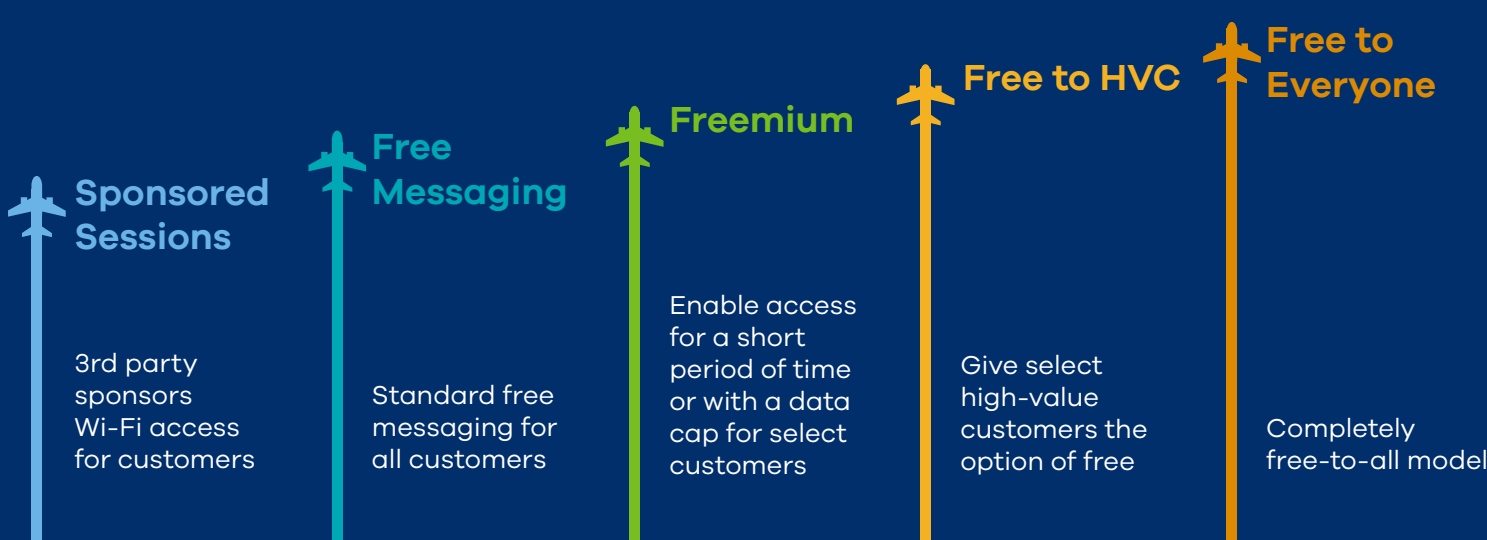


# Build Loyalty and Enhance Your Brand with Free Inflight Connectivity

Every airline's strategy around the inflight experience is unique. If your strategy is to offer free inflight Wi-Fi to some or all of your customers, Intelsat has the flexible and tailorable solutions to help distinguish you from the competition.

