



Unlocking new revenue streams: From Distribution Freedom to True Airline Retailing

May 19, 2026



tpconnects.com

Agenda

- **Welcome & Intro**
- **The African Market Context**
- **How NDC can bring value?**
- **OOSD - Practical Paths Forward with Astra Nova**
- **Q&A**



NDC Pioneers:

- Focus on NDC API retailing enablement since 2015
- 60+ Suppliers API's today (GDS/NDC/LCC)
- Continuous improvement program – NDC API Schema up to 24.4



Agency Multi Source Air Content Shopping:

- Intuitive, plug-and-play, aggregation solutions for **Travel Sellers**
- Desktop (UI) and API content delivery options
- Configurable content: NDC /LCC-API /GDS-EDI
- Enables airlines & agencies to deliver tailored content
- MCP layer providing instant self-learning access to all content in a unified machine-readable format.



Airline Only – NDC Portal / API Solution:

- Enabling NDC distribution & Modern Airline Retailing capabilities for airline partners
- Airline proprietary portal with full content and administrative control
- Unlock market reach with extensive use cases (TAs, Corporates, Group Bookings)
- Headless API for consumption by your travel resellers, e.g., OTA direct or via an aggregator
- MCP layer sitting above existing NDC APIs as a normalizing orchestration platform cross all airline NDC versions and schema variations
- Intelligent LTB optimization solution



Airline OMS/OOSD Solutions

Modular solutions delivering airline-focused Modern Airline Retailing outcomes

- **Product Catalog**
- **Stockkeeper**
- **Order Management**
- **Offer Management**
- **Via Partnership**
 - Offer Management (T1 Airlines)
 - Order Accounting/Settlement
 - Service Delivery



The African Market Context

Focus on Africa Travel Market

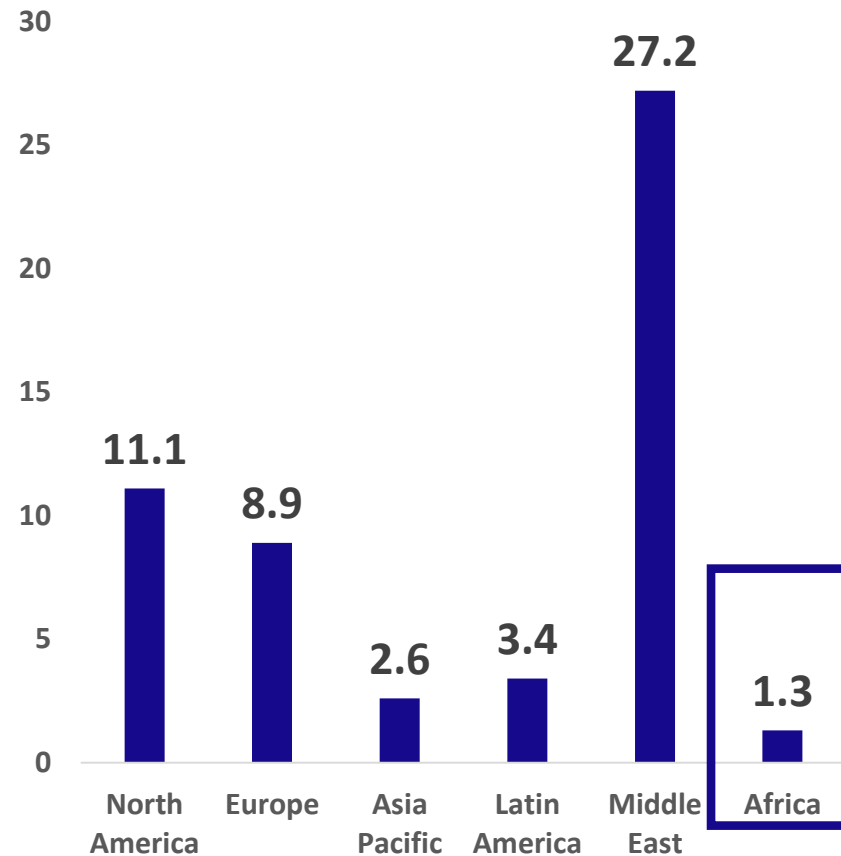
Challenges

- African FSCs operate with bundled service expectations limiting ancillary upsell
- Difficulty implementing complex systems
- Limited NDC expertise
- Partially underdeveloped ancillary services

