Note to Editors
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SINGAPORE AIRLINES' ALL-NEW NEXT-GENERATION LONG-HAUL CABIN PRODUCTS

Annexe A

First Class: A Private and Luxurious Sanctuary

- **Available on the Boeing 777-9 and Airbus A350-900ULR aircraft**
- **Elegantly curved sliding doors enhance the sense of privacy and spaciousness for each customer**
- **Premium Poltrona Frau leather upholstery, enhanced seat adjustment options, dedicated storage, and a large table for companion dining or work**
- **Fully retractable divider between centre seats for an expansive shared space**
- **Individual full-flat beds measure 80 inches in length and 30 inches in width**
- **Versatile centre seats that can transform into a two-seater sofa for daytime lounging or the largest double bed in commercial aviation for restful sleep**
- **World-first smart cabin controls, integrated with *myKrisWorld*, that remember preferred seat positions and lighting settings for future journeys**
- **Immersive entertainment experience featuring a 32-inch 4K touchscreen display with spatial audio**

SIA's new First Class cabin has been designed as a private and luxurious sanctuary, combining exceptional craftsmanship, intuitive technology, and thoughtful personalisation for long-haul travel.

Elegantly curved sliding doors and walls create a greater sense of privacy, exclusivity, and spaciousness for each customer. Premium Poltrona Frau leather upholstery, soft wall panels featuring SIA's signature batik motif, and carefully considered lighting contribute to the refined environment.

The seat offers a range of adjustment options, including electronically adjustable side wings, upper and lower lumbar support, armrests, leg rest, and an ottoman. These enable customers to enjoy a variety of seating and lounging positions. Smart cabin controls, integrated with *myKrisWorld*, remember customers' preferred seat positions and lighting settings for future journeys.

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Customers travelling together in the centre seats may open the privacy divider between them upon request to create a spacious shared environment for dining and relaxing. The two seats offer the flexibility to be enjoyed independently or together, moving in tandem to form a two-seater sofa for daytime lounging or transform into the largest double bed in commercial aviation for a restful sleep, measuring 80 inches in length and 60 inches in combined width.

Thoughtful details enhance the comfort of SIA's new First Class experience. At each seat, customers will find a plush cushion featuring the Airline's signature batik motif and a cloud-soft day blanket, creating an inviting setting for relaxation.

For a restful sleep, SIA's cabin crew will prepare the full-flat bed with 100% cotton bed linens, a duvet, and a choice of pillows. The sleep experience is further enhanced by a new mattress topper from Paradies, a German luxury bedding specialist renowned for its high-quality beddings and sleep engineering. Featuring breathable spacer fabric, the mattress topper provides enhanced cushioning and thermal regulation for greater comfort.

Each First Class seat supports face-to-face companion dining, with a large table providing ample space for two customers to enjoy their meals together. The table can also be used as a generous workspace when needed, complemented by a wireless charging pad, USB-C ports, and universal AC power.

Dedicated storage, including a personal wardrobe, a leather-lined vanity drawer, and a cabin baggage compartment beneath the ottoman, helps customers keep their personal belongings organised and their space uncluttered.

An intuitive touchscreen handset provides easy access to *KrisWorld*, SIA's in-flight entertainment system. A discreetly integrated touch panel displays real-time flight information, including the remaining flight duration, local time and weather at the destination, in-flight Wi-Fi connectivity status, and lavatory availability.

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The First Class entertainment experience features a 32-inch 4K high-resolution touchscreen display that delivers sharper detail, higher contrast, and exceptional picture quality, creating a cinematic viewing experience for movies, television programmes, and other content.

Spatial audio technology adds greater depth, clarity, and presence to the listening experience. Customers can enjoy it with the provided Bang & Olufsen wireless headphones or their own compatible Bluetooth headphones.

Mr Ben Rowan, Director, PriestmanGoode, said: "As our first project with Singapore Airlines, it has been rewarding to collaborate with a partner that shares a deep focus on quality and craftsmanship. Working alongside Collins Aerospace and a dedicated supplier network, the project was defined by a commitment to excellence. Every bespoke detail, from the batik-patterned wall panels to the unique seat mechanisms, was refined over years of collaboration, creating a timeless, intuitive environment that reimagines the shared experience on board."

