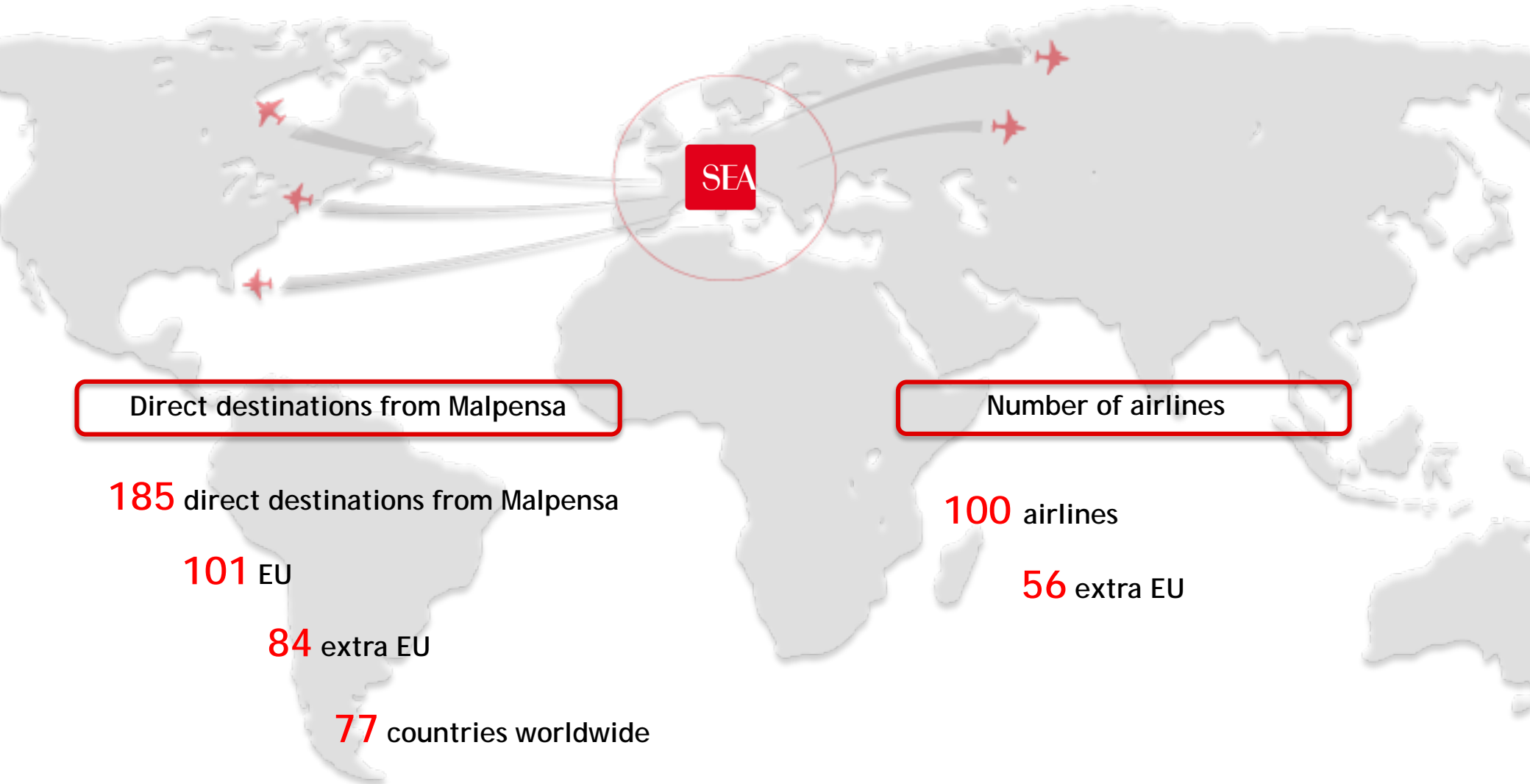




The growth of the Low Cost Airlines and the changing role of the airport in supporting transit passengers and sustaining connectivity

