in the year to boost our Environmental, Social, and Governance (ESG) practices, and to support our long-term sustainability and responsible growth. Our key actions? We:

- **Advanced our ESG policies and initiatives,** as we prepped for the launch of our Sustainability Strategy in 2025.

- Made sure of **full compliance** with laws, regulations, industry standards, and our internal Code of Conduct.

- Secured a **syndicated back-up credit** facility. Linked to environmental KPIs, this includes the ability to adjust interest margins based on ESG performance. This rewards progress and keeps us accountable.

But being a responsible business is about more than regulatory compliance. It's why we embed sustainability principles into our culture and decision-making. And it's why we clearly define how we manage ESG risks and opportunities, with transparency across all aspects of governance.

Why does strong ESG governance matter to us?

Our stakeholders include customers, regulators, employers, industry associations and more. They tell us that ESG transparency and accountability are crucial to them. Their expectations shape our approach:

Shareholders, investors and financial institutions want reliable ESG data to help them make decisions. More and more, sustainability performance influences lending terms and investment decisions.	**Customers** now write sustainability requirements into their Requests for Proposals (RFPs). They want partners who meet sustainability standards and provide clear, credible disclosures.	**Current and prospective employees** want purpose-driven work and alignment with corporate values as key career factors.	**Regulators** need comprehensive environmental and social disclosures starting no later than 2027. This is particularly so with the implementation of the EU Corporate Sustainability Reporting Directive (CSRD).

We're committed to the new era of ESG

We're stepping into a new era of ESG reporting and accountability. As we do this, we're committed to continuous improvement. We began a **full review of our ESG strategy** in 2024 to make sure it's in line with evolving regulations. It's vital that it meets our stakeholders' expectations and our sustainability objectives. We want our stakeholders to rest assured that good governance, social responsibility, environmental stewardship, and transparency remain at the heart of our operations.

Keeping up with new ESG legislation

So how do we stay on top of new sustainability law? In short, our Sustainability and CSR team keep a close lookout for all relevant legislation. So do several other teams and individuals in various roles across SITA. The European Commission's Omnibus proposal in February 2025 may slow down, simplify and reduce the scope of implementing the European Corporate Sustainability Directive (CSRD). But the steps we take will make sure **we're ready and compliant** with all the necessary disclosure requirements.

We kept monitoring all ESG-related legislation through 2024. We also stay up to date with how these standards for reporting and tracking are being developed and unified on a global scale.

Driving impact with global goals in mind

Our Sustainability Strategy is closely aligned with the United Nations **Sustainable Development Goals (SDGs)**, a global blueprint for a more inclusive, equitable, and sustainable future. Across our operations, we contribute meaningfully to several priority SDGs, from advancing gender equality (SDG 5) and decent work and economic growth (SDG 8), to driving innovation and resilient infrastructure (SDG 9) and promoting reduced inequalities (SDG 10).

We're committed to climate action (SDG 13) through our Net Zero roadmap and sustainable product design; to responsible consumption and production (SDG 12) via ethical sourcing and supply chain accountability; and to peace, justice, and strong institutions (SDG 16) through robust governance and compliance frameworks. These efforts are strengthened through collaborations and industry partnerships (SDG 17) that support collective progress and amplify our impact.

Next steps in 2025 and beyond

We're staying ahead of the game. We're rolling out our ESG strategy through concrete **projects and roadmaps**, focusing sharply on decarbonization. Our new CSRD Steering Committee keeps us up with project progress, as well overseeing and advising on implementing the directive across our company.

In 2025, we'll keep collecting data to improve our disclosures according to the GRI framework. Plus, we're gearing up for the CSRD and other relevant ESG frameworks for 2026.

SUSTAINABILITY AND ESG   Governance

SITA's governance model
– we have highest standards

A responsible business needs effective Corporate Governance. At SITA, we've put in place high standards to achieve this, and to comply with legal and regulatory requirements. We guide employees and suppliers with clear policies and standards.
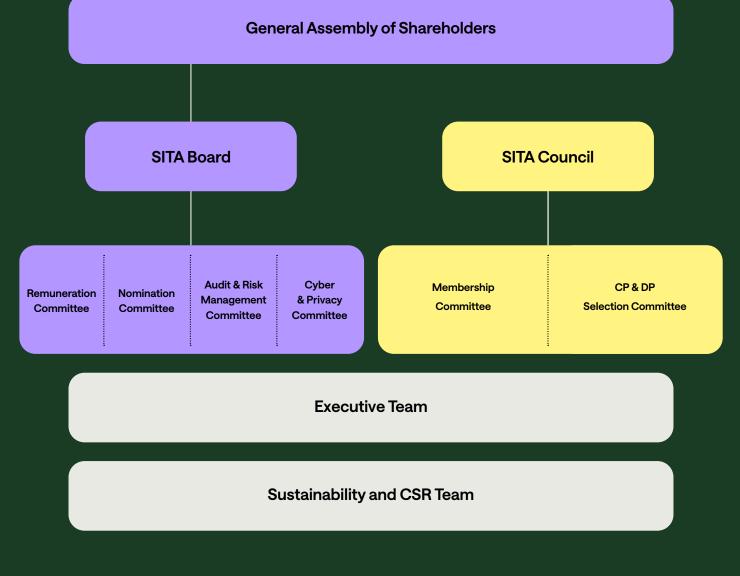
We back this up with extensive employee training and internal campaigns. Topics include environmental sustainability, cybersecurity, data privacy, anti-bribery, corruption, gifts, hospitality and entertainment, trade, competition, modern slavery, and more.

