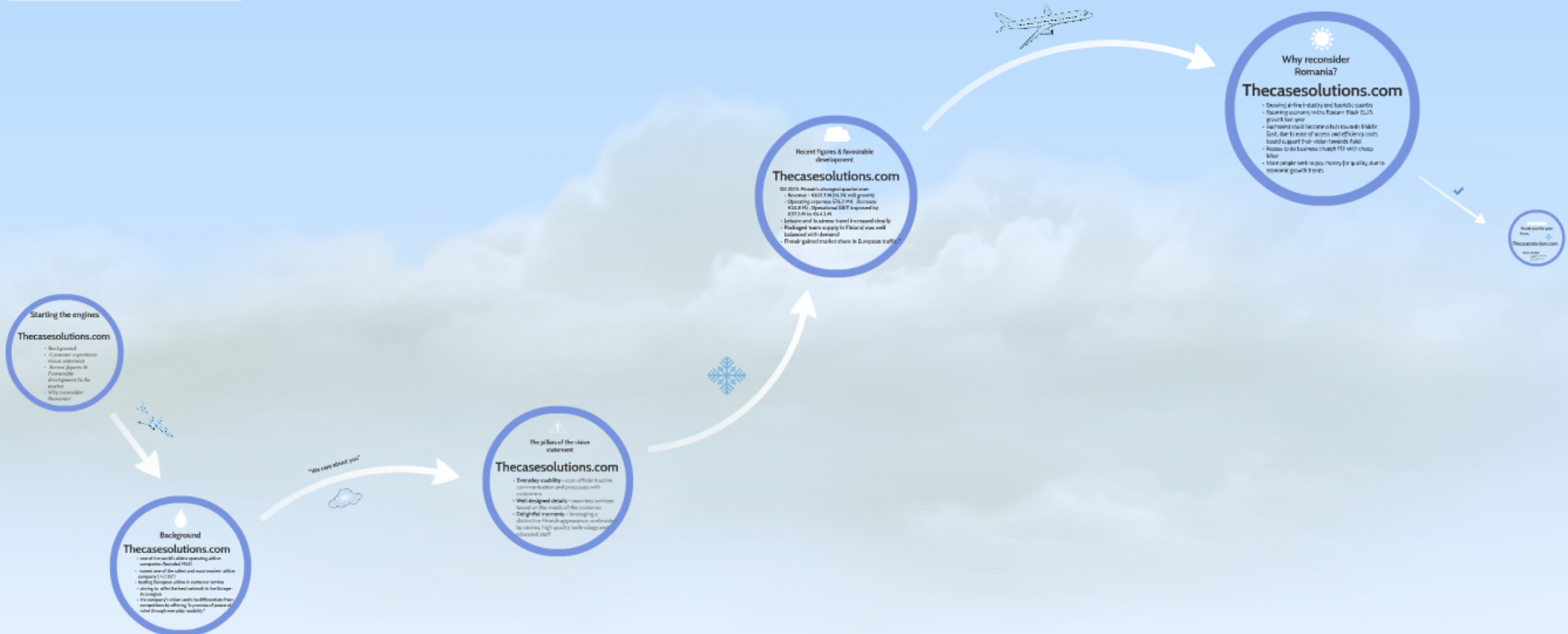


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## Saudi Arabia: Ready for Takeoff?



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## Saudi Arabia: Ready for Takeoff?

# Starting the engines

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- *Background*
- *Customer experience  
vision statement*
- *Recent figures &  
Favourable  
development in the  
market*
- *Why reconsider  
Romania?*





## Background

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- one of the world's oldest operating airline companies (founded 1923)
- named one of the safest and most modern airline company (JACDEC)
- leading European airline in customer service
- aiming to offer the best network in the Europe-Asia region
- the company's vision seeks to differentiate from competitors by offering *"a promise of peace of mind through everyday usability"*.



## The pillars of the vision statement

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- **Everyday usability** - cost-efficient active communication and processes with customers
- **Well designed details** - seamless services based on the needs of the customer
- **Delightful moments** - leveraging a distinctive Finnish appearance, embroidered by stories, high quality technology and educated staff



Recent figures & favourable  
development

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Q3 2015: Finnair's strongest quarter ever:

- Revenue - €631.7 M (14.3€ mill growth);
- Operating expenses 576.2 M€ (decrease €23.8 M) ; Operational EBIT improved by €37.5 M to €64.2 M
- Leisure and business travel increased clearly
- Packaged tours supply in Finland was well balanced with demand
- Finnair gained market share in European traffic.\*



## Why reconsider Romania?

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- Growing airline industry and touristic country
- Booming economy in the Eastern Block (5,2% growth last year)
- Bucharest could become a hub towards Middle East, due to ease of access and efficiency costs (could support their vision towards Asia)
- Access to do business though FDI with cheap labor
- More people seek to pay money for quality, due to economic growth trends

***FINNAIR***

**Thank you for your  
time,**



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