Amsterdam 18.05.2016



Direct destinations from Malpensa

185 direct destinations from Malpensa

101 EU

84 extra EU

77 countries worldwide

Number of airlines

100 airlines

56 extra EU



INTERNATIONAL DESTINATIONS





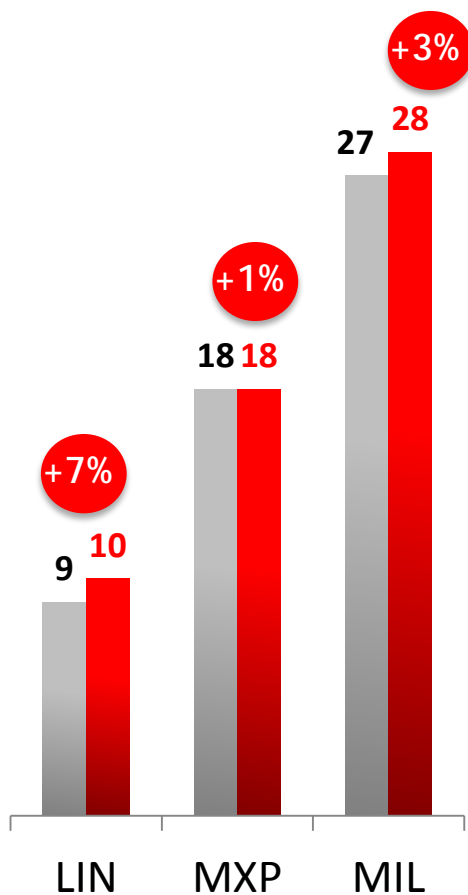


SOUND FIGURES

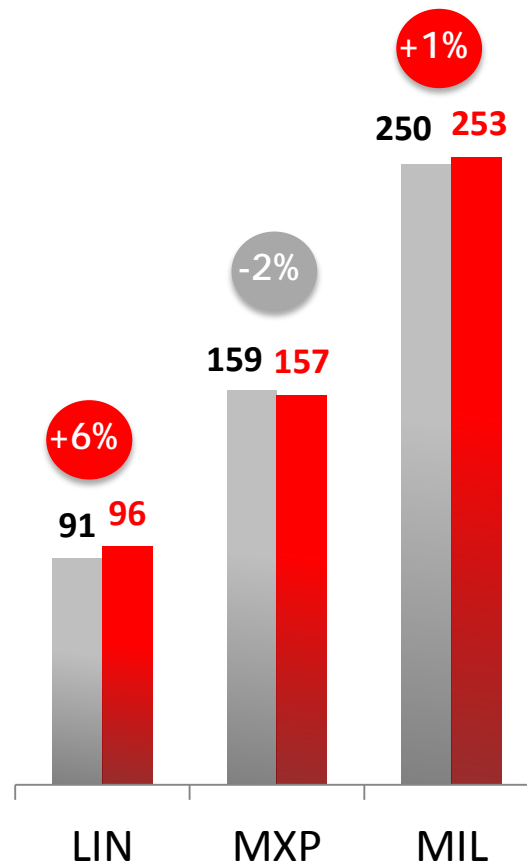
Milan Airport System: traffic volumes 2015 YOY



