



PRESS RELEASE

ITA Airways and Volare to partner with Booking.com

Rome, 23rd August 2023 - ITA Airways announces a new partnership with Booking.com, one of the world's leading digital travel marketplaces. Thanks to this prestigious partnership, ITA Airways passengers may now reserve their stay combined with their flight directly on the Company's official website www.ita-airways.com, choosing from more than 28 million accommodation listings worldwide.

The benefits of the partnership also extend to Volare members: members of the ITA Airways loyalty program can accumulate 4 Volare points for every euro spent on a stay booked on Booking.com.

*"We are very pleased to have signed a strategic partnership with Booking.com, a prestigious player in the industry. Being able to offer our passengers the possibility to book a stay linked to their flight is part of ITA Airways' customer centricity strategy, helping to enhance the all-round travel experience - says **Emiliana Limosani**, Chief Commercial Officer of ITA Airways & CEO Volare - This partnership also adds value for all members of ITA Airways' loyalty program, Volare, offering them a wider range of choice when planning their personal and business travels".*

"Partnering with ITA Airways is a great opportunity for us to further support customers in Europe, enabling them to quickly find a great deal for the perfect accommodation that meets their unique needs, whether they're traveling for business or pleasure." said **Jeremy Cornuau**, Senior Director Marketing, Partnerships at Booking.com.

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About ITA Airways

ITA Airways is a company totally owned by the Italian Ministry of Economy and Finance for the exercise of business in the air transport sector. ITA Airways aims at creating an efficient and innovative air carrier that will become a reference point in providing Italy with quality connectivity both in terms of international destinations, thus boosting tourism and foreign trade, and within the Country, also taking advantage of the train-air integrated mobility. ITA Airways will place the best customer service at the center of its strategy (through a strong digitization of processes that ensure a best-in-class experience and personalized services), combined with sustainability, in its environmental (new green and technologically advanced aircraft, use of sustainable fuels), social (equality and inclusion for a gender-neutral company) and governance (integration of sustainability into internal strategies and processes) aspects. ITA Airways is a member of SkyTeam alliance as of October 2021.

About Booking.com

Part of Booking Holdings Inc. (NASDAQ: BKNG), Booking.com's mission is to make it easier for everyone to experience the world. By investing in the technology that helps take the friction out of travel, Booking.com's marketplace seamlessly connects millions of travelers with memorable experiences every day. For more information, follow @bookingcom on social media or visit globalnews.booking.com.