SITA's Board of Directors oversees the SITA Group's activities. They receive regular ESG updates and have four standing committees:

- Audit and Risk Management Committee
- Remuneration Committee
- Nomination Committee
- Cyber and Privacy Committee

The mandates of the Audit and Risk Management Committee and Remuneration Committee cover economic, environmental, and social topics. Each Committee reports to the Board to give regular updates on their activities.

The SITA Council is a member-representative advisory body with two standing committees:

- Membership Committee
- CP (Council President) and DP (Deputy President) Selection Committee

General Assembly of Shareholders

SITA Board

SITA Council

| Remuneration Committee | Nomination Committee | Audit & Risk Management Committee | Cyber & Privacy Committee |

| Membership Committee | CP & DP Selection Committee |

Executive Team

Sustainability and CSR Team

The SITA Board and Council and their committees

SITA Board

Supervises the activities of the company and its subsidiaries to ensure the effective operation of the SITA Group, with an oversight of major economic, environmental, and social risks.

SITA Board committees

- **Remuneration Committee:** Advises the Board on matters relating to our company-wide remuneration policies, particularly relating to our executives.

- **Nomination Committee:** Recommends to our Board the proposed appointment of the Board's directors, for approval by the General Assembly.

- **Audit and Risk Management Committee (ARMCom):** Advises the Board on financial and non-financial reporting processes, our internal control and risk management system, our audit process, the process for monitoring compliance with laws and regulations, and our Code of Conduct. The Committee regularly reviews all risks recorded in the Enterprise Risk Register. This may include anything related to economic, environmental, and social impacts.

- **Cyber and Privacy Committee (CPC):** Supervises SITA's cybersecurity, data privacy and AI activities.

SITA Council

Represents SITA members' interests. It contributes to and advises on our portfolio of products and solutions, for the benefit of air transport and the wider community.

SITA Council committees

- **CP and DP Selection Committee:** Gives recommendations to the Council on the proposed appointment of the Council President (CP) and Deputy President (DP), for approval by the Council.

- **Membership Committee:** Addresses membership policy and guidelines and makes recommendations to the Board on member admissions and expulsions, for approval by the Board.

Executive Team (ET)

Responsible for implementation of the corporate strategy, policies, and organizational structure, including areas related to economic, environmental, and social impacts.

Sustainability and CSR Team

Defines sustainability strategy, approach and handles day-to-day management of programs.

Governance

	SITA Board	SITA Council	SITA Executive Team
Average tenure in years*	3.9	2.9	–
Men	9	15	13
Women	3	5	1
Total	12	20	14

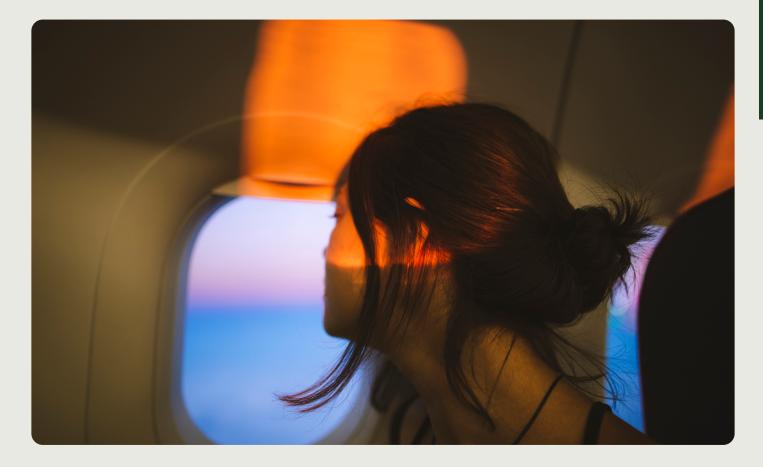SUSTAINABILITY AND ESG   Governance

How do we manage risk?

We manage risk through SITA's Enterprise Risk Management (ERM) framework. It identifies, tracks, assesses, documents, and monitors corporate risks. How does our framework do this? We include comprehensive identification of risks. We also include an objective diagnosis of our risk exposure. Added to that, we draw up effective risk response strategies and make management aware of the risks that matter most.

