

RYANAIR







The Worlds Favourite Airline!

Aviation and Tourism

The World's Favourite Airline!

- ✦ Lowest Fares and Lowest Seat Cost in Europe
- ✦ No. 1 for Traffic 42.5m
- ✦ No. 1 for Pax Growth (+22%)
- ✦ No. 1 for Coverage – Routes (437) and Bases (18)
- ✦ No. 1 for Customer Service delivery
 - ✦ Lowest Price, Highest Punctuality
 - ✦ Fewest cancellations and lost bags
- ✦ 23rd year of strong growth at record profits

Ryanair's Efficiencies

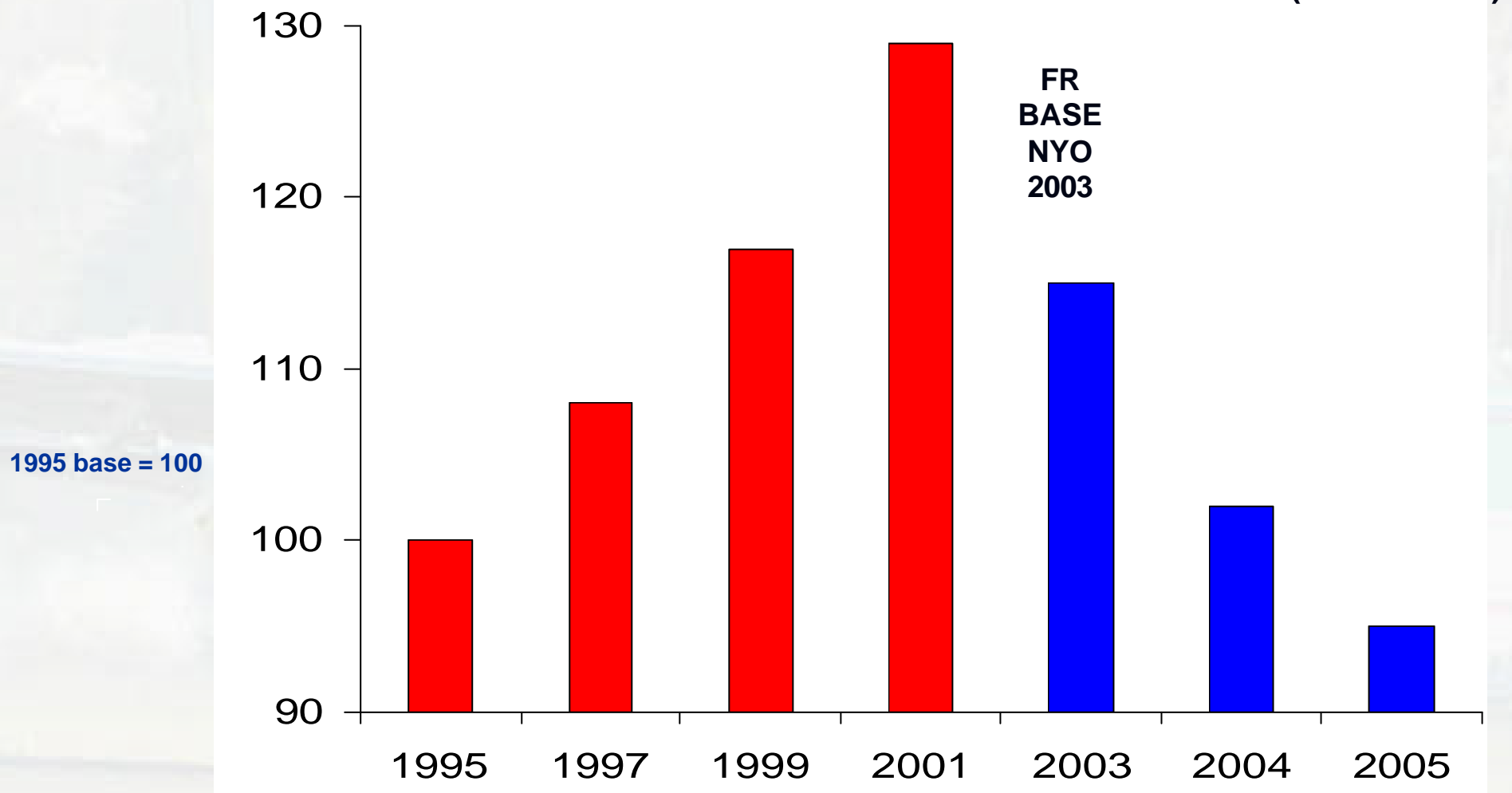
-  **Productive, point-to-point & quick turnaround**
-  **Efficient aircraft, new, 189 seats, high load factors**
-  **High productivity – 10,000 pax per emp.**
-  **Low cost, efficient airport facilities**
-  **98% Internet sales, ticketless travel**
-  **Very strong ancillary sales**

