



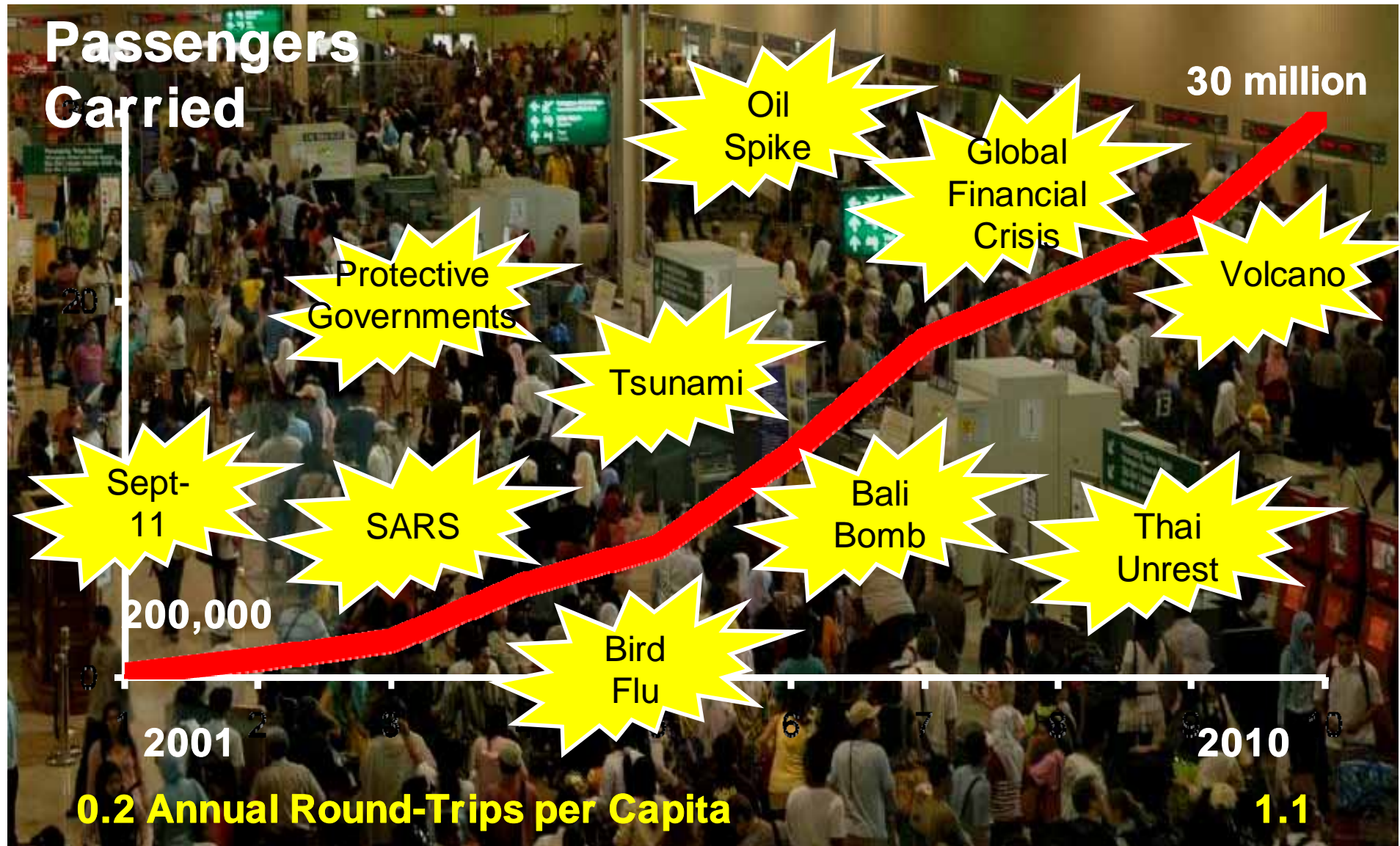
# The AirAsia Story

26 November 2010

*AirAsia.com*



# Revolutionising Air Travel in Asia





# Corporate Expansion





# Aircraft Fleet Expansion: 100 Planes and 100 more on order





WORLD'S BEST  
LOW-COST AIRLINE  
2009 & 2010

*AirAsia.com*



- **Paris** *Coming soon*
- **Tokyo**
- **Seoul**
- **London**
- **Perth**
- **Gold Coast**
- **Melbourne**
- **New Delhi**
- **Mumbai**
- **Chengdu**
- **Tianjin**
- **Hangzhou**
- **Taipei**







