

Frank Vermeire
Head of A380 Marketing

A380

Fall in love with
flying again

A380: The best aircraft to capture growing traffic

319

Orders

194

Deliveries

125

Backlog



End August 2016



A380 2016 commitments

2
new customers

17
Total commitments



Agreement for
12 A380s



Order for
3 A380s

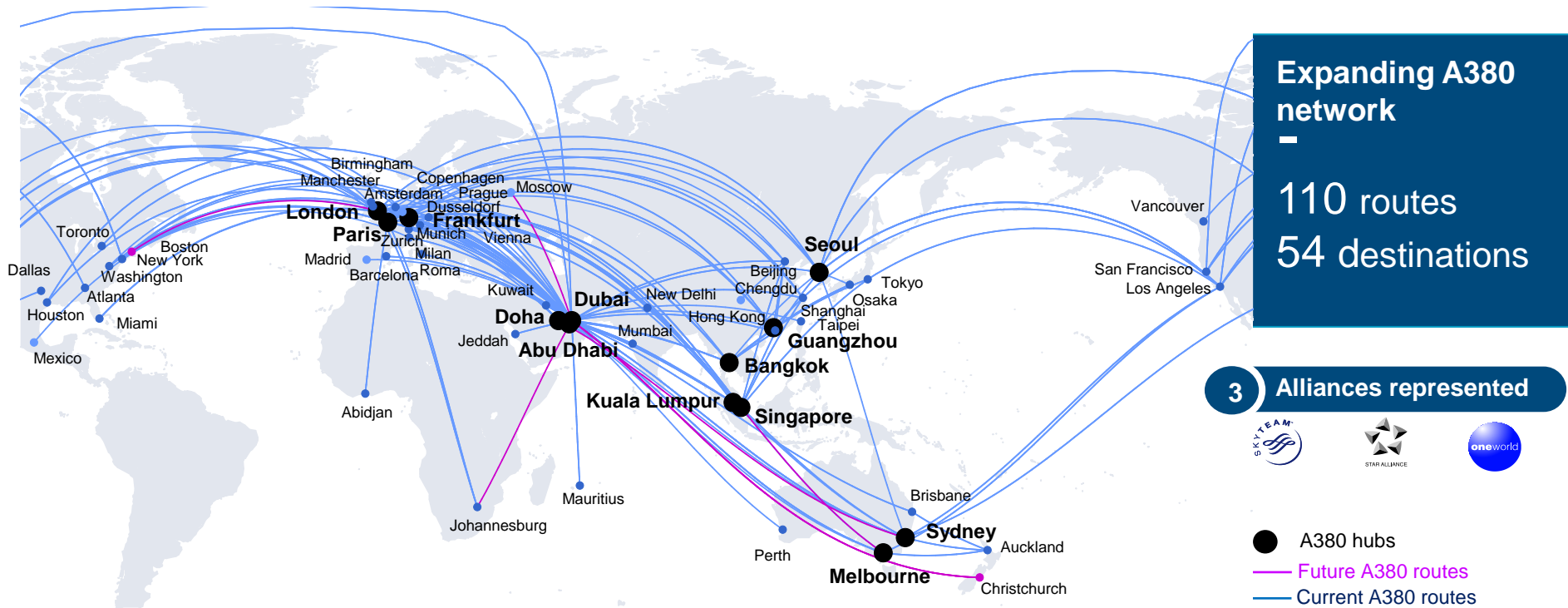


Order for
2 A380s

End August 2016

Customers announced in 2016

A380 Network



OAG data at September 2016



Taipei



A380 additional routes

since January 2016

15 new routes

8 new destinations

3 one-off

Longest direct flight

A380 still turning heads

New airports welcoming the A380 for daily flights in 2016/2017...



MEXICO (January)



BIRMINGHAM (March)



TAIPEI (May)



VANCOUVER (May)



PRAGUE (May)



VIENNA (July)

