airBaltic – Connecting the Baltics with the World 5.Oct. 2016



Our Key Partners in Europe



Flight Ticket Types



airBaltic Awards

- Ranked No 1 globally in punctuality in 2014 and 2015 by OAG analysts
- Title of Airline of the Year 2009/2010 (Gold Award) from the European
 - **Regions Airline Association**
- The winner of Air Transport World Phoenix Award 2010 a global recognition of excellence in restructuring business.
- Pacesetter Award 2010 from the Jury of the Budgies World Low Cost Airline Awards, recognising the achievements of *airBaltic* as a **hybrid** airline
- Ranked by Airlinetrends among the Top 10 airlines globally for innovations







european regions airline association





airBaltic Connecting the Baltics with the World



Innovations for Profit – Baltic Taxi





Innovations for Profit – Baltic Bike



Innovations for Profit - airBalticBus

airBaltic



airBalticBus – connecting largest cities in the Baltics to Riga airport

Innovations for Profit - Payment Card





Innovations for Profit Bitcoin – world's first

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			Search	Flights Pa	ssengers	Additional services	Summary & Payment	Confirmation	
Find your best price					→ Modify flight search		📜 My basket		
							→ My flights		
Riga RIX 🔿 Rome FCO				🛗 Display year calendar			 Outbound Sunday, Oct 4, 2015 09:20 Riga - 11:25 Rome (Fiumicino) Flight BT631 / Basic Class 		
							 Fare for 1 adult 	€ 28.99	
÷	October 2015					→ Total: €			
Mon	Tue	Wed	Thu	Fri	Sat	Sun		Fare conditions	
Sep 28 🛛 🧕	Sep 29	Sep 30 🧔	Oct 01	Oct 02	Oct 03	Oct 04 🛛 🙆	Convert currency	EUR 🗸 = 28.99	
€ 64 99	€ 159 99	€ 64 99	€ 100 99	€ 100 99	€ 159 99	€ 28 99	Currency converter		
Oct 05 6	Oct 06	Oct 07	Oct 08 6	Oct 09	Oct 10	Oct 11			
€ 64 99	€ 159 99	€ 159 99	€ 28 99	€ 100 99	€ 159 99	€ 144 99			
Oct 12 6	Oct 13	Oct 14	Oct 15	Oct 16 👩	Oct 17	Oct 18			
€ 88 99	€ 159 %	€ 159 %	€ 122 99	€ 28 99	€ 159 %	€ 100 99			
Oct 19 6	Oct 20	Oct 21	Oct 22 6	Oct 23	Oct 24	Oct 25 6			
€ 28 99	€ 159 ి	€ 159 99	€ 64 %	€ 100 99	€ 159 ⁹⁹	€ 64 99			
Oct 26 6	Oct 27	Oct 28	Oct 29	Oct 30 6	Oct 31	Nov 01 6			
€ 64 99	€ 161 99	€ 159 99	€ 159 99	€ 64 99	€ 159 99	€ 64 99			

Innovations for Profit – Seat Buddy



Innovations for Profit – airBaltic stamps



Inflight car dealership – airBaltic Mini



airBaltic Bag



The Shoe Story from ads to onboard product



The Shoe Story from ads to onboard product



The Shoe Story from ads to onboard product



airBaltic Shoes – the onboard offer







airBaltic

Flowers onboard

airBaltic		Choose your language: 鄭 View yo				
Shop Buy on board	About us		0.00 LVL =	0.00 EUR	Search	٩
FREE delivery within Latvia	Order and give a	r a bouquet (n incredible surprise on	of roses		W	3
For the special moments on board			20			2
airBaltic collection			The Ch		AK.	
Apple accessories		AL SE				
Fragrances			He M	370	180	
Cosmetics & Body care		TAN -	J SAM)) (A)		
Watches & Jewelry		and a second		KIR		
Travel essentials			SUGN.	Test "	1 a	
Aircraft equipment						• 0
Electronics						
Toys & Games						

Celebrate on flight



TOP 10 Innovator Globally



World's First Virtual Tray – www.airbalticmeal.com



World's First Virtual Tray – www.airbalticmeal.com

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Martins Zemitis and 22 others follow



Kaspars Briškens @Briskens - Aug 19 CNN: The best airline meals, according to an in-flight meal addict edition.cnn.com/2016/08/18/avi... #airBaltic @CNN



Best for innovation: Air Baltic - Air Baltic's createyour-own-meal-tray food ordering system wins when it comes to in-flight meal innovation. "Passengers can select everything they want to eat on their upcoming flight, right down to the salad and dessert. It's a fantastic meal concept that really lets you choose what you want to eat in-flight (at a cost of course)."

43

Kim Kujala @kimkujala - 4 Dec 2015 Delicious! Excellent service today on board & tasty meal! Thanks @airBaltic! #BT619 #airBaltic



Cooperation with local brands







Baltic Water in cooperation with Venden

airBaltic Hand cream in cooperation with local eco cosmetics brand Madara





- Watches and accessories best selling categories
- →Savings and exclusivity both ends of the price range performs best (9 - 20 eur to 250 eur range)
- Attractive offer both in the catalogue and at the seat



Contact point increase: website, pre-order, cross promotions with shops, frequent flyers reduction

- Technology: cabin wi-fi, contactless payments, e-marketing and CRM
- Exclusive products that you cannot find elsewhere
- Crew enhancement and motivation

Offers to be amended often to reflect the demand as competition is high



Inflight - a part of the customer journey

airBaltic



Overhead screens: Safety demo, flight info, inflight sales announcements and promotions

