



# **Star Alliance invites Aegean Airlines as a future member carrier**

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## How An Idea Was Born

In a business environment getting more and more global

Aeropolitical barriers limited ability for mergers and acquisitions

Airlines had to find other ways to extend their market opportunities



Creating the world's first global airline alliance was the way to go

A strong concept has successfully influenced a whole industry



## A Common Vision

Star Alliance was founded with a clear vision in mind:

**Vision** *"to be the leading global airline alliance for the high value international traveler"*

**Mission** *"to contribute to the long-term profitability of its members beyond their individual capabilities"*



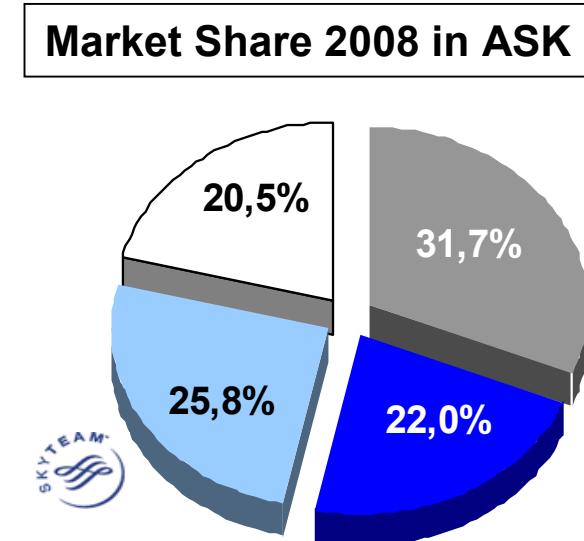
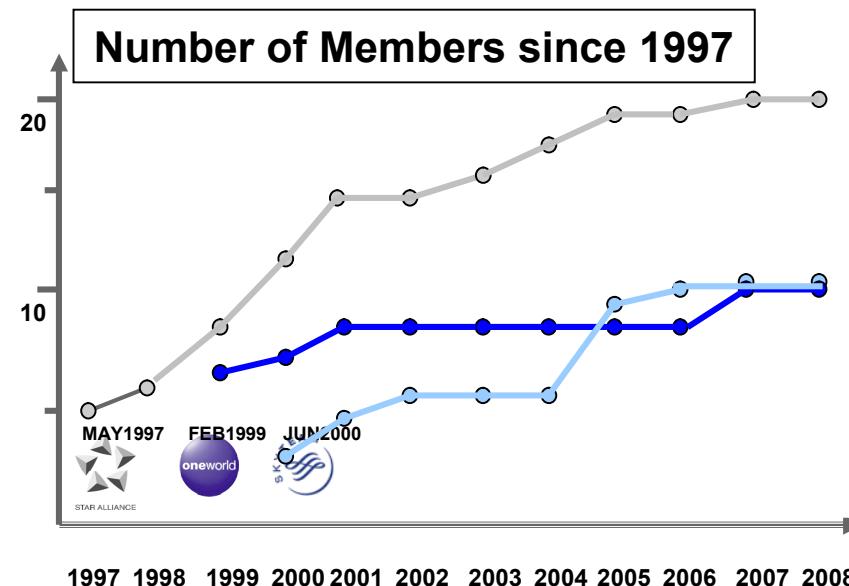


## A Global Solution

Over 12 years Star Alliance developed the leading global alliance offer

- 21 quality airlines
- top flight products and services delivered with a cultural flair
- a comprehensive global network

Today more than 2/3 of world aviation are covered by the alliances.



## Alliance Benefits

The alliance delivers benefits for our airlines' customers ...

... as well as for the bottom line of our member airlines



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## Our Customer Facing Objectives

Right from the beginning three common objectives were established, which no company could achieve through individual efforts alone:

### Global Reach

- Global travellers demand global solutions



### Worldwide Recognition

- Accumulating and redeeming miles on any member airline builds system wide loyalty
- Status customers receive priority travel benefits across the network



### Seamless Service

- Joint initiatives to better serve our passengers also increase airline efficiency





## The Strength Of The Star Alliance Network



**Countries**

160

**Airports**

916

**Daily Departures**

16,994

**Daily Codeshare Flights**

17,987



## Star Alliance Has Truly Global Reach



Once Aegean Airlines, Air India, Brussels Airlines and  
Continental Airlines are onboard  
26 Star Alliance member carriers  
will offer almost 21,000 daily flights  
to 1090 destinations in 176 countries.