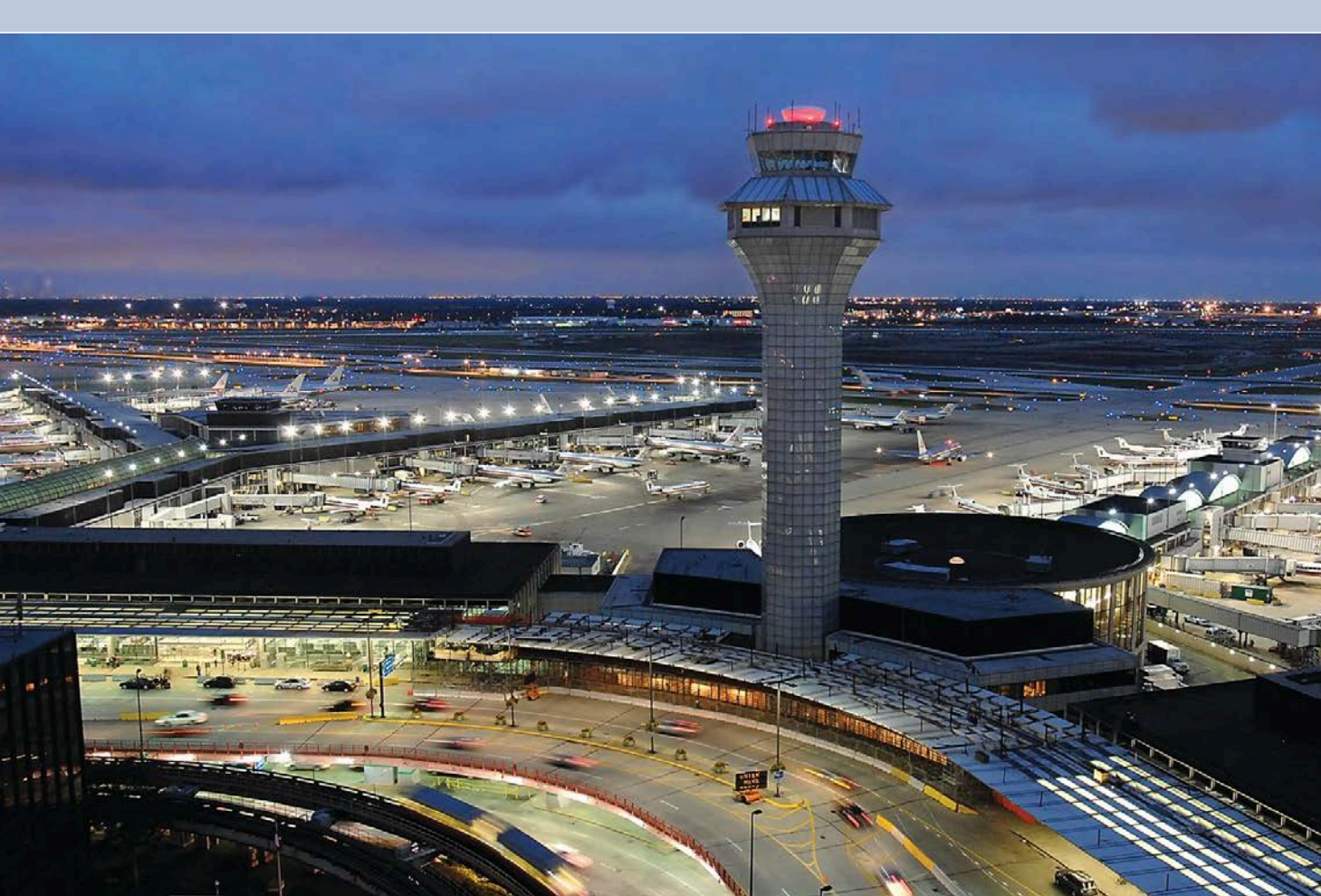


CHRISTCHURCH (October)



BOSTON (Feb 2017)





