



— 100% SMART BUSINESS CLASS —

FOR IMMEDIATE RELEASE

La Compagnie Celebrates 10th Anniversary

100% Smart Business Class Airline Marks a Decade of Success with Special Events, Promotions and Activities

(Paris, France) July 9, 2024 – [La Compagnie](#), the award-winning airline, is thrilled to celebrate its 10th anniversary this July. Since its inaugural flight in 2014, La Compagnie has operated over **9,000 flights** and welcomed more than **480,000 passengers** on board. A leader in redefining transatlantic travel with its unique service and attractive pricing, the all business-class airline has seen its passenger base grow significantly over the years, with 54% of passengers from the United States, 39% from France, and an evolving percentage across Europe.

Christian Vernet, CEO of La Compagnie, expressed his gratitude and pride: "Reaching this milestone is a testament to our unwavering commitment to operate on a human scale and provide our clients a superior travel experience. We are immensely grateful to our passionate partners and dedicated team for their hard work in flight and on the ground. Over the past decade, we have not only expanded our routes and services but have also weathered global challenges which has made us stronger and more resilient."

Among its achievements, La Compagnie proudly introduced its Milan route in 2022, expanding its network and connecting more passengers to Northern Italy. Additionally, the airline's hugely successful seasonal Nice route, operating during the summer months since 2019, has provided travelers with unparalleled access to the beautiful South of France. These strategic expansions have been instrumental in strengthening La Compagnie's presence in Europe and enhancing its appeal to a broader audience. Over the years, La Compagnie has also delighted passengers with its creative approach to the inflight experience, including seasonal food and beverage collaborations and greater lifestyle activations onboard, which showcase the brand's commitment to excellence and innovation.

To commemorate this landmark achievement, La Compagnie has planned a series of special events, promotions and activities:

- **Anniversary Events:** Celebrations kicked off in New York on June 10th and continued today, July 9th, in Paris, gathering hundreds of loyal passengers and partners to mark the major milestone
- **A 10-year Birthday Gift to Passengers Born in 2014:** All children born in 2014 who have flown with La Compagnie (350 kids) will receive a complimentary round-trip ticket to use before the end of 2024
- **Anniversary Promo Fare:** A limited-time promotional offer of \$2,000 round-trip is available to book now through July 21st, 2024, for flights from New York (EWR) to Paris (ORY), Milan (MXP), or Nice (NCE) for travel through March 31st, 2025
- **Digital Art Collaboration:** A one-of-a-kind piece of digital art exploring the notion of travel between Paris and New York, created by the renowned French collective of artists from [Obvious](#) using artificial intelligence was unveiled at the anniversary event in Paris
- **Future Aircraft Design by Young Artists:** Ten children, each 10 years old, have been called upon to envision the aircraft of the future. Their designs will be displayed on the aircraft livery through the end of 2024 (click [here](#) for videos showcasing their creative process)

In addition to these celebratory moments, La Compagnie is excited to unveil plans for the future with the announcement of the addition of a new Airbus A321neo, joining its fleet in September 2026. This aircraft will maintain the airline's all-business-class 2x2 configuration with 68 full-flat seats providing more space and comfort. Sales and route confirmations will be unveiled in January 2026.

As La Compagnie looks back on a decade of developing its unmatched product offering and bringing style to the skies, it remains committed to taking the travel experience to new heights to meet the needs of those looking for a different experience. The airline extends its heartfelt gratitude to its loyal passengers, partners and employees for their continued support.

For more information, please visit [La Compagnie's website](#).

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About La Compagnie

Launched in July 2014, La Compagnie is an exclusively 100% Smart Business Class airline operating regularly scheduled transatlantic flights between New York (Newark International Airport) and Paris (Paris Orly Airport) as well as New York (Newark International Airport) to Milan

(Milan Malpensa Airport), and seasonal service between New York (Newark International Airport) and Nice (Nice Côte d'Azur International Airport). Offering competitively low business-class fares, La Compagnie Airbus A321neo fleet is fitted with 76 full-flat seats and provides thoughtful amenities including a state-of-the-art entertainment system, unlimited Wi-Fi service and a unique dining experience offering fresh menu items by renowned chefs.

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