

Media Release

lastminute.com launches its first airline dynamic package product with Icelandic carrier PLAY

- *This new partnership with PLAY sees lastminute.com's market-leading dynamic packaging product integrated into the airline's existing website.*
- *PLAY reveals that a fully licensed and protected holiday package product is a key part of their long-term vision and strategy and "a perfect fit for their route network".*
- *Likewise, for lastminute.com, the low-cost carrier's rapid growth will give the OTA's' Scandinavian ambitions a huge boost.*
- *The move follows lastminute.com's pursuit of dynamic packaging growth by continuing to diversify its portfolio from not only direct bookings but also providing bespoke white-label collaborations.*

Amsterdam / Chiasso / Reykjavik, 8 January 2024 – lastminute.com, the European Travel-Tech leader in Dynamic Holiday Packages, are delighted to see their packages partnership with the new Icelandic low-cost airline, PLAY, take flight in 2024. Greater consumer choice and connected travel are key themes for the future of travel, and this partnership is to be a cornerstone of that by offering tailored packaged holidays via flyplay.com.

The white-label partnership will see lastminute.com provide PLAY's customers with a dynamic holiday package solution. So PLAY's flights, to over 40 destinations, can currently combine with one of lastminute.com's 400,000 hotels, villas, resorts, and holiday homes in those specific destinations.

- **Phase One includes:** fully packaged flights, accommodation and transfers including a wide range of ancillaries also available, which are already on sale now in France, Spain, Italy, Germany, Sweden and Denmark
- **Phase Two includes** rollout in Iceland, the UK and other potential international markets.

The ability to sell a fully licensed and protected holiday package product in each of these major markets offers real benefits to customers looking for not only great deals but also peace of mind when booking.

Luca Concone, CEO of lastminute.com, said the announcement cemented the group's mission to lead the travel industry by leveraging technology to simplify, personalise, and enhance our customers' travel experience.

He said: *“PLAY chose us as a white-label partner due to our innovative approach and commitment to providing exceptional travel solutions. We’re delighted we can combine PLAY flights with one of our thousands of accommodation options to create the perfect dream holiday for that segment of travellers looking for the safety and security of a package. We can bring Scandinavian demand, together with PLAY, to our established holiday destinations and continue to grow new markets.”*

Iceland’s strategic position as a stop-over specialist for long-haul destinations to, and from Europe, gives even more future possibilities for the partnership.

Birgir Jónsson, CEO of PLAY, said this new product not only diversifies their product portfolio but also follows the best practices of low-cost carriers internationally.

He added: *“This new product is all part of the PLAY vision and strategy which has seen our airline make rapid progressive growth since our 2021 launch. Our partnership will enable our customers to benefit from great hotel and car hire deals gained via the negotiating expertise of the lastminute.com group. As relative newcomers to the travel industry, PLAY are delighted to be working with such a well-known brand to help power the product and we are looking forward to phase two of the launch where customers in Iceland and the UK will also benefit.”*

About lastminute.com

lastminute.com is the European Travel-Tech leader in Dynamic Holiday Packages. Our mission is to lead the travel industry by leveraging technology to simplify, personalise, and enhance our customers' travel experience. Thanks to our rich portfolio of brands - such as lastminute.com, weg.de, Bravofly, Rumbo, Volagratis, Jetcost, Crocerissime and Hotelscan - we can meet the most diverse needs of travellers. More than 1,700 employees across our offices worldwide develop our own products and services to power the entire traveller journey for millions of people. lastminute.com N.V. is a publicly traded company listed under the ticker symbol LMN on the SIX Swiss Exchange.

About PLAY

PLAY is a new Icelandic low-cost airline operating flights between North America and Europe. PLAY offers low-cost flights and a safe and pleasant journey in our new and comfortable Airbus aircraft. At PLAY, safety is the name of the game. Our other core values are on-time performance, simplicity, happiness, low prices, and safety. Yes, we said safety twice because that’s how we play it.

Press contact

lastminute.com
corporatepr@lastminute.com

IRF
Martin Meier-Pfister
direct: +41 43 244 81 40
lmn@irf-reputation.ch