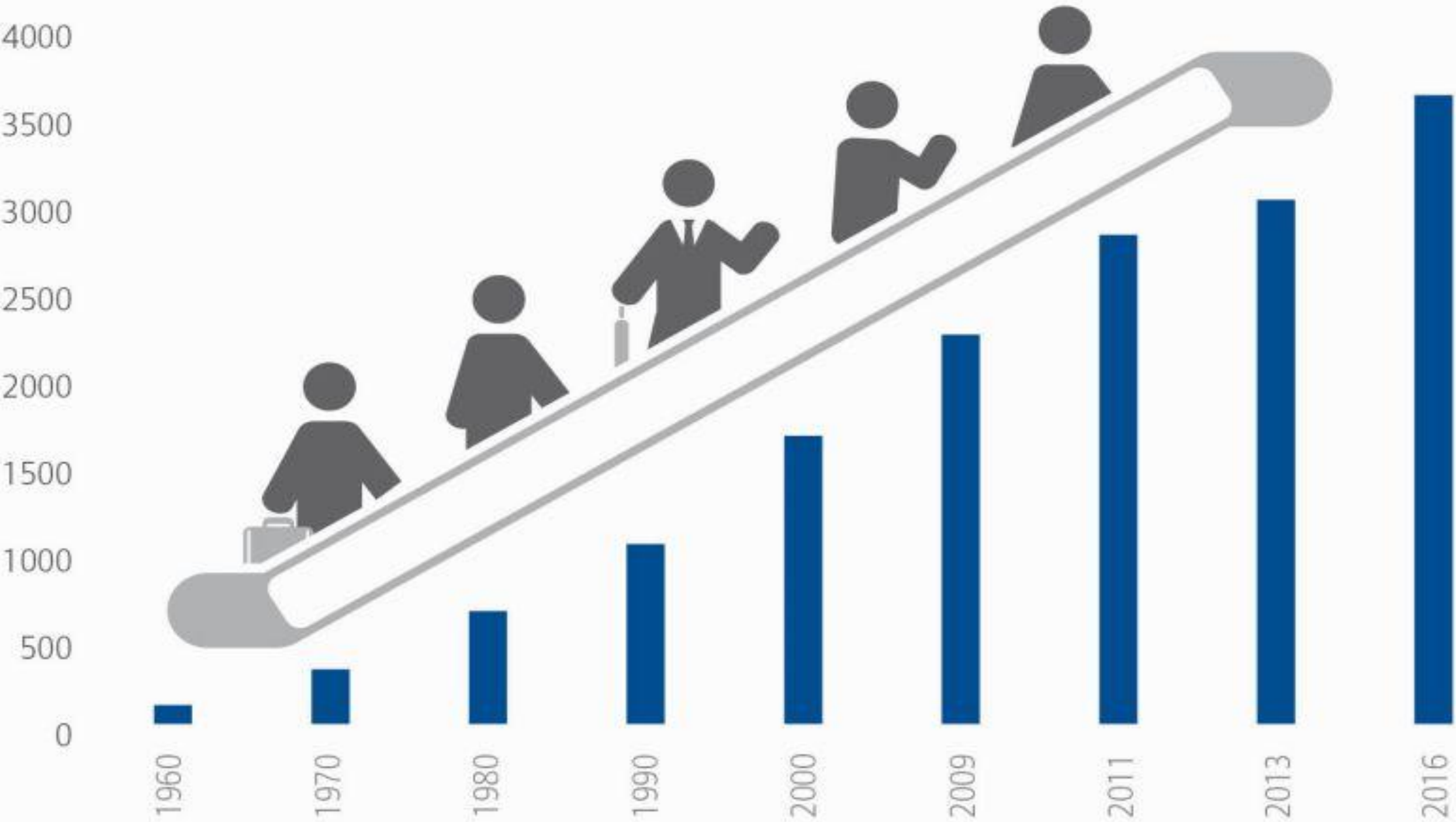


Binter

El Sector Aéreo
de
Pasajeros
(global)

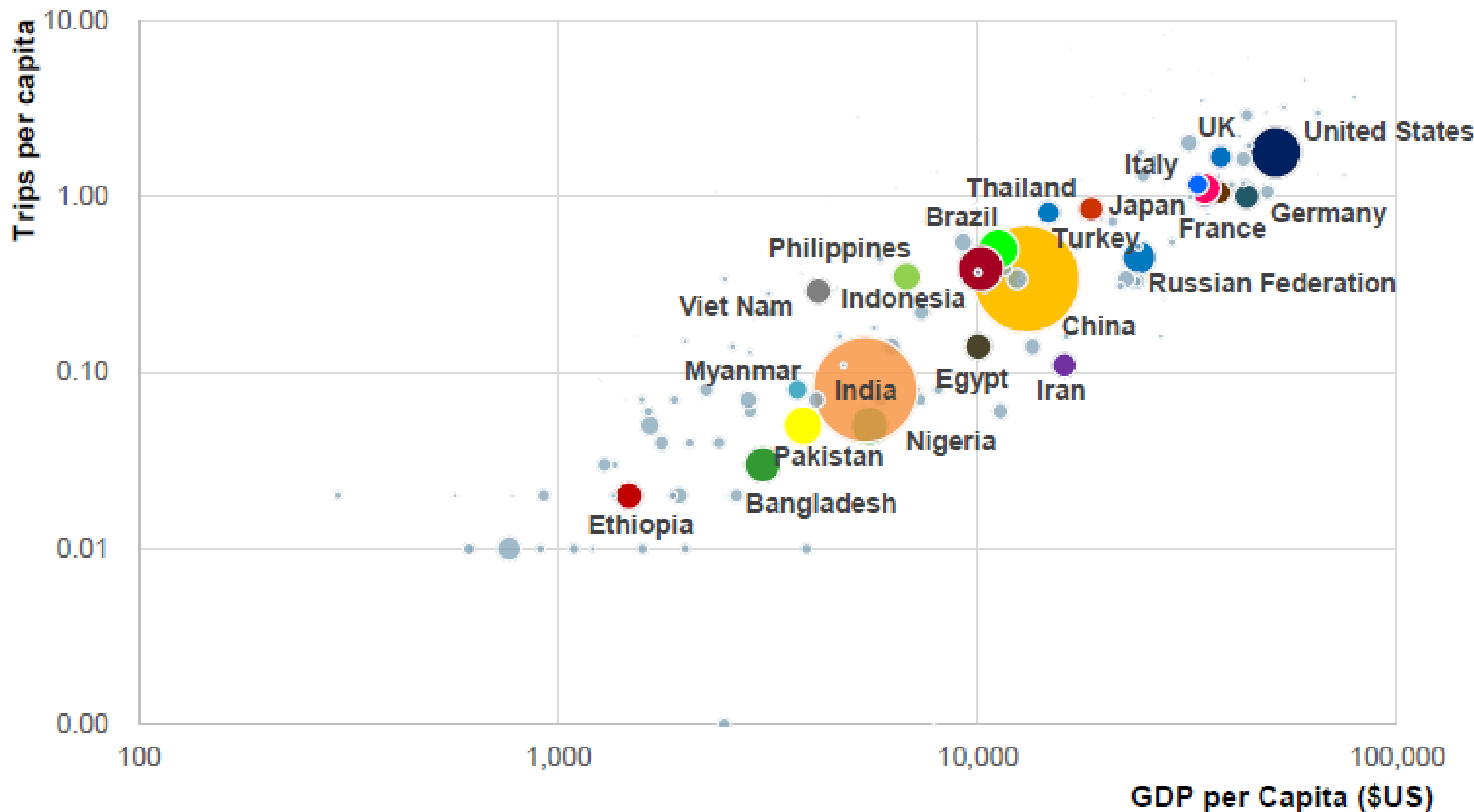
Global passenger numbers on the move (millions)



Sources: IATA Airline Industry Forecast 2012-2016

Graphic: Allianz Global Corporate & Specialty

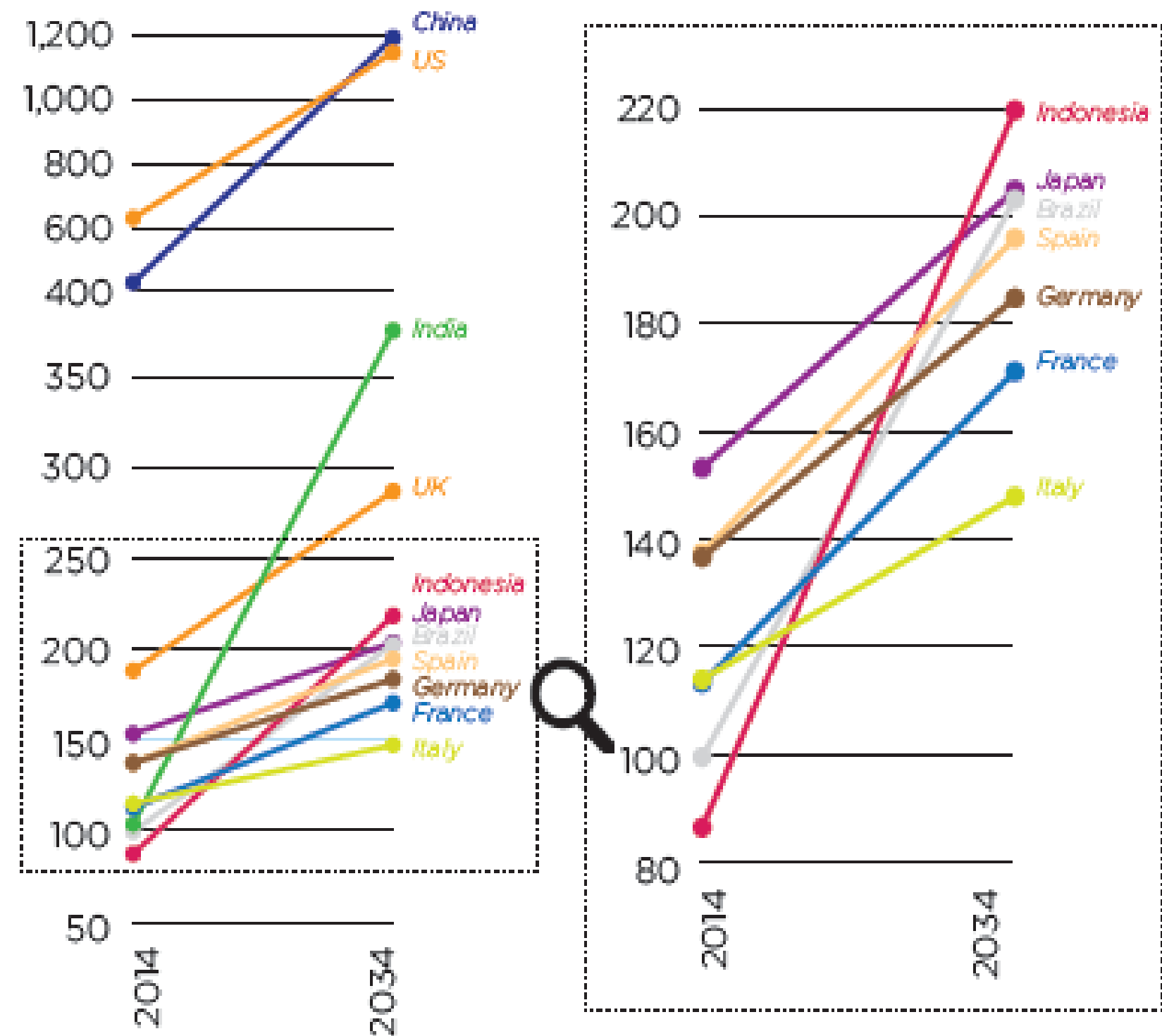
Propensity to Fly in 2015 (logarithmic scale)