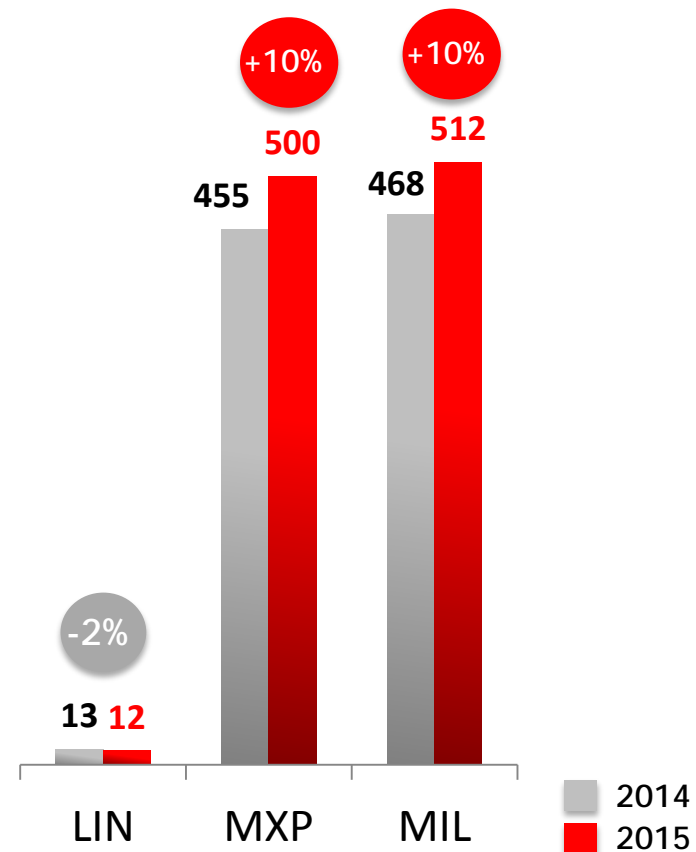
Pax [mio]



Movements [,000]



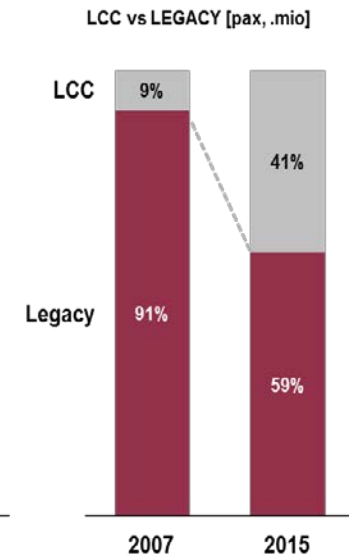
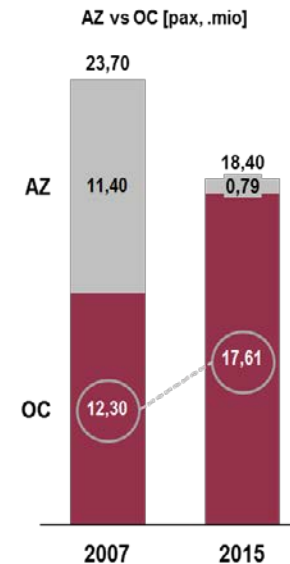
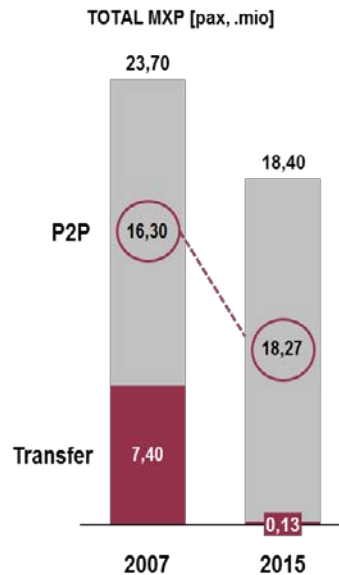
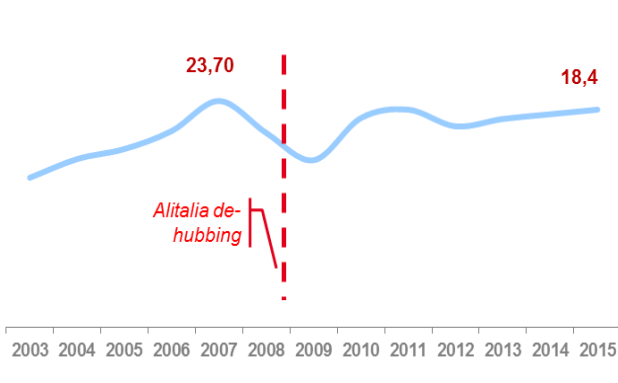
Freight [,000 tons]



2014
2015



In 2008 SEA was strongly affected by Alitalia's de-hubbing. This resulted in a decrease of transit passengers partially offset by an increase of Point to Point traffic