Our framework zooms in on risks that impact both strategic objectives and major business objectives. It includes (but isn't limited to): finance, operations, cybersecurity, privacy, and continuity. It also includes compliance with legislation: anti-bribery, ESG, AI and corruption, for example, as well as trade sanctions, modern slavery, technological environment, and more.

We measure any risks identified according to probability and impact. Through this, our management team can choose the best response to reduce exposure. Our management then put in place the responses, and our Executive Team and ARMCom review the results quarterly. This process informs our business decisions. It's one of the core ways that we create our annual Internal Audit plan.

Since 2022, we've used our framework for gathering, tracking, and periodically monitoring a set of leading and lagging Key Risk Indicators (KRIs) and Key Performance Indicators (KPIs). We also keep risk registers to document these findings. This gives us concrete data that guides our analysis of risk trends.

SUSTAINABILITY AND ESG   Governance

Key roles and responsibilities for SITA's Enterprise Risk Management process

Risk Owner	[1] Usually an Executive Team member. [2] In charge of assessing the risk, while considering internal and external factors. [3] Responsible for treating risk, including risk response planning. [4] Provides input to Risk Management.
Risk Manager	[1] Updates the risk register quarterly with the risk owners and Risk Management team. [2] Executes and monitors how we implement the risk response strategy. [3] Maintains SITA's Enterprise Risk Register, keeping it accurate and up to date.
Risk Management Team	[1] Organizes and runs quarterly risk register updates with risk. [2] Organizes and conducts Risk Syndication Sessions (RSS). [3] Prepares Risk Management reports. [4] Responsible for the Risk Management methodology and process and maintains risk management tools.
Executive Team	[1] Reviews and quarterly reassesses the risk register, in relation to risks to each other. [2] Endorses Risk Taxonomy (annual during RSS), Categorization and Targeted Residual Risk. [3] Identifies and endorses new risks and corresponding description.
Audit and Risk Management Committee	[1] Oversees the company's risk management activities.

SUSTAINABILITY AND ESG   Governance

Ethics
– we don't compromise

We're committed to maintaining the highest ethical standards and always acting with integrity. We have zero tolerance for unethical behavior, including bribery and fraud.

Transparency around ethics is as important to our stakeholders as it is to us. We hold ourselves to uncompromising ethical standards. We regularly report on our compliance activities to our Audit and Risk Management Committee, as well as our senior executives.

Policies, procedures and training

Our Sanctions, Ethics, and Compliance program is well-established. It supports company-wide efforts to be **ethical at all times**. We also have comprehensive policies and controls to prevent bribery and fraud. They apply globally to all our owned and controlled subsidiaries. They're underpinned by a strong management tone, with several governing boards responsible for decisions related to higher risk transactions.

Our **Code of Conduct**, together with several ethical policies, guides our efforts in areas of anti-corruption, gifts and hospitality, conflicts of interest, sanctions compliance, and other related issues.

All our employees take mandatory online sanctions, ethics, and **compliance courses** every year. We review and update these courses periodically to keep them relevant and engaging for our staff. That way, we make sure the content is meaningful and understood.

We're constantly re-evaluating how we can keep our employees engaged and alert to the risks. What's more, we hold face-to-face sessions for employees and contractors in roles with a higher exposure to ethical risks.

Acquisitions and joint ventures

2024 saw a particular focus on our acquisitions and our joint venture, SmartSea. This was both in terms of conducting enhanced **ethical due diligence** before our acquisitions, and rolling out and embedding our global Sanctions, Ethics and Compliance program to all new employees and contractors post-acquisition. This makes sure that as we grow, our new colleagues operate to the same ethical standards and follow the same processes to protect SITA from unethical behavior.

Our 'Speak up' hotline

We operate a 'Speak Up' hotline called RADAR. It's a secure and **confidential channel** provided by a third party on our behalf. It's open to all our employees and third parties so they can raise ethical concerns. We take these seriously. If we identify misconduct, following appropriate investigative steps, we take disciplinary actions. For more information, visit Ethics at SITA at www.sita.aero.

Responsible procurement and supply chain

Key Performance Indicators (KPIs)

	2019	2020	2021	2022	2023	2024
Number of key suppliers accounted for 90% of SITA spend	583 95% of spend	426	456	472	422	463

We span continents like a giant web

Imagine a global marketplace where connections span continents like a web of interwoven threads. That's our world, where partnerships and suppliers reach far and wide. It's typical in the IT sector, especially for companies like ours, working worldwide. But we're not just doing business with anyone. We're deliberate about who we work with. It's about integrity, and our choice of suppliers isn't just about economics. It's about ethics as well.

