

# PRESS RELEASE



4 STAR AIRLINE  




BEST AIRLINE STAFF SERVICE  
IN AFRICA 2013



BEST AIRLINE STAFF SERVICE  
IN AFRICA 2016



BEST AIRLINE IN AFRICA 2017

## Ethiopian Makes Travel Easier with Upgraded Mobile App

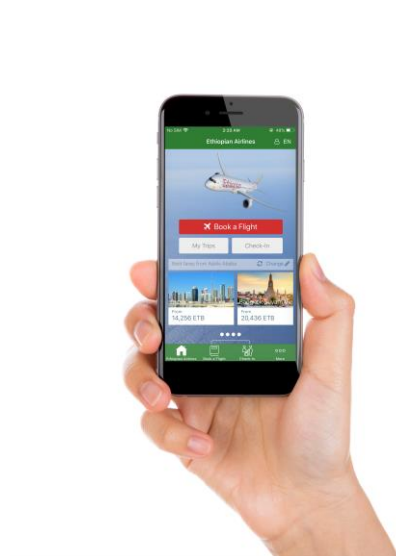
Addis Ababa, 20 May 2019

Customized with a suite of innovative features including document scanning, mobile wallet for boarding pass, localization and many more, Ethiopian Mobile Application places convenience at customers' fingertips with enhanced functionality, performance and responsiveness.

Available for both iOS and Android devices, Ethiopian Mobile App is providing customers fast and accurate check-in process through document scanning feature. Boarding pass is also up for grabs from Google Wallet and Apple's Passbook.

Miretab Teklay, Director Digital, Ethiopian Airlines Group, remarked: *"We are pleased that we are maintaining technological innovations to enable travel experiences be more efficient and hassle-free while optimizing travel times and minimizing costs for our global customers.*

*Our technology team is fully committed to define the future of travel and make travel easier with Ethiopian."*



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Customers unlock the full potential of their mobile devices and enjoy end-to-end travel services including booking their flights, paying, checking-in and securing their boarding pass as well as self-boarding.

With enhanced user experience and interface, the multi-language application turns smart phones into an all-in-one travel assistant with localized services. With six languages namely English, French, Chinese, Italian, Spanish and Portuguese, while Ethiopian passengers can use the App in Amharic, Tigrigna and Oromifa languages. With over 27 payment options including Visa, Master Card American Express, Diners Club, JCB, Union Pay and Ali Pay, the Ethiopian Mobile App is gives edge to the payment industry of Africa. Payment is now effortless, as the process of credit card data input is streamlined with scanning.

Ethiopian Mobile App significantly reduces travel processes and formalities with minimal steps, data entry and visually appealing experience to other services including geolocation services and low fare search.

Since the initial launch of the application in December 2017, the Ethiopian Mobile App has been downloaded more 700,000 times.

## Notes to Editors:

### About Ethiopian

Ethiopian Airlines is the largest Aviation Group in Africa and SKYTRAX certified Four Star Global Airline. In its seventy plus years of operation, Ethiopian has become one of the continent's leading carriers, unrivalled in efficiency and operational success.

Ethiopian commands the lion's share of the Pan-African passenger and cargo network operating the youngest and most modern fleet to more than 120 international passenger and cargo destinations across five continents. Ethiopian fleet includes ultra-modern and environmentally friendly aircraft such as Airbus A350, Boeing 787-8, Boeing 787-9, Boeing 777-300ER, Boeing 777-200LR, Boeing 777-200 Freighter, Bombardier Q-400 double cabin with an average fleet age of five years. In fact, Ethiopian is the first airline in Africa to own and operate these aircraft. Ethiopian is currently implementing a 15-year strategic plan called Vision 2025 that will see it become the leading aviation group in Africa with Six business centers: Ethiopian International Services; Ethiopian Cargo & Logistics Services; Ethiopian MRO Services; Ethiopian Aviation Academy; Ethiopian ADD Hub Ground Services and Ethiopian Airports Services. Ethiopian is a multi-award winning airline registering an average growth of 25% in the past seven years.

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