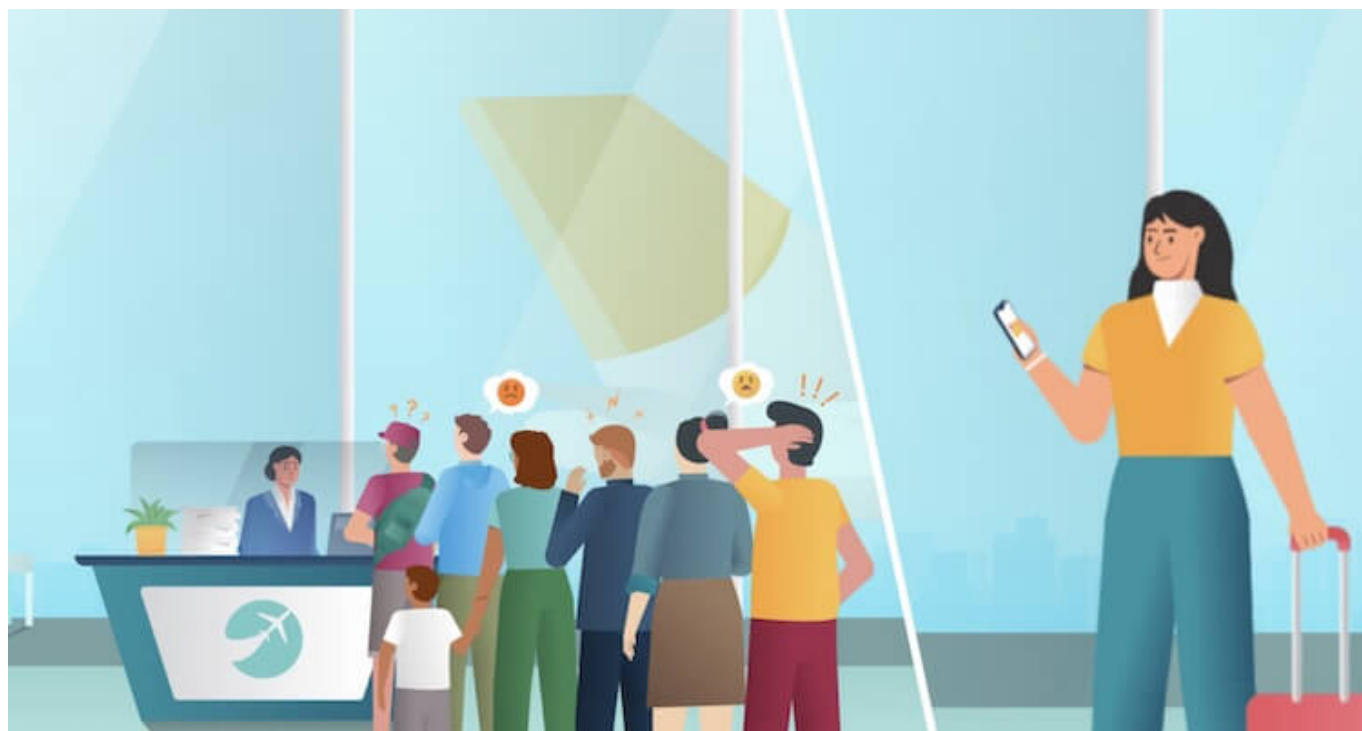


iCoupon secures partnerships with Iceland Air and airBaltic



The iCoupon solution eliminates the need for physical vouchering in airports, with vouchers of any value issued directly to mobile or printed boarding passes for compensation

[iCoupon](#), a leading digital vouchering platform in airports worldwide, has added [Iceland Air](#) and [airBaltic](#) to its growing portfolio.

The new deals will see iCoupon's streamlined automated vouchering system implemented into existing operations in order to provide passengers of both airlines with a simple, seamless solution in the case of flight delays.

Richard Bye, CEO of iCoupon, said in the December 5 release: "Iceland Air and airBaltic are premier airlines of their respective regions and fantastic additions to our portfolio. Adding these two leading airlines to our ever-growing list of clients further reinforces our firm belief that we provide airlines, airports and passengers with the most simple and streamlined solution in the inevitable event of flight delays."

iCoupon's automated solution eliminates the need for physical vouchering in airports, enabling vouchers of any value to be issued directly to mobile or printed boarding passes for compensation, promotions, loyalty & rewards or to staff/crew cards for meal entitlements.

Leading national carrier, Iceland Air, has a growing network of routes on both sides of the Atlantic and also flies to numerous locations across Scandinavia and wider Europe while airBaltic flies to more than 70 destinations across the Baltics, enabling iCoupon to strengthen its presence in the region through this partnership. With the airline serving such countries as Bulgaria, Serbia and Romania, the new deal will see iCoupon expand its reach into Eastern Europe, the release noted.

By exclusively adopting iCoupon's solution, the voucher disruption processes of both airlines are

streamlined from beginning to end, from voucher activation to invoicing and accounting.

“The world has moved on from paper vouchering systems and our platform not only makes the disruption scenario simpler for passengers but also provides an environmentally friendly solution, preventing the printing of millions of paper vouchers,” Bye said.

Established in 2015 in Manchester, United Kingdom, iCoupon works with partners across all continents to deliver a streamlined airport vouchering process. To date, the company has issued over 1 billion vouchers for the leading airlines, airports, partners and retailers, including the Lufthansa Group, SAS, Wizz Air, Menzies Aviation, Ryanair, Aer Lingus, Norwegian, AirFrance KLM, Swissport, SSP Group and Lagardère.

“The needs and expectations of passengers have changed drastically in recent years, people now expect and demand instant solutions. Providing immediate compensation in a simple and efficient way results in higher levels of customer satisfaction and gives passengers more time to cash in their vouchers at airport retailers. Everybody wins,” Bye said.

iCoupon currently works with more than 125 airlines, across 220+ airports and 2,300+ retail units.