



SAS WINS WEBBY AWARD FOR REDESIGNED APP

SAS wins one of the prestigious Webby Awards for its recently redesigned mobile app. The Webby Awards, known as the "Internet's highest honor," recognizes excellence in web design, content, functionality, and user experience.

The award-winning SAS app, available on both iOS and Android platforms, underwent a complete overhaul to enhance the user experience and streamline the travel booking process. The redesigned app features a sleek and modern design incorporating several travel-easing features, making it visually appealing and easy to use for travelers.

- I'm extremely proud over this award, which is not just an industry award, but a global recognition. It's a testament to what we can do, when we go above-and-beyond in focusing on improving the customer experience, and when we interact and develop together with our customers. SAS has always been at the forefront of innovation in the aviation industry, and this award serves as a validation of its dedication to providing exceptional digital solutions for our customers, says Charlotte Svensson, EVP & CIO at SAS.

The redesigned app offers a range of new features, including a simplified booking process, travel recommendations, real-time flight updates, and easy access to boarding passes and travel documents. It also boasts improved navigation and a visually appealing interface that reflects the new SAS' brand identity.

-We're thrilled to have received this Webby Award, which is a testament to the team's hard work and dedication. Our goal with the redesigned app is to provide a user-friendly experience that makes travel planning simple and hassle-free. We're delighted to see that our efforts are being recognized, says Massimo Pascotto, Head of Prepare & Travel, Digital & IT at SAS.

The Webby Awards, presented by the International Academy of Digital Arts and Sciences, is a leading international award honoring excellence on the internet. With over 14,000 entries from all over the world, the Webby Awards are considered one of the most prestigious honors in the digital world.

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SAS, Scandinavia's leading airline, with main hubs in Copenhagen, Oslo and Stockholm, flies to destinations in Europe, USA and Asia. Spurred by a Scandinavian heritage and sustainability values, SAS aims to be the driving force in sustainable aviation and in the transition toward net zero emissions. We will reduce total carbon emissions by 25 percent by 2025, by using more sustainable aviation fuel and our modern fleet with fuel-efficient aircraft. In addition to flight operations, SAS offers ground handling services, technical maintenance and air cargo services. SAS is a founding member of the Star Alliance™, and together with its partner airlines offers a wide network worldwide.