

BLUEPRINT

# FOR GROWTH

UBS TRANSPORT CONFERENCE

MARCH 2007 | SYDNEY AUSTRALIA

**ROB FYFE**  
CHIEF EXECUTIVE

AIR NEW ZEALAND 

# BUILDING MOMENTUM

## REVENUE



Brand



Customer satisfaction  
& loyalty



Demand



Cost savings



Share price & dividend





# RESURGENT BRAND PERSONALITY

BRAND 

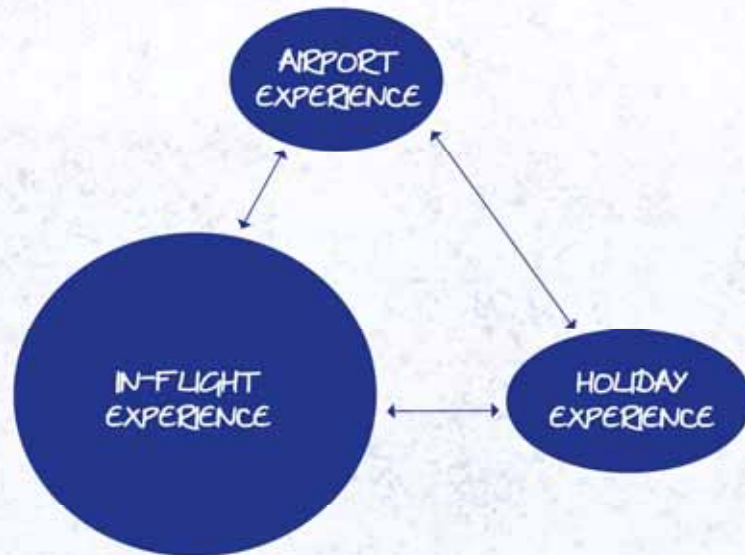
	AIR NZ's rating against 12 other national brands
Is real and genuine	3rd
Is warm and welcoming	1st
Has a 'can do' attitude	4th
Is proud of New Zealand	1st
Is inspiring to others	4th
Is someone you can rely on	1st =

# NEW SERVICE MODEL

CUSTOMER SATISFACTION  
& LOYALTY



TODAY – disproportionate focus



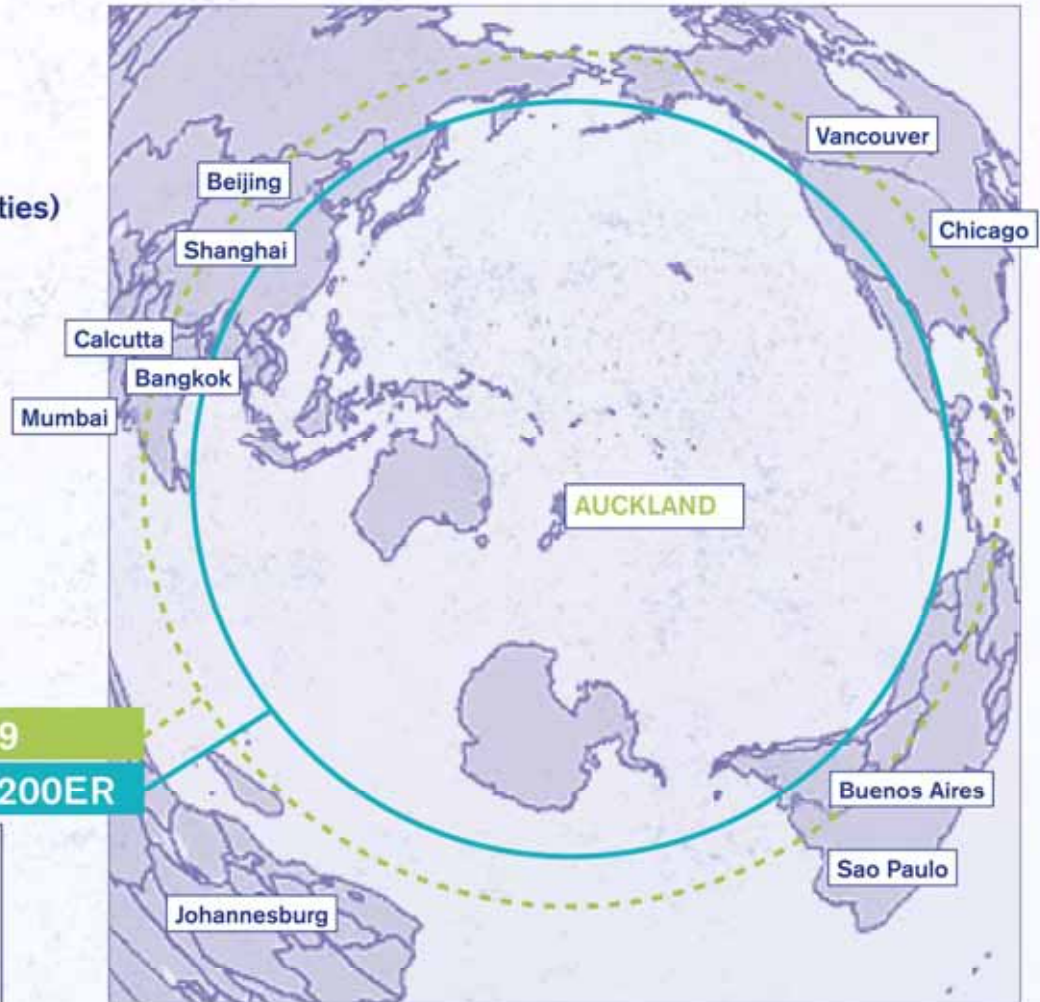
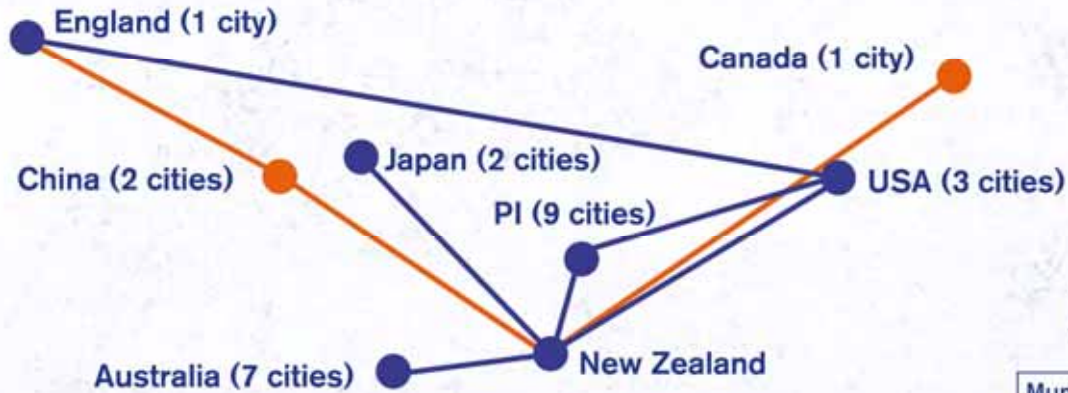
FUTURE – Synergy for the Customer





