



oneworld welcomes Air Berlin on board



American Airlines

BRITISH AIRWAYS

CATHAY PACIFIC

FINNAIR

IBERIA

JAL JAPAN AIRLINES



LAN

MALEV

MEXICANA

QANTAS

ROYAL JORDANIAN

S7 AIRLINES



Hans-Christoph Noack

Director Corporate Communications

Air Berlin

Simultaneous translation



- > To listen in German, tune to Channel X
- > To listen in English, tune to Channel X



Hans-Christoph Noack

Director Corporate Communications

Air Berlin

Mika Vehvilainen
Chief Executive, Finnair

Tom Horton
President, American Airlines

Joachim Hunold
Chief Executive, Air Berlin

Willie Walsh
Chief Executive, British Airways

John McCulloch
Managing Partner, **oneworld**

Hans-Christoph Noack
Director Corporate Comms, Air Berlin

John McCulloch

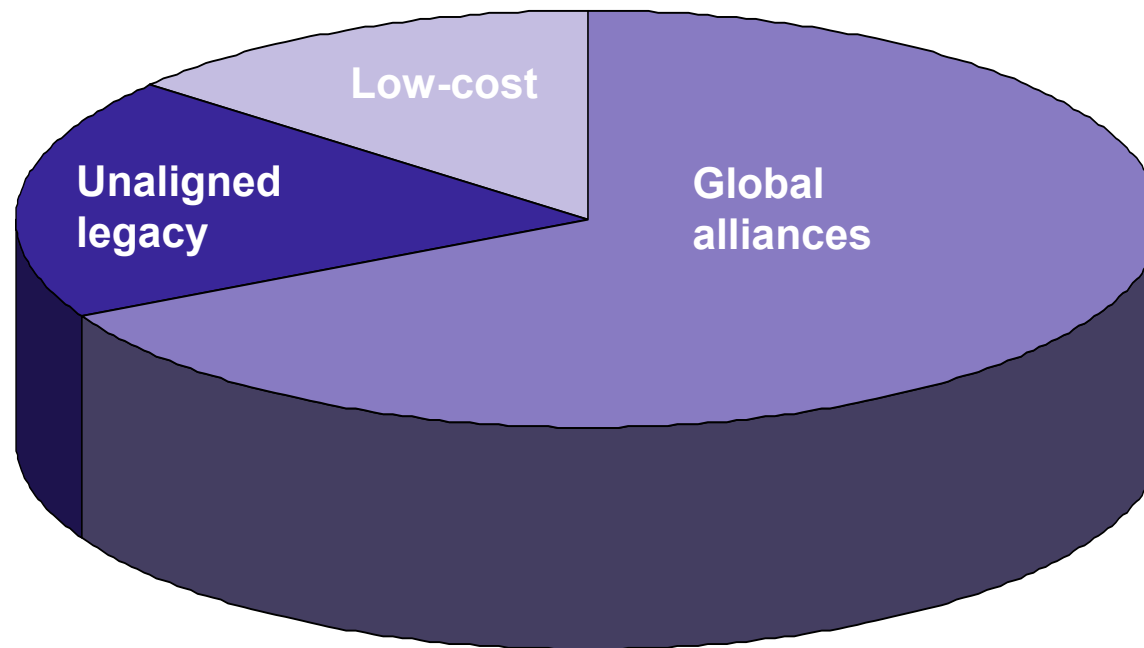
Managing Partner

oneworld

Competition moving up a gear – to alliances



PERCENTAGE SHARE OF TOTAL WORLD SCHEDULED AIRLINE CAPACITY



World's premier airline alliance



900 destinations

150 countries

9,400 daily departures

340 million passengers a year

US\$90 million annual revenues

Highest quality member airlines



Mexicana joined late 2009



S7 Airlines to board in 2010



Kingfisher Airlines is now a member elect



LAN delivers Latin American leadership



Japan Airlines reaffirmed membership



Regulatory approval gained for closer co-operation on Atlantic



BA-Iberia merger on track



Leading alliance award winner





Willie Walsh

Chief Executive

British Airways

Best coverage of places that matter most to our customers



Keen to expand coverage of Germany



10 on-line carriers serve six German gateways



- > Berlin (TXL) AY, BA, IB, MA
- > Dusseldorf (DUS) AY, BA, IB
- > Frankfurt (FRA) AA, AY, BA, CX, IB, JL, LA, MA, QF, RJ
- > Hamburg (HAM) AY, BA, MA
- > Munich (MUC) AY, BA, IB, RJ
- > Stuttgart (STR) BA, MA



