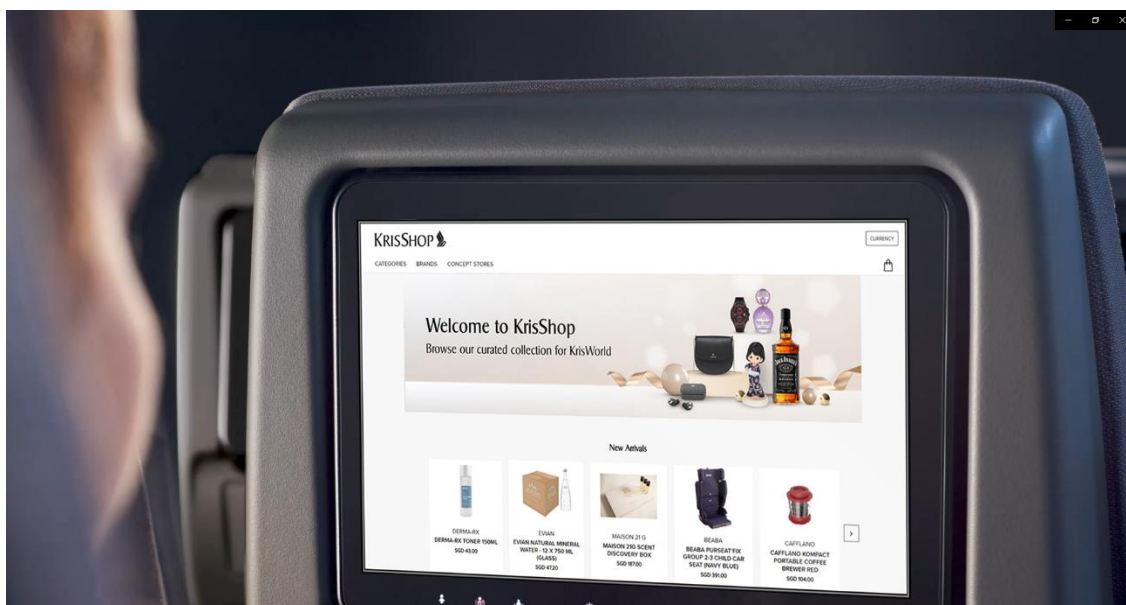


Thales with its Partner, Airfree, Transform the Onboard e-Shopping Experience on Singapore Airlines A350 fleet

- Through the Thales and Airfree partnership, Singapore Airlines is the first airline to offer live e-shopping onboard via KrisShop.
- Singapore Airlines customers now have access to the world's largest seatback shopping experience at 30,000ft.
- Passengers can shop from the comfort of their seat with multiple delivery options – to home or on their connecting or returning flight.



Through the Thales and Airfree partnership, Singapore Airlines is the first airline to offer live e-shopping onboard via KrisShop. Singapore Airlines customers now have access to the world's largest seatback shopping experience at 30,000ft.

The eShopping platform is seamlessly integrated with KrisShop offerings into one marketplace available on Singapore Airlines connected seatback inflight entertainment provided by Thales. Passengers can browse and purchase items from a single place with real time payment, wide range of offerings and attractive promotions. Passengers can shop from the comfort of their seat with multiple delivery options – to home or on their connecting or returning flight.

The digital onboard shopping marketplace eliminates the logistics, weight, and resources required to support traditional onboard shopping, while tremendously increasing passenger choice. With proprietary bandwidth optimization technology, the Airfree onboard hosted eShopping platform drastically reduces satellite data consumption compared to traditional platforms.

This seatback shopping solution entered into service on June 28, 2021 and will be progressively rolled out on selected Singapore Airlines Airbus A350 aircraft.

“Thales is excited to continue the growth of its partnership with Singapore Airlines and KrisShop through innovations that extend the benefits of the open AVANT in-flight entertainment platform by connecting with a robust network of digital partners such as Airfree - unlocking significant value from their IFE investment. Our airline partners and their passengers expect more from their inflight entertainment system and Thales is working diligently to deliver on these expectations, and more.” **Cedric Rhoads, Vice President, Product Policy, Thales InFlyt Experience**

“We are thrilled to partner with Thales on this industry-first onboard shopping solution for Singapore Airlines. The airline is at the forefront of passenger experience innovation proving again their commitment to digital transformation. Our pioneering technology dedicated to inflight environment provides unique passenger eShopping experience and unlocks new revenue opportunities.” **Etienne de Verdelhan, CEO of Airfree**

“E-commerce is the future of shopping, and integrating this feature into our in-flight entertainment system is yet another industry first for SIA. This allows KrisWorld to go beyond movies, television shows, music, and games, and offer customers more of what they want while flying with us. This is part of our unwavering commitment to continuously innovate and enhance our product and service offerings, and augment the travel experience for our customers.” **Mr. Yeoh Phee Teik, Senior Vice President Customer Experience, Singapore Airlines**

“KrisShop has been at the forefront of connecting with consumers since our rebranding in 2019. Today, together with Singapore Airlines, we are excited to be able to enhance and rejuvenate the in-flight shopping experience with the inclusion of our live ecommerce platform on KrisWorld. This extends our reach to the travel audience segment, and reinforces our commitment to deliver an integrated user experience to all customers.” **Mr. Chris Pok, Chief Executive Officer, KrisShop**

About Thales

Thales (Euronext Paris: HO) is a global high technology leader investing in digital and “deep tech” innovations – connectivity, big data, artificial intelligence, cybersecurity and quantum technology – to build a future we can all trust, which is vital to the development of our societies. The company provides solutions, services and products that help its customers –businesses, organisations and states – in the defence, aeronautics, space, transportation and digital identity and security markets to fulfil their critical missions, by placing humans at the heart of the decision-making process.

With 83,000 employees in 68 countries, Thales generated sales of €19 billion in 2019 (on a basis including Gemalto over 12 months).

About Airfree

Airfree is a French-based start-up founded in 2016 with the ambition to reinvent the inflight shopping experience.

Etienne de Verdelhan and Agnès Debains, leaders & co-founders of airfree, have deep experience in omnichannel commerce, IT, and retail transformation. They are convinced, more than ever in a

post-Covid industry, that inflight shopping must evolve to reach the digital standards passengers are used to at Home.

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