According to Ingenico ePayments’ data, most travelers in LATAM arrive or depart from these top five airports:

- **PTY**  
  Tocumen International Airport | Panama City, Panama
- **SCL**  
  Comodoro Arturo Merino Benítez International Airport | Santiago, Chile
- **LIM**  
  Jorge Chavez International Airport | Lima, Peru
- **BOG**  
  El Dorado International Airport | Bogota, Colombia
- **GRU**  
  Sao Paulo – Guarulhos International Airport | Guarulhos, Brazil

We work with some of LATAM’s biggest airlines, visiting all of these destinations, by helping them reach more customers around the world. Make sure that you’re targeting all of your international travelers throughout their journey, with the most payment methods and comprehensive acquiring coverage available.

Visit: [www.ingenico.com/epayments](http://www.ingenico.com/epayments) to learn more
OVERCOMING TURBULENCE

How Air Europa Conquered the Digital Channel to Achieve Hypergrowth
PRESENTERS

Yago Casasnovas
Payments, Fraud Prevention, Ecommerce
Air Europa

Miriam Syber
Enterprise Account Manager
Riskified
MEET AIR EUROPA - HISTORY & MILESTONES

1986  Air Europa takes off
1993  1st domestic flight operated by a private airline in Spain
1995  1st European flight between Madrid and London
1996  1st long haul flight between Madrid and New York
1998  Globalia set up as holding Company for all its businesses
1999  First Boeing 737-800 aircrafts received
2006  First A330-200 aircrafts received
2007  Official SkyTeam Alliance partner
2009  First Embraer 195 aircrafts received
2012  First airline to receive EMAS environmental management certificate
2016  Begin operating Boeing 787 Dreamliner
2017  New destination in Ecuador, Brazil, Honduras, Morocco
Dependency on the Globalia network of travel agencies and tour operators.

Web sales - secondary
2016:
Investment In Direct Digital Sales

- New website
- Air Europa mobile app is launched
- Digital teams
THE RESULT:

Digital Hypergrowth

- Significant revenue boost from digital sales
- Larger fleet
- New flight routes
Q3 2016

Houston, We Have A Problem!

Series of CNP fraud attacks

Inexperienced in-house fraud review team

Credit Card Monitoring Program
CULTURAL CONSTRAINTS

“Fraud is a recognized expense”

“Fraud is a line in the balance sheet”

“We can live with it”
2017:
A New Culture and Brand

Efficiency

Accountability

New mind frame: from local to global
SEEKING A PARTNER TO MANAGE FRAUD

Air Europa’s rapidly growing business requires a scalable solution

Proven experience effectively preventing fraud in online travel sales

Flexibility and ability to support future challenges and emerging needs
Riskified improves global eCommerce for merchants and consumers.

The world’s largest brands trust Riskified to:

- Increase revenue
- Manage risk
- Improve customer interactions

- 220 total employees
- 130 people in R&D
- $64 million in funding to date
- 1,000 clients including publicly traded companies
- 1,000,000 transactions daily
AIR EUROPA TODAY

Double digit online revenue growth since partnering with Riskified.

On their way out of Visa’s Excessive Chargeback program:

- ~95% reduction in chargebacks
- +10% increase in approval rates
TAKEAWAYS

Tip 1
Fraud prevention requires expertise

Tip 2
The time to prepare for tomorrow’s challenges is now

Tip 3
Cross-departmental cooperation is key for successful cultural transition
Thank you for your time!

More questions? Visit our booth!