Air Berlin's German network



Berlin Brandenburg Airport opens 2012



Air Berlin offers more to oneworld than network



Air Berlin's invitation to join



Joachim Hunold

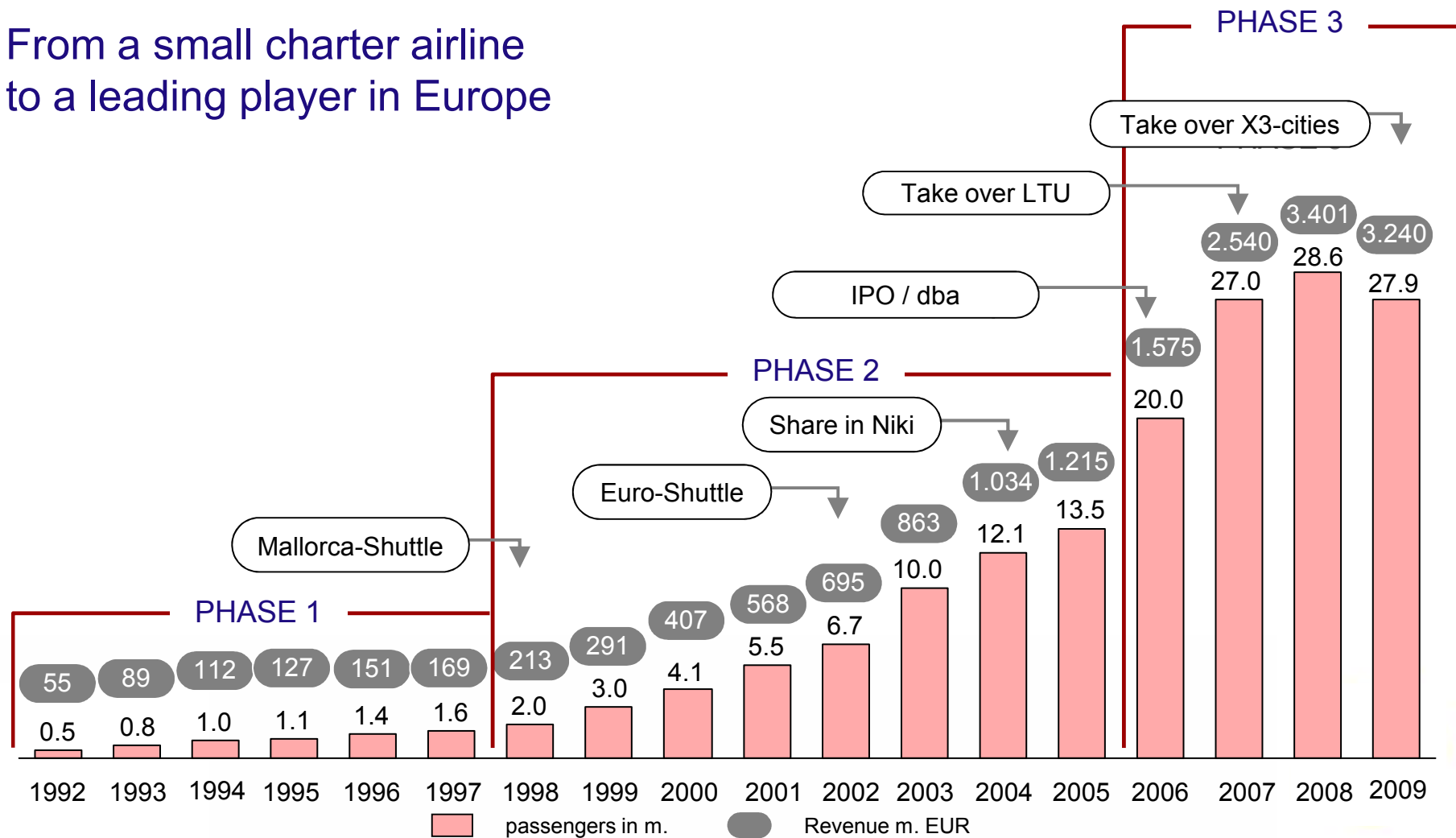
Chief Executive

Air Berlin

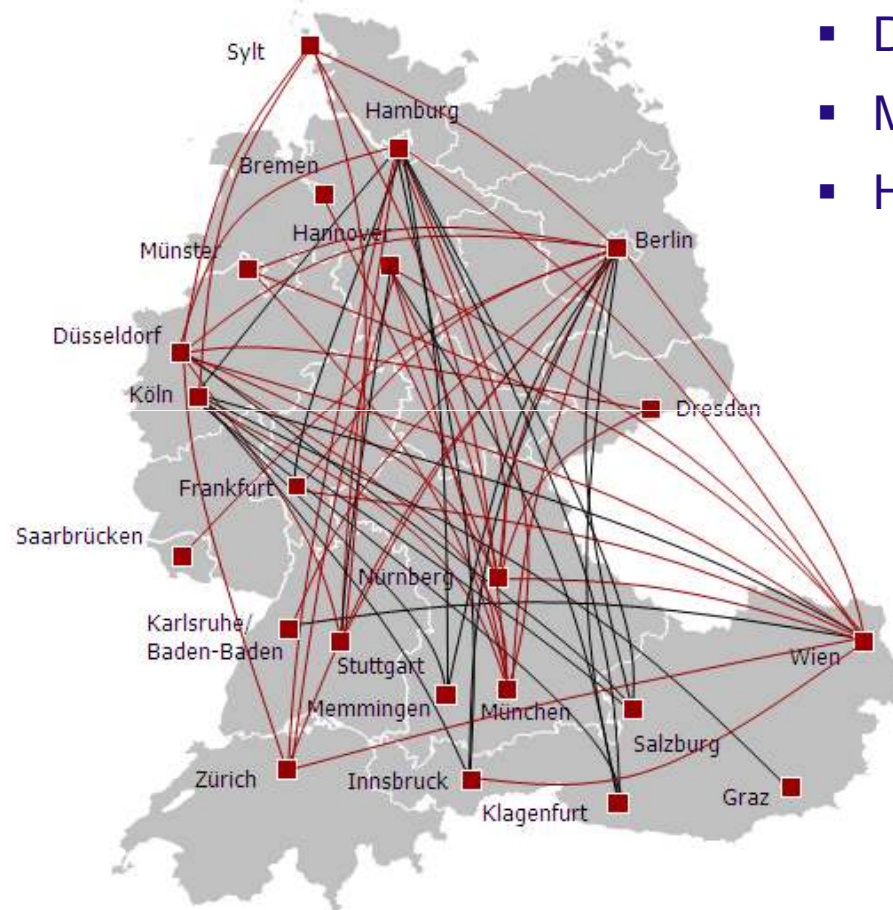
Air Berlin's history



From a small charter airline
to a leading player in Europe

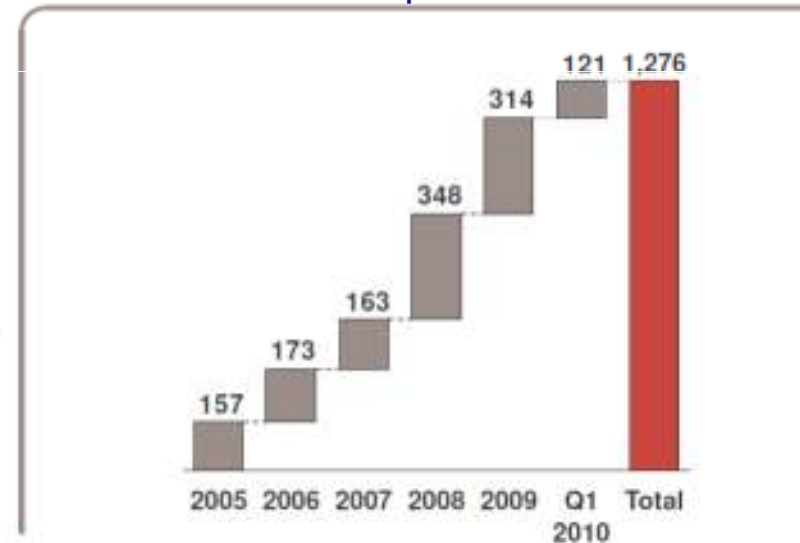


Air Berlin today

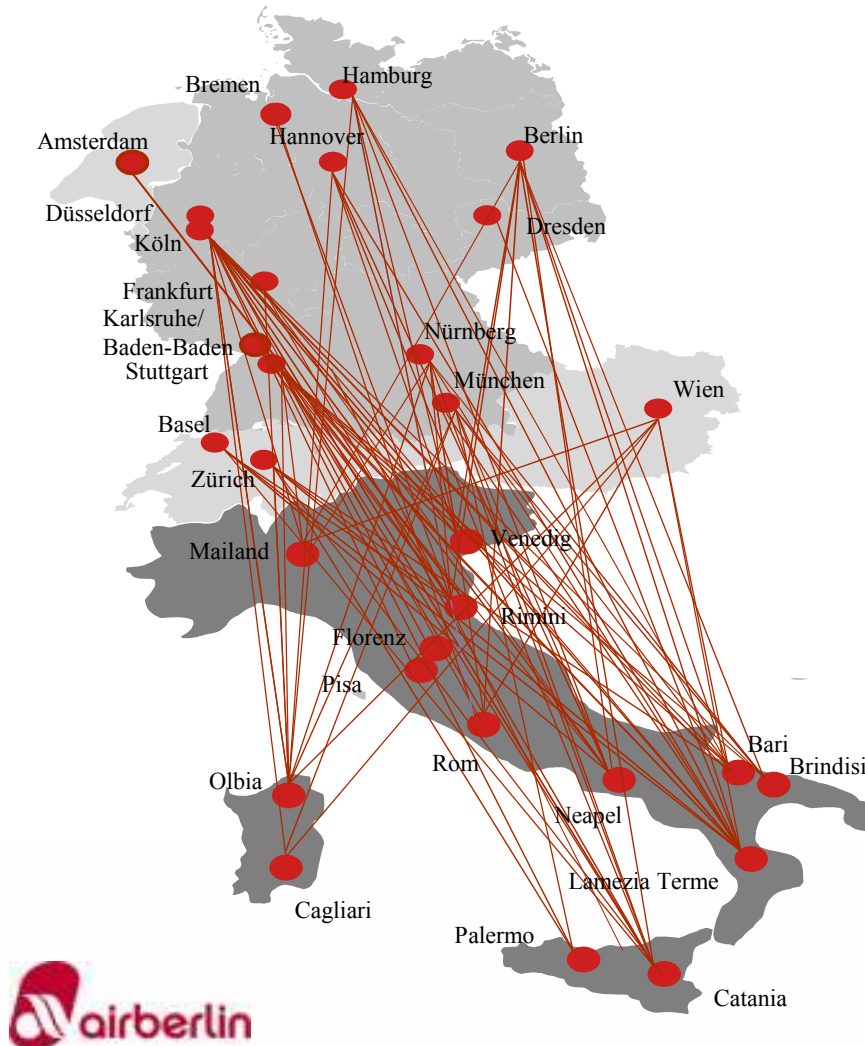