Being responsible in sourcing means we need to scrutinize suppliers before they join our supply chain. We'll assess how their operations affect people and the environment. We want to ensure a good cultural fit with our values.

Take the example of a simple step change at SITA. We've created a questionnaire for sustainability and ESG evaluation to use with our applicable major **Requests for Proposal** (RFPs). Where needed, we use a sourcing due diligence process, with a minimum weighting of 10% dedicated to applicable RFP scoring. This gives us more detailed information and makes it easier to find suppliers and partners who share our values.

Some key areas we assess are labor standards, health and safety, and sustainability. We also want to get a clearer picture of the related social and environmental risks.

Stepping up our procurement skills

We're making good progress thanks to a **Global Procurement Transformation** to step up our skills along the maturity curve. As part of this, we're implementing a new digital procurement and supplier management tool. This will cover our procurement scope.

Vitally, we'll be able to use supplier environmental modules so we can capture and better manage their **ESG data, metrics and measures**.

We've also built and implemented a **supplier tiering model**, so we can better understand what our risk profiles are across a range of measures and metrics.

To advance our thinking and provide more thought leadership to the wider team and stakeholders, we're producing a **'Sustainable Sourcing Principles Charter'**. This will set the bar for how the team engages and cover the important elements of ESG.

When live, we'll fine-tune it and embed these principles even more into our procurement policy refresh planned for 2025.

Fighting climate change together

We actively take steps in our supply chain to responsibly source to minimize and handle risks effectively. In fact, our supply chain plays a crucial role in what we can accomplish together to **fight climate change, build a fairer society, and drive economic growth**. We know the actions of our suppliers and partners can directly impact our reputation: negatively and positively.

That's why we work with suppliers who do business the right way, just like us. This means acting responsibly, ethically, and sustainably. It also means following the laws, sticking to our **codes of conduct**, and keeping up with **industry practices**. Today, 49% of our spend-based supplier portfolio have already committed to setting science-based targets aligned with the SBTi.

Building on this momentum, we aim to increase this percentage by proactively engaging the remaining suppliers – supporting and encouraging them to start their own SBTi journeys. Through these efforts, we're not only strengthening collaboration across our supply chain, but also accelerating collective climate action.

Cutting down labor and environmental risks in our supply chain

We know it's crucial to cut down labor and environmental risks in our supply chain. How do we do this? We guide our suppliers and employees on our responsible sourcing strategy. We have a range of approaches. We've put into place solid **policies and processes to evaluate and select suppliers**. It's about making sure they're on board with our environmental and social goals, while meeting compliance standards. We lay out these standards in our **'Third Party Code of Conduct'** for supplier management when they provide us with goods and services. We back up these guidelines with contracts as well as our RFPs.

When key suppliers come on board, we keep a close eye on how they're doing through ongoing engagement and performance monitoring. We also regularly re-evaluate our supply base and practices.

We're now building out a new **'Supplier Management Framework'** for tighter and clearer controls and owners on key topics – all aligned and monitored via our new digital tools being deployed.

Forced labor or modern slavery – we keep a watchful eye, always

We've assessed the likelihood of forced labor or modern slavery in our supply chains as low risk. But, as a tech provider that buys, assembles and disposes of IT assets, we mustn't be complacent. We always keep a **close watch on labor and environmental risks** around the manufacture and disposal of IT assets in our supply chain. We also make sure to have strategies in place so we can mitigate any risks.

Our Audit and Risk Committee handles supplier-related modern slavery risks. We keep track of the risks with our Enterprise Risk Register. We also evaluate the performance and assess the risks of modern slavery or human trafficking in our key suppliers.

We make sure all our employees have access to our internal ethics-related reporting mechanism, 'RADAR'. It allows them to confidentially report any ethical or compliance issues with suppliers or business partners. In short, we can confidently say that **in 2024, the risk of modern slavery in our supply chain was low**.

Our employees take compulsory **Modern Slavery annual training** for all procurement. Take the UK as an example. The training makes sure our employees there comply with the UK Government's Modern Slavery Act. More than that, **awareness of Environmental Impact** within the procurement team grows day by day with workstreams to build this into our procurement processes.

When we bring on new suppliers, we use a third-party system to check if they're on any 'restricted parties' lists. These lists include individuals or entities who've been blacklisted for trading with embargoed countries or designated as Specially Designated Nationals (SDN) by the Office of Foreign Assets Controls.

On the contractual side, our procurement team, working with our Legal team, is developing a dedicated **Environmental Clause** to work with our standard supplier contract templates. This clause will serve as a key component in reinforcing our ESG commitments and ensuring suppliers adhere to relevant environmental regulations and sustainability standards.

