

Travel Service Provider
Articles of Participation
Planning Document

Launch timeline:

- Wednesday, 25 Apr – Communication of Code to all Global Sales teams
- Friday, 27 Apr – Communication of Code to TAAI
- Monday, 30 Apr – Publish code online and distribute communications as needed by Sales
 - POS India to distribute agency message through existing circular messaging processes
 - Regional Sales to distribute agency message through existing circular messaging processes
 - Regional Sales to coordinate distribution through GSAs in appropriate markets
- Monday, 30 Apr – Begin small OTA content removal notification
- Tuesday, 15 May - Begin OTA commercial negotiations
- Wednesday, 16 May – Begin violation notifications to OTAs and Metas
- Wednesday, 16 May – Begin non-accredited subscriber content removal
- Monday, 21 May – Begin Meta commercial negotiations
- Thursday, 31 May – Complete non-accredited subscriber content removal

Executive Summary

A new Travel Service Provider Articles of Participation has been created to re-establish control over the distribution of Jet Airways content. These Articles will lead to improved revenues and optimized cost control, contributing to long-term profitability improvements. The effective launch and enforcement of these Articles establish the foundation for Jet Airways' broader distribution strategy including its efforts to make jetairways.com the most preferred online channel by our guests.

The Articles includes several existing Jet Airways commercial policies that have been blended into the overall Articles with no material changes to their content, including the GDS Booking Violation policy.

Several new policies have been included in the Articles, identified based on observed abusive behaviour of Jet Airways content, as well as industry best practices observed in the marketplace. These include:

- **Discontinuation of General Concurrence Policies in the UK, Greece and Ukraine** – this is a policy alignment with Jet Airways partners including AFKL, DL and VS. There have been a growing number of agency defaults in these markets creating significant liabilities for the industry. This adds an additional level of financial protection for Jet Airways with newly accredited agencies. Jet Airways may still grant accreditation for new agencies, but has the opportunity for additional validation as needed.
- **No Redistribution of Jet Content** – Jet Airways provides content to Travel Service Providers for the sole purpose of selling Jet Airways tickets through their respective business (i.e., brick and mortar locations and websites.) Content is not provided to be given to other 3rd parties for any reason without Jet Airways consent. Jet Airways may or may not have any legal or financial oversight of these 3rd parties and material harm to Jet Airways brand and profitability can occur.
- **Prohibition of New Online Distribution** – this policy requires any entity not currently distributing Jet Airways content online to request permission to do so before displaying our content in that channel. This allows Jet Airways to validate the potential contribution of the new business to our bottom line. It is a powerful tool limiting the impact of existing and potentially new abusive online behaviour. This policy does not directly impact existing online distributors, only new

ones. A separate policy not covered in the Articles titled “Selective Distribution” will address existing online distributors.

- **Fare Transparency** – This policy simply expects anyone displaying Jet Airways Fares to display to the guest the fare published by Jet Airways. The intent is to eliminate deceptive pricing practices by OTAs and other online entities to draw in guests with fares that are not real. Many online players who participate in this model add service fees to a transaction later in the purchase path to make up the difference in the fare owed to Jet Airways. Travel Service Providers are not permitted to alter Jet Airways’ fare in any way. This does not prevent a Travel Service Provider from offering various rebates or charging service fees to guests. They must simply provide a transparent line item detail of these to the guest prior to checkout.
- **Convenience Fees and Merchant Expense** – This is an existing Jet policy intended to ensure that any Travel Service Provider collected Convenience Fees for the purpose of covering merchant expense does not also pass the expense onto Jet Airways when the fee is collected.
- **Guest Service Fee Parity** – This policy protects Jet Airways from punitive actions by Travel Service Providers in the sale of Jet Airways’ tickets. Travel Service Providers cannot charge a service fee for Jet Airways tickets that is higher than the lowest fee charged on any other airline for the same O&D.
- **Compliance with Laws and Regulations** – No commercial impact. Re-iterating that as a representative of Jet Airways, Travel Service Providers must be aware of and abide by any applicable laws and regulations.
- **Jet Intellectual Property** – Protects the Jet Airways brand by prohibiting any Travel Service Provider from bidding on our brands and trademarks. Lowers Jet Airways cost of bidding on any branded terms and supports the growth of jetairways.com by improving its placement in any online search.
- **Guest Service** – requires Travel Service Providers to include the guests mobile number and email address in all PNRs to enable Jet Airways to offer effective guest services within the travel window. Without this information, it is challenging for Jet Airways to contact guests in an irregular operation scenario.
- **Non-accredited Subscriber Content Prohibition** – Extends an existing and effective India POS policy globally. Because airlines have no legal or financial relationship with a non-accredited Travel Service Providers, we are exposed to significant risk if these entities attempt to intentionally or unintentionally harm the Jet Airways’ brand and/or revenue. Once they are shut off, they have the ability for an accredited Travel Service Provider to claim responsibility for their actions through a Letter of Undertaking available on jetairwaysplus.com and the content will be returned.
- **Off-Shore/Cross-Border Ticketing** – Jet Airways may limit availability by POS market based on the value of fares produced by a given market. Jet Airways may also offer different commission structures by country based on competitive factors. The intent of this policy is to prohibit Travel Service Provider behaviour to intentionally shift bookings or ticketing from one market to another to take advantage of these differences. This is a competitive match to similar policies of many airlines around the world.
- **Selective Distribution** – Not covered in the Articles, but a critical element of Jet Airways’ long-term distribution strategy. As new and creative online entities look for ways to remain relevant and grow, they may use strategies that may harm Jet Airways in many ways. To reduce our exposure to this behaviour, Jet Airways is intentionally limiting its 3rd party online presence to select OTAs and Meta sites who comply with our policies and produce revenue that is additive to our bottom line. Online entities who cannot comply or whose contributions to Jet Airways are not creating positive benefits will lose access to Jet Airways content.

