

flydubai invests in enhancing its onboard experience

- The carrier introduces free wireless inflight entertainment on its fleet
- The Dubai-based airline showcases its flatbed Business Class seats on board its MAX aircraft and announces plans to launch its eShop

Dubai, UAE, 18 May 2021: flydubai, the Dubai-based airline, showcases the latest developments to its onboard experience at this year's Arabian Travel Market (ATM). The carrier's redesigned passenger experience and added onboard offering reflect its agility and commitment to meeting the changing travel needs of customers.

flydubai's passenger experience has been redesigned to enable travel in a safe environment that minimises crew and passenger contact and offers passengers confidence to travel at every step of their journey. Passengers who book a flight through flydubai.com will receive complimentary global cover for COVID-19 related costs to offer greater peace of mind when travelling.

Daniel Kerrison, Vice President Inflight Product at flydubai, said: "the onset of the pandemic in 2020 has reshaped the way people travel and the way airlines operate. We have taken all necessary precautionary measures to safeguard our passengers and that meant doing things differently. We temporarily discontinued our onboard duty-free sales, altered the meal service to individually packed meals, disabled our touch screens and limited movement in the cabin. A year on, we have gradually and safely reintroduced some of the onboard services and continue to add new features to enhance our onboard experience."

flydubai has introduced a complimentary inflight entertainment streaming service to its fleet of Next-Generation Boeing 737-800 aircraft earlier in May. The new innovative digital streaming solution is offered by AIRTIME, the carrier's WiFi connectivity provider.

Passengers travelling on one of flydubai's 36 Next-Generation Boeing 737-800 aircraft can enjoy complimentary inflight entertainment streamed wirelessly to their personal mobile devices, laptops and tablets. This will replace the seatback entertainment system in the economy cabin.

Passengers travelling in Business Class will continue to enjoy complimentary access to flydubai's Inflight Entertainment (IFE) on their dedicated HD touchscreens with audio content, games and a selection of more than 150 TV series and films from Arabic cinema, Bollywood, Hollywood, Russian cinema and many more.

Commenting on the launch of the new content streaming service, Daniel Kerrison, Vice President Inflight Product at flydubai, added: "flydubai is committed to meeting the needs of its passengers. Inflight entertainment and WiFi connectivity have become an essential part of the travel experience. The new

complimentary streaming service will enable more passengers to stay entertained for the duration of their flights. We will add more content in additional languages in the coming few months.”

“We are very pleased that WiFi connectivity is now available on 40 of our fleet of 50 Boeing 737 aircraft. Whether they prefer to stay connected for the duration of their flight, or opt to disconnect and enjoy our inflight entertainment, passengers can now enjoy more options from flydubai. We continue to invest in technology and enhancing our product offering. Over the next few months, we will roll out more services including our new online eShop for passengers to pre-purchase a selection of hundreds of products VAT-free, to be delivered to their seat during the flight. We will also see the introduction of Bluetooth headphone pairing on our Boeing MAX aircraft allowing passengers to bring their own headphones and connect wirelessly to our award-winning seat-back entertainment system,” added Kerrison.

10 aircraft in flydubai’s fleet of 14 Boeing 737 MAXs have returned to passenger service since 08 April having met all the regulatory requirements.

Passengers travelling on a Boeing 737 MAX aircraft can enjoy more comfort and an enhanced travel experience. The new cabin offering features a flatbed in Business Class and in addition to the extra space and privacy, passengers can sleep comfortably during their flight. Economy Class offers new RECARO seats, which are designed to optimise space and comfort so passengers can sit back, relax and enjoy their flight.

flydubai’s Boeing 737 MAX aircraft also features exceptional inflight entertainment with a full HD, 11.6-inch screen, with a wide selection of movies, TV shows, music and games in English, Arabic and Russian. Passengers can enjoy complimentary seatback inflight entertainment in Business Class or purchase inflight entertainment packages from as little as AED 15 when travelling in Economy Class.

In addition, the Boeing Sky interior with its gently-sculpted sidewalls and its smooth-flowing lines provides passengers with a more relaxing travel environment.

For more information on the Boeing 737 MAX onboard experience, please visit:
<https://www.flydubai.com/en/flying-with-us/737-max>

For more information on the onboard experience, please visit:
<https://www.flydubai.com/en/flying-with-us/onboard-experience/>

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About flydubai

From its home in Dubai, flydubai has created a network of more than 80 destinations served by a fleet of 50 aircraft. Since commencing operations in June 2009, flydubai has been committed to removing barriers to travel, creating free flows of trade and tourism and enhancing connectivity between different cultures across its ever-expanding network.

flydubai has marked its journey with a number of milestones:

•**An expanding network:** Created a network of more than 80 destinations in 45 countries across Africa, Central Asia, the Caucasus, Central and South-East Europe, the GCC and the Middle East, and the Indian Subcontinent.

•**Serving underserved markets:** Opened more than 70 new routes that did not previously have direct air links to Dubai or were not served by a UAE national carrier from Dubai.

•**An efficient single fleet-type:** Operates a single fleet-type of 50 Boeing 737 aircraft and includes: 37 Next-Generation Boeing 737-800, 11 Boeing 737 MAX 8 and 3 Boeing 737 MAX 9 aircraft.

•**Enhancing connectivity:** Carried more than 75 million passengers since it began operations in 2009.

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