



## PRESS RELEASE

### ITA Airways wins “Best Business Class” at the 2024 European Mission Awards

Rome, October 8<sup>th</sup>, 2024 – ITA Airways has been honored with the prestigious title of “Best Business Class” in the ‘Air Transport’ category at the 2024 European Mission Awards (EMA). The awards ceremony was held last night at Villa Necchi Campiglio in Milan, where Pierfrancesco Carino, VP International Sales ITA Airways, received the recognition on behalf of the Company.

This year in its third edition, the European Mission Awards is a hallmark event in international business travel and celebrates excellence across various sectors of the industry. Categories and their respective criteria are established by a panel of industry experts, including representatives from leading European travel companies. This annual event brings together top companies in the sector, recognizing their outstanding achievements in seven distinct categories and shining a spotlight on the seven best brands for 2024.

*"We are truly honored to receive this coveted recognition from the Business Travel community," said **Emiliana Limosani, Chief Commercial Officer ITA Airways and CEO Volare.** "Winning the 'Best Business Class' award underscores our commitment to expanding ITA Airways' international presence and delivering an ever-improving travel experience for our business travelers. This award reaffirms our dedication to meeting the evolving needs of our passengers, trade and corporate partners, and motivates us to continue investing in this strategic segment."*

ITA Airways' Business Class embodies the best of Italian excellence, combining comfort, elegance, and simplicity to offer a unique Italian experience throughout the journey. The airline's high-quality services are complemented by Italian hospitality and a refined culinary experience inspired by the finest Italian cuisine, crafted by renowned Michelin-starred chefs. This dedication to excellence is at the core of ITA Airways' mission to elevate the passenger experience and create a welcoming, immersive atmosphere for all travelers.

Since its inaugural flight on October 15, 2021, ITA Airways has positioned itself as the leading national airline for Italian mobility, offering high-quality domestic and international connectivity and proudly representing Italy globally as an ambassador of “Made in Italy”. Central to its strategy is showcasing Italian excellence through partnerships with iconic brands like Brunello Cucinelli and Walter De Silva, and by offering uniquely Italian elements such as stylish uniforms, beautifully designed interiors, and gourmet onboard dining.

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#### **About ITA Airways**

*ITA Airways is the Italian reference airline, wholly 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.*