

PRESS RELEASE

The largest Croatian DMC Atlas signs with Lemax

ZAGREB, October 25, 2018 - Lemax company signed a contract with the largest destination management company Atlas for the implementation of Lemax software solution, which will cover all business segments of their travel business.

Having signed their most significant global contract since the Company was founded a couple of weeks ago, Lemax continues to conquer the domestic market by closing the deal with the largest Croatian DMC Atlas for the implementation of the Lemax software solution. The implementation of the solution created entirely with Croatian knowledge, Croatian investments and the work of Croatian experts, will soon begin its implementation phase, while the complete integration is expected by April 2019. Lemax solution, which is among the best software for travel agencies and tour operators in the world, is becoming a synonym for quality and a recognizable brand that meets the needs of today's modern travelers.

Implementation of the Lemax solution in Atlas will affect all segments of the travel business, enable faster business processes, and ensure long-term savings, easier tracking of end customers and service users, and a comprehensive coverage of travel agency activities. Tomislav Varga, CEO of Atlas and adriatica.net Group, said: *"The integration of Lemax in Atlas is just the first step, and the ultimate goal is integrating the solution into the business of the entire group. We must not forget that tourists are central to success in tourism, and the best technological solution will open up a new space for the development of all segments of business."* Adding: *"We are extremely pleased to choose a domestic solution that covers all our needs."*

Lemax solution upgrades the business of tourist agencies by increasing the efficiency of employees, increasing sales through a range of marketing and sales functions, and reducing the possibility of human error by automating business processes. Namely, Lemax enables the complete automation of the sales process, from the moment when the agency receives a request for a tourist service, through verification of the availability of this service with the supplier, up to the payment and the creation of the accounts and offers. While the system works for them, employees can focus on business growth.

Lemax's CEO Mate Kostovski stressed: *"We are proud that Atlas has chosen us as the partner for the implementation of the software solution. The fact that our customers' worldwide revenue grows year in year out is an indication that we are providing a premium product. Our experts have first-rate knowledge in development and implementation, and we are convinced that Atlas's business will reach an even higher level with the new Lemax software."*

During and after the implementation process, regular and continuous trainings are provided which will ensure travel agency's users gain full independence of use.