

AirAsia



The image features the Air Asia logo, which consists of the words "Air Asia" in a white, cursive script font, centered within a solid red circle. The background is white and decorated with several black and white paisley patterns. Four large, stylized paisley motifs are arranged around the central red circle, while a cluster of smaller paisley shapes and a star-like floral design is located in the bottom-left corner.

Air Asia

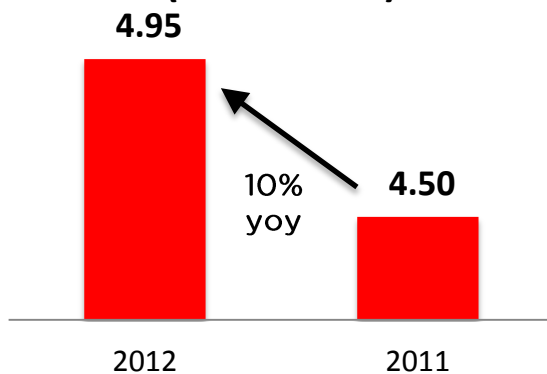
***Financial
Overview***

2012 Overview

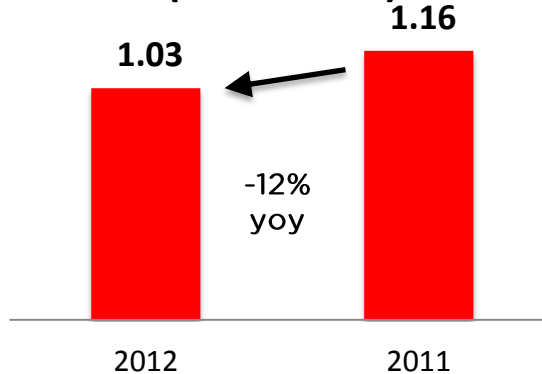
Malaysia



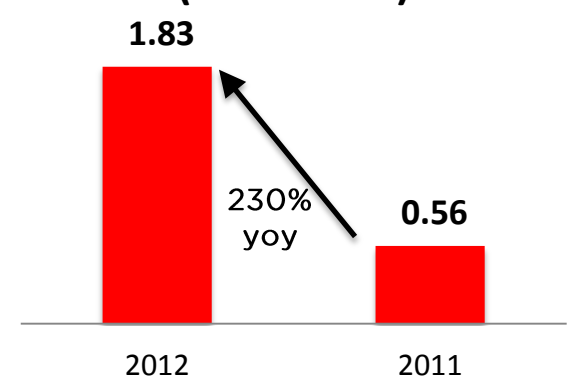
Revenue
(RM billion)



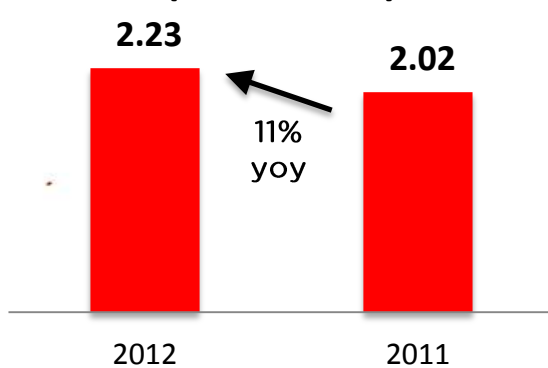
Operating Profit
(RM billion)



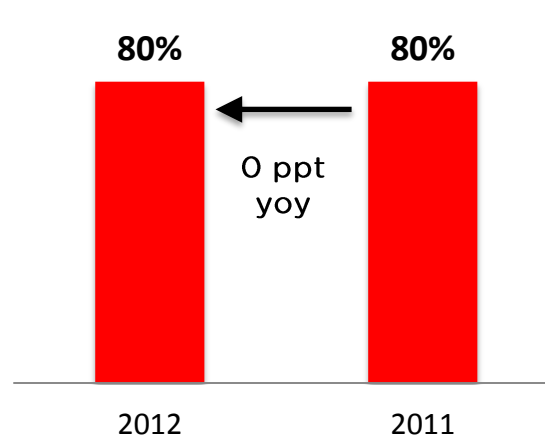
Net Profit
(RM billion)



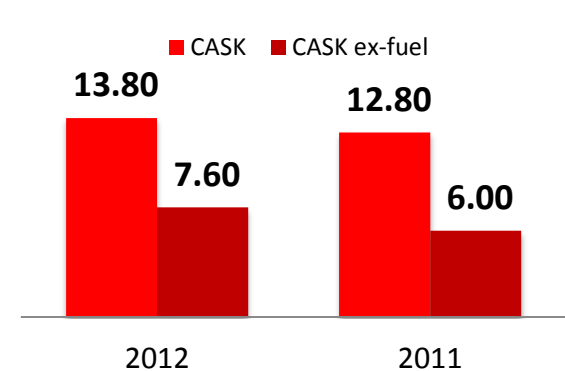
Cash Balance
(RM billion)



Load Factor



CASK
(sen)

