

***PEGASUS*** **20** YEARS

**BREATHING LIFE INTO AIRLINE RETAILING**



# ABOUT PEGASUS



*World's 2nd Youngest Fleet...*



*Historic Aircraft Order...*



*For 20 years, more to come...*

# ABOUT PEGASUS



## TÜRKİYE'S FIRST: Fly with ID Card



Pegasus leads with Türkiye's  
first boarding via ID card  
Since 2019



PEGASUS

*Türkiye's First Boarding with ID*



*Fast Track Integration  
with Plaza Premium*



*Innovation Lab  
A Presence in Silicon Valley*



*AI Assistant PEGGY*



# HITIT AT A GLANCE



Hitit (IATA: 1T, BIST: HTTBT) is a leading global provider of airline and travel IT solutions, with **72+ customers from 50 countries**.



Hitit's solutions cover **the entire airline business lifecycle**, from planning to reservations to settlement and reporting.



Solutions are fully configurable and serve **airlines of all types and sizes**, ranging from FSCs to Hybrids and ULCCs, including multiple Tier 1 airlines.



Crane PSS is **2<sup>nd</sup> largest in Europe, 3<sup>rd</sup> largest globally, and fastest growing in 2024** serving 100+ million passengers, 30.000 agents and 850 airports in 160 countries.



Hitit and Pegasus proudly celebrate the 20<sup>th</sup> anniversary of their cooperation this year.

# WHAT ABOUT AIRLINE RETAILING?

For over 2 years Hitit is **the #1 ranked IT Provider** in IATA's Airline Retailing Maturity (ARM) Index.

Recognized by IATA Airline Retailing Consortium as one of the five IT providers in the world with **end-to-end OOSD capabilities**.

In June at the IATA Offers & Orders Forum 2025, together with Pegasus Airlines we have launched **Hitit Oxygen** - and immediately became **the industry's largest airline retailing implementation**.





**ALL-IN PROJECT SCOPE COVERING  
156 DESTINATIONS IN 54 COUNTRIES**



**1 BILLION OFFERS / DAY  
24 DIFFERENT ANCILLARIES**



**12 MILLION ANNUAL PAX VOLUME  
VIA OFFERS & ORDERS BY YEAR 1**

**ALREADY LIVE. RIGHT NOW.**

# TRANSITION TO OFFERS & ORDERS - PROGRESS OVERVIEW

**1B**

AVR DAILY OFFER

**TEST**
**LIVE**
**MIGRATION**


- NDC 24.1 test environment was set up.
- Tests started.

- NDC 24.1 went live.
- Partner transition started.

- Migration continues with OTAs and aggregators.
- Gradual Transition is adopted.

- Our future plan is to transition our GDS volume to Offers and Orders in 2026.
- We will be keeping a strategic eye on enhancing third party collaborations via Hitit Oxygen.

**PNR & ORDER  
TOGETHER**

**Q3 NDC VOLUME**


TOTAL PAX

**7,5 M**


DAILY AVR. TRX.

**105 M**


ACTIVE # of SELLER

**209**

## LESSONS LEARNED – PAIN POINTS

- Adaptation to change – started with v21.3.1 ---> v24.1
- Rigid validation is paramount for increased standardization
- Automated Testing
- Microservice Architecture
- Lack of awareness throughout the value chain
- Backwards compatibility – some sellers resistant to change





**THANK YOU.**