Barriers

- Complex Visa regimes and entry procedures
- Connectivity and system reliability issues
- High GDS dependency

2025 Net Profit Per Passenger, \$



Drivers

- Increased air connectivity and improved infrastructure
 - Direct flights increased by 28%
 - Expanded fleets and route networks
 - Government investments (Airport Infrastructures)
- Rising domestic tourism demand

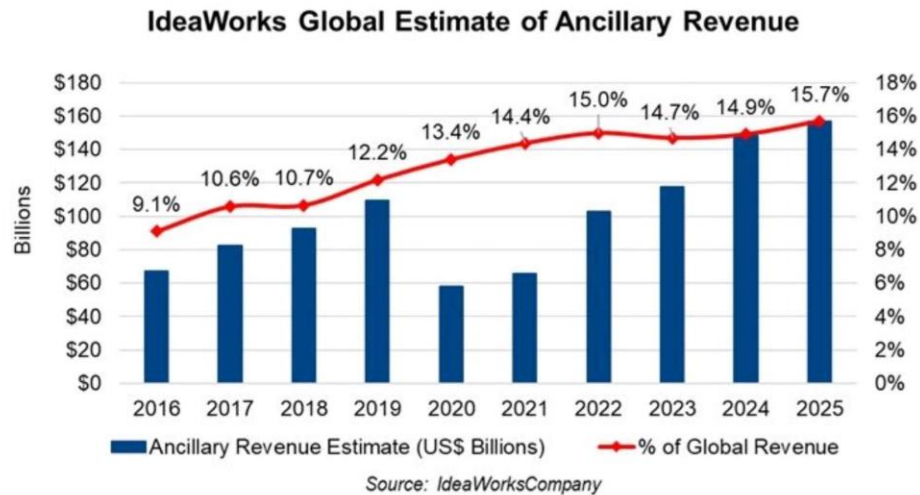
Opportunities

- Growth of sustainable tourism
- Expansion of digital platforms and online travel booking systems
- Growing direct channel importance
- Customer expectations evolving

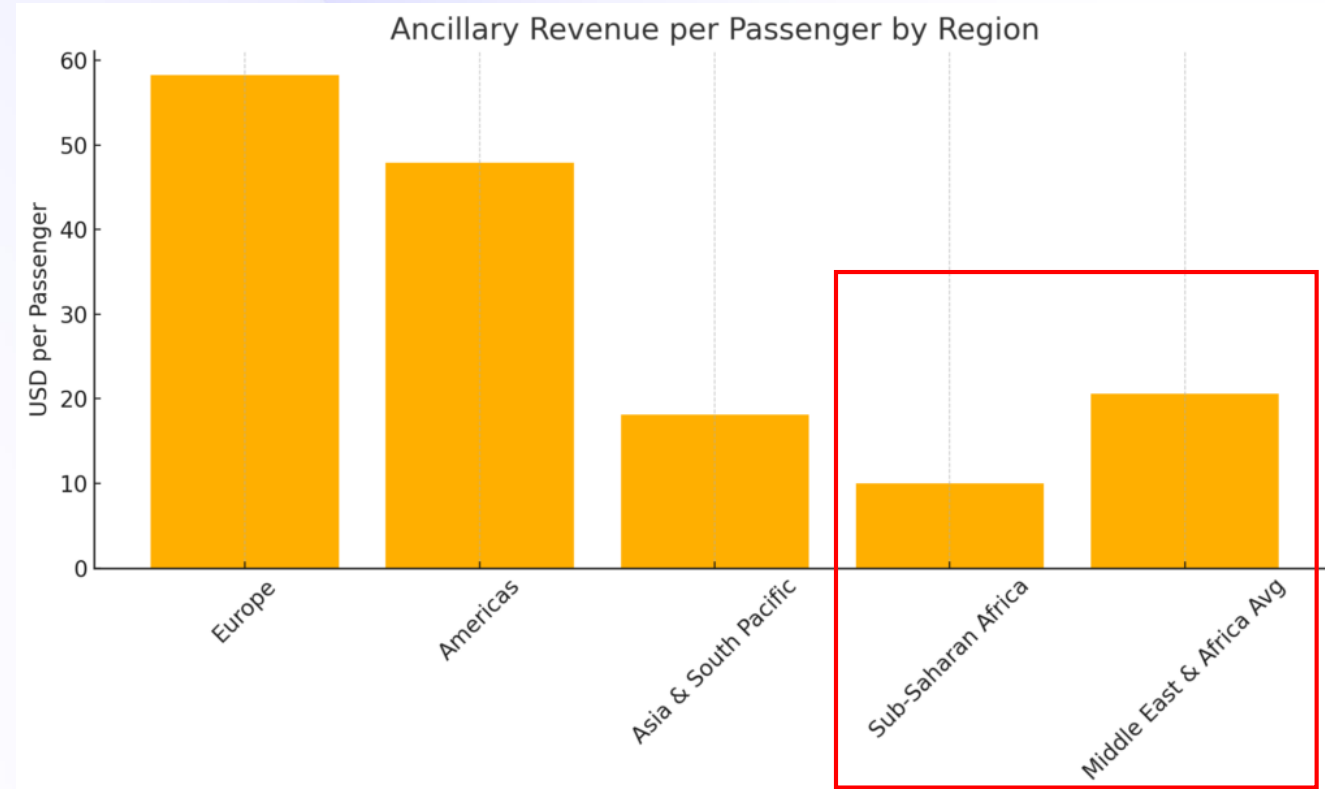
Africa Travel Market projected CAGR 5% 2026-2034

