



AIR CANADA

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Apple TV+ Takes Flight with Air Canada

- *First airline in Canada, second airline globally to offer Apple TV+ original programming onboard*
- *Partnership with world class brand is airline's latest investment in its award-winning customer experience*
- *Air Canada's in-flight entertainment offers 2,500+ hours of movies, TV shows, podcasts, music as well as live TV news and sports—nearly double last year*

MONTREAL, Aug. 1, 2023 /CNW/ - Air Canada today announced the expansion of its award-winning in-flight entertainment with the addition of exclusive Apple TV+ original programming beginning Aug. 1, 2023. The partnership marks Air Canada's latest investment in the customer experience, adding critically acclaimed original programs including *Ted Lasso*, *Bad Sisters*, *Severance*, *Foundation* and many more for its global customers.

"At Air Canada, we know that inflight entertainment is an important part of our customers' travel journey, particularly on long-haul flights. We continually evaluate opportunities to expand our entertainment and introduce exclusive, current content that our customers will love. We look forward to welcoming customers onboard to catch up on their favourite Apple TV+ shows or discover new hits during their flight," said John Moody, Managing Director of Product Design at Air Canada. "This new partnership with Apple puts us on track to increase our onboard entertainment content by more than 95 per cent since last year. We look forward to introducing even more entertainment before the end of 2023."

Earlier this year, Air Canada was recognized by Global Traveler as Best Airline for Onboard Entertainment for the fifth consecutive year, and by the Airline Passenger Experience Association (APEX) with the Passenger Choice Award for Best Entertainment in North America. With 420+ movies, 1,000+ TV episodes, 130+ music albums, podcasts and more, customers can enjoy the best programming from boarding to landing. All content onboard Air Canada's inflight entertainment equipped aircraft is complimentary for all customers.

Air Canada's partnership with Apple follows the airline's recent collaboration with Mattel which brings more family fun with some of the most popular kids' shorts.

In May, Air Canada and Bell began offering 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. Customers can 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.

Last November, Air Canada became the only Canadian carrier to offer live Canadian TV featuring English and French channels, giving customers the ability to cheer on their favourite sports teams by watching global sporting events in real time, as well as live news onboard equipped flights.

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. Air Canada'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.

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