



Tokyo, Japan

Southeast Conference
September 16, 2025
Marilyn Romano – Regional VP, state of Alaska



Hey, everyone, it's Ben here in Seattle.

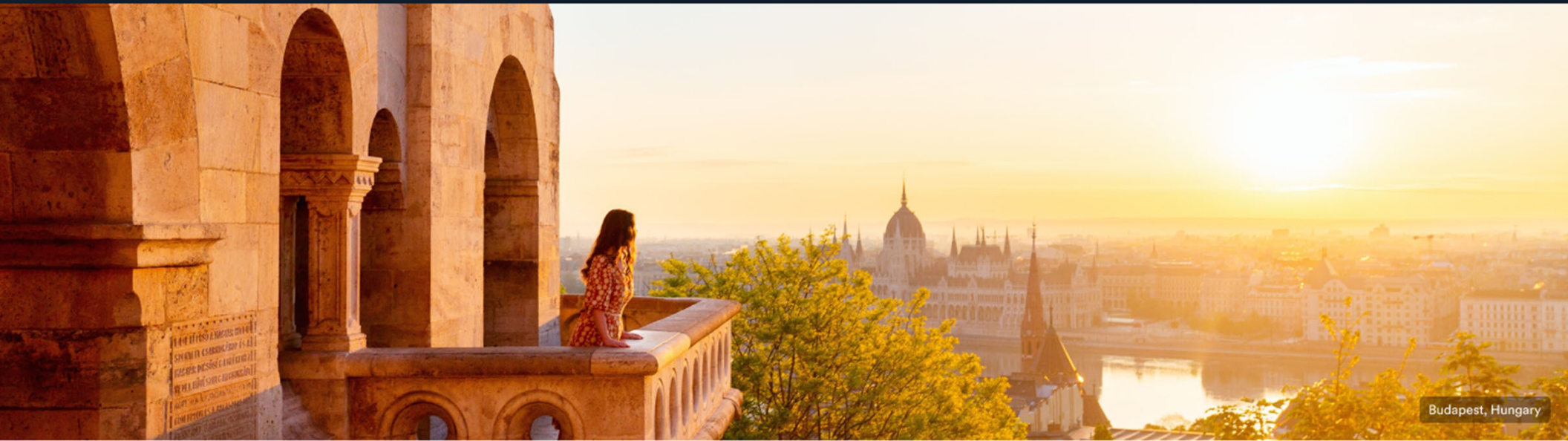


Honolulu, Hawai'i

Agenda

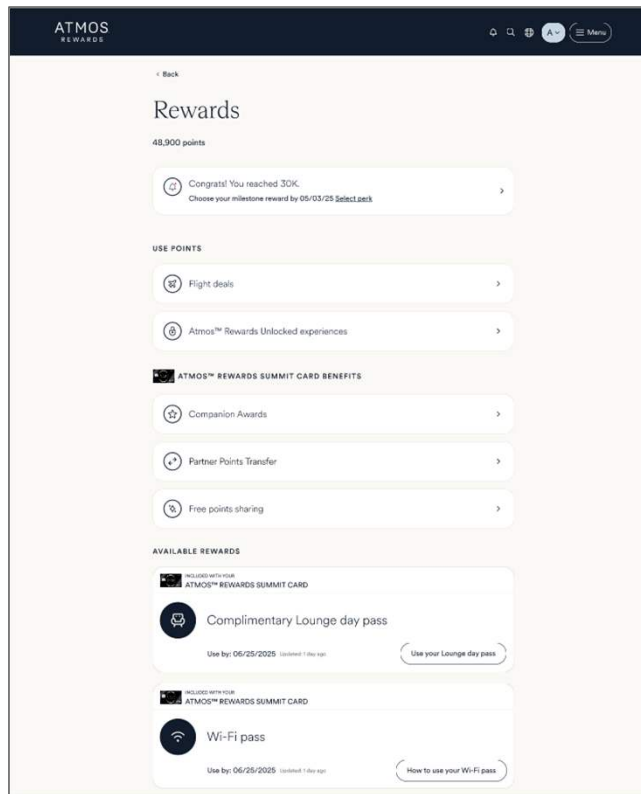
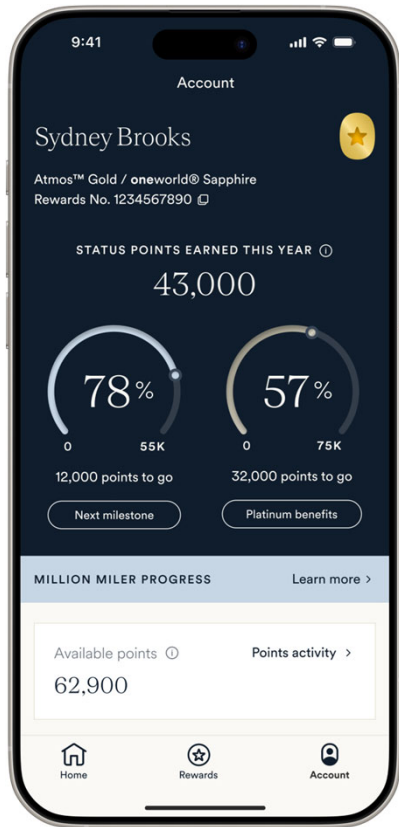
- 1 Atmos Rewards
- 2 Cobranded Card Lineup
- 3 Atmos for Business
- 4 Q&A