Source: Sabre, WBG, IHS, Airbus, 2016

Twenty-year forecast reveals air passenger numbers set to double

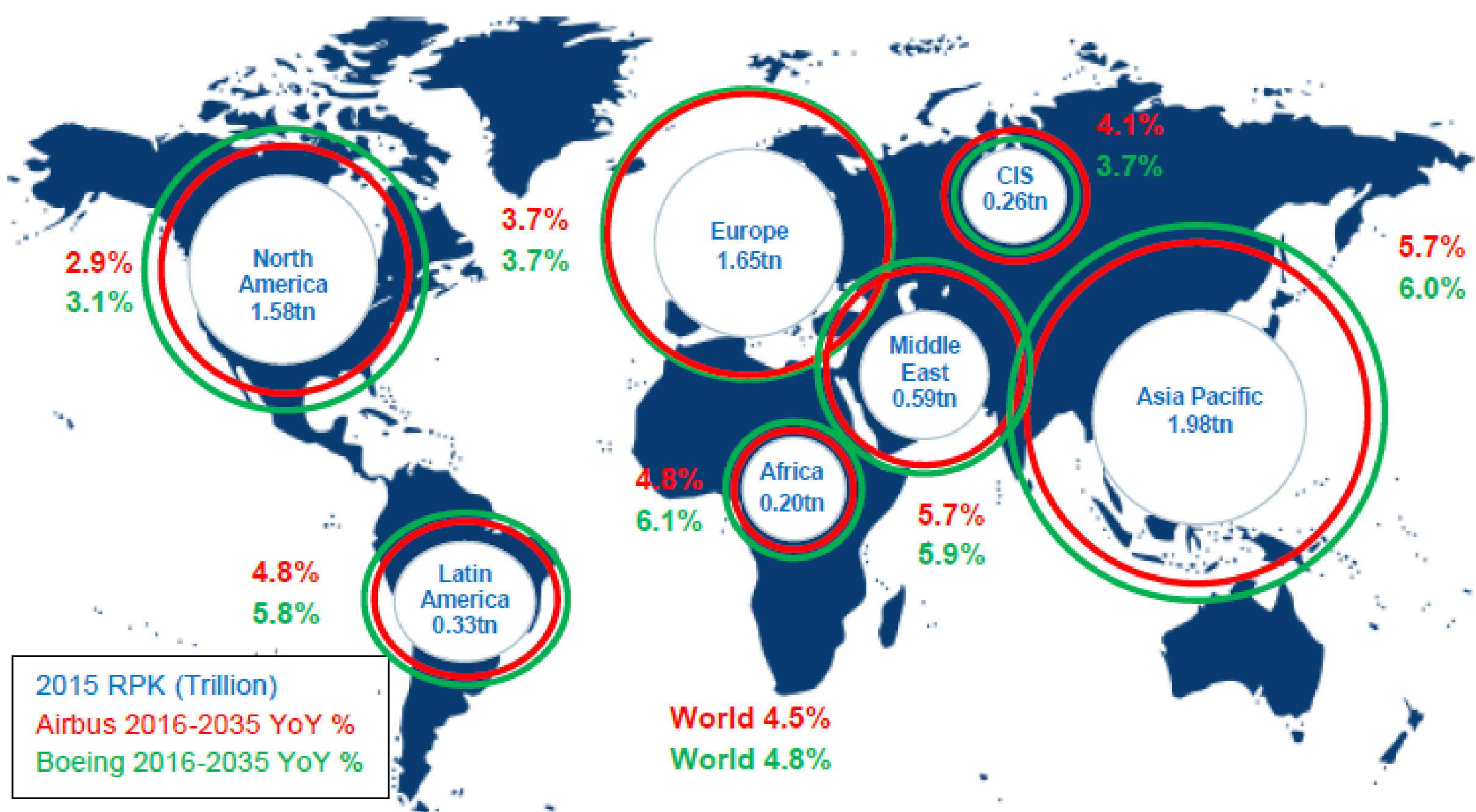
Top 10 passenger markets 2014-2034



Million O-D passenger journeys (to, from, and within)

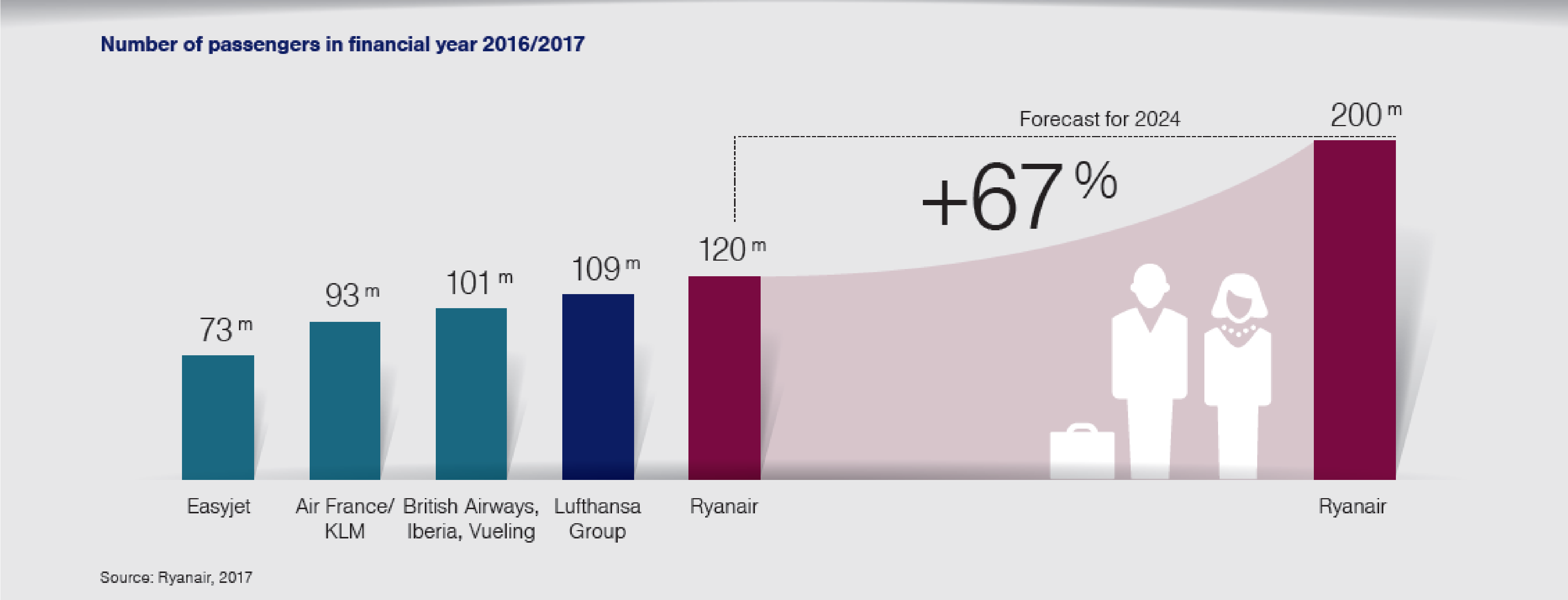
(Source: IATA 20 year passenger forecast)

