

## Royal Air Maroc to partner with Amadeus to accelerate its strategic digital transformation

The flag-carrier will deploy Amadeus Reference Experience to modernize travelers' digital experience.

New mobile interface offers passengers improved self-service bookings and check-in capabilities, as well as disruption management option.

Royal Air Maroc (RAM) has partnered with Amadeus to accelerate its strategic digital transformation journey, as part of a wider and ambitious development plan at the Morocco-based airline.



*Meeting in Casablanca with Mr. Addou Abdelhamid, CEO of Royal Air Maroc, and Decius Valmorbida, President of Travel, Amadeus.*

The flag-carrier will deploy Amadeus Reference Experience to boost online conversion, enhance customer satisfaction, and drive loyalty. RAM passengers will benefit from a smoother digital experience and easier, quicker check-ins and additional information about a journey. At the same time, travelers will be able to request and buy extra services with a few simple steps.

The airline will also be able to offer a new, frictionless mobile experience to its passengers thanks to a new app, letting travelers self-service end-to-end flight bookings and check-in. It will also allow them to find alternative flights, through the app, in case of disruption.

**Mr Hamid ADDOU, chairman of the board and CEO of Royal Air Maroc,** said: “Royal Air Maroc is currently undergoing a strategic overhaul, with plans to establish the carrier as a global connector, serving all customer segments across five continents, by 2037. Technology will play a key role in our evolution, and we are confident our partners at Amadeus are best placed to support us in our digital transformation, tailored to our specific need.”

**Maher Koubaa, EVP Travel Unit and Managing Director EMEA, Amadeus,** said: “Amadeus is proud to be RAM’s partner to support it in its very ambitious digital transformation plan. Thanks to our solution, RAM’s passengers will be able to update bookings at any time, through the channel of their choice, with no third party involved. This will help RAM differentiate, as it will be able to quickly adapt to customer needs and offer the best possible experience.”

Royal Air Maroc is the flag-carrier of Morocco, connecting the destination to more than 80 airports around the world with a fleet of more than 50 aircrafts. Last year, the carrier embarked on an overhaul of its operations, hoping to quadruple its current fleet and welcome 32 million passengers annually by 2037.

- Ends -

## Notes to the editors:

### About Royal Air Maroc

The Moroccan flag carrier, present in Africa since its creation in 1957, Royal Air Maroc is a leading airline on the continent. It has a young fleet consisting of about fifty aircraft and connects the main airports in Morocco to more than 80 airports worldwide.

In July 2023, Royal Air Maroc embarked on a new dimension through the signing of a 2023-2037 program contract with the government. The objective is to elevate Royal Air Maroc’s positioning from a regional operator to a global carrier, to quadruple the current fleet to 200 aircraft, and to ensure the transportation of 32 million passengers by 2037.

Royal Air Maroc is the first African airline to join oneworld. The partnership with this prestigious alliance, bringing together the world’s finest references in air transport, allows Morocco to connect with a network of more than 520 million travelers and over 900 destinations in more than 170 countries.

### About Amadeus

Amadeus makes the experience of travel better for everyone, everywhere by inspiring innovation, partnerships and responsibility to people, places and planet.

Our technology powers the travel and tourism industry. Inspiring more open ways of working. More connected ways of thinking, centered around the traveler. Our open platform connects the global travel and hospitality ecosystem. From startups to big industry players and governments too. Together, redesigning the travel of tomorrow.

We are working to make travel a force for social and environmental good. A collective responsibility to protect and improve the people and places we visit, ensuring travel continues to make positive contribution to our world.



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We apply innovation to meet new needs, to solve real challenges. Our truly diverse global workforce, made up of 150 nationalities, is passionate about travel and technology.

We are an IBEX 35 company, listed on the Spanish Stock Exchange under AMS.MC. We have also been recognized by the Dow Jones Sustainability Index for the last 11 years.

Amadeus. It's how travel works better.

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