

العربية للطيران
airarabia.com

AIR ARABIA



General Overview

- First & largest low cost carrier (LCC) to operate in the Middle East and North Africa
- Commenced operations in October 2003 and has safely transported more than 18 million passengers since inception
- Main hubs are Sharjah Airport, UAE; Mohamed V Airport in Casablanca, Morocco and Burj Al Arab Airport in Alexandria, Egypt
- Air Arabia (Maroc) took off on May 6, 2009 followed by Air Arabia (Egypt) in June 1, 2010
- Announced the establishment of fourth hub in Jordan
- Operates a total fleet of 27 (leased and owned) new Airbus 'A320' aircraft
- Signed agreement with Airbus to acquire 44 A320 aircraft.
- Currently fly to over 65 global destinations
- Profitable from first year of operation
- First airline to go public in the Middle East with shares traded in the Dubai Financial Market
- Net profits for the year 2010 stood at AED310 Million



**Ranked world's number 1 LCC for by
Aviation Week & best managed company in Middle East
Aviation by Euromoney**

Simple Business Scheme

Air Arabia Business Model Practices

- Single passenger class / single aircraft type
- Fast turnaround times / Aircraft high utilization
- Flying to secondary less congested airports
- Simple fare scheme / simplified routes
- Optional - paid for – in flight food and beverage
- Direct sales channels via internet

Save on training/maintenance/multi cabins costs
Save on airport expenses
Save on major airport costs and rush hours
Save on long haul cost involvement
Save on catering costs
Save on distribution costs

LESS
(Lower Costs)

=

MORE
(Better Prices)

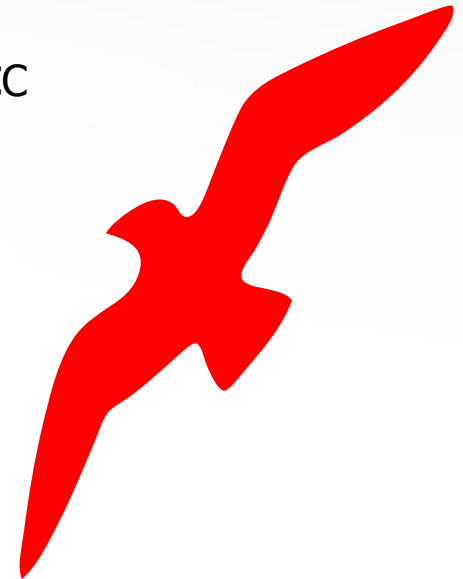
Simple Formula: Pay Less. Fly more

Strong Route Network

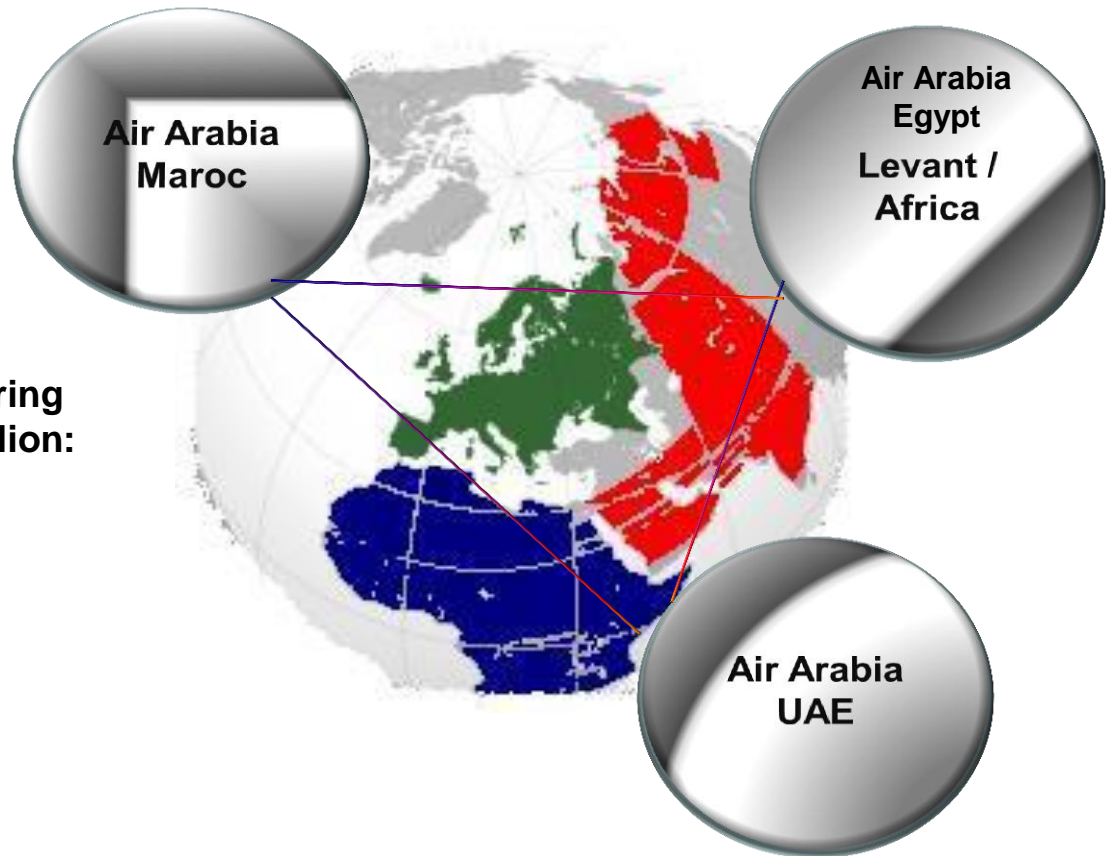
- Currently operates to over 65 destinations in 32 countries (47 from Sharjah and 13 from Casablanca and 5 from Alexandria)
- Offers daily and double daily services to most of the destinations
- Offers its services to GCC alone from Sharjah with over 62 flights per week
- Biggest international airline to fly to India from Sharjah with 13 destinations and over 102 flights per week
- Air Arabia will extensively link Middle East and Asia to Europe and Africa through more hubs



