



Flybe is the UK's number one domestic airline, carrying more domestic passengers than any other airline and operating four times as many domestic routes than anyone else. Following Flybe's acquisition of BA Connect in 2007, the airline created a business that, in the last financial year, carried seven million passengers and generated revenues in excess of £500 million.



airports, with routes to key European centres including Paris, Düsseldorf, Frankfurt and Milan. The airline's network is made up of 75 per cent domestic UK routes, 15 per cent business and 10 per cent leisure. It is also the largest scheduled airline at Belfast City, Birmingham, Cardiff, Exeter, Inverness, the Isle of Man, Jersey, Manchester and Southampton.

For the business travel market, a key part of the airline's offering is Flybe Economy Plus. As well as free executive lounge access across its network, this offers a range of additional features such as shorter minimum check-in times, fully changeable tickets and a generous baggage allowance.

In addition, its aircraft maintenance division, Flybe Aviation Services, is the largest regional engineering maintenance centre in Europe, operating a network of supporting line stations across the UK and Europe and was voted Aviation Week's 2009 Overhaul & Maintenance European Airline MRO of the Year.

Carrying a higher percentage of business passengers than any other UK low cost airline, Flybe has invested £2 million in its business travel product to maintain passenger loyalty and attract new custom: five of its 11 Executive Lounges are less than two years old and more than 69 CUSS self-service check-in kiosks have been installed at airports across the UK.

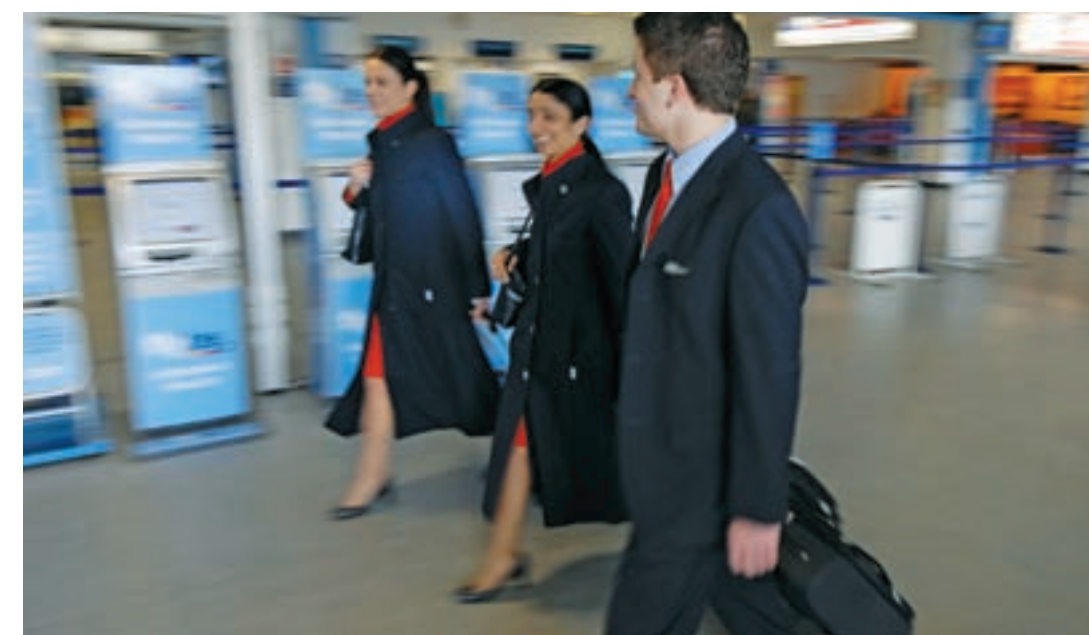
Achievements

Flybe has chalked up 30 years of continuous operations, evolving from its Jersey European roots into a successful, innovative market



leader within the low cost airline industry. It continues to differentiate itself in the crowded airline marketplace by focusing on a strong regional business model, offering 'affordable travel on your doorstep'.

Flybe entered into a historic franchise agreement with Scottish regional airline Loganair in 2008, the deal being the first of its kind ever for a UK low cost carrier. The move demonstrated Flybe's commitment to extending its quality low fare model throughout the UK, increasing accessibility to geographically isolated regions.



Flybe has also been highly successful in driving ancillary revenue, being the first airline in the world to charge for hold baggage and reward hand baggage-only passengers.

