

Exhibit E

Notice ID: <<NoticeID>>

UNITED STATES DISTRICT COURT, SOUTHERN DISTRICT OF NEW YORK

Ide, et al. v. British Airways, PLC (UK), No. 20-cv-03542-JMF

If you purchased one or more tickets for travel on British Airways flights scheduled to operate to or from the United States between March 1, 2020 and December 31, 2021, any of your flights were cancelled by British Airways, and you received a voucher, you may be eligible for benefits from a class action settlement.

A federal court authorized this Class Notice. This is not a solicitation from a lawyer. You are not being sued.

A Settlement has been reached in a class action lawsuit. The plaintiffs allege that British Airways Plc (“BA”) breached its Conditions of Carriage (“COC”) with its passengers by allegedly failing to provide refunds for flights cancelled by BA in the wake of COVID-19 when asked to do so. They further claim that Settlement Class Members received vouchers when they actually wanted refunds. BA denies that it breached the COC and denies that it did anything wrong. The Court has not decided who is right. Instead, the Parties agreed to a Settlement. Defined terms (with initial capitals) used herein and not otherwise defined have the same meaning as set forth in the Settlement Agreement.

Who is included? You received this Class Notice because BA’s records indicate that you may be a Settlement Class Member. The Settlement Class includes all United States resident who purchased a ticket for a BA flight: (a) where BA later canceled that flight between March 1, 2020 and December 31, 2021; and (b) the customer did not cancel the flight or fail to show for the first leg of the flight prior to the cancellation of a later leg; and (c) the customer did not receive a refund or rebooking from BA; and (d) the customer received a voucher from BA and (1) with respect to the March 1 - November 19 Settlement Class Members did not already use the entire full value of the voucher; and (2) with respect to the November 20 - December 31 Settlement Class Members did not already use their voucher in whole or in part.

What are the Settlement Terms? As a result of a commitment BA made to the European Consumer Protection Cooperation Network (“CPC”), BA is offering March 1 – November 19 Settlement Class Members the opportunity to receive a full refund for their canceled ticket directly from BA. In addition to a full refund, in the Settlement, each March 1 – November 19 Settlement Class Member who submits a Valid Claim will receive the greater of: (a) four percent (4%) of the value of their remaining unused voucher, or (b) \$25.00. All November 20 – December 31 Settlement Class Members who submit a Valid Claim will receive a cash refund equal to the value of their voucher, in replacement of the voucher, which will be cancelled.

TO RECEIVE PAYMENT FROM THE SETTLEMENT, you must make a claim. Claims forms are available at <http://www.flightrefundsettlement.com>, and you can submit claims online at <http://www.flightrefundsettlement.com>.

Your Other Options. If you do not want to be legally bound by the Settlement, you must exclude yourself by **October 25, 2022**. If you do not exclude yourself, you will release Claims that were or could have been made against BA related to this case. If you stay in the Settlement, you may object to it by **October 25, 2022**. The Long Form Notice on the website explains how to exclude yourself or object. The Court has scheduled a hearing on **November 15, 2022** to consider whether to approve the Settlement. You can appear at the hearing, but you do not have to do so. More information, including the Long Form Notice and information about attorneys’ fees being sought, is available at the website and the toll-free number below.

<http://www.flightrefundsettlement.com>

1-844-443-0441

British Airways Settlement Administrator
1650 Arch Street, Suite 2210
Philadelphia, PA 19102

Notice ID: <<Notice ID>>
Confirmation Code:
<<Claimant Name>>
<<Addr1>>
<<Addr2>>
<<City>> <<State>> <<ZIP>>