We're minimizing environmental risks in our supply chain

To tackle environmental risks in our supply chain, we insist on our suppliers following our 'Third Party Code of Conduct'. This includes complying with all relevant environmental laws, regulations, and industry best practices, including:

[1] Chemical waste management and disposal

[2] Recycling

[3] Industrial wastewater treatment

[4] Air emissions

We partner with specialists to responsibly dispose of assets. This makes sure we select recycling vendors who follow both global and local environmental regulations.

Sometimes our product design and specifications can be more stringent than regulatory requirements. Meeting these extra standards is crucial for us when it comes to our suppliers.

- When we consider new suppliers, we assess them carefully to ensure they align with our sustainability standards and support our responsible procurement goals.

- We make sure we're aligned on sustainability principles, which form an integral part of our Request for Proposal (RFP) documents.

We're resourceful – 'doing more with less'

One of our overriding missions is to do more with less. We promote using refurbished equipment from reputable global IT brands. It's one way we support a more circular economy. We're currently exploring additional avenues such as Buyback options.

Serving local communities

Likewise, whenever we can, we involve local suppliers in the countries where we deliver. This is how we contribute directly to their economic growth – by creating job opportunities for local people.

- Take **South Africa**, for example. Our broad-based black economic empowerment (BBBEE) program supports small, medium, and micro enterprises. Almost 80% of our services in South Africa are locally sourced. (See our Social section for more.).

- **India** is another example. Back in 2020, the Airport Authority of India put out an RFP for airport technology to serve many airports across India. This included hardware like self-check-in passenger kiosks. 'Make in India' was a main requirement. As a government initiative, it encourages the development, manufacture, and assembly of products in India. We took it to heart. We searched for a local supplier to produce our kiosks. We cut down shipping costs and emissions for our customers. It's one of the main reasons we won the RFP. In May 2022, we signed a framework agreement with a local Indian manufacturer to produce the 450 kiosks we needed.

Today, we're further strengthening our relationship with the local Indian manufacturer by expanding the range of products we outsource to them, supporting the growth of their production capacity and capabilities.

As part of this program, we followed a due diligence process to ensure that the businesses we partnered with upheld fair working conditions and complied with local labor laws. Supporting local manufacturing means more than just sourcing locally – it's about building responsible partnerships that respect workers' rights and contribute positively to the communities in which we operate.

Our continuous improvement culture

We're always re-evaluating what our business practices are and who we do business with. We care about ESG rankings because we're committed to making sure our supply chain runs responsibly.

Assessing supplier risk and resiliency for the emerging energy crisis

With the energy crisis continuing in Europe, any risk of power loss would profoundly impact airport operations, which are more digital than ever. The knock-on effects would be flight delays and cancellations. In response, we assessed our suppliers thoroughly to pinpoint any risk exposure for our biggest airport customers in Europe. We also put mitigation plans in place, collaborating closely with stakeholders from logistics and sustainability to ensure a resilient and secure supply chain.

Data privacy
– it's fundamental

At SITA, we recognize that data privacy is fundamental. Not only to individual rights but also to public trust and our license to operate. We're a technology provider serving governments, airlines, and airports across the world, and we're committed to handling personal data in a responsible, fair, and transparent manner.

SUSTAINABILITY AND ESG Governance

"Data is the lifeblood of everything we do at SITA. It's fundamental to our future growth and success. Everyone in SITA must ensure that we handle data in line with our obligations to our employees, our customers and society at large."

— Mark Keddie, Chief Privacy Officer and Data Protection Officer | SITA

Keeping trust through responsible data use

We embed the secure and compliant management of personal data into our operations. Our Chief Privacy Officer and the Global Privacy Office play a central role in making sure **privacy considerations are part of the design and delivery of all SITA products and services**. This means that personal data – be it about employees, customers, or end users – is appropriately protected and managed as part of our positive data culture.

To reinforce data privacy across all levels of our organization, we maintain comprehensive governance structures, employee awareness programs, and rigorous control frameworks. We proactively monitor evolving legislation and adopt global best practices, to be sure we embrace emerging technologies, such as Artificial Intelligence (AI), with confidence and accountability.

Privacy by design and default

A dedicated team leads our 'privacy by design and default' approach. They're qualified privacy professionals within our Global Privacy Office. They make sure that our data handling practices meet legal requirements, contractual commitments, and industry standards across the entire data lifecycle. The team is also a key liaison point with regulators and other privacy stakeholders.

A privacy-first culture

We require every employee at SITA to complete **annual training on privacy and cybersecurity**. This gives them a clear understanding of safe data handling practices, risk identification, and escalation pathways. We closely monitor completion levels and report to our Executive Team.

We complement this with targeted, role-specific training and year-round awareness initiatives. This includes celebrating International Data Protection Day and sharing monthly privacy newsletters. Our staff can confidently recognize and manage privacy risks based on their roles.

