

## **OTHER RELEVAT INFORMATION**

In accordance with article 227 of the consolidated text of the Spanish Securities Market Law approved by Royal Legislative Decree 4/2015 of 23 October 2015, and its implementing regulations, eDreams ODIGEO, S.A. (the “**Company**”) submits hereunder a press release to inform on the progress of Prime, its travel subscription programme.

Madrid, 27 May 2021

**eDreams ODIGEO**

## eDreams ODIGEO's Prime programme, the world's first travel subscription service, tops 1 million members

- **Prime, the world's first travel subscription programme, has gained over one million subscribers from seven countries since its launch**
- **Prime is a revolutionary, personalised subscription service that is perfectly placed to meet the incredible demand for travel from consumers as international travel resumes**
- **Even in the context of COVID-19, Prime membership has continued to grow strongly. In the last 12 months alone, the programme has increased its membership by +58%**
- **Prime members gain access to exclusive discounted rates meaning they can make an average saving of €250 per holiday<sup>1</sup>**
- **Members have travelled over 3,021 billion km through Prime since the service began.**

**Barcelona 27th May 2021** – eDreams ODIGEO, Europe's largest online travel company and one of the largest European e-commerce businesses, today announced that its innovative subscription programme 'Prime' has topped 1 million subscribers for the first time. After launching the world's first travel subscription service in 2017, this achievement marks a key milestone in the company's mission to transform the travel booking experience and reinvent travel through technology-led solutions.

Through Opodo Prime, eDreams Prime and GOVoyages Prime, travellers receive access to exclusive flight and hotel discounts and special promotions, as well as a priority customer service.

eDreams ODIGEO's Prime product is designed to meet the changing preferences of consumers, who increasingly value convenience and value for money in the booking process, as well as having the flexibility to choose from and compare a wide range of holiday options at the touch of a button. Products like Opodo Prime, GOVoyages Prime and eDreams Prime are perfectly designed to meet these needs, with the average consumer holding memberships of three or more subscription services incorporating everything from food delivery to video streaming. Prime allows members to benefit from price savings, while being able to research and book trips that have been tailored to their individual needs. Subscribers can save up to €250 per holiday\* and customers have travelled over 3,021 billion km through Prime since the service began.

In spite of the challenging market conditions caused by the pandemic, Prime has continued to perform strongly, with members growing by +58% in the last year alone. Had this exceptional rate of growth come in a normal year, it would translate to over 100,000 new members every month. This builds on the 35,000 new members registering for Prime per month before the start of the COVID-19 pandemic.

Since the subscription model was first unveiled in France, it has launched in the UK, Germany, Spain, Italy, Portugal and the United States.

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<sup>1</sup> Average saving per holiday, including one-week accommodation and round-trip flights for two passengers.

**Dana Dunne, CEO of eDreams ODIGEO**, commented, *“Prime has been a pioneer for the travel sector and reaching the one million milestone is only the beginning. We know from our research that consumers across all industries want closer relationships with brands they trust, a more bespoke consumer experience, more flexibility and choice, and best prices. Prime’s rapid expansion to new international markets and its immense popularity with its membership demonstrates how revolutionary it has been in capturing the mood of modern travellers across the world. Now, with travel once again back on the agenda after a challenging 12 months, we are seeing incredible demand from travellers desperate for some much-needed rest and relaxation. Services like Prime, are crucial in our ability to meet this demand, underpinned by our understanding of the experiences we know our customers are looking for, and the market-leading technology that supports our digital travel platforms.”*

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### **About eDreams ODIGEO**

eDreams ODIGEO is one of the world's largest online travel companies and one of the largest e-commerce businesses in Europe. Under its four leading online travel agency brands – eDreams, GO Voyages, Opodo, Travellink, and the metasearch engine Ligo – it serves more than 17 million customers per year across 45 markets. Listed on the Spanish Stock Market, eDreams ODIGEO works with over 650 airlines and has partnerships with 130. The brand offers the best deals in regular flights, low-cost airlines, hotels, cruises, car rental, dynamic packages, holiday packages and travel insurance to make travel easier, more accessible, and better value for consumers across the globe.