

PRESS RELEASE

London and Dubai, 9 June 2022

New technology partnership delivers leading data solution to 20+ African countries.

Agentivity, the UK based travel industry's best selling agency management app, and Itvar, a travel representation company based in Dubai, are excited to announce a partnership which will provide not only the Agentivity platform to agents in 20+ African markets, but also deliver groundbreaking abilities for non-IATA agents.

The deal will see Itvar provide a unique version of the Agentivity app tailored to local market needs. In an industry first, it will include the ability for a non-IATA agent to gain visibility on airline tickets issued for them by another agent, as well as request refunds and track the status of ticket coupons, significantly reducing bottlenecks between a ticketing agent and their sub-agents.

"We are so pleased about this partnership with Agentivity, a well-known brand in some African markets already. Both teams worked hard to deliver this unique version which is going to provide our agency customers with an unfair advantage over their competitors.", says Airpit Jain, Commercial Director - Technology, at Itvar.

Edd McArdle, Head of Product and Partnerships at Agentivity added *"Whilst we've enjoyed a strong presence in Southern and Eastern African markets to date, this partnership ensures we are now truly present in most of Africa. There are some staggering statistics about the growth happening in many African markets and a key impact of Agentivity is to enable the agent to remain in control, retain visibility and make the most of their growth opportunities - so it's a perfect market for us to be in."*

The new tailored version of Agentivity is immediately available and already being distributed by Itvar, reflecting the high demand for automation and efficiency gains in the African market.

The full list of countries where Itvar can now provide Agentivity is:

Benin, Burkina Fason, Central Africa, Chad, Congo, Equatorial Guinea, Gabon, Gambia, Ghana, Guinea, Guinea Bissau, Ivory Coast, Liberia, Mali, Mauritania, Niger, Senegal, Sierra Leone, South Sudan and Togo.

For more information, please contact agentivity@itvar.com or visit www.agentivity.com

About Agentivity

Agentivity is a business management app for Travel Management Companies, providing insight into agent & client's booking behaviours. It provides for a holistic view of their agency offering workload prioritisation, views on true productivity, forecasting problematic bookings quickly and identifying additional revenue opportunities. As the only real-time agency data management tool available globally, Agentivity is a unique solution. For more, please visit www.agentivity.com

About Itvar

Itvar is a Travel Representation company based out of the United Arab Emirates with a presence across the Middle East, Africa, Europe, APAC and the Americas. Our representation services include services for Airlines, Hotels, Rail, Car Rentals, Destination Management & Tourism Boards, Travel Ancillary Products, and Travel Technology.