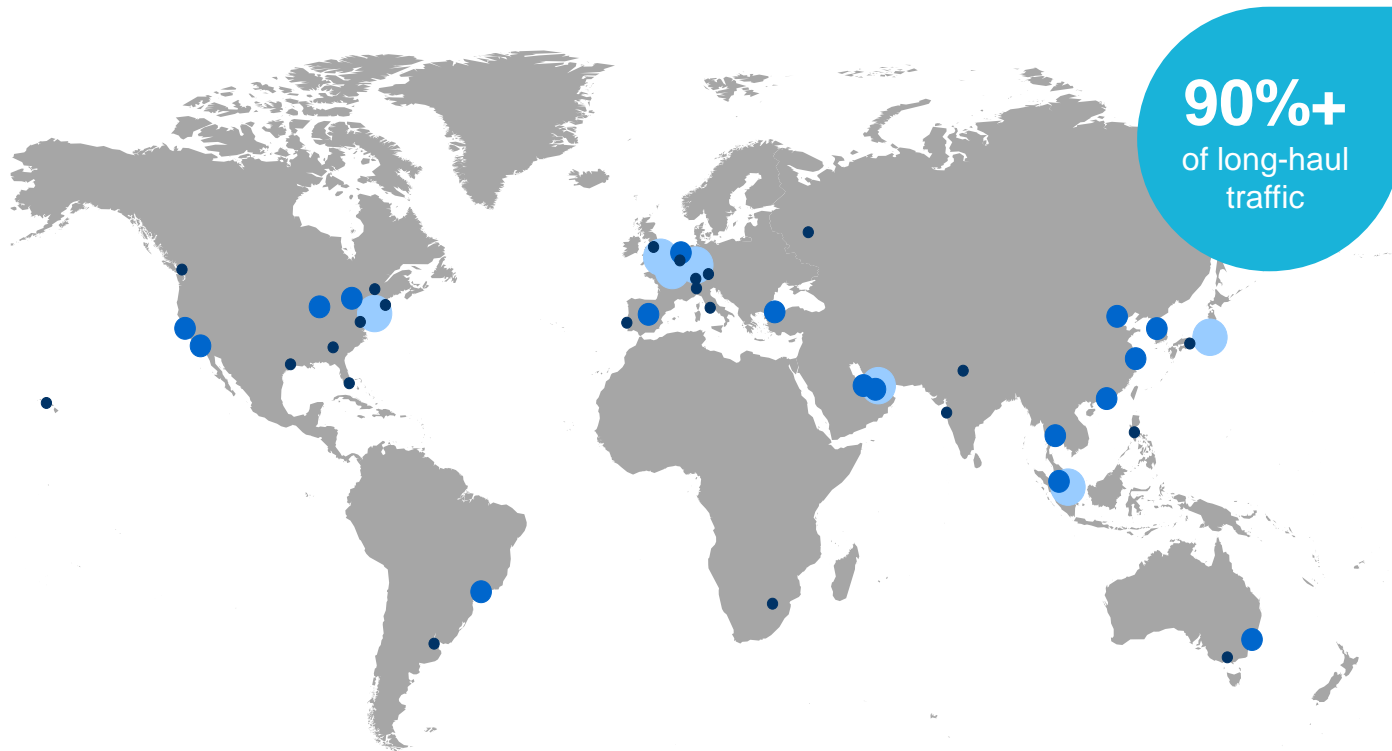
Chicago airport

**Welcomed the
A380**

First scheduled
commercial flight with
Emirates 'one off' on
July 19, 2016

Officially approved by local authorities
on June 13, 2016

2014 Aviation Mega-Cities



2014

47
Mega-Cities

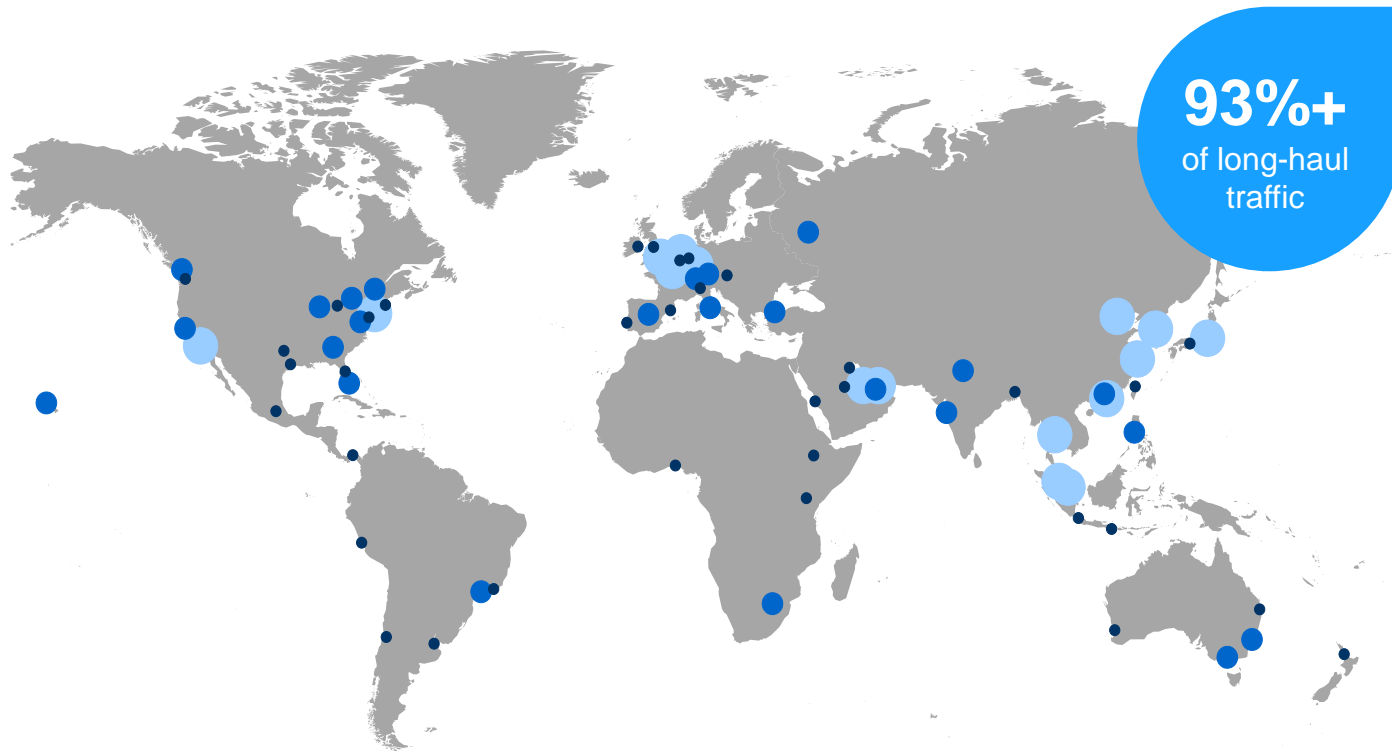
36
served by A380

>50 000 daily long-haul passengers

>20 000 daily long-haul passengers