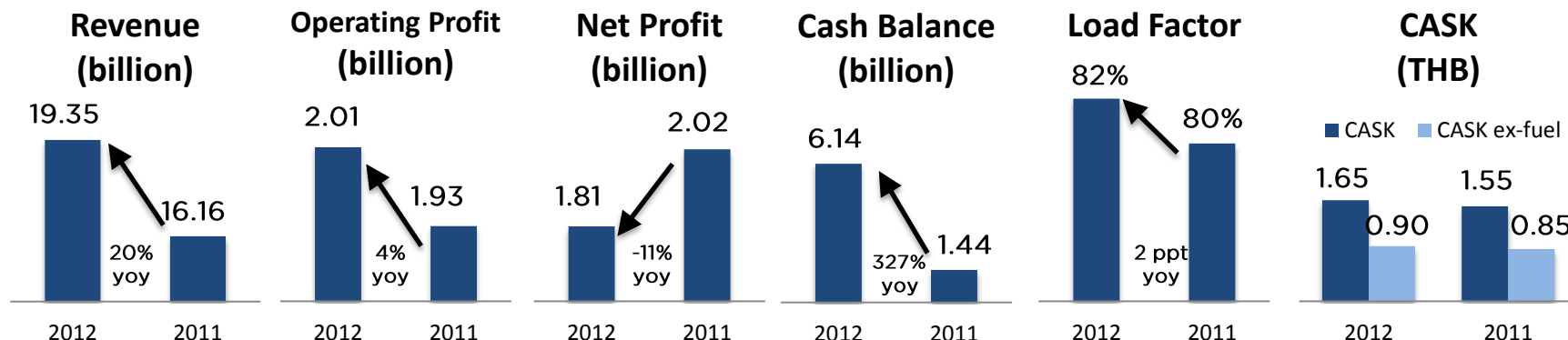


2012 Overview

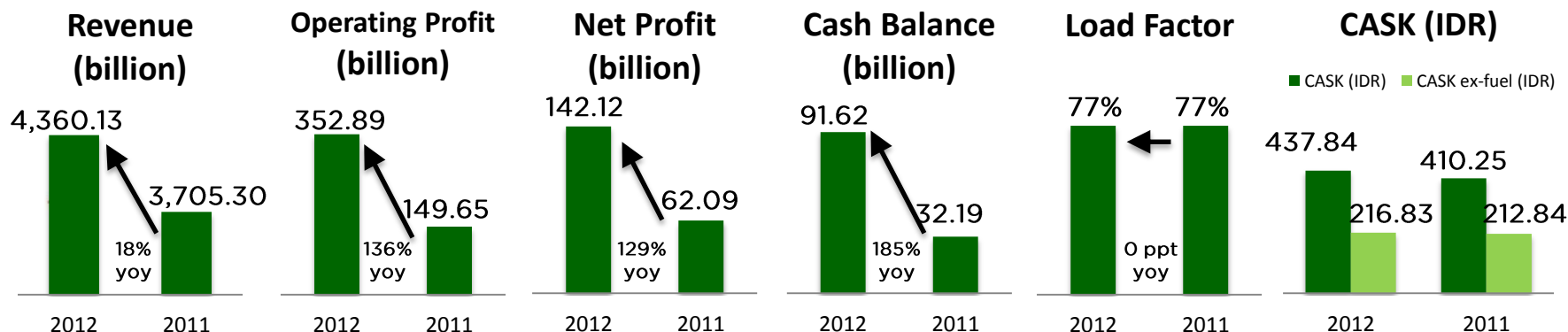
Thailand & Indonesia



THAILAND (in THB)



INDONESIA (in IDR)



Setting the Stage for 2013



Associates and JVs recording profit and growth remains strong

- TAA: MAA equity accounted RM55.94 million in 2012
- IAA: Continues to be profitable
- AACOE: MAA equity accounted RM8.91 million in 2012



Listing of associates

- TAA: Listed on SET in May 2012 with current market cap of USD 979.47 mil
- IAA: IPO targeted for 4Q13 or 1Q14



Turning around associates

- PAA: To increase market share via the recent Zest Air acquisition
- AAJ: Change of management to help increase efficiency
- AA India: AOC application submitted. CEO announced



Adjacency businesses are set to grow

- AACOE recorded net profit of RM 17.82 million in 2012
- Appointment of new CEO in AA Expedia (former AA's Regional Head of Commercial)
- Over 460,000 people signed up with BIG Loyalty programme so far



Fleet secured for growth

- 125 aircraft in operations, 355 to be delivered until 2026

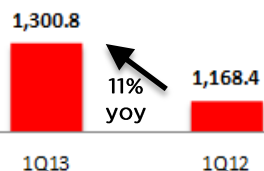


1Q13 Results - Key Highlights

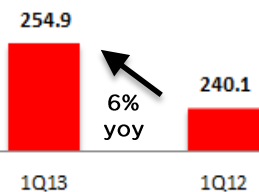


MALAYSIA (in MYR)

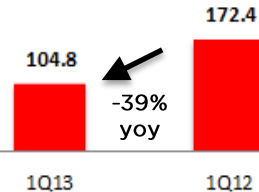
Revenue (million)



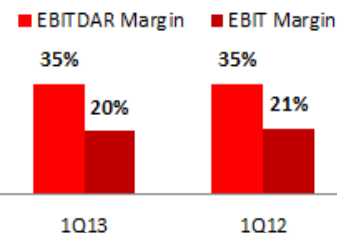
Operating Profit (million)



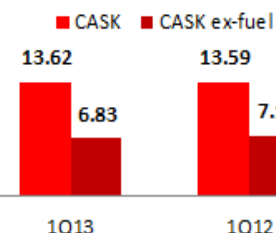
Net Profit (million)



Margins

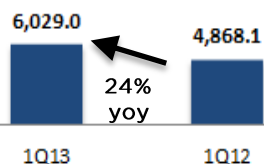


CASK (sen)

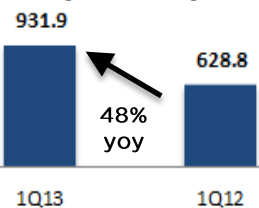


THAILAND (in THB)

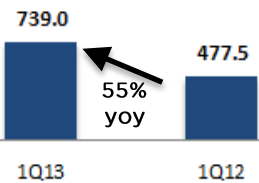
Revenue (million)