- MENA travel award for best airline (2005, 2006, 2007, 2008)
- Middle East ICT Excellence Award for best e-business portal
- Airbus certificate for best daily utilization of the A320 fleet
- CAPA award for best low fare airlines of the Year 2006
- Airbus Operational Excellence Award (2005-2010)
- World Airline Award for best LCC in MENA by skytrax (2007, 2008, 2009, 2010)
- low-cost carrier of the year at the Aviation Business Awards (2007, 2008, 2009 & 2010)
- Adel Ali named "Airline CEO of the Year" in 2007, 2009 by Aviation Business
- Adel Ali named "World's Low Cost Airline CEO of the year" 2008 by World LCC congress, London
- Best Branding Experience Award (2008)
- Budgie award for Best Low-Cost Airline in MENA by World LCC Congress (2008)
- Best Regional Airline award at AVEX (2008)
- Among the top 20 performers in 2008 by Newsweek
- Airbus Award for World's Top Operational Excellence 2007-2008
- World's best LCC for 2009 by Aviation week
- Adel Ali enter Hall of Fame by Aviation Business 2010
- Super brands Award 2010



Reaching out the World



Spreading wings to regions covering mass population of over 3 billion:

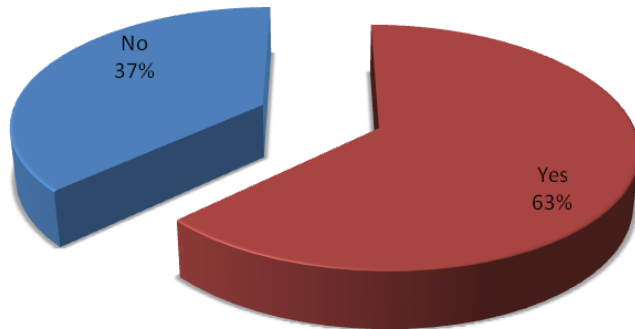
- ✓ Middle East
- ✓ Indian Subcontinent
- ✓ South and Central Asia
- ✓ Africa
- ✓ Levant
- ✓ CIS Countries
- ✓ Europe

Successfully establish self dependent hubs that will expand the Air Arabia Brand and diversify the overall business portfolio

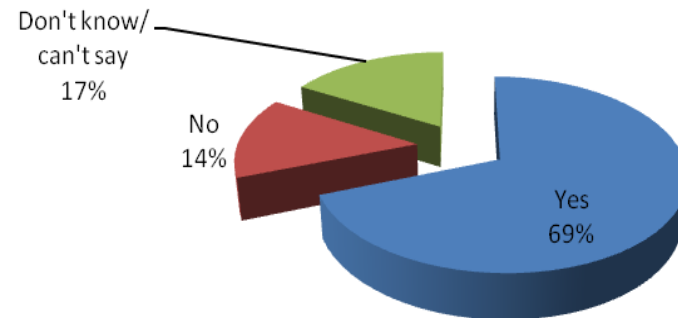
Today:

- 63% of UAE residents have tried Low Coast Travel
- 69% of UAE residents believe LCC's changed peoples travel habits

Have you travelled on low cost/
budget airlines in the past 2 years?



In your opinion, has the introduction
of low-cost /budget airlines changed
people's travel habits?



Today:

60% of UAE residents are interested in travelling by LCC in the future



Survey by YouGuvSiraj 2010

Our Ambitions

- ✓ Our Customer - driven strategy will drive market leadership
- ✓ Fleet expansion of over 50 aircraft by 2015
- ✓ Establishing more hubs to Link the whole range of the Arab World to Africa and Europe
- ✓ Our growth plan is backed up with solid financial record and performance

Air Arabia revolutionized air travel in the Middle East and aims on becoming one of the world leading LCC in terms of profit margin and operational excellence

Thank You

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