

VISIT USA 2019

AIR FRANCE / KLM / DELTA

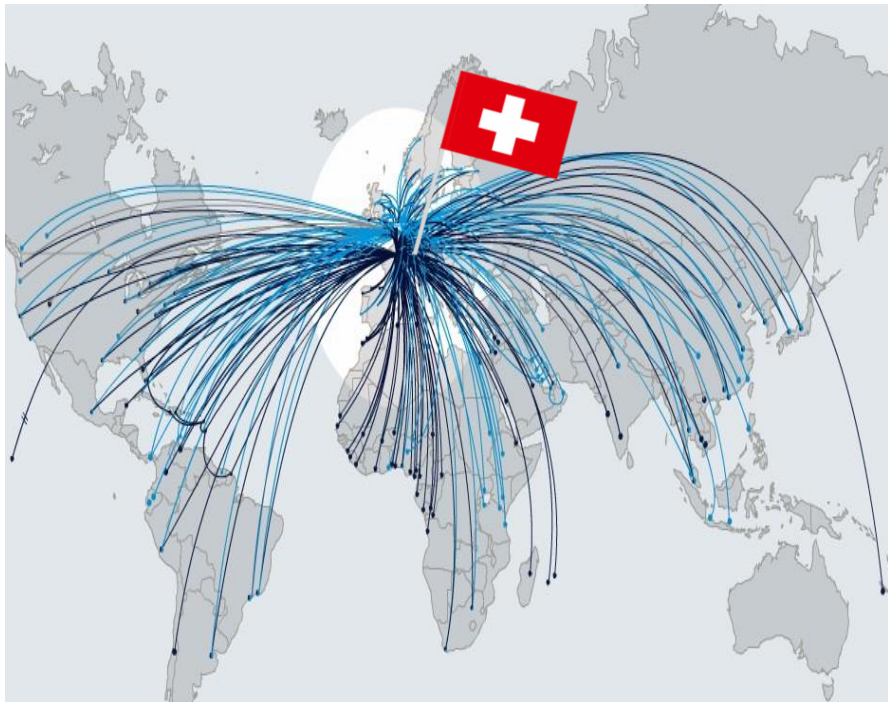


AIRFRANCE  

WE CONNECT SWITZERLAND TO THE WORLD

UP TO 38 FLIGHTS AND 5,000 SEATS FROM SWITZERLAND – EVERY DAY



Daily flights from Zurich:

- 5x CDG, 6x AMS, 1x JFK (A330)
1x ATL (seasonally)

Daily flights from Basel/Mulhouse:

- 3x CDG, 3x ORY, 4x AMS

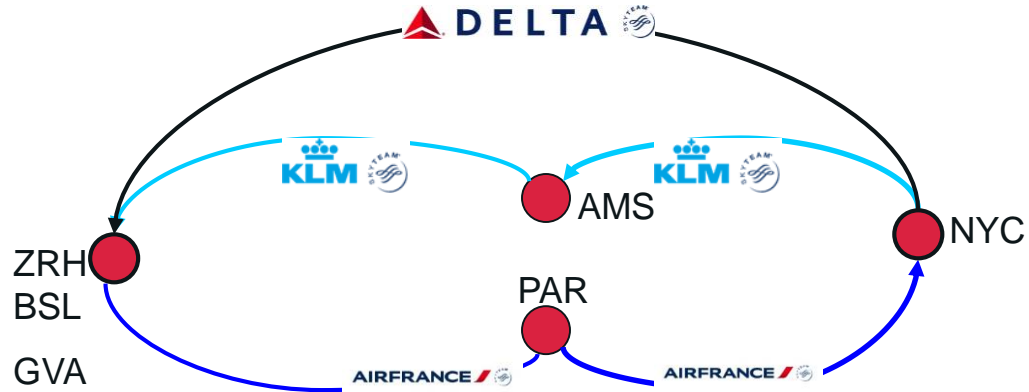
Daily flights from Geneva:

- 9x CDG, 6x AMS

... and connect to destinations around the world: more than 200 destinations on Air France, 160 on KLM and 320 on Delta

Air France & KLM & Delta Air Lines (& Virgin Atlantic, Alitalia)

- Biggest Airline Joint venture from/to North Atlantic
- All Carriers are combinable
- To all destinations to North Atlantic AND world wide



