

SINGAPORE AIRLINES AND LALIQUE TO ENTER STRATEGIC PARTNERSHIP

Singapore/Paris – Singapore Airlines (SIA) and French crystalmaker Lalique have agreed to enter into a strategic partnership, in the course of which Singapore Airlines will exclusively carry selected inflight items co-branded with Lalique in its Suites and First Class cabins. The partnership is set to start with the launch of Singapore Airlines' next batch of Airbus A380s, deliveries of which are due to begin in the second half of this year featuring all-new cabin products.

SIA and Lalique have signed a memorandum of understanding (MoU) to join forces on enhancing the travelling experience in SIA's Suites and First Class cabins. The partnership between SIA and Lalique – which forms part of Switzerland-based Lalique Group (LLQ) and specialises in decorative crystal ware, interior decor, perfumes, jewellery, art and hospitality – combines both companies' dedication to excellence. The two partners intend to offer co-branded items such as amenity kits, toiletries, glassware, loungewear and beddings.

The MoU also covers other areas of co-operation:

- a diversity of Lalique items to be advertised in SIA's KrisShop Magazine (inflight sales, mail order with home delivery, exclusive offers to frequent flyers);
- various other benefits and offers related to Lalique's manufacturing site and its Michelin-rated restaurant in France;
- lifestyle and crystal gift items to be offered to customers as part of the amenity kits on selected flights.

"We are very pleased to partner with Lalique to offer our premium customers exquisite luxury in the air," said Singapore Airlines Senior Vice President Product & Services, Mr Marvin Tan. "Both Lalique and SIA have a long heritage. Leveraging the strengths of both companies, we look forward to bringing the finest travelling experience to our customers through this co-brand initiative. "

"We are very excited about this strategic alliance with Singapore Airlines – one of the world's leading airline and travel brands – to contribute to delivering more value to SIA passengers and frequent flyers," said Lalique's Chairman and CEO Silvio Denz.

SIA and Lalique are considering an exclusive and long-term co-operation, the start of which will coincide with the entry into service in the second half of this year of SIA's next batch of Airbus A380s, featuring all-new cabin products. Specific details of the co-branded product offerings will be announced in due course. As the partnership progresses, the two companies will evaluate additional joint projects.

About Singapore Airlines:

Formed in 1972, Singapore Airlines is the world's most-awarded airline with a commitment to service excellence, product leadership and network connectivity, operating a modern passenger fleet of more than 100 aircraft. Together with wholly owned subsidiaries SilkAir, Scoot, Tigerair and SIA Cargo, the SIA Group's combined network covers 135 destinations around the world. More than 30 million passengers were carried by the SIA Group's four Singapore-based passenger airlines in the 2015/16

financial year.

In October 2007 Singapore Airlines, a member of the Star Alliance, made aviation history as the first airline to fly the world's largest passenger aircraft, the Airbus A380. In 2013, Singapore Airlines introduced its latest cabin products, with new seats in all classes offering enhanced ergonomics and personal space for customers. All-new cabin products are currently in development and are due to be unveiled in 2017.

About Lalique:

Founded in 1888, Lalique is one of the crown jewels of France's crystal glass industry. René Lalique, renowned as the inventor of modern jewellery and the precursor of today's perfume industry, went on to become a master in the art of glassmaking. Over time, the Lalique brand has become the powerful symbol of a unique expertise, a synonym for luxury, excellence, creativity and for a widely celebrated artistic style.

Through its contemporary work in six areas, Lalique revives and pursues the creative, eclectic work of its founder: jewellery, decorative items, interior design, fragrances, art, as well as hospitality. Lalique enters into exclusive collaborations with leading and luxury brands, artists and designers to jointly create stunning objects and exclusive collections. All crystal items are handcrafted at the company's worldwide sole manufacturing site, which has been located in the Alsace region of France since 1921.

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