

Modern retailing (NDC)

FOR CORPORATE & AGENCY PARTNERS



American Airlines is committed to delivering modern retailing experiences. Starting in April 2023, shopping via modern retailing channels will be the only way customers can retain access to all available third-party public content. We estimate that over 40% of fares available today via third-party legacy technology channels will become exclusively available via modern retailing channels. We are here to help you get connected.

Content category	Third-party legacy technology (EDIFACT)	Third-party modern retailing (NDC-enabled)	American-owned
Standard <ul style="list-style-type: none"> Everyday Main and Premium cabin fares (e.g., not our lowest fares) Eligible for corporate discounts 	✓	✓	✓
Value <ul style="list-style-type: none"> Lowest fares available to third-parties (e.g., fares with restrictions; Basic Economy) Not eligible for corporate discounts (already considered discounted) 		✓	✓
Enhanced <ul style="list-style-type: none"> Offers (Main Select, Main Plus, Flagship® Business Plus™, etc.) – eligible for corporate discounts. The discounted Main Select offer may be less expensive than the Standard content category Main Cabin fare in third-party legacy technology channels. Ancillaries (bags, seats, etc.) – not eligible for corporate discounts. 		✓	✓
Special offers via American-owned channels <ul style="list-style-type: none"> Web sales, limited time offers and AAdvantage® member exclusive offers Historically these special offers have comprised a small percentage of bookings made through third parties 			✓

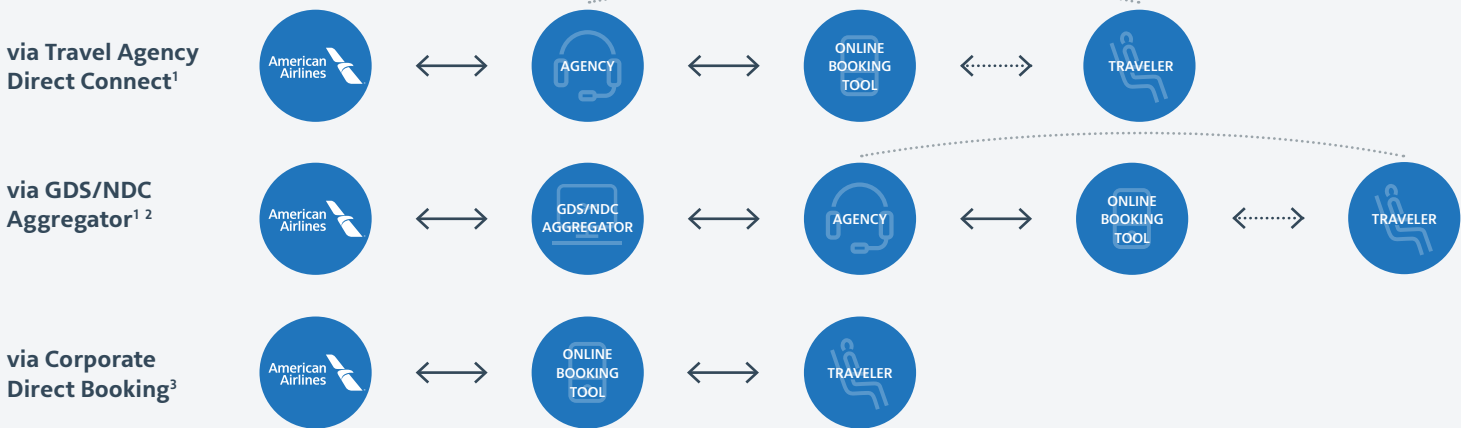
Modern retailing channels include:

- Third-party modern retailing (NDC-enabled):** Travel agencies and booking tools connected to American's NDC via Travel Agency Direct Connect or GDS/NDC Aggregator.
- American-owned channels:** Bookings made on aa.com (including Concur® TripLink), American's mobile app, American Airlines reservations, American Airlines Vacations, American Airlines Ticket Centers, meta-search engines (e.g., Google Flights, Kayak, etc.) that direct customers to aa.com and other American Airlines branded sites.

Third-party legacy technology channels: Third-parties connected to American's content using EDIFACT technology.

Modern retailing ecosystem

Connection options for corporate & agency partners



¹ Agencies are required to be an Airline Reporting Corporation (ARC) / International Air Transport Association (IATA) accredited agency for ticketing.

² Visit NDC.aa.com to view American's approved technology partners.

³ Ticketing and servicing handled through American Airlines.

..... Traveler can access our content via OBT or offline via agency.

For more information, please visit NDC.aa.com

Modern retailing information as of December 5, 2022. Offer categories projected for April 2023. Content offers subject to change.

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