



Duty Free



**WORLD'S
BEST**
LOW-COST AIRLINE

11
YEARS
RUNNING



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AGENDA

1. About AirAsia
1. More than just an airline
1. Retail Platforms
1. Capitalisation of AirAsia's Retail Platforms





9 Affiliate Airlines
with 90 Million passengers flown in 2018

23 Markets Flown

150+ and More Destinations

270 Current fleet size

400 Routes Including 118 Unique Routes

10,000+ Flights group wide per week

11 Times in a row for world's best low-cost airlines

600 million passengers flown!

13th Largest Airline in the World

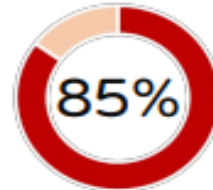


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We are growing and fast!

Addressable Markets - Focusing on Growth

>90
Million
Estimated
Passengers To Be
Carried in 2019



Load Factor
target for 2019

Making the world a smaller place

- Operating in the densely populated Asia and ASEAN region

Market Growth & Expansion plans

- Vietnam, India (International routes)
- Dominate existing markets & strengthen hubs through new routes or frequency additions



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Social Media

Social Media subscribers as at 31 Mar 2019



More than just an airline

airasia.com
Now Everyone Can Fly



65 million impressions/month

100 million guests flown a year

USD3.84 billion of sales annually
(flight tickets only)



You're going to love our deals!
Get low fares to over 130 destinations

- Flights
- Hotels
- Package
- Deals
- Insurance
- Ourshop

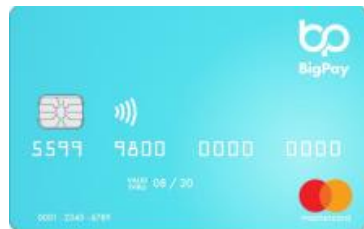
Best deals from Kuala Lumpur

Yogyakarta
New Destination
MYR 400

Super App for all travel needs



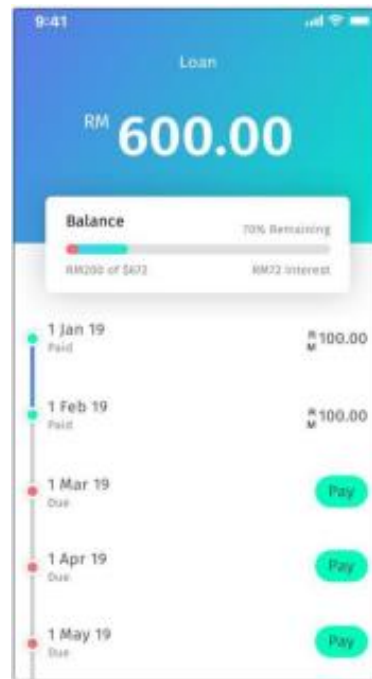
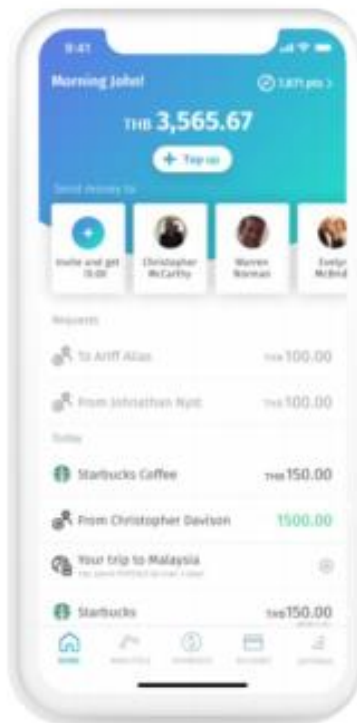
More than just an airline



500k users

High user engagement -
> 60% monthly active

90% of spend is outside of
AirAsia



Loans



Remittance



Retail Platforms



Duty Free

- Sales of Duty Free items directly to AirAsia passengers via:
 - Cart (onboard)
 - Prebook for onboard collection (items delivered to the seats)
- Owner of the 90 million airasia.com users
- Buying Team - for inflight & prebook



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Products - Collaboration with brands




**EXCLUSIVE ONLY
ON AIRASIA**



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Shop before you fly!

From luxurious brands to local picks



Buy on
OURSHOP.com



Collect your items
onboard AirAsia flights
or at selected airports



Earn and
redeem AirAsia
BIG points

OURSHOP

OURSHOP




AirAsia Collection Alcohol Beauty Fashion Food Gadgets

Search

EN | US | BIG Lo... Bag

Shop before you fly!

From local picks to luxurious brands

OURSHOP | BIG SALE!
23.09.2019 - 29.09.2019
30% off + **earn 2x**
storewide* **Big Points**

ONBOARD DELIVERY
ON AIRASIA Night Delivery

Pole Haus in KLIA2
Shop Now!

L'OREAL PARIS
30% OFF + EARN 2X BIG POINTS*
AT ANY PURCHASE AT L'OREAL PARIS!

AIRASIA COLLECTION

LANEIGE
Shop Now!



Bestsellers

See More



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Partners

- Eraman
- Plaza Bali Duty & Tax Free
- Lagardere Travel Retail in Australia
- Lagardere Travel Retail in Hong Kong
- Lotte Duty Free in Indonesia
- Regent Asia Group
- More to be announced



Capitalisation of AirAsia's Retail Platforms

ONBOARD

Inflight Catalogue
(Quarterly refresh)



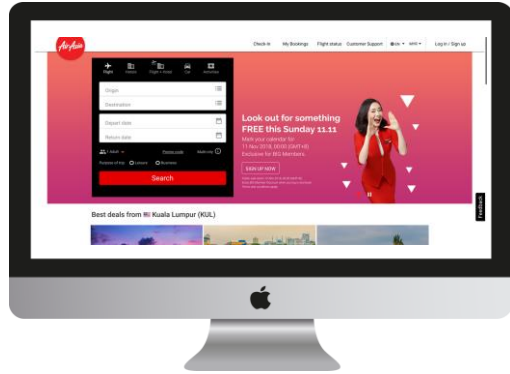
Onboard Insert
(Monthly refresh)



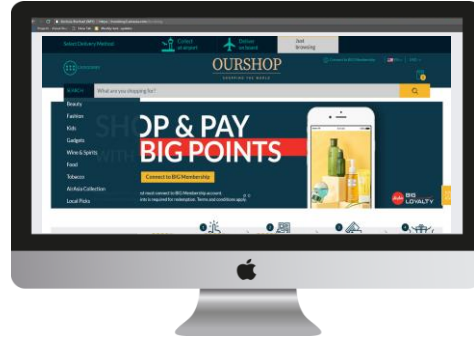
Capitalisation of AirAsia's Retail Platforms



ONLINE

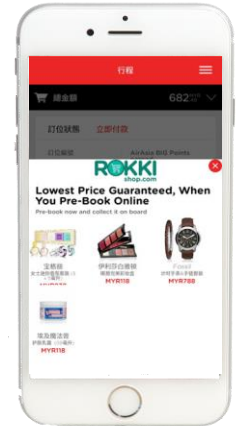


AirAsia Website Banners
Unique Visitors: 23.6 mil monthly
Sessions: 65 mil monthly



Targeted eDM
Base: 14.6mil
Open Rate: avg 18%

Ourshop Website Banners
Unique Visitors: 200K since July 2018
Page views: 760K since July 2018



Message from Tony Fernandez

THANK YOU



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