

L PRESS RELEASE**flydubai unveils "The Business Suite" made by Safran****Plaisir, France, 1st May 2023**

For the 2023 edition of the Arabian Travel Market exhibition, an international travel and tourism event, Dubai-based carrier flydubai has chosen to unveil "The Business Suite", a highly customised premium business class seat based on Safran's VUE platform. flydubai's interpretation of VUE will be introduced to a select number of the carrier's fleet of Boeing 737 aircraft. The new premium business class offering will initially be introduced on aircraft operating on longer haul flights.

flydubai is the launch customer of this brand-new seat for the platform. Close collaboration with JPA Design, a multinational design company operating in the transportation, interiors, and product design arenas, has resulted in a uniquely flydubai, and best-in-class business class seating product. The first aircraft is expected to enter into service by end of the year.

VUE is designed to offer passengers a similar experience to that of the most comfortable wide-body airplanes while maintaining an efficient cabin layout. The name VUE stems from the window-facing experience it delivers, giving each passenger an enjoyable view at all times thanks to reverse herringbone seats layout. This new seat will allow each passenger to benefit from a high degree of privacy, direct aisle access and a long lie-flat bed, setting new standards for single-aisle business class travel in the region. The seat selected by flydubai will be equipped with features such as a door, a wireless charger and customized storage areas. It features a 17.3" RAVE Ultra IFE

screen manufactured by Safran.

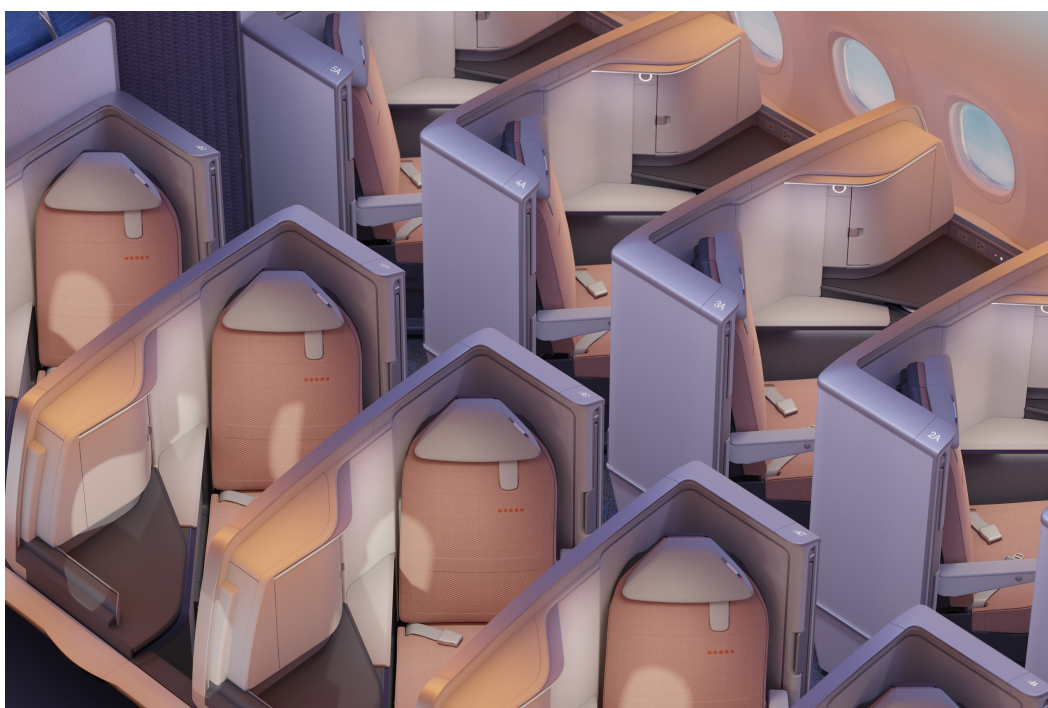
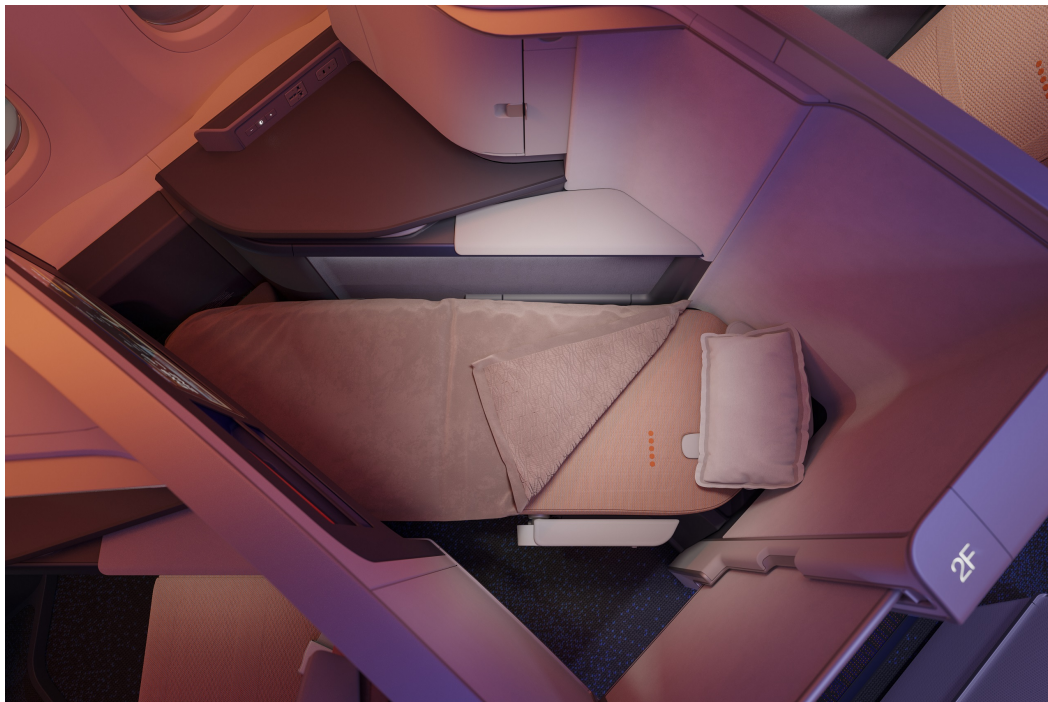
"flydubai is committed to investing in innovation and enhancing our customer experience. The introduction of the new Business Suite seat later this year, will offer our passengers added comfort, privacy and the benefits of the latest technologies when they travel with us on longer flights across our growing network."