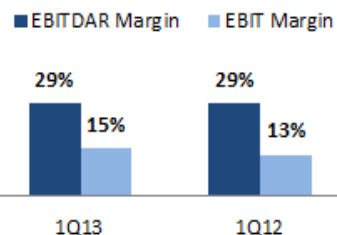
Operating Profit (million)



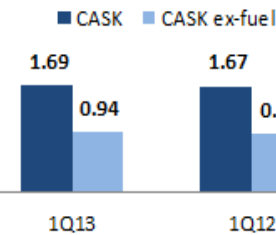
Net Profit (million)



Margins

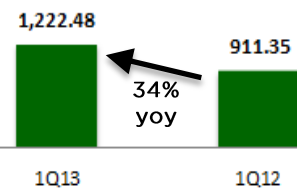


CASK (THB)

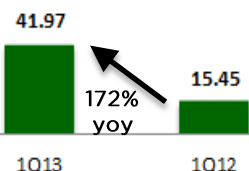


INDONESIA (in IDR)

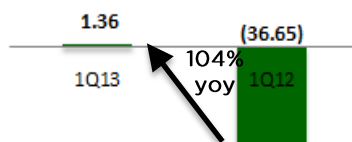
Revenue (billion)



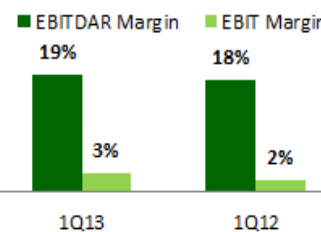
Operating Profit (billion)



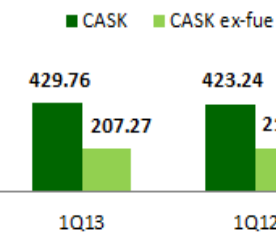
Net Profit (billion)



Margins



CASK (IDR)



The image features a central red circle with the text "Air Asia" in white script. The background is white with several black and white decorative floral patterns. These patterns consist of stylized, swirling lines that form flower-like shapes, with some elements resembling eyes or teardrops. The patterns are arranged in a circular, symmetrical fashion around the central logo.

Air Asia

**Where We Are
Today..**

Extensive Network

125

Airbus
A320s

DMK – 27 A320s

HKT – 2 A320s

NRT – 4 A320s

NGO – 0 A320s

CRK – 2 A320s

MNL – 0 A320s

KUL – 53 A320s

PEN – 3 A320s

BKI – 6 A320s

KCH – 3 A320s

JHB – 2 A320

CGK – 7 A320s

DPS – 5 A320s

SUB – 5 A320s

BDO – 2 A320s

MES – 2 A320

UPG – 2 A320

New Routes
Launched in
2012:

37

(41 inc. AAX)

- All ASEAN destinations: Malaysia, Indonesia, Thailand, Philippines, Singapore, Laos, Cambodia, Vietnam, Myanmar, Brunei
- 160 routes across 18 countries (174 routes including AAX)
- 81 destinations (92 including AAX)
- Over 51 unique routes (55 including AAX)
- 2,876 one way flights weekly (2,958 including AAX)

Largest LCC in Asia

Passengers Carried in 2012
(in millions)