Discover industry-leading benefits



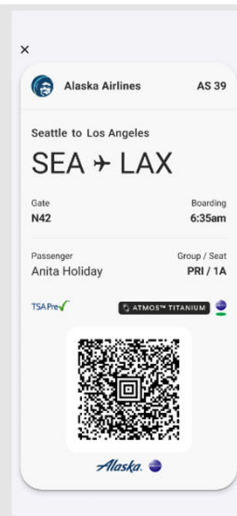
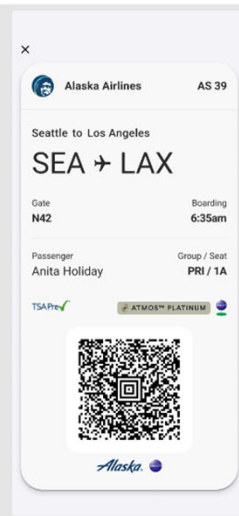
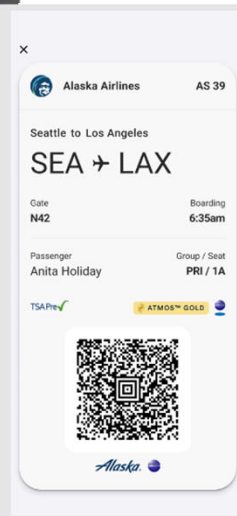
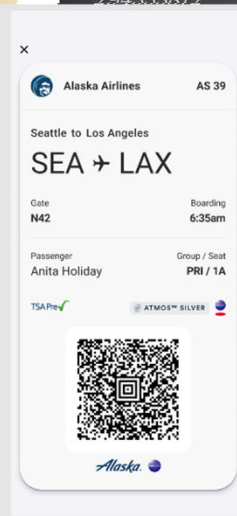
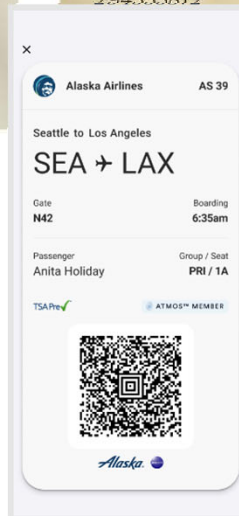
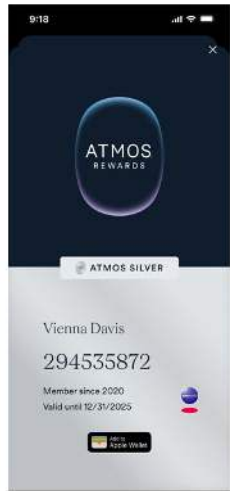
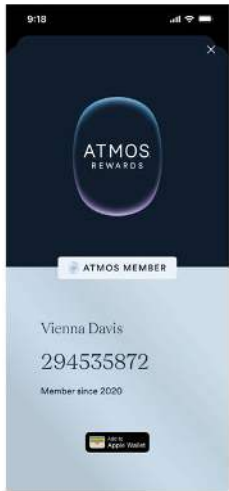
Budapest, Hungary

All-new 'Rewards Hub' with refreshed mobile and desktop interfaces...



