

PRESS RELEASE

ITA Airways Introduces Apple Pay Among Its Digital Payment Options

In Collaboration with Financial Technology Platform Adyen

Rome, November 15, 2024 – ITA Airways, the Italian reference airline, in collaboration with Adyen, an international leader in technological payments, has introduced a new digital payment method.

Starting today, ITA Airways customers can use **Apple Pay** to purchase the airline's products. Customers will need to select this option when making payments through the airline's online channels: the Italian website, ita-airways.com, and the official app.

*"This collaboration with Adyen marks a major step forward in our strategy of digital and technological transformation, reaffirming our ongoing commitment to meeting our customers' needs", said **Andrea Benassi, General Manager ITA Airways**. "Initially, Apple Pay will be available on our Italian and U.S. websites, but we plan to roll out this payment method across all international markets".*

Gabriele Bellezze, Country Manager Adyen Italy, comments: *"We are excited to announce the expansion of a long-standing partnership with a player of excellence in Italian air transportation such as ITA Airways. Operating from now on also as an acquirer, we will be able to further support the company in processing payments quickly and securely, enabling the innovative Apple Pay payment method for online transactions. We believe this is just the beginning of an important new phase in our partnership, which will pursue the goal of increasingly improving the payment experience of ITA Airways' customers in more and more countries".*

All ITA Airways flights can be purchased via the website ita-airways.com, through the ITA Airways Customer Information Assistance Office, travel agencies, and airport ticket offices.

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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 Adyen

Adyen (AMS: ADYEN) is the financial technology platform of choice for many of the world's leading companies. It provides a modern, end-to-end payment infrastructure, data-driven insights, and financial products in a single integrated solution to help businesses achieve their ambitions faster. With offices worldwide, Adyen partners with companies like Meta, Uber, H&M, eBay, and Microsoft. The collaboration with Ita Airways, described in this press release, highlights Adyen's continued growth with both long-standing and new clients over the years.