Embedding privacy in innovation

Privacy is built into how we create and update our products and services. Our mandatory **Data Protection Impact Assessment** (DPIA) process includes integrated reviews of application security and IT architecture. This helps us identify and mitigate privacy risks before solutions are deployed or brought to market.

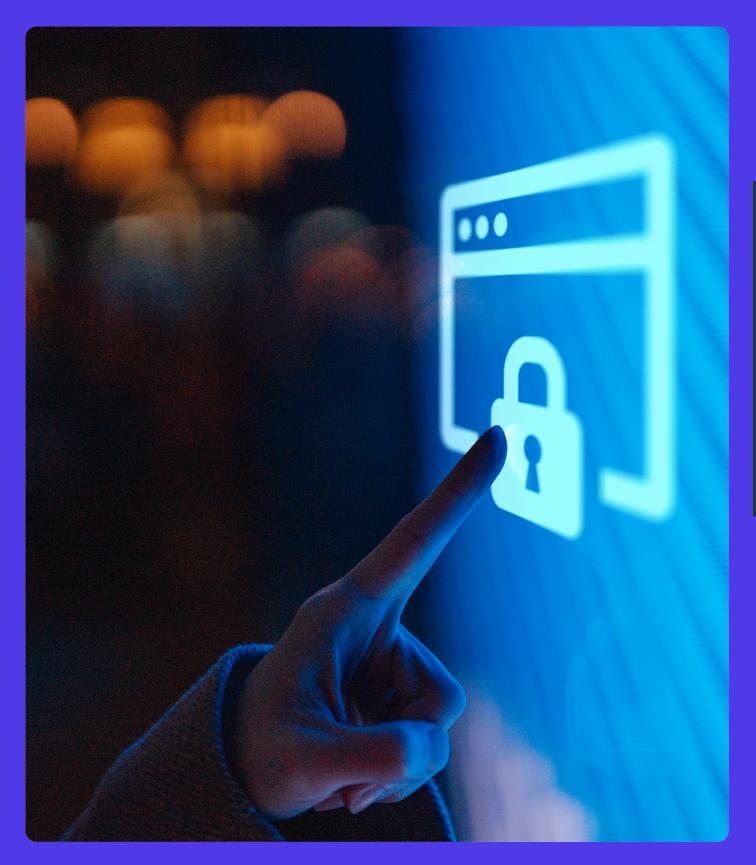## Managing third-party and supply chain risks

We're a global organization, so we work with a wide range of third parties and vendors. They're all subject to our **procurement risk framework**, which evaluates privacy and security risks related to data processing and sharing. We also incorporate legal and regulatory developments into contracts and processes, ensuring ongoing compliance throughout our supply chain.

Commitment to transparency and accountability

As both a data controller and processor, we're committed to maintaining an **open dialog on privacy**. We regularly review guidance from the European Data Protection Supervisor (EDPS) and other national regulators to stay ahead of compliance requirements. Constructive conversations with customers, partners, and stakeholders are always welcome. We remain transparent in how we meet our obligations.

For more, see our Privacy Statements or contact us at privacy@sita.aero.

Cybersecurity – we're building the best defenses

"We live in a world where data is woven into everything we do, and where cyber threats continuously adapt and evolve. Responding in the right way is critical. How are we doing this? We make cybersecurity a core function in SITA. This gives us the ability to thwart cyber threats through detection, identification, protection, and recovery."

— Mark Orosz, Chief Information Security Officer | SITA

SUSTAINABILITY AND ESG Governance

We're always focused, always protecting

We operate within modern frameworks to be certain we're **always focused on confidentiality, integrity and availability**. This enables stronger trust, and makes sure we securely store, manage, and use sensitive, confidential, and/or proprietary customer and corporate data. This is the level of defense that today's tech companies need.

Our cybersecurity efforts also address company strategy, policies, and management practices related to IT infrastructure and record keeping. They **protect customer technology, intellectual property (IP), and data security.**

Meeting new risks

Today's workers are often on the move. They need remote connections more than ever. Whether flying, commuting, visiting customers, or working from hybrid locations, they depend on **constant access to systems and data.**

This new norm brings added cybersecurity risks. All organizations face common everyday threats through phishing emails, social engineering, malware and ransomware, plus more threats through AI.

Facing these risks demands that we evolve and transform our IT and security tools and processes. We must create a **strong cyber education and awareness culture**. By doing this, we can confidently defend against threats like phishing, social engineering, malware, ransomware, and AI-driven attacks. This is precisely what we're doing at SITA.

Why it's so important

SITA enjoys strong global partnerships with border security, government agencies, airports, and airlines. So no one understands the need for constant vigilance and modern security defenses more than us. For every one of our stakeholders, we aim to provide transparency and confidence through a cybersecurity mandate to protect the confidentiality, integrity, and availability of their data. We do the same for their intellectual property (IP) and the services entrusted to us.

