



PRESS RELEASE

ITA Airways presents new Runway Lounge in Milan Linate

Rome, May 7th, 2025 – **ITA Airways** proudly announces the official opening of its newly renovated **Runway Lounge** at **Milan Linate** Airport, set to welcome passengers starting May 15. The Lounge has undergone a complete redesign, result of the branding concept developed by Robilant Associati, aiming to foster an innovative yet familiar relationship between ITA Airways and its clients.

The inspiration for ITA Airways' new Runway Lounge comes from the Company's commitment to celebrating Made in Italy values across all aspects of its operations. This space has been realized in collaboration with selected partners, embodying Italian culture and traditions while projecting them into the future. A unique space, designed to offer its clients one immersive and contemporary experience. The Italian spirit, infused into the Company's DNA, constitutes the permeating aspect that guides an entire journey, from the moment passengers step into the airport to their final destination.

"I am happy to announce our new Runway Lounge in Milan – said **Joerg Eberhart, ITA Airways' CEO and General Director**. – One of ITA Airways' core principles is its focus on the passenger, and from day one, we have been aiming at providing our clients with an efficient and high-quality service, capable of meeting all their needs. The reopening of this Lounge in Milan Linate Airport confirms the city's importance in our growth plans – affirmed **CEO**. – Linate is a strategic airport for us, not only because it represents a key City Airport for business travel, but it also serves as a hub for leisure passengers who can reach 27 destinations from here, and for those connecting through Roma Fiumicino to any destination in our network, including our 16 intercontinental routes. In the first three months of the year, 1,25 million passengers departed from Milan Linate Airport, a number that testifies we are on the right path.

The name "**Runway**" holds a dual meaning: on one hand, it refers to the runway where planes take off and land, symbolizing flight and mobility, on the other hand, it evokes fashion runways, representing the spirit of Milan and Italian fashion. Runway Lounge, like all other ITA Airways lounges, has been designed not only as a waiting area, but as an authentic place to feel at home away from home, allowing passengers to begin their travel experience immersed in the essence of Italy.

Runway Lounge, first ITA Airways space to show the "Member of Lufthansa Group" endorsement, is strategically located for both incoming and outgoing passengers close to gates A17 and A21 in Milan Linate Airport. It is open every day from 6.00 to 22.00, it covers an area of 482 square meters, and it has 125 seats. This Lounge is characterized by three main sectors: a food zone, a relax space, and a business area. To ensure passenger comfort, offered services include: WiFi connection, digital newsstand, and phone booths.

Italian excellence partners that have contributed to the realization of Runway Lounge are Campari Group, illycaffè, iGuzzini and Poltrona Frau:

Campari Group: "Milano house of Campari"

Inside Runway Lounge, Campari Group celebrates its deep connection with the city of Milan, through the iconic Campari Wall, inviting guests to dive into Italian style with the scenic display of Campari bottles, and to live the aperitivo moment as a unique Italian ritual. The Runway Lounge launch also marks the debut of a new signature cocktail by Campari, ready to take off: "RUNWAY SHAKERATO", created for ITA Airways with a modern take on Milan's classic Campari Shakerato by Camparino in Galleria.

illycaffè

Leading Italian espresso coffee brand, icon of style and sustainable quality, illycaffè is honored in Runway Lounge's bar, where the signature silver jar represents the brand's timeless style.

iGuzzini: "lights are on"

iGuzzini, internationally recognized for its innovative design, technological advancements, high visual comfort, and energy efficiency, illuminates the Runway Lounge at Linate Airport. A diffuse and uniform light is achieved with the recessed Laser and iSign fixtures, while the Libera system, in the floor-mounted version with a Sapphire finish – inspired by the corporate color of ITA Airways – elegantly illuminates the reading areas.

Poltrona Frau: "Travel with design and comfort"

Inside Runway Lounge, comfort takes shape in the Silent Room, where Poltrona Frau's Jay Lounge chaise longue welcomes travelers in a reserved area, cut out from a scenic space inspired by aircraft cockpits. To complete the experience, a selection of iconic armchairs, such as Archibald and Martha, furnishes the area designing it as an extension of a runway, combining design, elegance, and the spirit of travel.

Access to the Lounge is granted to all passengers traveling with a Business class ticket on ITA Airways or any other Lufthansa Group company, Executive and Premium Volare members, HON Circle and Senator Miles&More members, and Star Alliance Gold Card owners traveling with a Lufthansa Group carrier. ITA Airways American Express Gold or Platinum members and Frequent Flyer Partners who travel on an ITA Airways flight will be welcome to access the Lounge as well.

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About ITA Airways

ITA Airways is the Italian reference carrier. The Company is 59% owned by the Ministry of Economy and Finance and 41% by Deutsche Lufthansa AG. ITA Airways operates both passenger and cargo air transport services, providing Italy with high-quality connectivity to international destinations, supporting tourism and foreign trade, as well as domestic connectivity within the Country, also leveraging integrated mobility. Through strong digitization of processes to ensure the best possible experience and personalized services, ITA Airways places customer service at the core of its strategy. This is combined with a commitment to sustainability, which encompasses environmental aspects (such as a young, technologically advanced fleet to reduce environmental impact), social aspects (a strong focus on its employees and the communities in which it operates), and governance aspects (integrating sustainability into internal strategies and processes).