

# Airbus Helicopters

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GLOBAL  
INVESTOR  
FORUM

2014

**AIRBUS**  
GROUP

# Safe Harbour Statement

## Disclaimer

This presentation includes forward-looking statements. Words such as “anticipates”, “believes”, “estimates”, “expects”, “intends”, “plans”, “projects”, “may” and similar expressions are used to identify these forward-looking statements. Examples of forward-looking statements include statements made about strategy, ramp-up and delivery schedules, introduction of new products and services and market expectations, as well as statements regarding future performance and outlook. By their nature, forward-looking statements involve risk and uncertainty because they relate to future events and circumstances and there are many factors that could cause actual results and developments to differ materially from those expressed or implied by these forward-looking statements.

## These factors include but are not limited to:

- Changes in general economic, political or market conditions, including the cyclical nature of some of Airbus Group’s businesses;
- Significant disruptions in air travel (including as a result of terrorist attacks);
- Currency exchange rate fluctuations, in particular between the Euro and the U.S. dollar;
- The successful execution of internal performance plans, including cost reduction and productivity efforts;
- Product performance risks, as well as programme development and management risks;
- Customer, supplier and subcontractor performance or contract negotiations, including financing issues;
- Competition and consolidation in the aerospace and defence industry;
- Significant collective bargaining labour disputes;
- The outcome of political and legal processes including the availability of government financing for certain programmes and the size of defence and space procurement budgets;
- Research and development costs in connection with new products;
- Legal, financial and governmental risks related to international transactions;
- Legal and investigatory proceedings and other economic, political and technological risks and uncertainties.

As a result, Airbus Group’s actual results may differ materially from the plans, goals and expectations set forth in such forward-looking statements. For a discussion of factors that could cause future results to differ from such forward-looking statements, see Airbus Group “Registration Document” dated 4 April 2014.

Any forward-looking statement contained in this presentation speaks as of the date of this presentation. Airbus Group undertakes no obligation to publicly revise or update any forward-looking statements in light of new information, future events or otherwise.

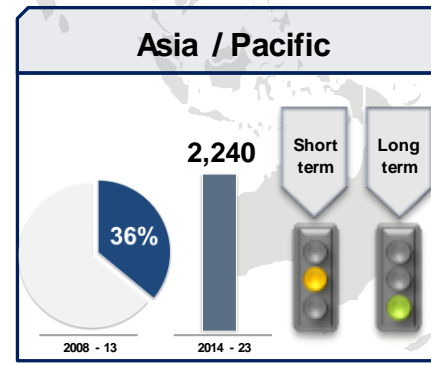
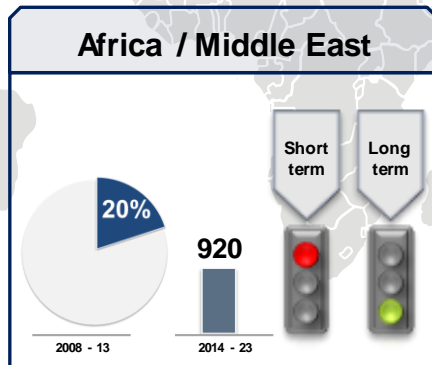
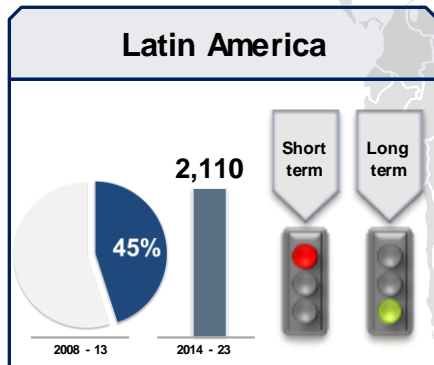
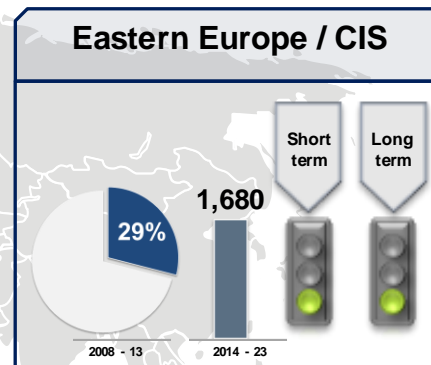
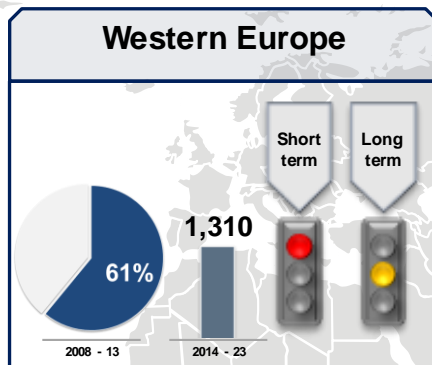
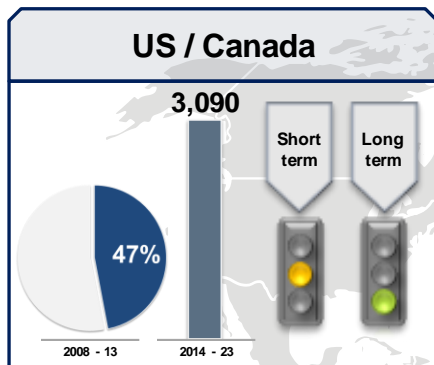
## Airbus Helicopters – 2014 Achievements