With the objective to react to Alitalia's de-hubbing and to exploit the strong growth of low Cost carriers on Milano Malpensa, SEA developed the ViaMilano service: a new way of travelling

2008

2011

Industry trends
(Growth of Low
Cost, Hub
concentrations
and alliances)

+

Dramatic
decrease of
transits

+

Strong presence
of low cost
carriers + long
haul legacy
carriers

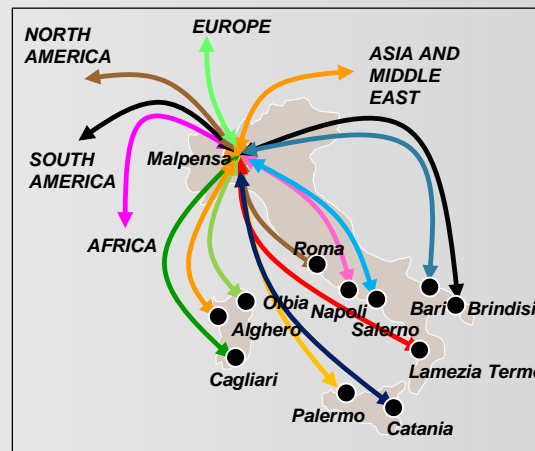
+

Presence of **self
hubbers**
connecting
different flights on
Malpensa

+

ViaMilano
THE FLIGHT CONNECTION

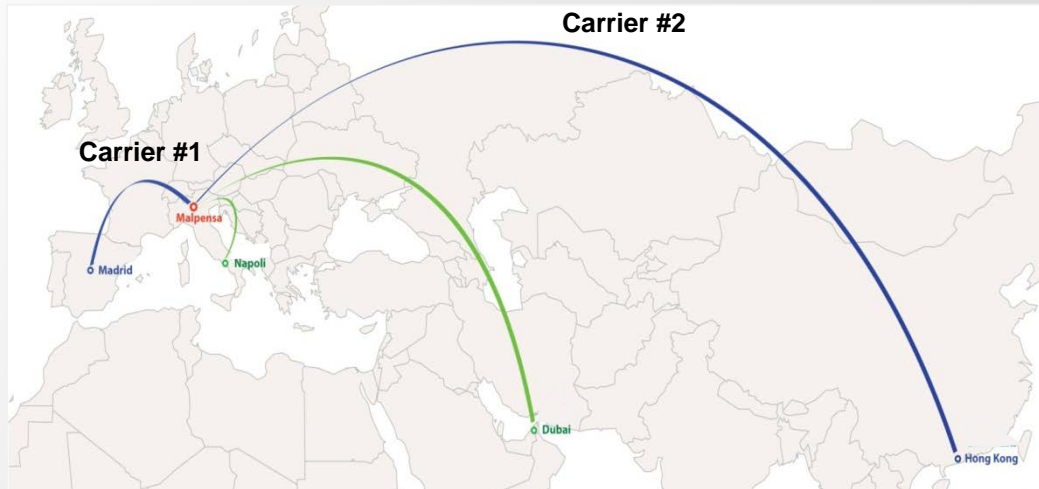
Launch of the
ViaMilano service
to create a **virtual
hub on Milano
Malpensa**








