

Airneth Conference The Hague

16 April 2009

Cor Vrieswijk

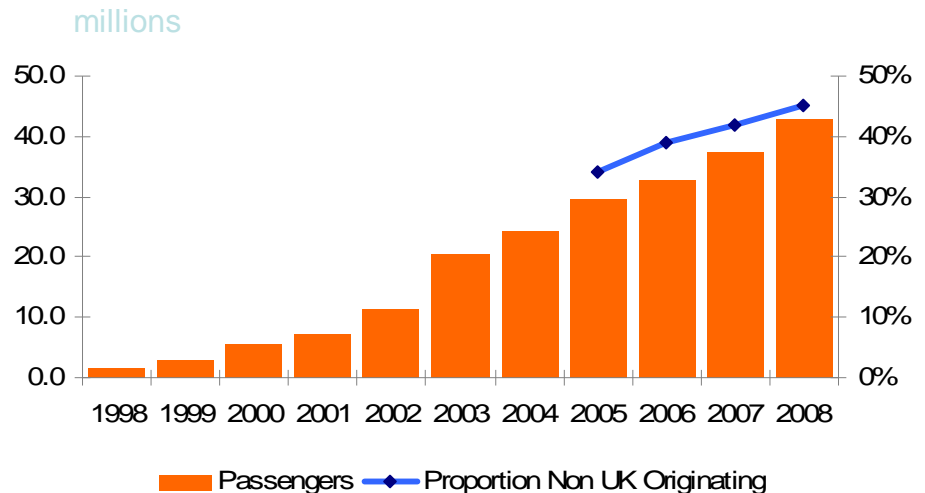


Agenda

- 1. Intro easyJet**
- 2. Innovating the seamless airport**
- 3. easyJet in The Netherlands**

easyJet – painting Europe Orange

- Europe's 4th largest airline
 - 7% share (OAG)
 - 44 million passengers (FY08)
 - 175 aircraft situated in 19 bases
- Pan European network
 - 418 routes, 110 airports, 27 countries
- Increasing geographic diversity
 - 51% of passengers originate outside UK
 - Third of flying does not touch the UK
- 300 Mln Europeans live less than 1 hour from easyJet served airport
- Over 1000 flights with 120.000 pax a day