**WORLD'S BEST  
LOW-COST AIRLINE  
2009 & 2010**

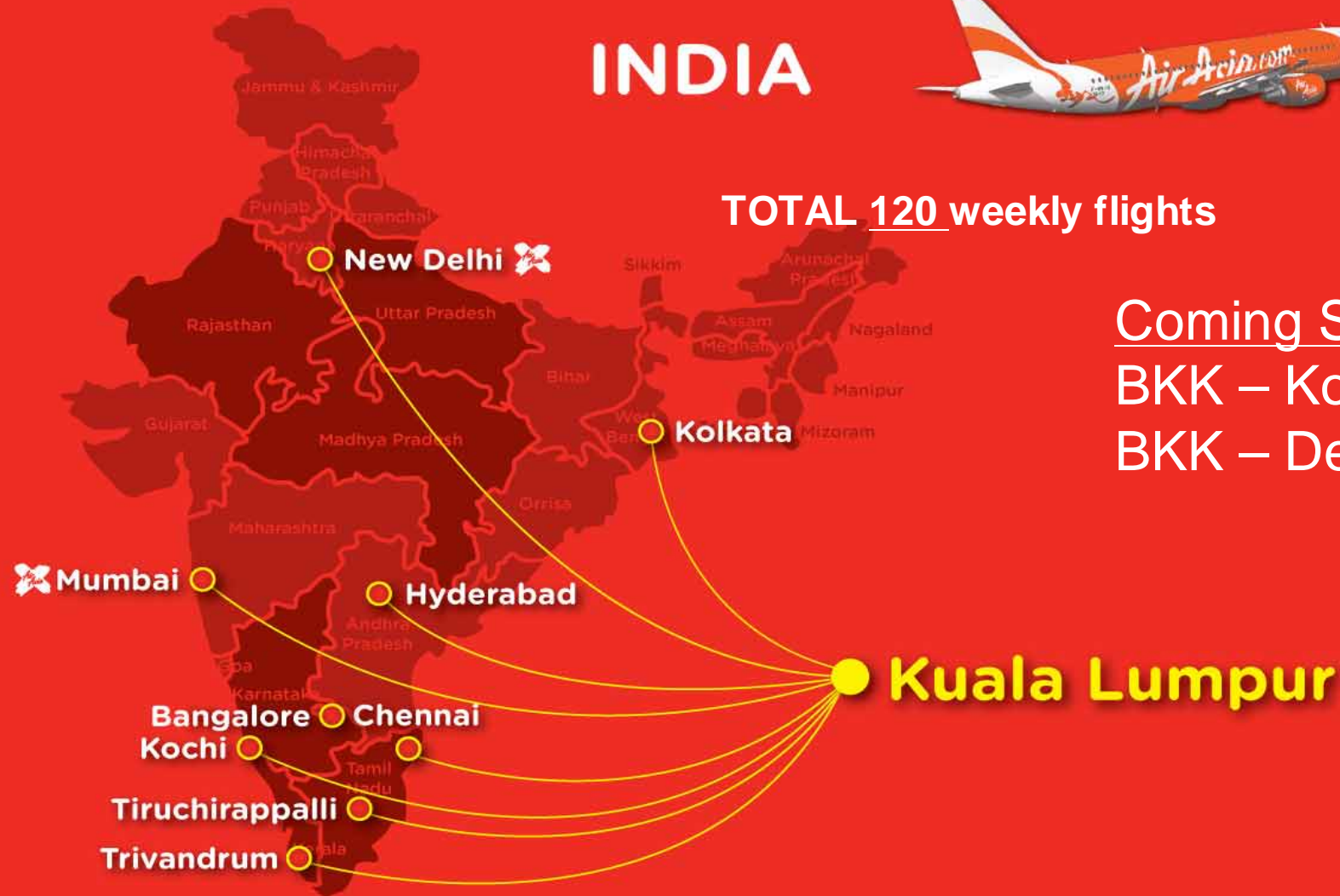
*AirAsia.com*

**INDIA**



**TOTAL 120 weekly flights**

Coming Soon:  
BKK – Kolkata  
BKK – Delhi





**WORLD'S BEST  
LOW-COST AIRLINE  
2009 & 2010**

*AirAsia.com*



**CHINA**

**TOTAL 211 weekly flights**

**AK: 128 weekly flights**

**FD: 57 weekly flights**

**D7: 26 weekly flights**

**Kuala Lumpur**

**Bangkok**

**Kota