- Dense domestic network, high frequencies
- Marketshare above 40%
- Highly attractive for leisure and business

Number of corporate contracts



Air Berlin today



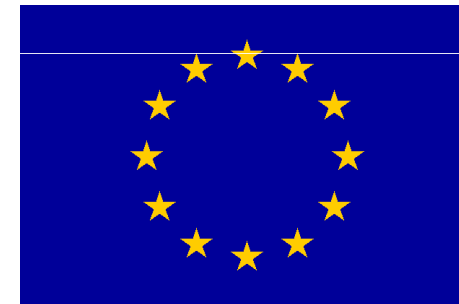
- Dense network
- Market leader between Germany and Italy, market share close to 30%
- Highly attractive for leisure and business



Air Berlin today



- Number 5 in Europe
- Over 4,800 flights/week
- Business, “hybrid“ and leisure destinations



Air Berlin's 'hybrid' business model



	 Lufthansa	 airberlin Your Airline.	 easyJet	 germanwings	 RYANAIR
Primary Airports	✓	✓	✓	✓	—
Network / Hubs	✓	✓	—	—	—
Mileage Program	✓	✓	—	✓	—
Premium check-in	✓	✓	—	—	—
Lounges	✓	✓	—	—	—
Class Differentiation	✓	✓ Long-haul	—	—	—
Free drinks and meals/snacks	✓	✓	—	—	—



Frequent flyer programme



- > Called top bonus
- > More than 2 million members
 - 1,000 new members sign up daily
- > Three standard tiers
 - Classic(entry level)
 - Silver
 - Gold
- > One paid-for tier, Service
 - EUR59 a year

