

flydubai at a glance

2014 Celebrating 5 Years Of Affordable Travel From Dubai

PHILOSOPHY



Dubai is at the centre of aviation innovation, at the crossroads of east and west and at the heart of a dynamic global industry connecting people of all backgrounds and cultures from different parts of the world. Always looking at fresh ways to capitalise on its strengths and take this buoyant industry to new levels, the Government of Dubai ventured into an exciting area, backing a low-cost, low-fare business model. flydubai was born to provide convenient, reliable and affordable short-to-medium haul scheduled point-to-point non-stop commercial flights to the diverse multicultural population that makes up the largest city in the United Arab Emirates and to the wider customer base of the destinations it serves. In October 2013 the airline launched Business Class offering passengers greater choice, convenience and comfort, representing an evolution of its business model. More flights and more choice mean a huge boost for the burgeoning tourism industry and general trade and commerce in the UAE as the aviation sector is the country's economic driver.

BRAND IDENTITY



flydubai has a striking blue and orange livery with the colours reflecting both Dubai's landscape and coastline. Blue to represent the cool, calm waters of the Arabian Gulf; orange to bring home the hospitality of Arabian people and the warmth of the UAE's climate. The free flowing bands of colour in shades of blue and orange demonstrate versatility, flexibility and adaptability – key attributes of flydubai's business strategy. Versatile enough to change to market conditions. Flexible enough to adopt new programmes and concepts quickly and efficiently. Adaptable to different environments. As CEO Ghaith Al Ghaith said: "As an airline we focus on simplicity, accessibility, new and innovative ways of interacting with our customers, operating as a modern, successful company. These are all things common to Dubai and we are keen to see that reflected in the livery of flydubai."

NETWORK



01 June 2009 marked the commercial launch of flydubai out of Dubai International Airport. With a brand new fleet of Boeing 737-800s, in an all-Economy Class configuration, flydubai quickly established a reputation for offering the travelling public a viable alternative to full-service carriers. With a focus on underserved markets – destinations which have little or no scheduled flights from Dubai - the airline rapidly developed an international network covering the Middle East, GCC, Africa, Caucasus, Central Asia, Europe and the Indian Subcontinent. Targeting high demand destinations of up to five hours non-stop to and from Dubai, the carrier now serves more than 80 cities with

many more planned over the next few years. With a range of 5,500km from Dubai, flydubai's all-Boeing fleet of aircraft has access to 2.5 billion passengers, the equivalent of one-third of the world's population, thus providing flydubai with many growth opportunities.

FLEET



In just five years since operations began, flydubai has built up a modern fleet of over 41 Next-Generation Boeing 737-800 aircraft that is growing at a rapid pace. flydubai has the youngest fleet of narrow-body aircraft in the Middle East, averaging just 2.4 years old. Equipped with ergonomically-designed seating in its Economy cabins and a new Business Class cabin introduced in 2013, flydubai promotes its fleet as clean, efficient and highly productive. flydubai will continue to expand its network as more aircraft join the fleet, including 75 of the Boeing 737 MAX 8 variant, the US plane maker's newest narrow body jet, for which deliveries of the Middle East's biggest order of 737s will be over a six-year period between 2017–2023. The USD8.8 billion order, placed at the Dubai Air Show in November 2013, also included 11 of the 737-800s and purchase rights for an additional 25 737 MAX 8. With the 737 being more efficient using less fuel, passengers benefit greatly as the savings are passed onto them through lower fares.

ONBOARD PRODUCTS



flydubai offers Economy Class seating across its fleet with innovative lightweight seats from manufacturer RECARO. The airline began to provide Business Class cabins on all new aircraft delivered since August 2013. Designed to provide affordable fares in whichever class of travel, the onboard offering also includes an interactive video and audio seat back entertainment system in every seat with a choice of more than 1,000 hours of programming including movies, TV shows, documentaries, music and games. Passengers surfing flydubai.com can view trailers of featured onboard Western, Arabic and Asian movies from the comfort of their home before beginning their journey.

THE NEW BUSINESS CLASS



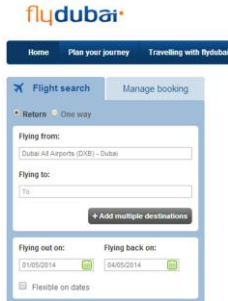
flydubai offers Business Class on select aircraft with unprecedented space and comfort. With a seat pitch of 42 inches, a width of 21 inches and head rests, each of the 12 Business Class seats has built in lumbar support, Italian leather furnishing and dedicated universal power sockets for laptops and mobile devices. The in-seat power outlet is suitable for plugs from over 170 countries. Noise cancelling headsets enable passengers to enjoy thousands of hours of interactive touchscreen programming offering a choice of over 200 movies, TV shows, documentaries, music and games. On flights over 90 minutes, Business Class passengers can choose a delicious hot meal from an internationally-inspired menu. On shorter flights, lighter cold meals are served. There are also sweet and savoury snacks available on demand throughout the flight.

ADDED VALUE



flydubai believes in letting passengers make choices to determine what services they pay for which in turn affects the fare level. The choice to fly when they wish, the time of day they desire to travel and the additional services they would like. Dedicated to reducing the cost of air travel in the region, flydubai goes all out to keep things simple which helps trim operating costs and, in turn, enable savings to be passed onto the consumer through lower fares. Prices include taxes and tariffs, but if passengers choose to have an inflight meal, or take checked-in baggage, they just pay for the extras and can do so before flying by going online and booking their meals or baggage package – 20kg, 30kg or 40kg. Passengers can also book hotels and car rental online at the time of purchasing an air ticket or later. The total fare paid in Business Class includes meals, the use of the inflight entertainment system and priority service on the ground.

FLYDUBAI.COM



flydubai has a dedicated website www.flydubai.com where passengers can search for flights, make reservations and book seats with credit cards through a secure online payment gateway. The website provides an online check-in facility allowing passengers to select a seat and print a boarding pass at home or office before heading to the airport. The website also enables passengers to search for optimum flights at the lowest possible fare on any route, information on the ever-expanding route network, destinations served by flydubai, food and drinks available onboard, inflight entertainment offering which includes a pre-purchase online payment service, duty free products available onboard, baggage policy and freight services provided by the growing cargo division.

FINANCIALS



Growing at a rate of more than one new destination every month since launch five years ago, flydubai has experienced an excellent financial performance. In March 2014, flydubai announced net profit of AED222.8 million (US\$60.7million), a 47 per cent increase over the 2012 figures. A healthy performance for a young airline that has clearly demonstrated it has a workable business model to operate in a dynamic environment and highly competitive industry. With bookings through key distribution channels, *flydubai.com*, the airline's call centre, or designated flydubai Travel Shops, the carrier can control costs, keep fares in trim and pass on savings to consumers.

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