Air Traffic Growth Projections by Region for 2016-2035

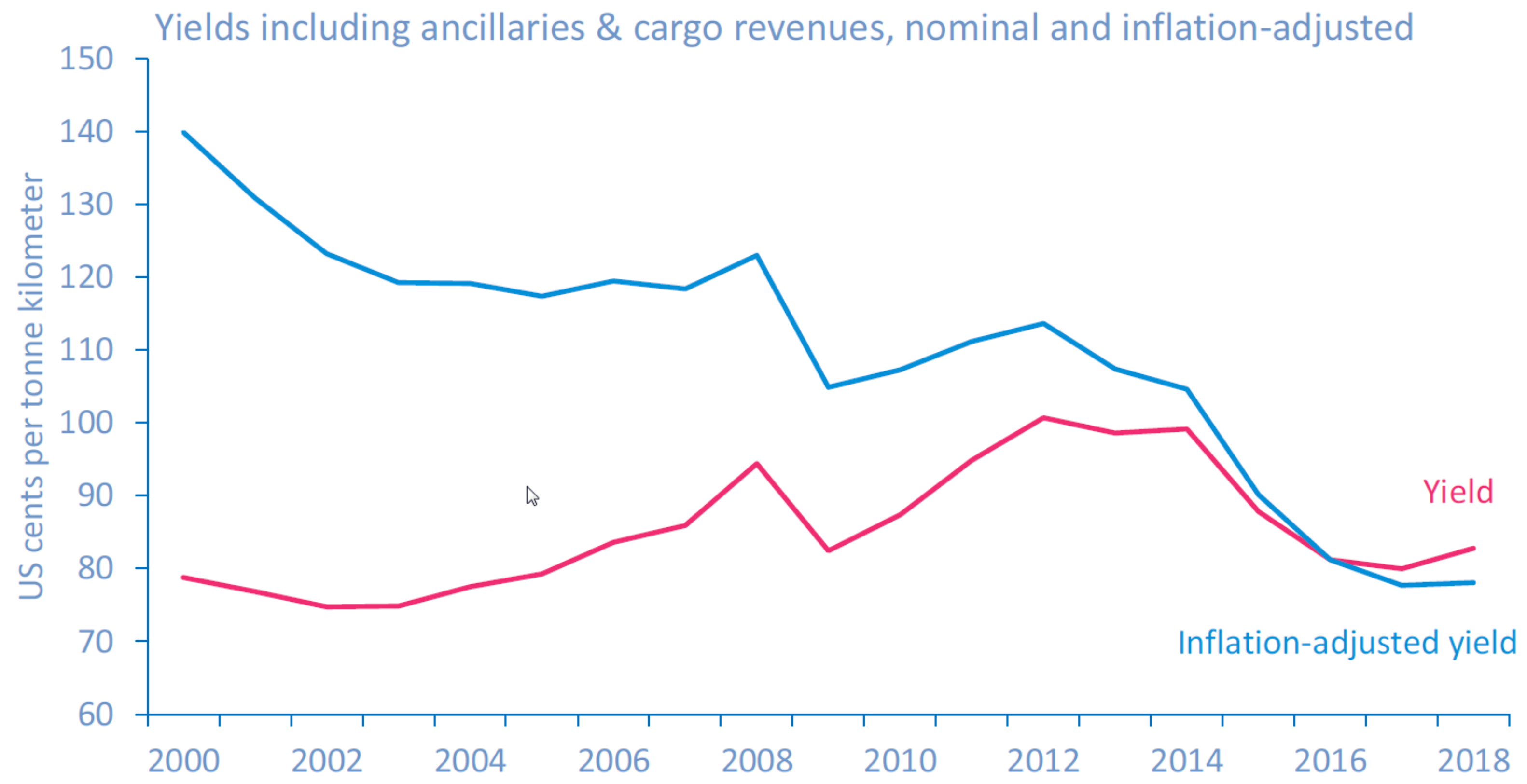


Source: Airbus/Boeing, 2016

Europe Air Passengers Forecast

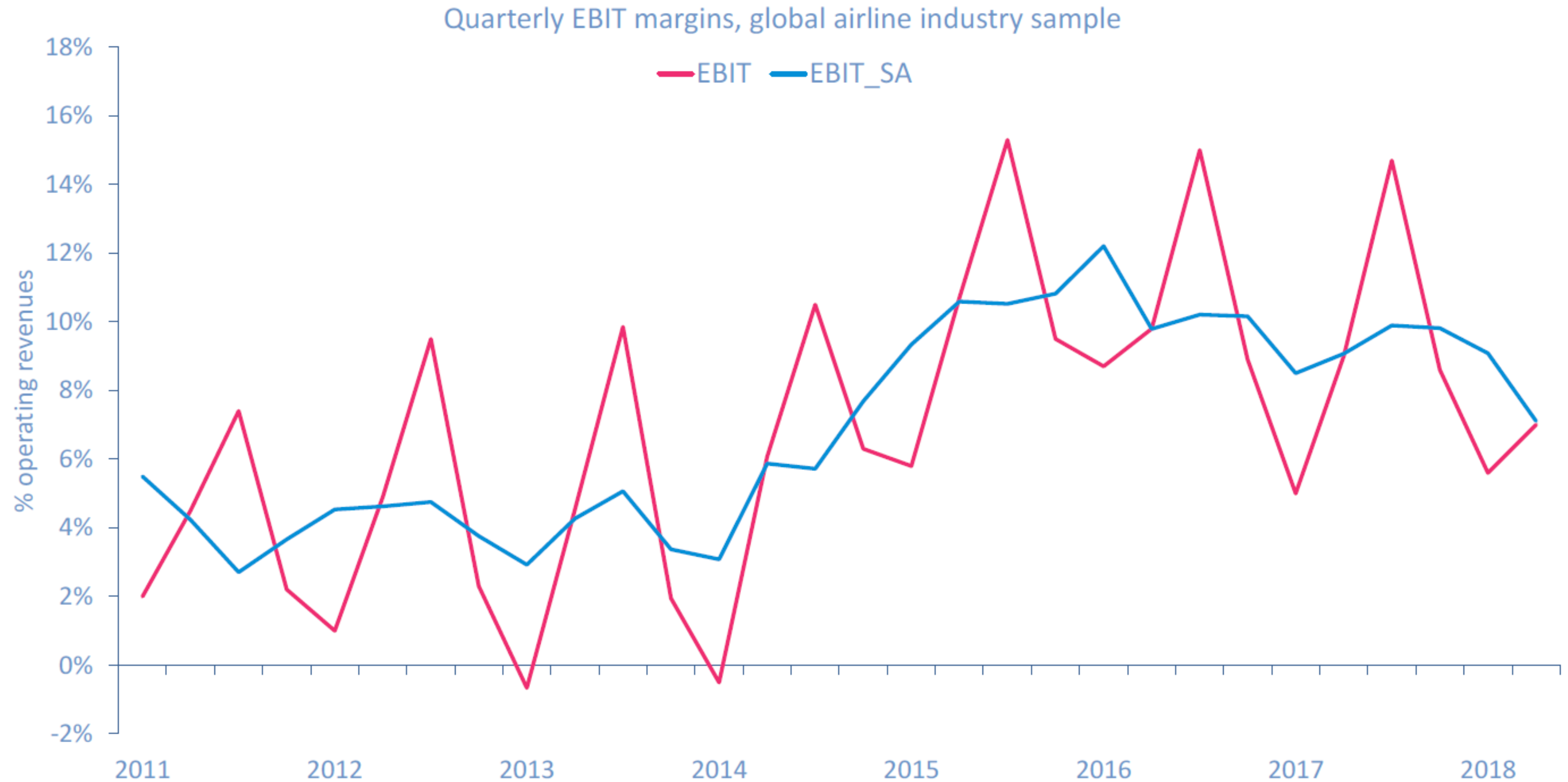


Fares and yields rising in 2018, but flat in real terms



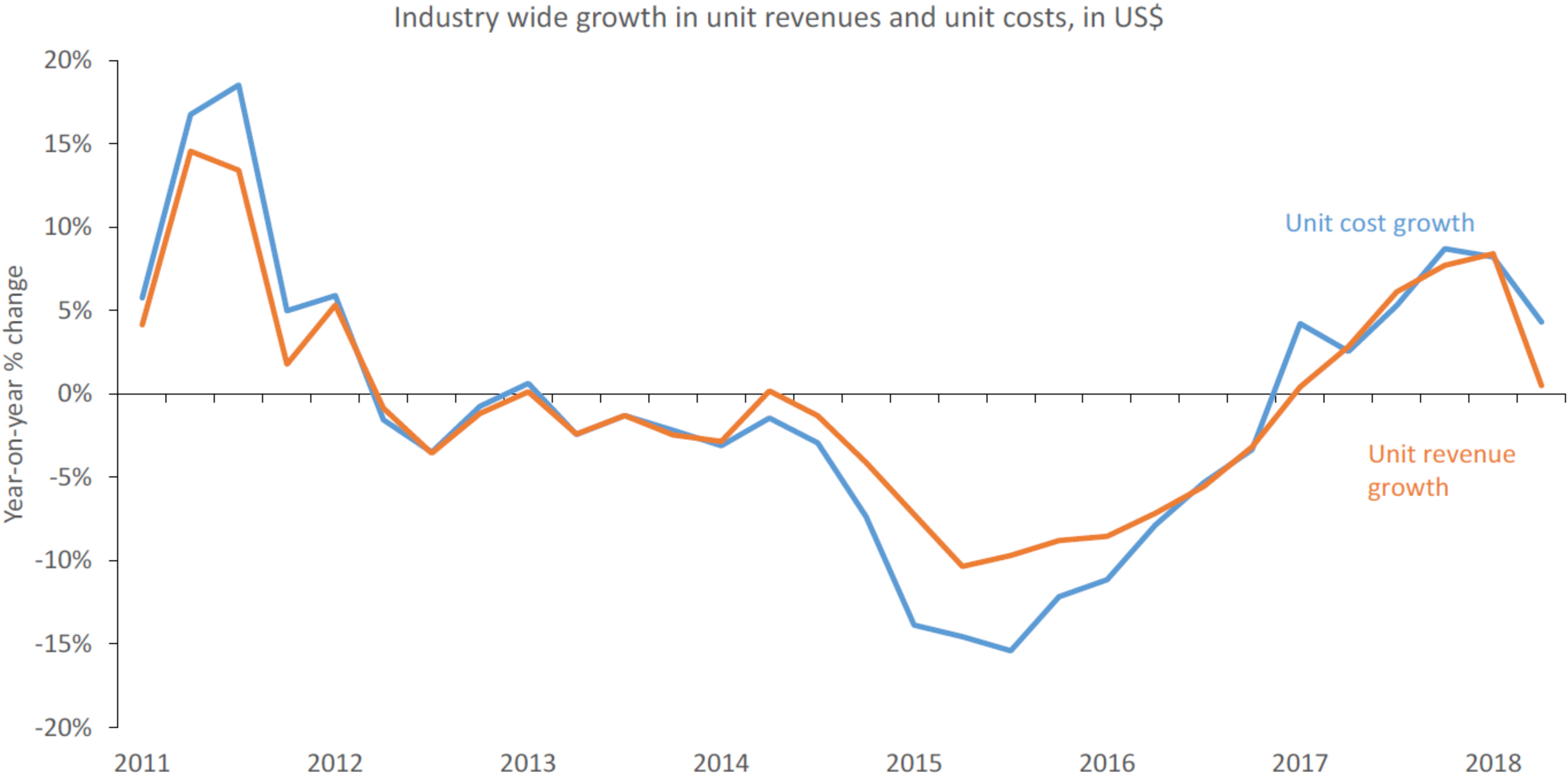
Source: IATA Economics using data from ICAO, PaxIS+, Datastream, IATA forecasts

And margins came under greater pressure in 2018 Q2



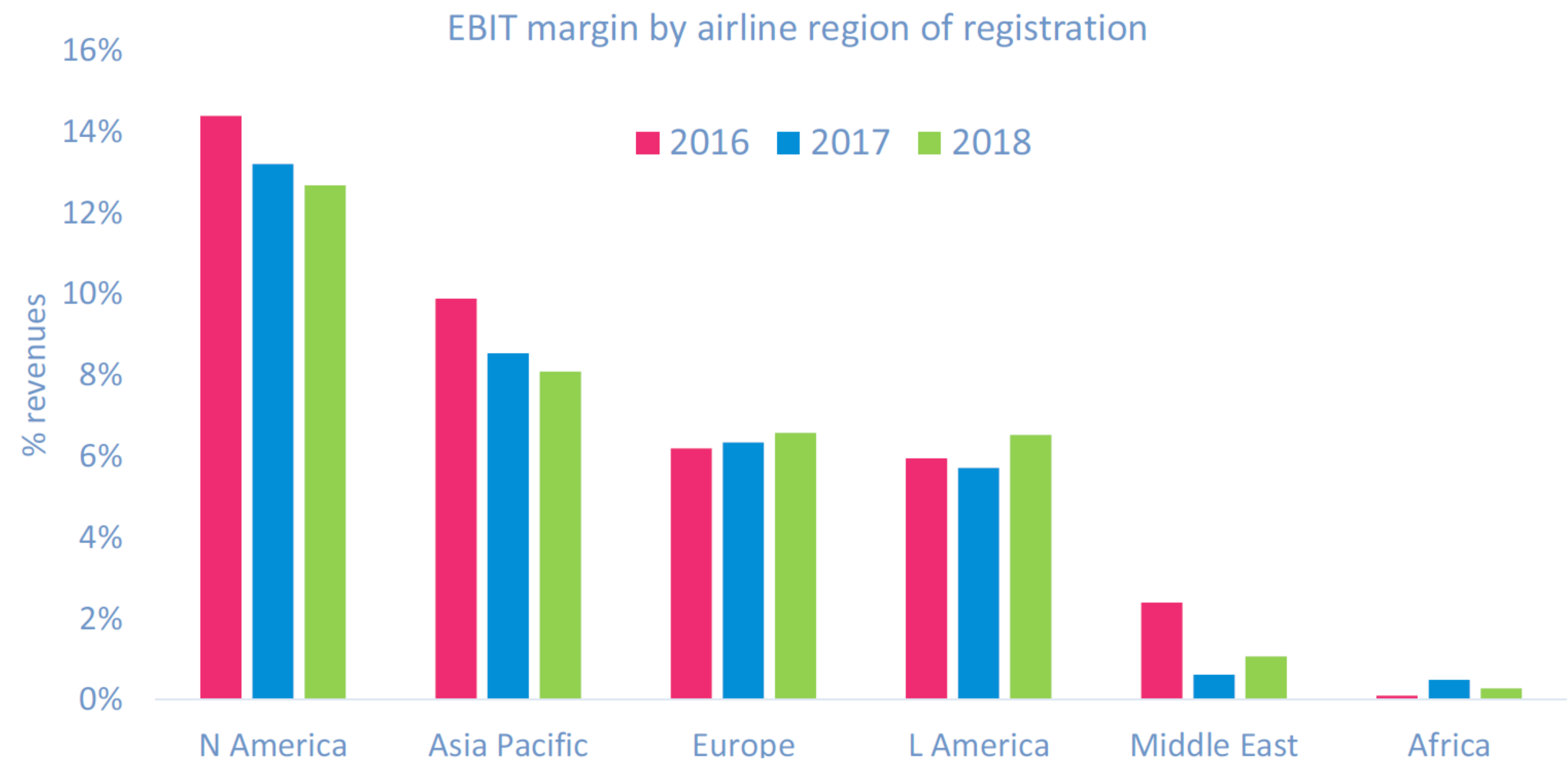
Source: IATA Economics using data from The Airline Analyst, airline releases. Note: This data is from airlines report quarterly only