Mr Ryan Hudson, President of Interiors, Collins Aerospace, said: "The Singapore Airlines First Class seats were developed through close collaboration with our customer, translating the airline's ambitious goals into a certified cabin solution that balances premium comfort, privacy, and luxury with the pragmatic design and integrated technology that discerning travellers expect. This collaboration reflects our shared commitment to purposeful craftsmanship, delivering a refined cabin experience that complements the Singapore Airlines brand and elevates First Class travel."

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First Class Seat Design and Features
(Designed by PriestmanGoode, manufactured by Collins Aerospace)

Available on Boeing 777-9 and Airbus A350-900ULR aircraft	
Feature	**Details and Specifications**
No. of Seats	**Boeing 777-9:** 6 seats, **Airbus A350-900ULR:** 4 seats
Cabin Layout	1-2-1 (all seats have direct aisle access)
Seat Pitch	89.5 inches
Seat Width	23 inches (30 inches with armrests lowered)
Ergonomic Features	Electronically adjustable side wings, upper and lower lumbar support, armrests, leg rest, and an ottoman
Seat Upholstery	Premium Poltrona Frau leather
Privacy	Elegantly curved sliding doors at every seat, with a fully retractable privacy divider between the centre seats
Bed Configuration	**Single:** Full-flat, 30 inches width and 80 inches length **Double:** Full-flat, 60 inches width and 80 inches length
Lighting	In-seat ambient lighting, feature lighting, reading lights
Smart Cabin Controls	Integrated with *myKrisWorld*, allowing customers to save their preferred seat positions and lighting preferences for future journeys
Dining and Workspace	Large bi-fold measuring 27 inches by 22.5 inches, for companion dining and work
In-flight Entertainment Screen	**Boeing 777-9:** 32-inch 4K high-resolution touchscreen **Airbus A350-900ULR:** 32-inch 4K OLED touchscreen
Audio	Bang & Olufsen wireless headphones and Bluetooth pairing capability
Power and Charging	Wireless charging and universal AC power **Boeing 777-9:** Two USB-C ports and one USB-A port **Airbus A350-900ULR:** Two USB-C fast-charging ports
Storage	Personal wardrobe, shelves, leather-lined vanity drawer, cabin baggage compartment

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Annexe B

Business Class: Designed Around the Way Customers Travel

- **Available on Boeing 777-9, A350-900 long-haul, and A350-900ULR aircraft**
- **Full-grain premium leather upholstery with bespoke embroidery**
- **Enhanced seat ergonomics, with coordinated reclining movements and adjustable lumbar and leg support for personalised comfort**
- **Full-flat beds measure 79 inches in length and up to 24 inches in width**
- **Selected centre seats can be configured as companion beds**
- **The innovative table stows away at an angle that creates a generously-sized footwell, giving customers more room to move and reposition their feet comfortably while sleeping**
- **Sliding doors and electronically adjustable centre dividers allow customers to tailor their level of privacy and personal space**
- **Smart cabin controls remember preferred seating positions for future journeys**
- **4K touchscreen displays of up to 22 inches, with spatial audio and Bluetooth headphone pairing**

The new Business Class seat has been designed as a comfortable and adaptable personal space, giving customers the freedom to travel in the way that best suits their needs, from work and dining to relaxing and sleeping.

Full-grain premium leather upholstery with bespoke embroidery, layered textures, and metallic accents give the cabin a contemporary and refined look. Sliding privacy doors and electronically adjustable centre dividers allow customers to choose their level of privacy, or create a shared space when with a companion.

Enhanced seat ergonomics provide a smoother, more natural reclining experience, with coordinated adjustments that support the back, legs, and body, for greater comfort and relaxation.

The redesigned seat controls with tactile buttons make it easier for customers to locate and adjust their preferred seating position. The full-flat bed measures 79 inches in length and up to 24 inches in width. Selected centre seats can be configured as companion beds when the dividers are lowered, allowing customers travelling together to share the space.

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The innovative design of the table allows it to be stowed at an angle that creates a generously-sized footwell, giving customers more room to move and adjust comfortably when they are sleeping. Smart cabin controls, integrated with *myKrisWorld*, allow customers to save their preferred seat position for future journeys.

A new seat cushion complements the accents of the seats, while a new padded bedsheet enhanced with memory foam provides additional cushioning and support. In seat mode, the padded bedsheet can also provide additional lumbar support, helping customers stay comfortable throughout the flight.