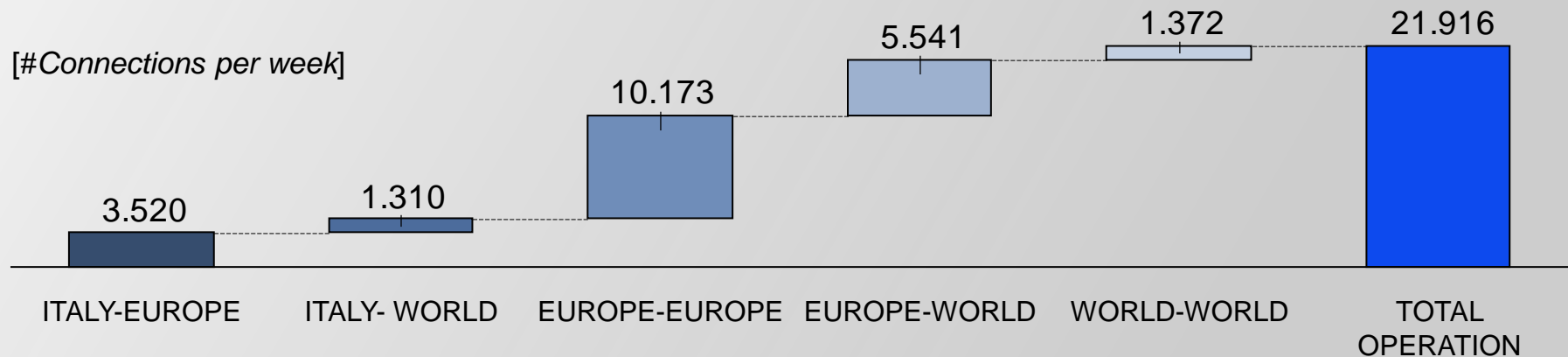
**Virtual multi
airlines Hub
system**



Thanks to ViaMilano, passengers can reach hundreds of destination via Malpensa combining different airlines

