



4 star Airline



Best Airline in Africa
for 3 years in a Row



Best Business and Economy Class in Africa
for 2 years in a Row

Ethiopian Mobile App Hits 1 Million Downloads

Addis Ababa, 21 February, 2020

The number of Ethiopian Mobile App users has reached one million. With a robust and integrated digital strategy, Ethiopian has set an innovative approach to simplicity and seamless end-to-end customer experience with its user-friendly mobile App.



The multi-award winning global airline launched into a digitization journey with localized service, languages and payment options. Being a pioneering airline in Africa with the inclusion of Alipay and WeChat payment options, the App also features 38 payment options which cater to global customers. Ethiopian Mobile App enables global passengers book, pay, check-in, board as well as enjoy flight status notifications all with a single-window system and a mobile-cloud first strategy.



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Mr. Miretab Teklay, Ethiopian IMC Director, said, *“In line with Ethiopian digitally connected guest strategy, we have made substantial investment in our digital service to elevate our customers experience with Ethiopian. The digital transformation is incredibly encouraging. The app year-on-year revenue alone has risen 1000%. Currently, all touch points across the customer journey have gone digital. The digital service has helped us create great customer experiences. Our digitally talented technical team is working day and night to leverage emerging technologies including artificial intelligence, IoT, block chain, biometrics and make the app a leading digital platform in the world.”*

Download and enjoy the digital experience at bit.ly/ET-android-app and bit.ly/ET-iOS-App

Note to Editors:

About Ethiopian

Ethiopian Airlines (Ethiopian) is the fastest growing Airline in Africa. In its seventy plus years of operation, Ethiopian has become one of the continent’s leading carriers, unrivalled in efficiency and operational success.

Ethiopian commands the lion’s share of the Pan-African passenger and cargo network operating the youngest and most modern fleet to 127 international passenger and cargo destinations across five continents. Ethiopian fleet includes ultra-modern and environmentally friendly aircraft such as Airbus A350, Boeing 787-8, Boeing 787-9, Boeing 777-300ER, Boeing 777-200LR, Boeing 777-200 Freighter, Bombardier Q-400 double cabin with an average fleet age of five years. In fact, Ethiopian is the first airline in Africa to own and operate these aircraft. Ethiopian is currently implementing a 15-year strategic plan called Vision 2025 that will see it become the leading aviation group in Africa with Six business centers: Ethiopian International Services; Ethiopian Cargo & Logistics Services; Ethiopian MRO Services; Ethiopian Aviation Academy; Ethiopian ADD Hub Ground Services and Ethiopian Airports Services. Ethiopian is a multi-award winning airline registering an average growth of 25% in the past seven years.

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