187

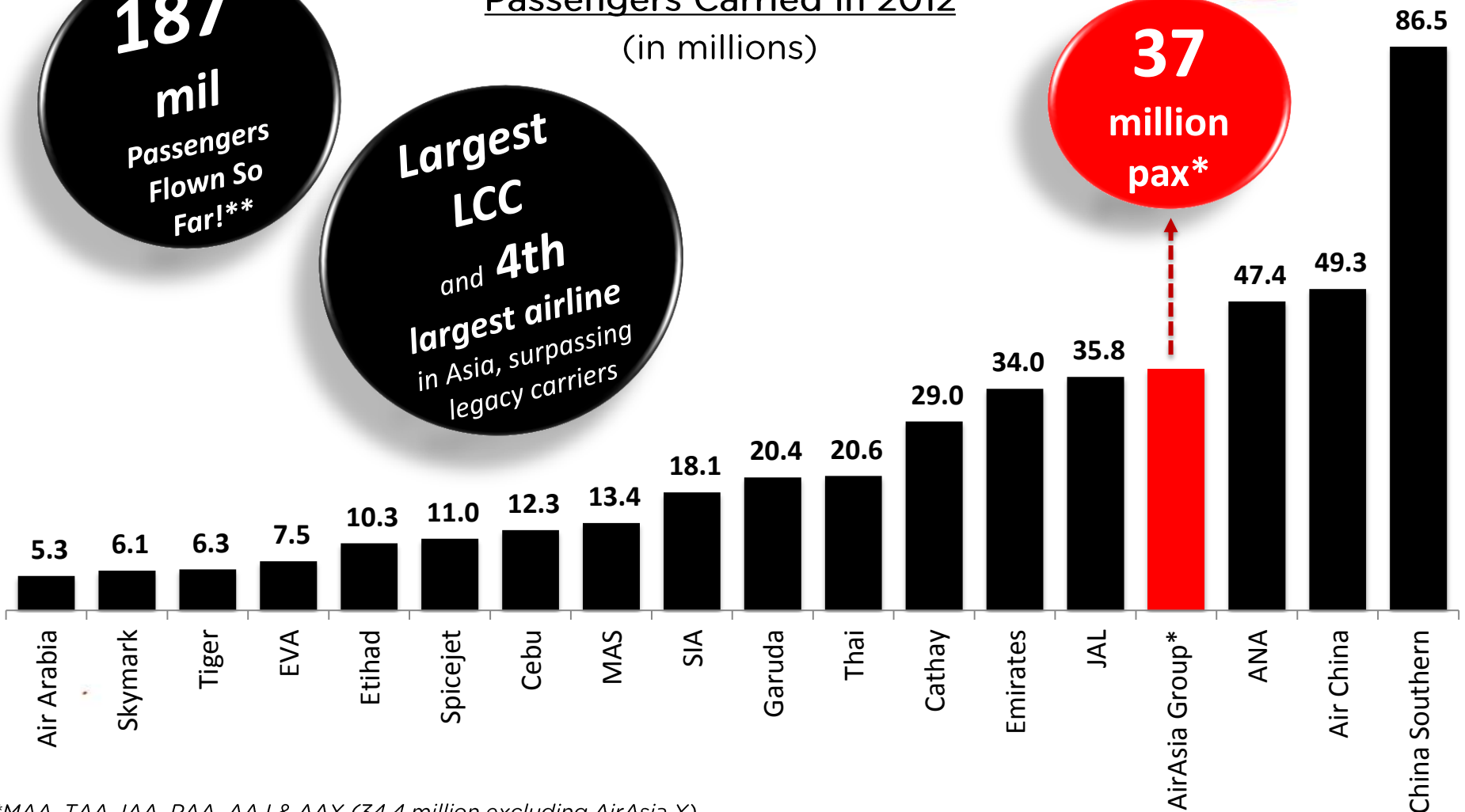
mil
Passengers
Flown So
Far!**

**Largest
LCC**
and **4th**
largest airline
in Asia, surpassing
legacy carriers

AirAsia

37

**million
pax***

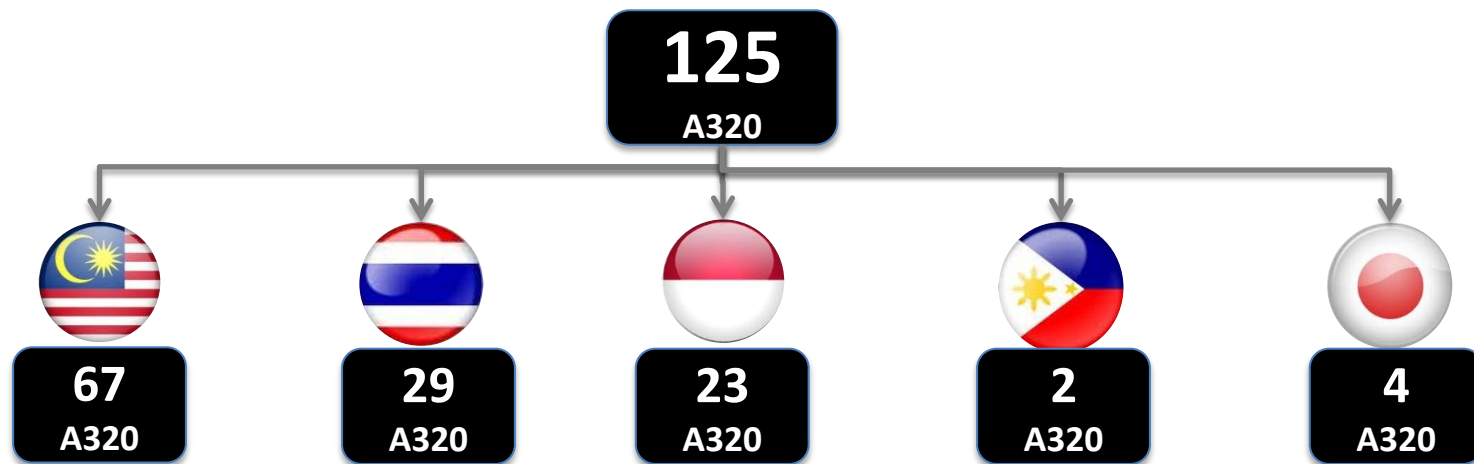
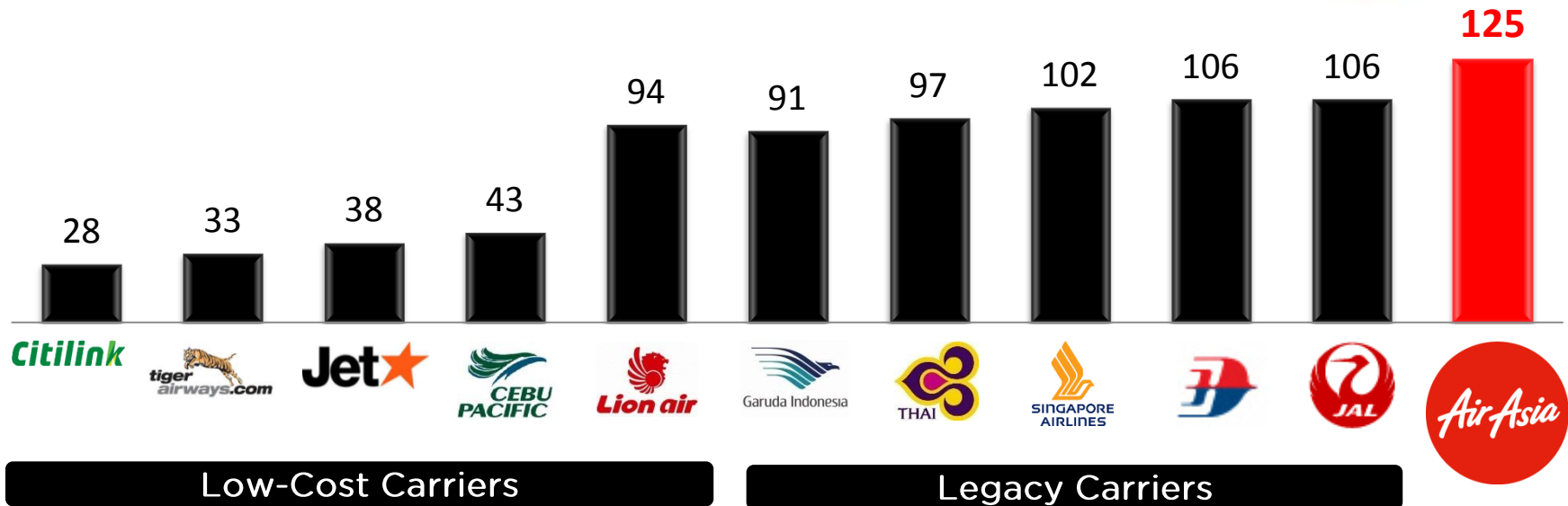


