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Bell and Air Canada Join Forces, Unlocking Significant Benefits for Customers In-Flight and Beyond

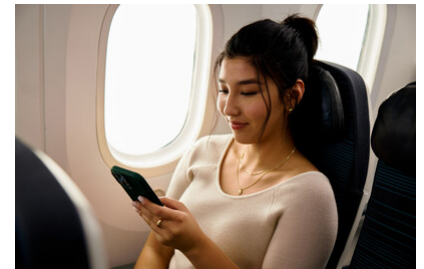
- *Bell to be Air Canada's premier sponsor of in-flight Wi-Fi services*
- *Aeroplan members will benefit from free in-flight messaging*
- *Bell and Air Canada to introduce additional benefits designed for newcomers and visitors to Canada*

MONTREAL, May 3, 2023 /CNW/ - Air Canada and Bell today announced a multi-year partnership that will make it even easier to stay connected — both on the ground and in the skies. The partnership delivers on Air Canada and Bell's longstanding commitments to elevating the customer experience, while focusing on added benefits for newcomers and visitors to Canada, preparing them to connect to Canada's best network as soon as they land.

Starting May 15, Air Canada and Bell will offer free messaging for all Aeroplan members worldwide on all Wi-Fi equipped aircraft across Air Canada's fleet, including Air Canada Rouge and Air Canada Express flights. This offering will enable customers to send and receive text-based messages via onboard Wi-Fi using popular messaging apps including Apple's iMessage, Meta's WhatsApp and Messenger, Rakuten's Viber, and Messages by Google. Also, this benefit will be available to strategic partner airline loyalty members, including customers of United MileagePlus, Lufthansa Group Miles & More and Emirates Skywards when their account numbers are associated with an Air Canada booking.



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Additionally, with this new partnership, newcomers and visitors to Canada will gain easy and immediate ways to stay connected as they arrive in Canada. With complimentary mobile SIM cards on select inbound international flights, newcomers and visitors can activate in flight, allowing them to walk off the plane and be connected.

In keeping with Air Canada and Bell's commitment to its customers, this partnership will enable additional areas of collaboration and customer benefit, including the development and offering of Aeroplan promotional rewards, as well as building upon Air Canada's award-winning in-flight entertainment offering with the expansion of Live TV service on flights to the U.S., expected later this summer.

"Canadians are at the centre of this exciting new partnership. We're so proud to join with an iconic brand to deliver real value to customers across the country, and, importantly, to those new to our country. This multi-faceted partnership with Bell will allow Air Canada customers to keep in touch with friends, family, or colleagues wherever they travel. What's more, we're elated that Bell will be joining as the latest Aeroplan partner, creating another way for members to travel more, and travel better," said Mark Nasr, Executive Vice President, Marketing and Digital, and President of Aeroplan at Air Canada.

"We're excited to partner with Air Canada, and innovate on delivering enhanced experiences for our customers. For those new to Canada or visiting, we recognize how important it is to stay connected with family and friends, and the new opportunities being connected can bring. Many are already familiar with Bell and know we offer the best network, and we're thrilled to be making it even easier for them to connect when they arrive in Canada," said Claire Gillies, Executive Vice President, Marketing and President Consumer at Bell.

About Aeroplan

Aeroplan offers the ability to earn or redeem points on the world's largest airline partner network, encompassing over 45 airlines serving about 1,400 destinations across the globe. Aeroplan members can redeem for flight rewards on any available Air Canada flight, without blackouts or restrictions, without paying cash surcharges for redemptions. To learn more about Aeroplan visit aircanada.com/aeroplan

About Air Canada

Air Canada is Canada's largest airline, the country's flag carrier and a founding member of Star Alliance, the world's most comprehensive air transportation network. Air Canada provides scheduled service directly to more than 180 airports in Canada,

the United States and Internationally on six continents. It holds a Four-Star ranking from Skytrax. AirCanada's Aeroplan program is Canada's premier travel loyalty program, where members can earn or redeem points on the world's largest airline partner network of 45 airlines, plus through an extensive range of merchandise, hotel and car rental rewards. Its freight division, Air Canada Cargo, provides air freight lift and connectivity to hundreds of destinations across six continents using Air Canada's passenger and freighter aircraft. Air Canada has committed to a net zero emissions goal from all global operations by 2050. Air Canada shares are publicly traded on the TSX in Canada and the OCTQX in the US.

About Bell

Bell is Canada's largest communications company¹, providing advanced broadband wireless, TV, Internet, media and business communication services throughout the country. Founded in Montréal in 1880, Bell is wholly owned by BCE Inc. To learn more, please visit Bell.ca or BCE.ca.

Through [Bell for Better](#), we are investing to create a better today and a better tomorrow by supporting the social and economic prosperity of our communities with a commitment to the highest environmental, social and governance (ESG) standards. This includes the Bell Let's Talk initiative, which promotes Canadian mental health with national awareness and anti-stigma campaigns like Bell Let's Talk Day and significant Bell funding of community care and access, research and workplace leadership initiatives throughout the country. To learn more, please visit Bell.ca/LetsTalk.

¹ Based on total revenue and total combined customer connections

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