Because unit costs are now rising faster than unit revenues



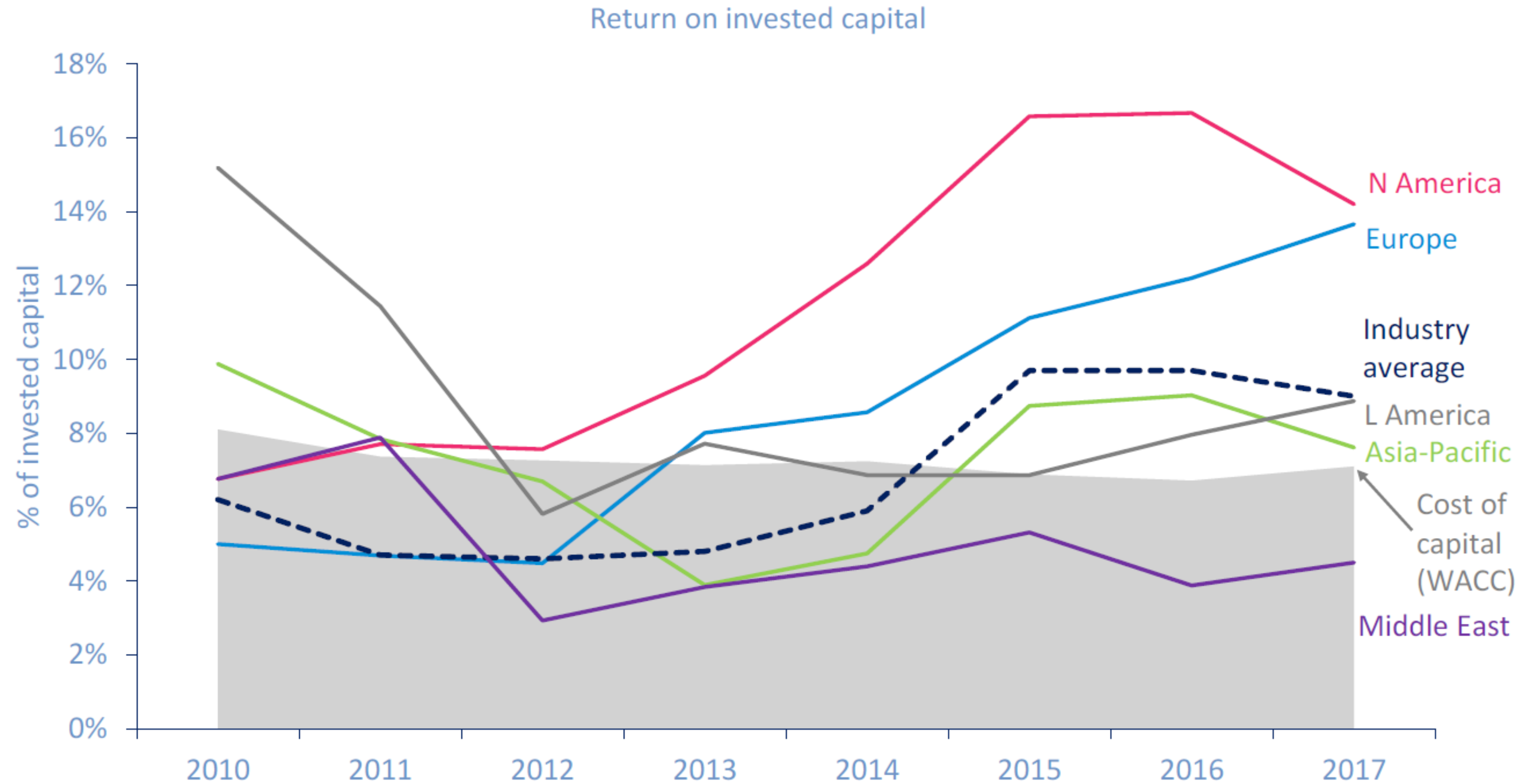
Source: IATA Economics using data from The Airline Analyst

Regional performance still differs but some convergence



Source: IATA Economics using data from ICAO, The Airline Analyst, IATA forecasts

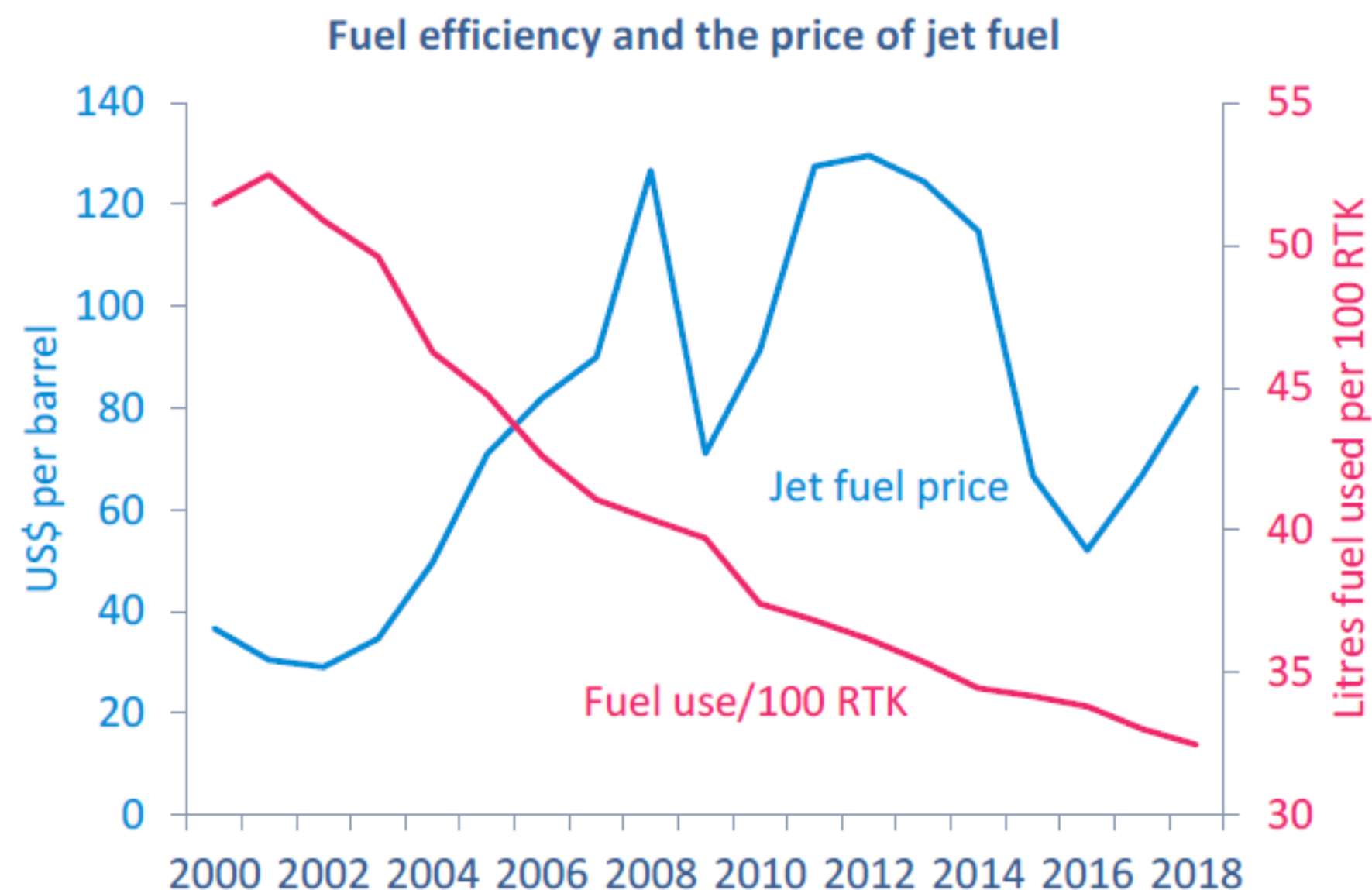
It is true that performance is not evenly spread by region



Source: IATA Economics using data from The Airline Analyst

The sharp rise in prices is being driven by OPEC cuts, and the realization that inventories need to remain higher than before now that OPEC's buffer role has gone.