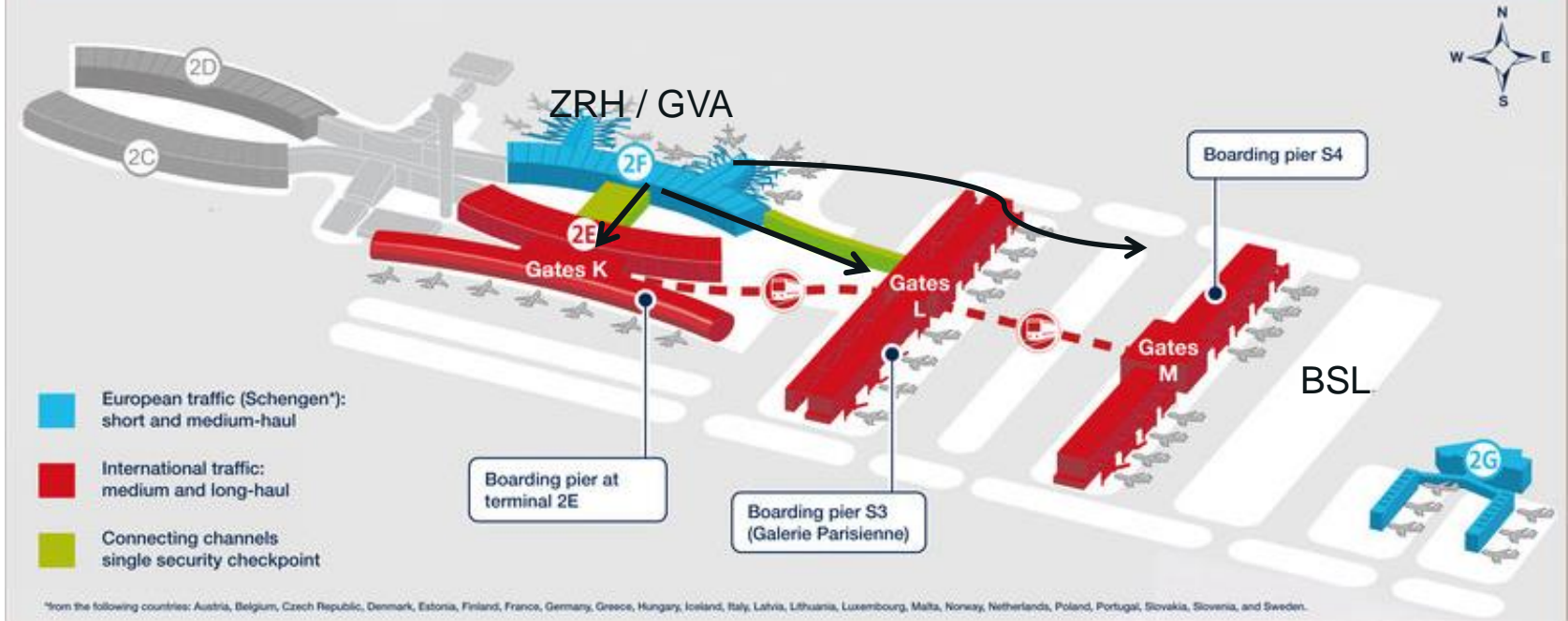
VIRGIN ATLANTIC JOINS AF KL DL TRANSATLANTIC JOINT VENTURE



- DL hält 49%, AF KL halten 31% Anteile an Virgin Atlantic (VS)
- AF / KL / DL / VS ist der grösste Airline-Verbund zwischen Europa und Nordatlantik
- 300 tägliche Flüge von/zu 60 Destinationen zwischen Europa und Nordatlantik

CDG HUB

The Air France hub at Paris-Charles de Gaulle in 2012



AMS HUB

KLM Crown Lounge
at Amsterdam Airport Schiphol



 KLM Crown Lounge

1 Schengen Area

2 Non-Schengen

At JFK airport – T4

- SkyPriority® Services :
 - Exclusive check-in areas
 - Priority boarding and baggage delivery
 - Priority service at ticket/transfer desks
 - Accelerated security and passport clearance
- Delta Sky Club® lounge:
 - New Sky Deck terrace with unprecedented runway views
 - Free Wi-Fi
 - Personalized flight assistance
 - Refreshments and snacks
 - Magazines and newspapers

**SKY
PRIORITY™**



NEW DESTINATIONS & ROUTES

RAPIDLY EXPANDING GLOBAL NETWORK



New KLM destinations (from AMS):

- **Boston** (as of MAR19)
- **Las Vegas** (as of JUN19)

New Air France destinations (from CDG):

- **Seychelles** (since NOV18)
- **Dallas** (as of MAR19)
- **Quito** (as of MAY19)