110 network points

easyJet

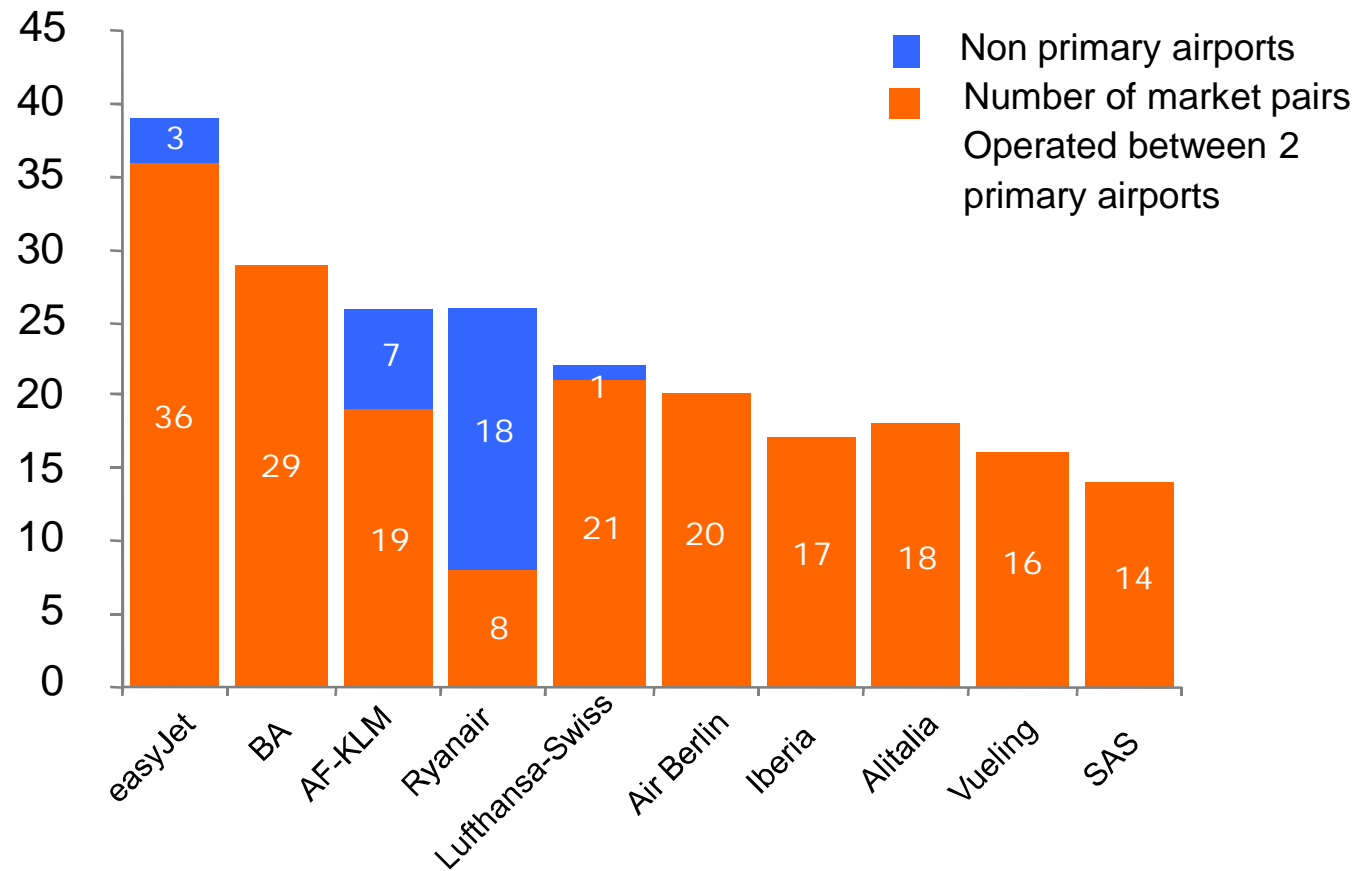


Low cost, financially strong and highly efficient

- Focused, simple operation
- New fuel efficient fleet - average age 3.5 years
- Low ownership costs – Airbus contract
- High asset utilisation
 - aircraft in operation 11.6 hours a day *
 - Average turn time of c.30 minutes
- Strong cost reduction momentum
 - Cost per seat ex fuel reduced by 13% over the past 3 years
- Financial strength
 - Low gearing 29%
 - Strong cash position c.£863mIn
 - Agreed facilities of \$1.25bn at attractive rates



Europe's No 1 Air transport network



Presence on top 100 routes (market pairs)