- ✓ All your rewards, all-in one place.
- ✓ Members earn perks and status
- ✓ Scalable as we invest in new capabilities and partnerships

... including new tier branding for all digital and day-of-travel assets



Launch of new Atmos Unlocked with 100+ host curated experiences

The screenshot displays the Atmos Unlocked website interface. At the top, there are navigation links for Alaska Airlines and Hawaiian Airlines, a 'Sign In' button, and a search bar for 'Search Experiences'. Below the navigation is a large banner image with the 'ATMOS Unlocked REWARDS' logo. The main content area is titled 'Featured Experience' and shows two experience cards: 'Alaska Suites: Classic Rock Legend's Final US Tour' (22,000 points) and 'Alaska Suites: San Diego Wave FC vs. Orlando' (13,000 points). To the right, a detailed view of the 'Kayaking the Russian River in Sonoma Wine Country' experience is shown. This view includes a title, location (10451 CA-1, Jenner, CA 95450, USA), a 'Select Date' dropdown (21 Aug), a 'Start Time' dropdown (10:00 AM), a 'Quantity' dropdown (2), and a 'Price: from 7,500 points per person' with a 'Book Now' button. Below the main image are three smaller images and a description: 'Paddle the beautiful Russian River and keep your eyes open for dozens of species animals! We explore the Jenner Estuary and explore the dynamic environment where the Russian River meets the Pacific.' There are also tags for 'Active Escapes', 'Instagram-Worthy', and 'Scenic'. A 'DETAILS' section follows, describing the kayaking tour, and a 'WHAT'S INCLUDED' section is partially visible at the bottom.



Access to unique events and specially curated travel experiences, available exclusively with Atmos points



At launch, we'll have 100+ hosts participating with content across 15 markets, and more to come

A first for any airline, members will choose how they earn points

COMING LATER IN 2026

Choose how you earn

We'll be the very first U.S. airline to let you decide how you earn points and status points when you fly. Choose to earn based on how far you travel, how much you spend, or how frequently you fly. You'll continue earning bonus points based on your selection. If you change your mind, you have the freedom to change how you earn once each year.

By distance



1 mile flown = 1 point earned

Earn based on how far you go — the more miles you fly, the more points you rack up. (That's perfect for transcontinental or long-haul international flights.) You'll earn status points for award travel based on distance, too.

By ticket price



\$1 spent = 5 points

Go ahead and treat yourself to extra legroom. Earn points based on fare paid*, including paid upgrades to Business Class, Premium Class and First Class. You'll also earn status points on redemption, 1 point for every 25 points you redeem.

*Excluding taxes and fees.

By flight segment



500 points per segment

If you frequently fly short distances — like Neighbor Island travel or flights within California — you'll earn a flat 500 status points per trip, including award travel.


- ✓ **Addition of choice accrual** – by distance traveled, price paid, or number of flights
- ✓ **Expansion of communities** – four new interest-based choices, adding to Huaka'i and Club 49
- ✓ **New top-tier benefits** – Titanium members will receive global upgrades to the lie-flat cabin
- ✓ **More ways to earn status** – uncapped card spend, rides with Lyft, stays booked via AS.com

With new Atmos Communities, pick a group and enjoy extra benefits


COMING LATER IN 2026

Choose a community


Join a community to receive personalized offers and perks tailored to what matters to you, including day-of-travel benefits, partner discounts and exclusive sales. Plus, you can switch communities once a year so your experiences always evolve with you.




Huaka'i by Hawaiian
Available now
For Hawai'i residents looking for the best flight deals, perks like free bags and exclusive partner offers.
[View benefits](#)




Club 49
Available now
For Alaska residents traveling to, from or within the great state of Alaska.
[View benefits](#)




Global Locals
Coming in 2026
For Atmos™ Rewards members outside the U.S. who want a seamless path to status and to enjoy their rewards around the world.



Culinary Journeys
Coming in 2026
For travelers who want to explore the world, one meal at a time.



Active Escapes
Coming in 2026
For those who love the great outdoors and know wellness is an adventure.