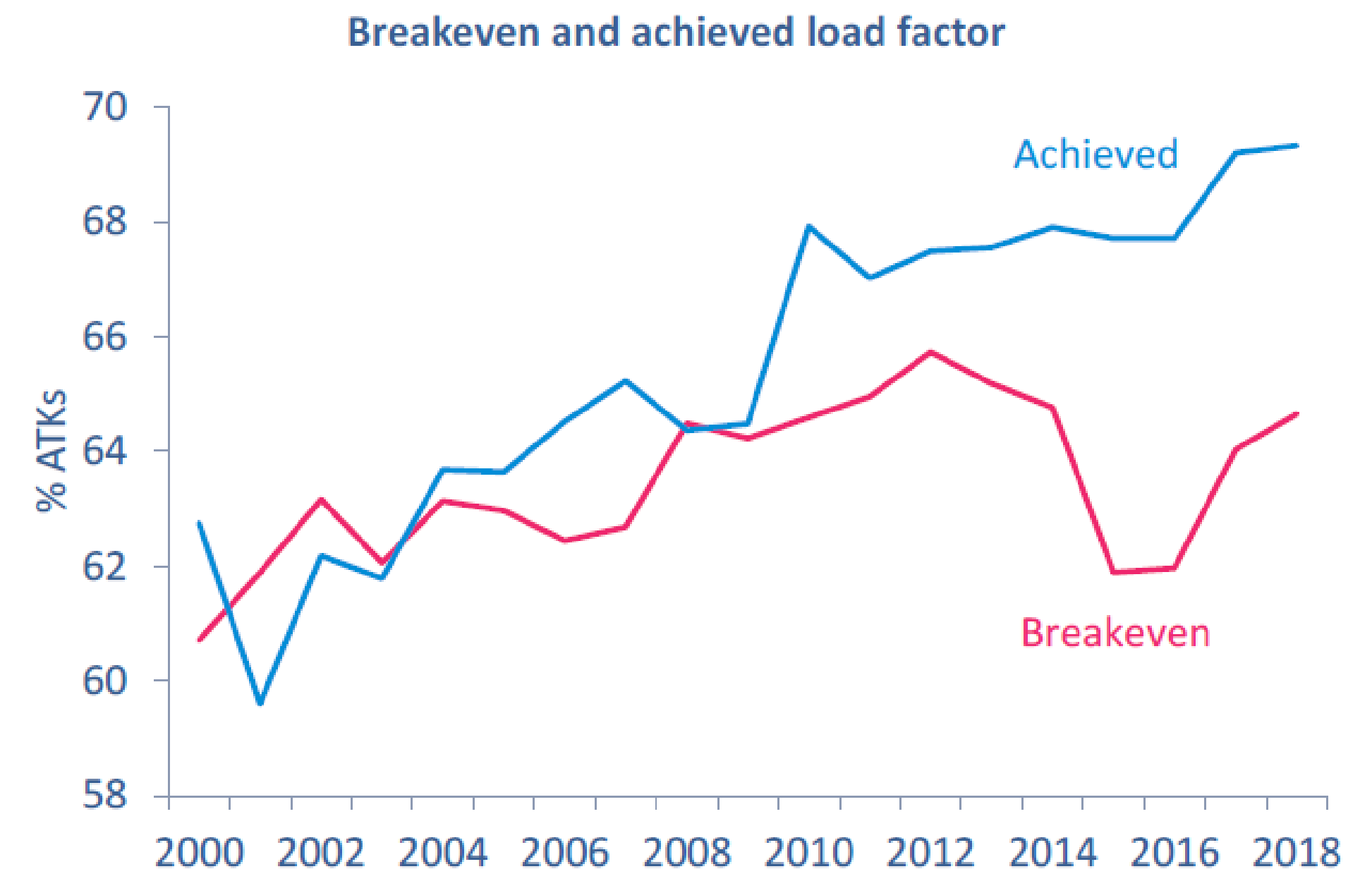
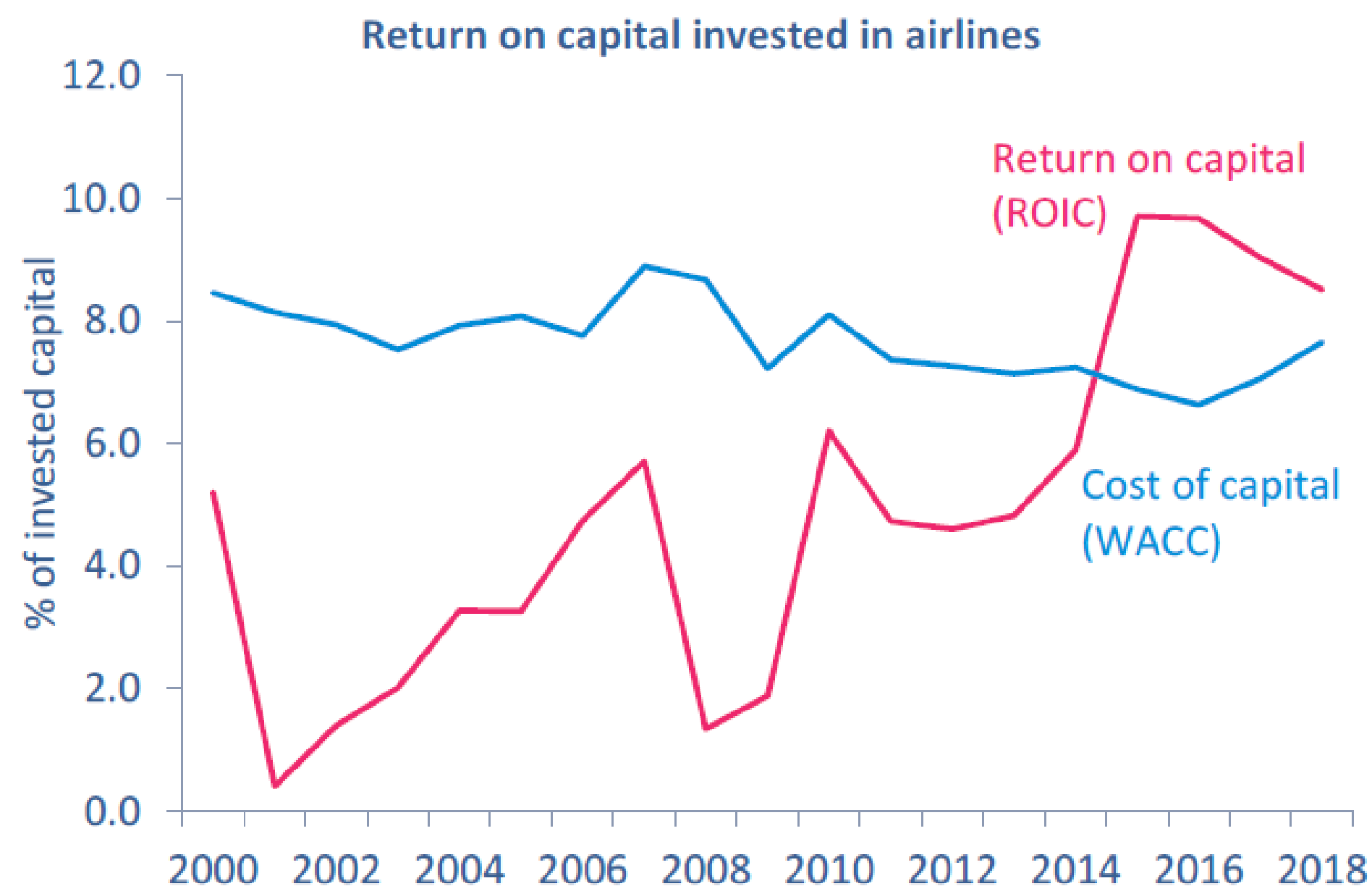
Wages and jobs will rise as employees share the benefits of improved performance. However, having declined or been stable in recent years, unit labour costs are now rising significantly and we forecast an average rise of 2.2% in 2018.



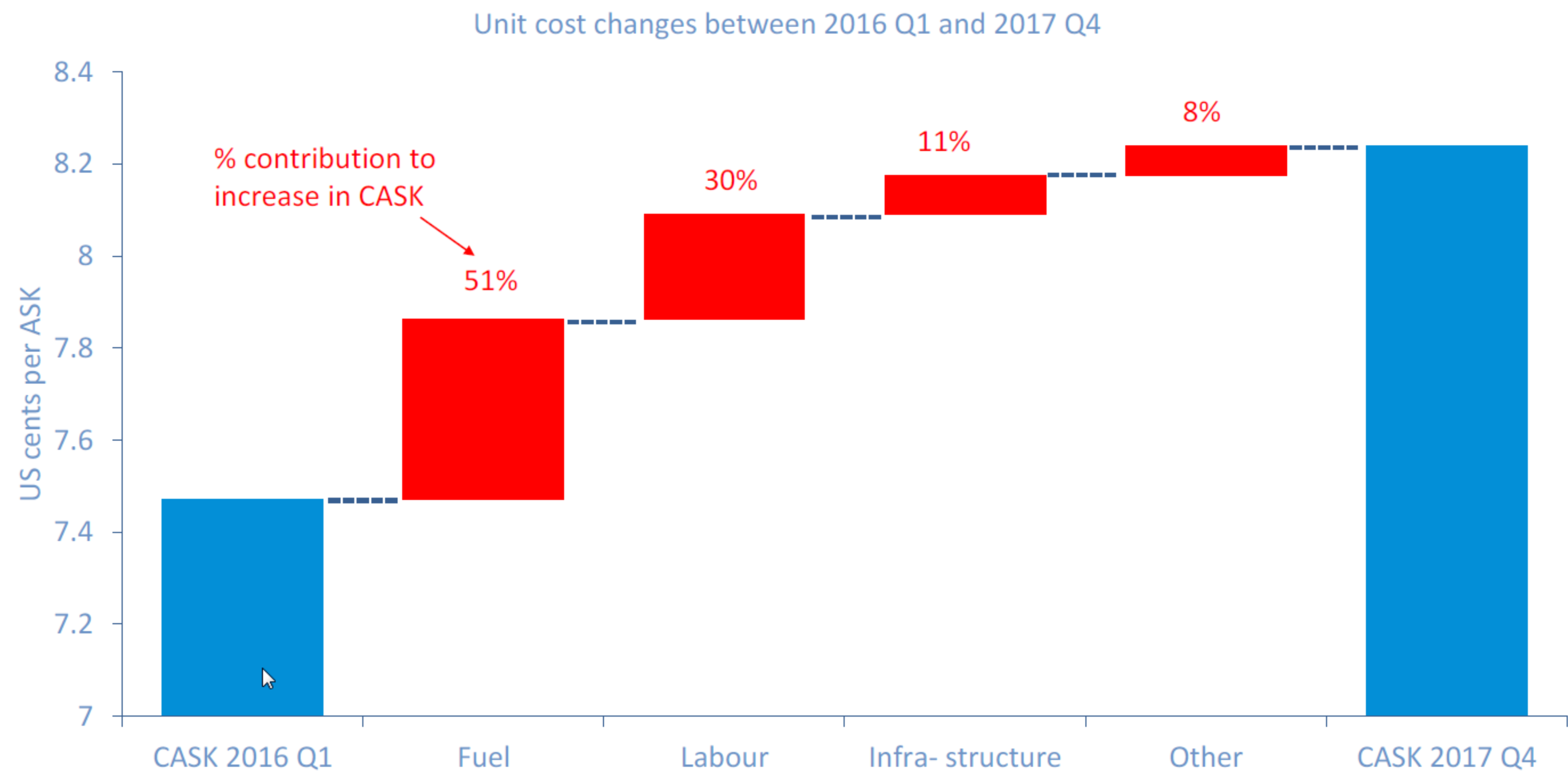
The decline in airline margins and ROIC in 2018 is being driven by a rise in breakeven load factors, as unit costs are now rising, offset partly by a rise in achieved load factors, as capacity slows more than demand growth.