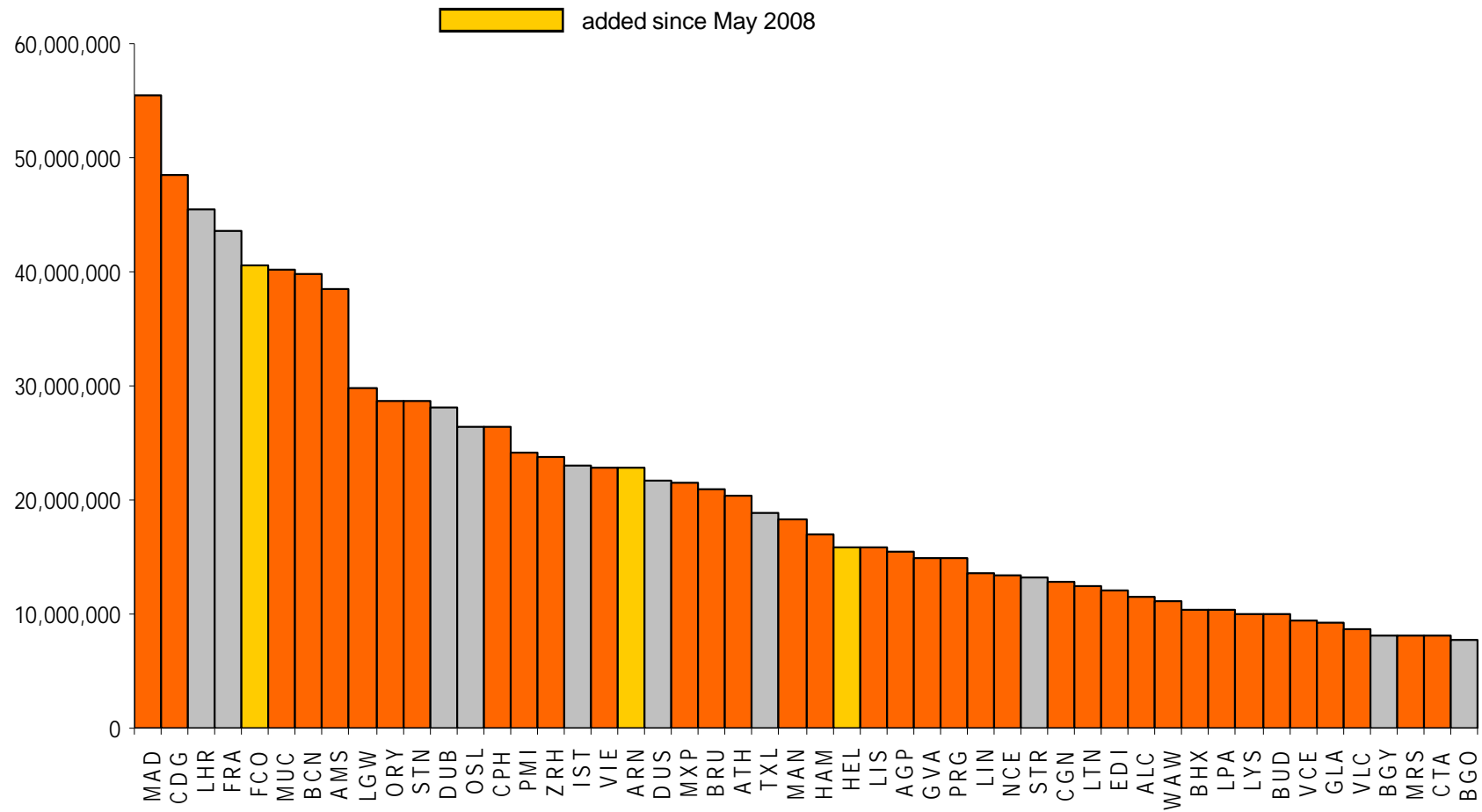
Source: OAG May08

easyJet

easyJet is present in 40 of the top 50 airports

Top 50 airports cover 88% of intra European capacity

2008 Intra EU Capacity - Top 50 Airports (cover 88% of all capacity)



Source: OAG May08

easyJet

Agenda

1. Intro easyJet
2. Innovating the seamless airport
3. easyJet in The Netherlands

The “dinosaur” world of aviation



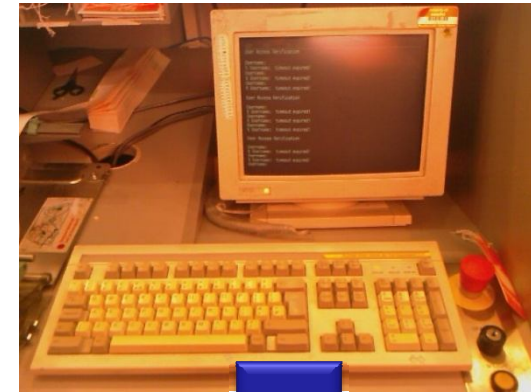
The world is changing...



easyJet

Low cost, with care and convenience!

- WiFi / 3G internet based connectivity
 - Low Cost
 - Quick and simple to deploy and withdraw
 - Resilient and reliable
- Standard PC based commodity hardware
 - Low cost (procurement and maintenance)
 - Wide range of mobile devices (PDA, Tablet, etc)
 - Standard receipt printer (mobile, belt mounted)
 - Independent of CUTE
- Mobile
 - Payment solution across the airport
 - Reduced airport 'real estate' requirement
 - Queue busting
 - Disruption Management
 - Sales tools – culture change opportunity
- Passenger empowerment
 - Self-transfer
 - 100% internet check in
 - Lost baggage tracing



Ideal customer journey... customer service kiosks



What do we see Passenger Empowered Sales Desk Kiosks doing:

- Purchasing a ticket
- Changing a missed flight or refunding a cancelled flight
- Kiosk check-in – at a fee
- Paying for additional bags or excess weight
- Buying speedy boarding
- Reporting luggage missing



easyJet will replace traditional sales desks with multi-lingual customer service kiosks, potentially with a phone link to our customer call centre



easyJet

easyJet proposes radical new approach to airport charges

- Pay for airport services used only to encourage efficient use of infrastructure
 - Bag drop point – choice of flat rate seasonal rental or per minute
 - Baggage handling; charge per bag
 - Security charges – real costs per passenger
 - Stand / Gate – time related charge
 - Other overheads – per passenger
- Differentiated infrastructure resulting in differentiated charging (MXP, BRX, CPH)
- Pilots with champion airports will start end of year

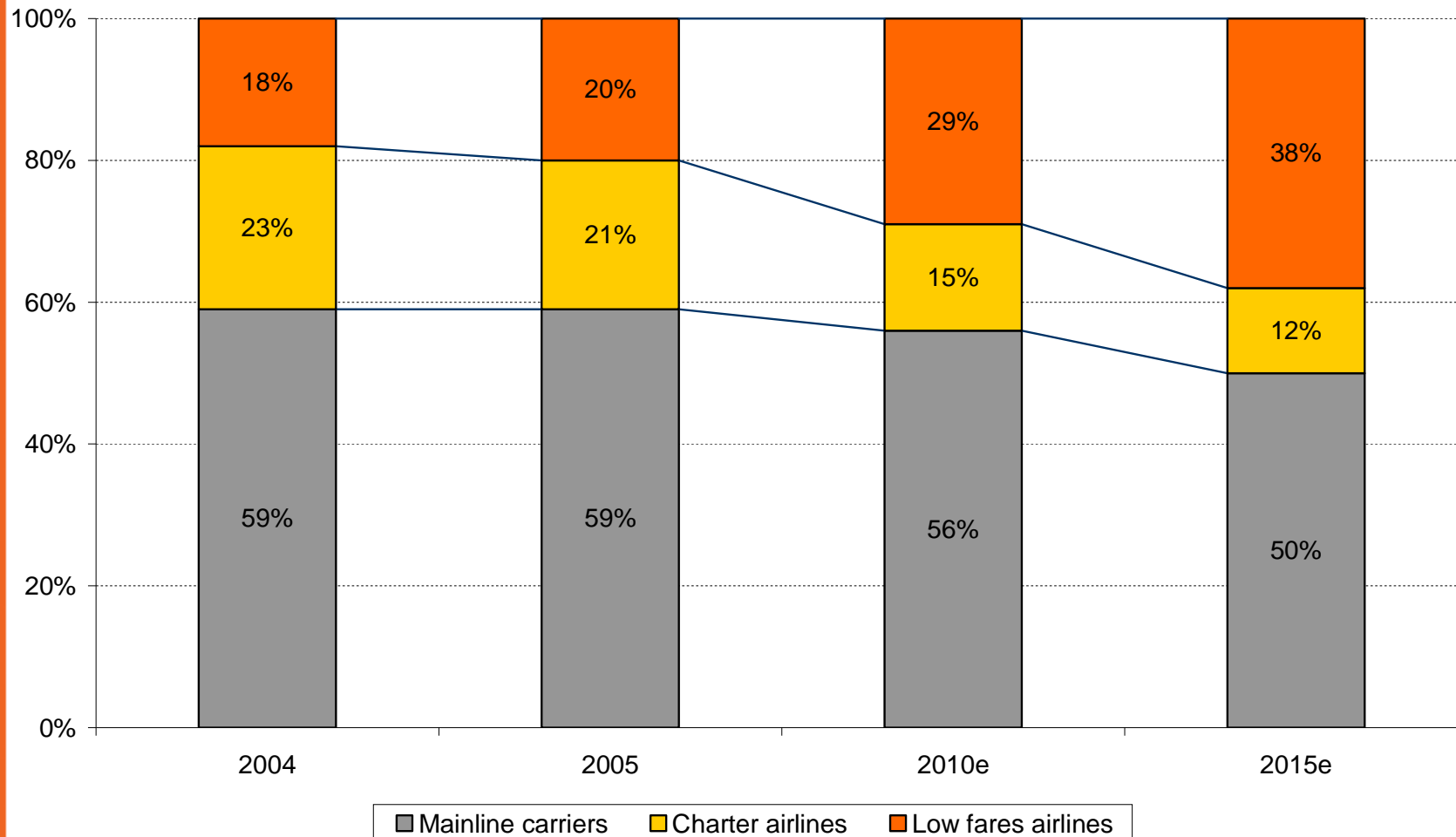
Efficient airlines should not subsidise other airport users

