A380
Boosting the revenue advantage
An A380 takes off or lands every 4 minutes

- Orders: 318
- Deliveries: 139
- Backlog: 179

Average daily utilisation: >13 hrs

Data to end August 2014

St Tropez, September 14
The A380 order book

At end of September 2014

318 Firm orders
19 Customers including 1 leasing company
3 Alliances represented

Private Customer

Undisclosed Customer

SINGAPORE AIRLINES
QANTAS
AMEDEO
Emirates
QATAR AIRWAYS
BRITISH AIRWAYS
AIRFRANCE
Lufthansa
ETIHAD AIRWAYS
KOREAN AIR
AIR AUSTRAL
malaysia airlines
virgin atlantic
THAI
ASIANA AIRLINES

At end of September 2014

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October 2014
4 new A380 operators in 2014-2015

ASIANA AIRLINES

QATAR AIRWAYS

ETIHAD

TRANSAERO
A380 Network

Expanding A380 network
- 87 routes
- 43 destinations

OAG data at October 2014
A record 10 new destinations in 2014

“We are delighted to welcome the arrival of Emirates’ first A380 to India in Mumbai.”
Naveen Chawla, Vice President – Aero marketing, Mumbai International Airport

“We the announcement of QF A380 service to DFW is outstanding news for our Airport and the Dallas/Fort Worth region”
Sean Donohue, CEO of DFW International Airport
Growing A380 services to the North American market

A380 to North America –

25 routes with
9 operators

OAG Winter 2014 schedule
Asiana to LAX from Aug-14
Emirates to DFW from Oct-14,
Emirates to SFO&IAH from Dec-14
Qantas to DFW from Sep-14
BA to IAD from Sep-14
AF to MIA from December-14

2014 new destinations

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Air travel is a growth market

- Air traffic has doubled every 15 years
- Air traffic will double in the next 15 years
- Air traffic will double in the next 15 years
- 20-year world annual traffic growth 4.7%
42 Mega-Cities worldwide

Handling more than 10,000 long haul passengers per day (2013)

90%+ Of long-haul traffic on routes to/from/via 42 cities

VLA destinations
Today: 42 cities

Source: GMF 2013; Cities with more than 10,000 daily passengers. Long haul traffic: flight distance >2,000nm, excl. domestic traffic;
The core of the VLA market is between Aviation Mega-cities

Handling more than 10,000 long haul passengers per day (2023)

95%+
Of long-haul traffic on routes to/from/via 42 cities

VLA destinations
- Today:
  42 cities
- 2023:
  71 cities

Source: GMF 2013; Cities with more than 10,000 daily passengers. Long haul traffic: flight distance >2,000nm, excl. domestic traffic;
A380 routes are real

Very Large Aircraft market characteristics

- Routes with these characteristics are best suited for the A380

High volume routes

High percentage of premium traffic

Market growth potential

Constrained time channels/Slot controlled airport
The core of the VLA market is between Aviation Mega-Cities.

Today's VLA routes:
- Between secondary cities: 88 Routes
- To/From Aviation Mega-Cities: 88 Routes
- Between Aviation Mega-Cities: >190 Routes

2023 Routes:
- Between secondary cities
- To/From Aviation Mega-Cities
- Between Aviation Mega-Cities

St Tropez, September 14 • A350 XWB and A380 - Airbus long-range update
Scheduling the right capacity at the right time: Asia to Europe as example

Long Haul passengers –
Pay more for night flights +8% yield premium

Source: OAG / Sabre
Concentration of flights between Mega-Cities

Los Angeles to London

<table>
<thead>
<tr>
<th>Time</th>
<th>Departure Times</th>
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<tbody>
<tr>
<td>6:00</td>
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4 flights within 2 hours

London to Los Angeles

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<td>6:00</td>
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<tr>
<td>6:00</td>
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</tbody>
</table>

4 flights within 3 hours

Source: OAG - June 2014 Schedules

A380 - solution for growth
Slot and time zone constraints drive frequency concentration

A380 departure
Departures

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July 2014
A380 routes capacity development over the last 7 years

- **Moderate capacity increase**: 58% of A380 deployment focus on operational efficiency
- **High capacity increase**: Emirate’s Routes
- **Slot Rationalization**: Other Carriers

Source: OAG Sept. 2014 (expected) comparing airport pairs operated by a specific airline
How A380 carriers have deployed A380: rationalising growth

THAI
BKK-CDG (March 2013)

747-400
317 seats (avg)
21 frequencies per week
6,657 seats per week

A380
507 seats
7 frequencies per week
3,549 seats per week

+1% capacity

777-300ER
312 seats
10 frequencies per week
3,120 seats per week

+14% capacity

BRITISH AIRWAYS
LHR-LAX (Summer 2014)

A380
516 seats
6 frequencies per week
3,096 seats per week

+16% capacity

777-2/300ER
251 / 303 seats*
3/7 frequencies per week
2,666 seats per week

CDG-JNB (April 2010)