Ancillary Revenue Opportunity for African Airlines

2025 Total Revenue



Airline Ancillary Revenue Skyrockets to \$157 Billion Worldwide for 2025



Modern Airline Retailing can help boost Airline Revenue



*<https://avaerocapital.com/2025/05/28/unlocking-the-ancillary-revenue-goldmine-a-strategic-imperative-for-african-airlines/>

How NDC can bring value?

NDC – Optimizing Costs Through Modern Distribution

What NDC Is:

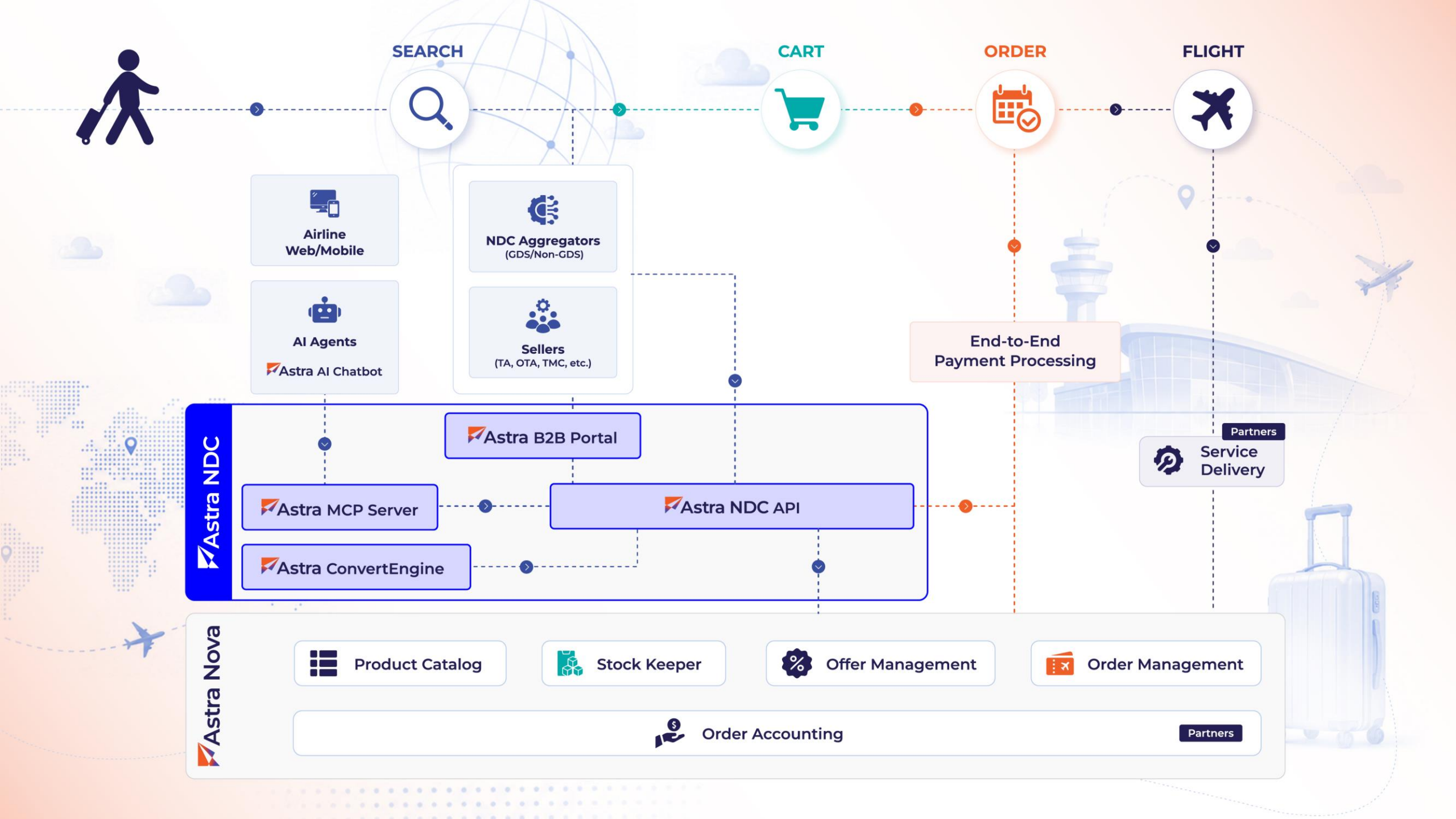
- Modern API-based airline distribution standard
- Direct airline-to-seller relationship
- Enables rich product content
(bundles, ancillaries, non-air)
- Enable personalized pricing and offer creation
to be ahead of competition

What NDC Isn't:

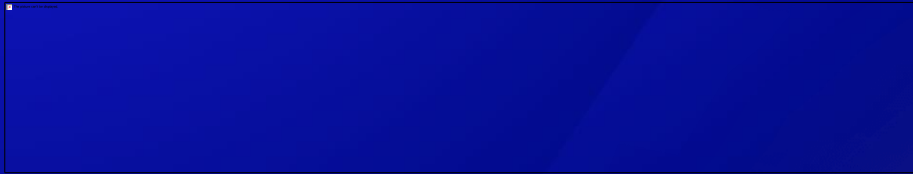
- Not just for large airlines
- Not requiring complete system replacement
- Not a direct booking channel only
- Not eliminating GDS

Benefits

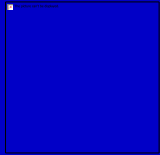
- **80-90%** reduced distribution costs
- Expand the reach and gain the market



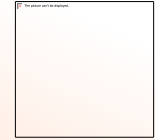
How Air Cairo Achieved 40% Booking Growth Through Astra NDC



Air Cairo's Distribution Challenges



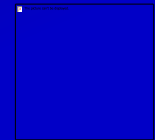
Evolving market dynamics



Growing demand for direct and differentiated content like NDC Portal



Need to expand reach through new digital channels, aggregator, OTAs and other partnerships



Increasing distribution costs

Solution: Astra NDC API combined with a dedicated B2B Agency Portal

Seamless Connectivity with Global Travel Sellers (aggregators, OTAs, and agency partners)

Real-Time Fare and Availability Distribution to support accurate content delivery

Ancillary and Merchandising Enablement supporting distribution of additional products and value-added services

Content Control and Distribution Flexibility enabling better management of how Air Cairo content is presented across channels

Astra NDC

Shop

Order

Pay

Service

End-to-End NDC Booking and Servicing Flow covering shop, order, pay, and service including changes, cancellations, and post-booking support via NDC workflows