Ryanair – No.1 for lowest fares

| | | <i>Av. Fare</i> | <i>% > Ryanair</i> |
|-------------|------------------------|-----------------|-----------------------|
| <i>Low</i> | Ryanair | £ 28 | |
| <i>High</i> | easyJet | £ 42 | 50% |
| | Aer Berlin | £ 59 | 112% |
| | Aer Lingus | £ 63 | 126% |
| | Iberia | £ 95 | 241% |
| | Alitalia | £ 127 | 353% |
| | Air France | £ 150 | 437% |
| | Lufthansa | £ 150 | 437% |
| | British Airways | £ 191 | 582% |

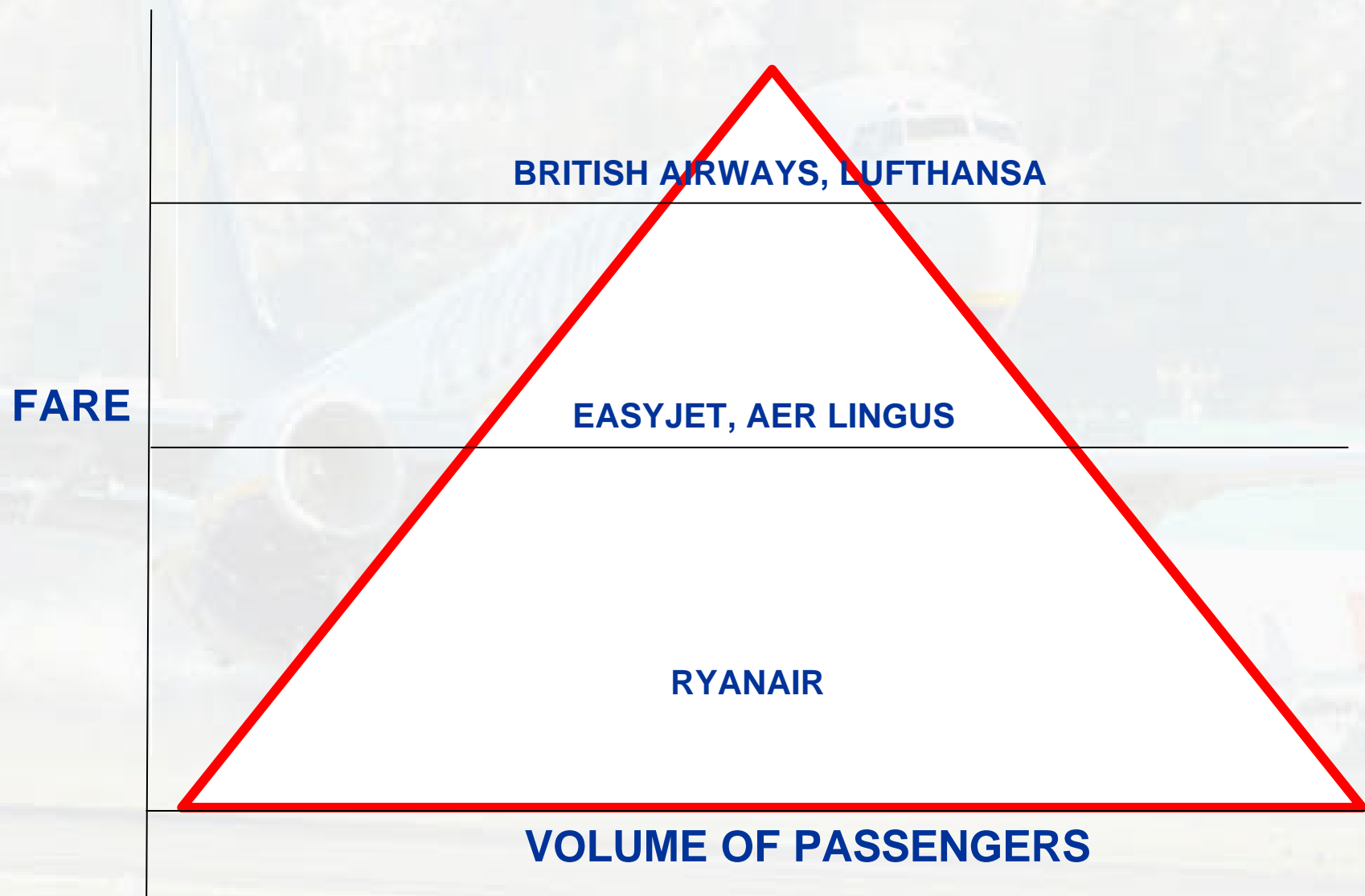
The Ryanair Effect – Driving down ALL fares

COST OF INTERNATIONAL FLIGHTS TO/FROM SWEDEN (1995 – 2005)

