

## HECHO RELEVANTE

De conformidad con lo previsto en el artículo 82 de la Ley 24/1988, de 28 de julio, del Mercado de Valores, eDreams ODIGEO (la “**Sociedad**”) informa de la publicación de la **nota de prensa** que se adjunta a continuación y que contiene información relevante.

En Luxemburgo, a 2 de marzo de 2016

**eDreams ODIGEO**

## eDreams ODIGEO (“eDreams”) notes the Advertising Standards Authority’s (ASA) ruling announced on 02 March 2016

### An official eDreams ODIGEO spokesperson said:

“We are encouraged by the ASA’s acknowledgement that eDreams can use relevant search terms and that it can promote its services as an Online Travel Agency (OTA) through the use of search engine optimisation.

“We are keen to work with the ASA to ensure that there is never any potential confusion for customers when they search for flight availability on the eDreams website.

“There is no intention to imitate the appearance of specific airlines, as eDreams clearly indicates to its customers that they are on one of its own websites, rather than that of any airline, allowing them to view thousands of flight combinations in a matter of seconds to find the best value flights.

“As Europe’s largest Online Travel Agency, we continuously aim to ensure compliance with regulators and to operate in the best interest of consumers. eDreams has been instrumental in ushering in a new era of travel booking with an online platform that provides our customers access to over 155,000 different flight routes at the best prices available.”

### Background Points

eDreams and other OTAs perform an invaluable service for all consumers by ensuring that the cost of their travel is minimised. Close to half of our customers book a combination of flights which cannot be booked on any single airline website.

eDreams has achieved consistently high scores for its customer service and these are continuing to improve across internal and independent surveys such as Trustpilot. It has also a strong track record with industry customer service awards.

There are always areas where we can improve and we are constantly working hard to achieve this, particularly by listening to our 16 million customers. Maintaining a customer-centric approach that places travellers’ best interests at its heart has enabled eDreams to grow strongly over a number of years and into many different countries. The success of this approach is borne out by the fact that we are Europe’s largest flight retailer.

We do not envisage that any further changes we make to our advertising would have a material impact to our business.

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### About eDreams ODIGEO

eDreams ODIGEO ([www.edreamsodigeo.com](http://www.edreamsodigeo.com)) is one of the main distributors of online flights in the world (in terms of revenue) and one of the largest European e-commerce companies. Under its five brands – eDreams, GO Voyages, Opodo, Travellink and Liligo – it offers the best deals in regular and charter flights, low-cost airlines, hotels, cruises, car rental, holiday packages, travel insurance and stays of different duration to more than 16 million customers all over the world. It is also a very effective platform for advertisers to reach their markets of interest in a personalised way, both locally and globally. With a presence in 44 markets, the company has a team of about 1,700 professionals. eDreams ODIGEO is listed in the Spanish Continuous Market and had a turnover of €4,384 million last year.