### A Year of Execution and Delivery:


- **Certification and Entry into Service**
  - EC175
  - EC145 T2
  - EC135 P3/T3
  
- **Full return to service of EC225**
  
- **Capitalizing on new brand: Eurocopter becomes Airbus Helicopters**
  
- **Year 1 of Transformation Plan delivery**



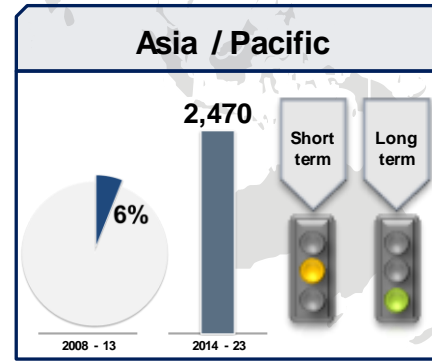
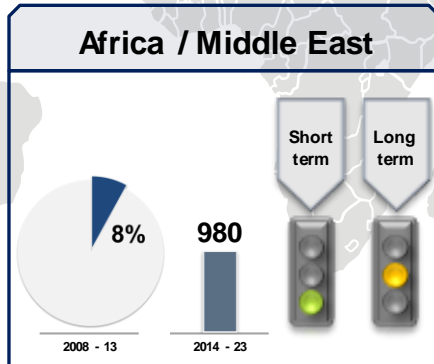
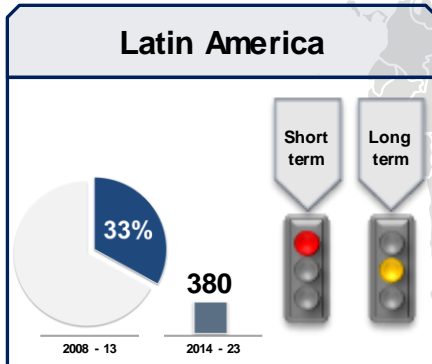
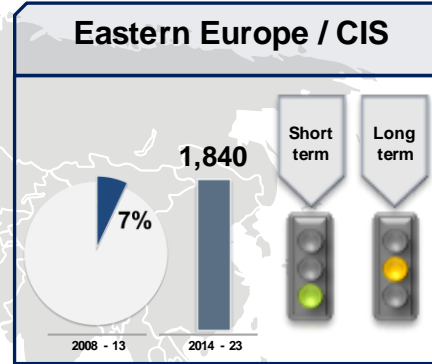
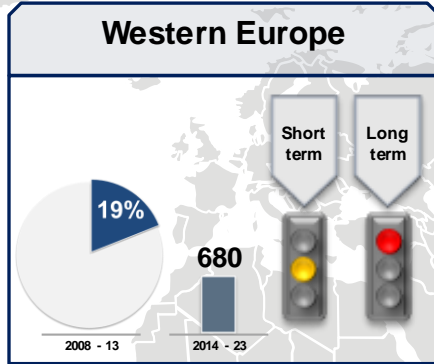
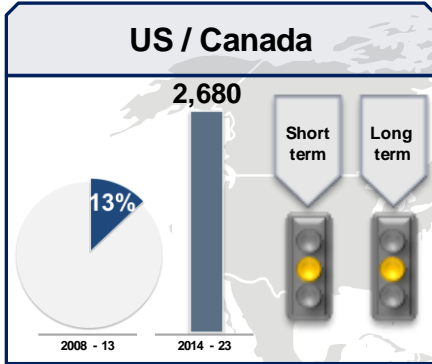
# Civil & Parapublic (C&P) Market: Responding to changing Market Dynamics



