



Kolet announces three major airline partnerships and welcomes two iconic travel-tech leaders as investors

Paris, August 4, 2025 - Kolet, the French startup revolutionizing travel connectivity with its universal eSIM, announces three new strategic partnerships with **Vietnam Airlines**, **Corendon Airlines** and **KrisFlyer**, the Singapore Airlines (SIA) Group's rewards programme.

This announcement marks another milestone in Kolet's rapid growth. Following a recent **\$10 million funding round** and successful integrations with Air France-KLM, Kiwi.com, and Hopper, the company continues to attract top global travel players.

Two major figures in travel and technology are also joining Kolet's cap table: **Peter Kern**, former global CEO of Expedia, and **Jon Gieselman**, former Global VP of Marketing at Apple. Their involvement is a **strong strategic asset** to help scale Kolet's adoption across the industry.

A traveler-first eSIM, trusted by travel leaders

Launched in early 2024, Kolet offers a **100% digital eSIM**, with no physical card, no hidden fees, and seamless activation. Its B2B2C model is gaining traction among travel industry leaders, who integrate Kolet into their customer journeys to provide instant, roaming-free connectivity upon arrival.

The Kolet app allows for easy installation and activation in just a few clicks, in **190 countries**. Each plan includes **1GB of free data for two days**, accessible through a co-branded site, an email, or directly within the booking flow.

"At Exoticca, we're always looking for ways to elevate the travel experience for our customers, and Kolet helps us do exactly that. Offering 1GB of free data from such a premium eSIM product adds real value to our trips and reinforces our commitment to seamless, worry-free travel from the moment the journey begins."

— Pere Vallès, CEO Exoticca

Three new partners across two continents

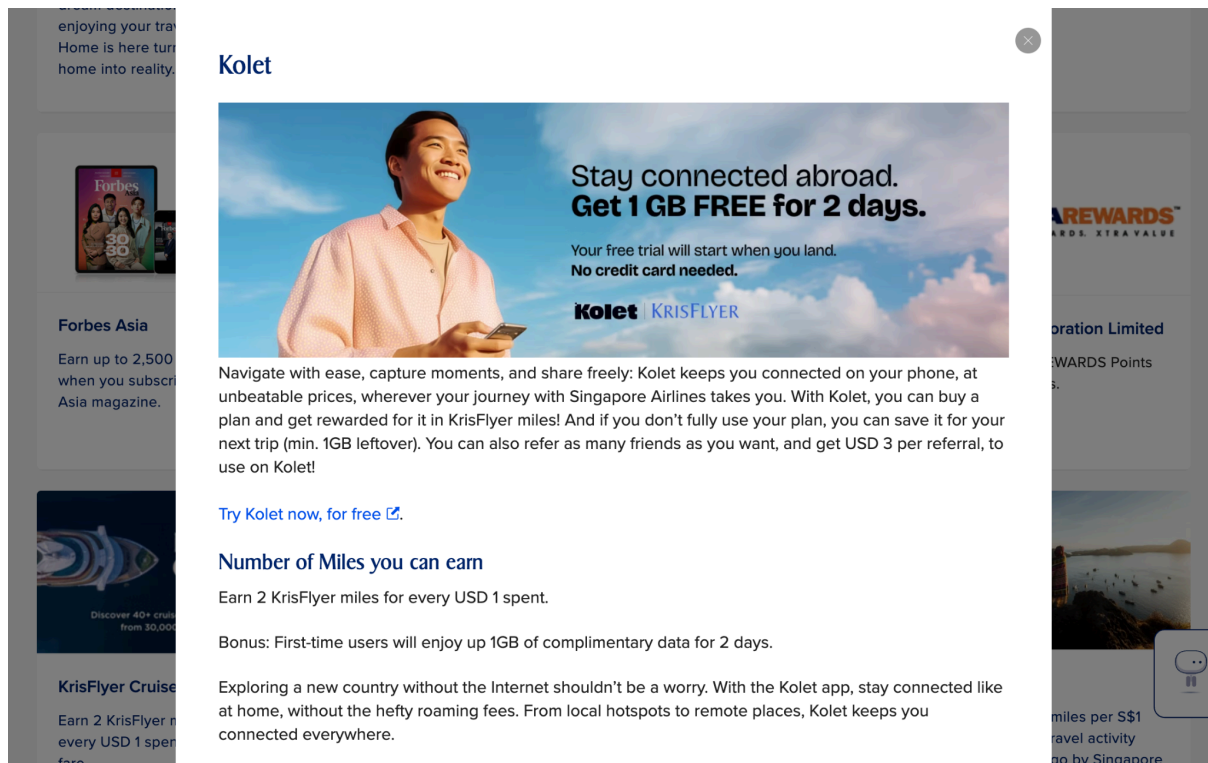
KrisFlyer, Singapore Airlines Group

In partnership with KrisFlyer, Kolet now keeps KrisFlyer members connected with 1GB of free data upon arrival, wherever Singapore Airlines takes them. Members are rewarded with instant mobile connectivity upon arrival, a seamless and valuable benefit that reflects their

ongoing commitment to delivering exceptional service beyond flight. Moreover, KrisFlyer is also offering its members 2 KrisFlyer miles for every USD 1 spent with Kolet.

