



PRESS RELEASE

## ITA Airways' Loyalty Program Volare Celebrates Third Anniversary

### Three Million Members Reached

Rome, May 6<sup>th</sup>, 2025 – ITA Airways' loyalty program, Volare, has celebrated its third anniversary on April 14<sup>th</sup>, and has reached **three million members**. To mark this milestone, Majani chocolates have been offered to passengers traveling on all ITA Airways flights.

*“Reaching 3 million frequent flyer members in under three years testifies the trust and enthusiasm our clients continue to place in Volare, – said **Emiliana Limosani, CEO of Volare and Chief Commercial Officer of ITA Airways** – We celebrate this achievement with pride, yet also with a sense of responsibility: this is why we are eager to launch the Award Ticket functionality, making Volare's values even more tangible. This new feature converts collected points into unforgettable travel experiences. We are committed to evolve continuously, striving to provide our members with a loyalty program that is rewarding, transparent, and tailored to their needs”.*

The Award Ticket can be obtained exclusively by Volare members using non-qualifying points. With special rates, this ticket allows passengers to pay for their flight using earned Volare points, excluding taxes and fees, which must be paid separately.

The Award Ticket is available for different travel classes—economy, premium economy, and business—and offers exclusive Volare benefits based on the member's status, such as lounge access and additional baggage allowance, in addition to benefits tied to the selected travel class.

To book an Award Ticket, members must log in to the designated section in Volare's Personal Area and reserve a ticket to fly to any ITA Airways destination.

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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).*