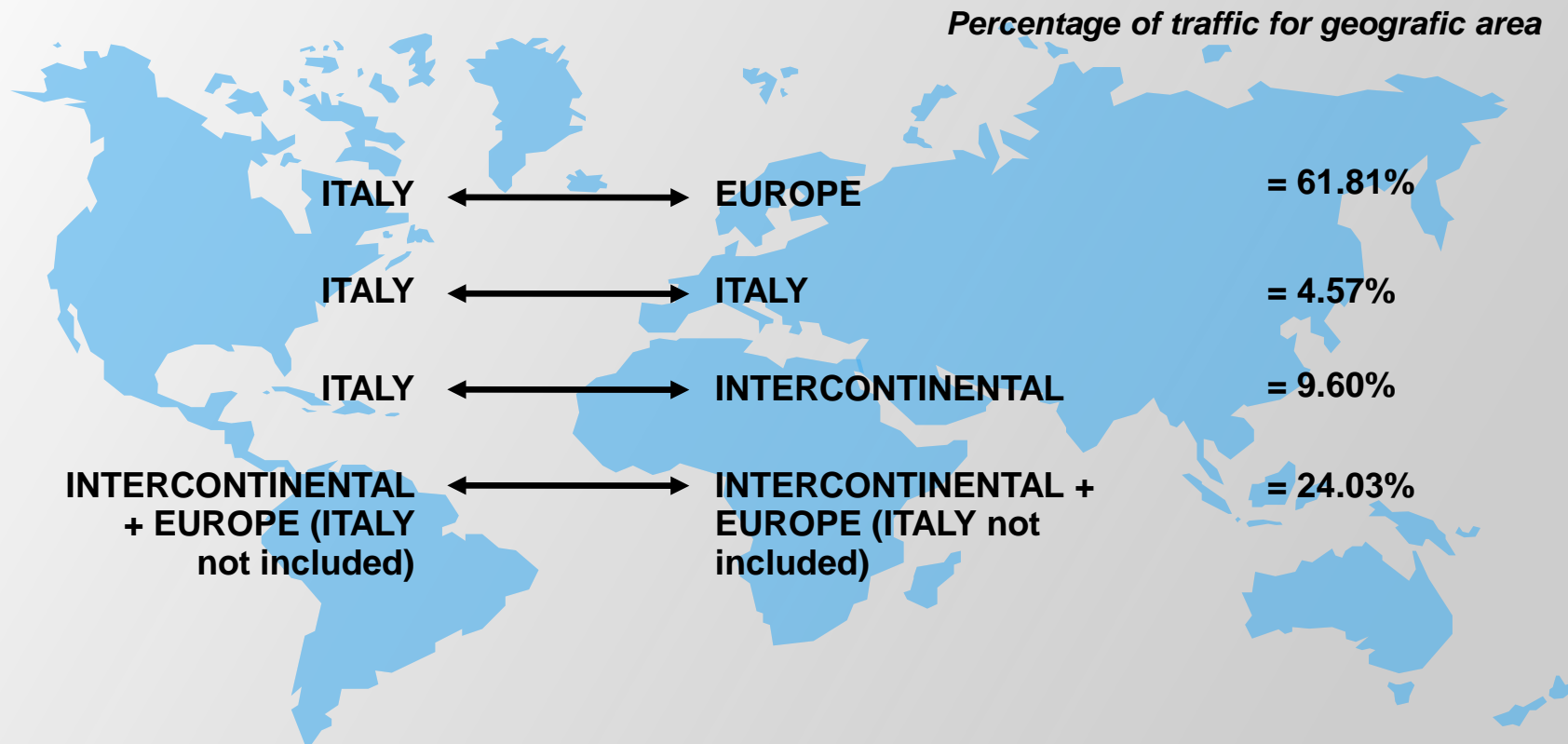


Origin	Destination	Carrier #1	Carrier #2
Copenhagen - CPH	Hong Kong - HKG		
Catania - CTA	Budapest - BUD		
Barcellona - BCN	Dubai - DXB		