Agenda

1. Intro easyJet
2. Innovating the seamless airport
3. easyJet in The Netherlands

Low fares airlines are a significant and growing market segment

Development of intra-European air travel



Source: Mercer, Hapag-Lloyd, Air Berlin, McKinsey, Global Research (HVB) (2007)

Note: The European Low Fares Airline Association (ELFAA) report on 'Social Benefits of Low Fares Airlines in Europe' published 2007 suggests the low cost sector could account for as much as 43% all intra-European point-to-point scheduled passengers by 2011

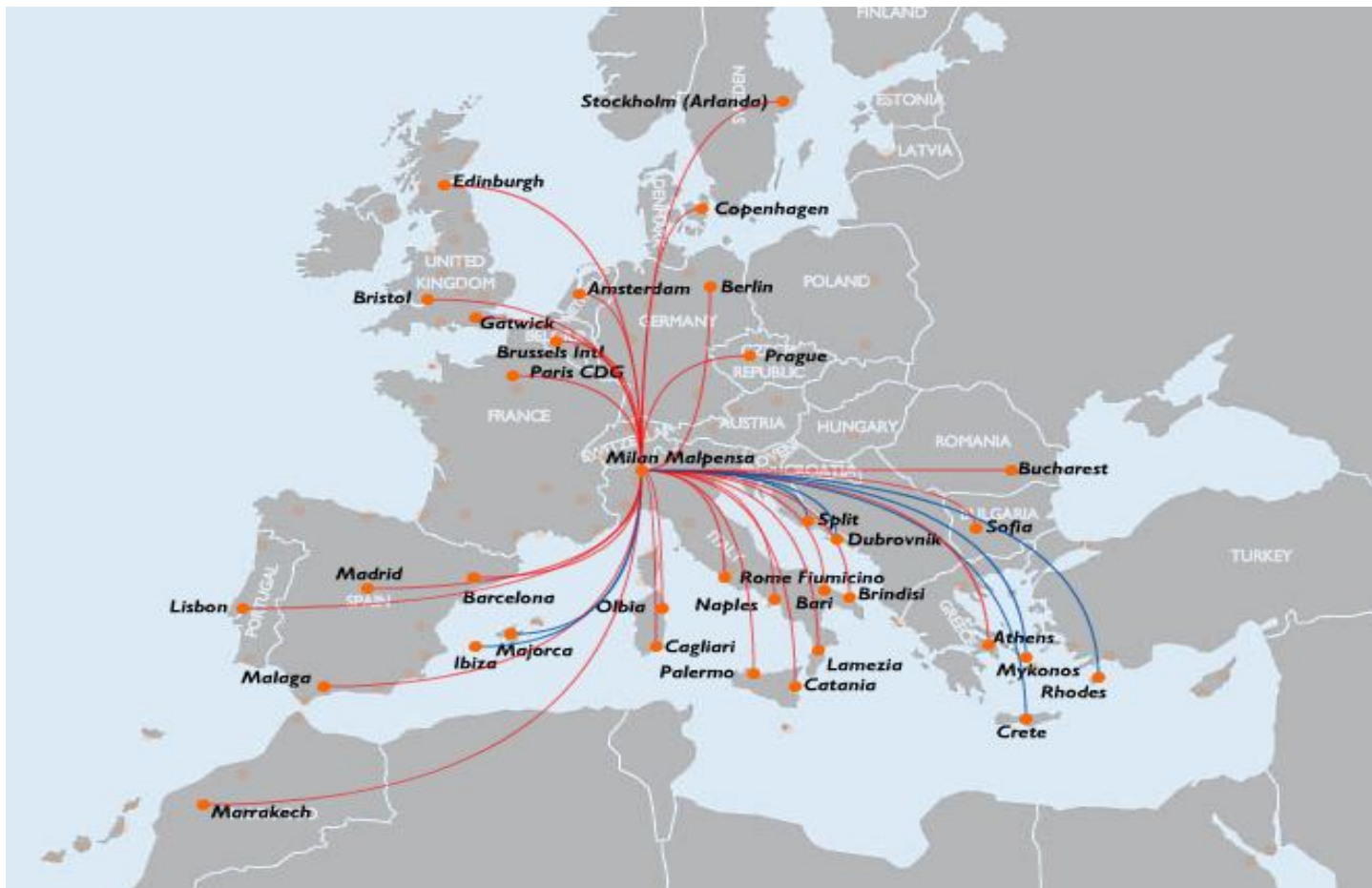
Significant scope to develop the easyJet network from Amsterdam