Kinabalu**

**Kuching**

**Penang**



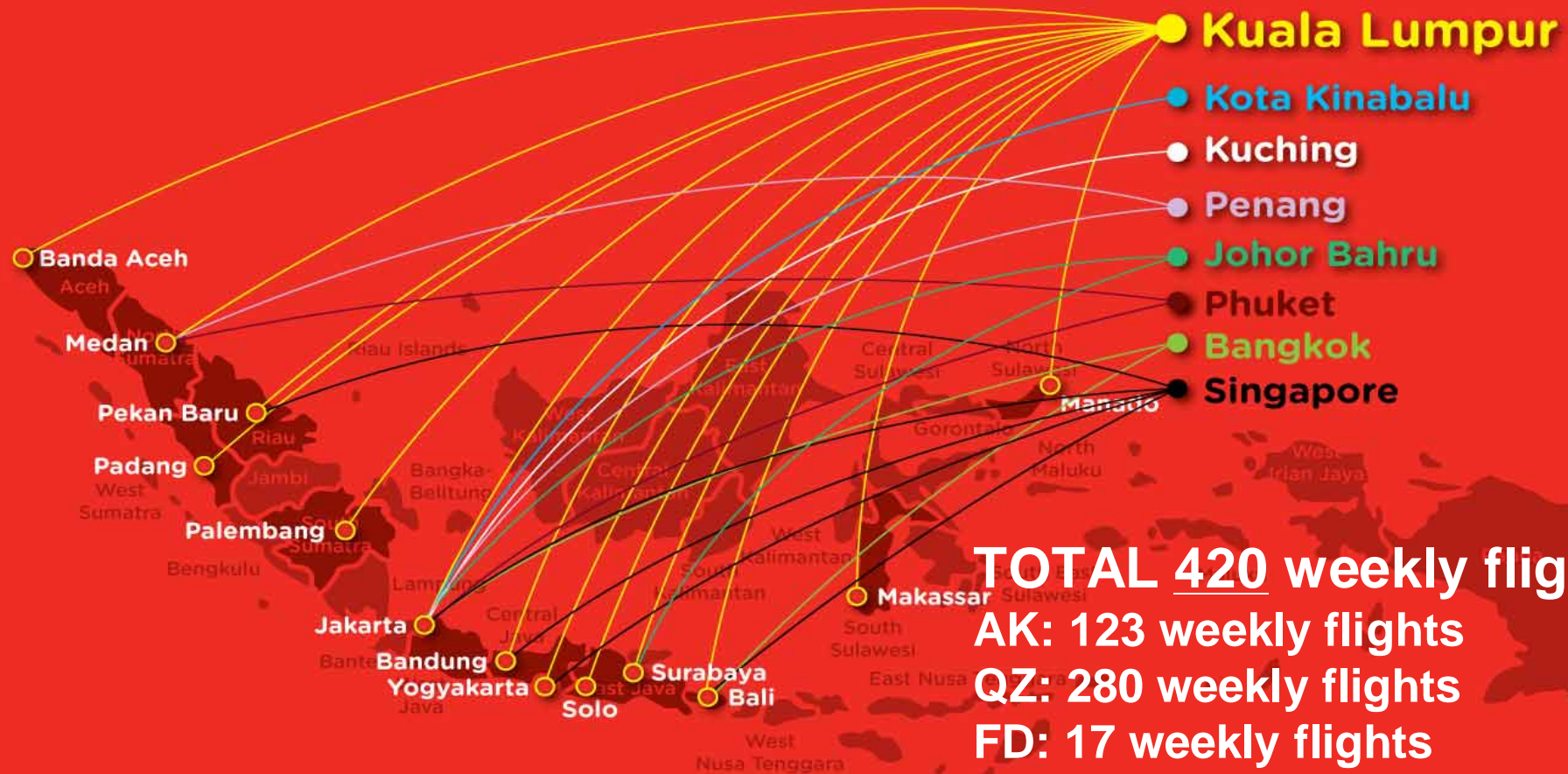




**WORLD'S BEST  
LOW-COST AIRLINE  
2009 & 2010**

*AirAsia.com*

# INDONESIA



**TOTAL 420 weekly flights**  
**AK: 123 weekly flights**  
**QZ: 280 weekly flights**  
**FD: 17 weekly flights**





**WORLD'S BEST  
LOW-COST AIRLINE  
2009 & 2010**

*AirAsia.com*



## SINGAPORE

**TOTAL 214 weekly flights**

**AK: 102 weekly flights**

**FD: 