Kolet will be promoted via loyalty program portals, onboard magazines, and partner newsletters.

“Partnering with Kolet allows us to reward our KrisFlyer members with instant mobile connectivity upon arrival — a seamless, valuable benefit that reflects our ongoing commitment to delivering exceptional service beyond the flight.” - the KrisFlyer team.



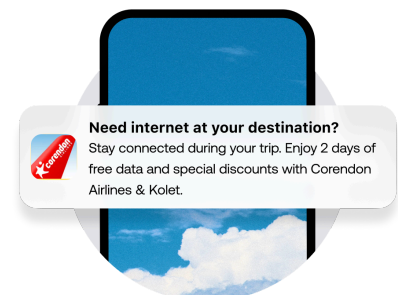
The screenshot shows a promotional banner for Kolet, a mobile connectivity service. The banner features a man in a pink shirt smiling while holding a smartphone. The text on the banner reads: "Stay connected abroad. Get 1 GB FREE for 2 days." Below this, it states: "Your free trial will start when you land. No credit card needed." The Kolet and KrisFlyer logos are displayed. To the left of the main banner, there are three smaller promotional tiles: "Forbes Asia" (Earn up to 2,500 when you subscribe), "KrisFlyer Cruise" (Earn 2 KrisFlyer miles for every USD 1 spent), and "KrisFlyer" (Earn 2 KrisFlyer miles for every USD 1 spent). To the right, there is a "REWARDS" section with a "KrisFlyer" logo and a "KrisFlyer" logo. Below the main banner, there is a section titled "Kolet" with a description: "Navigate with ease, capture moments, and share freely: Kolet keeps you connected on your phone, at unbeatable prices, wherever your journey with Singapore Airlines takes you. With Kolet, you can buy a plan and get rewarded for it in KrisFlyer miles! And if you don't fully use your plan, you can save it for your next trip (min. 1GB leftover). You can also refer as many friends as you want, and get USD 3 per referral, to use on Kolet!" Below this, there is a link "Try Kolet now, for free" and a section titled "Number of Miles you can earn" with the text "Earn 2 KrisFlyer miles for every USD 1 spent." and a "Bonus: First-time users will enjoy up 1GB of complimentary data for 2 days." Below this, there is a paragraph: "Exploring a new country without the Internet shouldn't be a worry. With the Kolet app, stay connected like at home, without the hefty roaming fees. From local hotspots to remote places, Kolet keeps you connected everywhere."

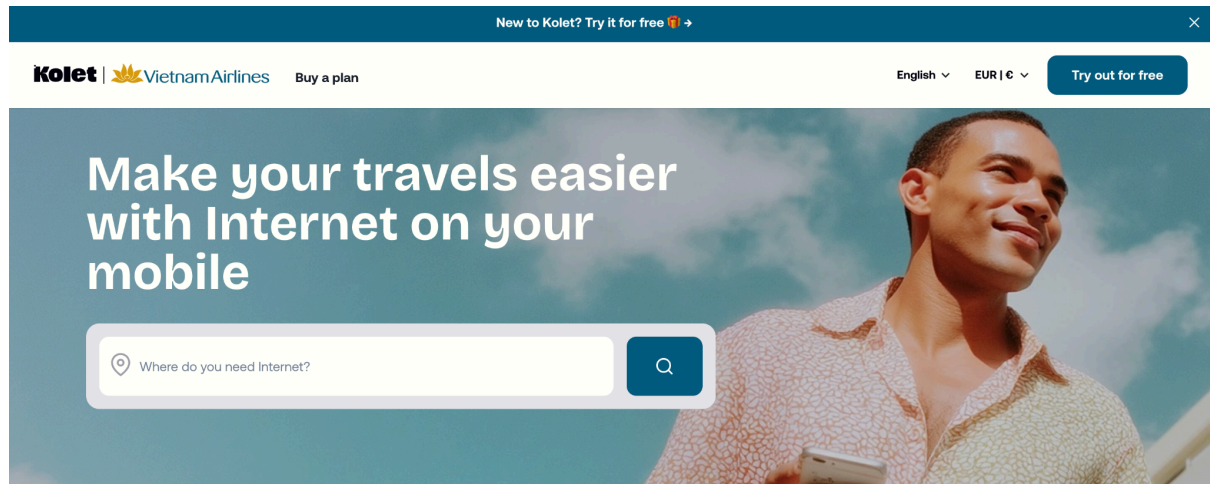
Vietnam Airlines and Corendon Airlines

Kolet has also become a preferred partner of Vietnam Airlines, the national flag carrier of Vietnam, and Corendon Airlines, the leisure carrier serving over 100 holiday destinations across Europe, Turkey, North Africa, and the Middle East.