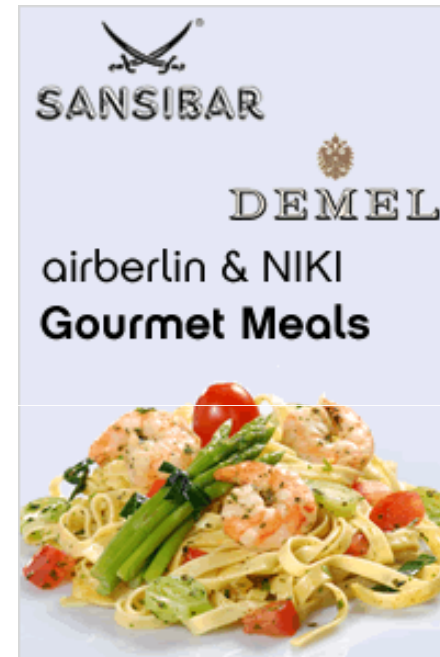


	topbonus Classic Card	topbonus Silver Card	topbonus Gold Card	topbonus Service Card
Free of charge	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Transfer of award flights >>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Topdeal tickets >>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Companion tickets >>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Business Class upgrade >>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Silver upgrade >>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
20 % Silver bonus >>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
My route >>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Security fast lane >>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Priority boarding >>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Priority Check-in >>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Free seat reservation >>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Free baggage >>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Sport baggage >>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
NEW: Booking guarantee >>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
NEW: Waiting list priority >>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
NEW: Exclusive Gold hotline >>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Keep your miles >>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
40 % Gold bonus >>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
XL seats free of charge >>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

