



Roissy, November 10, 2021

Air France joins up with Reworld Media and Michelin for the creation and development of its new content offering

Following a call for tenders launched by Air France in March 2021, Reworld Media and Michelin Editions have been chosen to design and implement the airline's new innovative multi-channel (print, digital and audiovisual) editorial offering.

Reworld Media will be responsible for coordinating the production of the content, the development of the various media formats and managing the marketing side of the new offering.

Air France will draw on their expertise, particularly in terms of technological innovation, digital content, brand magazines and the marketing of advertising space. As a leader in the fields of gourmet food, travel and lifestyles, Michelin will contribute its world-renowned savoir-faire; its subsidiary Michelin Editions will produce all travel-related content for the new offering.

The two partners will work with Air France to create this new platform featuring inspiring and informative content aimed at whetting travellers' appetites and providing them with support throughout their journey, both on the ground and in the air.

This collaboration with Air France starts today, the new formula will be unveiled in early 2022. Through this revamping of its content offering, Air France is following through on its transformation plan in order to continue to attract new customers, improve efficiency and achieve synergies, while at the same time providing the highest quality content possible.

This new activity will be managed by Reworld Media and headed by Caroline Pois, who has been working in the media and luxury sector for over twenty years and is the Managing Director of Creative Solutions at Media 365 (a subsidiary of Reworld Media).

About Air France: Since 1933, Air France has been flying the flag for France around the world. With operations ranging from passenger air transport to cargo, maintenance and aircraft servicing, Air France is a leading force in the aviation sector. More than 42,000 employees are committed to offering each customer a unique travel experience. Air France, KLM Royal Dutch Airlines and Transavia together make up the Air France-KLM Group. Thanks to hubs at Paris-Charles de Gaulle and Amsterdam-Schiphol, the Group boasts a vast international network. Its Flying Blue frequent flyer programme has over 17 million members. Air France and KLM are members of the SkyTeam alliance, which brings together a total of 19 airlines. Air France attaches the utmost importance to the health and safety of its customers and staff and, from the outset of the Covid crisis, introduced special measures, known as the Air France Protect initiative, to ensure that passengers can travel with complete peace of mind: stringent health conditions at every stage of their journey, tickets that are 100% changeable and refundable, as well as pandemic-related insurance cover. Air France has set itself ambitious sustainable development targets. The company has committed to reducing its CO2 emissions per passenger kilometre by 50% by 2030 through major investments aimed at upgrading its fleet with new-generation aircraft, using innovative solutions to reduce fuel

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consumption and working towards the creation of a Sustainable Aviation Fuel industry in order to support the development of an environmentally responsible, economically viable and sustainable French aviation sector.

About Reworld Media: Reworld Media is a group developing in two markets

- The BtoC market, through the deployment of content, product and service offers to a pool of captive audiences of more than 30 million consumers, which it supports in the digitalisation of their consumption patterns.

- The BtoB market through its Ad-Technologies expertise and solutions to support companies in the digitalisation of their communication, particularly in brand marketing and performance marketing. In particular, the Group boasts 48 high-quality multi-media/multi format media brands (print, site, video, podcasts, SVOD TV, events), which generate audiences in a large number of consumer sectors (Maison & Travaux, Marie France, Grazia, Auto Plus, Science & Vie, Gourmand, Top Santé, Télé Magazine, etc.) as well as its own performance technology platform. Founded in 2012, Reworld Media earns annual revenue of €425 million, operates in 11 countries and has 990 employees.

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