Families On the Go
Coming in 2026
For making the most of every adventure, with thoughtful extras like complimentary inflight food for kids.

- ✓ Addition of choice accrual – by distance traveled, price paid, or number of flights
- ✓ Expansion of communities – new interest-based choices, in addition to Club 49 for Alaskans
- ✓ New top-tier benefits – Titanium members will receive global upgrades to the lie-flat cabin
- ✓ More ways to earn status – uncapped card spend, rides with Lyft, stays booked via AS.com

Titanium members enjoy even more industry-leading generosity

Atmos Platinum

You'll need to earn 80,000 status points to qualify.

If you earn Platinum based on 2025 activity, we'll give you a 5,000 status point head start in 2026.


Additional status points will post in February 2026.

Atmos Titanium

You'll need to earn 135,000 status points to qualify.

If you earn Titanium based on 2025 activity, we'll give you a 20,000 status point head start in 2026.

Additional status points will post in February 2026.



ATMOS TITANIUM EXCLUSIVE
Upgrades on global routes






We'll be the only U.S. airline to offer complimentary day-of-departure upgrades into global Business Class without points or a certificate. That means upgrades for our Titaniums + 1 companion to destinations like Rome, Tokyo, Auckland, and beyond.

- ✓ Addition of choice accrual – by distance traveled, price paid, or number of flights
- ✓ Expansion of communities – four new interest-based choices, adding to Huaka’l and Club 49
- ✓ **New top-tier benefits – Titanium members will receive global upgrades to the lie-flat cabin**
- ✓ More ways to earn status – uncapped card spend, rides with Lyft, stays booked via AS.com

More partners, more points, and all-new ways to earn Atmos Status

More ways to earn status points

Status points help you reach milestones and status throughout your Atmos Rewards journey. The elite-qualifying miles you earned with Mileage Plan automatically transfer to Atmos Rewards at a 1:1 ratio, ie: 1 elite-qualifying mile = 1 status point.

-  Hotels, cars, and cruises booked with us
Earn 1 status point per \$1 spent
For eligible Alaska Hotels stays, Alaska Car Rentals, Alaska Cruises, and Alaska Vacations bookings and packages.
-  Lyft rides
Earn 1 status point per \$1 spent
-  Atmos™ Rewards Summit Visa Infinite® card
Earn 1 status point per \$2 spent on purchases
No limit on status points earned.
-  Atmos™ Rewards Ascent Visa Signature® and Atmos™ Rewards Visa® Business card
Earn 1 point per \$3 spent on purchases, up to 30,000 status points
Uncapped on January 1, 2026.
-  Everyday partners
Earn 1 status point per 3 base points

- ✓ Addition of choice accrual – by distance traveled, price paid, or number of flights
- ✓ Expansion of communities – four new interest-based choices, adding to Huaka’l and Club 49
- ✓ New top-tier benefits – Titanium members will receive global upgrades to the lie-flat cabin
- ✓ **More ways to earn status – uncapped card spend, rides with Lyft, stays booked via AS.com**



Kyoto, Japan

Agenda

- 1 Atmos Rewards
- 2 Cobranded Card Lineup
- 3 Atmos for Business
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New cobrand card line-up



The best way to go further with Atmos Rewards



Earn 80,000 bonus points
and a \$99 Companion Fare

(plus taxes and fees from \$23)

After spending \$4,000 or more on purchases within the
first 120 days after account opening.

[Apply now](#)

Your ascent starts here

**ATMOS™ REWARDS ASCENT VISA
SIGNATURE® CARD**

Annual fee: \$95†

With no foreign transaction fees†



Earn 100,000 bonus points
and a 25,000-point Global
Companion Award

After spending \$6,000 or more on purchases within the
first 90 days after account opening.

[Apply now](#)

Meet your new global travel companion

**ATMOS™ REWARDS SUMMIT VISA
INFINITE® CARD**

Annual fee: \$395†

With no foreign transaction fees†



Earn 80,000 bonus points
and a \$99 Companion Fare

(plus taxes and fees from \$23)

After spending \$5,000 or more on purchases within the
first 90 days after account opening.