## Global Sales Activities And Offers

### Corporate Sales

- One contact – one contract for global corporate travel needs



### Meetings and Conventions

- Conventions plus
- Meetings plus – one stop solution for companies organizing their meetings

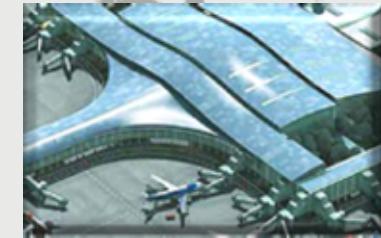
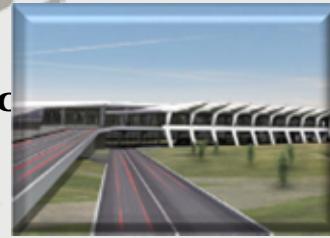


### Global fare & discount products

- 12 different fare offers including the topseller Round-the-world



## Airport and Facility Collocation – Top On Our List



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## Synergies At Work

### Umbrella agreements for alliance-wide sourcing

- Fuel
- Network bandwidth, telecommunications
- Aircraft parts
- Economy class seats
- In-flight service material
- Tyres



### Development and operation of joint infrastructure use members' resources efficiently

- Common IT platform
- Automated Document Check





STAR ALLIANCE  
THE WAY THE EARTH CONNECTS 

**Our New Member**

**.... coming soon!**



## Greece – A New Home Market Covered

- Greece provides a unique opportunity for Star Alliance to expand into a market currently underserved by the alliance.
- Important **geographic location** in the Eastern Mediterranean at the cross-roads of East and West.
- Strong established leisure market and growing business opportunities.
- Large communities of Greek origin living across the globe in such countries as Australia, Canada, South Africa and the USA.



## Current Star Alliance Network From Greece

### Star Alliance today:

**12** Star Alliance member carriers operate to Greece

**160** weekly flights  
**15** destinations  
**13** countries

Main departure airports are  
Athens and Salonika

Seasonal service to  
a selection of  
Greek Islands



## The Aegean Airlines Effect

### The Aegean network links to Star Alliance:

**13** member carriers operating to Greece

7 fold increase in weekly flights to **1155**

**47** destinations in **23** countries

**9** unique destinations added

More flights to key cities in Europe

Access to Greek domestic network





## Why Aegean Airlines?

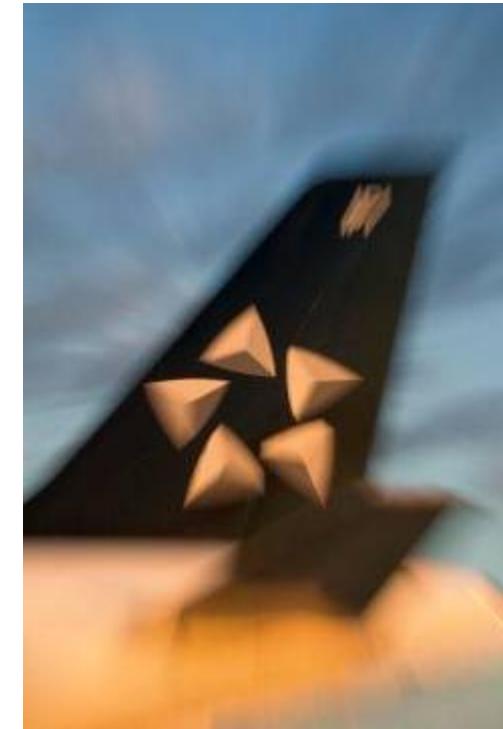
- Aegean Airlines is an overall ideal fit into the Star Alliance network.
- The airline has a strong regional presence with its extensive domestic network.
- The airline has built tight bilateral links to several alliance members.
- The airline is known for its high safety standards and service levels.
- The airline has a good brand recognition.
- The airline has a reputation for solid and successful management.
- The airline has grown in a focused but controlled manner since its founding.



## Joining Star Alliance: A Good Investment In A Strong Partnership

- Most comprehensive network
- Strong home market positions
- Strong presence at major hubs
- High consumer awareness
- Best Frequent Flyer Programme cooperation
- A diversity of cultures working together

and last but not least...



- **... a partnership based on trust and friendship**



# THANK YOU

