



PRESS RELEASE

ITA Airways Cargo partners with cargo.one to kick-start its first ever digital sales channel

- ITA Airways marks a further step in its commitment to digital transformation by marketing its capacities to thousands of freight forwarders worldwide using the leading marketplace, cargo.one
- Launch enables ITA Airways Cargo to broaden its reach and enhance quality of service to customers
- The addition of ITA Airways Cargo to cargo.one reflects an impressive depth and diversity of capacity options on the marketplace while confirming cargo.one as first-choice for national carriers to drive digitalization - guaranteeing their customers best in class digital experiences

Berlin/Rome, October 19, 2022 – ITA Airways Cargo and cargo.one today announced a global partnership to bring the Italian national carrier's cargo capacities to the leading managed marketplace for digital air cargo bookings. Thousands of freight forwarders worldwide will gain greatly improved access to ITA Airways Cargo's capacities into and within Italy. Comprising its very first digital sales channel for air cargo, cargo.one will deliver the airline its industry-leading approach that ensures customers receive a superior and seamless digital booking experience. The launch further indicates cargo.one's depth and diversity of supply options for forwarders.

Digital distribution expansion is a key strategic pillar of ITA Airways Cargo development plan, together with quality and sustainability, accelerating the transformation of processes, systems and culture of air cargo management. Through digital connectivity, ITA Airways Cargo aims to improve its value proposition, building an offer which provides customers with quality services quickly and with ever greater control over their shipments.

As Italy's national carrier, ITA Airways Cargo offers freight forwarders unmatched connectivity for the Italian market. The airline's hub in Rome Fiumicino Airport is a key strength, combined with an impressive Road Feeder Service across a wide geographical area. ITA Airways, that has celebrated its first year of activity on October 15, is equipping itself with a modern and environmentally-friendly fleet, that will comprise 74 aircraft at the end of 2022, and become the greenest fleet in Europe in 2026.

ITA Airways Cargo has undertaken extensive organizational and strategic advances, with customer centricity as its north star. Starting this Autumn, freight forwarders will benefit from quick and efficient digital access to ITA Airways Cargo's worldwide capacities. Digital cargo booking on cargo.one will deliver its freight forwarder customers an optimized customer experience and ensure that the airline's services remain front of mind.

ITA Airways Cargo's expansion onto cargo.one delivers a valuable increase in visibility of its network and offers. By joining an established, high performing digital marketplace, the airline can ensure it delivers customers the very latest digital standards for usability, visibility and control in the booking of their shipments.

Moritz Claussen, Founder and Co-CEO of cargo.one, adds, "We're proud to contribute to the growth of ITA Airways Cargo by delivering its first digital sales channel - a vital step in its digital transformation journey. The airline is savvy to pursue a digital strategy with customer centricity at its core. Freight forwarders will benefit immediately from the efficiencies and competitiveness that booking ITA Airways Cargo digitally will now unlock."

Within a few clicks, users gain full real-time visibility of ITA Airways Cargo routes and rates, as well as instantly bookable offers and confirmation, all completed in less than one minute. cargo.one customers also benefit from valuable booking management and collaboration functionality, combined with its outstanding customer support.



Currently offering forwarders 35+ bookable airlines, the addition of ITA Airways Cargo to cargo.one reflects an impressive depth and diversity of capacity options on the marketplace. cargo.one has rapidly become the go-to choice for freight forwarders needing rapid and comprehensive visibility of the global market and the ability to book and confirm shipments at speed.

cargo.one is uniquely positioned to support the airline through its path of technological and organizational changes, required to build modern multi-channel distribution. ITA Airways Cargo is fast-tracking digital sales at an opportune time - cargo.one's recent industry-wide Digital Sales Trajectory Report revealed that across airlines surveyed, on average the share of bookings via digital channels is expected to rise from 20% in 2021 to 40% in 2023, and will hit almost 60% by 2025. The study concluded that airlines that now prioritize customer needs and systemic digital transformation, within a multi channel framework, will win an outside competitive edge in the long term.

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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 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 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 Cargo alliance as of October 2021.

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About cargo.one

Founded in 2017, cargo.one (Cargo One GmbH) is a platform for booking and marketing air freight capacity. Used in 3000+ freight forwarding branches, cargo.one focuses on offering instantly bookable quotes across dozens of airlines and was the first booking platform of its kind. Accredited freight forwarders can search, compare and book in real-time and receive an immediate booking confirmation. Operating as a virtual-first company, the cargo.one team combines international business experience, expertise in B2B technology transformations, and air cargo market knowledge.



cargo.one has partnered with dozens of global airlines such as Lufthansa, IAG Cargo, Singapore Airlines Cargo, Air Canada, LATAM, TAP Air Portugal, Finnair, Etihad, All Nippon Airways, JALCARGO Nippon Cargo Airlines, Air France KLM Martinair Cargo, and Qatar Airways Cargo, while serving a fast-growing user base of thousands of freight forwarding companies, including leading players such as Hellmann Worldwide Logistics, Agility Logistics, DACHSER and Flexport. The company won the award for 'Information Technology for the air cargo industry' in World Air Cargo Awards 2022 and 2021, the 'Innovative Logistics Solutions in Air Cargo' Award 2022, at the International Awards for Excellence in Air Cargo, and an Air Cargo News award in 2020.

cargo.one has raised over \$65M in funding to date from internationally prominent investors including Bessemer Venture Partners, Index Ventures, Creandum, Next 47, Point Nine Capital and Lufthansa Cargo.

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