>10 000 daily long-haul passengers

2024 Aviation Mega-Cities



2024

75 Mega-Cities

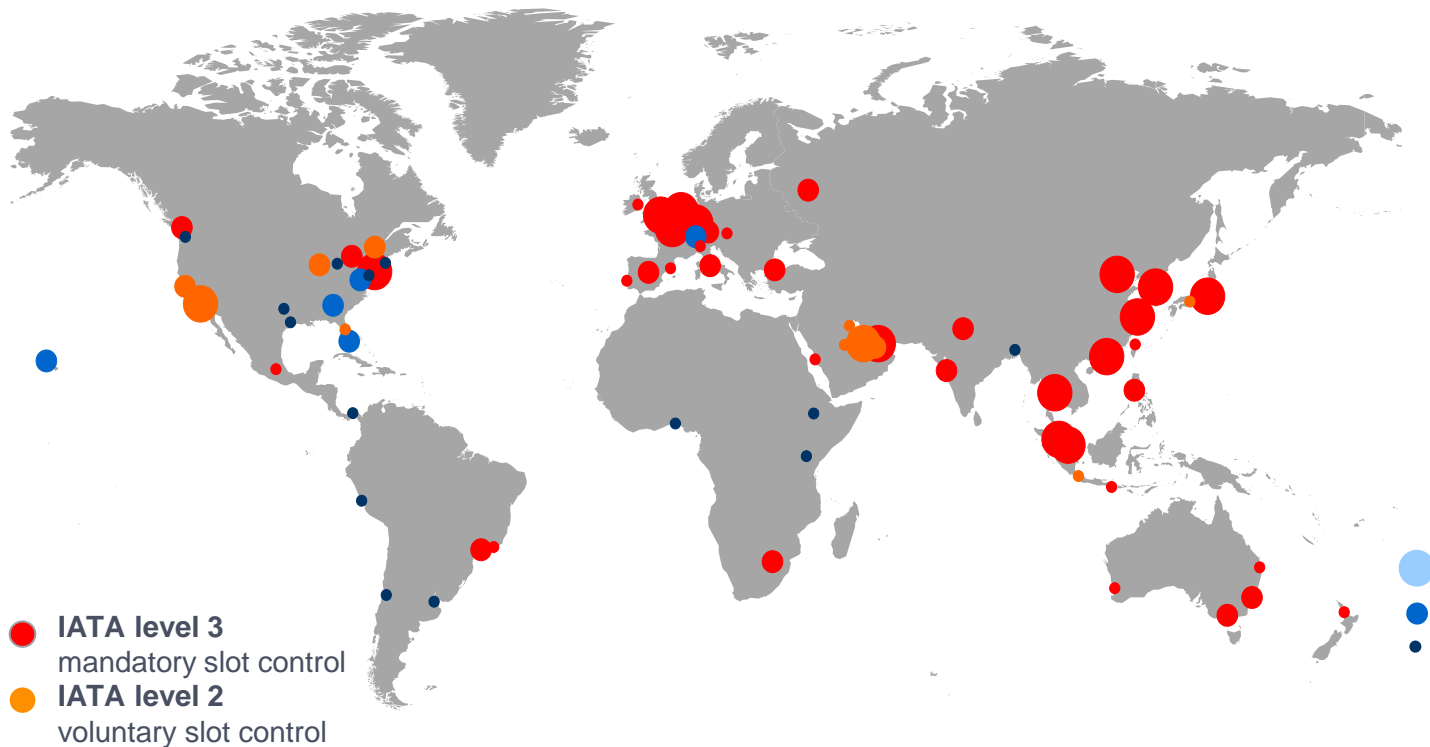
>50 000 daily long-haul passengers

>20 000 daily long-haul passengers

>10 000 daily long-haul passengers

2024 Aviation Mega-Cities

Capacity control are already in place



Congested mega-cities

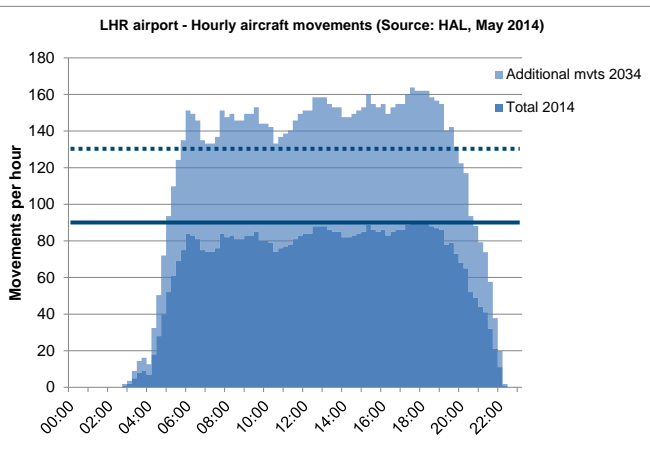
More than
80% are
already slot
constrained today