Ghaith Al Ghaith, Chief Executive Officer of flydubai

"We are very excited to have flydubai as our launch customer for the VUE seat, it has been an exciting journey working together to bring this product to the market for the first time on a Boeing aircraft. flydubai will operate with an outstanding business class seat designed for the best onboard experience on single-aisle longer haul flights".

Victoria Foy, Chief Executive Officer of Safran Seats





Safran is an international high-technology group, operating in the aviation (propulsion, equipment and interiors), defense and space markets. Its core purpose is to contribute to a safer, more sustainable world, where air transport is more environmentally friendly, comfortable and accessible. Safran has a global presence, with 76,800 employees and sales of 15,3 billion euros in 2021 and holds, alone or in partnership, world or regional leadership positions in its core markets. Safran undertakes research and development programs to maintain the environmental priorities of its R&T and innovation roadmap.

Safran is listed on the Euronext Paris stock exchange and is part of the CAC 40 and Euro Stoxx 50 indices.

Safran Seats is a world leader in aircraft passenger and crew seats. One million seats made by the company are now in service worldwide.

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About flydubai

From its home in Dubai, flydubai has created a network of more than 110 destinations served by a fleet of 76 aircraft. Since commencing operations in June 2009, flydubai has been committed to removing barriers to travel, creating free flows of trade and tourism and enhancing connectivity between different cultures across its ever-expanding network.

flydubai has marked its journey with a number of milestones:

An expanding network: Created a network of more than 110 destinations in 50 countries across Africa, Central Asia, the Caucasus, Central and South-East Europe, the GCC and the Middle East, and the Indian Subcontinent.

Serving underserved markets: Opened more than 75 new routes that did not previously have direct air links to Dubai or were not served by a UAE national carrier from Dubai.

An efficient single fleet-type: Operates a single fleet-type of 76 Boeing 737 aircraft and includes: 30 Next-Generation Boeing 737-800, 43 Boeing 737 MAX 8 and 3 Boeing 737 MAX 9 aircraft.

Enhancing connectivity: Carried more than 90 million passengers since it began operations in 2009.

For all our latest news, please visit the flydubai [Newsroom](#).

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