

# SNOW23

September 20<sup>th</sup>

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# Lufthansa Group at a glance

**110.000**

employees from

**140 Countries**



**+460,000**

flights per year



**550**

subsidiaries and affiliated companies

**343**

international destinations



**713**

aircraft



# Company Profile: Strategy of the Lufthansa Group



## Position as leading European airline group

- Strict orientation to customer needs
- Set standards in terms of sustainability and social responsibility
- Operational stability and reliability in all areas
- Safety of flight operations
- Use potential of innovation and digitalization

## Continuous transformation and the modernization of the Lufthansa Group are core principles of the corporate strategy

- Multi-airline business model
- Aviation Services to be aligned with the needs of the airline group
- Consistent alignment of the Group as an Airline Group

# From the newsroom



03.08.2023 Finanzen

**Lufthansa Group achieves record result in second quarter and specifies outlook**

Continued strong demand for air travel and high yields Adjusted EBIT in the second quarter at a record...



02.03.2023 News Releases

**Lufthansa Group orders 22 latest-generation long-haul aircraft – total list price of 7.5 billion US dollars**

Orders placed for ten Airbus A350-1000s, five Airbus A350-900s and seven Boeing 787-9s – Fleet...



28.02.2023 News Releases

**Lufthansa presents new "First Class Suite Plus" – private room above the clouds**

Double suite in First and Business – Seven different choices in the new Business Class – "Allegris"...



25.05.2023 News Releases

**Lufthansa Group reaches agreement on the acquisition of 41 per cent stake in ITA Airways**

Italian Ministry of Economy and Finance and Deutsche Lufthansa AG agree on a minority stake in ITA...



23.02.2023 News Releases

**Lufthansa Group receives top grades in renowned CDP climate ranking**

The company receives the scoring result 'A-' and is thus placed in the highest ranking band – Top...



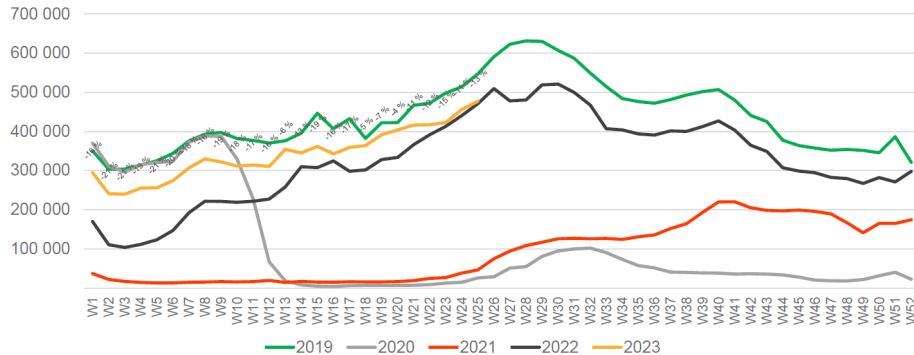
31.05.2023 News Releases

**200,000 guests in 100 days: Successful launch of Green Fares at the Lufthansa Group**

Zurich-London route has the most Green Fares bookings – Growing demand for more sustainable travel...

