![citizenplane logo]

Press Release

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CitizenPlane Strengthens Airline Operating System with Acquisition of Yieldin's Revenue Management Module for Offer Optimisation

Paris, February 4, 2026 – CitizenPlane, the technology company redefining airline retailing for mid-size and fast-growing carriers, today announced the completed acquisition of the revenue management solution Yieldin, and rebranded under the name Pulse. This acquisition brings an additional module to CitizenPlane's next-generation operating system, along with Zenith PSS and Air Distribution, and enriches further the development of its Offer module.

"Bringing this revenue management expertise in-house was essential to support our air retailing vision, particularly around the development of the Offer module of the airline Operating System." said Hadrien Musitelli, CEO and co-founder of CitizenPlane. "With Pulse, we can deliver powerful revenue-optimisation capabilities to our clients immediately and also invest heavily in the offer management innovation that will accelerate our longer-term roadmap."

Interoperable revenue management, ready for modern airline retailing

Pulse is an agnostic Revenue Management solution with a highly adaptable architecture that can operate with any PSS, including CitizenPlane's Zenith and others. Like any Revenue Management system, Pulse connects with airline inventory systems, and it is built to integrate efficiently into a wide range of existing airline environments. Pulse is designed to address the shift of the industry towards smart, contextualized and data-driven revenue tools.

Using Pulse, airlines can translate strategic goals into day-to-day revenue actions, adapt pricing to **real-time market conditions** to optimize yield and enhance offer conversion. These capabilities support revenue managers, analysts, and leadership teams alike.

For CitizenPlane, the addition of Pulse represents a significant milestone, underscoring the importance of revenue management for modern offer construction and commercial decision-making for airlines.

Pulse joins a modular suite designed for flexibility and progressive adoption

CitizenPlane is building its OS as a modular, API-first platform tailored to the needs of agile, growth-oriented carriers, capable of supporting both legacy and new modern airline retailing protocols. With the addition of Pulse, the CitizenPlane suite now includes:

- **Zenith** – Core Passenger Service System (PSS evolving to modernised OMS)

- **Air** – Distribution Module, supporting traditional distribution and NDC

- **Pulse** – Revenue Management and Offer Optimisation

Each module is designed for **standalone adoption**, allowing airlines to begin with their most pressing needs and expand progressively. All modules share a unified architecture and product vision, enabling fast implementation and long-term cohesion.

A fast-growing platform and growth trajectory

This move marks CitizenPlane's **second acquisition in less than two years** and reflects the group's ability to execute quickly on its roadmap. Today, CitizenPlane works with 80+ airlines worldwide. With teams in Paris, Marseille, Singapore, and Panama, the company is structured to deliver on both near-term execution and long-term transformation.

"CitizenPlane's vision for a modular, next-gen airline OS aligns perfectly with our belief in smart, transparent revenue management," said Laurent Lebard, President of Yieldin. "Joining forces allows us to bring our RM expertise to a broader market and build new tools that meet the needs of today's and tomorrow's airlines."

The Pulse module is available immediately as a standalone product for new and existing CitizenPlane customers, with full integration into the wider OS already live.

About CitizenPlane

CitizenPlane is a travel technology company redefining how airlines manage operations, distribution, and revenue. Founded in 2018, the company began by helping tour operators and airlines distribute unsold seats to OTAs and metasearch platforms. In 2024, it launched the CitizenPlane Operating System (OS), an industry-first platform for mid-size and fast-growing carriers.

Following the acquisition of Travel Technology Interactive (TTI) and its flagship PSS, Zenith, the company has expanded its platform to include robust inventory management, dynamic distribution, and now, revenue optimisation with the Pulse module. Headquartered in Paris and privately owned, CitizenPlane serves a portfolio of 80+ airline customers, supported by teams in Paris, Marseille, Singapore, and Panama.

For more information, visit www.citizenplane.com.

About Yieldin

Yieldin is a revenue management specialist based in Paris. Its platform supports dynamic inventory and pricing decisions for airlines, with a focus on flexibility, transparency, and strategic alignment. Yieldin's RM solution got integrated into CitizenPlane as of February 2026.

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Illustrations and screenshots available at 📷 2026-02-Press Release -Pulse-CitizenPlane