*MAA, TAA, IAA, PAA, AAJ & AAX (34.4 million excluding AirAsia X)

Source: Airlines' Financials and CAPA

**Figure refers to YTD April 2013 for AA Group exc. AAX up until April 2013

Largest & Youngest LCC Fleet in Asia

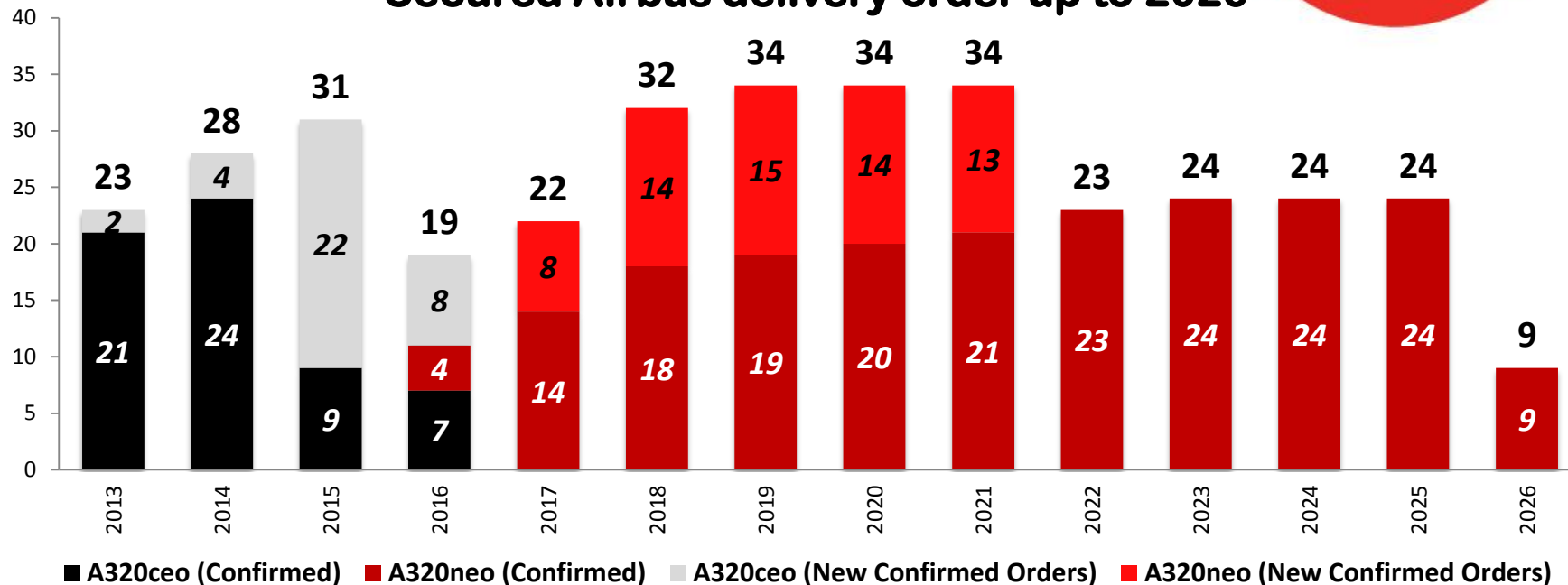


*AirAsia Group refers to MAA, TAA, IAA, PAA, & AAJ
Source: CAPA

Rapid Fleet Expansion



Secured Airbus delivery order up to 2026



Total confirmed orders from Airbus until 2026 = **475**

120 Delivered, **355** To Go

- **Sharklets** aircraft from Dec 2012 onwards (4% more fuel efficient)
- **A320neos** from 2016 onwards (16% more fuel efficient)



Our People & Experienced Management

AirAsia

Over:
10,000
Allstars



No
Unions



OUR PEOPLE,
OUR SUCCESS,
OUR EXCELLENCE.

Equal
Opportunities

Strong Global Brand

AirAsia

An Asean
Brand,
Recognised
Globally



Strong Online Presence



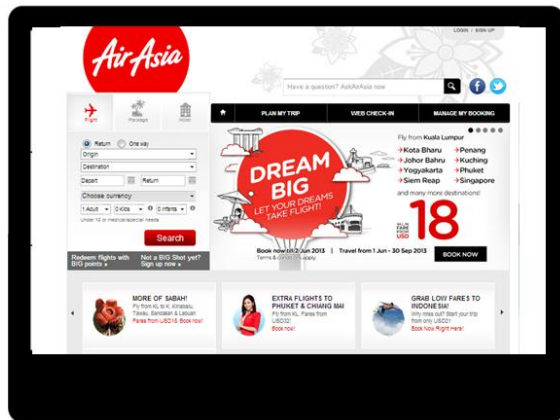
→ **1.8 mil** 'Likes' on Facebook



→ **680,000** Twitter Followers



→ **28,000** Instagram Followers



AirAsia.com

131.5 mil
average views
per month

8.6 mil
average unique
visitors per month

#4 on Top 10 Socially Devoted Global Brands

	Brand Name ®		Number of Fans	Questions Response Rate	Number of Questions Answered
1	KLM		1 540 778	94.14 %	2 843
2	T-Mobile	T-Mobile USA	940 804	86.19 %	2 541
3	SONY	Sony Mobile	6 768 173	68.25 %	2 354
4	AirAsia	AirAsia	1 498 415	68.87 %	1 958
5	SEPHORA	Sephora	3 383 937	73.97 %	1 822
6	TESCO	Tesco	750 971	82.11 %	1 400

