



American Express and Alitalia renew their partnership

In the new collaboration plan, focus on the client experience, digital and mobile.

Rome, 18th December 2018 – **American Express Italia** and **Alitalia** have decided to renew their **partnership**. This synergy, that just in the past few days turns 20 years old, will continue to create added value for millions of travelers that have decided to become Cardmembers of Alitalia American Express Green, Gold, and Platinum Cobranded Cards.

American Express Alitalia Cards do not just represent one payment method, but also allow access to a series of useful benefits and insurance coverage at home or on vacation. Thanks to the partnership with Alitalia, each purchase carried out with American Express transforms into a trip: with everyday expenses, in fact, the client then accumulates miles to request a reward ticket. Alitalia American Express Cardmembers have the additional advantage of benefitting from an extra plus one trip reward. In addition, among the other benefits there are accelerators for the accumulation of Standard and Qualifying Miles (for all cards), the immediate access to exclusive clubs, and facilitated renewals (for Alitalia American Express Gold and Platinum cards) and 20% mile refunds for the purchase of premium tickets (for Alitalia American Express Green cards).

The new partnership aims to optimize the Alitalia American Express Cardmembers experience with an important focus on client acquisition through online channels. In addition, in line with updates introduced by Amex in recent months, there will be continuous attention focused on the increasingly mobile Customer Journey thanks to the Amex IT application and to its new functionality. Introduced on November 19th, Amex Offers provides offers and vouchers to take advantage of in retail outlets and allows to receive a discount directly in the credit card statement. The strong points of this are the consolidation of offers in a single place, the personalization of offers on the basis of one's own spending habits and a map that advises the Cardmembers where to find the offer closest to them.

*“American Express strongly believes in the value of the partnership that has always guaranteed our offer's added value. We believe with just as much conviction that synergies only work if done with industry leaders, and Alitalia for us fully represents this leadership among airlines – states **Melissa Ferretti Peretti, American Express Vice President, Country Manager Italy, Head of Consumer Germania and Austria** – we are happy to have extended this historical relationship and are certain that it will continue to give us satisfaction. The objective of this renewal will be to become a more digital synergy and to converge the mobile experience, in line with travelers' needs and the strategies that we are currently implementing.”*

*“Over these past 20 years, the link between Alitalia and American Express has generated extraordinary results, for both companies and for our customers, who are accustomed to excellent service guaranteed by this strategic partnership,” declared **Fabio Maria Lazzerini, Chief Business Officer at Alitalia**. “Alitalia and American Express are natural partners and the value of this agreement grants additional prestige to the MilleMiglia programme, which has returned to 100% Alitalia ownership. Thanks to the further reinforcement of this collaboration we are convinced that we will continue to offer our customers increasingly efficient and targeted services, with more and more exclusive benefits for cardholders,” Lazzerini concluded.*