IATA World Scheduling Guidelines:
Level 2 & 3 at primary city airport

2016 status

39 out of 47 mega-cities are congested

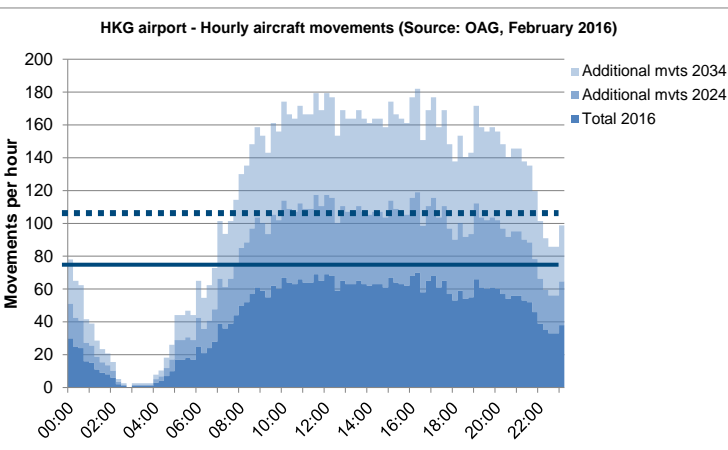
LHR – London Heathrow



LHR

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

HKG – Hong Kong



HKG

Runway capacity constraining the demand currently and in the future (even with 3rd runway)

Congested mega-cities

More than
80% are
already congested
today

— Current runway capacity

..... Future runway capacity



Tokyo Haneda	91.25%
Copenhagen	88.53%
Singapore Changi	84.75%
Atlanta	84.38%
Amsterdam	81.15%
Los Angeles	79.04%
San Francisco	78.68%
London Heathrow	74.63%
Beijing	70.35%
Istanbul	70.00%
Hong Kong	64.67%

Poor On-time performance

Congestion is
costing money
for airports and
airlines

'On-time' is defined as departures and arrivals that

take place strictly less than 15 minutes
after schedule for airports.

From OAG flightview

A380 at Heathrow

50 daily flights

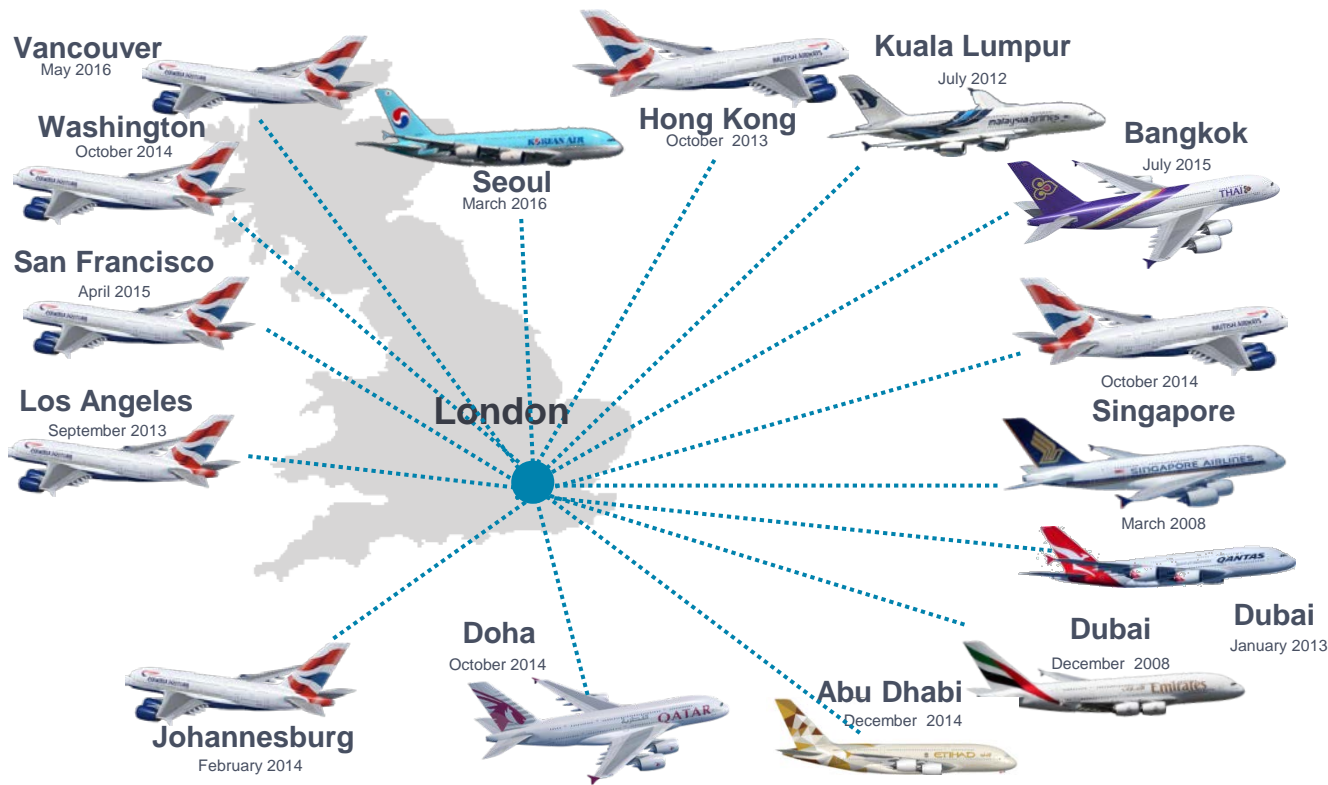
8% of all passengers
in 2015 flew on an
A380