#3 Top Airline Brands on Facebook

Rank	Name	Facebook	Twitter	Total
#1	Southwest Airlines	3,734,497	1,438,086	5,222,682
#2	KLM	3,230,844	418,514	3,699,168
#3	AirAsia	1,820,424	888,787	2,489,211
#4	Lufthansa (U BA)	1,283,647	49,882	1,303,208
#5	Jet Airways	1,087,108	28,568	1,092,644
#6	Alitalia	1,042,815	50,982	1,079,746
#7	Qatar Airways	841,688	25,428	841,688
#8	TAM Airlines	806,768	486,946	1,271,803
#9	JetBlue Airways	763,497	1,723,708	2,482,208
#10	British Airways	862,335	234,550	937,215

AirAsia

Total Red
Alert Member
Base:
9.15 mil

Rank	Country	Base
1	Malaysia	2,962,219
2	Indonesia	1,107,557
3	Thailand	1,066,334
4	China	797,184
5	Australia	626,485
6	Singapore	445,360
7	Japan	196,074
8	India	188,673
9	South Korea	136,024
10	Hong Kong	134,710
11	Taiwan	96,346
12	Philippines	95,346
13	Indochina	74,342
14	Brunei	47,838
15	Macau	24,444
16	Sri Lanka	24,098

Ancillary Income

- Defense Against Competition

Leveraging on our strong brand, extensive network, large number of passengers and the number one travel website in Asia (www.airasia.com)

Ancillary Income per Pax



Food & beverages



Baggage



Excess Baggage



Counter Check-in



Pick-a-Seat

Cancellation & Documentation, Duty Free, Processing Fee



Hot Seat



Fly-Thru



Red Carpet



Cargo & Courier



Merchandise

Other Income



AA Insure



Skybus

Aircraft advertising, Credit Card, Online advertising, Publication, RedTix, Megastore

Adjacency Businesses / Shares of Results from JVs



AirAsia
Expedia



Loyalty
Programme



AirAsia
Academy



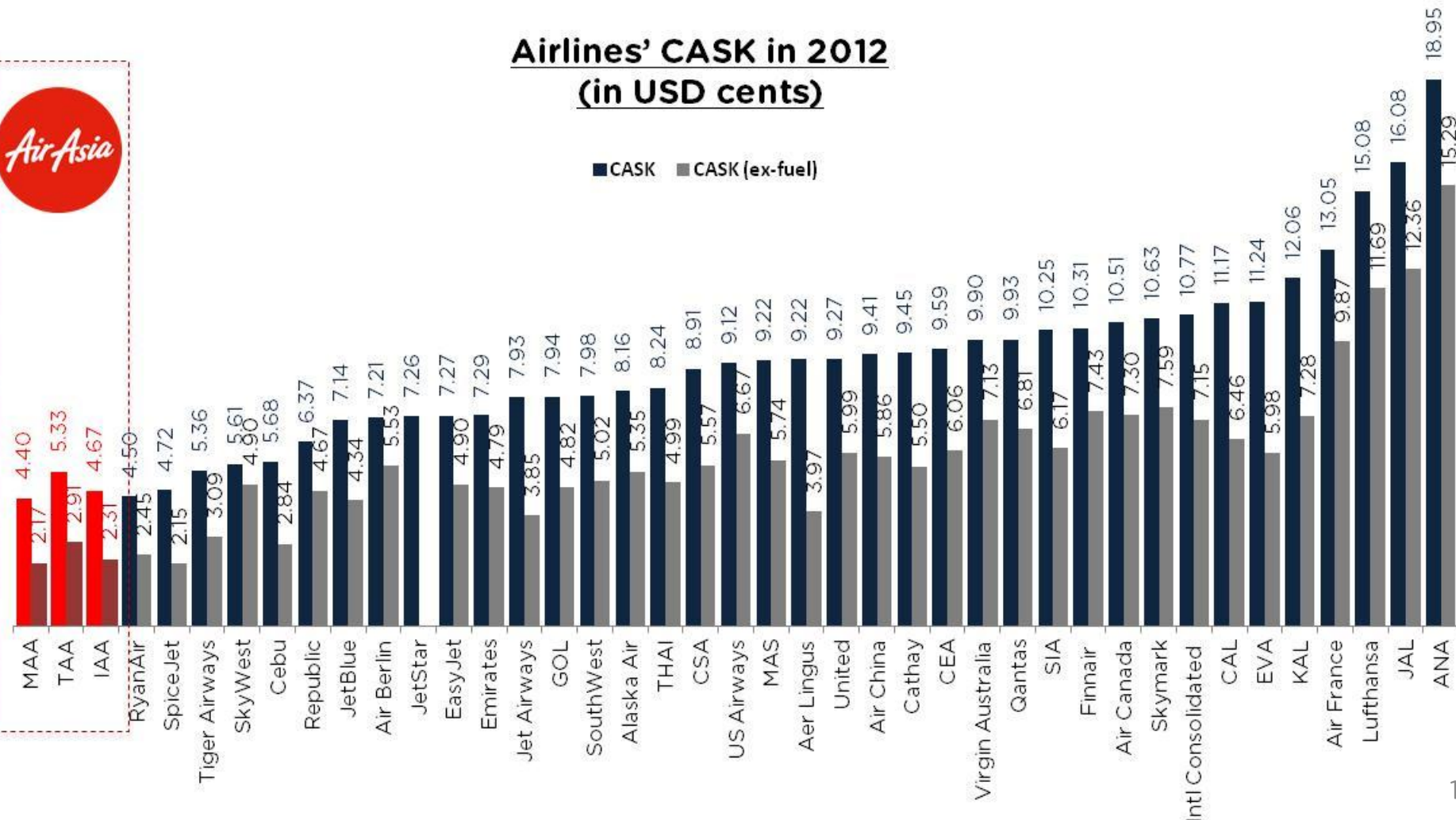
- Medium term target of 23-25% of revenue
- To target RM50 per pax in 1-2 years
- Provides recovery to spike in oil prices & competitive pressure
- NEW INITIATIVES TO COME:
 - Revamp Duty Free
 - Wifi on aircraft

