

IAG Loyalty Helps Finnair's Loyalty Programme Take Flight Into New Era With Avios

- **Partnership with IAG Loyalty will see Finnair Plus loyalty programme adopt Avios as its new currency in 2024.**
- **Finland's flag carrier joins IAG airlines British Airways, Iberia, Aer Lingus and Vueling, as well as Qatar Airways in using the global loyalty currency.**

London, UK - Wednesday 16th August, 2023. IAG Loyalty and Finnair have today announced the loyalty programme of the **oneworld** airline carrier will adopt Avios as its new loyalty currency in 2024.

The partnership is the next step in the expansion of the Avios currency worldwide, ensuring the 40 million+ members can enjoy Avios on even more routes and on even more rewarding experiences.

It follows last year's ground-breaking partnership between IAG Loyalty and Qatar Airways that saw the airline join British Airways, Iberia, Aer Lingus and Vueling as adopters of Avios.

IAG Loyalty CEO, Adam Daniels, said: "Finnair's adoption of Avios is recognition of the global significance of our currency, the incredible value and the wide range of benefits it has for members. We are delighted to be able to play a central role in a new era for Finnair's loyalty programme, as we continue to grow the Avios currency globally and extend our leadership in loyalty."

Finnair SVP Customer Engagement, Rogier Van Enk said: "2024 marks the start of an exciting era for our loyalty program, with new benefits and improved options for our members to use Avios - both within Finnair and within IAG Loyalty's partner network. We look forward to a great and long-lasting partnership for many years to come."

IAG Loyalty currently partners with over 125 leading global brands such as American Express, Nectar, Uber and Marriott. Further information is available at <http://www.iagloyalty.com>.

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About Avios and IAG Loyalty

Avios is the global loyalty currency of the British Airways Executive Club, Qatar Airways Privilege Club, Iberia Plus, Aer Lingus AerClub and Vueling Club. There are more than 40 million members worldwide, collecting in excess of 3,000 Avios every second.

IAG Loyalty is committed to helping businesses transform relationships, by maximising the potential for loyalty. We create unparalleled and rewarding experiences for Avios collectors, including a broad range of flight and travel rewards. Its leading airlines in Spain, the UK and Ireland include Aer Lingus, British Airways, Iberia, Vueling and LEVEL.

For further information on IAG Loyalty, please visit: <https://www.iagloyalty.com>
For IAG Loyalty and Avios media enquiries, please contact: media1@avios.com