Rising to 10% in
2016*

OAG May 2016

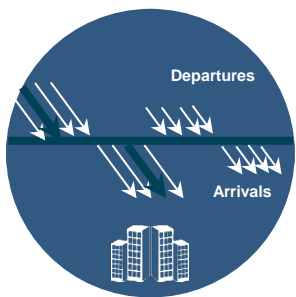
Flights = take offs+ landings

*projected



A380 – Network optimiser & revenue booster

With up to **60% more seats for growth** the A380:



Captures the traffic
concentrated in time
and at mega-cities



Boosts
connecting
traffic



Increase
revenue

A380

A unique,
enduring
competitive
advantage



Operational reliability

Etihad wins award

99.8%

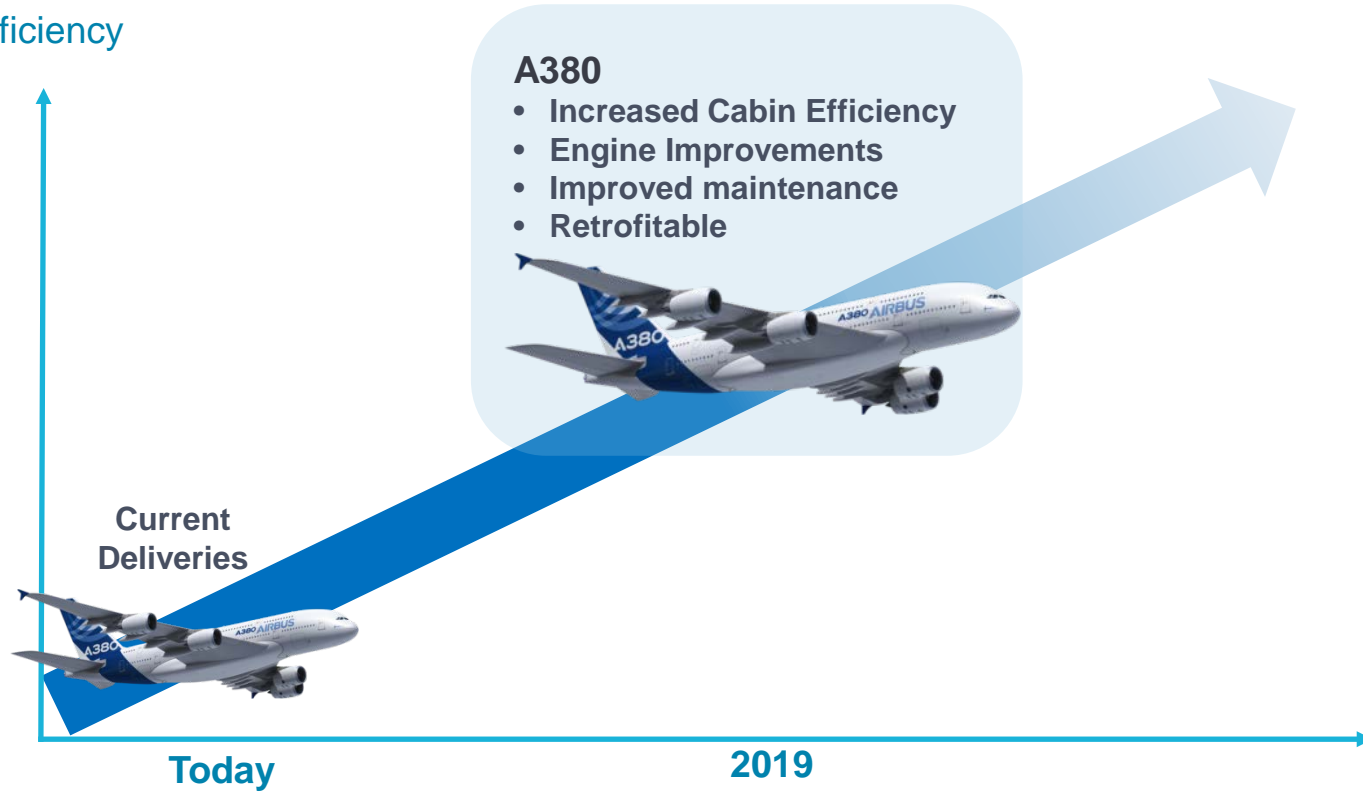
Highest level recorded
by an airline in its first
year flying an A380

