

Press Release

Tuesday, 04 November 2025

WebBeds signs strategic partnership agreement with Fornova to transform global distribution control capabilities.

WebBeds, the global marketplace providing accommodation and ground product distribution services to the travel industry, is proud to announce a strategic partnership with Fornova to implement their cutting-edge Distribution Intelligence platform. This collaboration marks a significant milestone in WebBeds' commitment to redefining distribution control and reinforcing its position as a leader in travel distribution.

The integration of Fornova's technology represents the next step in WebBeds' long-term strategy to deliver innovation, operational excellence, and enhanced value to its hotel partners. The Distribution Intelligence platform will enable WebBeds to build on its existing internal capabilities and introduce a series of powerful enhancements designed to optimise distribution performance and rate integrity across all channels.

Key features of the partnership that will benefit hotel partners include:

- **Strengthened Rate Parity Enforcement:** Reinforcing WebBeds' internal parity tools and introducing a standardised playbook with clear steps, responsibilities, approval flows, and escalation paths.
- **Maximised Production with Minimal Violations:** Optimising commercial performance by increasing booking volumes while reducing rate discrepancies.
- **Automated End-to-End Processes:** Leveraging AI and machine learning to automate the full lifecycle from detection to resolution within defined tolerance thresholds.
- **Enhanced Internal Control Systems:** Expanding WebBeds' Distribution Control System to enable real-time responsiveness and proactive issue resolution.
- **Redefined Operational Frameworks:** Establishing a clear execution model that aligns teams and processes for consistent, measurable outcomes.
- **A Single Source of Truth:** Centralising data and insights to ensure transparency, accuracy, and alignment across all distribution activities.
- **Defined Success Through KPIs:** Implementing measurable performance indicators to track progress and drive continuous improvement.
- **Strengthened Industry Relationships:** Deepening collaboration with hoteliers and supporting customers with enhanced tools to manage and monitor distribution effectively.

Noemi Gómez, Senior Vice President Global Commercial Planning of WebBeds, said:

"Partnering with Fornova is a transformative step forward in our mission to deliver smarter, more efficient distribution solutions. The combination of Fornova's Distribution Intelligence platform with WebBeds' global reach and expertise will allow us to proactively manage parity, improve commercial outcomes, and provide even greater value to our

partners. Our vision is to create a seamless, transparent, and high-performing distribution ecosystem — and this partnership is a significant step towards realising that ambition.”

David Samuel, CEO of Fornova, added:

“We are delighted to partner with WebBeds, a company that shares our passion for innovation and excellence. Our AI enabled Distribution Intelligence platform is designed to provide the insights and automation required to navigate today’s complex distribution landscape. By combining our patented technology with WebBeds’ global scale and industry expertise, we will enable hoteliers and travel partners to optimise performance, strengthen distribution control, and deliver superior experiences to their customers.”

Ends.

About WebBeds

Launched in 2013, WebBeds is a global marketplace for the travel trade, providing powerful distribution solutions that make selling and buying travel products easier. It sources accommodation and destination services from travel suppliers, aggregates and merchandises that content in the WebBeds platform, then distributes it to its global network of travel trade buyers, who sell to the travelling public.

Hotels and other suppliers - global and regional hotel chains, independent hotels, apartments, resorts, attractions, transfer and sightseeing companies and more - can sell their products to a global network of online and offline travel buyers through robust solutions that provide greater inventory control to simplify distribution, and leverage WebBeds enhanced analytics to inform inventory optimisation choices – saving costs and increasing revenue.

Travel buyers - online travel agencies, retail travel agents, corporate travel managers, tour operators, wholesalers, tourism boards, super apps, DMC’s, group providers, airlines and more - can integrate the hundreds of thousands of hotels and ground services in the WebBeds marketplace through simple and seamless API connectivity, or they can search, shop and book online through one of WebBeds trade only booking sites.

WebBeds operates globally through four geographic regions – Europe, Asia Pacific, MEA (Middle East and Africa) and Americas - with over 1,900 travel professionals working in 120 cities across 50 countries worldwide. WebBeds also operates specialist brand UHI. UHI is a genuine pioneer, providing online pilgrimage travel services to travel agencies worldwide.

Find out more about the WebBeds business at www.webbeds.com

WebBeds is a travel brand of [Web Travel Group](#) (ASX: WEB)

About Web Travel Group

Web Travel Group, an ASX 200 listed company (ASX: WEB), is a B2B global travel organisation that enables travel all around the world through our market leading travel brand, WebBeds.

WebBeds is a global digital marketplace for the travel trade, providing powerful distribution solutions that make selling and buying travel easier. WebBeds connects hotels wanting to sell rooms with travel buyers looking to find rooms for their customers, the travelling public.

Find out more about the Web Travel Group at: www.webtravelgroup.com