



Hitit and TAZI are joining forces to bring AI into the aviation industry

Hitit, the world's leading aviation technology company, and TAZI, which is a fast-growing Artificial Intelligence (AI) SaaS company, signed an OEM agreement. The OEM agreement will enable Hitit to have an Adaptive Machine Learning (ML)-based solution within their core application solution called Crane, by utilizing TAZI Platform's strong capabilities.

Hitit, the world's leading airline and travel IT provider, and TAZI, which provides adaptive ML solutions, have joined forces. Hitit and TAZI AI aim to contribute positively to airlines and other transportation companies by creating innovative solutions.

Within this framework, the two companies signed an agreement to make aviation technologies more digitalized with artificial intelligence. This cooperation, which is a response to the uncertainty that the travel industry has faced in recent years, especially with the impact of the pandemic, aims to contribute to the transformation of the industry with artificial intelligence.

Hitit and TAZI will integrate adaptive ML models into Hitit's Crane branded solutions. Crane solution's technological capacity will improve with TAZI's easy-to-use and actionable platform resulting in a decrease in Hitit's partner airlines' operational costs and an increase in their revenue.

Nur Gökman, Chairwoman of the Board and CEO at Hitit, said: "Hitit has started to integrate artificial intelligence into its software solutions in recent years. With the TAZI cooperation, we are diversifying the AI-based applications that we have started to use in the operational functioning of airlines, such as crew assignment and tariff planning. We will also use artificial intelligence in the areas of pricing and dynamic pricing of additional services. By further increasing our investments in this area in the coming period, we aim to strengthen the



technological capacity of our software solutions and contribute to the development of the industry and our airline partners."

TAZI AI's Chief Executive Officer Zehra Cataltepe added: "The thing I'm most excited about is, together with Hitit, we now have the power of delivering value to the aviation industry. I believe this collaboration will nurture both Hitit's and our expertise in the future."

About Hitit:

Hitit, established in 1994, is considered one of the largest airline and travel IT solution providers in the world. Hitit's brand "Crane" offers a comprehensive suit that serves flag carriers, low-cost and hybrid airlines, as well as ground-handling agencies. Hitit is a one stop shop for Software as a Service new generation airline IT solutions with modules geared towards every part of an airline's business lifecycle. Hitit's solutions and services provide its partner in the aviation industry in with state-of-the-art technology for passenger services, operations, accounting and cargo. Hitit currently serves more than 50 airline companies and travel partners across Europe, Africa, Asia, Middle East, North and Latin America. With a strong team of consultants and ever-changing progressive vision, Hitit is an industry leader in seamless integration, high performance implementation and customer support. With multiple sales and distribution channel support and unlimited ancillary capabilities, Hitit's solutions and services provide airlines the ability to maximize profit and minimize costs. Having completed the public offering of 27.6% of its shares, Hitit has started publicly trading on Borsa Istanbul since March 3rd, 2022.

About TAZI:

TAZI AI is a scale-up company, established in 2017 in San Francisco with the R&D resources in Istanbul with a unique vision of enabling every human using ML for making better choices. Shaped by real-life experience with its customers, TAZI's SaaS solutions keep business experts in the driver's seat while empowering data science teams. With the founders' 60+ years of experience in Machine Learning systems and software developments starting all the way from Caltech and MIT, TAZI now has 3 patented technologies, which revolutionized the entire approach to the market. TAZI Platform enables business users to create, monitor and contribute to the ML solutions as business conditions continuously change. This is possible thanks to TAZI's patented continuous learning, explainable AI, human-in-the-loop differentiators and also our team. TAZI has been chosen by Gartner as a Cool Vendor in Core AI Technologies and is cited as a Responsible, Explainable AI vendor in various analyst reports.