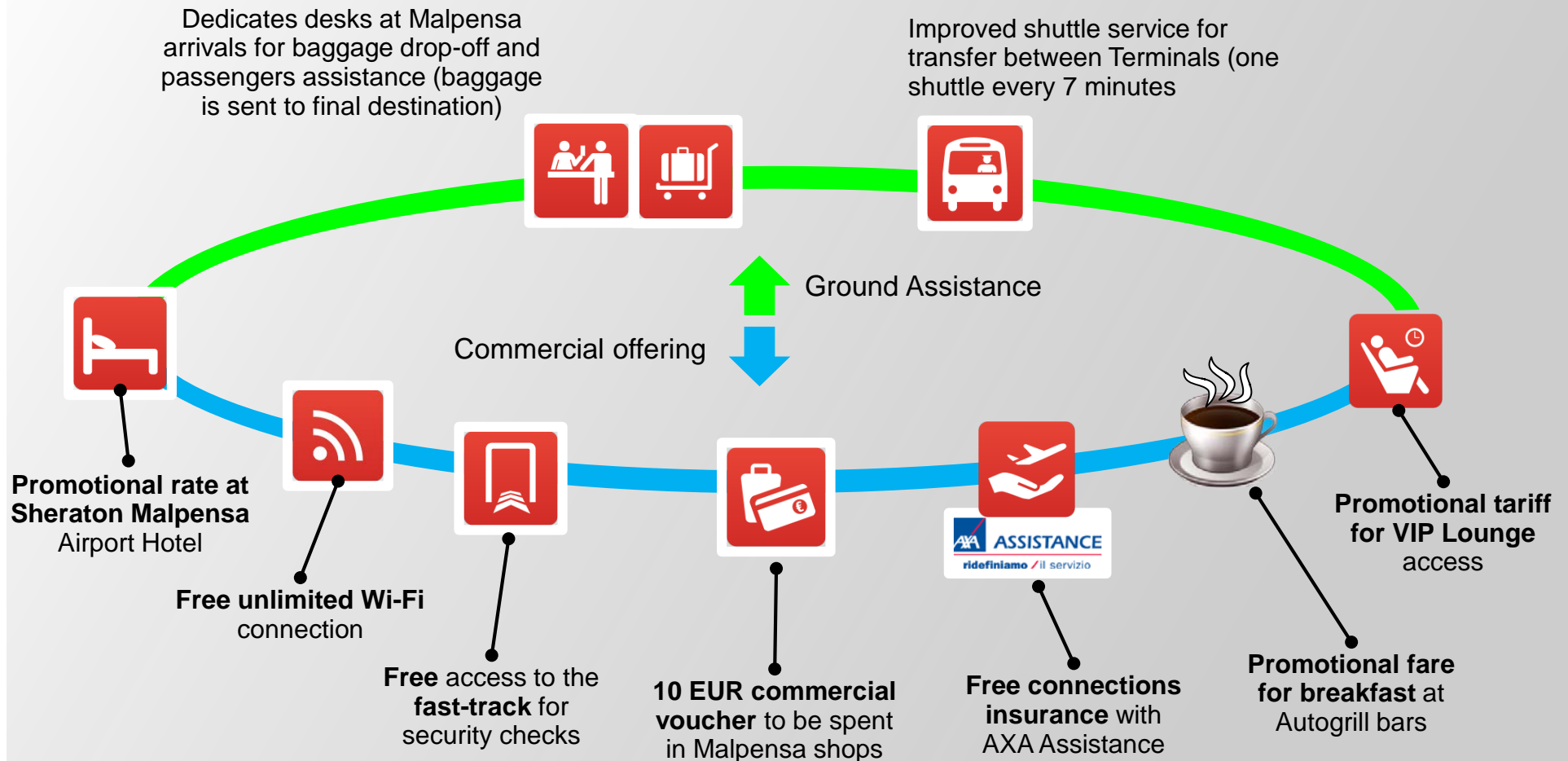




Traffic flow analysis points out that with ViaMilano Malpensa is also used as a hub by foreigners



ViaMilano offers a range of free services thanks to which passengers can enjoy their time at Malpensa while waiting for their next flight



ViaMilano free of charge insurance allows a superior travel experience

TO BE ENTITLED FOR THE INSURANCE

- **Two separate tickets** with layover at Milano Malpensa
- **MCT:** 90' on the same terminal or 100' on different Terminals
- **Enroll prior to departure**
 - On ViaMilano website
 - Amadeus and Travelport travel agencies
- Fly the first flight

INSURANCE POLICY

- **A NEW TICKET WORTH:**
 - National or International Flight € 750,00
 - Intercontinental Flight € 2.000,00
- **24H assistance by insurance**
- **OTHER REFUND FOR URGENT EXPENSES**
 - Food&Beverage: € 30,00
 - Hotek and taxi: € 100,00
 - Urgent expensens (in case of delayed baggage delivery): € 150,00

IN CASE OF MISSED CONNECTION DUE TO DELAY OR CANCELLATIONS OF THE INBOUND FLIGHT TO MALPENSA



1

Call us

Call the AXA Assistance office at the number +39 06 42 11 55 78



2

Provide your details

Provide us with your policy PNR and surname



3

Go to the ticket counter

Go to one of the Malpensa SEA ticket counters and get your free ticket



4

Board your flight

Embark on your new flight at no extra charge





ViaMilano innovative booking engine can combine any carrier operating on Malpensa Airport

