



THE NEW GERMANWINGS



CHECK-IN TO THE SMART CLASS

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THE NEW LOGO



germanwings 



LUFTHANSA TO POOL ITS POINT-TO-POINT OPERATIONS IN EUROPE IN A NEW POWERFUL AIRLINE

MARKET TREND

- Offering of low cost and non-stop carriers is increasing
- Lufthansa and Germanwings enlarge their offering as well
- Increasing cost pressure due to political influence and fuel prices

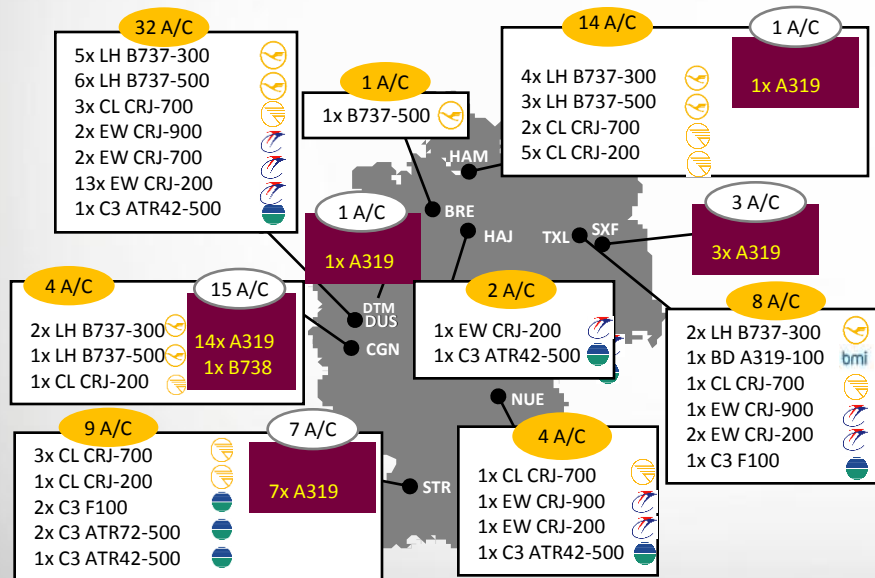


LUFTHANSA OFFERING

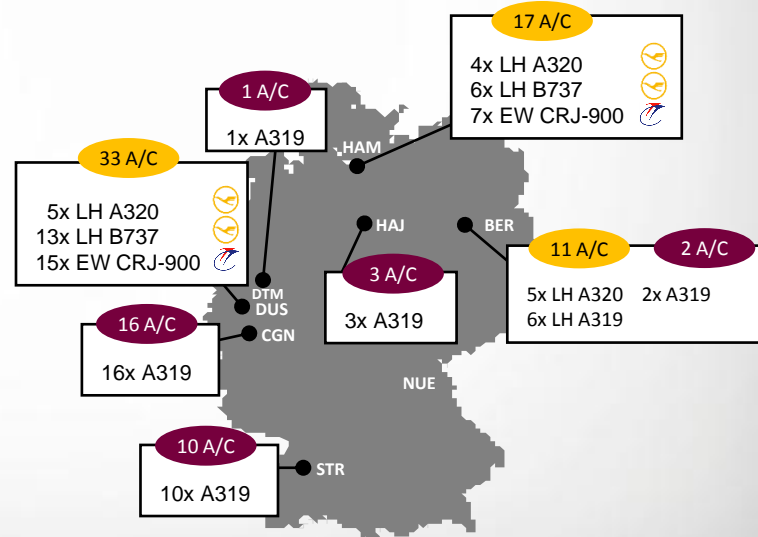
- **Previously:** Two brands and products
 - Lufthansa direct services
 - Germanwings
- **In the future:** Pooling under the Germanwings brand
 - Pooling of Lufthansa direct services with Germanwings
 - Focus on Europe point-to-point services
 - Realignment of brand & product with retention of low-cost structures

