



News

Shanghai, 24 October 2017

Lufthansa Group signed strategic partnership agreement with Fliggy.com and announced Direct Connect Solution

- **Lufthansa Group's flagship store is now live on Fliggy.com**
- **Passengers benefit the same price and privilege of LH.com at the store**

Today, Lufthansa Group signed a strategic partnership agreement with Fliggy.com, Alibaba's travel platform, and launched its official flagship store on Lufthansa.fliggy.com. From now on, passengers can enjoy the same price and privilege they get on LH.com also at the Fliggy store when buying tickets from Lufthansa German Airlines, Swiss International Air Lines and Austrian Airlines. With this partnership, Lufthansa Group sets to continue the digital sales drive aiming for in China. Mr. Dieter Vranckx, Vice President Sales Asia Pacific Lufthansa Group Airlines, Mr. Veli Polat, Senior Director Sales Greater China Lufthansa Group Airlines, Mr. Chenjie Hu, Vice President of Alibaba Group and Vice President of Fliggy.com, and Wells Zheng, Vice President of Fliggy.com attended the signing ceremony in Shanghai.

As the leading European airline group in Greater China, Lufthansa Group has been in China for 91 years and currently offers direct flights from five Chinese destinations, namely Beijing, Shanghai, Nanjing, Qingdao and Hong Kong to the four European hubs Frankfurt, Munich, Zurich and Vienna.

"Lufthansa Group has a long standing history in China with more than 90 years of presence. We pay close attention to the needs of our local passengers and their preferences", introduced Mr. Dieter Vranckx, Vice President Sales Asia Pacific Lufthansa Group Airlines. "Fliggy.com is a very popular online travel platform among young people in China. With this cooperation, it does not only help Lufthansa Group tapping into the interests of younger generation who are more digital savvy and boost sales, but this initiative also makes travel bookings easier and more convenient. This is also the promise of Lufthansa Group especially for 2017 where we aim to incorporate digital and innovative elements into our customers' journey, making their travel experience with us more attractive."

According to the report of China National Tourism Administration, a large part of China's 122 million outbound tourists in 2016 are from the young generation, which is internet and digital savvy. The strategic partnership shows the deep understanding of Lufthansa Group of this young consumer group and the internet ecosystem. Currently, 88% of the Fliggy.com-users belong to the Generation Post-1985. The Alibaba-backed Fliggy can share the traffic of more than 500 million active users on mobile devices. Lufthansa Group is convinced that the strong market power of Fliggy.com will drive its Direct Connect business.

"As airlines are one of the most important elements for outbound tourism, we are delighted that Lufthansa Group along with its three airlines launches its flagship store on Fliggy.com." remarked Mr. Chenjie Hu, Vice President of Alibaba Group and Vice President of Fliggy.com, "With the new generation of Internet-savvy consumers becoming the major tourists, it is vital for airlines to expand their brand influence in the Internet ecosystem and acquire the necessary competence to operate

on the Internet. Fliggy.com can not only provide a huge user base for airlines, helping develop Direct Connect between airlines and passengers, but also enhance the marketing and sales of the airlines, perfect their membership system, improve their services and continuously optimize the travel experience of consumers via data analysis."

About Lufthansa Group in China

Lufthansa Group is the leading European Airline Group in China and partner of the national carrier Air China. It has a long standing tradition in this market and is active in all major business segments of the industry in China. Together with Chinese partners Lufthansa Group is engaged in various successful joint-ventures, such as Ameco Beijing, Lufthansa Technik Shenzhen Co. Ltd in the MRO sector, Lufthansa Sky Chefs branches in many Chinese cities and PACTL in cargo sector. Lufthansa was the first European Airline to introduce the A380 in the Chinese market. With the signing of the commercial Joint Venture on September 20, 2016, Lufthansa Group and Air China plan to cooperate more closely in the future. The significantly enhanced partnership will enable both sides to create additional network benefits for customers.

About Fliggy.com

Fliggy, as Alibaba Group's travel brand, provides travel service including but not limited to booking for flight tickets, hotels, inns, tour tickets, visas, destination guide, as well as travel packages for youth and younger generation of consumers. Fliggy is dedicated to satisfy consumers outbound travel needs, enables them to have more comfortable, imaginable, and hassle-free travel experiences. Through continuous innovation of online technology, Fliggy empowers business owners to coordinate their businesses, promotes transformation and upgrading of the industry. With combined advantages of Alibaba's ecological benefit and Internet technology genes, representing the new force of tourism upgrading, Fliggy already became China's top brand of online travel platform.

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