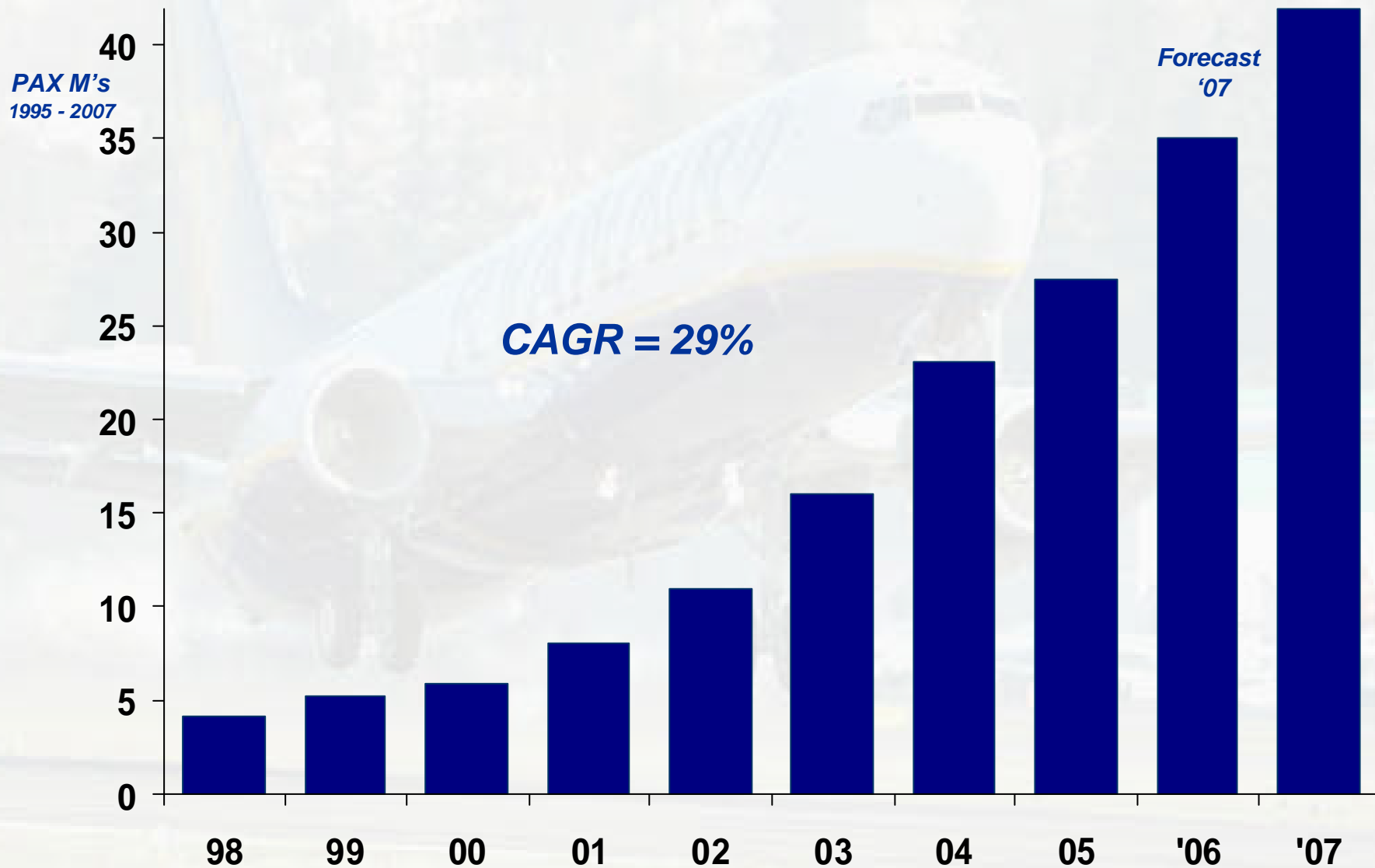


← SAS MONOPOLY → ← RYANAIR COMPETITION →

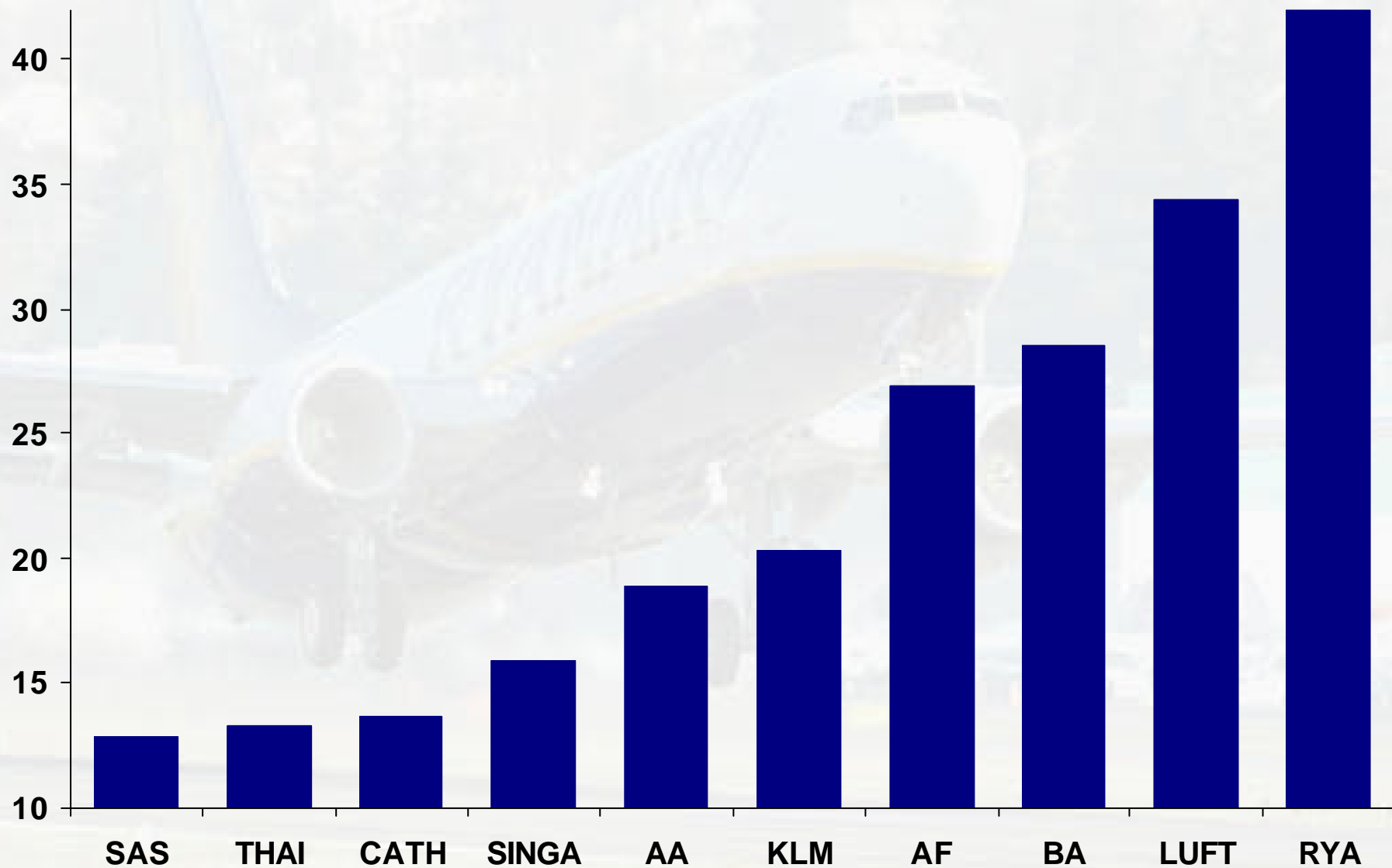
Development of Passenger Traffic



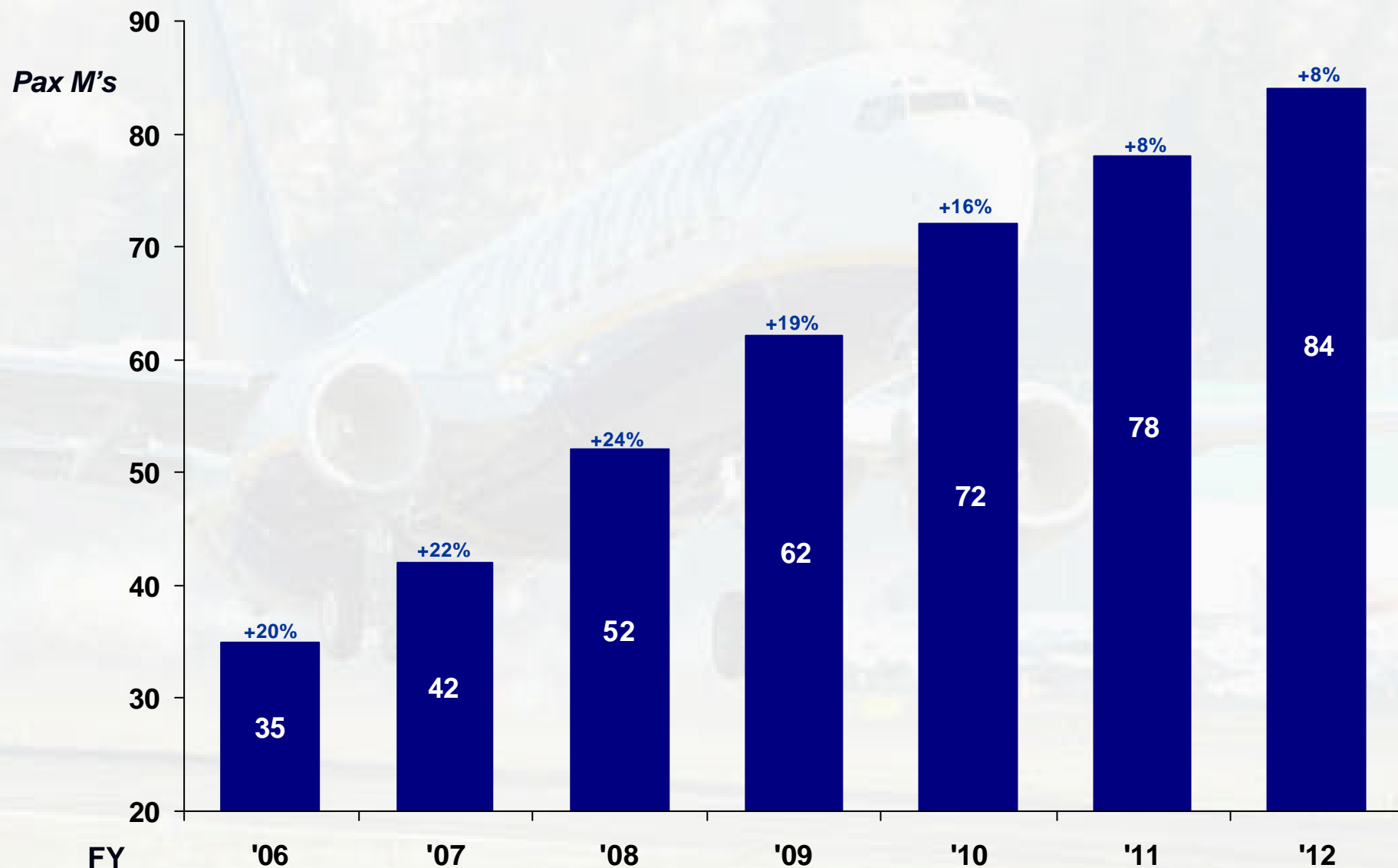
Ryanair's Traffic Growth



World's Largest International Scheduled Airlines



Ryanair – Traffic Growth to 2012



The Ryanair Effect

- ▼ **Low fare access stimulates regional development**
- ▼ **Low fares deliver massive boost to tourism (incremental)**