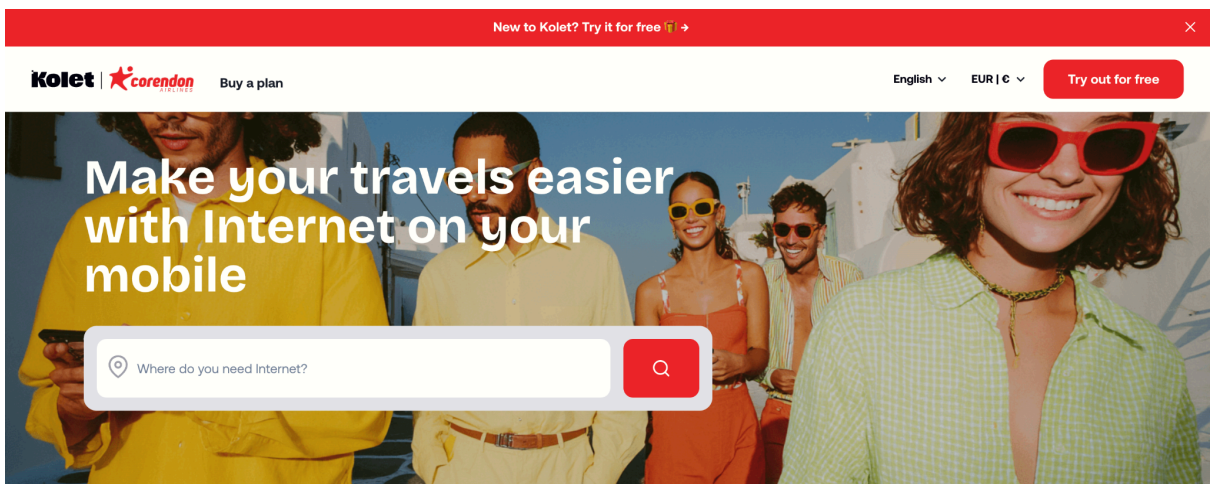
Kolet is integrated into the user journey: banners in the purchase flow offering 1GB for free, email post purchase, pre-departure push notifications, Zalo messages (equivalent to WhatsApp in Vietnam), lounges videos and featuring in inflight magazines.

Travelers can access to their dedicated offer (1 free GB) through co-branded websites : <https://vietnamairlines.shop.kolet.com/en> and <https://corendon.shop.kolet.com/en>. For Vietnam Airlines passengers, the members of their loyalty program Lotusmiles will also enjoy 10 bonus miles for every 1 USD spent with Kolet.





Roaming fees? Kolet makes them disappear.



.Kolet is also promoted onboard via flyers and inflight magazines.

A B2B2C strategy bridging telecom and travel

Kolet was born from a simple observation: **telecom operators have neglected the travel space**, creating a double challenge.

- For travelers: being disconnected abroad can feel stressful — hard to navigate, book, translate, or feel safe.

- For travel providers: the lack of direct communication limits service quality — no alerts, no personalized welcome, no relevant local tips.

Kolet fills this gap with a **universal, affordable, instant connectivity layer** that benefits both travelers and travel brands.

Becoming the new travel standard

Already integrated by Air France-KLM, Kiwi.com, MakeMyTrip, Wego, Hopper, Evaneos, and Exoticca, Kolet is becoming an essential part of the travel experience.

“We’ve been impressed by how seamlessly Kolet connects Kiwi.com customers. Their conversion rates are excellent, and the product opens up new growth opportunities.”

— *Mario Gavira, VP Global Growth & Brand, Kiwi.com*

With over 70% of travelers staying in airplane mode abroad, Kolet addresses a massive market gap. The service includes automatic network switching to the best local provider, 24/7 support, ultra-simple installation, and is developed with a sustainability-first mindset (B Corp Pending).

“Our B2B2C approach enables travel brands to offer an enriched, immediate, and secure experience. These new partnerships confirm that connectivity has become a key lever for loyalty and customer satisfaction.”

— *Eduardo Ronzano, CEO, Kolet*

With Kolet, travelers no longer need to switch eSIMs at every destination — one eSIM is enough to stay connected everywhere, while keeping their phone number. Any leftover data can even be reused on future trips, no matter the destination.

About Kolet

Founded in 2024 by **Eduardo Ronzano**, **Anne-Carole Coen**, and **Mehdi Chraibi**, **Kolet** is a fast-growing startup offering simple and affordable travel connectivity via its universal eSIM, available in **190+ countries**. With its **B Corp Pending** status, Kolet is committed to responsible practices and making travel connectivity accessible to all.

Its technology is already trusted by major travel players including **Air France-KLM**, **Evaneos**, **Kiwi.com**, **MakeMyTrip**, **Wego**, **Exoticca**, and **Hopper**.



Learn more at www.kolet.com



Available on the **App Store** and **Google Play**

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