REDUCED COMPLEXITY SINCE 2009 UNTIL TODAY

2009 – HIGH COMPLEXITY &
DILUTED BRAND IDENTITY



2012 – FLEET HOMOGENISATION &
CATCHMENT AREA SEPARATION



FURTHER DEVELOPMENT OF THE BRAND IDENTITY AND PRODUCT



- Decision on the amalgamation of Direct Services and 4U under Germanwings

- Development of "new Germanwings"

- Focus on quality

- Definition of passenger experience and product promise (incl. on-board/ground product)

- Further development of the brand identity

- New brand identity
- New fare offering

- Roll-out of the brand across Europe
- Establishment of the brand in the markets

THE NEW GERMANWINGS COMBINES ECONOMIC FLYING WITH HIGH QUALITY AND ATTRACTIVE PRICES



FLEET

- State-of-the-art, low-emission aircraft



AIRPORT

- Germanwings flies to primary airports
- Simple and standardised processes



SALES

- Bookable in all distribution channels

LOWER
UNIT COSTS

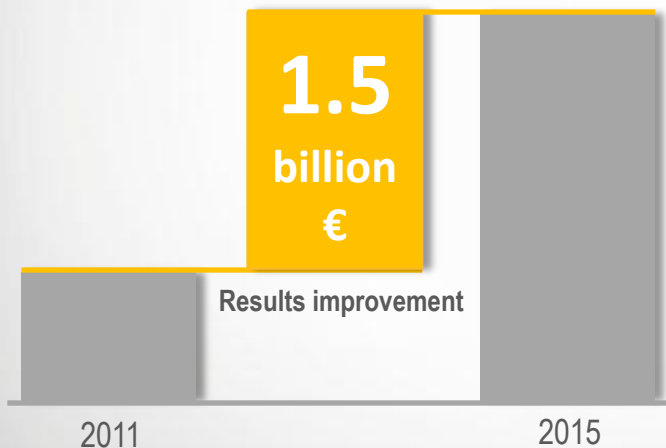


-20%

**BEST PRICE/
PERFORMANCE
RATIO**

NEW GERMANWINGS SIGNIFICANTLY CONTRIBUTES TO TURNAROUND IN LH PASSAGE

SCORE programme of Lufthansa Group



SCORE @ LH PASSAGE



NEW GERMANWINGS

Higher revenue through further development of decentralised services up until 2015

**200
million €**

GERMANWINGS WILL BECOME INCREASINGLY IMPORTANT FOR LUFTHANSA PASSAGE

| 2012 | NO. OF SHORT-HAUL AIRCRAFT | NO. OF PASSENGERS ON SHORT- HAUL ROUTES |
|--|---|---|
| DIRECT SERVICES & EUROWINGS | 63 aircraft | 8 million passengers |
| |  |  |
| FRA & MUC | 212 aircraft | 42 million passengers |

- Gradual development of special corporate rates (already included in 140 out of 800 company agreements)
- Germanwings today already part of corporate bonus programmes, reaching more than 25,000 companies (PartnerPlusBenefit)

TRANSFER OF ROUTES FROM LUFTHANSA TO GERMANWINGS IN STUTTGART SUCCESSFUL

ROUTES TRANSFERRED TO GERMANWINGS

- Barcelona
- Bilbao
- Bremen
- Brussels
- Hanover
- London (LHR)
- Milan
- Manchester

NUMBER OF PASSENGERS CARRIED SINCE ROUTE TAKEOVER IN STR

More than 300,000
passengers
on routes taken
over successively



RESULTS / DEVELOPMENTS

- Market leadership since May 2012
- Brand & product are well-accepted on the market
- No passenger migration to competitors (especially not with SEN & HON customers)
- Customer satisfaction at a constantly high level

GERMANWINGS ASCENDS TO PREMIER LEAGUE OF EUROPEAN AIRLINES

**OVER 110
DESTINATIONS
IN EUROPE**

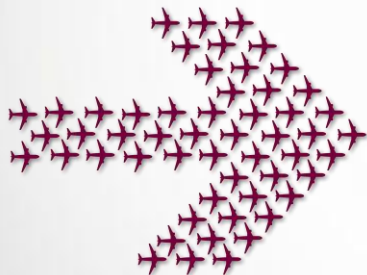


Locations:

- Berlin
- Dortmund
- Dusseldorf
- Hamburg
- Hanover
- Cologne
- Stuttgart

GROWTH PLAN TO 2015 FOR THE NEW GERMANWINGS

FROM 32
AIRCRAFT



TO APPROX.
90 AIRCRAFT

FROM 1,352 EMPLOYEES



TO
2,500 EMPLOYEES

FROM 7.7 MILLION
PASSENGERS



TO APPROX.
20 MILLION
PASSENGERS

FIRST STEP TOWARDS THE NEW PRODUCT: THE CUSTOMER DECIDES



| Customer Group | „Standard“-Customer | Priority-Customer |
|--|---|--|
| Customer % | ca. 95% | ca. 5% |
| Segment | M&M FTL SMART Pax BASIC Pax | Best Pax M&M HON Circle M&M Senator |
| Customer Expectation | „I want to travel inexpensive without complication and expect friendly service“ | „I am an important customer and expect to be valued“ |
| <div>Service Offering</div> <div> <div>Approach</div> <hr/> <div>Behavior</div> </div> | <div>„Customer oriented Servicing“</div> <div>friendly, helpful, clear - service with a smile -</div> | <div>„Attentive Host“</div> <div>pro-active, polite, flexible – with a smile -</div> |

CUSTOMER WISHES TURN INTO ECONOMICALLY VIABLE PRODUCTS

WHAT GERMANWINGS
ALREADY OFFERS:

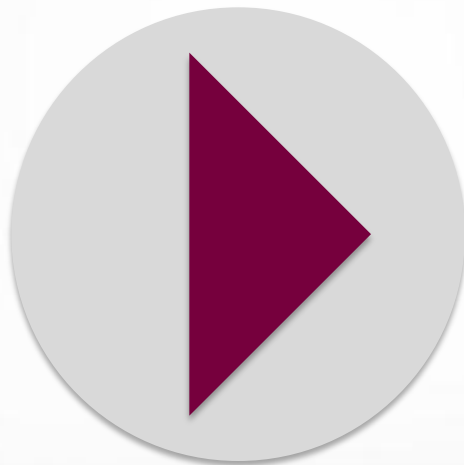
- Seat reservation at booking
- Check in 72 hours before departure
- Mobile services
- Unrivalled seat pitch



NOW GERMANWINGS IS TAKING
THE NEXT LOGICAL STEP:

- 3 Economy fares to match all customer wishes




THE NEW ECONOMY FARES



AN OVERVIEW OF THE NEW ECONOMY FARES






THE **BASIC** FARE:

The budget fare

-  From 33 euros
-  Miles
-  Bookable add-ons












THE **SMART** FARE:

The standard fare

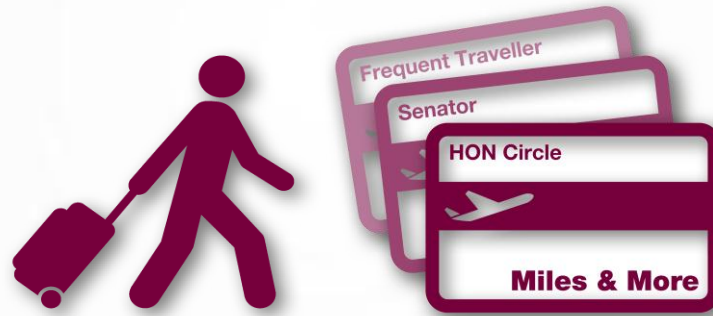
-  Preferred seating from row 4
-  Unrivalled seat pitch
-  Snack and drink
-  1 bag up to 23 kg
-  Miles


THE **BEST** FARE:

The comfort fare

-  Preferred seating in rows 1-3
-  Unrivalled seat pitch
-  Empty middle seat
-  Reserved hand luggage compartment
-  À la carte catering
-  2 bags up to 23 kg each
-  Priority check-in and boarding
-  Use of the security fast lane
-  Lounge access
-  Double the miles incl. HON Circle miles
-  Free rebooking