Between January and December 2015

A380 development

A step change
in efficiency
by 2019

Efficiency



A380 Developments

Up to 80
additional seats
vs current deliveries

+25m²
more floor space

* Project development study

** Selected by Customers for new
head of versions

New rear stair*
14 seats



Upper deck sidewall
storage removal**
6 seats



New forward stair*
~20 seats



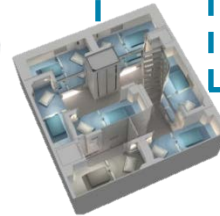
Economy class
at 11 abreast
23 seats



Premium economy
class at 9 abreast
11 seats



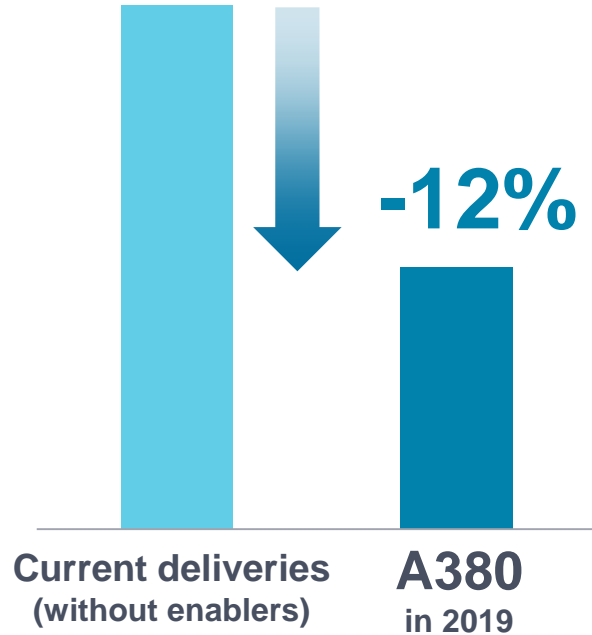
Combined crew rest
compartment**
3 seats



Extended
maintenance intervals



Double digit cost per seat reduction



More than \$ 12 M
additional revenues per
aircraft per year

A380 developments

12%
COC/seat
reduction

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



A380

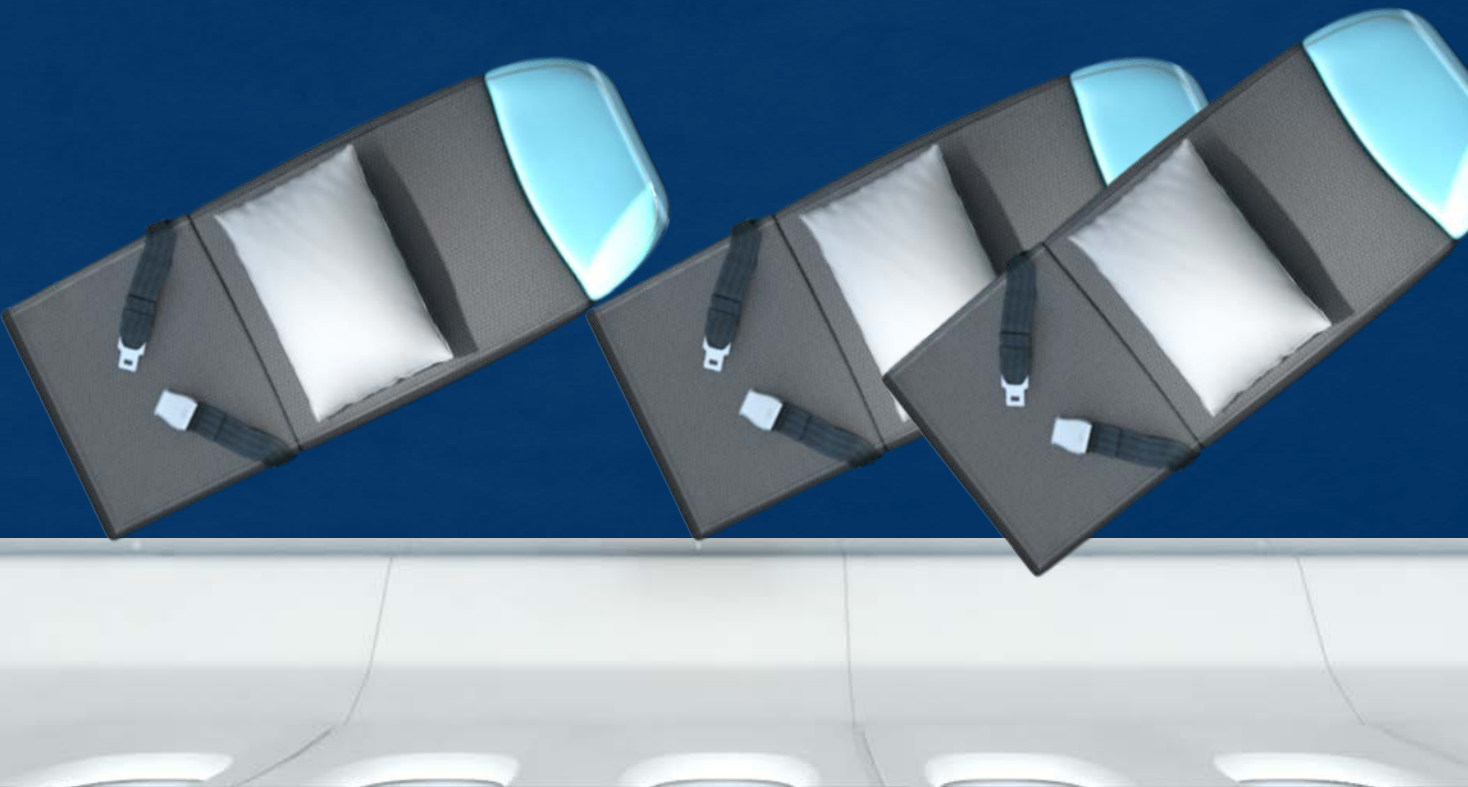
**New upper deck
sidewall lining**

Creates more cabin
width

Allows more space
for premium seats

[Click for details](#)

