



PRESS RELEASE

ROSSEN DIMITROV JOINING AIR ITALY AS CHIEF CUSTOMER EXPERIENCE OFFICER

Strong reinforcement of Air Italy executive team while the company approaches the launch of its new international product

Olbia, 30 April 2018 - Air Italy is pleased to announce that Rossen Dimitrov will be joining the Air Italy top executive team as the Chief Customer Experience Officer. In addition to leading the product, service, and catering aspects of Air Italy, Rossen will be responsible for leading Air Italy's frontline groups. Rossen will be key in defining Air Italy's service and product standards, playing a vital role in aligning the customer experience strategy to Air Italy's vision, for both flight and ground services.

Air Italy Executive Deputy Chairman Marco Rigotti said: "We are proud to have Rossen in our team. Thanks to his proven track record of delivering award-winning service and industry-leading aircraft, as well as leading large teams across a variety of disciplines, he will design and improve the customer experience across all the interactions with our airline. As we progress in the work of launching our re-branded airline, our plans consists in create Air Italy as one of the most recognized airline brands in Europe".

Rossen said: "I am excited to not only be working for a project which draws inspiration from Qatar Airways, a brand that is renowned worldwide for its quality and it's dedication to creating memorable customer moments, but also to my European roots. There are airlines that follow and those that lead, and I am excited to showcase to the world that Air Italy is not only reborn but will be reborn as a leader in the aviation industry. This is an opportunity for us to conquer established norms to showcase the new Air Italy as an industry leader".

Rossen has worked with multiple airlines including Qatar Airways where he was key in developing its signature industry-leading business class product, Qsuite; and more recently, at WestJet where he has been instrumental in designing the new B787 Dreamliner and defining the guest journey for WestJet's new world. Rossen was ranked fourth on the Future Travel Experience's "Power List 2015", moving up to third on the list in 2016 and has recently been named to Terrapinn's PaxEx Advisory Board.

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AIR ITALY

AIR ITALY is an Italian airline fully owned by AQA Holding (51% Alisarda and 49% Qatar Airways), with its headquarters in Olbia. The company was established up with the name of Alisarda on 29 March 1963, with the aim of promoting tourism to Sardinia. In 1991 the name was changed to Meridiana. Following a merger with charter carrier Eurofly and the acquisition of the charter company AIR ITALY the airline became the most important Italian player in international leisure flights.

In December 2017 growth towards new domestic, medium-haul and long-haul destinations from Milan Malpensa was announced reflecting a major strategic shift for the Company.

In February 2018 a new corporate identity was presented and the Company was rebranded as AIR ITALY.

Beginning from May 2018, AIR ITALY will add new domestic routes from Milan to Rome, Naples, Palermo, Catania, Lamezia Terme scheduled for connection to its newest long-range destinations including New York, Miami, Bangkok (starting in September 2018) and Mumbai (from October 30th, 2018). Its network also includes direct international flights from Milan Malpensa to Accra, Cairo, Dakar, Havana, Lagos, Mombasa, Moscow, Zanzibar and, from its Olbia Costa Smeralda hub, year-round scheduled services to Rome, Milan Linate and seasonal ones to a wide range of domestic and regional destinations.

AIR ITALY's fleet, currently comprising 8 Boeing 737 NG and 3 Boeing 767-300, will be progressively renewed with 8 new aircraft 3 brand new Boeing 737 MAX 8 and 5 Airbus A330-200 joining during 2018 and with the full retirement of the B767-300 by the end of 2018.