[Apply now](#)

Meet your new travel essential

**ATMOS™ REWARDS VISA®
BUSINESS CARD**

Annual fee: \$70 for business, \$25 per card†

With no foreign transaction fees†

New cobrand card line-up:

New 'Summit Card' offers compelling perks, including global awards...

ATMOS
REWARDS

🔔 🔍 🌐 👤 ⌵ ☰ Menu

Home > Atmos™ Rewards Visa® credit cards

ATMOS™ REWARDS SUMMIT VISA INFINITE® CARD

Earn 100,000 bonus points and
a 25,000-point Global Companion Award

After spending \$6,000 or more on purchases within the first 90 days after account opening.

Apply now [↗](#)



Global Companion Awards:

Extraordinary value when redeeming points for two people on the same itinerary.

Any destination.

Any class of service.

Any airline we sell.

Cardholders earn up to 2x annually:

- One for having card (worth up to 25,000 points)
- One for spending \$60k on card (worth up to 100,000 points)

ATMOS
REWARDS



... and industry first offerings like partner transfers and delay credits...

Accelerated status earning

- 1 status point per \$2 spent
- 10,000 bonus status points annually
- Fastest path to Atmos Silver & Gold

All-new currency flexibility

- Transfer points to five (5) hotel partners
- Free point sharing with up to 10 members

Travel perks

- Receive \$50 card-linked credit for 2+ hour delay
- Free checked bag, preferred boarding, and 8x wifi credits
- Award fee and same-day change fee waivers

3x points on key spend

- Dining, foreign purchases, AAG spend
- Added 10% bonus for eligible BofA customers

Share points

Complimentary points-sharing is exclusively available to cardholders.

Unable to share points

OHIO TESTER


You can no longer share points with OHIO. You can remove them from your network on Fri, Jul 24, 2026.

[+ Send an invite](#)

1/10 of invitations sent

People will remain in your network for 365 days. You can remove people after one year.

Alaska AIRLINES



Alaska Customer Care sent you a \$50.00 voucher!

Click the button below to activate your voucher. You have 2 days before your voucher expires.

<p>WYNDHAM REWARDS</p> <p>1000 Atmos Loyalty Points points = 1000 Wyndham Rewards Points...</p>	<p>IHG ONE REWARDS</p> <p>1000 Atmos Loyalty Points points = 1000 IHG One Rewards points points</p>	<p>I PREFER™ HOTEL REWARDS</p> <p>1000 Atmos Loyalty Points points = 2000 I Prefer Points points</p>
<p>SHANGRI-LA CIRCLE</p> <p>1000 Atmos Loyalty Points points = 125 Shangri-La Circle Points points</p>	<p>MARRIOTT BONVOY</p> <p>1000 Atmos Loyalty Points points = 1000 Marriott Bonvoy Points points</p>	



Seattle, Washington

Agenda

- 1 Atmos Loyalty
- 2 Cobranded Card lineup
- 3 Atmos for Business
- 4 Q&A

All-new small-medium business portal and program: 'Atmos for Business'

ATMOS
FOR BUSINESS

Anita H.
Strategic Business Partners Inc.
Administrator

ATMOS FOR BUSINESS

Atmos Rewards No: 1234567890
Available points: 3,905
Business wallet balance: \$3,905

Switch to personal account

Account overview
My trips
Point activity
Profile and settings

Wallet
Business portal

Sign out

Work from anywhere and earn perks

FROM TO

Check-in My trips Flight status

Choose your search

Seattle (SEA) to Honolulu (HNL)
Thursday, February 19th

Mon Feb 19 Tue Feb 20 Wed Feb 21 Thu Feb 22 Fri Feb 23 Sat Feb 24 Sun Feb 25

Seattle (SEA) to Honolulu (HNL) Thursday, February 19th

Class	Business	First
8:30 am	\$249	\$499
11:51 am	\$299	\$499

- ✓ Modernized booking portal with rich slate of admin features to manage travelers
- ✓ Ability to book our global partner content with exclusive discounts
- ✓ Participating businesses receive 1x Atmos point for every dollar spent
- ✓ Travelers receive their Atmos points and a 10% status point bonus on business travel



Introducing



ATMOSTM REWARDS

Sydney, Australia

Agenda

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