



Way forward – conclusions

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Summary 1/2

- Business growth in Asia is the engine for our industry growth – our strategy is based and builds on this growth potential.
- We have a defensible position thanks to the geography. We will utilize it ourselves and with our partners to strengthen Finnair's position and increase our revenues in the traffic between Northern Europe and Northern Asia.
- We have been able to take radical steps in focusing on our core business, increasing our efficiency and top level operational quality.



Summary 2/2

- We have strong brand and our customer satisfaction is high.
- In revenue management and pricing we use cutting edge commercial tools to get a premium price.
- We have clear savings targets and we are moving fast to reach them: we are going to do whatever it takes to take us to sustainable profitability.
- We have a strong relative position within airline industry and good funding position.



Thank You