



PRESS RELEASE

ITA Airways opens its online sales channel for Cargo

Rome, July 9, 2024 – ITA Airways announces the launch of a new digital booking platform for cargo shipments, designed to offer customers an efficient and flexible service in line with market standards.

The new platform, thanks to clear and intuitive functionalities, allows freight forwarders to make and manage their bookings in real time, guaranteeing their customers the best transport solutions that combine quality, efficiency, and maximum flexibility, thanks to the following features:

- Direct access to the capacity offered
- Real-time updates on the status of bookings-from the planning stage to the confirmation stage-in short
- Direct interface with ITA Airways for the exchange of operational data.

“The development of an online booking platform represents another step forward in ITA Airways' Cargo development plan that started last year with the opening of a sales channel through capacity distribution on the main global marketplaces and landed today with the release of a direct online sales channel”, said **Emiliana Limosani, Chief Commercial Officer of ITA Airways and CEO of Volare.**

The next step will be progressive integration with the management systems of other players in the logistics supply chain, shippers, handlers and airports, to provide customers with a quality, efficient and differentiating offer. The availability of open-source systems will enable ITA Airways to participate in broader digital platforms that ensure operational information exchanges according to shared standards that can contribute to increasing efficiency.

For press information:

Pietro Caldaroni, Head of Communication and Institutional Relations

Mail: media@ita-airways.com

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 operates in cargo and mail transportation using the bellies of its passenger aircraft. Company's freight hub is located at Rome Fiumicino Airport. The geographical coverage is capillary also thanks to the integration with an effective road feeder service.

ITA Airways offers freight forwarders a best-in-class product for flight times and service regularity to and from the Italian market, in addition to positioning itself, thanks to its geographical location, on the most important freight traffic flows between East and West of the world, for which it guarantees premium connectivity. The enhancement of this asset, through a wide range of transport solutions for special products, including pharmaceuticals, also involves the development of digital distribution, a pillar of the ITA Airways Cargo development plan, along with quality and sustainability. The goal is to build an offer that provides customers with quality services quickly and efficiently. ITA Airways is a member of SkyTeam Cargo Alliance.