A380
469 seats
14 frequencies per week
6,566 seats per week

-1% capacity

777-2/300ER
251 / 303 seats*
3/7 frequencies per week
2,666 seats per week

+16% capacity

Optimising networks, targeting demand peaks, freeing slots for new route development
An A380 consolidation example – British Airways LHR-LAX

New aircraft performing well

Example: Q4 2013 A380 flight vs. B747-400 flight LHRLAX

Cost per seat gain:
Total -17.7%
Fuel -18.4%

Lower Unit costs

More Premium Seats
Higher Average Yield

Configuration:
+5% premium
-7% non-premium

Similar Total Capacity
Lower Operating Costs

LAX Summer 2014 daily schedule

Total seats per day -1% (richer mix)
Total trip cost per day -19%

London Heathrow network
More capacity at peak times
Lower cost, more revenue per day
One slot extra to further develop the network

IAG Q4 2013 Results presentation
British Airways Case Study LHR-LAX
How A380 carriers have deployed A380: harnessing growth

**Lufthansa**
FRA-IAH (August 2012)

- 747-400: 322 seats, 7 frequencies per week (2,254 seats per week)
- A380: 526 seats, 7 frequencies per week (3,682 seats per week)

**KUL-LHR**
(November 2012)

- 747-400: 359 seats, 14 frequencies per week (5,026 seats per week)
- A380: 494 seats, 14 frequencies per week (6,916 seats per week)

**Emirates**
DXB-DFW (October 2014)

- 777-200LR: 266 seats, 7 frequencies per week (1,862 seats per week)
- A380: 489 seats, 7 frequencies per week (3,423 seats per week)

+A380 –
Traffic and revenue booster

+FRA-IAH (+63% capacity)
+FRA-IAH (+38% capacity)
+DXB-DFW (+84% capacity)
A380 achieves high load factors

- A380 load factor - Above 80% since EIS
  - Higher than worldwide industry average

Emirates load factors not reported to ICAO
Across industries, demand segmentation maximises revenue

Demand segmentation -
Matching products to customers’ value expectations
Maximising revenue generation

- 7 series: Top-of-the-line
- 5 series: Luxury
- Z4: Special features
- 3 series: Enhanced entry level
- 1 series: Entry level
The A380 enables the best segmentation on an aircraft

Class of travel
- Luxury
- Residence
- First
- Business
- Premium Economy (MD 9-abreast / UD 7-abreast)
- Economy Plus (MD 10-abreast 19”)
- Economy (MD 11-abreast 18”)

Travelers’ needs
- Arrive refreshed
- Travel in comfort
- Personal space
- Basic needs

Travelers’ needs
- Privacy & service

A380 cabin value analysis
- Distinctly segmented cabin products allow to maximise yields

MD: Main Deck ; UD: Upper Deck
A380 cabin: Product differentiation

The opportunity of segmentation

Extracting higher yield with the unique features of the A380 cabin
A380 cabin: Addresses best business class needs
A380 cabin: Revenue maximisation with 11-abreast seating

Economy class

- 18” seat width for more comfort
4-class 529 seats - Matching revenue efficiency with high comfort

- **10 First Class**
  - Full flat (82") suite

- **88 Business Class**
  - Full-flat (75") seats

- **60 Premium Economy Class**
  - Seat pitch: 38"

- **371 Economy Class**
  - Seat pitch*: 32", seat width: 18"

A380 cabin

Efficient seat count incorporating the latest comfort standards

* Some seats at 31" pitch
A380 sets the benchmark for economic efficiency

Relative COC per seat (%)

<table>
<thead>
<tr>
<th></th>
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<th>A350-1000</th>
<th>747-8</th>
<th>777-300ER</th>
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2% Datum

A350 & A380 offer the lowest unit costs
Revenues and costs do not have the same leverage

Cost

Revenue

Net Impact to Profitability*

-/+ 2% Fuel costs

-/+ 1% Staff costs

-/+ 0.2% Maintenance

-/+ 4% Load factor

-/+ 4% Yields

Source: Airbus estimates based on 31 airlines data. 2012

* Net result = after operating costs, financing costs and taxes
A380 Introduction airline case study: Transatlantic route

2012

7 x weekly 747

7 x weekly A380

1st year after introduction

Total

Incremental CoC*

+60%

+26%

+50%

+34%

-13%

-3%

Premium

Incremental revenue

$120k

Incremental profit

$98k

Source: OAG, Sabre

Annual contribution to profit

+$72m

* Airbus estimate based on Typical Airlines rules

Per trip

-$22k

2012

7 x weekly 747

7 x weekly A380
A380 – Own the sky

**Optimise networks**
Capture demand at higher yielding peak times
Harness Growth

**The best cabin in the sky**
High comfort levels in all travel classes
18” wide seats in Economy class
Offers the space for highly segmented cabins

**Maximise profitability**
More revenue with up to 50% more seats than its nearest competitor
Lowest unit cost of any large widebody aircraft
Highest potential contribution to profit

A380

The best solution for 21st century growth