# Lufthansa Group capacity development in Norway vs total market recovery.

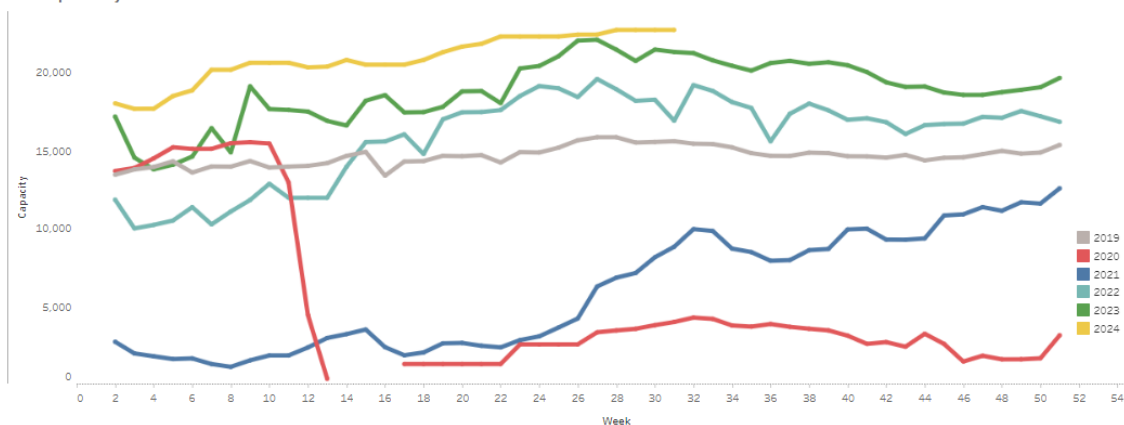
Passengers Avinor international per week



- Lufthansa Group growth in Norway is mainly driven by new/additional routes to Tromsø, Bergen and Stavanger

- With a strong commitment to the Norwegian market, Lufthansa Group is outpacing the total international capacity/passenger development

Development by Years on Route All - All



# Encounter the whole world. The Lufthansa Group footprint in Norway well above pre-covid level, outpacing the total international capacity