New Delta routes

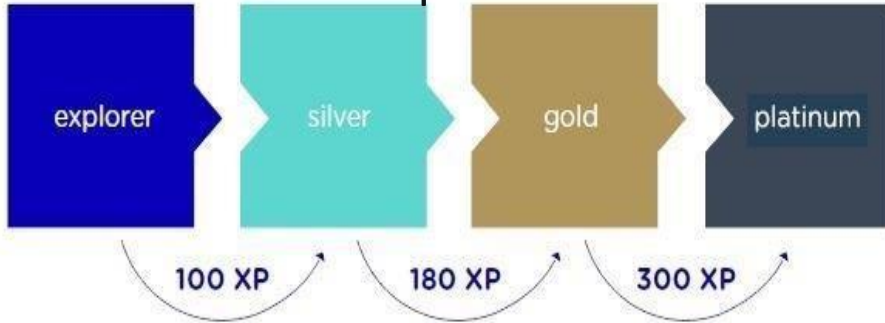
- **Tampa** (as of MAY19)

FLYING BLUE

AIR FRANCE AND KLM'S RENEWED LOYALTY PROGRAM



Earn XP and level up



- Earn Miles on every euro spent on Air France – KLM flights
- Miles are valid for life as long as an eligible flight is booked once every 2 years*
- The more flights are booked, the more Experience Points (XP) members gain
- Since June 2018 members are allowed to book any available seat with earned Miles**
- Miles can also be used for an upgrade, baggage allowance, lounge access, menu's and many more benefits

* Air France, KLM, HOP! Joon, Aircalin, Kenya Airways, Tarom, Transavia and SkyTeam partners

** Air France, KLM, HOP!, Joon or Transavia operated and marketed flights

FLYING BLUE

FOUR LEVELS, MANY BENEFITS



Explorer

- 4 Miles per € spent
- €10 discount on extra baggage
- 10% discount on seats with extra comfort



Silver

- 6 Miles per € spent
- Extra check-in baggage allowance
- Priority check-in, bag drop-off & boarding



Gold

- 7 Miles per € spent
- SkyPriority
- Access to all SkyTeam lounges with a guest for free



Platinum

- 8 Miles per € spent
- 24/7 Platinum service
- SkyPriority
- Access to all SkyTeam lounges with a guest for free



FLYING BLUE

RECOGNIZED AS WORLD'S LEADING TRAVEL LOYALTY PROGRAM



Flying Blue received **2 awards** at the Frequent Traveler Awards 2018.

Flying Blue won an award for:

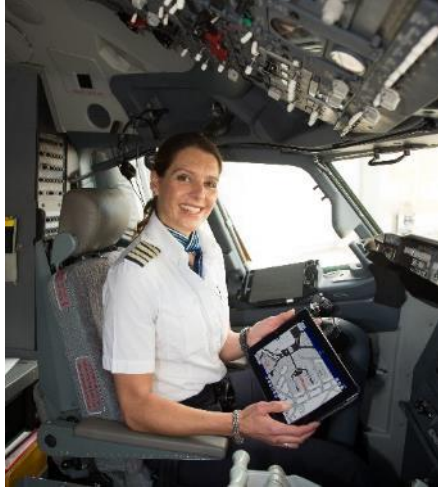
- Program of the Year
- Best Redemption Ability
- **Contact us for miles&more status match**



The Frequent Traveler Awards is the only travel loyalty focused recognition event that provides regional recognition.

