



PRESS RELEASE

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Lufthansa and Austrian Airlines provide online shopping above the clouds

Lufthansa and Austrian Airlines test in-flight shopping platform, SKYdeals

Lufthansa and Austrian Airlines want to give customers the opportunity to be able to shop, while inflight, once again. Due to the current coronavirus pandemic, various on-board offers had to be restricted, including shopping. The two Lufthansa Group passenger airlines are now testing a new in-flight shopping experience for their passengers via Internet on board (FlyNet). Guests, using their mobile devices, will have complimentary access to the SKYdeals shopping platform via the FlyNet portal, during their flight within Europe. At the onset of the test phase, passengers will receive a free FlyNet Mail & Surf voucher after the sale is completed.

With just one click on the online marketplace, information, such as destination and flight route, is transmitted to SKYdeals. The SKYdeals Inflight Shopping platform then offers customers a selection of products, each of which is related to the destination or the flight route. The following sale formats are part of the program:

- FLY OVER: exclusive discounts on local products, such as Swiss chocolate on flights over Switzerland or German football club fan merchandise over Germany
- QUICK SALES / PRIVATE SALES: exclusive offers from international brands, as well as new/trendy smaller brands in fashion, beauty, technology and accessories. Sustainable / green products, such as bio cosmetics and beeswax wrapping paper, is also offered on the platform.

After convenient online ordering and payment on board via the SKYdeals platform, the customer can have the order delivered by post to his/her desired address.

Erik Mosch, Vice President Product Management Ancillary Services Lufthansa Group, welcomes the cooperation: "With the creative and exciting product range of SKYdeals, coupled with the free access to the Lufthansa and Austrian Airlines FlyNet portal, we are taking the in-flight experience to a new level. We are delighted to be able to offer our customers the opportunity to shop above the clouds again".

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