



AIR SERBIA | DISTRIBUTION COST FEE [REMINDER]

Dear Partners,

Air Serbia places high value on the strategic relationship we have with our trade partners and global distribution systems. We are grateful for the continuous support from the travel agent network and its role in promoting Air Serbia product, for several decades now.

Having in mind recent developments and the unprecedented impact of the pandemic that has shaken the foundations of our industry, Air Serbia has been looking for the best way to increase its operational effectiveness while maintaining the best possible relations with its vast travel agent community. We are aware that via Global Distribution Systems (GDS) travel agency customers have many benefits over and above the simple booking of Air Serbia tickets. These include, for example, performance comparisons of different airlines or the technical connection of travel agencies as a basis for further services. However, the cost of these services is significantly disproportional to the airfare itself and Air Serbia is charged a large financial sum annually, reaching the point where it is no longer sustainable.

Having said that, we are going forward with a different approach related to global distribution systems, to protect our revenue and secure good service in the years to come.

Starting March 28, 2021, Air Serbia will introduce a Distribution Cost Fee (DCF) applicable to all GDSs to which Air Serbia distributes its inventory (sales and travel date). A charge of EUR 4.00 per JU marketed segment will automatically be applied in all GDSs and collected when issuing the ticket, via YR tax. The DCF will be non-refundable but it will be re-usable. The EUR 4.00 DCF will not be applicable when using Air Serbia direct channels - airserbia.com, Air Serbia Mobile App, Contact Centre and Retail Shops, which are not limited to the end customers and are widely open for you as our trade partners. Air Serbia will continue to work on developing alternative services and platforms, to be expanded to the wider travel agent portfolio to connect directly to the Air Serbia inventory. More information about the DCF rules can be found on this [LINK](#).

Air Serbia remains dedicated to our strategic partnership and we will continue to improve our offer and work with you in the future striving to create the best possible environment for all.

Sincerely,
Your Air Serbia team