 2008 – 2013 Airbus Helicopters bookings share

 2014 – 2023: new deliveries

# Military Helicopter Market: Addressing a Structural Shift in the Market

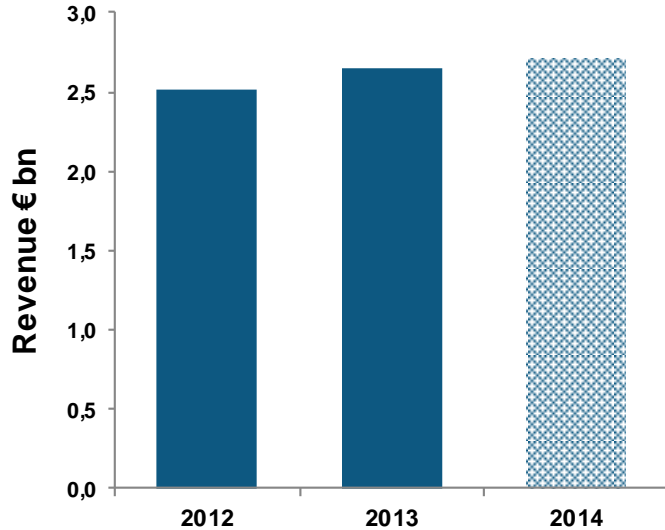


 2008 – 2013 Airbus Helicopters bookings share

 2014 – 2023: new deliveries

# Support & Services: Stable and Consistent Growth driven by Fleet in Service

**Support & Service growth based on Airbus Helicopters fleet growth...**



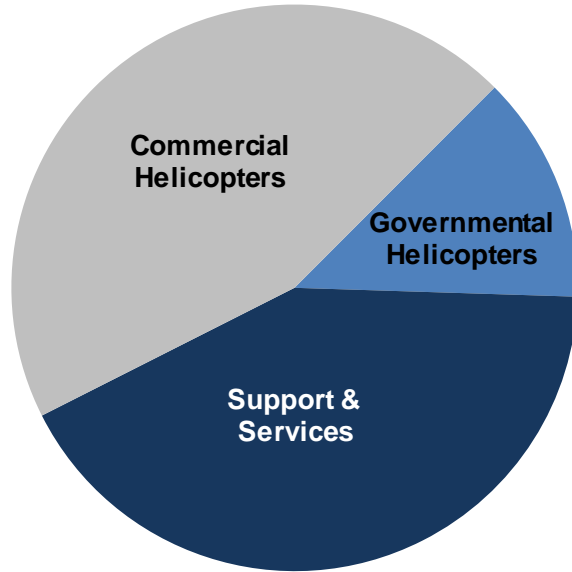
**...and the deployment of new services to enhance value for our customers**



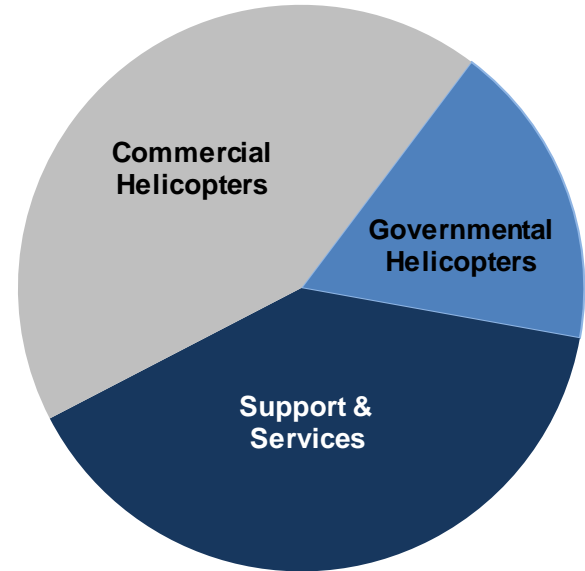
***Stable contribution of services to topline revenues***