- ▼ **More visitors to UK than any other airline**
- ▼ **Creation of 42,000 jobs across Europe**
- ▼ **Visitor spend of £3bn p.a. across Europe**
- ▼ **Car rental, restaurant & hotel sales explode**
- ▼ **Regional airports become wealth generators**

The Ryanair Effect – Glasgow Prestwick

- ▼ **23 routes from Prestwick: 2.5 M pax pa.**
- ▼ **Flights began 1994**
- ▼ **47% in-bound visitors**
- ▼ **53% out-bound Scots**
- ▼ **80% were on holiday/visiting friends & family**
- ▼ **50% stayed in Greater Glasgow region**
- ▼ **25% stayed in Ayrshire area**
- ▼ **Average spend for visitors = £290.00**
- ▼ **£26M impact into Ayrshire region p.a.**

- ▼ **£153 M total economic impact in Scotland p.a.**

(Source: Economic Impact Study – 2005 by Scottish Enterprise Ayrshire)

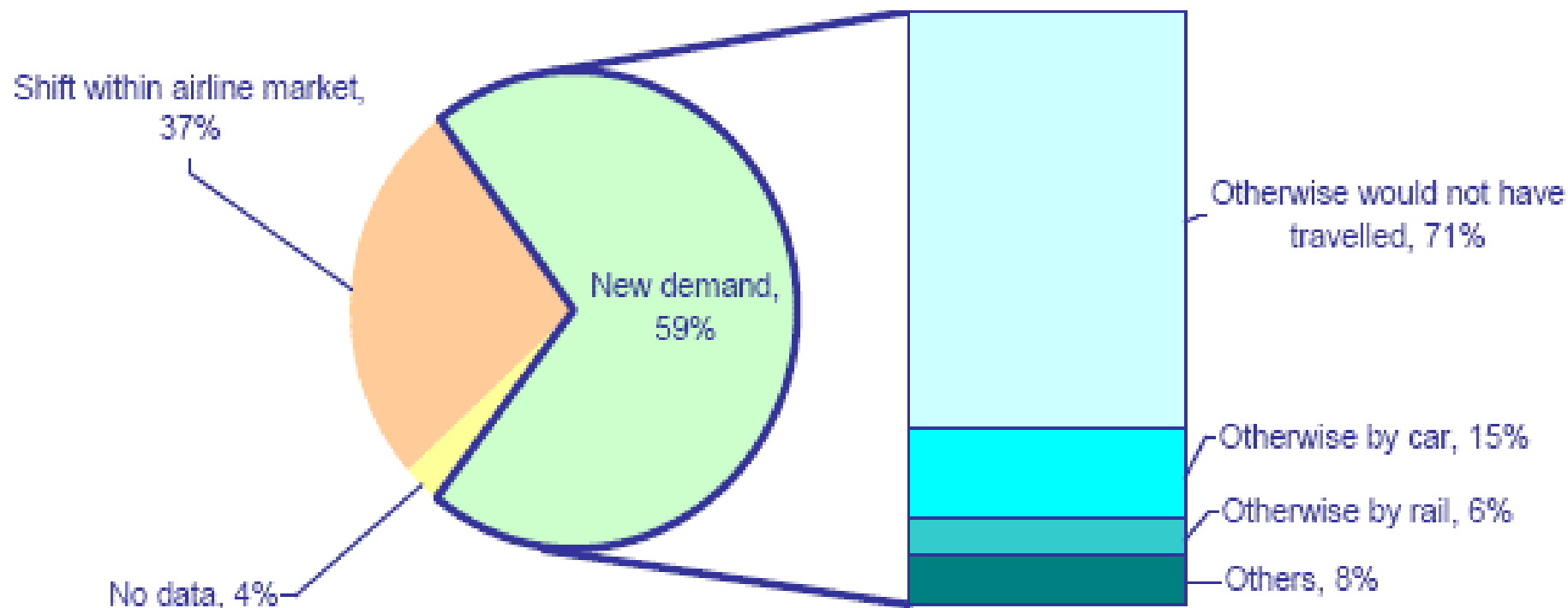
Likelihood to have visited Scotland if no RYA route