Along with rising fuel costs, labour is one of the major contributions to the upward pressure on unit costs this year and the squeeze on airline profit margins.

Yet performance is still vastly better than just 4 years ago

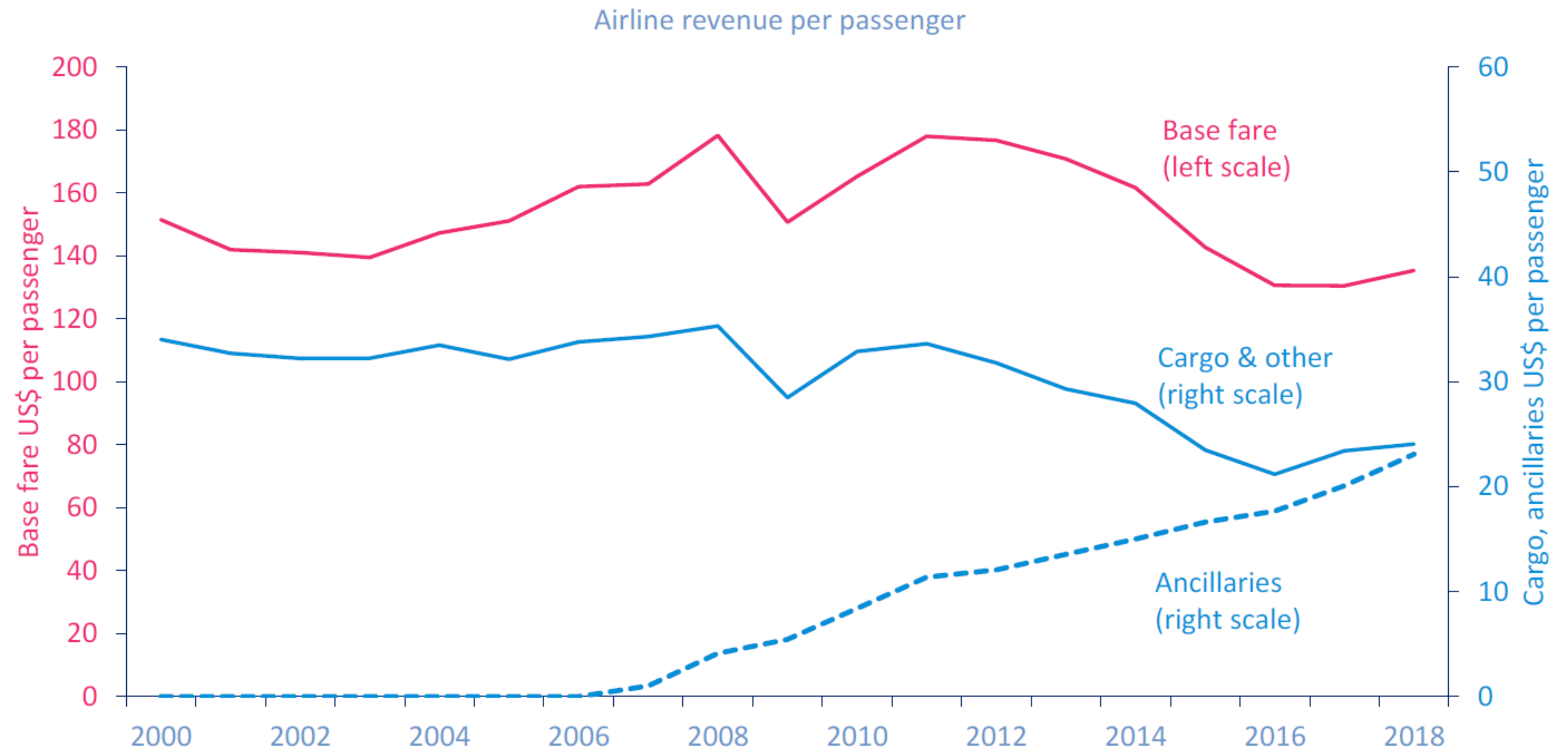


And cost pressures have emerged across most inputs



Source: IATA Economics using data from The Airline Analyst

Ancillaries are helping



Source: IATA Economics using data from ICAO, IATA Statistics, IdeaWorks and our own forecasts

The role of ancillary revenue

CarTrawler Worldwide Estimate of Ancillary Revenue

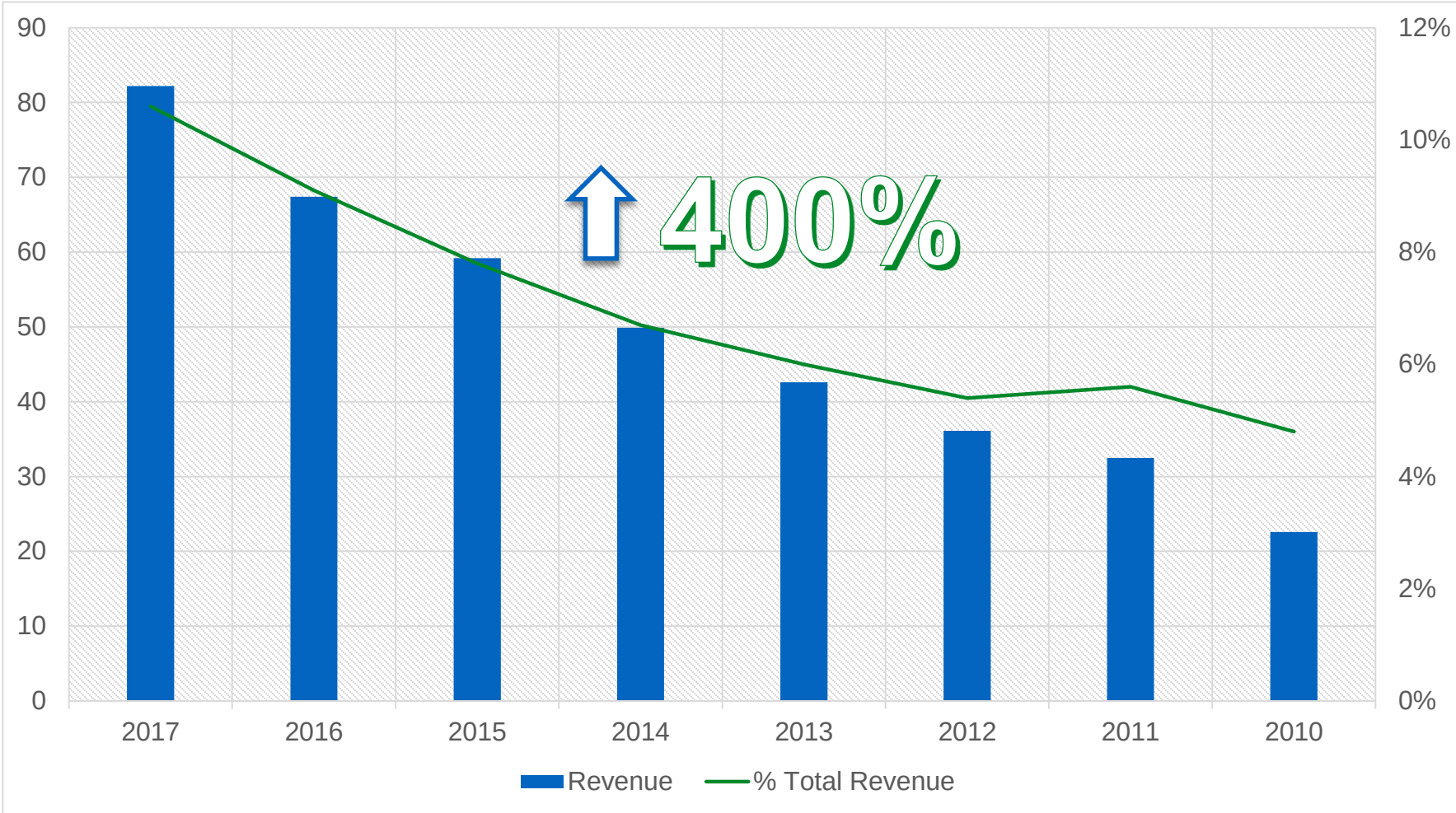
2017 Estimate	2016 Estimate	2015 Estimate	2014 Estimate	2013 Estimate	2012 Estimate	2011 Estimate	2010 Estimate
\$82.2 billion (10.6% of global revenue of \$776 billion)	\$67.4 billion (9.1% of global revenue of \$740 billion)	\$59.2 billion (7.8% of global revenue of \$763 billion)	\$49.9 billion (6.7% of global revenue of \$746 billion)	\$42.6 billion (6.0% of global revenue of \$708 billion)	\$36.1 billion (5.4% of global revenue of \$667 billion)	\$32.5 billion (5.6% of global revenue of \$577 billion)	\$22.6 billion (4.8% of global revenue of \$474 billion)

Source: Ancillary revenue statistics applied by IdeaWorksCompany to annual airline revenue results.

Table 2: Top 10 Airlines – Ancillary Revenue as a % of Total Revenue

Annual Results – 2016		Ancillary Source	Compared to their 2011 Results	
46.4%	Spirit	Various	33.2%	↑13.2 points
42.4%	Frontier	Various	7.7%	↑34.7 points
40.0%	Allegiant	Various	27.0%	↑13.0 points
39.4%	Wizz Air	Various	27.9%	↑11.5 points
26.8%	Ryanair	Various	20.5%	↑6.3 points
26.0%	Jet2.com	Various	27.1%	↓-1.1 points
24.3%	Volaris	Various	9.5%	↑15.3 points
24.0%	Hong Kong Express	Various	Carrier began operations in 2013	
22.0%	Jetstar	Various	15.3%	↑6.7 points
22.0%	Pegasus	Various	10.1%	↑11.9 points