easyJet

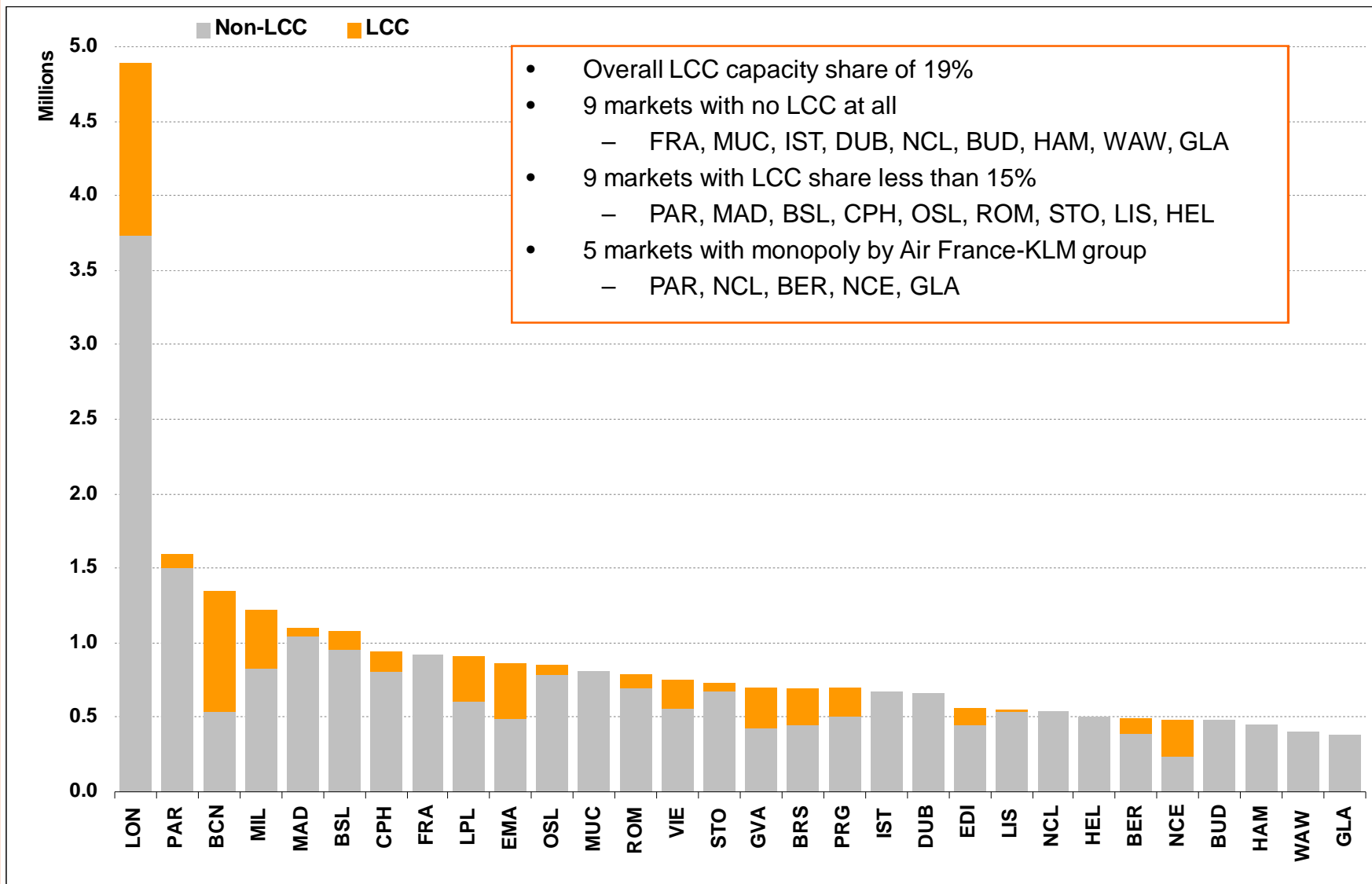


Development Milan Malpensa

- easyJet base since 2006
- 15 aircraft based (2 to follow)
- Flying to Malpensa from most markets
- 8.5 mln passengers in dedicated terminal