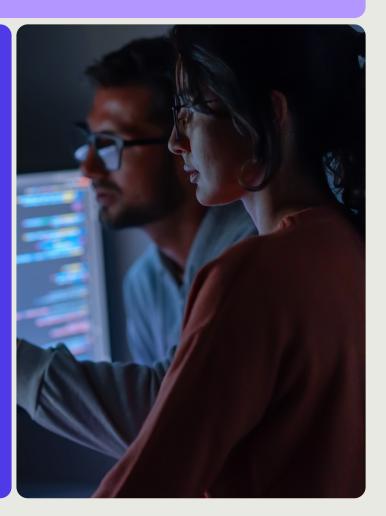## Our security controls and practices use modern frameworks

We model our cybersecurity controls on modern security standards. They include the International Organization for Standardization (ISO) and Security Operations Center (SOC) - ISO 27001, SOC1, SOC2. This is in addition to the National Institute of Standards and Technology (NIST) and Payment Card Industry (PCI). These **standards form the foundation for our Information Security Management Systems** and relevant certifications, driving compliance and delivering consistent performance, reliability, and trust.

Cybersecurity transformation: our Enterprise Security Improvement Program (ESIP)

Back in 2021, we kicked off a major enterprise cybersecurity strategic transformation. It focuses on modernization and transformation through a centralized delivery model.

- Our huge ESIP program has delivered over 100 initiatives through to 2024.

- It still goes strong in 2025 to provide a proven and effective model for enterprise cybersecurity improvement.

At its core, ESIP takes both short- and long-term views of cyber risk. It channels executive level sponsorship and funding to drive prioritized risk reduction. It aligns with our three-year enterprise and security strategic plan. As we progress, it adapts to changing business needs, customer expectations, and industry threats.

SUSTAINABILITY AND ESG Governance

We take a unified approach to information security

Managing information security is a team effort. We work closely with our employees and customers, in a unified and collaborative way. We emphasize the importance of people, technology, processes, training, and best practices to reduce exposure to cyber risks. Our cyber threat intelligence, threat operations and governance teams collaborate with customers' security teams, employees, and aviation industry forums to share knowledge on threats and protection.

Structure and governance
– it takes teamwork

Delivering changes in our cybersecurity defenses takes teamwork and resources across the organization, from top to bottom. Transparency and leadership support are crucial.

- Our Chief Information Security Officer (CISO) leads our Enterprise Information Security Office (EISO), overseeing information systems and data security for the company and its subsidiaries.

- This office manages policies and programs to safeguard technology and data.

- Our CISO also chairs an internal executive cybersecurity governance and information steering committee, and takes part in quarterly meetings of the Cyber and Privacy Committee, a standing committee of the SITA Board.

- This Cyber and Privacy Committee oversees the implementation of SITA's Enterprise Security Improvement Program and Cyber Risk Management, supported by SITA's EISO team.

- Within EISO, our Product Technology Security Office (PTSO) handles security in product design and development, including new cloud-based products, acting as the second line of defense.

- Our Business Information Security Officers (BISOs) support the CISO globally across four geographies. They team up with Sales, Compliance, Legal, IT and Privacy to advise and identify potential security or compliance risks.

- They also act as in-region subject matter experts (SME) to drive cybersecurity awareness to both our customers and employees.

- Cyber threat and incident response teams, along with governance, compliance and operational risk management teams, support the overall effectiveness of enterprise cyber security. The dedicated Cybersecurity Business Office (CBO) drives EISO's operational performance, consistency and reporting needs.

Progress and activities

We're always pushing to improve and mature our global customer service and operations. Over the past 18 months, we've expanded our **Security Operations Center** (SOC) capabilities and fine-tuned our processes. Our efforts have led to measurable gains in cybersecurity governance and operations.

We've maintained our existing ISO27K and PCI certifications and secured SOC2 attestation for SITA's Private Cloud. With our recent acquisitions, we continue our journey to pursue new ISO27K certifications and SOC2 attestations across more business units.

As the cybersecurity regulatory landscape rapidly evolves, our enterprise Cybersecurity, Privacy and Legal teams are working together to **tackle new requirements**. For 2025-2026, we're focusing on regulations like the NIS 2 (Network and Information Security – Europe), CRA (Cyber Resilience Act - Europe), CER (Critical Entities Resilience – Europe) and various Critical Infrastructure and Telecom acts impacting the UK, Turkey, Singapore, India, Saudi Arabia, Australia, Chile.

Bottom line? We're committed to **staying ahead of the curve** and ensuring robust protection for our stakeholders.

SUSTAINABILITY AND ESG Governance

ABOUT THIS REPORT

About this report

Our 'Impact Report' provides a clear overview of how SITA integrates sustainability and Environmental, Social and Governance (ESG) principles into our business operations. For the first time ever, we're combining our Sustainability Report with our SITA Group Activity Report. We think this offers a holistic view of our performance. Our approach reflects our belief that sustainability isn't a standalone topic—it's embedded across every part of our business.

