

### **ABOUT PEGASUS**



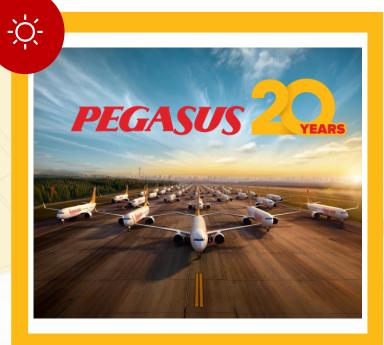
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World's 2nd Youngest Fleet...



Historic Aircraft Order...



For 20 years, more to come...





### **ABOUT PEGASUS**







Fast Track Integration with Plaza Premium



Innovation Lab A Presence in Silicon Valley





#### **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 20th 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**.







## PEGASUS WHitit | oxygen JOURNEY TO INDUSTRY LEADERSHIP



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

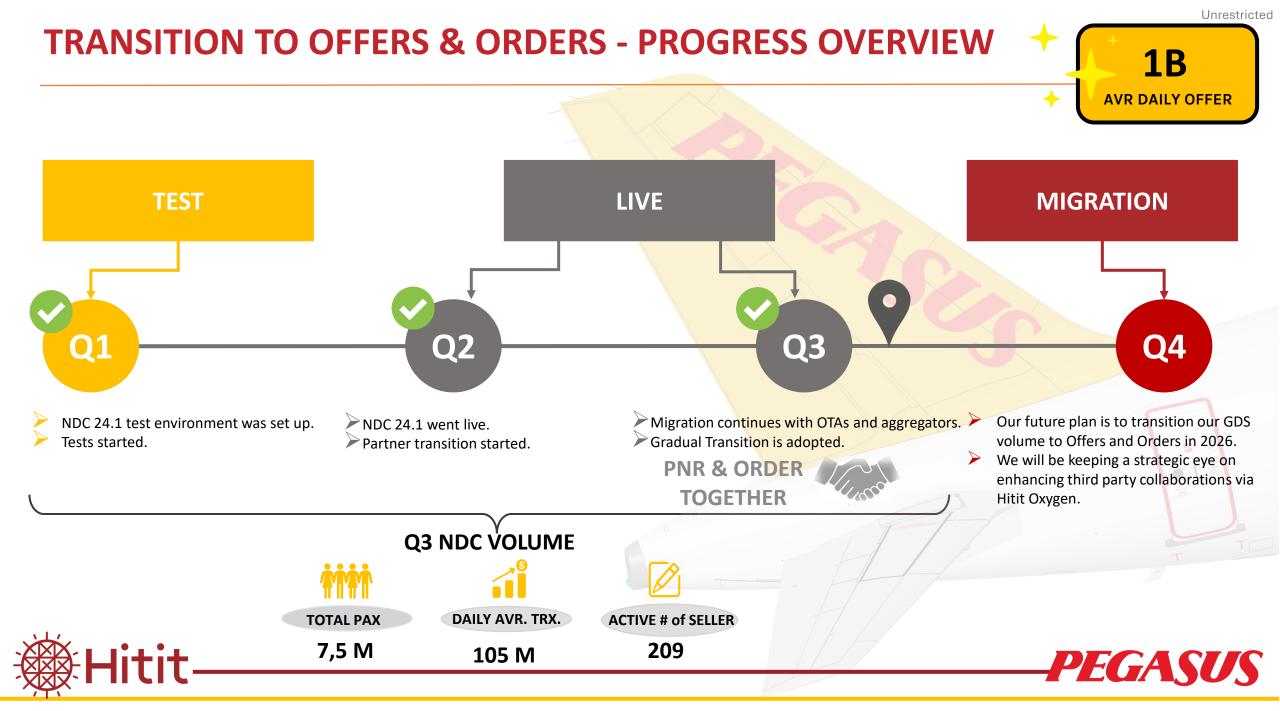




# **ALREADY LIVE. RIGHT NOW.**







#### **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