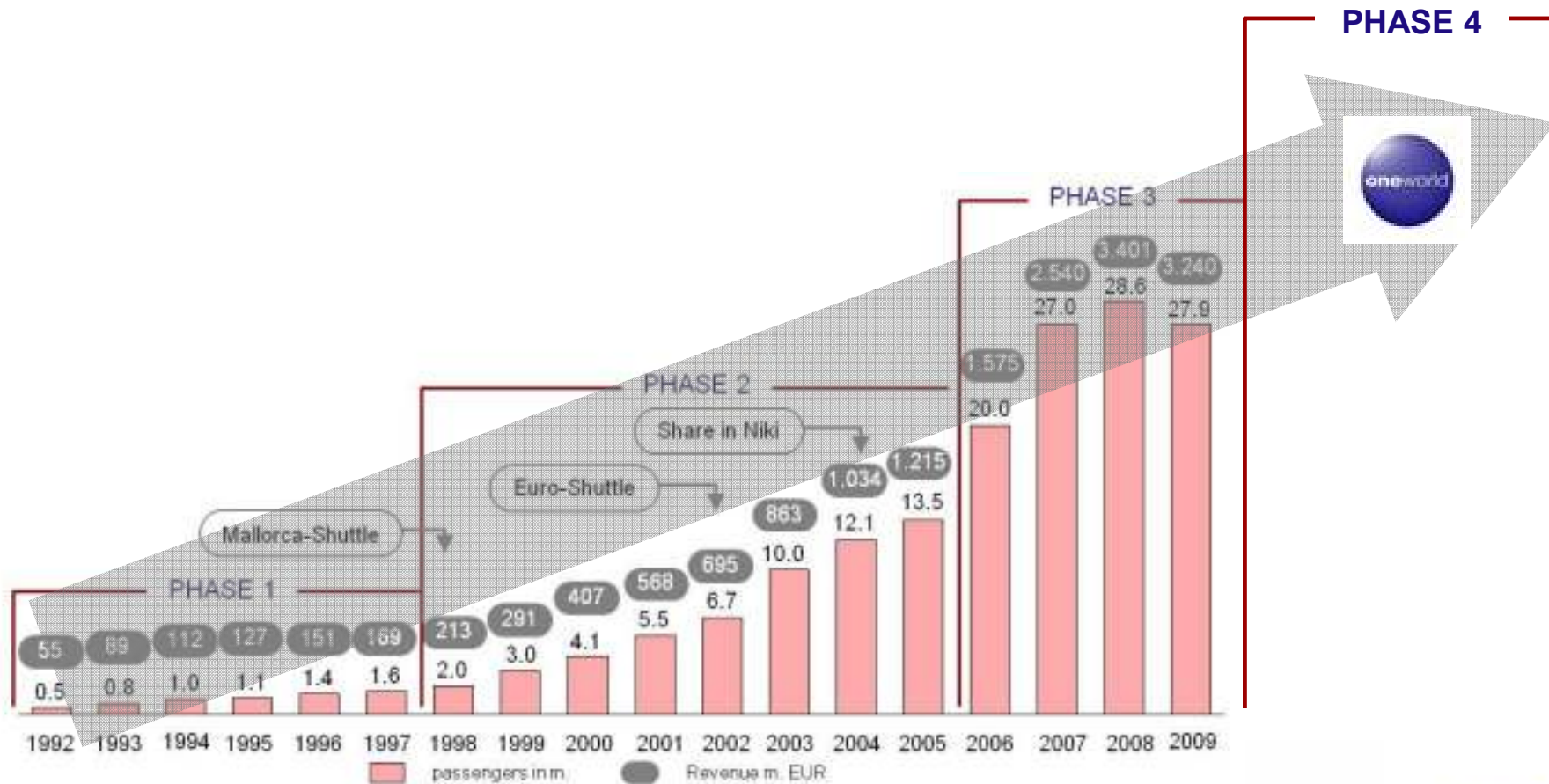
Air Berlin - Your Airline



- From a small charter airline to Europe's number 5 and Germany's number 2
- Excellent service, the customer comes first
- Product offering well accepted by business travellers



The story of success will continue



Why oneworld?





Tom Horton

President

American Airlines

American Airlines

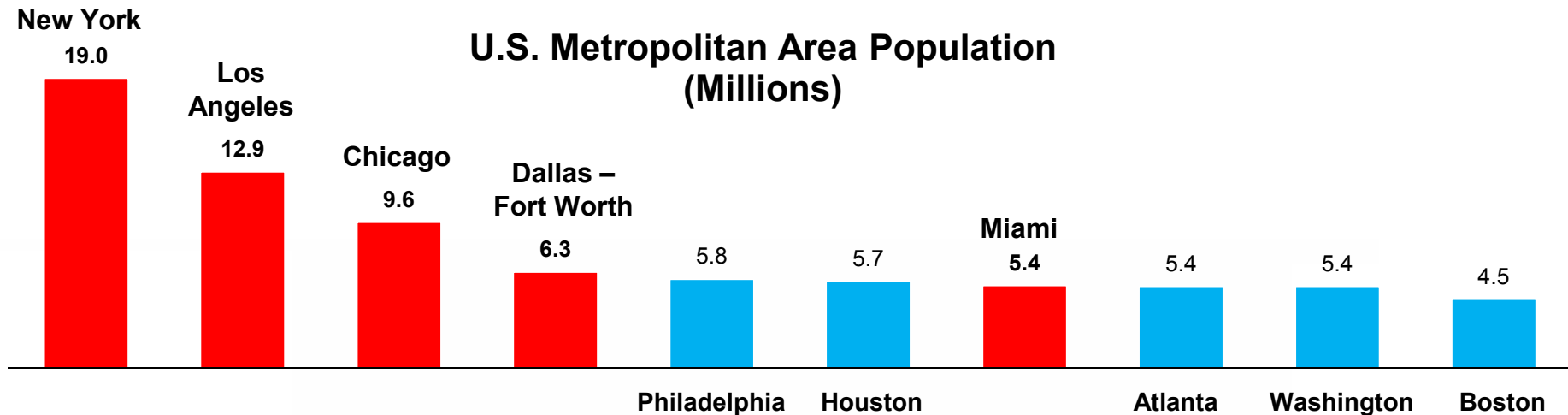


American Airlines: Compelling network



- > **AA's network "cornerstones":**
 - Major population and commerce centers in each region of the United States
- > **Network strategy:**
 - Consolidating our strong position by adding new flights and destinations from these primary markets

AA's U.S. Hubs



AB code-share routes on American Airlines



AB codeshare flights

New York JFK



Boston
Washington DCA
Los Angeles
San Francisco
Seattle-Tacoma
Raleigh-Durham
Miami

Miami



New Orleans
Atlanta
George Bush
Dallas/Fort Worth
Las Vegas
Phoenix
Fort Myers
Orlando
Tampa
Freeport
Nassau
Chicago O'Hare

Los Angeles



San Francisco
San Diego
Las Vegas
Honolulu



American Airlines



Joachim Hunold

Chief Executive

Air Berlin

Mika Vehvilainen

Chief Executive

Finnair

Finnair



AB code-share routes on Finnair



AB codeshare flights

Helsinki



Hamburg
Berlin
Düsseldorf
Frankfurt
München
Stuttgart

Peking
Shanghai
Tokyo
Osaka
Nagoya
Seoul
Hong Kong
Singapur



Joachim Hunold

Chief Executive

Air Berlin

Iberia's Latin American network



Any questions?



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American Airlines

BRITISH AIRWAYS

CATHAY PACIFIC

FINNAIR

IBERIA

JAL JAPAN AIRLINES



LAN

MALEV

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