28 weekly flights**

**QZ: 84 weekly flights**

**Kuala Lumpur**

**Kota Kinabalu**

**Kuching**

**Penang**

**Langkawi**

**Bali**

**Bandung**

**Jakarta**

**Yogyakarta**

**Bangkok**

**Phuket**

**Singapore**  
(Changi Terminal 1)

# Going Long-Haul: Breaking The Mould With AirAsia X





# The Challenges:

Experts say it cannot be done.



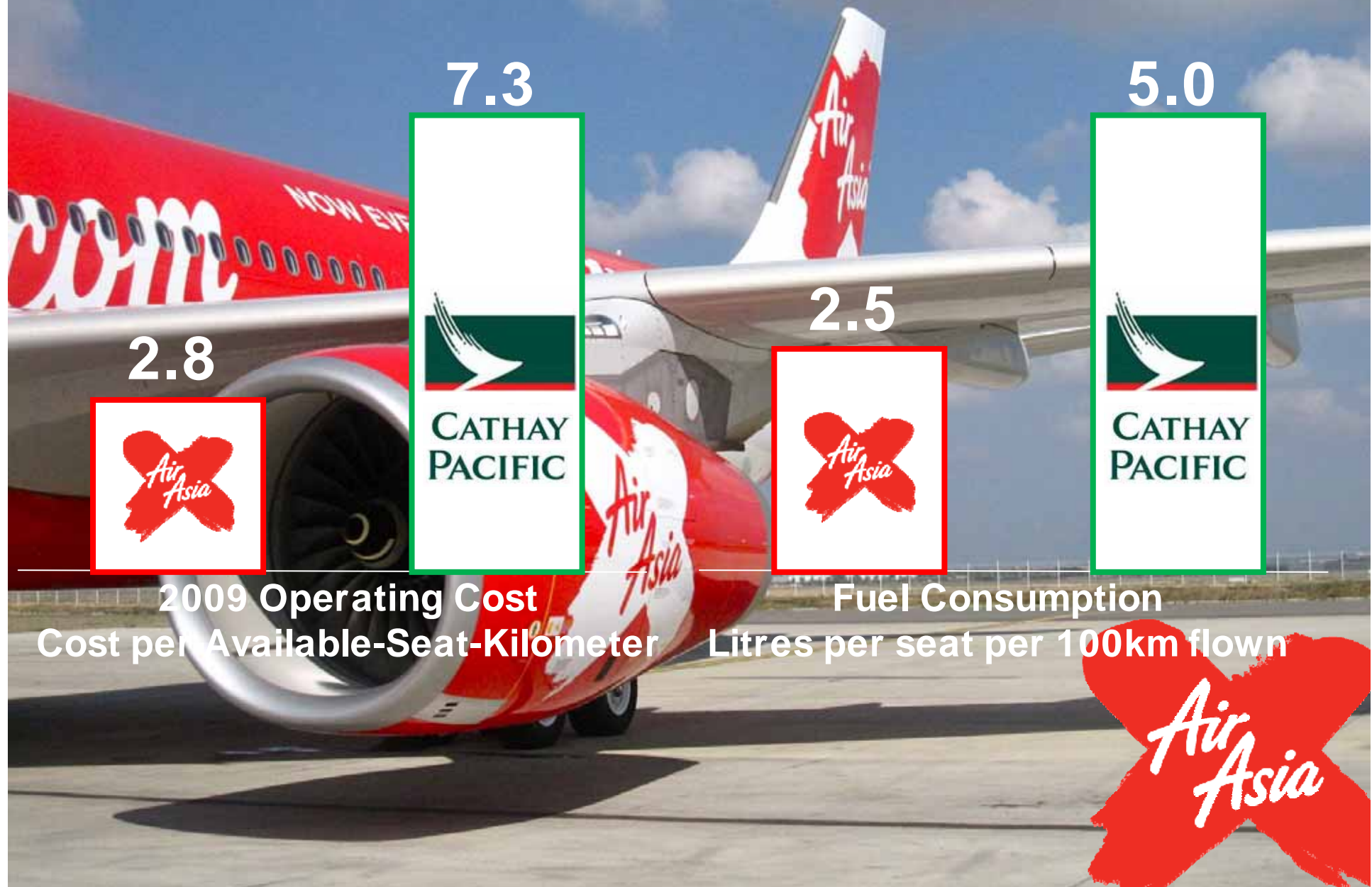
Others have tried and failed.







