



How LAN increased its online business by working with Adyen

Conversion rates increase over 20%

Santiago, Chile – August 1, 2011. Santiago-based international airline LAN recently started a partnership with global Payment Service Provider Adyen, headquartered in Amsterdam. Today it announced that it has seen its online conversion in the payments process grow with over 20%, which means it now converts 20% more of its visitors into paying customers. With the future roll-out of more local payment methods, it is expected that this is to increase even more.

'By working with Adyen, we have stepped into a completely new era of accepting payments online,' said Gonzalo Garcia Casamayor, Administration & Finance Director Europe for LAN. 'We do not have to worry about PCI DSS compliance anymore, and the first results have shown an uplift in conversion rates of over 20%. As a next step we will adopt more local forms of payment, which is likely to increase our conversion rates with similar figures.'

The partnership gives LAN access to alternative payment methods that are important to its passengers. Adyen's platform supports over 75 local payment methods in countries across Europe, Latin America, USA and Asia and is fully available on mobile devices. Adyen provides its service through an innovative, hosted payment page solution, which fully relieves LAN from the burden of PCI compliance. The Adyen solution is unique in that it gives LAN 100% control over the look and feel of the hosted payment page, ensuring the highest conversion during the payment process.

'We are very satisfied with these first results of the cooperation between Adyen and LAN,' said Jean Christian Mies, SVP Latin America for Adyen. 'The payments process is completed on a single page and all unnecessary steps have been removed from the payment process. LAN Airlines saw the potential of our platform and is speeding up to make maximum use of it.'

LAN.COM

1. Date 2. Flights 3. Fare 4. Passengers 5. Payment 6. Confirmation

Step 1: Please select your payment method

Total payment amount GBP 278.00

Credit Card

Maestro American Express MasterCard VISA

Card Number

Card Holder Name

Card Expiry Date /

CVC/CW/CID [What is CVC/CW/CID?](#)

pay

Bank Transfer (GB)

Next Step: Enter your Payment Details

About Adyen

Adyen is the leading provider of global Internet payment and e-commerce technology solutions for mid, large and enterprise e-commerce merchants. Adyen's revolutionary Internet payment solution enables merchant to significantly increase online conversion by optimizing the online payment process. This "onestop" solution can be implemented within days and connects companies to global customers through a growing offering of payment methods. Adyen clients include industry leaders such as LAN , KLM, Booking.com, Vodafone, Getty Images, Cortefiel, Mango. To learn more, please contact:

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About LAN

LAN Airlines is one of the leading passenger and cargo airlines in Latin America. The company serves over 70 destinations around the world through an extensive network that offers a complete choice of connections to and from Latin America, while also linking the region to North America, Europe and the South Pacific. Through several code-share arrangements, LAN Airlines and its affiliates also serve 70 additional international destinations. LAN Airlines and its affiliates are leaders in the Chilean and Peruvian domestic markets, and they also have an important presence in the domestic routes of Argentina and Ecuador.

Furthermore, in November 2010, LAN acquired AIRES, a Colombia-based airline. Currently, LAN Airlines and its affiliates operate 123 passenger airplanes. Meanwhile, its cargo subsidiary, LAN CARGO and its affiliates have 14 cargo aircraft. LAN has one of the most modern fleets in the world, which translates itself into greater efficiency and a significant reduction in CO2 emissions, as proof of its strong commitment to protecting the environment.

LAN is one of the few "Investment Grade" airlines in the world (BBB). The company's world class quality standards enabled its membership in oneworld™, the global airline alliance which LAN has been a member of for 10 years, and which encompasses the best airlines in the world. For more information please visit www.lan.com or www.oneworldalliance.com.

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