Revenue Growth

10% of total passengers travelled via the NDC channel in 2025, resulting in **13% of total revenue** and generating **higher revenue per passenger**

40% increase in NDC bookings over 2 years

15% YoY ancillary revenue growth

Adoption Increase

3,000+ agencies actively using Astra B2B portal

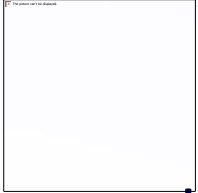
57% reduction in partner onboarding time in 2025

70% of API agencies go live within 3 months

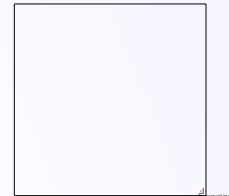
AIRCAIRO



Another Egyptian carrier goes live on NDC v24.4



"Deploying NDC 24.4 in production demonstrates TPCs commitment to provide its airlines and their travel partners and customers with the most advanced booking and servicing experience available today."

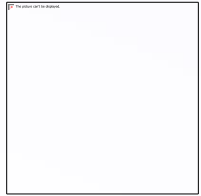


Unlocking Advanced Retailing Capabilities

- Enhanced Order Management
- Advanced Order Servicing
- Streamlined Order Accounting

OOSD – Practical Paths Forward with Astra Nova

Offers & Orders - The Next Evolution



Traditional Model

PNR + Ticket + EMD +
Separate records
= Complexity



ONE Order Model

Single order record
for entire journey

Benefits

- Simplified Servicing and reduced complexity
- Better Customer Experience
- Unlock new Revenue Streams !

The Endless Possibilities of OOSD

Use Case 1: Frictionless International Travel with Personalized Ancillary Booking

Scenario: Traveler with digital ID profile books flight from Nairobi to Luanda.

Using the passenger's verified digital ID, the system automatically:

- Identifies Angola's e-visa requirements
- Pre-fills visa application data from the digital ID profile
- Presents travel insurance options compliant with Angolan entry regulations
- Bundles visa processing and insurance as personalized ancillary services during booking



Use Case 2: Large-Party Booking and Change Management

Scenario: Three families traveling together (12 passengers) in a single order.

Need coordinated seating and streamlined checkout.



Use Case 3: Premium Privacy - Full Row Purchase

Scenario: Single passenger wants to reserve an entire row (3 seats) for privacy and comfort, get lounge access and purchase a meal on board.

