



April 23, 2013

## **IFP wins contract to supply IFE Content Services to Thai Airways International**

April 23rd, 2013 - IFP, [the Passenger Experience Provider](#), is thrilled to announce that it has won a multi-year agreement to supply inflight entertainment content to Thai Airways International. Following a highly competitive bid, IFP has become the airline's exclusive supplier of regional and international movies, TV programming and audio across its entire fleet.

IFP's creative proposal to improve the airline's current content line-up and increase passenger satisfaction adds to the company's existing strong presence in Asia through its market-leading operations and technical facilities in Singapore, and its innovative approach to providing engaging content and IFE solutions to airlines.

"Thai Airways International takes great pride in the services we provide to our airline customers and our entertainment programming must reflect our reputation for excellence," explained Krittaphon Chantalitanon, VP Product & Services Development at Thai Airways International. "We're delighted that IFP will help support our IFE objectives through this new agreement."

"We're committed to providing exceptional content services to support Thai Airways' renowned brand values and meet passengers' expectations with world class programming," added Robert Haxton, Managing Director of IFP.

### **About Thai Airways International**

Thai Airways International Public Company Limited (THAI), the designated national carrier of the Kingdom of Thailand, was founded in 1960. THAI currently operates an average of 941 flights weekly on domestic and international routes to 73 destinations in 36 countries spanning five continents, including Europe, Africa, Asia, Australia and North America. The key to THAI's success is its major award-winning in-flight and on-ground service, convenient schedules and on-time performance. THAI's subsidiary, THAI Smile, was launched in July 2012 and operates the A320 aircraft from Suvarnabhumi Airport to domestic and regional secondary routes, synchronizing with THAI network. THAI Smile currently operates 84 flights per week to five cities in two countries, which will be expanded in 2015 when the carrier will operate a total of 20 aircraft.

In 2011, THAI carried a total of 18.4 million passengers and operated a fleet of 97 aircraft. As of December 31, 2012 the company's total assets were 304,096\* million Baht, with a paid-up capital of 2,182,771,917 shares at 10 Baht per share par value. The company is 51.03% owned by the Royal Thai Government through the Ministry of Finance. THAI has 23,990 employees.

THAI's philosophy is to provide full service to premium passengers while maintaining the highest standards of service to leisure travelers, who represent over 80% of the company's total passenger transportation revenue.

THAI aims to be the "First Choice Carrier with Touches of Thai."

### **About IFP**

We are IFP. The Passenger Experience Provider™

We create inspiring solutions that take inflight entertainment beyond the onboard experience - engaging passengers before, during and after their flight with innovative interfaces, apps and content.

We provide an integrated, end-to-end service, covering all aspects of the passenger entertainment experience. We acquire captivating movies, TV and audio content and create engaging user experiences through imaginative GUIs, apps, websites and print publications. We have the technical capabilities to work with all aircraft and onboard systems and tailor our solutions to each individual airline, their systems, destinations, passenger demographic and budget.

For more information please contact us at [info@weareifp.com](mailto:info@weareifp.com) or call us on +44 (0) 20 7400 0700

IFP is wholly owned by AIA. AIA is a subsidiary of Global Eagle Entertainment Inc. Through its combined content, distribution and technology platforms, Global Eagle provides airlines and the millions of travelers they serve with the industry's most complete offering of in-flight video content, e-commerce and information services. Global Eagle is headquartered in Los Angeles, California and maintains offices and support personnel around the world. The company's shares are traded on NASDAQ under the symbol ENT. Find out more at [www.globaleagleent.com](http://www.globaleagleent.com).