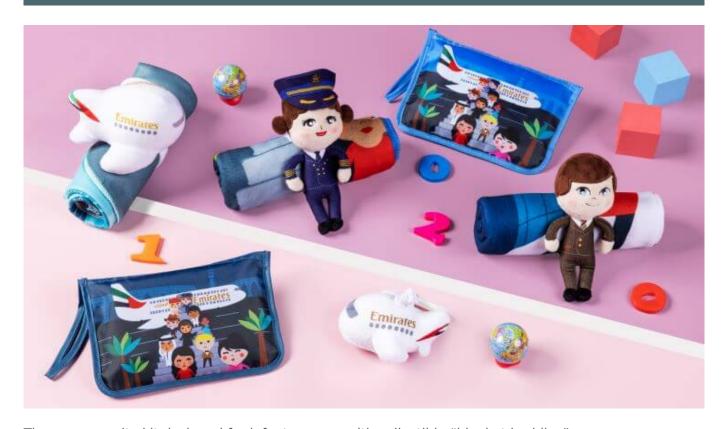
Emirates launches new range of collectible toys and bags



The new amenity kit designed for infants comes with collectible "blanket buddies"

Amongst a wide array of products and services specially designed for kids' comfort — <u>Emirates</u> is launching a new phase of children's amenities.

Designed from sustainable materials by a creative team of in-house designers and marketing and product specialists; the new amenity kits feature global exploration and diversity themes, and are available as separate kits for 0-2 years, 3-6 years and 7-12 years. Each kit is certified for safety by Intertek, in accordance with EN71 and Gulf toy safety standards, and new designs are launched every year for the benefit of frequent travellers and Emirates collectors.

All the essentials for the tiniest travellers

Emirates baby and infant kits contain all the essential items a parent needs onboard for comfort and hygiene — a reusable changing mat, diaper cream and cleansing wipes, a keepsake wipe-clean bib, a soothing vibrating plush toy that can be attached to a seatback or a stroller, and collectible "blanket buddies", where an Emirates character soft toy representing a pilot or cabin crew is offered alongside a soft blanket to ensure a sweet night's sleep.

The high-quality and sustainable kit is designed to be reusable, and the colourful bags feature hand-drawn artwork to represent the people, places, and cultures that Emirates airline serves in its global route network of 140 destinations. Quickly becoming collectors' items among Emirates' global fanbase, the unique design features emblems of the iconic city of Dubai, daytime and night-time scenes, the flagship Emirates A380 aircraft, friendly members of the Emirates cabin crew and pilots holding hands with people from all cultures of the world — showcasing diversity through national dress and a range of ethnicities.

Engaging the little explorers from 3-6 years



The amenity kit for children under six is designed to entertain and create excitement

Emirates amenity kits for children aged 3-6 years are designed to build memories for the youngest travellers and create excitement about travelling the world. Children in this age group are given a trendy belt bag, larger backpack, or generous duffle bag, designed to be fit for use for multiple events — from travelling to sports or simply transporting toys. Kids even get special headphones for *ice* inflight entertainment, a soft and comfortable fit on smaller ears. The amenity kit also contains the perfect distractions for an active young child including an engaging "Fly with Me" activity pack with its own pack of non-toxic colouring pencils, featuring kid-friendly world maps, puzzles, drawing tutorials, colouring pages, educational activities about Dubai and protecting the environment.

The kits are manufactured from high-quality responsibly sourced materials, including plastic bottles — up to 4 bottles per bag.

Keeping it cool for 7-12-year-olds



The amenity kit for children between the ages of seven and 12 comes with special headphones

Children between 7 and 12 years old are given high-quality, reusable belt bags, larger backpacks, or generous duffle bags — designed with subtle and cool graphics that appeal to the age group. The unique design features emblems of Dubai, Emirates aircraft, cabin crew and pilots as well as iconic landmarks from around the world — fostering a love of travel and exploration. The bags are also made from 100 percent sustainable materials and repurposed plastic — up to 7 bottles are recycled to make each bag. Children aged 7-12 years also get special headphones for the award-winning *ice* inflight entertainment.

Children fly better with Emirates

To build unforgettable travel memories, Emirates cabin crew capture special moments onboard with an instant Polaroid camera and present it in a limited-edition photo frame as a souvenir for children.

To allow babies to have their nap time in safety and comfort, there are bookable bassinets for infants under 2 years old onboard Emirates, as well as baby changing tables in all bathrooms. Organic baby food, milk formula and baby bottles are available onboard for infants if parents or guardians require them during the flight.

For children older than 2 years, kids' meals are served on almost all routes, excluding some short-haul flights in the GCC. The kids' meals feature tasty and high-quality choices popular with kids, including favourites like nuggets, pasta, mini burgers, and pizzas, accompanied by both healthy snacks and sweet treats, juice and water — served on a specially designed colourful meal tray featuring the beloved Emirates crew and pilot.

For children excited to watch movies and kids' TV on their flight, Emirates offers a wide variety of children's programming on the award-winning *ice*, including the best movies and television from Cartoon Network, CBeebies and Nickelodeon channels. There are more than 100 kids' movies including *Hotel Transylvania: Transformania, The Tiger Rising, Lyle, Lyle, Crocodile, Tad the Lost Explorer and the Emerald Tablet*, a dedicated "Wizarding World" folder that includes 16 Harry Potter

titles for a Harry Potter movie marathon, and popular TV shows such as *The Amazing World of Gumball, Teenage Mutant Ninja Turtles, Lego Jurassic World: Legends of Isla Nublar, SpongeBob SquarePants, Star Trek: Prodigy, The Adventures of Puss in Boots.*

For young music fans, Emirates has hundreds of channels of music, plus up to 100 video games, which can be played by two players in different seats if it's a multiplayer game.

Memorable travel experiences with Emirates

On the ground, Emirates offers priority boarding for families across all international airports. In Dubai Airport, Emirates provides free baby strollers for infants and younger kids, as well as a dedicated family check-in area at Dubai airport, during peak travel periods. In the First and Business Class Lounges in Dubai airport — Concourse A & B, the kids' play areas have arcade-quality games and Sony PlayStation terminals. The First and Business Class Lounges in Dubai airport are also equipped with mother and baby care rooms, with comfortable feeding areas and baby changing facilities.

Emirates offers a unique <u>Unaccompanied Minors service</u> to children aged 5-11 years who are travelling alone, or if their parents are in a separate travel class. There is a dedicated Unaccompanied Minors Lounge with video games, free Wi-Fi, comfy sofas, and children's bathrooms, where kids can enjoy drinks and snacks as they wait for their flight. The Unaccompanied Minors service ensures that children are accompanied and supervised by Emirates ground staff and cabin crew for every step of their journey. A specialist member of the team meets the child at the Unaccompanied Minors check-in desk and stays with them all the way through the airport to help them at security and immigration, before meeting the cabin crew at the aircraft door. When the child arrives, a specialist member of the team will be at the aircraft door to welcome them to their destination, helping them through the airport before taking them to their parent or guardian.