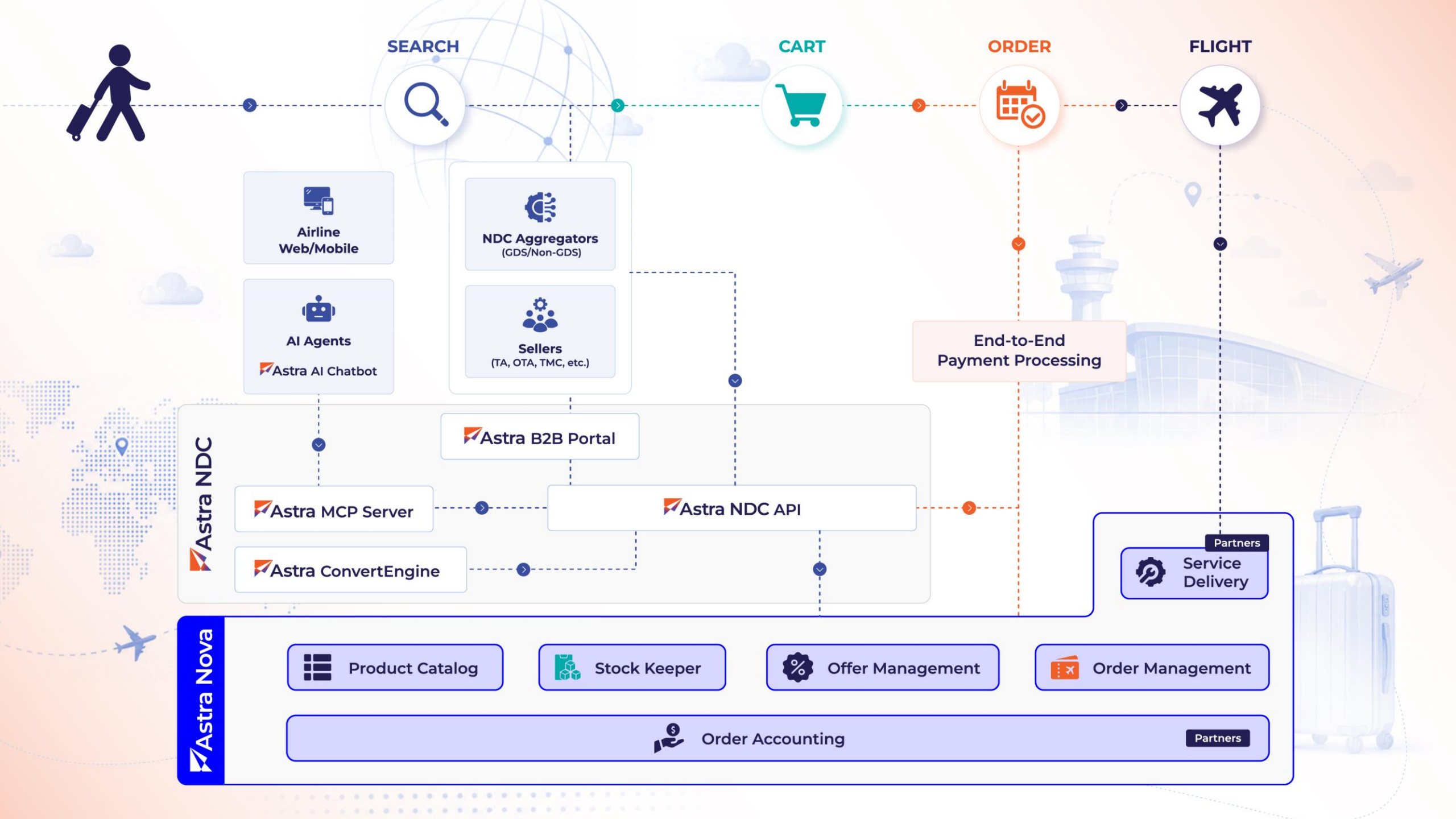


How Astra Nova Enables These Scenarios



Product Catalogue	Stock Keeper	Offer Creation	Order Management & Accounting
<ul style="list-style-type: none"> Define mixed-cabin products with bundled ancillaries Create innovative comfort products like "Privacy Row" for premium experiences Enable flexible fare rules and product combinations beyond traditional offerings 	<ul style="list-style-type: none"> Manage non-standard allocations Real-time availability across multi-passenger and complex bookings Bundle Stock Management 	<ul style="list-style-type: none"> Multi-passenger workflow with coordinated seat selection Bundled ancillary offers (window seat + special meal) in single transaction Real-time pricing visibility for complex group bookings 	<ul style="list-style-type: none"> Real-time order visibility with family/passenger-level servicing Flexible modification processing (voluntary changes, refunds) Automated accounting with instant financial reconciliation and posting Status updates across multi-passenger order removing legacy 9-passenger limits

The Astra Nova Advantage: From rigid legacy constraints to flexible, customer-centric booking experiences



Possible Adoption Scenario of Modern Airline Retailing with TPC

Airline state of the art

- Currently on traditional PSS
- Primarily legacy distribution
- Limited direct channels (or suboptimal NDC adoption level)
- Limited ancillary revenue

Recommended Path

Adopt NDC

- Deploy ASTRA NDC to target markets/consumers
- Deploy ASTRA B2B portal for agents (consider group bookings as a revenue stream) and other consumers (government, corporate)

Embrace OOSD

- Adopt ASTRA NOVA product Catalogue, Stock Keeper, Offer/Order Management for enhanced retailing of bundled products

Key Takeaways

- **African Airlines Can Win** - Leapfrog opportunities exist
- **Start Small and Scale Fast** – Begin now, phased approaches reduce risk
- **Technology Enables** - Modern solutions are more accessible

Q&A

Schedule an Astra Demo





Thank you!