Significantly, the airline has also spearheaded efforts to reduce the environmental impact of air travel. Investing more than US\$2 billion in new aircraft since 2006, it was the first airline to take delivery of the new Embraer 195 jet aircraft. Its performance features include greater fuel efficiency and a reduction in noise levels. This 14-aircraft order – in addition to 60 Bombardier Q400 turboprop aircraft – now allows Flybe to boast one of the youngest and most environmentally sensitive fleets in the world. This enabled it to reduce fuel consumption by more than 50 per cent per seat by the end of 2009.

In line with this commitment, Flybe was the first airline in the world to introduce an aircraft eco-labelling scheme. Passengers booking via the internet now receive a detailed breakdown of fuel consumption, carbon emissions and noise patterns.

Recent Developments

The recently introduced Flybe Connections offers a one-stop booking service, enabling customers to book multiple connecting Flybe flights that incorporate those of its franchise partner, Loganair, in a single transaction, effectively creating an additional 117 flight options.

Another new innovation is the Flybe Spend & Fly MasterCard. The only UK low cost carrier loyalty programme open to all passengers and operating under the 'Spend Once, Fly Free' maxim. This provides passengers with added

value across a range of rewards. The card is integrated with Flybe's Rewards4all frequent flyer scheme.

Flybe was the only UK airline out of 150 leading UK companies to sign the Government's Skills Pledge in 2007 and, in 2010, will open its new state-of-the-art Flybe Training Academy at its Exeter headquarters.

Promotion

Along with its high frequency retail advertising and online activity, customer relationship marketing is central to Flybe's long term strategy to increase customer loyalty. Operating a highly segmented database and personalised communications approach, its online frequent flyer programme Rewards4all



provides generous benefits to its regular travellers. In addition to this, Flybe has just launched a hard-hitting advertising campaign, targeting the business traveller, titled Business is Better Face to Face.

Supporting and championing the local communities in which it operates is key to Flybe's operation. Part of this commitment is reflected in its football sponsorship with Exeter City, Southampton and Inverness Caledonian Thistle football clubs. Other corporate social responsibility programmes include the Flybe Local Hero Award programmes, the appointment of Flybe Ambassadors and its partnership with Cancer Research UK.

Brand Values

Flybe's brand is built on a vision to be modern, different, environmentally and socially responsible, transparent and customer-driven. Its commitment and contribution to regional economies, investment in local communities, advocacy for regional 'on your doorstep' services and strong regional heritage, all support the Flybe identity. Alongside this, innovation and providing a comprehensive, high quality customer service offering remain key to the ongoing development and success of the brand.

flybe.com

Things you didn't know about Flybe

Last year Flybe staff and passengers raised £153,373 for its nominated charity, Cancer Research UK.

Flybe could fill 15 Olympic-sized swimming pools with all the bottles of mineral water it sells in a year.

Each year Flybe's aircraft fly a total of 44.4 million kilometres.

The fleet uses 1,800 aircraft tyres per year.

1979	1991	1993	2000	2003	2006
Jersey-based entrepreneur Jack Walker founds Jersey European. The airline is taken over by the Walkersteel Group in 1983.	Jersey European gains its first London route from Guernsey to London Gatwick.	The Business Class service is launched and Jersey European is named Best UK Regional Airline at the Northern Ireland Travel and Tourism Awards, for two consecutive years.	Jersey European changes its name to British European, becoming Flybe two years later.	Flybe is voted Most Recommended UK Low Fares Airline by Holiday Which? It goes on to be named 'Most Popular UK Domestic and France-bound Airline' in 2005.	Flybe becomes the first airline to offer online check-in to passengers carrying hand and hold baggage, along with functionality for online flight changes.

2007	2008	2009	2010
Flybe acquires BA Connect, becoming Europe's largest regional airline. It also launches a frequent flyer programme, Rewards4all, and the world's first airline eco-labelling scheme.	Flybe announces a landmark franchise agreement with Loganair, while Flybe Connections creates 117 new route options across an expanded network.	Flybe's chairman and CEO, Jim French wins the Regional Leadership award at the Airline Strategy Awards and the Special Merit for Commitment to the Environment at the Budgie Awards.	A new state-of-the-art teaching centre, the Flybe Training Academy is due to open at its Exeter headquarters.