Sidewall stowage removal and business seat positioning



A380

**New upper deck
sidewall lining**

+10
Business seats



A380

**The most
visible
airplane**

Any passenger
can recognize
an A380

To invest in
our fleet.
To feel the
difference at
39,000ft.
To Fly. To Serve.

BRITISH AIRWAYS



A brand within a brand!

A380 is a
product in itself
with its own
customer value



HIS HIGHNESS A380





Passengers will go the extra mile to fly the A380

60%

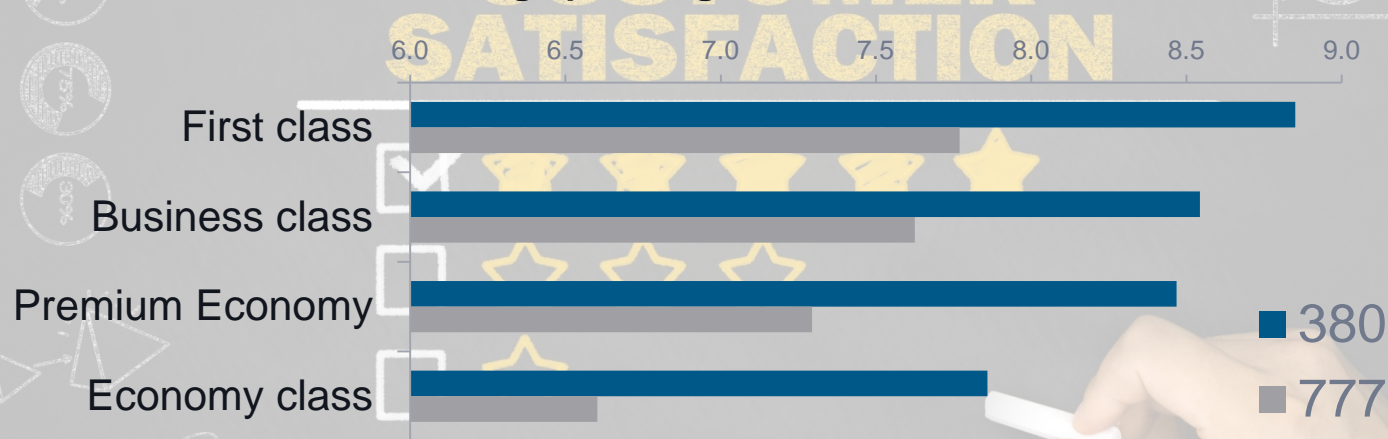
of passengers are ready to make a special effort to fly A380

20% are willing to pay more

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

A380: 1st aircraft for customer satisfaction*

Average passenger recommendation, from 1 to 10



(*) 95% satisfaction

A380 product satisfaction











Whatever class you choose to fly, you'll be flying better.

EPINION

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



HKG-LHR

US\$681 round trip	 ETIHAD	18:00 – 06:40 ⁺¹ Etihad	 20h 40m	1 stop 3h 00m in AUH
US\$685 round trip		18:30 – 06:20 ⁺¹ Qatar Airways	 19h 50m	1 stop 2h 30m in DOH
US\$859 round trip		18:00 – 12:20 ⁺¹ Etihad, Air Serbia	 26h 20m	2 stops AUH, BEG
US\$961 round trip		13:35 – 20:50 KLM	15h 15m	1 stop 1h 20m in AMS
US\$1,010 round trip		23:20 – 10:35 ⁺¹ Air France	19h 15m	1 stop 4h 35m in CDG
US\$1,154 round trip		23:30 – 04:50 ⁺¹ British Airways	13h 20m	Non-stop
US\$3,256 round trip		01:00 – 06:20 Cathay Pacific	13h 20m	Non-stop

Today

No product
information

Customer's
choice is mainly
driven by price

Awesome starts here.

Fly A380 to...



**Choose.
Fly.
Love A380.**

iflyA380.com

iflyA380.com

An opportunity to
attract more
passengers

Launched at
Farnborough

Already more than
120,000 unique
visitors

- Congestion, and time of day preference driving demand for A380
- Product developments maintaining A380 advantage with lowest unit cost in the sky
- No other travelling experience comes close
- Leading the product awareness revolution
- Demand stimulation with **iflyA380.com**

In summary

**The A380,
the smart
choice for
tomorrow's
opportunities**