



Volaris announces agreement to join *FEMSA Digital* loyalty program

Mexico City, Mexico, January 23, 2023 – Volaris (NYSE: **VLRS** and BMV: **VOLAR**) (“the Company”), the ultra-low-cost carrier (ULCC) serving Mexico, the United States, Central and South America, announces that today, the Company signed an agreement with *Lealtad Mercadotecnia y Conocimiento Agregados, S. A.P.I. de C.V.* (the “Supplier”), a subsidiary of *Fomento Económico Mexicano, S.A.B. de C.V.* (FEMSA), through which Volaris becomes a participating company in the loyalty program established and administered by *FEMSA Digital* (the “Program”).

The Program will offer exclusive benefits for its users, allowing them to accumulate and redeem reward points with OXXO and Volaris.

Omar Carrera, Volaris’ Sr. Commercial Director, said, “More and more passengers who travel with us for the first time become our frequent flyers once they see the advantages of our service. That is why it is essential to reward their loyalty through the Program.”

The terms and conditions of the Program applicable to Volaris’s customers will be disclosed once the implementation of the Program is completed and becomes operational for Volaris customers.

The information included in this report has not been audited and does not provide information on the company’s future performance. Volaris’ future performance depends on many factors. It cannot be inferred that any period’s performance or its comparison year over year will indicate a similar performance in the future.

About Volaris:

Controladora Vuela Compañía de Aviación, S.A.B. de C.V. (“Volaris” or the “Company”) (NYSE: VLRS and BMV: VOLAR) is an ultra-low-cost carrier, with point-to-point operations, serving Mexico, the United States, Central, and South America. Volaris offers low base fares to build its market, providing quality service and extensive customer choice. Since the beginning of operations in March 2006, Volaris has increased its routes from 5 to more than 200 and its fleet from 4 to 117 aircraft. Volaris offers more than 500 daily flight segments on routes that connect 43 cities in Mexico and 28 cities in the United States, Central, and South America, with one of the youngest fleets in Mexico. Volaris targets passengers who are visiting friends and relatives, cost-conscious business and leisure travelers in Mexico, the United States, and Central and South America. Volaris has received the ESR Award for Social Corporate Responsibility for thirteen consecutive years. For more information, please visit www.volaris.com.

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