CORPORATE SOCIAL RESPONSIBILITY

AN INTEGRAL PART OF AIR FRANCE KLM BUSINESS AND OPERATIONS



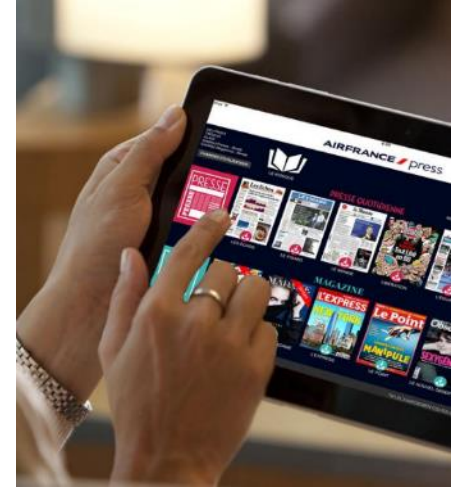
PAPERLESS COCKPIT THANKS TO
EBRIEFER APP ON PILOTS' IPADS



561 SUSTAINABLE BIOFUEL
FLIGHTS in 2017



NEW BOEINGS 787:
DREAMLINERS USE LESS FUEL,
LESS CO2 AND LESS NOISE
POLLUTION



DIGITAL MEDIA REDUCING
WEIGHT AND WASTE ON
BOARD

CORPORATE SOCIAL RESPONSIBILITY

AFKL LISTED FOR 14 YEARS AT THE TOP OF THE DOW JONES SUSTAINABILITY INDEX

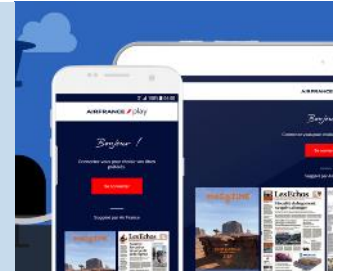
IN THE AIR

- 18% CO2 REDUCTION 2011-2017
- FLEET MODERNISATION TO GAIN FUEL EFFICIENCY
- WEIGHT REDUCTION (LIGHTER SEATS, PAINT, TRAYS, PLATES, ETC.)



ON BOARD

- DIGITALIZATION ON BOARD (PAPERLESS CABIN AND COCKPIT)
- RECYCLING (E.G. OLD UNIFORMS REUSED FOR CABIN CARPETS)
- USE OF ORGANIC & CERTIFIED FOOD



ON THE GROUND

- SAVING ENERGY, REUSE, RECYCLE (~96% OF NON-HAZARDOUS WASTE RECYCLED)
- SAVING WATER (ECOSHINE METHOD SAVES 8M LITERS OF WATER/YEAR)
- ELECTRICAL GROUND VEHICLES



AROUND THE WORLD

- >4,000 TICKETS DONATED (TO NGO PARTNERS & STARTUPS, E.G. THE OCEAN CLEANUP)
- EUR 13M FINANCIAL SUPPORT (E.G. TO COMMUNITY PROJECTS)
- SUPPORTING CONSERVATION (E.G. FOREST & BIODIVERSITY IN MADAGASCAR)



AIR FRANCE AT A GLANCE

FACTS & FIGURES



Air France has many fundamental assets in a strongly competitive context:

- powerful hub: Paris (CDG)
- balanced network
- optimized fleet
- member of SkyTeam
- global alliance with 20 member airlines
- trans-Atlantic joint venture agreement with Delta
- innovative product offer
- putting the customer at the heart of its strategy

Total Air France fleet: *New aircraft in order: 47*

Boeing 787's	Boeing 777's	A380's	A350's	A340's	A330's	A321's	A320's	A319's	A318's
2 + <u>23</u>	70	10	<u>21</u>	9	15	21	42 + <u>3</u>	38	18



Won 6 international public awards

Welcomed:
over 51 million
passengers



Expanded network with:

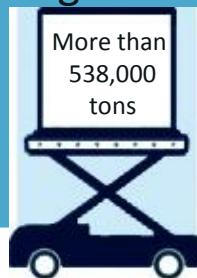
5 new destinations

Porto
Marrakech
Agadir
Palma de Mallorca
Malé (Maldives)

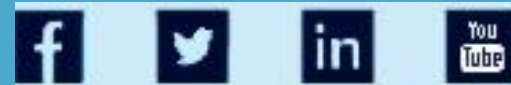


Transported
cargo

More than
538,000
tons



Social Media:



7,233,842 Followers 320,185 Followers 207,907 Followers 72,933 Followers

Provided maintenance, repair & overhaul
for 200 customers

CSR - saved;
5% water, 8% waste,
18% CO2 emission (since 2011)



KLM IN 2018

FACTS & FIGURES

In 2018 KLM...

"We are aviation pioneers,
Dutch at heart"

Renewed its fleet with:
3 new Dreamliners 7 new Embraers
and phased out 3 Boeing 747s

Total fleet: 168 reference date: 20 Dec. 2018

Boeing 787s:	Boeing 777s:	Boeing 747s: <small>incl Boeing Freighter</small>	Airbus 330s:	Boeing 737s:	Embraers:
13	29	14	13	50	49

Welcomed on board:
34,1 million
KLM passengers and
8,9 million Transavia passengers



Rewarded for its
departure and arrival
punctuality in the
**European
Punctuality
Top 10**

Source: Vucht-Vertraag.nl



Expanded its network with 4 new destinations:
Fortaleza - Växjö - Nantes - Marseille



Announced 4 new destinations effective 2019:
Boston • Las Vegas • Naples • Wrocław

"Being where
our customers
are"

 28 million+ fans/followers
on social media

 300+ social
media agents

 800,000+ monthly
active users mobile app

Serviced 24/7 via:
WhatsApp, Facebook,
Messenger, Twitter, WeChat,
KakaoTalk in 10 languages

