Frank Vermeire
Head of A380 Marketing

A380
Passengers’ favourite

A380 Voted best aircraft type
by Global Traveler readers

AIRBUS
### A380 Orders, Deliveries, and Backlog

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<table>
<thead>
<tr>
<th></th>
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<tbody>
<tr>
<td>Orders</td>
<td>319</td>
<td></td>
</tr>
<tr>
<td>Deliveries</td>
<td>182</td>
<td></td>
</tr>
<tr>
<td>Backlog</td>
<td>137</td>
<td></td>
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</tbody>
</table>

An **A380** takes off or lands **every 3 minutes**

120 million passengers  
End February 2016
2016
New A380 customers

Order for
3 A380s

15 A380 commitment

Agreement for
12 A380s
World air traffic growth

World annual RPK* (trillion)


ICAO total traffic ×2 Airbus GMF 2015

Market

Air traffic forecast to double over the next 15 years

4.6% average annual traffic growth rate 2014-2034

Source ICAO and 2015 Airbus Global Market Forecast
2014 Aviation Mega-Cities

- 47 Mega-Cities
- 36 served by A380
- 90%+ of long-haul traffic

>50 000 daily long-haul passengers
>20 000 daily long-haul passengers
>10 000 daily long-haul passengers
2024 Aviation Mega-Cities

93%+ of long-haul traffic

75 Mega-Cities

>50,000 daily long-haul passengers
>20,000 daily long-haul passengers
>10,000 daily long-haul passengers
39 out of 47 mega-cities are congested

LHR – London Heathrow

- Currently constrained at least until 2025. Passenger growth mainly with increased aircraft size

HKG – Hong Kong

- Current runway capacity constraining the demand

LHR airport - Hourly aircraft movements (Source: HAL, May 2014)

HKG airport - Hourly aircraft movements (Source: OAG, February 2016)

More than 80% are already congested today
A380
A different passenger experience

Space and flexibility to innovate on the A380

Unprecedented comfort in Economy
**A380**

**Cabin enablers**

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Upper deck sidewall stowage removal:
+10 B/C seats

Premium economy class at 9 abreast:
63 PY/C vs. 81 Y/C

Economy class at 11 abreast:
+23 Y/C seats

Combined crew rest compartment:
+3 PY/C
+5 Y/C + 1 pallet

Alternative stair-galley module (ASGM)*:
+14 Y/C seats

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* Project development study

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A380
New upper deck sidewall lining

Creates more cabin width
Allows more space for premium seats
Sidewall stowage removal and business seat positioning

New upper deck sidewall lining

+10
Business seats

+$6m
annual revenue
New A380 cabin solutions

Cabin space +5%

Freeing 20m² of effective cabin area without compromising comfort
A380 cabin segmentation and enablers delivering revenue increase

Annual revenue generation capability

Datum

3-class layout (525 seats)

+$7m

Cabin segmentation

+$16m

Cabin enablers

4-class layout (544 seats)

Total

+$23m

Enriching revenue through cabin segmentation and enablers
Revenue is the strongest lever

Same potential saving per year
Over 50% fuel burn improvement

New revenue enablers
+$23m per year

Full price 23/USG
### A380: Continuous innovation since entry into service

<table>
<thead>
<tr>
<th>Year</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>2007</td>
<td>EIS</td>
</tr>
<tr>
<td>2009</td>
<td>Improved Instrument landing system, Auto pilot TCAS</td>
</tr>
<tr>
<td>2010</td>
<td>FAL cycle reduction</td>
</tr>
<tr>
<td>2011</td>
<td>Improved SFC</td>
</tr>
<tr>
<td>2012</td>
<td>Improved Wing aero improvements</td>
</tr>
<tr>
<td>2013</td>
<td>System aero improvements</td>
</tr>
<tr>
<td>2014</td>
<td>More seats Revamped cabin</td>
</tr>
<tr>
<td>2015</td>
<td>500kg weight reduction</td>
</tr>
<tr>
<td>2016</td>
<td>Head Up Display</td>
</tr>
<tr>
<td>2017</td>
<td>Forward lower deck crew rest</td>
</tr>
<tr>
<td>2018</td>
<td>1,000kg weight reduction</td>
</tr>
<tr>
<td></td>
<td>Internet &amp; GSM access</td>
</tr>
<tr>
<td></td>
<td>Increased design weights</td>
</tr>
<tr>
<td></td>
<td>Improved SFC</td>
</tr>
<tr>
<td></td>
<td>Combined crew rest</td>
</tr>
</tbody>
</table>
A380 cost advantage

The best cost per seat of the market

<table>
<thead>
<tr>
<th></th>
<th>Datum A380</th>
<th>777-9X</th>
<th>777-9X</th>
</tr>
</thead>
<tbody>
<tr>
<td>18” Comfort Economy</td>
<td>11 abreast</td>
<td>+23%</td>
<td>+15%</td>
</tr>
<tr>
<td>18” Comfort Economy</td>
<td>9 abreast</td>
<td></td>
<td></td>
</tr>
<tr>
<td>17” Budget Economy</td>
<td>10 abreast</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Airbus standard economic rules,
Four-Class configurations, FJWY
4000nm route, JAR 3%, 200nm
diversion, fuel price $2/USG.
The most visible airplane

Any passenger can recognize an A380
Independent agency surveying over 2,000 passengers arriving on A380 flights at LHR.

A380 is a clearly recognizable product

A380 product differentiation

% Passengers recognizing the aircraft type after their flights

- A380: 66%
- 777: 35%
- 787: 35%
To invest in our fleet. To feel the difference at 39,000ft. To Fly. To Serve.

A brand within a brand!

A380 is a product in itself with its own customer value.
Etihad’s “Reimagined Flying” campaign with Nicole Kidman

360,000 views within 48hrs

Emirates’ campaign TV with Jennifer Aniston

500,000 views within 24hrs

Emirates’ Jetman video

17 million views within 1 month
Brand analysis based on:
- Number of mentions on the web
- Net sentiment (-100% to + 100%)
- Popularity: # Mentions x Net sentiment

Other companies using the same technology:
Brand sentiment: measured as Net sentiment – A ratio based on the volume of “positive” and “negative” references to the brand, from -100% to +100%. The higher the ratio of positive references about the brand, the nearer the Net Sentiment score is to +100%. 

A380 Halo Effect

Brand Sentiment from 10 A380 operators (%)
Brand sentiment: measured as Net sentiment – A ratio based on the volume of “positive” and “negative” references to the brand, from -100% to +100%. The higher the ratio of positive references about the brand, the nearer the Net Sentiment score is to +100%.

A380 Halo Effect

On average the A380 increases airline brand sentiment by 40%
A380: 1st aircraft for customer satisfaction*

60% of passengers ready to make an extra effort to fly the A380

Average passenger recommendation, from 1 to 10

First class
Business class
Premium Economy
Economy class

A380 is preferred in all cabin classes

(*) 95% satisfaction

Stimulating the demand

Independent agency surveying over 2,000 passengers arriving on A380 flights at LHR.
Passengers favour the A380

20% of passengers are ready to pay $100 more to fly on an A380

Independent agency surveying over 2,000 passengers arriving on A380 flights at LHR.
A new era is ahead

Product awareness & satisfaction has more and more value
A380 take home messages

• Capture traffic where and when passengers want to travel
>80% of today’s mega cities are already congested

• Maximise profitability
Lowest cost per seat of any widebody
Focus on revenue: new cabin enablers bringing +$23m per year

• A unique differentiator
60% of passengers ready to make an extra effort to fly A380
Product awareness & satisfaction has more and more value