

Old Legacy Systems = Regions Marginalised

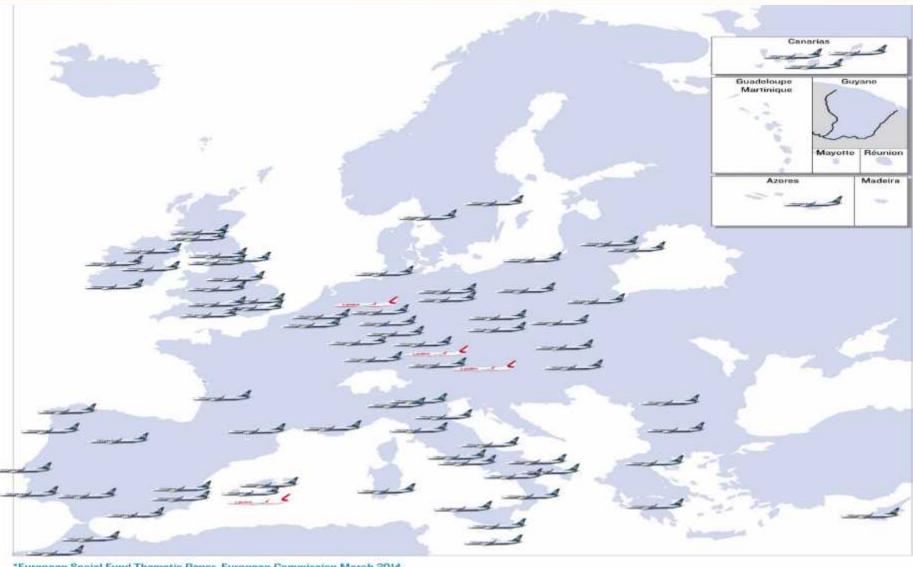








LCCs = Direct Regional Connectivity



*European Social Fund Thematic Paper, European Commission March 2014.





Ryanair = Jobs & Careers

- → European-wide employer
 - 5,300 pilots, 10,000 crew, 4,000 other professionals
 - 20% in less developed and transitional regions
- → Great benefits for Ryanair people
 - 86 home base options
 - Stability
 - Promotion
 - Best roster in the business
 - Attractive pay (DUB captains start on €156k, DUB FOs start on €78k)
 - Local law
 - Union recognition
 - CLAs





What Our Customers Care About

- → Unbundling of fares = choice = fares
- → Punctuality 90%
- → Fewest cancellations
- → EU261 claims max. 10 day response
- → Environment

CUSTOMER CARE CHARTER







EU's Cleanest Greenest Airline - The Formula







YOUNGEST FLEET (avg 6.5 years)

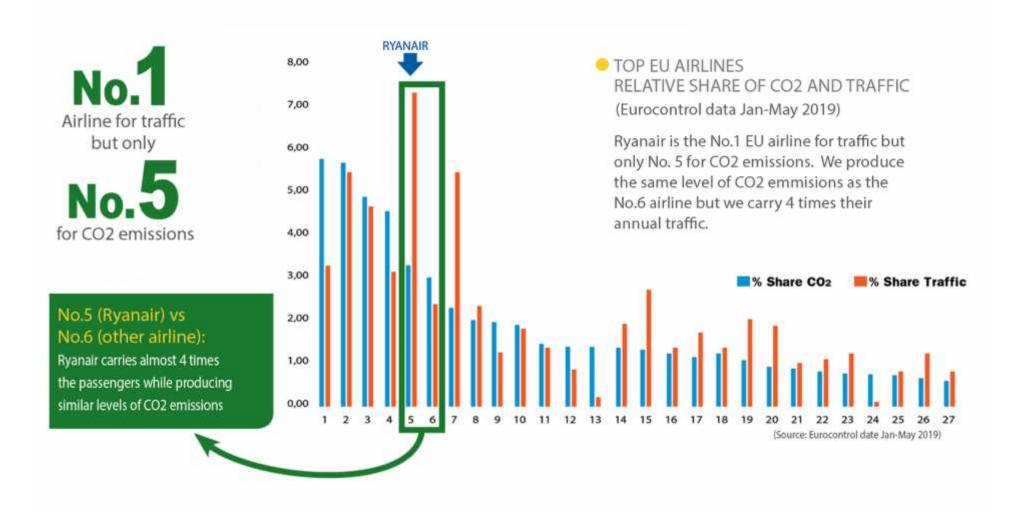
EFFICIENT
OPERATIONS
(P2P, Continuous Descent, Paperless)







Ryanair 1st in traffic but 5th in emissions





THE WORST OFFENDERS ARE...







... NOT LOW COST DIRECT FLIGHTS!





5 STEPS TO LOWER CO2 EMISSIONS IN AVIATION

MANUFACTURERS - New a/c bodies & engines



FUEL CO.'S - Biofuel in commercial quantity



AIRLINES - Full flights & new a/c



REGULATORS - Fix ATC & avoid regressive taxes



5 CONSUMERS - Offset as you fly