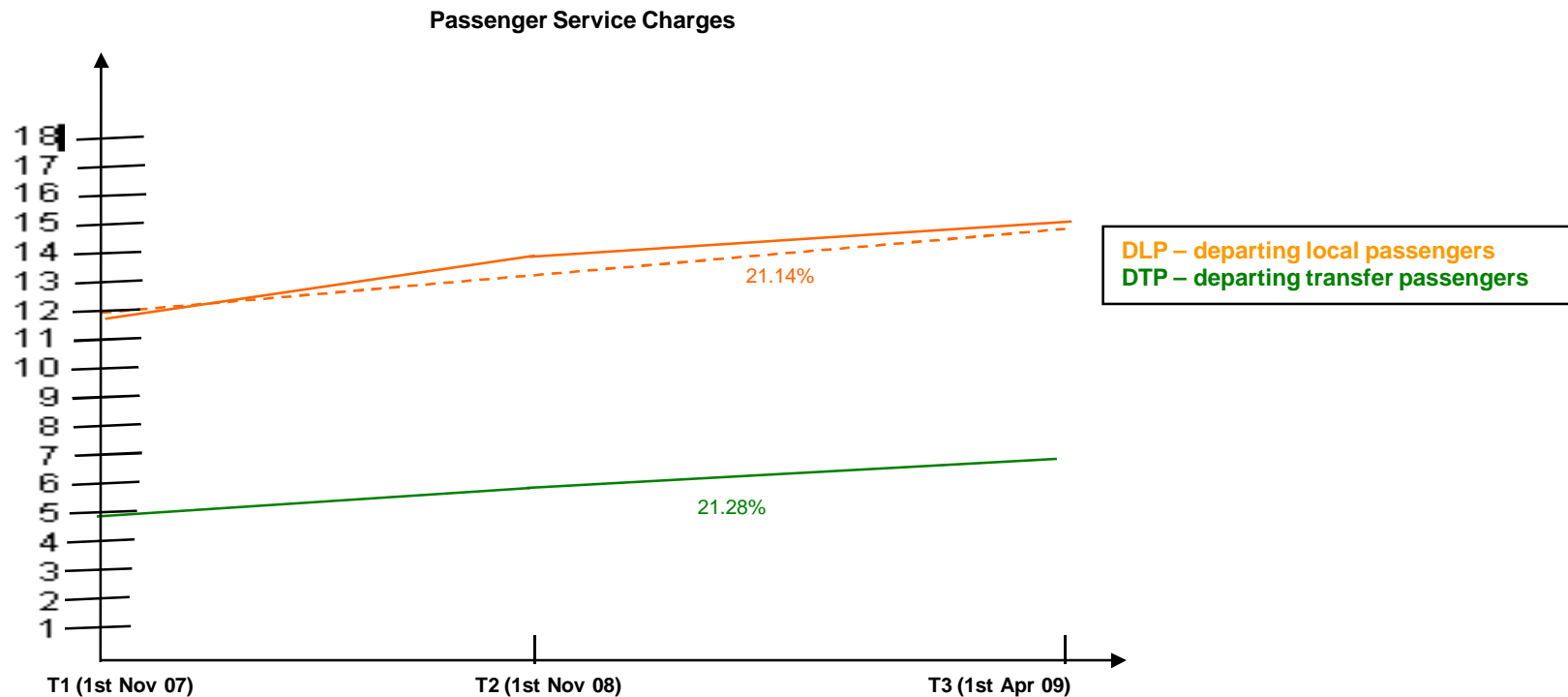


30 largest market pairs to/from AMS – very low LCC penetration



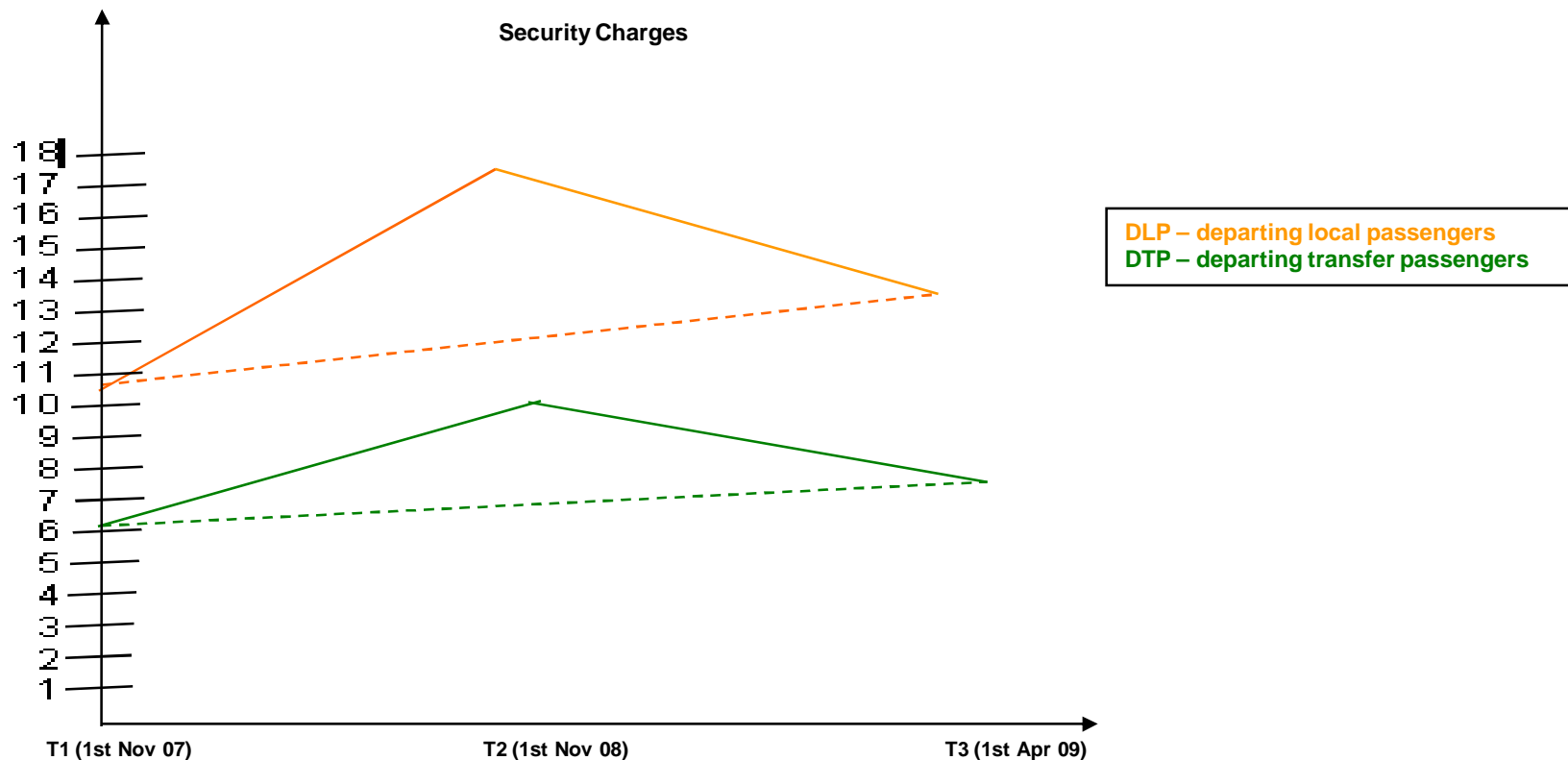
Source: OAG data Jan-Dec 2008; easyJet market pair definitions