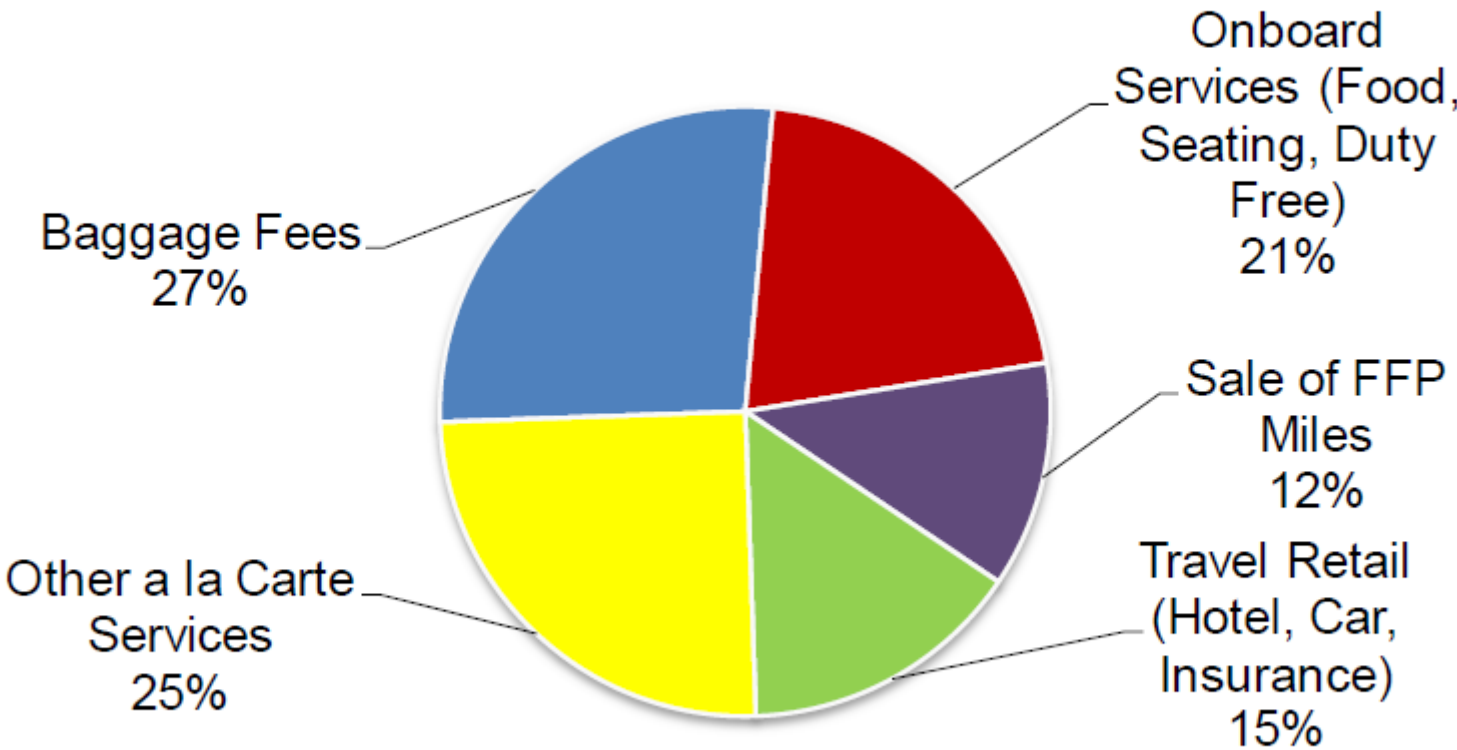
2016 and 2011 carrier results were based upon 12-month financial period disclosures.



Source: IdeaWorks Company

Key Ancillary Revenue Components

Traditional Airlines Outside the US

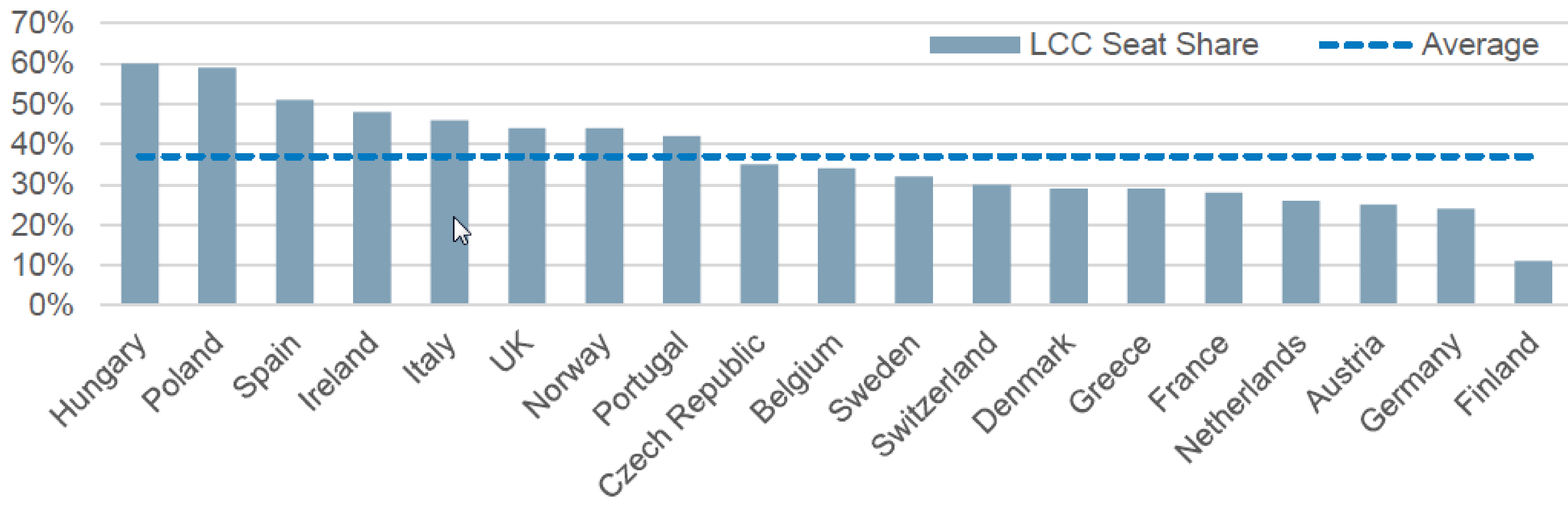


Distribution based upon analysis of 2016 results of non low cost carriers based outside the US.

Source: IdeaWorks Company

LCC sufriendo más que las Legacy Carriers por su mayor dependencia del control de los costes y menor capacidad para subir las tarifas de los billetes

Figure 23 - LCC Capacity Share of Selected European Countries



Source: CAPA Centre for Aviation, OAG, 2016

LAS FILIALES DE BAJO COSTE DE LOS GRANDES GRUPOS EUROPEOS

 VUELOS EN EUROPA
 VUELOS TRANSOCEÁNICOS



En los últimos 10 años, se han configurado en Europa tres grandes grupos aéreos, Lufthansa, IAG y Air France-KLM, que han desarrollado filiales low cost para competir en el Viejo Continente contra Ryanair, easyJet, Norwegian Air Shuttle y Wizz Air. Ahora, también están creando sus propias marcas de bajo coste de largo radio para frenar a Norwegian.

LOW COST PURAS





Ida y vuelta ☒ Solo ida ☐

Salida de: Llegada a: Fecha de salida: 10 ene 2018 Fecha de vuelta: 10 ene 2018 Pasajeros: 1 Adulto

Mejores ofertas



Barcelona - Paris

a partir de
49*€



Barcelona - Berlin

a partir de
78*€



Barcelona -
Fortaleza

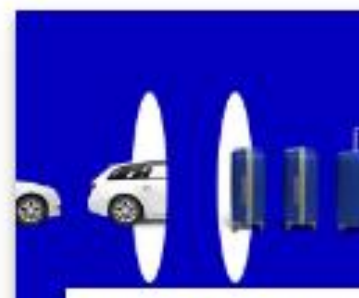
A partir del 04 de Mayo de
2018

News



Su reserva en la
aplicación Air
France

Consulte y gestione su vuelo
Joon en su teléfono móvil
con la aplicación Air France.



Los preferidos de
Joon...

Aparcamiento a precios
reducidos, visitas guiadas
por la población local.



Zapatillas
obligatorias

Uniformes casual chic y una
cabina con los colores de
Joon.

Bienvenido/a a bordo



Otra clave será lograr que el pasajero perciba
un mayor *Value For Money*

My time is...
“my Precious”

I am ready
to go digital

I want to know
what is happening
with my flight

I am in full control
when new technologies
are available

When in-flight,
I want to be
entertained

DIGITALIZATION

Electronic boarding becomes a standard

74% of passengers used an electronic boarding pass on a smartphone in past 12 months ↑

↓ ↑ vs 2016

DIGITALIZATION

No paper...
No phone...
All you need is you!

64% chose biometric identification as
their preferred travelling token ↑

↓ ↑ vs 2016

PASSENGER IN
CONTROL

I can do it all by myself

49% of passengers prefer self-bag drop
(46% in 2016) ↑

↓ ↑ vs 2016

PASSENGER IN
CONTROL

I can board by myself,
thank you

Preferred ways to board the aircraft:

72% passengers prefer self-boarding

33% would replace boarding token with biometric recognition



↓ ↑ vs 2016

VALUE OF TIME



I don't want to lose my time

The maximum acceptable **bag-drop** time is 3 minutes (78%)

The maximum acceptable queuing time at **immigration** is 10 minutes (74%)

VALUE OF TIME

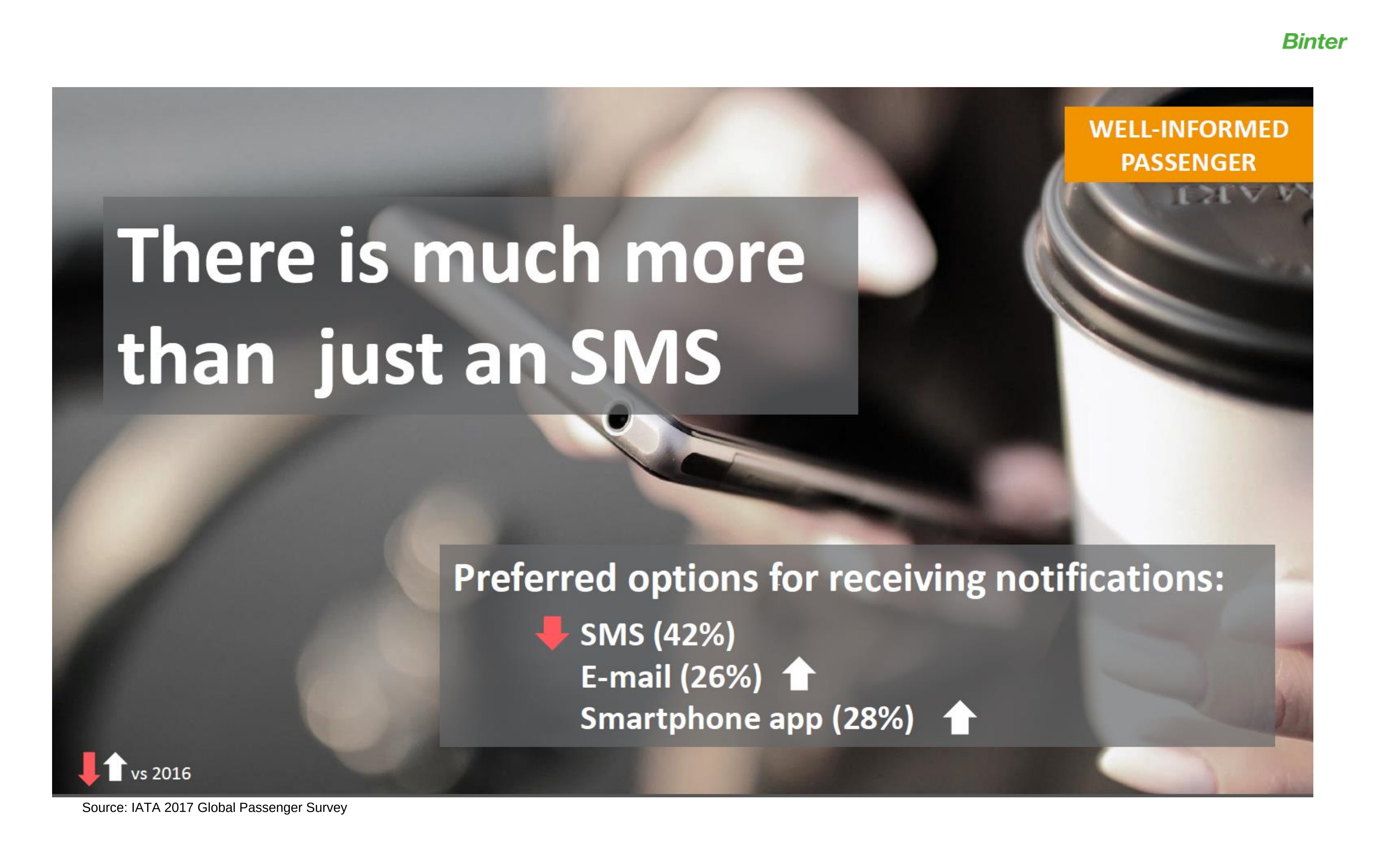
Board like a VIP

Top 3 areas which would improve a boarding experience:

