



FOR IMMEDIATE RELEASE

Ink welcomes Oliver Wigdahl as its Chief Product Officer

Seasoned executive to drive strategic vision for Ink Innovation's product portfolio

Alicante, July 4, 2024—Oliver Wigdahl has joined the Ink Innovation team as Chief Product Officer. In his new role, Oliver will oversee the overall vision and strategic direction of Ink's product portfolio.

Oliver brings to Ink over 30 years of extensive experience in the airline and technology sectors across Europe, North America, Asia, and Africa. His international career includes senior strategy, commercial, technology, and operational roles with leading low-cost, legacy, and hybrid carriers such as easyJet, Go Fly, Jet2, American Airlines, FlySafair, and fastjet.

Throughout his career, Oliver has demonstrated exceptional expertise in defining and deploying innovative strategies and solutions. He successfully defined and led a greenfield LCC strategy for Sabre and has overseen major projects for TravelSky in China, such as their next-gen LCC PSS, 'Quick'.

Oliver has extensive experience in booking, processing, retailing tech, and cloud-based solutions. He managed multi-stream tech projects, including fastjet Africa's technology platform overhaul. He also played a pivotal role in the start-up and growth of Safair's highly successful LCC unit in Africa and led the world's first cloud-based eCommerce booking system for leisure operators, Time Pursuit. Oliver has held significant revenue, P&L and team management responsibilities across global markets.

'Oliver's extensive background in the airline and technology sectors makes him the perfect fit to lead our product strategy. We've already benefited from his advisory on several projects and are delighted he recognises Ink's potential and has agreed to join our team,' said Harmen Brenninkmeijer, President and Chief Development Officer of Ink.

Oliver added, 'I am excited to join Ink at such a dynamic time in the company's journey. Ink has a strong foundation and a talented, diverse team. Their bold and visionary approach to product development aligns perfectly with my experience, and I am eager to contribute to achieving Ink's ambitious goals.'

About Ink. Ink Innovation S.L. is a technology provider for the travel industry with core expertise in connected journeys and passenger experiences. Ink transforms travel by enabling airports, airlines and other industry operators to achieve greater flexibility. Ink's unique ecosystem comprises biometrics, digital ID, mobile and cloud systems and self-service devices to improve operational flow. Headquartered in Spain, Ink operates worldwide, partnering with clients such as Copenhagen Airport, Jet2, TUI, LIFT, BermudAir and Menzies Aviation. The company holds ISO 27001 certification, is a strategic partner of IATA and an ACI partner.

For media inquiries, please contact the Ink team at media@innovation.ink.