AMS price evolution Passenger charges



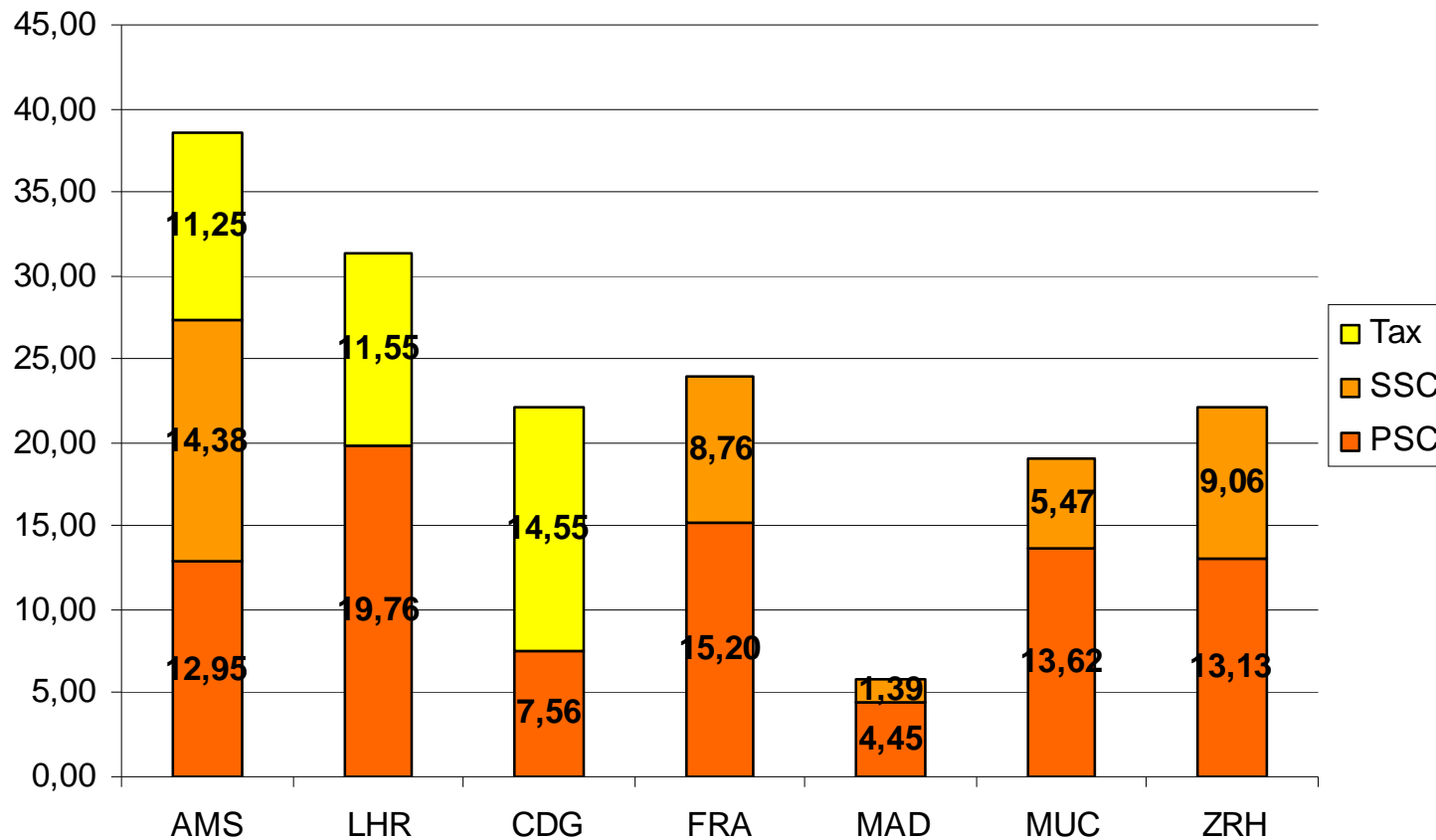
| The passenger charges applied at Schiphol between 1 Nov 07 – 31 Oct 08 (T1) | | The passenger charges applied at Schiphol as of 1 Nov 08 (T2) | | The passenger charges to be applied at Schiphol as of 1 April 09 (T3) | | T1 – T3 increase | |
|---|-------|---|-------|---|-------|------------------|--------|
| DLP | DTP | DLP | DTP | DLP | DTP | DLP | DTP |
| €11.87 | €4.98 | €13.46 | €5.65 | €14.38 | €6.04 | 21.14% | 21.28% |