Lowest Cost Airline

- Discipline Cost Structure

AirAsia

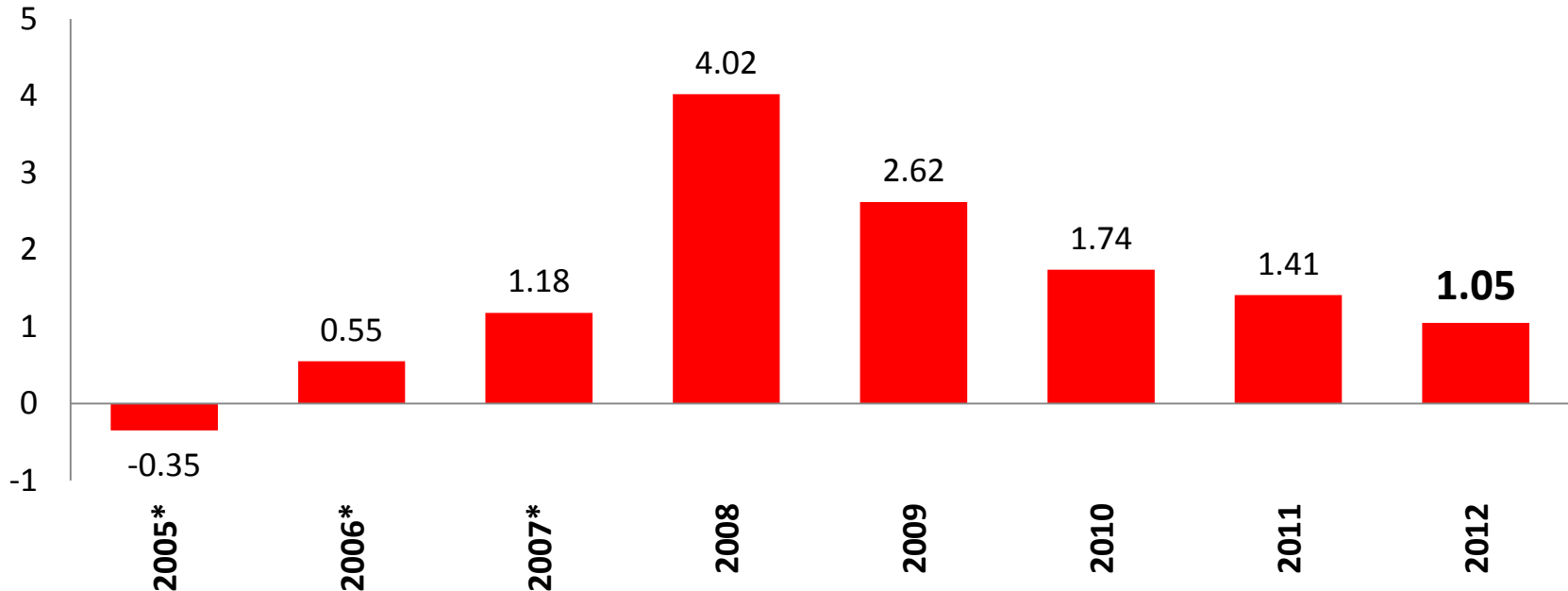
Airlines' CASK in 2012
(in USD cents)



Strong Balance Sheet



Net Gearing (Since IPO)



- Out of 125 aircraft, 101 on MAA's balance sheet, 5 on IAA's, and 3 on TAA's balance sheet
- To pay off first aircraft in 2017
- Secured financing for aircraft deliveries for the year 2013
- Cash balance to increase



In a Position to Pay Dividend



Past Dividends Declared:

- Apr 2011: Maiden dividend of 3 sen per ordinary share
- May 2012: First and final dividend of 5 sen per ordinary share



Dividend Payment:

- FYE 2012
 - Special dividend of 18 sen declared and approved
 - Final dividend of 6 sen per share proposed

