

**IDEaS Announces Winners of the Fabian Specht
Future Revenue Innovator Scholarship Winners**

*EHL Hospitality Business School and IDEaS award scholarships
in honor of Fabian Specht*

LONDON—XX, 2022— IDEaS, a SAS company, the world's leading provider of hospitality revenue management software and services, announced today the winners of the Fabian Specht Future Revenue Innovator Scholarship. The scholarships have been awarded to two international EHL students pursuing a hospitality management education and include Léa Ebzant and Arina Syrdybayeva.

In addition to her studies, Ms. Ebzant works and has two contracts as a student ambassador and student assistant at EHL in food and beverage, banqueting, and others. She also works in temporary jobs for hotels such as Beau Rivage, Lausanne Palace and smaller restaurants.

Ms. Syrdybayeva currently has two part-time jobs, one as a business development intern, working remotely in Hilton Astana, and as a marketing assistant for a security company. She is also an EHL Alliance ambassador in the revenue management company HotelPartners.

IDEaS committed €18,000 to be awarded annually beginning with the 2022-23 academic year. EHL is the world-leading hospitality management university according to QS Rankings, with campuses in Switzerland and Singapore. The scholarships are awarded to students seeking EHL's Bachelor of Science in International Hospitality Management.

Ms. Ebzant said: "It is an honor for me to receive the Fabian Specht Scholarship. I would like to thank IDEaS and EHL for selecting me as one of its recipients and for supporting me in my education as well as in my future in hospitality."

Ms. Syrdybayeva said: "Thanks for this high honour. It means very much to me to be awarded Fabien Specht Future Revenue Innovator Scholarship. I'm very happy and through my education and this scholarship award, I will continue to study and work hard to fulfill my future aspirations and hope to become a successful hospitality leader."

Dr. Ravi Mehrotra, president, founder and chief scientist, IDEaS, said: "Fabian's passing had a great impact on our industry, and he is greatly missed. While the pandemic forced a delay in awarding the scholarships, we are very glad to see they have been given to these two eager students. I'm certain Fabian would be proud to know that his legacy lives on, through these young ladies and through future hospitality students."

About the scholarship: The scholarship was created in memory of EMEA-area vice president of IDEaS Fabian Specht who passed away unexpectedly in December 2019. A passionate and visionary industry leader, Specht was a returning lecturer at EHL, seeking to educate and inspire the next generation of hospitality revenue leaders. The Fabian Specht Future Revenue Innovator Scholarship honors Specht's memory and legacy of lifelong service to the hospitality industry.

Visit ideas.com/about/scholarship for more details on its scholarship programs.

About IDEaS

IDEaS, a SAS company, is the world's leading provider of revenue management software and services. With more than 30 years of expertise, IDEaS delivers revenue science to more than 18,000 clients in 145 countries. Combining industry knowledge with innovative, data-analytics technology, IDEaS creates sophisticated yet simple ways to empower revenue leaders with precise, automated decisions they can trust. Results delivered. Revenue transformed. Discover greater profitability at ideas.com.

About EHL

EHL Group is the global reference in education, innovation and consulting for the hospitality and services sector. With expertise dating back to 1893, EHL now offers leading educational programs ranging from apprenticeships to master's degrees, as well as professional and executive education, on three campuses in Switzerland and Singapore. EHL also provides consulting and certification services to companies and learning centers around the world. True to its values and committed to building a sustainable world, EHL is committed to providing education, services and working environments that are people-centered and open to the world.

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