# Breakthrough Performance





NOW EVERYONE CAN FLY XTRA LONG  
**WORLD'S BEST  
LOW-COST AIRLINE**

*AirAsia.com*



# FUN GOLD COAST AUSTRALIA

Fly from **Kuala Lumpur**

**NO ADMIN FEE**  
FUEL SURCHARGE

Now  
**6x**  
Weekly

ALL-IN  
FARE  
FROM  
**RM**  
ONE WAY

# 199



# Proven Immediate Demand Stimulation

NUMBER OF PASSENGERS ('000)

PERTH

MELBOURNE

LONDON

TAIPEI

+66%

+41%

+31%

+87%

225

372

358

505

401

525

177

331

Jan-Dec  
2008

Jan-Dec  
2009

Jan-Dec  
2008

Jan-Dec  
2009

Jan-Dec  
2008

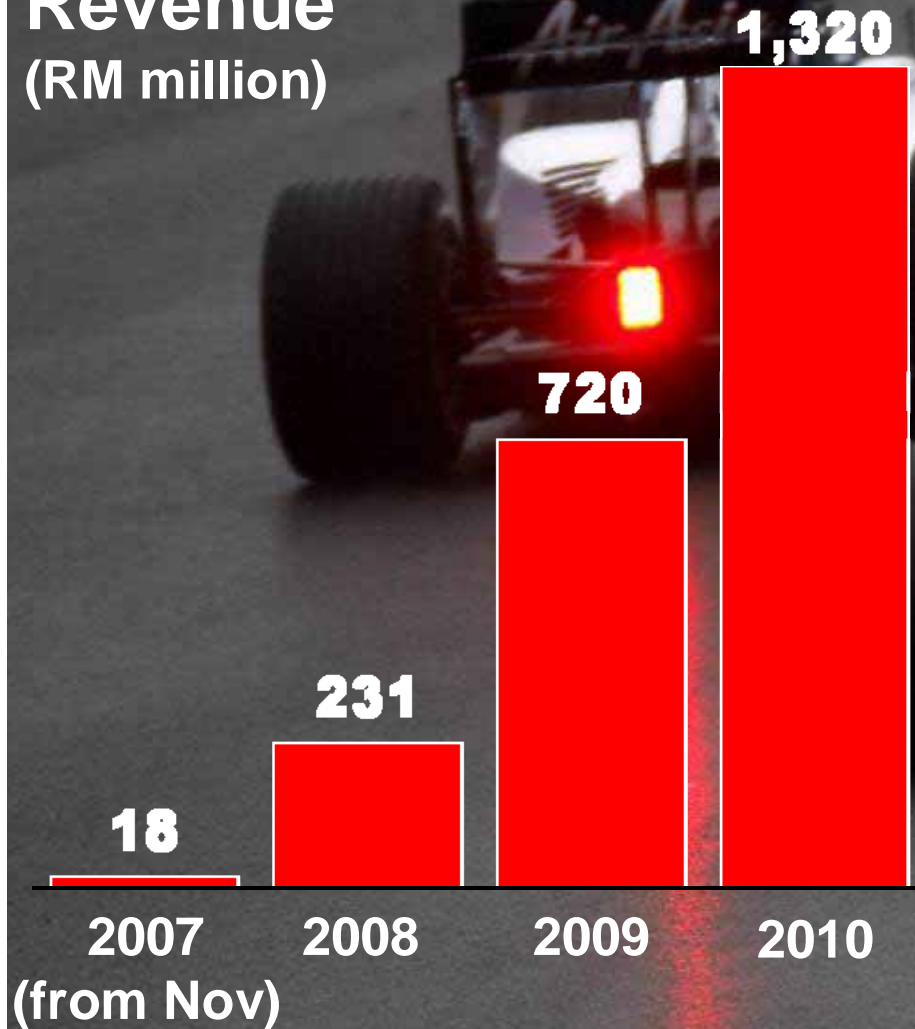
Jan-Dec\*  
2009

Jul-Dec  
2008

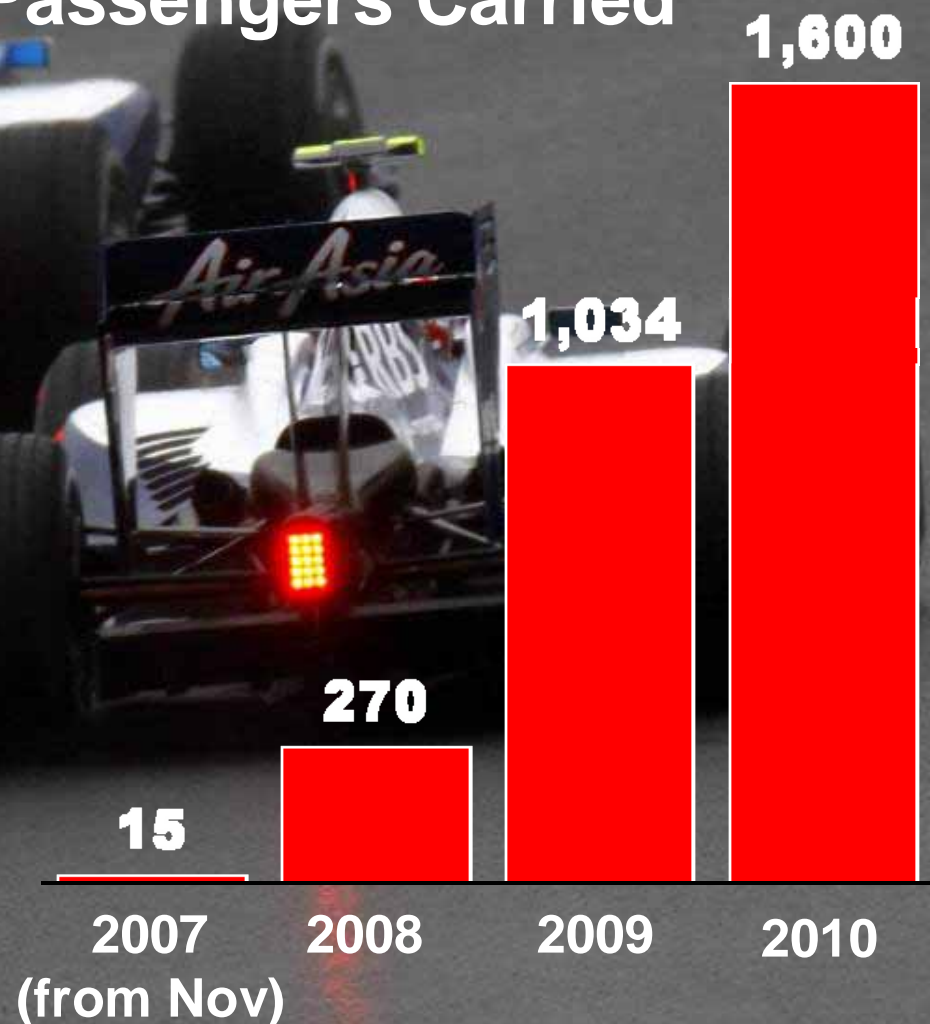
Jul-Dec\*  
2009

# Steep Growth Trajectory

Revenue  
(RM million)



Passengers Carried



Load Factor:

72%

76%

77%

77%



# Continuous Innovation





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

**Ideas Can Be Easily Copied.  
Execution Is Difficult.**





**‘Can Do’ Culture**

**Openness**

**Borderless**

**Celebrating**

**Growth Opportunities**