## Bergen (up to 18 x weekly flights)

FRA/MUC/ZRH/DUS

## Oslo (up to 105 x weekly flights)

FRA/MUC/ZRH/VIE/HAM/BRU/DUS/PRG

## Stavanger (up to 14 x weekly flights)

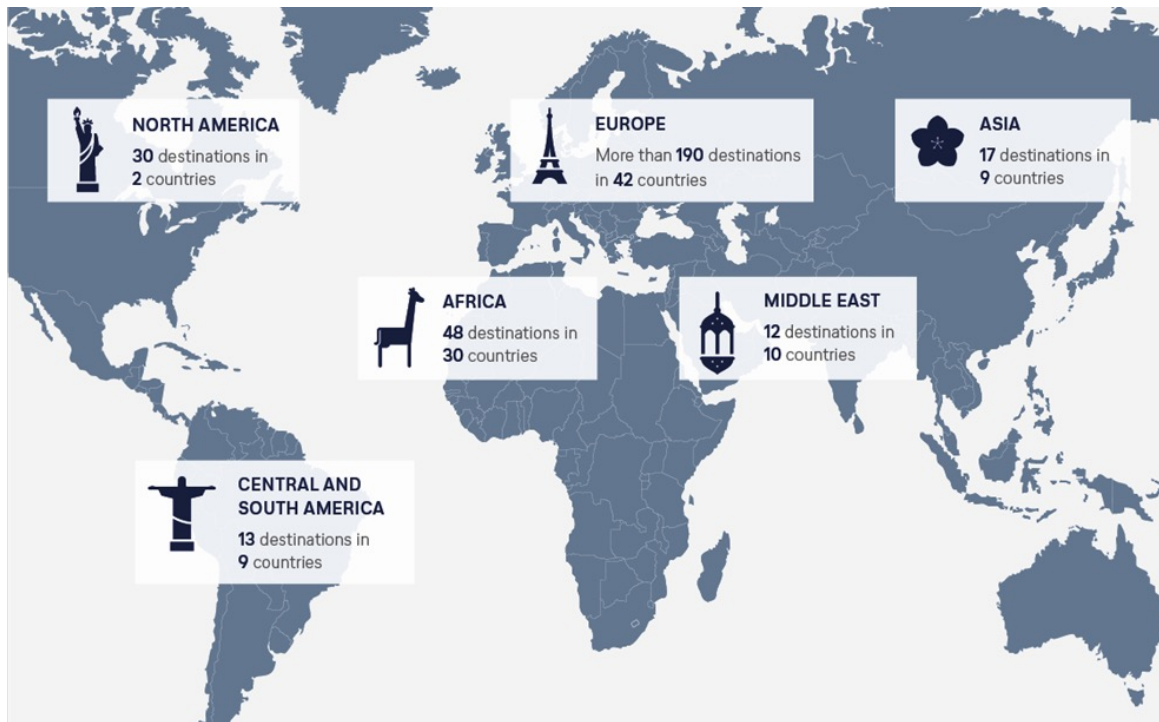
FRA

## Tromsø (up to 16 x weekly flights)

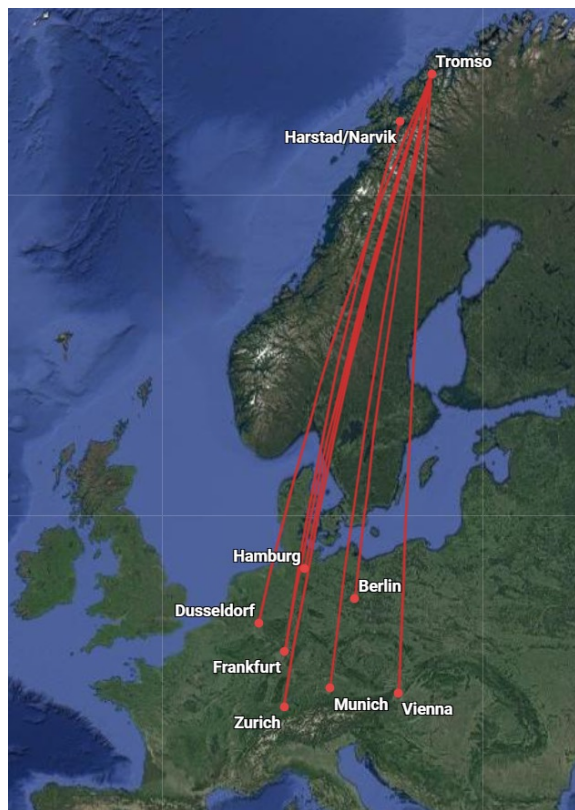
FRA/ZRH/VIE/DUS/MUC/HAM/BER (WI only)

## Evenes (2 x weekly)

FRA summer 24



THIS WINTER! – Up to 16 flights per week to Tromso.  
As of May 2024 – direct service twice weekly between Frankfurt - Evenes



# The recipe to a successful and sustainable new route launch

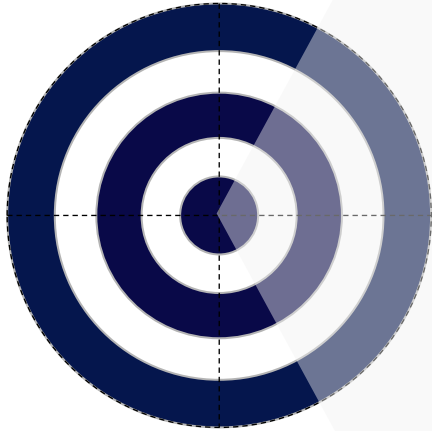
## Lets get the facts straight (a few examples)

- Airport Slot
- Known/Anticipated yield
- Known/expected demand
- Learnings from other hubs at LHG
- Schedule/flight time
- Taxes and fees structure
- Incentive agreements
- Local catchment size
- Airport infrastructure