NEW GERMANWINGS PASSENGERS COLLECT LUFTHANSA STATUS MILES





| O | Frequent Traveler | Senator | HON Circle |
|----------------------------------|-------------------|-----------------|-----------------|
| Priority Check-in ¹⁾ | ✓ | ✓ | ✓ |
| Security Fast Lane ¹⁾ | - | ✓ | ✓ |
| Priority Boarding ¹⁾ | - | ✓ | ✓ |
| Loungezugang ¹⁾ | | | |
| BASIC | € | ✓ ³⁾ | ✓ ³⁾ |
| SMART | ✓ ²⁾ | ✓ ³⁾ | ✓ ³⁾ |
| BEST | ✓ | ✓ | ✓ |
| Priority Baggage Handling | ✗ | ✗ | ✗ |
| Extra Baggage | ✗ | ✗ | ✗ |
| Free Ski-Baggage | ✓ | ✓ | ✓ |
| Golf Bags | ✗ | ✗ | ✗ |
| Waitlistpriority | ✗ | ✗ | ✗ |
| First Class Terminal/Services | - | - | ✗ |
| Hotline | ✗ | ✗ | ✗ |

1) Available in DE & international BEST-Stations; 2) Access to LH, LX, OS, SN, LO, LG Lounges; 3) Access to LH, LX, OS, SN, LO, LG Lounges as well as Contract Lounges of the Best Destination

THE NEW GERMANWINGS IS WITHIN EASY REACH



- Customer hotline with a value 01806 rate (€0.20 from a landline)



- Facebook and Twitter as key communication tools

2013 IS THE YEAR OF CHANGE



1 January 2013

The new Germanwings takes off. Financial responsibility for all direct routes transferred to Germanwings

**January 2013
- March 2014**

The aircraft of the new Germanwings are converted.

1 May 2013

Customers can book the new Germanwings through the GDS Channel

1 July 2013

Customers can experience and take to the sky in the new Germanwings

LOW-COST FLYING BECOMES SMART FLYING WITH GERMANWINGS



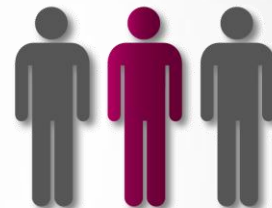
QUALITY

- Lufthansa cockpit crew
- Maintenance by Lufthansa Technik
- Lufthansa catering
- New low-emission aircraft



INNOVATION

- Unrivalled seat pitch
- The new Best product
- Smart products – simple processes



INDIVIDUALITY

- Our customers decide
- Individual products to satisfy all customer needs

EUROPE'S BEST PRICE/PERFORMANCE RATIO

| Station cluster | Stations | | | | | | Pct of Flights | Service Principle |
|-----------------|-----------------------------|-----|-----|---------------|-----|-----|----------------|---|
| Homebase | | | | | | | 56% | Full Service <ul style="list-style-type: none"> • Dedicated 4U Infrastructure • Strong 4U Branding • Self-Service CKI (CUSS or 4U) • Incl. Best-Product Features • Interline / Code Share (4U, LH & Group / Star) • 4U Navitaire DCS / • Lounge access possible |
| | CGN | DUS | HAI | HAM | STR | TXL | | |
| Best | Germany | | | International | | | 19% | Best Service <ul style="list-style-type: none"> • Only open around flight times • 4U-Branding • Possible LH Group Common-CKI-Infrastructure |
| | BRE | FDH | NUE | BRU | BHX | VIE | | |
| | DRS | LEJ | RLG | CDG | LHR | BSL | | |
| | DTM | MUC | | NCE | MAN | GVA | | |
| | | | | VKO | STN | ZRH | | |
| Light* | Alle anderen Stationen (83) | | | | | | 25% | Light Service <ul style="list-style-type: none"> • Effective and efficient service concepts • Common Infrastructure • Implementation „GoNOW“ -4U DCS on selected Stations DEST(e.g. BCN, PMI, MXP/LIN) |

* Further Differentiation possible after 1.7. (e.g. Transfer capabilities, Navitaire DCS, Branding)

Q & A