AMS price evolution Security charges



| The security charges applied at Schiphol between 1 Nov 07 – 31 Oct 08 (T1) | | The security charges applied at Schiphol as of 1 Nov 08 (T2) | | The security charges to be applied at Schiphol as of 1 April 09 (T3) | | T1 – T3 increase | |
|--|-------|--|-------|--|-------|------------------|--------|
| DLP | DTP | DLP | DTP | DLP | DTP | DLP | DTP |
| €10.84 | €6.07 | €17.47 | €9.78 | €12.95 | €7.25 | 19.46% | 19.43% |

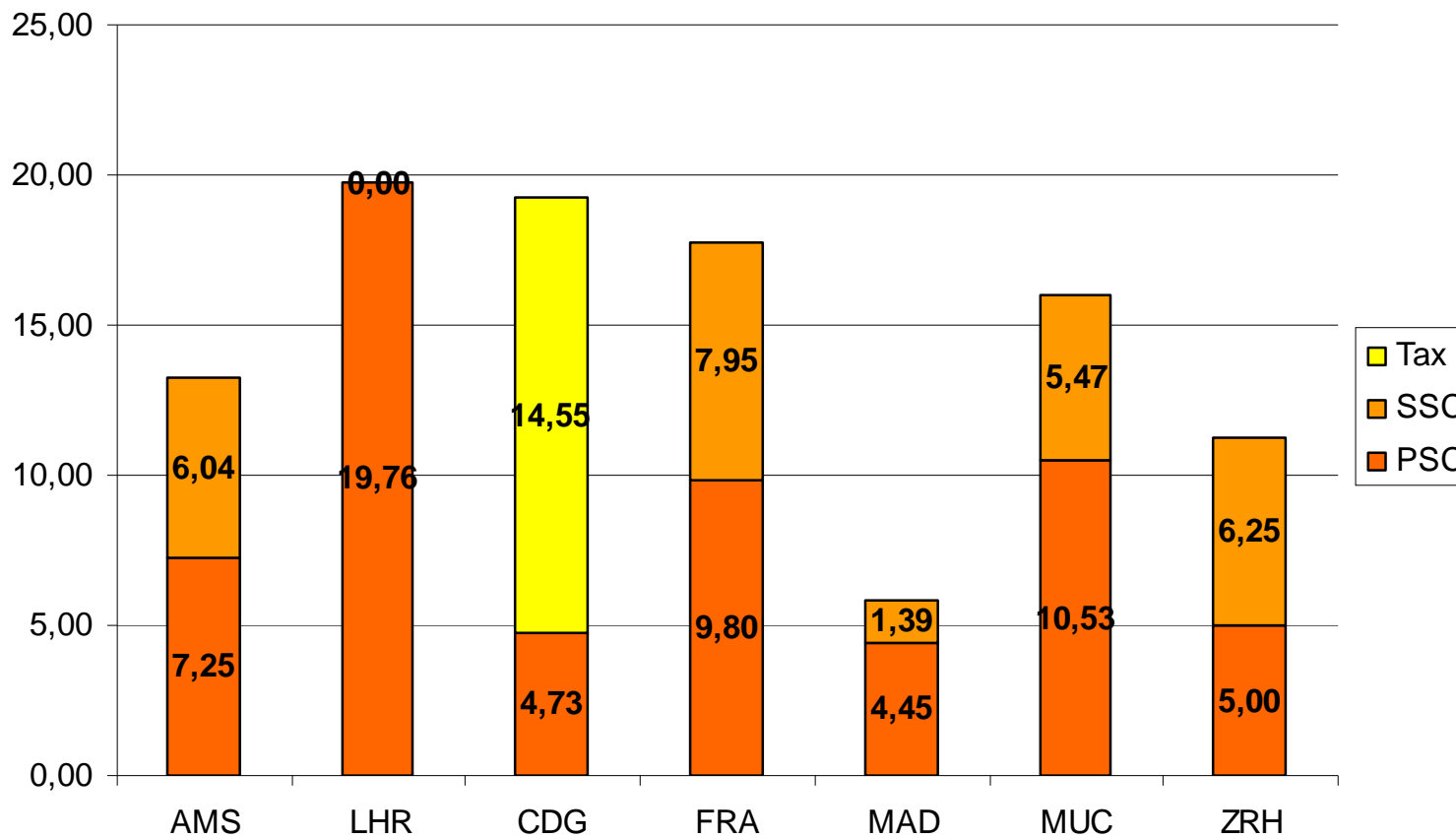
Cost at Schiphol today (departing passengers)



01/04/09

Even without tax, Schiphol is Europe's second most expensive airport!

Cost at Schiphol today (transfer passengers)



01/04/09

Departing passengers keep subsidising transfer passengers!

Conclusions

Airports

- Schiphol is monopolist in The Netherlands
- Increase competition by selling regional airports
- Lelystad: international airport, potential of 10 mln pax
- easyJet interest for Lelystad but will not leave Schiphol
- Market will take care of selectivity

Airlines

- Reduce dependency on one carrier
- Lower costs at Schiphol to increase competitiveness
- Unsustainable for efficient airlines to subsidise hub traffic

Dutch aviation needs more competition to safeguard jobs and offer consumer choice

Thank you very much!