Formalisation of Dividend Policy

- To pay out up to 20% of net operating profit as an annual dividend





Growth Upside

Capitalising on Key Core Markets

AirAsia

THAILAND

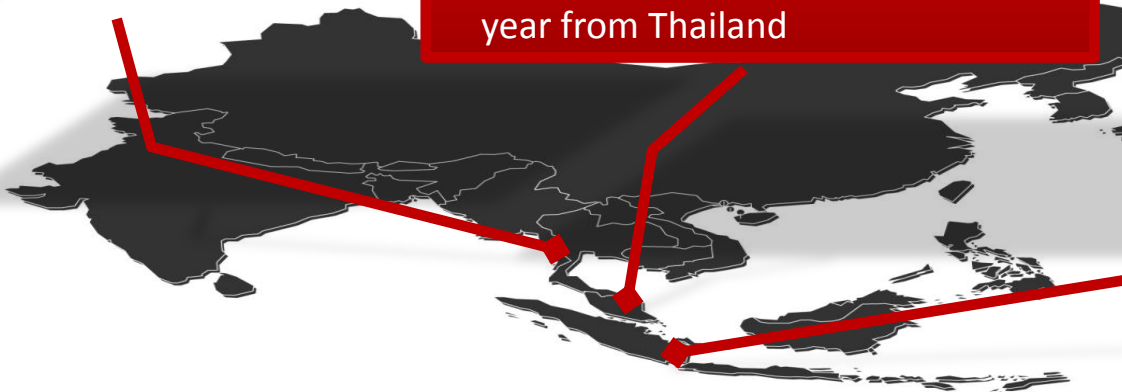
- All investment done
- 8 aircraft in 2013 (2 delivered)
- Continue to drive cost down & push ancillary up
- Don Mueang is a success
- To dominate domestic market, Indochina & China

MALAYSIA

- All investment done
- 6 aircraft in 2013 (3 delivered)
- Continue to drive cost down & push ancillary up
- Maximising all routes with increased frequencies
- Leverage on AAX's feeder traffic
- Equity accounts up to RM100 mil a year from Thailand

INDONESIA

- 7 aircraft in 2013 (1 delivered)
- Re-focusing on domestic market & growing organically
- Continue to dominate international market
- Strengthen distribution channels & capture a larger demography - Over 3500 distribution channels created
- IPO in 4Q13 or 1Q14



Growing New Markets

AirAsia

INDIA

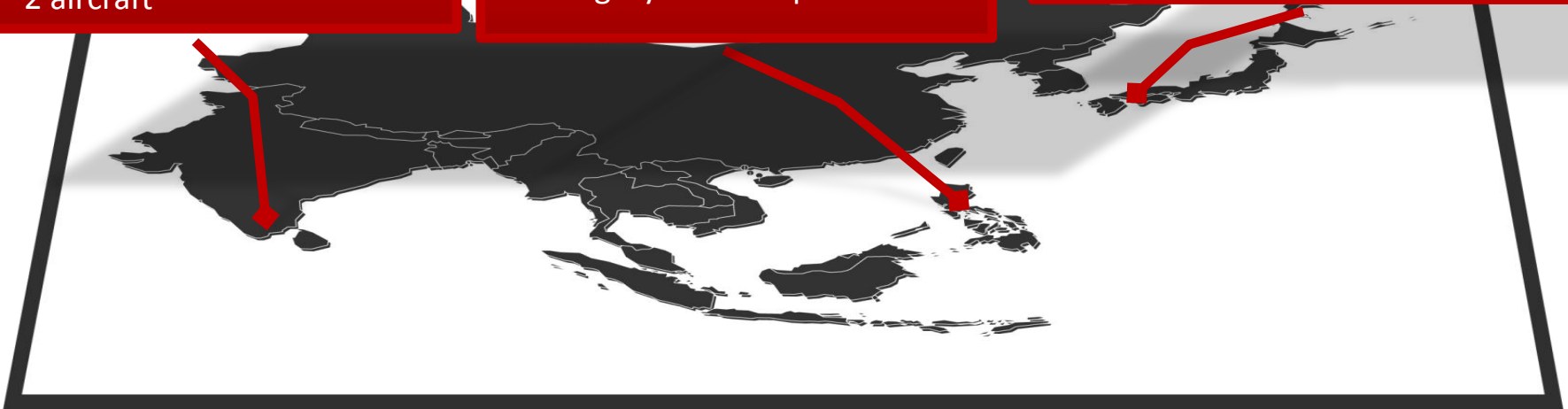
- Approval granted within 1 week to invest 49%
- AOC application submitted
- Strong & reputable partners - Tata Group & Bhatia family
- CEO appointed
- To focus on South India (Chennai) & ride on existing network from MAA & TAA
- Targeting 4Q13 launch with 2 aircraft

PHILIPPINES

- Integration with Zest Air started on 10th May
- Booking of Zest flights through AA.com
- To leverage of Zest's fleet & slots in NAIA airport (10 aircraft in Manila)
- Continue developing Clark & ride on the Special Economic Zone status or tax free
- Category 2 to be uplifted

JAPAN

- 4 aircraft in 2013 (1 delivered)
- Announced Nagoya as second hub & launched 2 domestic routes
- Dominate Korean routes & announcing more international routes
- New management in place
- To focus on driving cost down



Driving Adjacency Businesses



AIRASIA EXPEDIA

- Marketing spend across all markets especially Southeast Asia
- Setting up call centre in China and aggressive marketing campaign in Japan and India
- Key growths coming from North Asia markets ie. Korea and Japan

BIG LOYALTY PROGRAMME

- Over 460,000 people signed up so far
- New redemption system launched on website
- Collaboration with AirAsia on inventory management via:
 - BIG sales on scheduled extension and distressed inventory
- To launch new merchants in Philippines, China, India and Japan. .

ASIAN AVIATION CENTRE OF EXCELLENCE

- Currently operating 9 simulators
(6 x A320s, 1 x A330, 1 x 737NG, 1 x CRJ-200)
- To increase 3rd party training from across the region
- To act as a feeder in terms of pilots, cabin crew for all entities including India





Thank You