Which resulted in:
180,000 mentions
on average weekly

"The most digital airline in the world"

Supported over 50% of all
social media replies by AI



Was globally rewarded
by travelers with
**TripAdvisor Travelers'
Choice Awards**

Celebrated its 99th anniversary
Douwe Egbert's first shop "De Witte Os"
in Joure became KLM's 99th house

Transported
620,000
tonnes of cargo
of which
52,000
tonnes of flowers



Was the
leading airline
in using biofuel
for 360 flights



Celebrated the 10th anniversary
of CO2ZERO. This year:

40,000
tonnes of CO₂ was compensated
by more than 90,000 passengers

339,000
trees were planted

308
hectares tropical forest in total

Engineering & Maintenance
earned 10% more
third-party revenue
than in 2017.



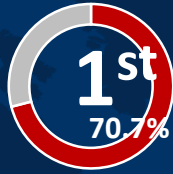


DELTA #1 AMONG U.S. GLOBAL CARRIERS



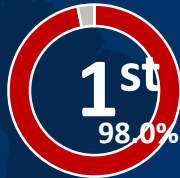
ON-TIME PERFORMANCE

YEAR-TO-DATE



IF DELTA'S YTD ON-TIME PERFORMANCE WERE AS LOW AS:
United – 923,073 more Delta passengers would have been delayed³
American – 1,895,551 more Delta passengers would have been delayed³

YEAR-TO-DATE



IF DELTA'S YTD COMPLETION WERE AS LOW AS:
United – 2,343 more Delta flights would have been cancelled²
American – 6,222 more Delta flights would have been cancelled²

- Largest airline over the atlantic
- More European destinations from the US than any other carrier
- More US Gateways to Europe than any other carrier
- More Trans-Atlantic City Pairs than any other carrier
- More Customers carried between the US and Europe than any other carrier
- Largest airline within the US



COMPLETION FACTOR

DELTA SKYMILES

WHY IT MATTERS AND WHAT'S IN IT FOR YOU



No Expiration



**No Blackout
Dates***



**One-way
Award Travel**



**Global
Upgrades**

*Blackout dates may apply to partner airline and Delta Connection carrier Award Travel. All SkyMiles program rules apply. To review rules, see delta.com/membguide.



AGENTCONNECT.BIZ

➤ **personalized account** information, with **access to your profile** through the “**My account**” button

➤ **intervention forms** for name changes (3 letters or due to marriage / new passport etc.) and Booking class reinstatements

➤ **a new section** for the most frequently used **‘tools’** (group requests, AD Tickets, intervention forms)

➤ **Booking help pages** UM, Pets, Sport Equipment etc.

➤ **Live Chat support**

The screenshot shows the AgentConnect.biz website. At the top, there are logos for AIRFRANCE, KLM, and DELTA. A search bar is visible with the text "WDSCHRCT WDSCHRCT : IATA 8149421". Navigation links include "My account" and "Log out". Below the logos, there are tabs for "My space", "Sales & support", "News & promotions", and "Products & services". A search bar with a "Go" button and "Advanced Search" link is also present. The main content area is titled "AgentConnect news" and features a large article about a new destination, HARARE, with a photo of a giraffe. Below this are four smaller news items: "New destination: HARARE Launch of a new service to Harare", "New service from East Midlands Launch of new service", "More online services now available to you More trade webforms", and "Test your knowledge and Win ! Participate to our new e-quizz". To the right, there are two sections: "Tools" with icons for Groupstake, AD tickets, CCK, PNR, Baggage, and Coding; and "Favorites" with a list of items including Affaires / Business, Entertainment, Flying Blue, KLM Policies and procedures, and Meetings and Events. At the bottom right, there is a "SIE EN CONSTRUCTION" banner with a hard hat icon.

We want to be the Trade's favorite Airline in Switzerland

- Goodwill Fares (discounted fares in higher booking classes) in case of lower offer from competition
- Status match (loyalty/bonus program)
- Commercial flexibility (compensation, discounts, extra bags, upgrades etc. for customers of good trade partners)
- Fam Trips
- Discounted fares for good trade partners

We are here for you and your customers!

Referenzen

- Schweizer Fernsehen
- Schweizer Ski Team, Austrian Ski Team, Ski Teams Slowenien, Russland, Frankreich, Italien
- Swiss Olympic
- Sauber F1 Team
- Schweizer Armee – Repräsentations-Orchester
- Luzerner Sinfonie Orchester
- IOC, FIFA, UEFA
- International Organisations (UN, WHO etc.)



Thank you for your support of our airlines