# GROW/ALIGN NETWORK

DEMAND 



B787-9

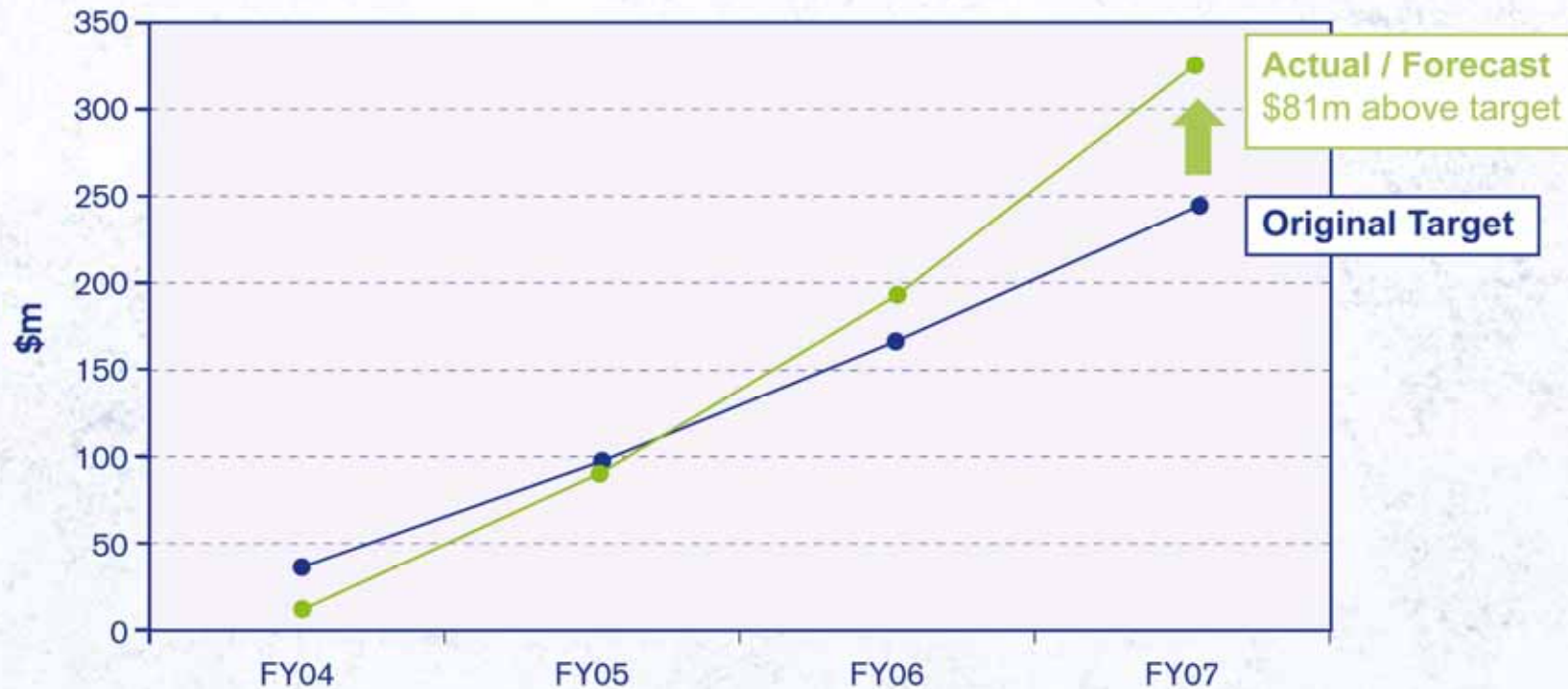
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 NEW ROUTES ADDED THIS YEAR  
 ESTABLISHED ROUTES

# EXCEEDING COST SAVINGS TARGETS

COST SAVINGS 

## BUSINESS TRANSFORMATION





# UPDATE ON OPERATIONAL PERFORMANCE

## YEAR-ON-YEAR LOAD FACTOR & YEAR-TO-DATE YIELD MOVEMENTS



# PRIORITIES OVER NEXT SIX MONTHS

- CLARIFY FUTURE OPERATING MODEL FOR AIRPORT SERVICES
- IDENTIFY NEW GROWTH OPPORTUNITIES
- ACHIEVE THIS YEAR'S COST SAVINGS TARGET OF \$130 MILLION