

Q&A

Background

Q: Why is SAS bringing back European Business Class?

A. Business Class on European flights reflects a **growing demand from our customers for premium service and aligns with their expectations of a full-service airline**. Many travelers, especially frequent flyers and corporate customers, **expect a clear and recognizable Business Class offering, which plays a key role in their choice of airline**. While SAS Plus has provided an upgraded experience, many customers are unfamiliar with its positioning which often means we fall short of passenger expectations. In contrast, our new Business Class aligns with international standards and expectations.

Our new European Business Class reflects a growing demand from our customers for premium service. **We are positioning SAS more competitively alongside other European carriers. This offering will include experiences tailored to this segment including modern premium food & beverage, blocked middle seats, preferential boarding, as well as other benefits throughout the customer journey.**

With European Business Class, we are strengthening our competitive position in the global market, ensuring alignment with other European carriers and our partners while enhancing the overall travel experience. Additionally, as we are building a hub for Scandinavia in Copenhagen, the focus on capturing a large market share of European and Scandinavian connectivity is more important than ever. Our new Business Class supports this strategic shift, allowing SAS to better cater to both regional and international business travelers while reinforcing its role as a leading airline in the premium travel segment.

Q: How do you see this move impacting SAS' competitiveness in the European market?

A: SAS is reinforcing its premium position, responding to customer expectations, aligning with competitors, and strengthening CPH as a strategic global hub. This move enhances SAS' competitiveness in the European market, attracting both business and premium leisure travelers while driving long-term growth.

Q: What is changing?

- Updated concepts
 - Plus is upgraded to Business on international flights in Europe
 - Plus is renamed to Premium on Domestic and Longhaul
 - Flex is introduced as a flexible ticket type in Economy
- New ticket names
- Removed ticket types
 - SAS Go Smart Bio and SAS Plus Pro bio will be removed as we want customers travelling on all tickets to be able to add Biofuel to their flight.

See illustrations below

New ticket names and bundles

Cabin	Current name	New name	Short haul Domestic	Short Haul International	Long haul
Economy	SAS Go Light	= Light	✓	✓	✓
	SAS Go Smart	= Standard	✓	✓	✓
	SAS Go Pro	= Flex*	✓ NEW!	✓ NEW!	✓
Premium (Premium economy)	SAS Plus Smart	= Premium	✓		✓
	SAS Plus Pro	= Premium Flex	✓		✓
Business	SAS Business Smart	= Business*		✓ NEW!	✓
	SAS Business Pro	= Business Flex*		✓ NEW!	✓

Sold until September 30th for
Flights until September 30th

Sold from May 6th for
Flights from October 1st

Product elements per bundle on short haul flights

Cabin	Ticket types	Baggage		Onboard				Flexibility			Airport		
		Carry on bag	Checked bag	Front cabin seating	Middle seat free	Cabin divider	Meals & drinks	Rebookable	Free rebooking	Refundable	Lounge access	Fast track	Prio boarding
Economy	Light	x	x	x	x	x	x	✓	x	x	x	x	x
	Standard	✓	✓	x	x	x	x	✓	x	x	x	x	x
	Flex	✓	✓	x	x	x	x	✓	(New)	(New)	x	(New)	x
Premium Economy	Premium	✓	✓ (2x23 kg)	✓	x	x	✓	✓	x	x	✓	✓	✓
	Premium Flex	✓	✓ (2x23 kg)	✓	x	x	✓	✓	✓	✓	✓	✓	✓
Business	Business	✓	✓ (2x32 kg)	✓	(New)	(New)	(2.0)	✓	x	x	✓ (2.0)	✓	✓
	Business Flex	✓	✓ (2x32 kg)	✓	(New)	(New)	(2.0)	✓	✓	✓	✓ (2.0)	✓	✓

Q: What will happen with Plus Tickets?

We continue to fly the current concept (Go/Plus) until September 30th. During this time, we are selling the current concept (Go/Plus) but also the new concept (Economy/Premium/Business) with new ticket names.

Specific changes for Plus:

- Domestic: Name change to Premium
- Short haul international: Upgraded to Business
- Long haul: Name change to Premium

Timeline

Q: When will the change happen?

- Sales start is May 6th, 2025
 - New names and concepts for trips after October 1st.
- Flight start is October 1st, 2025
 - From this date we'll only use the new ticket names and concepts.
- Between May 6th and September, we'll sell both the old (Go/Plus) and new concepts.
- Note: Tickets bought before May 6th for trips after October 1st will automatically be changed to the new concepts.

Rebooking & Cancellations

Q: What will happen if a customer has already booked a Plus ticket for travel on/after October 1st, 2025 to Europe?

The passenger will automatically be upgraded to Business for the trips scheduled after October 01st, 2025.

Q: What will happen if a customer wants to book a trip to Europe, outbound in Plus in September 2025 and homebound in Plus in October 2025?

Customer will get the current Plus experience on the outbound trip and a Business experience on the return flight.

Q: What will happen if a customer wants to book a trip to Europe, outbound in Plus in October 2025 and homebound in November 2025?

