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SEOUL – PRAGUE ROUTE 10 YEARS DEVELOPMENT

**MIDT DATA**

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**Y/Y Change**

- Korean Air: 29.7%, 95.2%, 281.7%, 83.0%, -31.2%, -15.2%, -20.8%, 105.6%, 50.2%, -25.0%, 15.6%
- Czech Airlines: 7.5%, 30.1%, 116.3%, 38.7%, -12.3%, -10.2%, -5.8%, 11.5%, 5.2%, -14.5%, 14.5%
- Others: 29.7%, 95.2%, 281.7%, 83.0%, -31.2%, -15.2%, -20.8%, 105.6%, 50.2%, -25.0%, 15.6%
EXTENDED TRAFFIC RIGHTS UP TO 4 DESTINATIONS AND 14 WEEKLY FREQUENCIES

VISA SERVICE CENTERS MODEL WILL BE IMPLEMENTED BY APRIL 2015 – STANDARD EU MODEL WITH SUFFICIENT CAPACITY

PROVEN AND GROWING DEMAND FOR TOURIST TRAVEL – 164,000 VISITORS FROM CHINA IN 2013 (79,000 IN 2010)

PRAGUE IS ALSO IDEAL GATEWAY TO CENTRAL EUROPE

GROWING TRADE VOLUME – 1.4 BILL EUR IN 2013, ANNUAL INCREASE +11%
CHINA – PRAGUE ROUTE POTENTIAL DEVELOPMENT

- STRONG SUPPORT FROM GOVERNMENTS ON BOTH SIDES IS CONFIRMED
- PRAGUE AIRPORT FINALIZED DETAILED MARKET STUDY ON SHANGHAI – PRAGUE AND BEIJING – PRAGUE ROUTES PROVING SUFFICIENT PASSENGERS AND REVENUE POTENTIAL
- PRAGUE AIRPORT PREPARED INCENTIVE PROGRAM IN TOTAL VALUE OF 1.350 000 EUR
- CZECH TOURISM AND CITY OF PRAGUE ARE ALSO READY TO SUPPORT FINANCIALLY PROMOTIONAL CAMPAIGNS FOR NEW ROUTE
PRAGUE AIRPORT CAPACITIES ARE AVAILABLE INCLUDING FACILITIES FOR LARGEST WIDE-BODY AIRCRAFTS

PRAGUE AIRPORT IS READY TO MODIFY PASSENGERS PRODUCT FOR CHINESE TOURISTS - SIGNAGE AND WEB SITE IN CHINESE LANGUAGE, ASIAN FOOD PRODUCTS ETC.

OPTIMAL START-UP CONCEPT IS 4 WEEKLY FREQUENCIES DURING SUMMER SEASON, 3 WEEKLY FREQUENCIES IN WINTER SEASON
SEP-OCT 2014 IS THE FINAL PERIOD OF AIRLINE DECISION MAKING PROCESS FOR OPENING NEW ROUTE IN SUMMER 2015 (MAY-JUN)

RIGHT NOW IS VERY IMPORTANT TO LEAN THE EFFORTS OF ALL STAKEHOLDERS AND HELP THE AIRLINE MAKE RIGHT DECISION

“A JOURNEY OF THOUSAND MILES BEGINS WITH SMALL STEP“ (OLD CHINESE PROVERB)

LET´S STEP OUT!
THANK YOU FOR YOUR ATTENTION