Our report captures our actions, progress, and challenges during the reporting period from 1 January to 31 December 2024, across all regions where we operate. It highlights not only our environmental and social commitments, but also our financial, operational, and strategic performance.

We prepared this voluntary report to support transparency and foster accountability, for our customers and partners, but also internally for all SITA staff. As the air transport industry moves collectively toward more responsible and resilient systems, we see our report as both a mirror of our current performance, and a tool to guide future improvements at SITA.

Scope of the report

The information here covers the entire SITA Group. That includes all 100% owned subsidiaries. Joint ventures such as Aviareto (with the Irish government) and SITA Airport IT GmbH (with Düsseldorf Airport) are excluded, as they fall outside our full operational control.
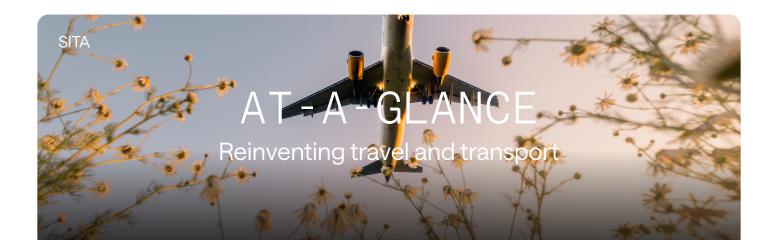
We've sourced our data from:

- All countries where SITA maintains a presence and employs permanent staff.
- Internal systems and reporting tools across business units.
- Verified third-party sources, particularly in the areas of emissions, energy consumption, water use, and waste management.

Why we report

By publishing this integrated report, we aim to:

- Communicate our commitments and performance across sustainability, strategy, and business operations.
- Meet the expectations of stakeholders and align with evolving industry frameworks.
- Contribute to shared knowledge and collective progress in our sector.

Looking ahead, we're committed to strengthening our disclosures, enhancing data accuracy, and deepening engagement with all our stakeholders.

SITA

AT-A-GLANCE
Reinventing travel and transport

Created and owned 100% by aviation,
SITA is the community's dedicated partner for IT and communications, uniquely able to respond to community needs and issues.

US$1.6 billion
in consolidated revenues for 2024.

We work with around 365 air transport industry members and 2,500 customers in over 200 countries and territories.

Almost every airline and airport in the world does business with SITA, and nearly every passenger trip relies on SITA technology.

Our customers include airlines, airports, ground handlers, aircraft, air navigation service providers, governments, and more.

We help more than 70 governments to strike the balance between **secure borders** and **seamless travel**.

In 2023, the **Science Based Targets initiative** (SBTi) approved our near-term and long-term emission reduction targets. These science-based targets are pivotal in guiding our climate actions to curtail greenhouse gas emissions effectively.

We're also developing solutions to help the aviation industry meet its **carbon reduction** objectives, including reduced **fuel burn** and greater **operational efficiencies**.

75 YEARS

For 75 years, we've been providing the technology to optimize industry operations and make the end-to-end journey easier for passengers - from pre-travel, check-in and baggage processing, to boarding, border control and inflight connectivity.

Our solutions drive **operational efficiencies** at more than **1,000 airports**, while delivering the promise of **'the connected aircraft'** to customers of over **19,600 aircraft globally**.

We innovate and develop collaboratively with our air transport customers, industry bodies and partners. Our portfolio and strategic direction are driven by the community, through the **SITA Board and Council**, comprising air transport industry members the world over.

We provide services over the world's most extensive communications network. It's the vital asset that keeps the global air transport industry connected in every corner of the globe and bridges around **45-50%** of the **air transport community's data exchange**.

We're renowned throughout the travel and transport industry for our annual **Air Transport, Passenger** and **IT Baggage Insights reports** for airlines, airports and passengers.

With a customer service team of over 1,750 people around the world, we invest significantly in best-in-class customer service, providing **24/7 integrated local and global support** for our services.

In 2024, we acquired **Materna IPS**, leader in passenger handling, to create the world's most powerful passenger portfolio for airports and digital travel. We then acquired **ASISTIM**, to offer a fully-fledged airline flight Operations Control Center managed service.

We also launched **SmartSea** to give the maritime industry access to the same advanced technology that is transforming air travel. The launch comes as part of SITA's expansion into the cruise and rail industries, as well **Urban Air Mobility**, such as **Vertiports**.

In 2025, we acquired **CCM**, world leader in the creation of airport interiors, to create future-ready spaces for optimum **passenger flow** and **baggage handling**.

SITA AT-A-GLANCE

For more, go to www.sita.aero.

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