



SAS enters strategic partnership with 3

SAS and 3 are entering into a new commercial partnership that brings together global operational connectivity and improved passenger experience. As part of the agreement, 3 will manage SAS' worldwide operational mobile communication and will enable free access on SAS aircraft equipped with Starlink for EuroBonus members and customers of 3.

The collaboration gives SAS access to strengthened mobile network capabilities that support the airline's daily *operations* across its global network. At the same time, the partnership lays the foundation for new customer-facing benefits onboard.

"SAS is committed to making the travel experience seamless from the moment you board until you arrive. Together with 3, we are taking an important step toward that goal. Their strong position in mobile connectivity, combined with our new Starlink-powered high-speed WiFi, gives our EuroBonus members and 3's customers an internet experience that matches what travelers expect — fast, stable, and available across all cabins. This collaboration brings the freedom 3 already delivers on the ground into the air. At the same time, the partnership strengthens the foundation for a global connectivity solution supporting both our operations and our customers. By combining 3's technological capabilities with SAS' network and EuroBonus ecosystem, we gain scalable connectivity and the opportunity to explore new services that connect the travel experience on the ground, in the air, and across the world," says Anko van der Werff, President & CEO of SAS.

EuroBonus members and 3 customers will receive free onboard WiFi on SAS aircraft equipped with Starlink, adding a new and easily accessible benefit to the EuroBonus program — including for newly enrolled members.

As digital access becomes increasingly central to the travel experience, the offering ensures a smoother and more connected journey.

"At 3, we've spent years giving our customers the freedom to stay confidently connected wherever they travel. Now, together with SAS, we're taking that mindset into the sky. This partnership brings the combined strength of 3 across Denmark and Sweden to travelers across Scandinavia and beyond. For our customers and EuroBonus members, it delivers an uninterrupted travel experience – connected from your doorstep to your final destination, with the same strong connection wherever your journey takes you. And this is just the first step. We see significant potential to create even more value across our markets as the partnership grows," states Morten Christiansen, Regional CEO, 3 Denmark, Sweden & Austria.

Haval van Drumpt, CEO for Tre in Sweden continues:

“We are excited to announce a new partnership with SAS, a key step forward for our enterprise business. Together, we will deliver secure and reliable connectivity solutions for SAS operations. We will also offer free high speed WiFi onboard SAS aircraft to our customers and EuroBonus members, while integrating EuroBonus benefits into our offering.”

SAS and 3 are also exploring further commercial synergies, including deeper integration between the EuroBonus program and 3's mobile services, with the ambition of creating even greater value for their shared customer base.