



PRESS RELEASE

Safe Bag stages the public launch of SAFEBAG24, an app designed to trace lost airport luggage.

Milan, 24 July 2017. Safe Bag S.p.A. (AIM Italia – Ticker SB), one of the leading companies worldwide in the protection and tracing of luggage for airport passengers, would like to announce the launch of the **SafeBag24 App**, available for both Android and IOS systems.

SafeBag24 is an innovative “Lost & found Concierge” passenger service connected with all the airports and airlines worldwide, which enables the entire lost luggage searching and redirecting process to be managed by a single entity. If a piece of luggage is lost, SafeBag24 undertakes to have it delivered to its owner within 24 hours from the time at which the report is lodged with the Lost & Found office.

By entering their data and any details that may be useful for identifying the lost bag into the app, the customer can receive real-time updates about the status of the bag and the route via which it is being/has been/will be redirected to the address indicated by the passenger. In addition to interfacing with the app, the passenger can also contact a real 24-hour call center.

The app also acts as a real assistant during the journey. Indeed, once a passenger has registered their flight, they will receive real-time notifications regarding any delays, cancellations and gate changes, as well as the number of the luggage carousel on which to pick up their bag upon arrival at their destination.

With the function ‘follow my flight’ they can share the itinerary of their trip with your friends, and, more importantly, their arrival time, which will be constantly updated in real time.

The ‘Flight History’ function provides access to a summary detailing the history of the miles travelled for each airline, year and geographical area visited: an invaluable tool for monitoring past trips.

The service includes insurance, in collaboration with partner AXA Assurance, and envisages refunds from the 25th hour onwards, equalling €100 per day up to a maximum of €1,000 for delayed delivery and up to a maximum of €4,000 in case of permanent loss of the bag, not to mention €100 in case of partial theft of the contents.

The launch will involve an important advertising campaign in partnership with Publitalia, which is already ongoing on the networks of the **Mediaset** group and on the social media Facebook and Instagram.

"Considering the characteristics of the SafeBag24 service and its DNA, which is global both by vocation and by nature, Italy is the first piece of the puzzle in an international market penetration plan that the group intends to launch over the next few years — states **Alessandro Notari**, CEO of Safe Bag".



“With SafeBag24, our intention is to simplify and improve the life of airport passengers by freeing them from the hassle and stress that the loss or sometimes even the fear of losing a bag brings — declares **Rudolph Gentile, Chairman of Safe Bag**”.

Safe Bag, founded in 1997 by Rudolph Gentile and guided by him together with the CEO Alessandro Notari, is the leader in the luggage protection and tracing service for airport passengers, through an integrated portfolio of solutions for passenger safety and comfort: luggage wrapping; traceability, reimbursement in the event of loss or damage to luggage, travel products and accessories.

The company has been listed on the Italian Stock Exchange Borsa Italiana –AIM segment – since September 2013.

Safe Bag, with headquarters in Gallarate (VA), has around 400 collaborators at global level, with around 2 million customers, and is present in the airports of Italy, France, Portugal, Switzerland, USA, Canada and Poland with around 80 points of sale.

The Group closed 2016 with a turnover of around 26.5 million euro. www.safe-bag.com/it/

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