

ETIHAD GUEST TAKES DOUBLE HONOURS AT FREDDIE AWARDS

Etihad Airways' frequent flyer program, Etihad Guest, has been recognised as one of the best loyalty programs globally. The airline received the award for 'Best Elite Program', for the array of superior benefits it provides to Silver, Gold and Platinum members, and the 'Best Affinity Credit Card' award for its Abu Dhabi Commercial Bank (ADCB) co-branded card, at the 2015 Freddie Awards held in Atlanta, GA, United States, on 30 April.

Introduced in 1988, the "Freddies" are widely recognised as the travel loyalty industry's most relevant customer-voted benchmark across three global regions – Americas, Middle East & Asia/Oceania and Europe & Africa.

This year's awards were based on the votes received online from a record 3.2 million frequent fliers and hotel guests from across the globe.

"We are thrilled to receive the award for 'Best Elite Program' in recognition of our continued focus on developing innovative and highly flexible features and benefits that give our members great value and rewarding experiences," said Yasser Al Yousef, Managing Director, Etihad Guest.

"Etihad Guest has become known as one of the best loyalty programs in a very competitive market. To receive the award for 'Best Affinity Credit Card' for the third time is a great achievement, and confirmation that we continue to provide our members with best-in-class benefits through our close working relationship with our financial partners."

Arup Mukhopadhyay, Head Consumer Banking Group, ADCB, said: "This is a testament of the loyalty that the program enjoys from over 100,000 cardholders, and something of which both ADCB and Etihad Airways are immensely proud.

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Media release



About Etihad Guest:

Etihad Guest, the award-winning multi airline loyalty program of Etihad Airways, Air Serbia, Air Seychelles, and Etihad Regional was launched in August 2006 and quickly established itself as one of the airline industry's fastest-growing and most innovative loyalty programs. Etihad Guest now boasts more than 3.2 million members. The program offers members the opportunity to accumulate Etihad Guest Miles on flights with more than 40 airline partners, such as airberlin, Virgin Australia, Alitalia and Jet Airways. Members also enjoy accruing miles with global partners, ranging from hotel accommodation and car rental to retail and financial products.

Etihad Guest members can redeem miles against a selection of flights on more than 3,000 routes and thousands of products on the Etihad Guest online Reward Shop. Etihad Guest Miles can also be used to shop at more than thirty million retail outlets worldwide with PointsPay® - an unmatched loyalty proposition.

About Etihad Airways

Etihad Airways began operations in 2003, and in 2014 carried 14.8 million passengers. From its Abu Dhabi base, Etihad Airways flies to 111 existing or announced passenger and cargo destinations in the Middle East, Africa, Europe, Asia, Australia and the Americas. The airline has a fleet of 116 Airbus and Boeing aircraft, and more than 200 aircraft on firm order, including 69 Boeing 787s, 25 Boeing 777-X, 62 Airbus A350s and eight Airbus A380s.

Etihad Airways holds equity investments in airberlin, Air Serbia, Air Seychelles, Aer Lingus, Alitalia, Jet Airways and Virgin Australia, and is in the process of formalising an equity investment in Swiss-based Etihad Regional, operated by Darwin Airline. Etihad Airways, along with airberlin, Air Serbia, Air Seychelles, Alitalia, Etihad Regional, Jet Airways and NIKI, also participate in Etihad Airways Partners, a new brand that brings together like-minded airlines to offer customers more choice through improved networks and schedules and enhanced frequent flyer benefits. For more information, please visit: www.etihad.com

Media release



About ADCB

ADCB was formed in 1985 and as at 31 March 2015 employed over 4,000 people from 62 nationalities, serving over 600,000 retail customers and approximately 50,000 corporate and SME clients in 48 branches, 4 pay offices and 2 branches in India, 1 branch in Jersey and a representative office in London. As at 31 March 2015, ADCB's total assets were AED 207 bn.

ADCB is a full-service commercial bank which offers a wide range of products and services such as retail banking, wealth management, private banking, corporate banking, commercial banking, cash management, investment banking, corporate finance, foreign exchange, interest rate and currency derivatives and Islamic products, project finance and property management services.

ADCB is owned 58.08% by the Government of Abu Dhabi (Abu Dhabi Investment Council). Its shares are traded on the Abu Dhabi Securities Exchange. As at 31 March 2015, excluding treasury shares, ADCB's market capitalisation was AED 34 bn.