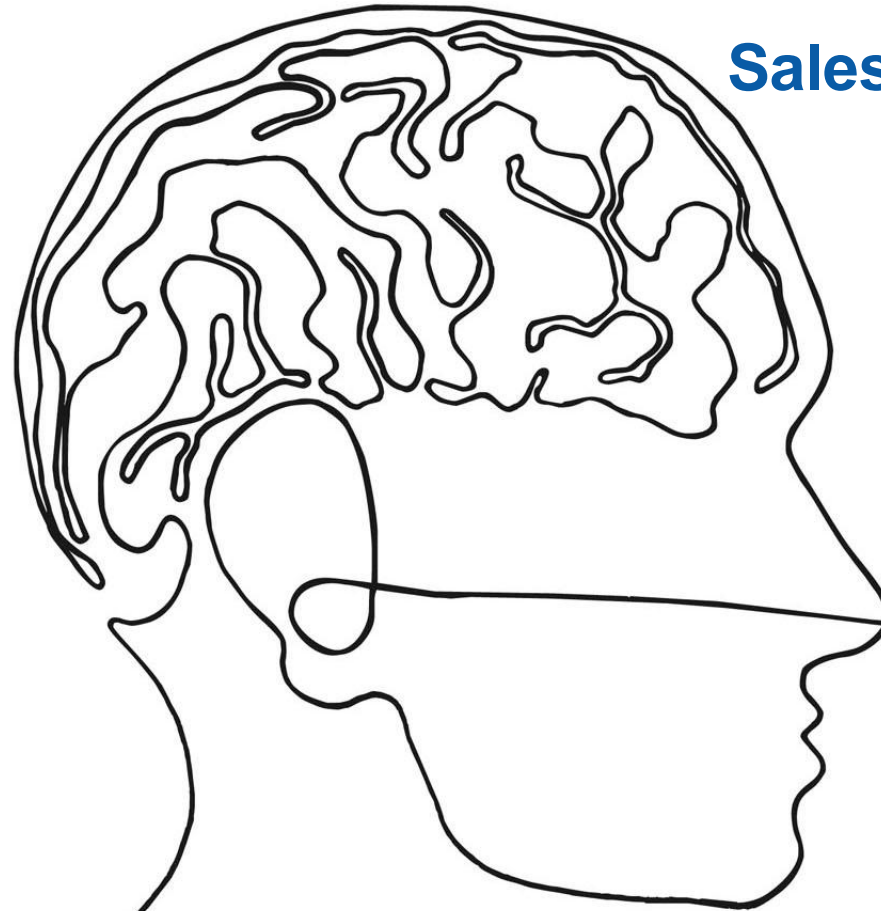


Bruno Frentzel

Senior VP

Sales & Distribution



Straightforward thinking

SITA

Why simplify?

Simplifying Travel and Transportation

Reduce Costs

**Asset
Optimization**

**Improved
PAX
Experience**

Airlines

Airports

Government Agencies



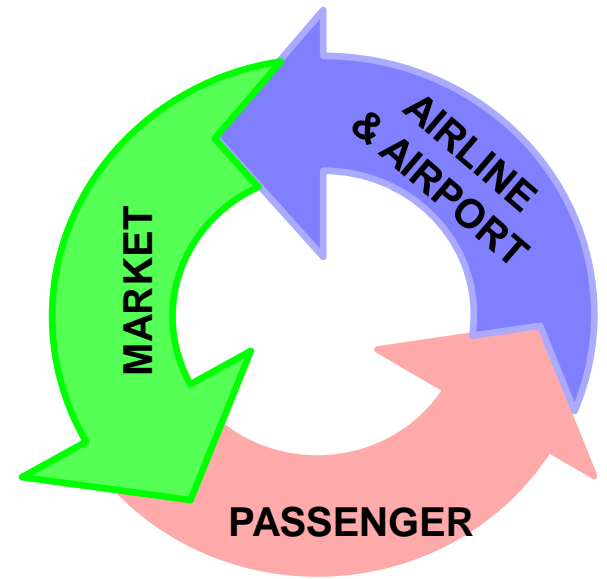
Industry at a glance

- Cost pressures :
 - Fuel costs increase – 7.4bn loss in 2005
 - Current processes labour & space intensive
 - Agent check-in cost approx 3.68USD compared to 0,16cts using self-service check-in
 - Airline tickets sold by Airline offices costs 8\$ which via the web costs 1.54\$
- Self Service mobility check-in, E-Booking, Mobile check-in
- Security Biometrics
- Competitive Market
 - Low Costs
 - Airport Development
 - Throughput & Customer service are critical
 - Pressure to simplify processes
- Mature Technology
 - IP – Convergence – XML – Biometrics
 - RFID - Wireless



The promise of IT

- IT can improve and simplify processes
- IT can manage complexity by integrating technology and processes
- IT can bring cost reductions, efficiency gains and improved passenger service



