



SAS recognized for customer-centric excellence with Five Star rating at 2025 APEX Awards

Travelers have once again placed Scandinavian Airlines (SAS) among the world's best, awarding the airline a Five Star rating in the 2025 APEX global customer rankings. This recognition, based on nearly one million passenger reviews of 600 airlines worldwide, reflects SAS' dedication to delivering outstanding travel experiences putting passengers first.

Passengers reward SAS for quality and comfort

SAS has achieved a notable rise in rankings this year, securing a position among the top 30 airlines worldwide based on customer votes. This places SAS in the top 7% of airlines rated globally. By focusing on key aspects valued by customers, including flight quality, seat comfort, cabin service, and in-flight entertainment, SAS has earned a Five Star rating for the second consecutive year. This award reflects SAS' ongoing efforts to respond to passenger feedback and implement meaningful improvements enhancing their customers' travel experience.

Paul Verhagen, Chief Commercial Officer at SAS, who attended the ceremony in Long Beach to accept the award, commented: *"Receiving this award is a privilege and a testament to our customers' trust in us. We are dedicated to continuously improving the travel experience by investing in new technologies, expanding our sustainable practices, and infusing Scandinavian elegance into every journey. SAS remains committed to shaping the future of sustainable and enjoyable air travel."*

Recognizing SAS' passenger-driven success

"SAS has earned its 2025 APEX Five Star recognition by consistently advancing the passenger experience with a deep connection to Scandinavian culture," APEX Group CEO Dr. Joe Leader stated. *"From their sustainable cabin initiatives to innovative inflight dining inspired by the flavors of the Nordic region, SAS ensures that every journey reflects Scandinavian elegance and modern efficiency. Their recent integration into the SkyTeam alliance only enhances these advancements, further positioning SAS as a leader among APEX Five Star airlines."*

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About SAS

SAS, Scandinavia's leading airline since 1946, operates from its principal hub at Copenhagen Airport (CPH), complemented by hubs in Oslo (OSL) and Stockholm (ARN). Our mission is to connect Scandinavia with the world and the world with Scandinavia. Each year, SAS serves more than 25 million passengers and transports 60 000 tons of cargo to 135 destinations across Europe, the USA, and Asia. With a passionate workforce of over 10,000 colleagues, we collaborate with partners and customers to drive transformative changes in aviation. We are committed to achieving net-zero emissions by 2050, embodying the visionary spirit of our founders: *"To move from the old to what is about to come, is the only tradition worth keeping"*. Innovation and societal progress are at the heart of everything we do. SAS joined SkyTeam in September 2024 and together with our partner airlines we offer a wide network worldwide.

For more information, visit our website at www.flysas.com or follow us on social media for the latest updates and promotions.

About APEX

The APEX Five Star and Four-Star Airline Awards stand as the only global awards entirely based on neutral, third-party passenger feedback and insights gathered through APEX's partnership with TripIt® from Concur®, the world's most used travel-organizing app. For the 2025 Awards, over one million PNR verified flights have been rated by passengers spanning over 600 airlines from around the world using a

five-star scale. The APEX Five Star and Four Star Airline Awards are independently certified by a professional external auditing company. For 2025, the ratings criteria have significantly increased to limit APEX Five Star to the Top 40 airlines in the world, representing less than 7% of the airlines rated worldwide. APEX Four Star has also been further to the next fifth airlines in the world, meaning that only 8% of airlines worldwide reach these criteria. In combination with the highest echelon the Top 10 APEX World Class airlines, these airlines represent that Top 100 Airlines in the world for passenger experience.