ViaMilano search results page

Purchase tickets⁽¹⁾

Website www.flyviamilano.eu

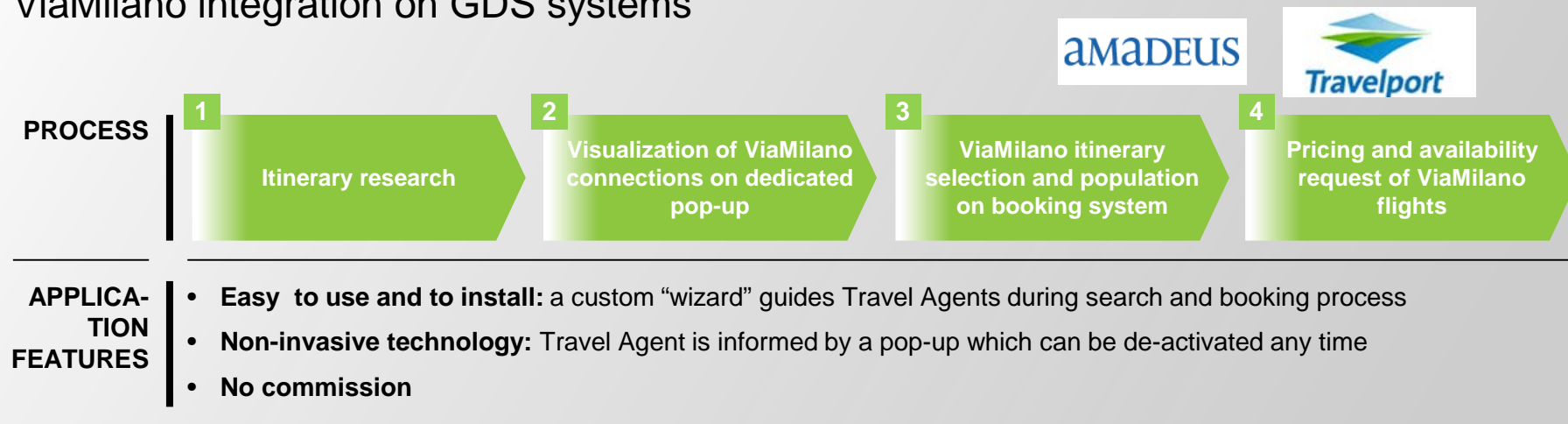
ViaMilano Booking engine

A customized version of the booking engine (Called the flight connector) can be embedded inside airlines' websites to extend their own network

⁽¹⁾ Tickets are purchased on authorised OTA websites (e.g. Bravofly, Expedia, eDreams)

Thanks to the integration of ViaMilano booking engine inside GDSs platforms, ViaMilano can be purchased in the majority of travel agencies in Italy

ViaMilano integration on GDS systems



EXAMPLES

Amadeus Selling Platform with ViaMilano flights

MainForm

Da: CTA 15 jun 2012
A: BKK
☒ Sola andata **Cerca**

Attendo Risposta dal server
Risposta ricevuta
Analisi stato Selling Platform in corso...
Connessione alla Selling Platform OK
Smistamento tipi di linee aeree (TL o DIRECT)...

Prenotazione

Nominativi: **Indietro**
Cognome:
Nome: **Aggiungi**

Passeggeri: ROSSI/MARIO **Rimuovi**

Tratte	Da	A	Codice volo	Ora di partenza	Prenota
TicketLess - U2	CTA - Catania F...	MXP - Milan Mal...	U22850	15-giu 09.40	Prenota
Direct	MXP - Milan Mal...	BKK - Bangkok I...	TG941	16-giu 02.05	Prenota

ViaMilano pop-up on booking platform (Travelport)

ViaMilano
THE FLIGHT CONNECTION

FLY ViaMilano COME FUNZIONA

Filters: ☒ Multiple bookings, ☐ Overnight stay, ☐ Night flight, ☐ Ground transit

Stops: ☐ 0 Stop, ☒ 1 Stop, ☐ 2 Stops

Abu Dhabi, United Arab Emirates **>** Zurich, Switzerland **Change search**

DEPART Sat, 30 Nov 2013 RETURN Mon, 09 Dec 2013

Flight	Duration	Stops	Price	Bookings
06:00 Abu Dhabi (AUH) → 18:00 Zurich (ZRH)	DURATION 10H 00M	1 STOPS MXP	€1,005	2 bookings
07:25 Zurich (ZRH) → 19:40 Abu Dhabi (AUH)	DURATION 9H 15M	1 STOPS MXP		

Alitalia - Swiss **Details**



ViaMilano communicates strongly on social medias and with its newsletter to promote new services from Malpensa, special travel offers, promotional fares.....

Fanpage Facebook with over 370.000 fan



Monthly dedicated newsletter



ViaMilano communicates off-line with road-show and trade fairs, together with airlines, travel agents and GDS who actively collaborate to promote the service

Selection of ViaMilano partners

AIRPORTS	
AIRLINES	
DISTRIBUTION ACTORS	





ViaMilano is a win-win opportunity for all players involved in the service



For the airports

- Connects the airports in Central and Southern Italy to the world through Malpensa



For travel agencies

- Double booking fee
- Wider range of travel offered than in traditional packages
- ViaMilano tool is integrated into the GDS platforms



For passengers

- Competitive pricing and optimization of the overall duration of the journey
- Value added services



For carriers

- **Free of charge**
- Access to destination not served by the current network
- Connections between carriers with no formal agreements between them
- Feeder de-feeder network



For the territory

- More incoming/outgoing opportunities

Thank you

