



## PRESS RELEASE

### **ATTICA GROUP implements innovative technology with the Seasmiles Kiosks for its loyalty programme**

True to its commitment to digitally transforming the passengers' on-board experience and the communication with the consumer, Attica Group has launched the operation of self-serve Kiosks for its Seasmiles loyalty programme. The devices have been placed on all vessels of the brands SUPERFAST FERRIES, BLUE STAR FERRIES and HELLENIC SEAWAYS.

The Seasmiles Kiosks comprise innovative technology that enables faster service for the automatic issuance of the Seasmiles membership card thus improving the overall travel experience while at the same time creates trust in the Group's brands and in the loyalty programme.

The Seasmiles Kiosks shorten the data collection process -fully compliant with all general data protection regulations- for the new members' registration. Passengers are requested to follow the prompts on a touch screen completing all necessary information for issuing the Seasmiles programme's membership card as to pick up the card immediately while on board.

Moreover, members already registered at all tiers (Blue, Silver, Gold) may be informed about their points balance and the Blue Tier members can print out and pick up the physical card.

Attica Group is engaged in passenger shipping through SUPERFAST FERRIES, BLUE STAR FERRIES, HELLENIC SEAWAYS and AFRICA MOROCCO LINK, operating 31 vessels providing modern, high quality transportation services in Greece and abroad. Attica's vessels serve 60 unique destinations in 4 countries, connecting 71 ports transporting over 7 million passengers, 1 million passenger vehicles and 400,000 trucks per year.

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Attica Group  
Mrs. Y. Krassakopoulou  
Tel: +30 210 891 9090 (ext. 1241)  
Fax: +30 210 891 9099  
[krassakopoulou@attica-group.com](mailto:krassakopoulou@attica-group.com)  
[www.attica-group.com](http://www.attica-group.com)  
[www.bluestarferries.com](http://www.bluestarferries.com)  
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