Our work with customers and industry

- **Enabling customers and the industry to realize cost reductions**
 - Community solutions
 - Industry's leading provider of ASP-based services
 - Return on investment for IT (shared infrastructure, CUSS)
 - Security: minimizing the cost of compliance (APP, APIS)
 - Professional Services: optimizing infrastructures and taking away complexity
 - Distribution, Reducing cost , optimizing fares
- **Constantly innovating, striving for Simplicity and improvement of Passenger Experience:**
 - Working with IATA on Simplify the Business priorities for the industry:
 - e-ticketing, Common Use Self-Service (CUSS), Bar code standards, RFID, Cargo
 - Shared Services: kiosk, check-in, Airport connect (open platform Industry standard at airport)
 - Passenger management, sales distribution, middleware, Border management
 - Aircraft communications: two-way in-flight SMS, In-flight communications (OnAir),
 - Common Customs Access (Cargo)



Our approach

Core Value Proposition

Simplifying Travel and Transportation

Integrated Solution Portfolio

Distribution

Self Service

Transportation
Security

Baggage
Management

Cargo

Airport

Onboard
Communication

Flight
Automation

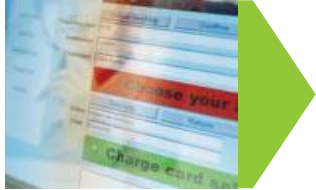
Airlines

Airports

Government Agencies



We can simplify because...



Plan Trip

Fares Management

Reservations

Ticketing

Point of sale



Airport Processing

Airport Operations Management

Passenger Management

Baggage Management

Common Use Passenger Processing Infrastructure

Cargo Management



Boarding



Flight

Cockpit Communications, Air Traffic Control

Flight Operations Applications

Fleet, Crew Management

Passenger Communications



Arrival

Airport Operations Management

Passenger Management

Baggage Management

Common Use Passenger Processing Infrastructure

Cargo Management

Advanced Passenger Information, Border Management

Infrastructure



We have a broad portfolio of services

Industry Relations

Technical Std Committees

User Groups

Common Architecture

Quality Assurance

Portfolio Management

Airport & Desktop Solutions (ADS)

Passenger & Travel Solutions (PTS)

Airline Operations & Aircraft Communications (AOAS)

Passenger Cabin Communications (OnAir) | Cargo Solutions (Champ Cargosystems)

Network Solutions through SITA SC

Consulting

Partners

System Integration

Project Management

Customer Service

Install

ASP

Outsourced



Airport & Desktop solutions

- **Deployed in over 235 airports worldwide**
- **Focus is on integration of IT at airports and outsourcing**
- **Continued innovation:**
 - **Baggage: tagging, dropping, reconciliation & management**
 - **Common-use: AirportConnect**
 - **Self Service: CUSS Kiosks**
 - **Simplified IT infrastructure management**

**Baggage
Management**



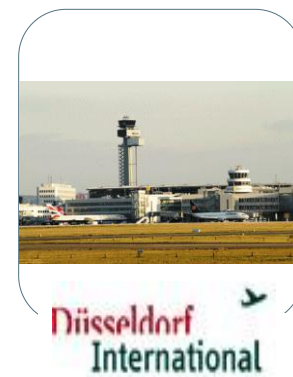
AirportConnect



Kiosks



Outsourcing



Passenger & Travel solutions

- **Used by over 374 airlines worldwide**
- **Focus is on reducing distribution costs, simplifying business processes and delivering self-service**
- **Continued innovation:**
 - **Online sales, e-ticketing, self-service**
 - **Fares distribution, pricing & management**
 - **Border management**

Distribution



e-ticket

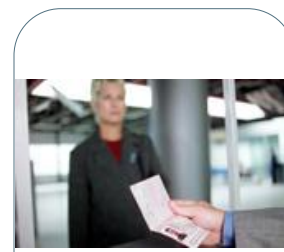
Fares & Pricing



Self-Service



Transportation
Security



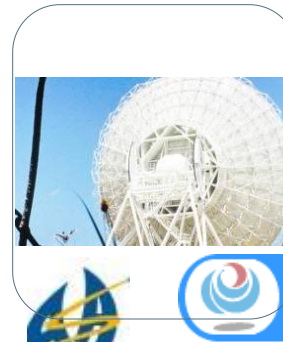
Airline Operations & AIRCOM Services

- **Used by over 330 airlines worldwide**
- **Focus is on safety and security, reducing delays and improving asset management**
- **Continued innovation:**
 - **Web-based graphical weather**
 - **Air navigation & ADS-B**
 - **Communications services to Air Traffic Control organisations**

Flight
Automation



Air Navigation



Air Services
Australia

Civil Aviation
Bureau of Japan



Cargo



- **CHAMP Cargosystems SA and SITA Cargo (UK) merged into a new company with majority shareholding by SITA INC**
- **The new company has:**
 - **Close to 200 staff focused on air cargo**
 - **Unrivalled industry knowledge**
 - **Most complete solution portfolio in the industry**
- **Our cargo solutions are used by over 55 airlines, with over 14 million airway bills issued in 2004**



SITA

OnAir

- The new company was created by SITA INC, Airbus and Tenzing with majority shareholding held by SITA INC
- OnAir will offer a full range of personal communications services for a consistent passenger experience on all flights
- Available on short & long haul flights, on Airbus & Boeing aircraft



In-seat telephony

In-seat SMS

Web chat

E-mail

VPN access

Web browsing

Mobile telephony



SIEMENS



SITA

For further information please contact

[Bruno.Frentzel@sita.aero](mailto: Bruno.Frentzel@sita.aero)



Straightforward thinking

SITA