

Bakuun and HBX Group announce strategic integration to expand global connectivity

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London, 20 May 2025–**HBX Group**(HBX.SM), a leading independent B2B travel technology marketplace, and Bakuun, a leading travel technology provider, have joined forces to roll out a new integration that simplifies hotel connectivity and helps scale accommodation supply across key markets. The partnership brings Bakuun's Channel Manager Aggregator, *B-Aggregate*, into HBX Group's distribution ecosystem, creating new opportunities for hotels to connect and grow faster and with less complexity.

With this integration, HBX Group gains access to Bakuun's over 200 Channel Managers and Property Management Systems through a single connection. This means that hotels which previously didn't have the tech setup to connect with global distributors will now have a new tool to reach demand, unlocking faster onboarding, better efficiency, and stronger visibility.

"We're thrilled to partner with a global travel powerhouse like HBX Group," said **Doros Theodorou, Group Chief Commercial Officer, Bakuun**. "This integration reinforces our commitment to simplifying connectivity for the travel industry. With one seamless connection, HBX Group can now unlock direct connectivity to a broader, more diverse accommodation inventory, enabling faster time-to-market and enhanced booking potential."

Paul Anthony, Senior Vice President Sourcing at HBX Group added: "Through this partnership with Bakuun we're removing technical barriers and making it easier for hotels of all sizes to connect to HBX Group and access our global client base. We are simplifying the process and eliminating unnecessary complexity ensuring a more seamless experience for both sides. This is an important step in strengthening our supply strategy and delivering greater value to our network of partners and clients."

The integration not only helps streamline the technical side of hotel onboarding, but also improves the flow of content, rates and availability — enhancing the overall booking experience for travel distributors. It opens up new revenue opportunities for thousands of hotels that, until now, haven't had the infrastructure to engage with HBX Group's platform directly.

To learn more about Bakuun's innovative technology solutions, visit www.bakuun.com

To explore HBX Group's global distribution offerings, visit www.hbxgroup.com

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About HBX Group

HBX Group is a leading global independent B2B travel technology marketplace that owns and operates Hotelbeds, Bedsonline, and Roiback. We offer a network of interconnected travel technology products and services to partners including online marketplaces, tour operators, travel advisors, airlines, loyalty programmes, destinations, and travel suppliers.

Our vision is to simplify the complex and fragmented travel industry through a combination of cloud-based technology solutions, curated data, and a broad portfolio of products designed to maximise revenue. HBX Group is present in 170 countries and employs more than 3,600 people worldwide. We are committed to making travel a force for good, creating a positive social and environmental impact.

HBX Group International PLC (HBX.SM) is listed on the Spanish Stock Exchange, ISIN:GB00BNXJB679.

More information:

www.hbxgroup.com

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About Bakuun Holdings

Bakuun Holdings is a global travel technology company transforming the way businesses manage connectivity, distribution, and payments. Our platform replaces fragmented, outdated systems with seamless, scalable solutions designed to enhance operational efficiency and unlock new growth opportunities.

As part of our ecosystem, PayDock delivers secure, transparent, and efficient cross-border payments, giving businesses greater control over transactions in the travel industry. By combining technology, automation, and strategic innovation, Bakuun Holdings is building the infrastructure that drives the future of travel.

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