An efficient queuing process (67%)

Availability of automated boarding gates (38%)

Addressing issues around excess carry-on luggage (37%)



WELL-INFORMED
PASSENGER

There is much more than just an SMS

Preferred options for receiving notifications:

↓ SMS (42%)
E-mail (26%) ↑
Smartphone app (28%) ↑

↓ ↑ vs 2016

Don't worry, be happy

WELL-INFORMED
PASSENGER

Top 3 services to improve travel disruption experience:
Real-time information shared with passengers (63%)
Flight re-booking (53%)
Hotel accommodation (42%)

IN-FLIGHT
EXPERIENCE

Screens, everywhere!

Almost as many passengers want to watch digital content on their own devices (42%) as on seatback devices (45%)



Rating of IFE. Source: Airs@t North America – Europe, Q1/2012-Q2/2017, Business

IN-FLIGHT
EXPERIENCE

Don't cut me off from the world when flying

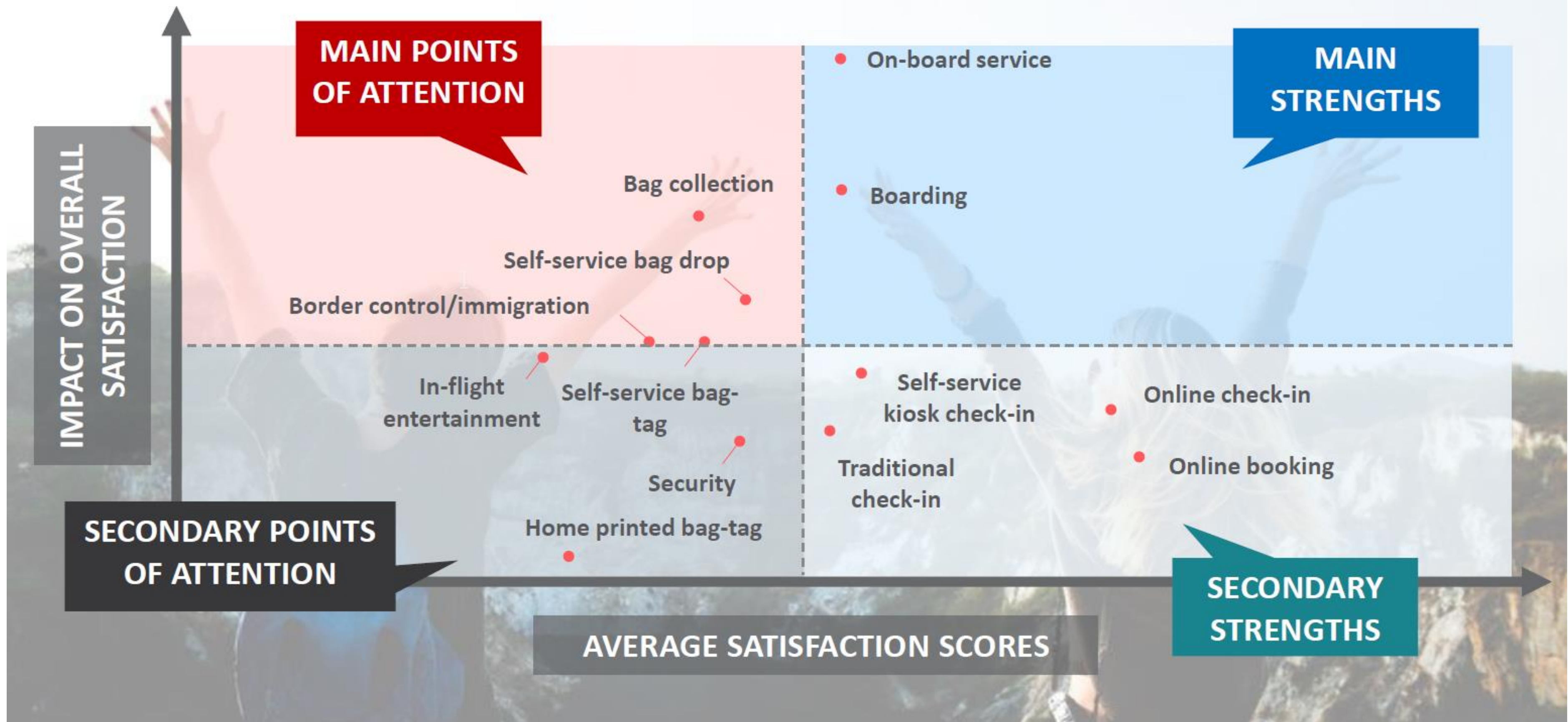
Top 3 on-board Wi-Fi usage preferences:

Browse the internet (73%)

Send / receive emails (62%)

Instant messaging (62%)

SATISFACTION DRIVERS



Route analysis

Binter Airlines



Vuelos a los 8 aeropuertos de las islas



180 vuelos diarios



En torno a 1.300 empleados



6 veces destacada con el máximo galardón que concede la ERA. Mejor Aerolínea del Año 2016

Binter se estructura como un sistema que aglutina a 16 empresas especializadas en las distintas ramas del sector aéreo

Binter**Naysa**^{NT}**Canair**^{NT}**Binter Airlines**^{NT}**Binter CV**^{NT}**Binter Technic**^{NT}**Atavis**^{NT}**Sati**^{NT}**Binter Vende**^{NT}**Binter Cargo**^{NT}**Atlántica Handling**^{NT}**Binter Sistemas**^{NT}**Atlantis Technology**^{NT}**Gestión Aeronáutica**^{NT}**Sfyra**^{NT}**ADM Tech**^{NT}**Binter Formación**^{NT}

Desde 2005, Binter opera
también rutas internacionales.

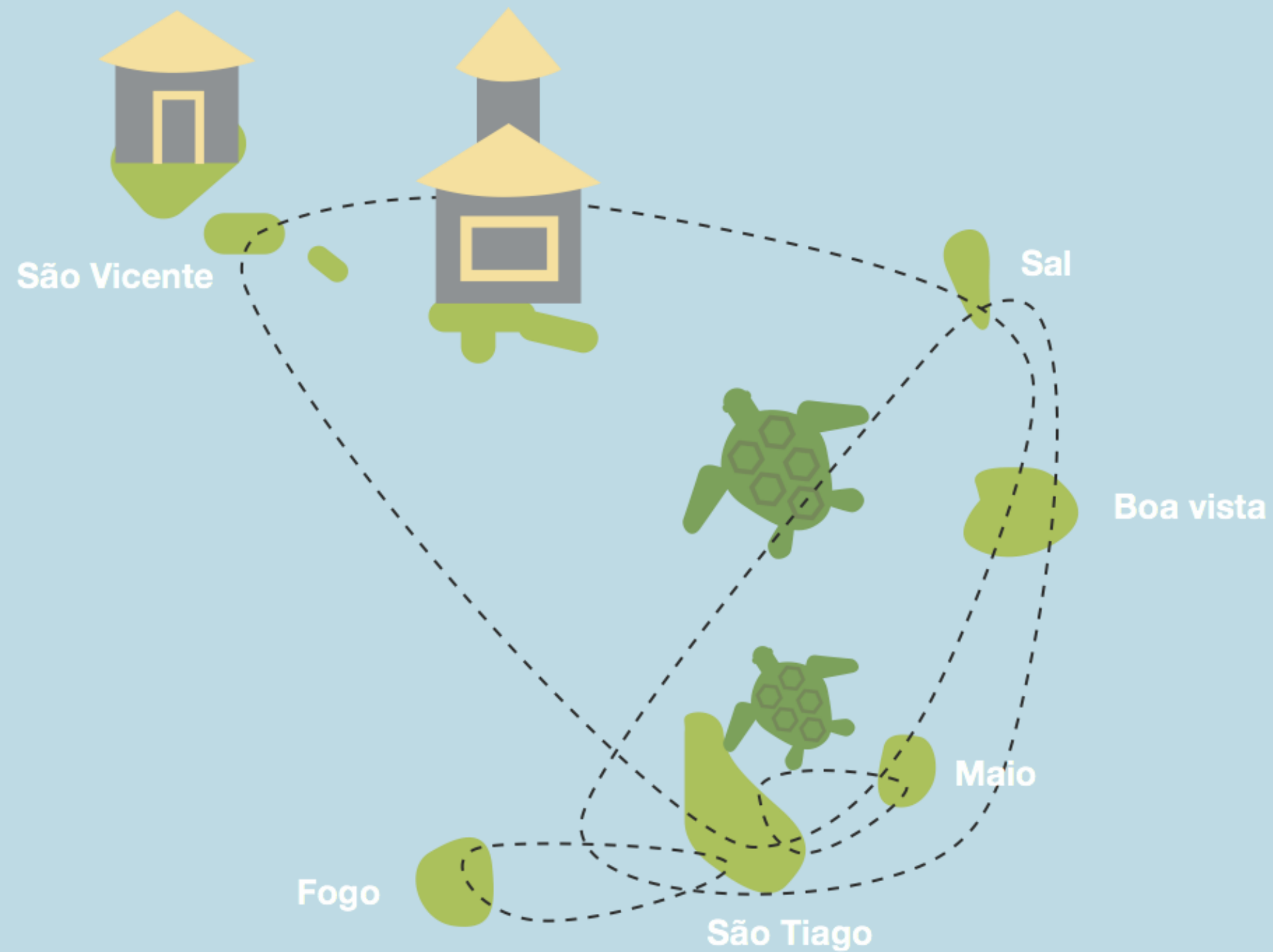
Winter



2016

Binter

En noviembre de 2016 Binter Cabo Verde comenzó a operar vuelos domésticos en Cabo Verde para unir sus islas entre sí, con el mismo modelo de transporte interinsular que se aplica en Canarias y que ha logrado reconocimientos internacionales.



gracias