Multiple storage compartments keep essential belongings close at hand, while the bi-fold table provides a generous surface to dine or work. Wireless charging, USB-C ports, and universal AC power help keep personal devices charged.

Customers can access *KrisWorld* directly through the touchscreen display or a dedicated touchscreen handset. The handset also provides real-time flight information, including the remaining flight duration, local time and weather at the destination, in-flight Wi-Fi connectivity status, and lavatory availability.

The entertainment experience includes 4K high-resolution touchscreens of up to 22 inches, which deliver sharper detail, higher contrast, and improved picture quality.

Spatial audio adds greater depth and clarity to the listening experience, which customers may enjoy using either the active noise-cancellation headphones that are provided or their own compatible Bluetooth headphones.

Ms Julia de Bono, Chief Executive Officer, Designworks, a BMW Group company, said: "Designing luxury experiences is in our DNA at Designworks. We brought that same level of craft to Singapore Airlines' new Business Class, applying principles from automotive design to create a space that feels elevated and timeless."

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Dr Mark Hiller, Chief Executive Officer, RECARO Aircraft Seating, said: "From the beginning, working with Singapore Airlines on its next-generation Business Class seats has been a highly collaborative process. RECARO applied its expertise to create a premium seating solution that combines technology, performance, and comfort. The new Singapore Airlines Business Class seat offers a larger bed and ottoman, along with an innovative design that maximises space and comfort for customers."

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Business Class Seat Design and Features
(Designed by Designworks, manufactured by RECARO Aircraft Seating)

Available on Boeing 777-9, A350-900 long-haul, and A350-900ULR aircraft	
Feature	**Details and Specifications**
No. of Seats	**Boeing 777-9**: 54 seats **Airbus A350-900 long-haul**: 42 seats **Airbus A350-900ULR**: 70 seats
Cabin Layout	1-2-1 (all seats have direct aisle access)
Seat Pitch	50 inches
Seat Width	**Boeing 777-9**: 24 inches **Airbus A350-900 long-haul/ULR**: 22 inches
Ergonomic Features	Electronically adjustable controls for upper and lower lumbar support and leg rests
Seat Upholstery	Full-grain premium leather with bespoke embroidery
Privacy	Sliding doors at every seat and electronically adjustable privacy divider between the centre seats
Bed Configuration	Full-flat, up to 24 inches in width and 79 inches in length
Lighting	In-seat ambient lighting, reading light
Smart Cabin Controls	Integrated with *myKrisWorld*, allowing customers to save their preferred seat positions for future journeys
Dining and Workspace	Large bi-fold table measuring 22 inches by 14.7 inches, for dining and work
In-flight Entertainment Screen	**Boeing 777-9**: 20-inch 4K high-resolution touchscreen **Airbus A350-900 long-haul/ULR**: 22-inch 4K OLED
Audio	Active noise-cancellation headphones and Bluetooth pairing capability
Power and Charging	Wireless charging and universal AC power **Boeing 777-9**: Two USB-C ports and one USB-A port **Airbus A350-900 long-haul/ULR**: Two USB-C fast-charging ports
Storage	Multiple personal storage compartments

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Annexe C

Premium Economy Class: Greater Space and Comfort for Long-Haul Flights

- **New Premium Economy Class seat on the Boeing 777-9, designed for even more personal space and comfort on long-haul flights**
- **A 40-inch seat pitch, full-grain premium upholstery, plush cushioning, and adjustable foot and leg rests for added ergonomic comfort and support**
- **Convenience features include dedicated personal storage, a cocktail tray for drinks, an adjustable personal reading light, and a holder for hands-free viewing on personal electronic devices**
- **Next-generation *KrisWorld* experience with 4K high-resolution touchscreens of up to 16 inches, spatial audio, and Bluetooth headphone pairing**

The new Premium Economy Class seat on the Boeing 777-9 is designed to give customers greater personal space, comfort, and ergonomic support on long-haul journeys. Full-grain premium leather upholstery and plush cushioning create a comfortable, refined environment, while a 40-inch seat pitch provides ample room to stretch out and relax. A four-way adjustable headrest and a leg rest with an adjustable foot rest provide flexibility and support throughout the journey.

