

**PRESS RELEASE**

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**Strata Partners advises Vayant Travel Technologies Inc. on its sale to PROS Holdings, Inc. (NYSE: PRO)**

Strata Partners is delighted to announce that it acted as exclusive corporate finance adviser to Vayant Travel Technologies on its sale to PROS, for a consideration of \$35 million.

Sofia, Bulgaria-based Vayant is a cloud software company that provides advanced shopping, pricing, merchandising and inspirational travel solutions to major global airlines and tour operators.

The acquisition of Vayant accelerates PROS modern commerce innovation for the travel industry and positions PROS to deliver even greater value to its travel customers. The powerful combination creates an end-to-end offer optimization solution designed to help travel companies deliver personalized offers and expanded choices that drive loyalty and growth.

Commenting, Eric Dumas, CEO at Vayant Travel Technologies noted, "Strata helped us achieve a successful outcome of what was a complex multi-track process across multiple time zones. Strata provided a very professional team with a strong financial background and very effective delivery management. It has been a very positive experience working with them during this journey."

"The sale of Vayant to PROS is a significant milestone for the Central & Eastern European technology ecosystem," said Pavel Ezekiev, Chairman of Vayant's Board and General Partner in Vayant's venture capital backer NEVEQ and in Neo Ventures. "The acquisition ranks within the top 10 venture-backed exits of a software vendor in the region to a global strategic player."

Robert Lees, Partner at Strata Partners commented, "We are delighted to have delivered a successful exit for Vayant, once again evidencing our expertise and capabilities in the the travel technology sector."

**About Vayant**

Vayant Travel Technologies, Inc. provides airlines with an industry-leading sales offer creation platform independent from their PSS for pricing, shopping, merchandising and NDC distribution. Vayant's advanced, cost-effective and easy-to-deploy solutions enable airlines to take control of their distribution and optimize revenues across both direct and NDC channels. More than 25 customers, including global, regional and hybrid airlines, have chosen Vayant solutions to power their digital commerce and their NDC distribution. The company's largest shareholder is venture capital firm NEVEQ. Learn more about Vayant at [www.vayant.com](http://www.vayant.com).

**About Strata Partners**

Founded in 2002, Strata Partners is an independent corporate finance partnership headquartered in London that provides buy side and sell side, mergers & acquisitions advice and capital raising services to technology and science-enabled businesses across the globe. Learn more about Strata at [www.strata-partners.com](http://www.strata-partners.com).

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