| | Gothenburg | Shannon | Dusseldorf | Milan |
|---------------------------------|------------|---------|------------|-------|
| Very or quite likely | 11% | 15% | 10% | 24% |
| Not likely or not at all likely | 65% | 77% | 80% | 62% |
| Don't know / neither | 24% | 8% | 10% | 14% |

(Source: Economic Impact Study – 2005 by Scottish Enterprise Ayrshire)

Low fares stimulate tourism growth

Figure 3 Share of new demand in the LFAs' traffic and breakdown of the new demand ⁴



Source: ELFAA Low fares and regional tourism growth 2004

The Ryanair Effect – Single airport (Carcassonne)

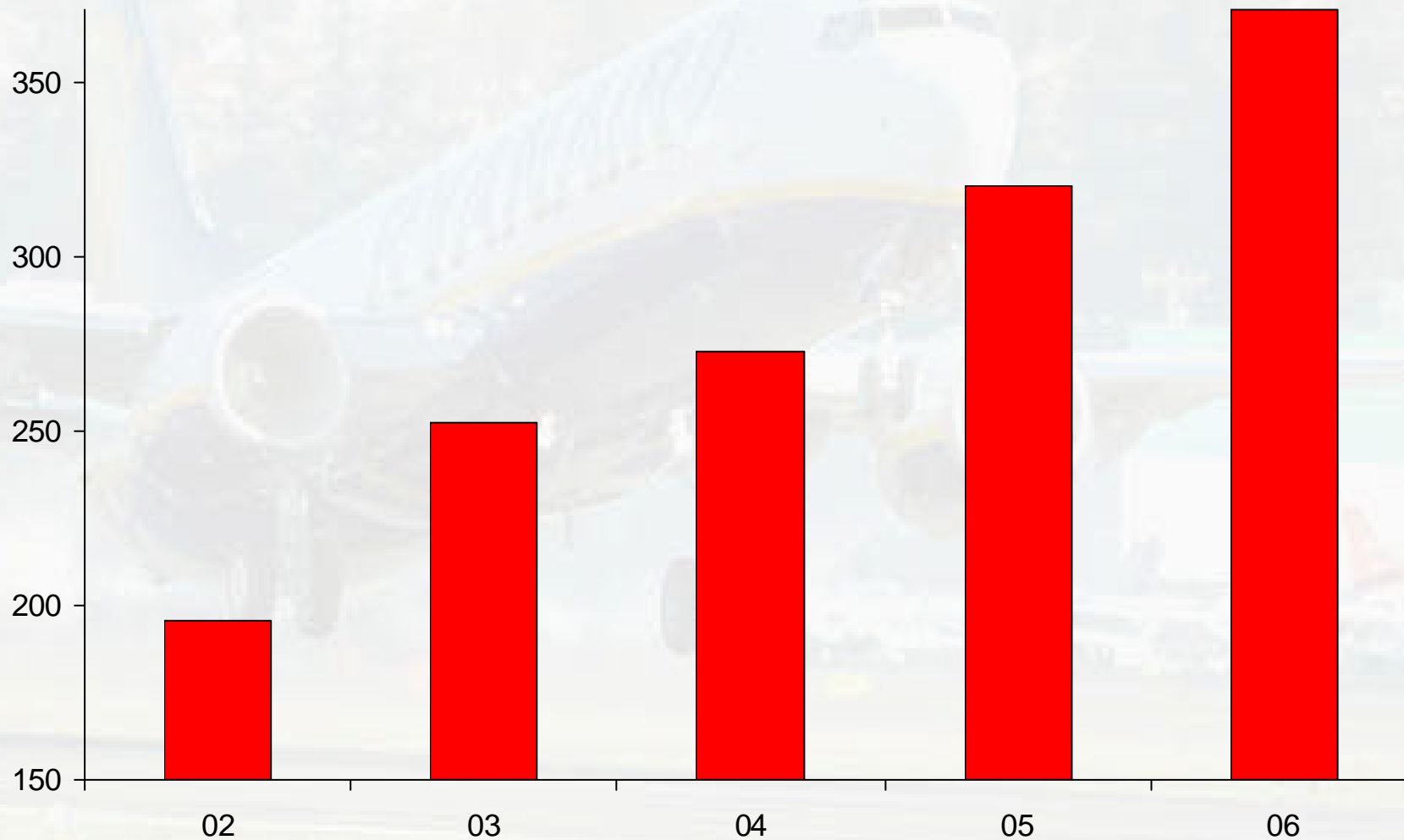
- ▼ **6 routes to Carcassonne: 400,000 pax pa.**
- ▼ **74.1% in-bound visitors**
- ▼ **71% pax travelled because of RYA low fare routes**
- ▼ **93% stayed in Aude region**
- ▼ **3.6% of visitors interested in house purchase**
- ▼ **€8.4 M direct impact into region p.a.**
- ▼ **€64.4 M indirect impact p.a.**

