

Introduction to easyJet



easyJet plc

Vision: To be the best low fares airline in the world



Operational Excellence

Low cost and highly efficient

Measurement	F '06	F '07
OTP	75%	75%
Cost per seat ex fuel £	28.36	26.55

Safety

Our No.1 Priority

Measurement	F '06	F '07
Composite risk indicator	0.82	0.82

Customer

Low cost with care and convenience

Measurement	F '06	F '07
Strongly recommend	19%	23%
Revenue per seat £	41.66	40.42

People

Make easyJet a great place to work

Measurement	F '06	F '07
Satisfaction	68%	74%
Turnover	22%	10%
Absenteeism	5%	4.5%

Driving Financial Performance

Deliver a superior return

Target 15% ROE

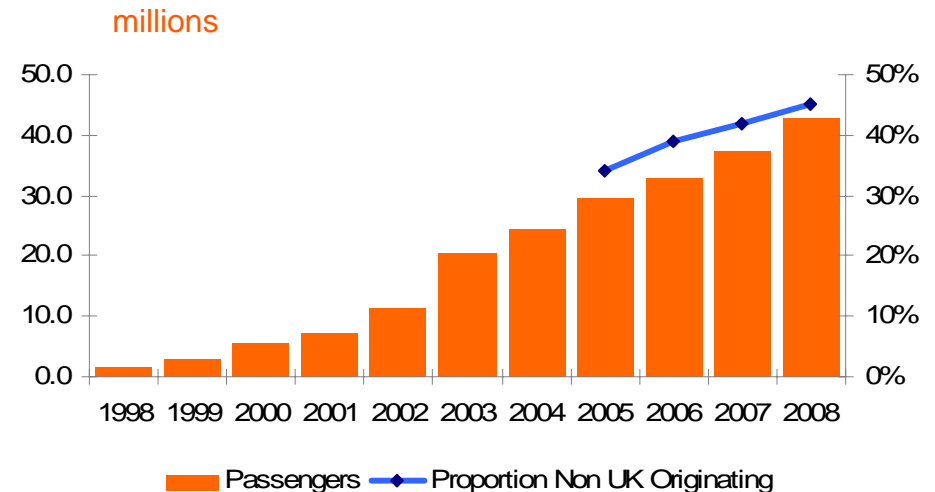
PBT per seat £5+

easyJet – painting Europe Orange



- Europe's 4th largest airline
 - 6.4% share
 - 43 million passengers
 - 165 aircraft situated in 20 bases
- Pan European network
 - 400 routes, 103 airports, 26 countries
- Increasing geographic diversity
 - 47% of passengers originate outside UK
 - Third of flying does not touch the UK

Growth in passengers 37% CAGR over past 10 years



easyJet – strongly positioned



- Low cost, financially strong and highly efficient
- Europe's No 1 Air transport network
- Strong customer proposition



Low cost, financially strong and highly efficient



- Focused, simple operation
- New fuel efficient fleet - average age 3.5 years
- Low ownership costs – Airbus contract
- High asset utilisation
 - aircraft in operation 11.6 hours a day *
 - Average turn time of c.30 minutes
- Strong cost reduction momentum
 - Cost per seat ex fuel reduced by 13% over the past 3 years
- Financial strength
 - Low gearing 29%
 - Strong cash position c.£900m
 - Agreed facilities of \$1.25bn at attractive rates



