Flying together with Europe

Bruges, 24 March 2011

easyJet plc

http://easyjet.gs2-web02.investis.com/en/about-easyjet/our-journey/Overview.aspx

easyJet
15 yrs
1995 - 2010

easyJet plc

Single Market for aviation

- 1990s creation of a single market
- Traditionally highly regulated and fragmented
- Competition within increased as new business models flourished
- Expansion into new markets – cabotage (1997)
- Changed travel and social habits

Budget carrier growth

source OAG

Impact

- Economic – contributes 140 billion euros GDP
- Socio economic benefits of increased travel
- Safety and security
- European scale operators with multi operational bases
- Increase in employment opportunities
  - Direct employment
  - Rise in work productivity
  - Development of transnational employment
- Skills mobility – a wide range required to ensure safe, secure and efficient provision of services
- Sales and service mobility
- Outsourcing of services e.g. ground handling and maintenance
- Regional growth

Still too many barriers

- Trading across Europe no easy task
- Need increased regulatory harmonisation
- Airport charging remains anti-competitive – price fixing arrangements
- Capacity management needs to improve
- Slot management still inefficient
- More efficient airspace
- Different social costs

about easyJet

- ✈UK's largest airline
- ✈Europe's 4th largest
- ✈50 million passengers (2010)
- ✈87.0% load factor
- ✈Accessible: over 300m inhabitants within 1 hours drive of easyJet airport
- ✈Increasing diversity: pan European Network – ove half our customers originate outside UK
- ✈Over a third of flying does not touch the UK
- ✈542 routes in 30 countries (inc. Jordan)
- ✈19 bases (LIS to 20)
- ✈130 airports
- ✈557 routes
- ✈196 aircraft

The business model

- ✈ Point-to-point low fares airline
- ✈ Efficient operations
  - ✈ High load-factors
  - ✈ Short turnarounds
  - ✈ Environmentally efficient
- ✈ Balanced network across Europe focussed on primary airports (eg Charles de Gaulle, Madrid)
- ✈ Significant business traffic (almost 20% across the network)
- ✈ Passenger profile similar to legacy carriers
- ✈ European carrier – crew operating on local contracts across Europe

Focused on a network of convenient, primary airports

Breadth and depth of network

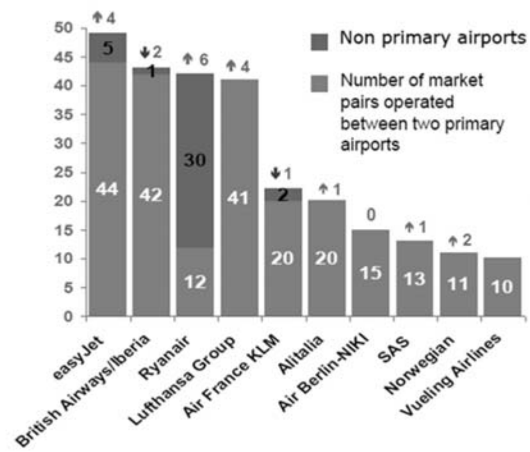
- Leading presence on Europe's top 100 routes
- Leading positions drive yields as we offer time sensitive customers a quality schedule

Leading positions at busy, slot constrained airports

- London Gatwick No.1
- Milan Malpensa No.1
- Geneva No.1
- Paris No.2

84% of routes touch a slot constrained airport

Presence in top 100 market pairs



Source: OAG 12 months to Sep10, OAG market definitions
Primary airport = airport over 10 mppa or largest airport in market
Lufthansa Group includes Austrian, bmi, bmibaby, Brussels Airlines , germanwings, Swiss

Vision – Turning Europe Orange

Maintaining the easyJet foundations		While ensuring success in the future
Strong presence in the UK	+	Build a pan European presence
Flying to convenient, primary airports	+	Targeted flexible, growth in convenient, primary airports
Booking process focused around easyJet.com	+	Improve CRM capability, segment customers and engage with them
Focus on leisure proposition	+	Build an easyJet style business proposition
Low cost culture	+	Smart cost management to maintain ability to offer low fares
Organisational simplicity	+	Build in processes to ensure continued simplicity and excellent execution

Outcome: £5 profit per seat

15 years providing choice

Making travel easy and affordable