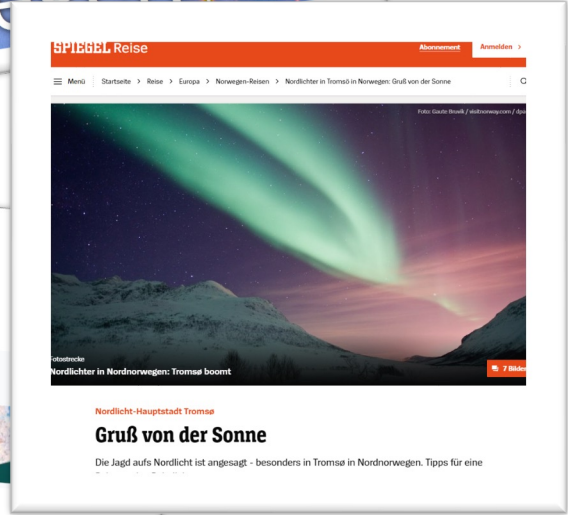
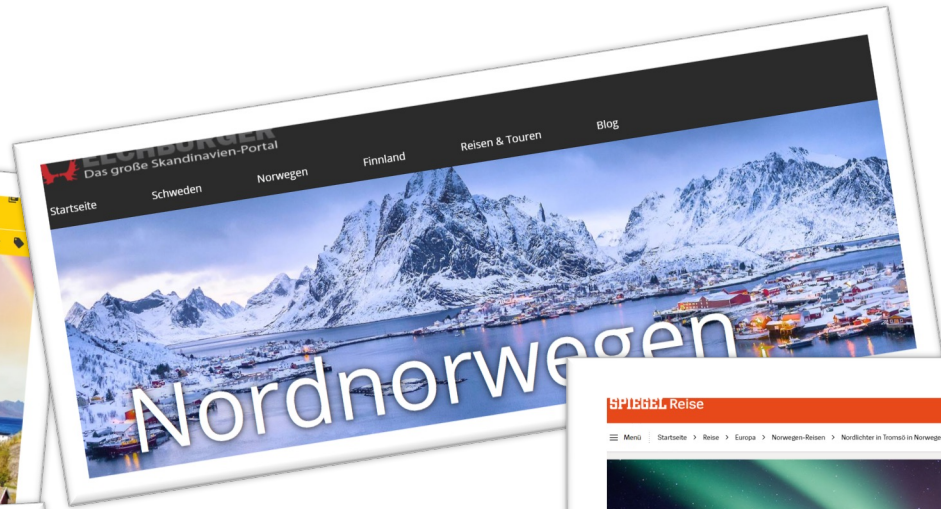


# The recipe to a successful and sustainable new route launch – some other important parameters



- 1 Market trends (How attractive is the destination?)
- 2 Sustainable products and offerings
- 3 Customer commitment (e.g. tour operator allotment)
- 4 Local commitment (e.g. marketing initiatives in relevant markets)
- 5 Local infrastructure (e.g. hotel capacity, Food & Beverage, event agencies, Ground transportation)
- 6 Customer/visitor profile (who's the target group)

# Why Northern Norway?



# #MakeChangeFly – Pioneering Sustainable Aviation

NetZero  
2050



**1955**  
Noise Reduction at engine test facilities in HAM



**1994**  
1st Airline with Corporate Responsibility Reporting



**2007**  
Start Compensation Program



**2011**  
World's first long-term test of SAF in regular operations



**2019**  
1st Airline to offer SAF to all customers



**2021**  
Intermodality Push 22 Destinations in DE



**2022**  
SharkSkin on B777F Fleet



**2022**  
Introduction of Green Fares

**-50% Net CO<sub>2</sub> 2030 (vs 2019)**

**-30% CO<sub>2</sub>**

## MODERN FLEET

- Development partner and launching customer of **6 out of 11** current Lufthansa Group aircraft types
- 200 new aircraft** with a list price of up to **36 bn USD on order**, saving up to 30% of CO<sub>2</sub> on average
- Accelerated rollover** of **125** less efficient aircraft in the fleet



## OPS EFFICIENCY

- Most advanced efficient operations
- 1994-2019 **-30% reduction of CO<sub>2</sub> emissions per passenger**
- This corresponds to the **annual emissions of 11 million cars**



## SAF (Sustainable Aviation Fuel)

- No. 1 SAF user** in Europe
- Top 3 Worldwide
- Power-to-Liquid Pioneer**
- 11.000t in 2021
- Aiming for **>100.000t** for the years **2022-2024**
- This already equals **1.700 long-haul flights** with an A350 to the US West Coast



Austrian

brussels  
AIRLINES

Eurowings

Lufthansa

SWISS

LUFTHANSA GROUP

SEASON'S  
GREETINGS