



## SIA TO OFFER WIRELESS HEADPHONES THROUGH BANG & OLUFSEN PARTNERSHIP

Singapore Airlines will soon offer wireless headphones for use with its *KrisWorld* in-flight entertainment system on select flights, through a new partnership with Bang & Olufsen.

SIA and Bang & Olufsen today announced their partnership to enhance the customer experience of the Airline's customers. For a start, Bang & Olufsen's Beoplay H9i wired headphones will be made available this October on all of SIA's newest Airbus A380 Suites cabins before the wireless version is offered on select routes in the A380 Suites cabins. The wired headphones will also be progressively rolled out to the rest of SIA's other A380 Suites and First Class cabins in November.

"Singapore Airlines is excited to embark on this partnership with Bang & Olufsen, an established and highly respected name in audio. We are always looking for innovative ways to enhance customer experience through *myKrisWorld*, a first of-its-kind in-flight entertainment feature which provides a personal touch to the travel experience of customers. With Bang & Olufsen's assurance of high quality, precision sound as well as ergonomic comfort of its headphones, we are confident our customers will benefit greatly from this collaboration," said Singapore Airlines' Acting Senior Vice President Customer Experience, Mr Yeoh Phee Teik.

Featuring powerful and precise Bang & Olufsen Signature Sound, advanced Active Noise Cancellation technology and an innovative aluminium touch interface, the Beoplay H9i headphones will improve customers' in-flight entertainment experience while providing over-ear supreme comfort and breathability, due to luxurious genuine leather and adaptive memory foam. With up to 18 hours of playtime, the Beoplay H9i will enable customers to enjoy their favourite music, podcasts, television shows or movies even during the longest flights.

"At Bang & Olufsen we look forward to offering Singapore Airlines' passengers an immersive audio experience. We are honoured to partner with an iconic, world-renowned airline that has always been known for its focus on innovation and technology, as well as its relentless commitment to delivering a personal experience to its customers. That's why we are excited about the usage of our premium headphones in an environment where uncompromised quality and ease are of the utmost importance," said Mr Ron Holtdijk, Director Global Enterprise Division at Bang & Olufsen.

As part of the collaboration, selected Bang & Olufsen products will also soon be available for purchase on KrisShop.com using cash, KrisFlyer miles or a mix of cash and miles.

### About Singapore Airlines

Singapore Airlines is committed to the constant enhancement of the three main pillars of its brand promise: Service Excellence, Product Leadership and Network Connectivity. The SIA Group fleet and network are also expanding in support of the development of its portfolio strategy, in which it has investments in both full-service and low-cost airline operations. This portfolio of airlines serving short-, medium-, and long-haul markets gives the SIA Group more flexibility and nimbleness, with the right vehicles to serve the right markets.

### About Bang & Olufsen

Bang & Olufsen is a global luxury lifestyle brand founded in 1925 in Struer, Denmark, by Peter Bang and Svend Olufsen whose devotion and vision remain the foundation for the company. The rich heritage built around the relentless determination to create products that push the boundaries of audio technology continues to place the company at the forefront of audio innovation. Today, every Bang & Olufsen product is still characterized by the unique combination of beautiful sound, timeless design, and unrivalled craftsmanship.

The company's innovative and progressive audio products are sold worldwide in Bang & Olufsen monobranded stores, online, and in multibranded stores. The company employs over 1,000 people and operates in more than 70 markets. Bang & Olufsen's shares are listed on NASDAQ Copenhagen A/S.

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