Personal storage space keeps essential items, such as a laptop or water bottle, within easy reach. A cocktail tray offers a convenient surface for customers to enjoy a drink and snack without deploying the full table. An adjustable personal reading light and a device holder make it easier to read or enjoy content hands-free on a mobile phone or tablet.

USB-C ports, together with a universal AC power outlet, and USB-A ports on selected aircraft allow customers to keep their devices charged on board.

Customers can enjoy the immersive next-generation *KrisWorld* in-flight entertainment experience, featuring 4K high-resolution touchscreens of up to 16 inches and spatial audio. They may use either the active noise-cancellation headphones that are provided, or pair their own compatible Bluetooth audio devices. A dedicated handset allows customers to navigate their entertainment conveniently.

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Premium Economy Class Seat Design and Features

(Designed by Factorydesign, manufactured by Collins Aerospace)

Available on Boeing 777-9 aircraft	
Feature	**Details and Specifications**
No. of Seats	36
Cabin Layout	2-4-2
Seat Pitch	40 inches
Seat Width	19 inches
Seat Recline	Up to 9 inches
Ergonomic features	Plush cushioning, four-way adjustable headrest, and leg rest with adjustable foot rest
Seat Upholstery	Full-grain premium leather
Lighting	Adjustable personal reading light
Dining and Workspace	Bi-fold table measuring 17 inches by 10.5 inches equipped with personal electronic device holder
In-flight Entertainment Screen	Up to 16-inch 4K high-resolution touchscreen display, OLED touchscreen display on selected aircraft
Audio	Active noise-cancellation headphones and Bluetooth pairing capability
Power and Charging	USB-C ports and universal AC power charging on all aircraft, USB-A ports on selected aircraft
Storage	Literature pocket and personal storage compartments

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Annexe D

Economy Class: Enhanced Comfort and Thoughtful Details

- **New Economy Class seat on the Boeing 777-9s, designed to enhance comfort on long-haul journeys**
- **Ergonomic cushioning, improved knee and shin clearance, and adjustable headrest for greater comfort throughout the flight**
- **Next-generation *KrisWorld* experience featuring 4K high-resolution touchscreen displays, spatial audio, Bluetooth audio pairing, and a secondary display with real-time journey updates**
- **USB charging ports to keep customers' devices charged on board**

The new Economy Class seat on the Boeing 777-9s focuses on the fundamentals that matter most on long-haul journeys. Wool-blend upholstery, ergonomic cushioning, a four-way adjustable headrest, and a redesigned seat reclining mechanism provide greater knee and shin clearance, helping customers remain more comfortable throughout the flight.

Charging options include USB-C ports on all aircraft, as well as USB-A ports and universal AC power charging on selected aircraft, allowing customers to keep their devices charged during the flight.

The next-generation *KrisWorld* system introduces a more immersive in-flight entertainment experience, with 4K high-resolution touchscreens, spatial audio, and Bluetooth audio pairing. A secondary display provides real-time journey updates, allowing customers to check key flight information such as in-flight Wi-Fi connectivity status and lavatory availability at a glance.

Other features include an under-monitor storage space for small personal items, cupholder, and coat hook.

Together, these thoughtful features are designed to make long-haul travel more comfortable, convenient, and connected.

Singapore Company Registration Number: 197200078R

Economy Class Seat Design and Features

(Designed by Factorydesign, manufactured by Collins Aerospace)

Available on Boeing 777-9 aircraft	
Feature	**Details and Specifications**
No. of Seats	204
Cabin Layout	3-4-3
Seat Pitch	31–32 inches
Seat Width	17.6 inches
Seat Recline	Up to 6 inches
Ergonomic Features	Ergonomic cushioning, four-way adjustable headrest, enhanced seat structure and recline mechanism
Seat Upholstery	Wool-blend fabric
Dining and Workspace	Bi-fold table measuring 16 inches by 10.5 inches
In-flight Entertainment Screen	Up to 13-inch 4K high-resolution touchscreen display, OLED touchscreen display on selected aircraft
Audio	Wired earphones and Bluetooth pairing capability
Power and Charging	USB-C ports on all aircraft, USB-A ports and universal AC power charging on selected aircraft
Storage and convenience features	Literature pocket, under-monitor storage space for small personal items, cupholder, and coat hook

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