- ▼ **€115.8 M total economic impact over 5yr period**

(Source: Economic Impact Study – Carcassonne Chamber of Commerce & Industry)

The Ryanair Effect - Carcassonne

Pax '000s



Ryanair effect Liverpool

RYA base launched 2004

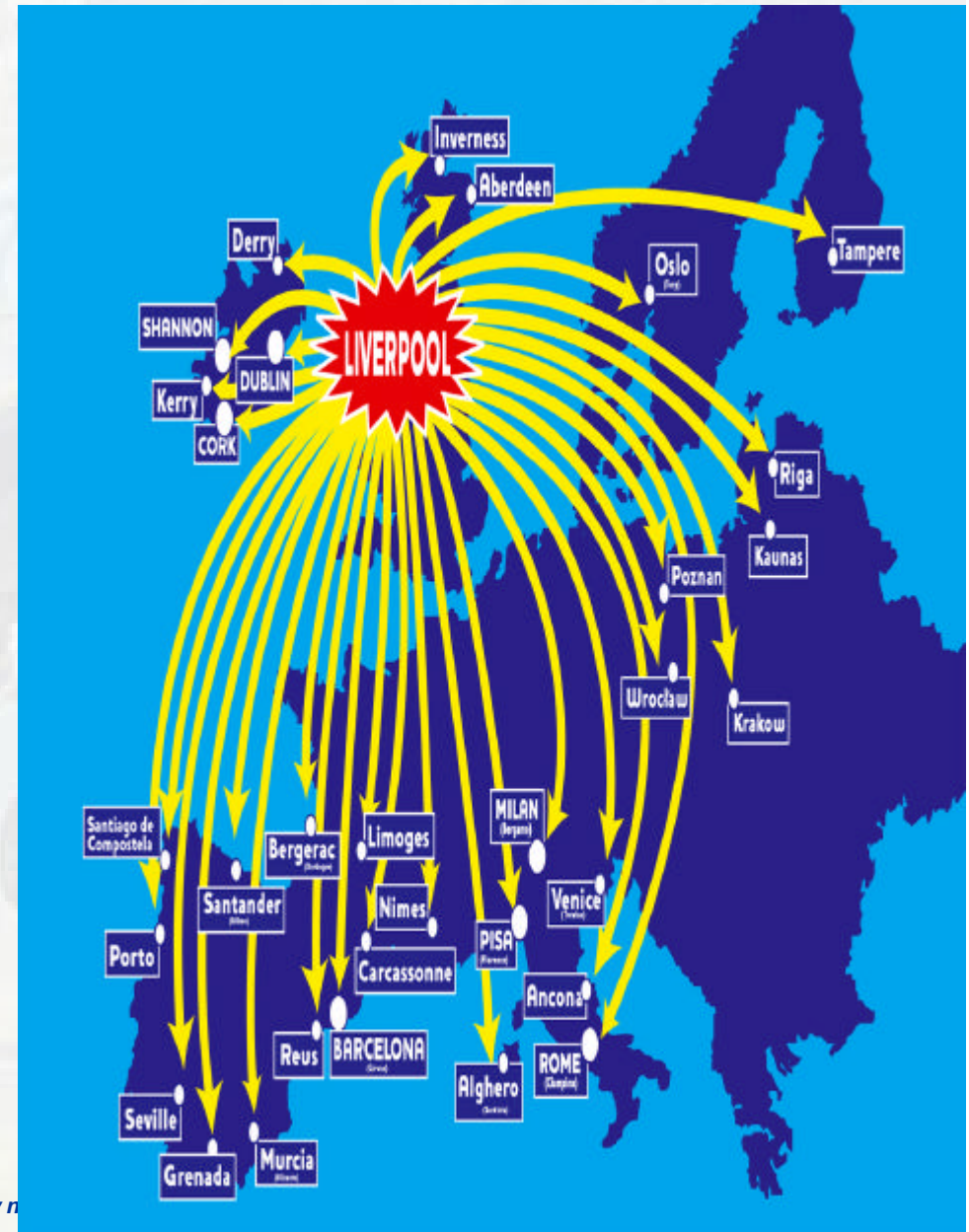
RYA traffic up 600% since (2004)

RYA visitor no.s up 700% (2004)