# Airbus Helicopters Business Drivers

**2013 Revenues %**



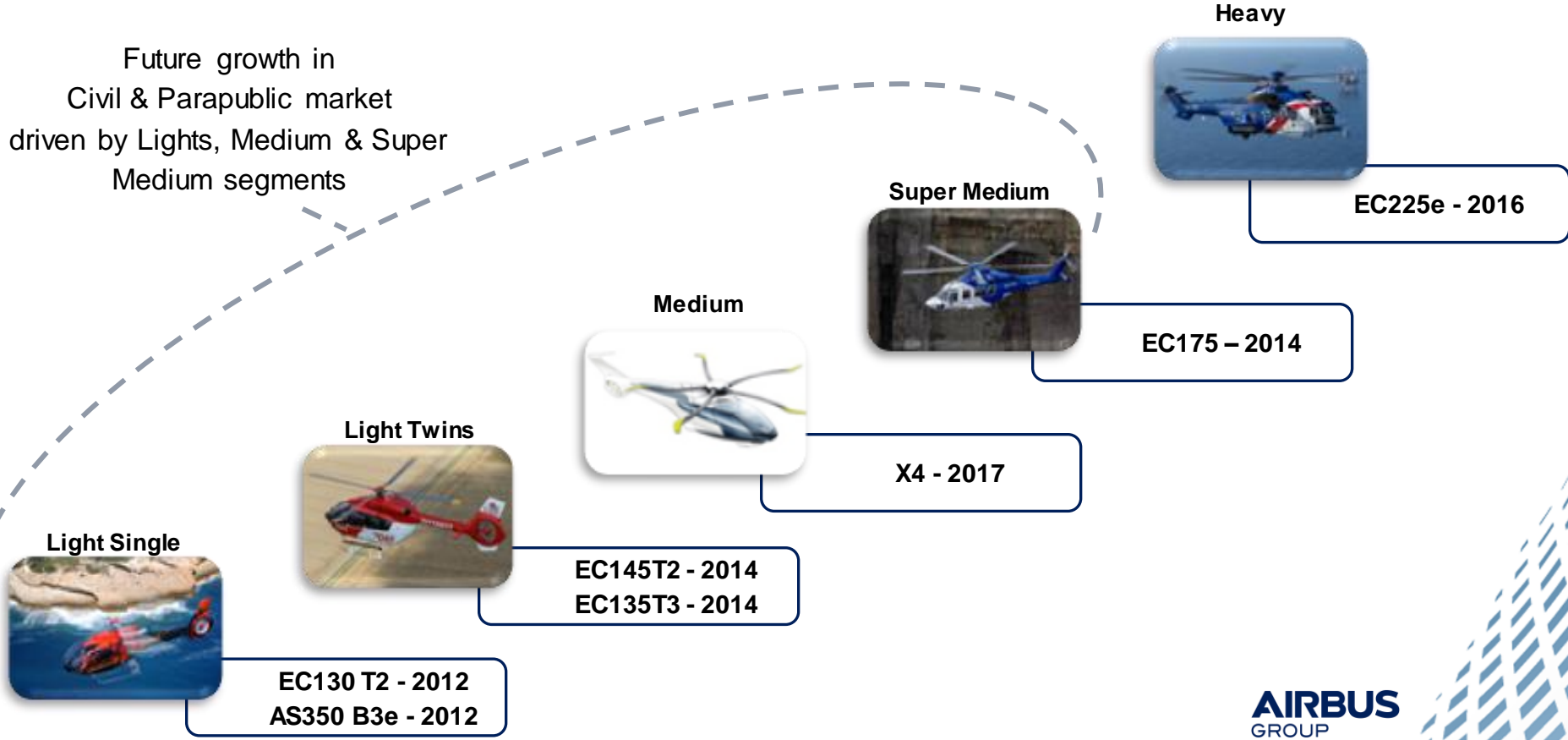
**Short-Term Revenues %**



***Support & Services and Governmental Programmes will drive short term outlook***

# Product Renewal: Well positioned on Future Growth Segments

Future growth in  
Civil & Parapublic market  
driven by Lights, Medium & Super  
Medium segments





# Transformation Plan: On Track



Progress to date

**Customer Satisfaction**      Ensure that Company is driven by customer care



**Quality & Safety**      Develop a robust quality and safety management system



**Design & Production**      Industrialize our operations, from early design to manufacturing














**Cost, Cash & Competitiveness**      Reduce costs and manage cash in order to create more value



**Our new ways of working**      Change the mindset and behaviours in order to fit these commitments



# Implementation of Transformation Plan

	Customer Satisfaction 	Quality & Safety 	Design & Production 	Cost, Cash, Competitiveness 	New Ways of working 
EC225 O&G Flow Line 	✓		✓	✓	✓
LEAN 	✓	✓	✓	✓	✓
e-Services 	✓			✓	✓
Spares Availability 	✓		✓	✓	✓
Synergies with Airbus Group 	✓	✓	✓	✓	✓

## Airbus Helicopters in 2015

### Priorities unchanged...

- Customer Satisfaction
- Quality & Safety
- Competitiveness

### In a environment of ...

- A low C&P market
- Important on-going military opportunities
- Fleet renewal



***A strong business model and new products to drive our future***