## The Flavors of Free

Many airlines mix and match to customize their product offering



## How do you want to offer free IFC?

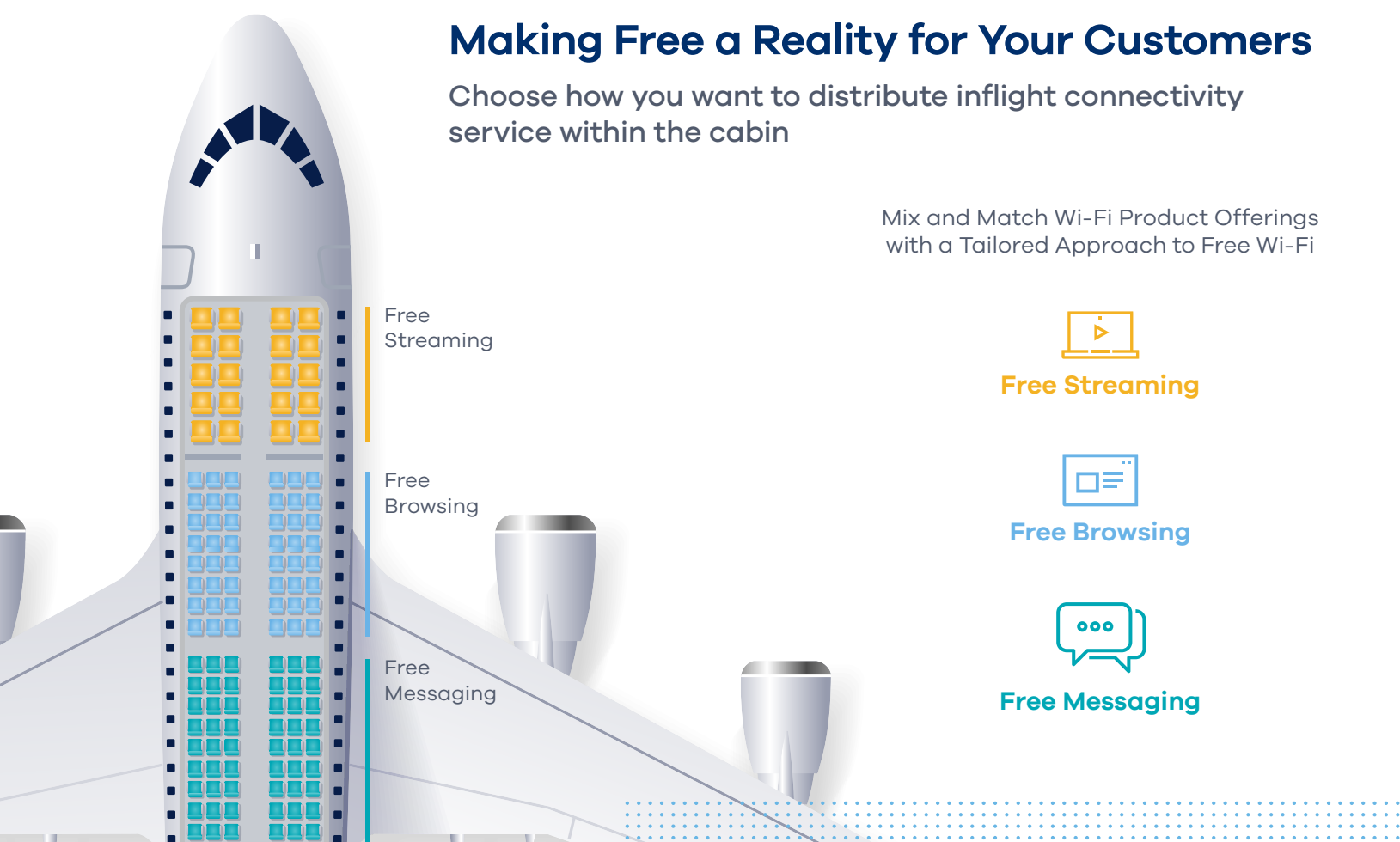
- Free Wi-Fi is available to everyone as part of their ticket
- Everyone gets free messaging; status members are rewarded with complimentary sessions
- Offset the cost of free by engaging with 3rd parties that display an ad before a free session



## Making Free a Reality for Your Customers

Choose how you want to distribute inflight connectivity service within the cabin

Mix and Match Wi-Fi Product Offerings with a Tailored Approach to Free Wi-Fi



## Bring Your Vision to Life

Intelsat has the tools you need to create a custom offering that enhances your brand and builds loyalty with your customers.

- Engage customers with **free messaging** while offering paid options
- Personalize the service to **provide tiered service** by seat class, ticket fare, or airline status
- Recognize and **reward loyalty program members** with free service and a tailored experience. Allow customers to use miles or points to activate their Wi-Fi session
- Create a **frictionless experience** with automatic network connections, personalized messaging, and opportunities for engagement
- Extend the use of your airline application to **grant free service upon boarding**
- Reduce the cost** of providing IFC by engaging with 3rd party sponsors