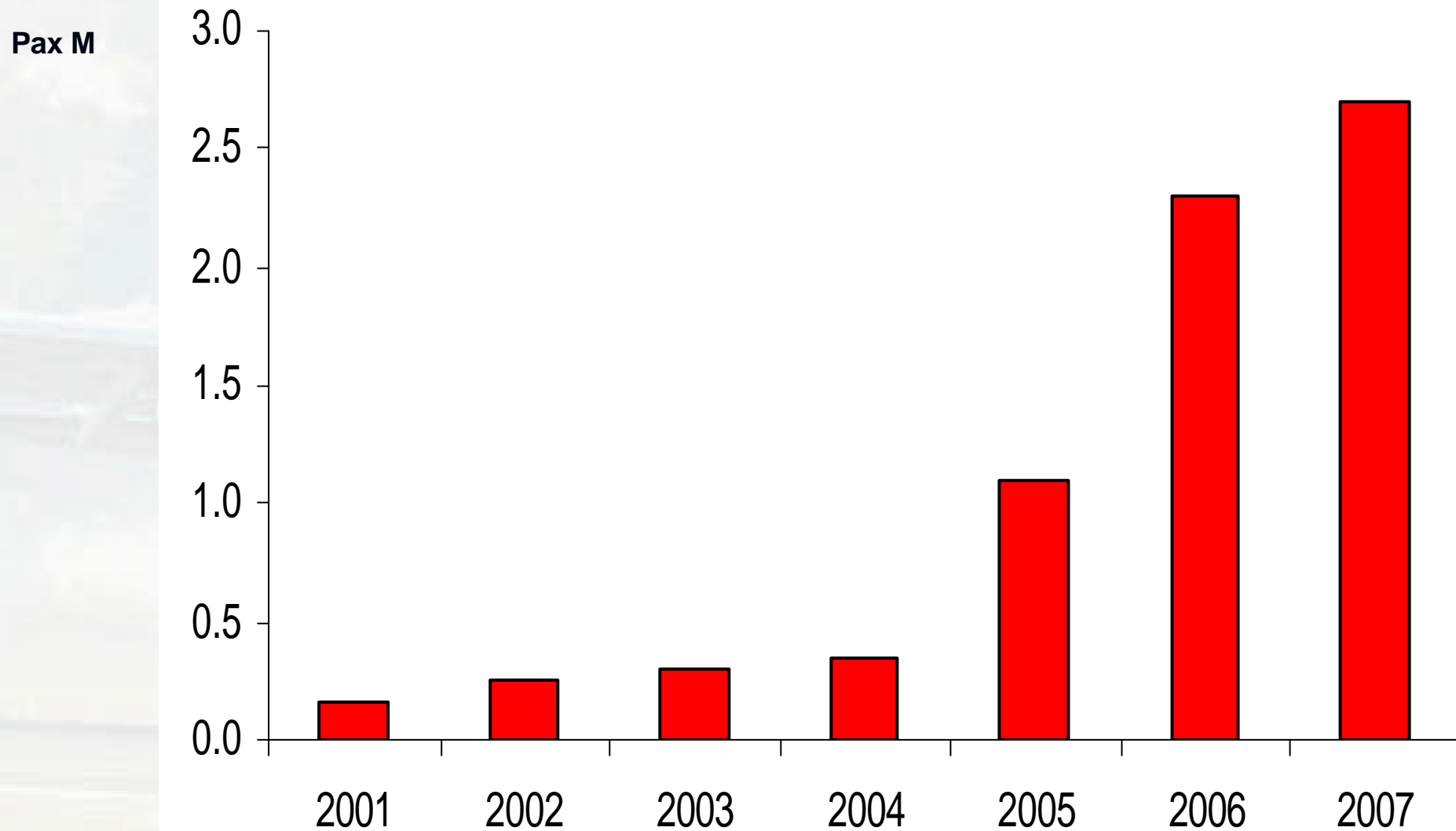
£200M p.a. vis. spend in M'syside

2.7 M pax sustains 2,700 jobs

RYA delivers record growth in LPL



THE RYANAIR EFFECT LIVERPOOL



RYANAIR IN THE UK

- ▼ 221 routes
- ▼ 19 airports
- ▼ 5 bases
- ▼ 59 aircraft based in UK
- ▼ Investment of \$4bn
- ▼ 140M pax to date



Ryanair – London Stansted (94 routes)



Ryanair Base Network



Ryanair - Summary

- ✈ Europe's lowest cost carrier – lowest cost wins
- ✈ Lowest fares, record growth for tourism
- ✈ Industry leading customer service delivery
- ✈ Plan to double traffic and profits by 2012
- ✈ New airports and bases ready
- ✈ 167 new aircraft facilitates growth to 80m+ pax
- ✈ Lowest fares deliver sustained tourism growth

Air Transport Emissions – The Facts

- ✈️ Aviation generates just 1.7% of GHG* emissions – Stern Rept.
- ✈️ In the EU** aviation
 - 2% of CO2 emissions
 - road traffic - 18%
 - power generation - 26%
- ✈️ Air transport heavily taxed, pays for all infrastructure
- ✈️ Taxing air travel won't reduce emissions (SUVs)
- ✈️ Promote new aircraft - 50% less emissions per seat
 - 45% lower fuel burn
 - 45% less noise
- ✈️ Penalise old aircraft, low load factors, connecting travel

•Source: Stern Report – Nov 2006

•**Source: European Environment Agency

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EU CO2 Emissions – Aviation Just 2%!!!