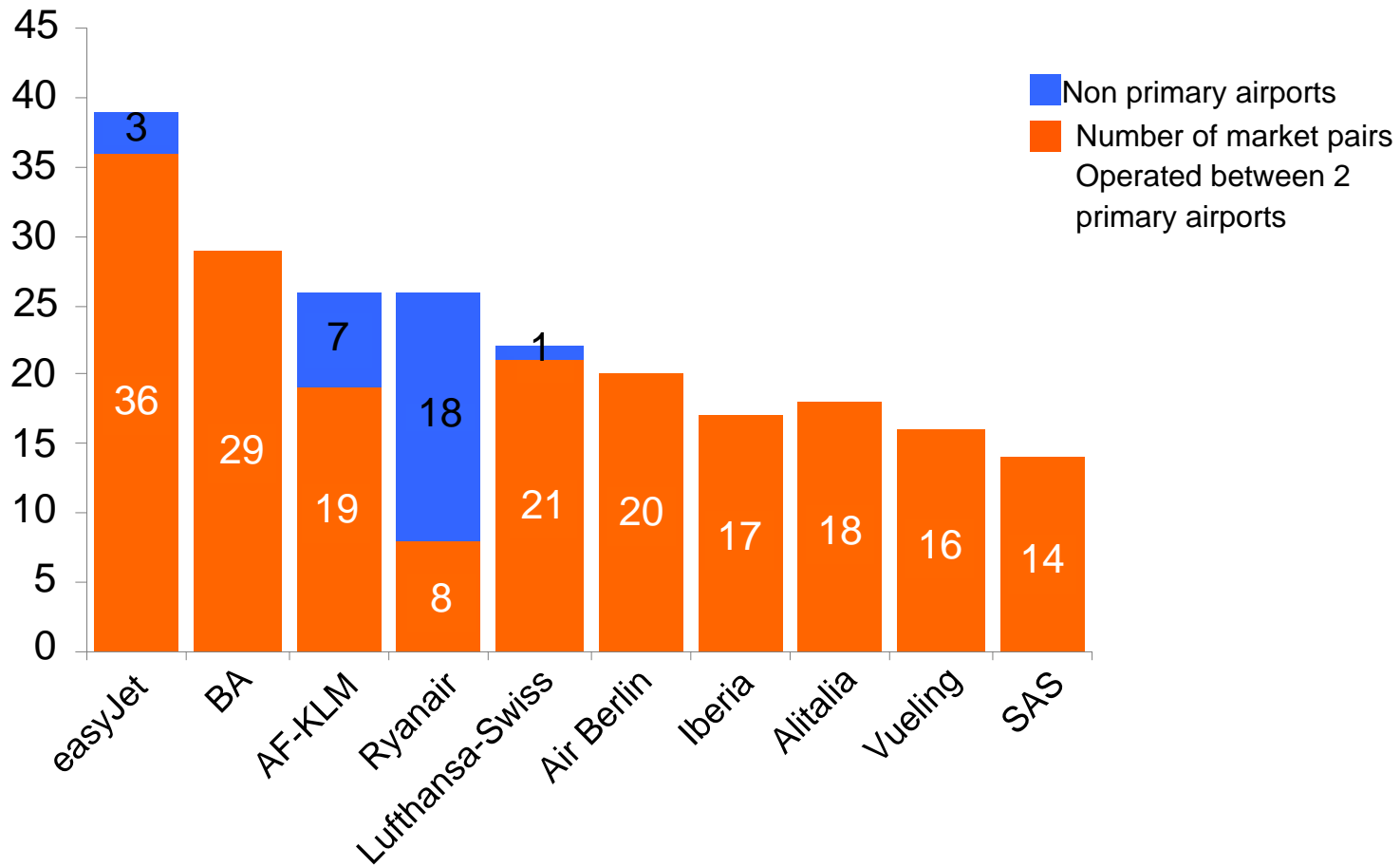
Europe's No 1 Air transport network



- ➔ Convenient airports
- ➔ Strong positions in key markets:
 - ➔ Gatwick No.1
 - ➔ Milan No.1
 - ➔ Geneva No.1
 - ➔ Paris No.2
- ➔ No.1 consumer reach
 - ➔ Over 289 million passengers within one hours drive
- ➔ Broad appeal across geographies and customer types
 - ➔ Balanced revenue base



Europe's No 1 Air transport network



Presence on top 100 routes (market pairs)

Source: OAG May08

Strong customer proposition



→ Across all customer groups

Business people



VFR & Commuters



Short breakers



Long breakers



→ Strong customer perception

Source: Gfk Brand tracker	easyJet	BA	Ryanair
Value for money	No.1	No.3	No.2
Friendly service	No.1	No.2	No.3
Efficient	No.1	No.2	No.3

→ Europe's leading airline website

