

## **Kenya Airways Soars: 4 World Travel Awards & A Future of Growth**

In our fourth year at the World Travel Awards, Africa, we've done it again. At the Africa and Indian Ocean Gala Ceremony, held in Dar es Salaam, Tanzania on July 28, 2025, we clinched 4 prestigious awards.

But beyond the headlines what do these honours say about the airline's business performance and growth?

- Africa's Leading Airline 2025 – a nod to our network strength, operational reliability and warm African hospitality.
- Africa's Leading Airline – Business Class 2025 – recognising the elevated Premier World experience that consistently outranks regional competitors.
- Africa's Leading Airline Brand 2025 – proof that our refreshed storytelling is resonating with travellers worldwide.
- Africa's Leading Inflight Magazine 2025 (Msafiri) – celebrating authentic African stories that take flight with every issue.

These awards are a reflection of our people's dedication to providing safe, reliable service and delivering a premium experience for our customers. Every flight, every innovation and every memory we create for our customers is thanks to our team of resilient aviation professionals who constantly strive for excellence.

"An award is never a finish line in this business. We have our sights set even higher in 2025 and beyond." Allan Kilavuka, CEO

The World Travel Awards are based entirely on anonymous public votes from over 1 million travel consumers and media, and verified industry professionals from more than 600 independently certified airlines.

To retain this title in a highly competitive and ever-evolving industry reflects the relentless efforts across every part of the business, from the frontline to behind the scenes, the passion and commitment of our people continue to set new standards in aviation.

We continue to implement customer-focused enhancements across our operations. This includes retrofitting our Boeing 787 cabins to offer a more refined travel experience while improving On-Time Performance (OTP).

Whether on the ground or in the air, we strive to deliver a seamless, elevated journey that anticipates the needs of our passengers and reflects the highest standards of quality, comfort, and innovation. We pursue expansion, growth and innovation in our current fleet through digital transformation.

We're incredibly excited about what's ahead at Kenya Airways! On July 2<sup>nd</sup>, 2025, we launched our direct flights from Nairobi (JKIA) to London's Gatwick Airport. In the same week, we also enhanced our partnership with Qatar Airways, adding a third daily codeshare frequency between Doha and Nairobi, with bookings opening in the coming days.

And that's just the beginning. Keep an eye out for another fantastic new offering: a Mombasa to Doha route, operated by KQ and marketed by Qatar Airways, arriving this winter season.

Beyond new destinations, we're continuously innovating for you. Look forward to record-breaking discounts with MasterCard, a new and innovative rewards partnership with VISA, and a brand new app, re-engineered from the ground up with our customers in mind.

At Kenya Airways, we're always connected, always moving forward. Thank you for making us the Pride of Africa.