Both trips will be in Business as both outbound and return flight is after October 1st.

Q: What differentiates SAS' new European Business Class from premium economy (SAS Plus)?

A: SAS' new Business Class introduces a true premium experience on European flights, offering an upgraded cabin, superior dining, priority treatment, and more exclusivity. While SAS Plus has provided an upgraded experience, many customers are unfamiliar with its positioning which often means we fall short of passenger expectations. In contrast, our new Business Class aligns with international standards and expectations.

Q: If I hold a Plus ticket to Europe for travel in November, can I rebook it?

Yes, rebookings are made just like how they are done today according to the fare rules.

Q: Can I get a refund if I hold a Plus Pro ticket for travel in November 2025 and cancel it in October?

The fare rules applied at time of booking will apply.

New bookings

Q: What will happen if a customer wants to book a trip to Europe, outbound in Plus in August 2025 and homebound in September 2025?

No changes.

Long haul

Q: What will happen on Long Haul?

The biggest change is the new names (see below). Customers can with the new concept also get an O&D Business experience (ARN – CPH – EWR) in a Business cabin.

Q: Where will a Long Haul Premium (Plus) passenger sit if connecting on a Short Haul leg?

Same logic as today. A long Haul passenger travelling LLA-STO-CPH-LAX will sit:

- LLA-STO: Premium
- STO-CPH: Business
- CPH-LAX: Premium

Since the Premium booking classes for long haul belong to Business/Premium on Short Haul, the passenger will seat in Business/Premium on Short Haul.

Booking Class	LH	SH International	SH Domestic
C	Business	Business	Premium
D	Business	Business	Premium
Z	Business	Business	Premium
J	Business	Business	Premium
Y	Premium	Business	Premium
S	Premium	Business	Premium
B	Premium	Business	Premium
P	Premium	Business	Premium
A	Premium	Business	Premium

Booking details

Q: What will the new farebasis look like?

The set up will be aligned with the intercontinental set up and reads as follows:

The logic helps identify the ticket type (the 2 last letters of the farebasis)

- a. GHT = Light (Go Light)
- b. ES = Standard (Go Smart)
- c. EF = Flex (Go Pro)
- d. PS = Premium (Plus Smart)
- e. PF = Premium Flex (Plus Pro)
- f. BS = Business (Business Smart)
- g. BF = Business Flex (Business Pro)

	1	2	3	4	5	
	Booking class	Season (optional)	Country code	OW/RT	Ticket type	Comment
TDK 0ES	T	-	DK	O	ES	T class, from DK, One-Way, Standard
LKEU REF	L	K	EU	R	EF	L class, Shoulder season, from EU, Return, Flex
AHSE 0BF	A	H	SE	O	BF	A class, High Season, from SE, One-Way, Business Flex

Q: How will the closed fares be impacted?

For the concepts offering Business/Eco flex, the closed fares will be adjusted to reflect the offer.

Eurobonus

Q: Will it change EB points earnings in different fare families?

The EB points accrual will be adjusted for the new ticket types: Flex, Business and Business Flex.

The EB points accrual will not be affected for the existing ticket types, despite the name change.

Biofuel

Q: Will SAS continue to work on sustainability despite the removal of Bio tickets?

The removal of SAS Bio does not affect our Sustainability focus.

Sustainability is still one of SAS's top three priorities and SAS will continue to make it easier for the customers to travel in a more sustainable way.

Biofuel remains available as an ancillary if customers wish to compensate for their trip.

Q: What if I need to rebook my Bio ticket to a later date?

Customers holding a SAS Go Smart Bio or SAS Plus Pro Bio ticket who wish to rebook for travel on or after October 1st, 2025, must contact SAS customer service.

Q: How can Bio tickets be rebooked?

If the customer wishes to rebook the Bio ticket for a travel from October 1st 2025, the customer has to contact customer service.

Rebooking process:

For Go Smart Bio tickets:

If a passenger wishes to rebook for travel on/after October 01st, 2025, he/she will need to contact customer service as not Bio fares will be available.

The fare may be rebooked to SK GO SMART (renamed to STANDARD from 06May25) in same or higher booking class or upgraded to a higher SK PLUS SMART (renamed to PREMIUM BUSINESS from 06May25) / SK PLUS PRO (renamed to PREMIUM FLEX OR BUSINESS FLEX from 06May25) fare up to and including c-class.

Charge EUR 70.00 per transaction and charge the difference between the fare paid and the fare for the higher upgrade sector.

Refund the YQ bio fare difference

For Plus Pro Bio tickets:

Unused tickets can be refunded. The ticket is fully refundable, which means that the customer can choose to cancel and buy a new ticket

If a passenger wishes to rebook for travel on/after October 01st, 2025, he/she will need to contact customer service as not Bio fares will be available

Fare may be rebooked to SK PLUS PRO (renamed to PREMIUM FLEX OR BUSINESS FLEX from 06May25) fare in same or higher booking class up. To and including c-class.

When the new itinerary results in a higher Fare, the fare difference should be collected.

Refund the YQ bio fare difference.