

## Business class – a few figures

- 101 long-haul aircraft in summer 2010, representing 4,650 seats.

- Located at the front of the aircraft, or just behind the La Première cabin on equipped aircraft, the Business cabin has a seating capacity of between 30 and 80.

- 73% of the customers are men

- 70 % travel on business

- Over 50% of customers have connecting flights at Paris

- 80% are aged between 30 and 60

- A very international product: 37% of customers are French, 21% North American, 20% European, 10% African-Middle Eastern and 7% Asian.



## Business class, a strategic product for Air France

Air France decided to pursue investment in its Business class offer during the air transport crisis, investing 110 million euros over three years to equip new aircraft, upgrade aircraft already in operation, revamp its in-flight meal service and develop its lounges.

These investments currently give Air France an additional competitive edge and allow the airline to take full advantage of the upturn in business traffic.

The new Air France Business offer is designed to be a reference product on the market, offering enhanced comfort and optimum peace of mind thanks to streamlined service.

Boeing 777-300



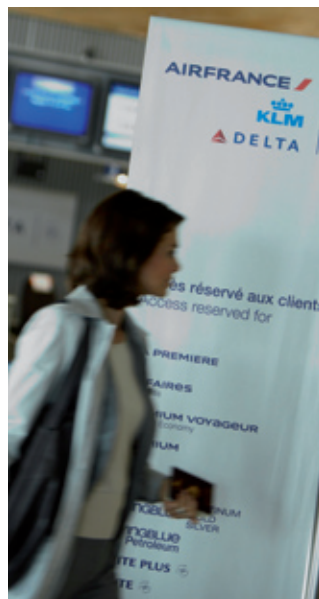


## The Air France Business class, Optimum peace of mind thanks to streamlined service

Whether customers just want to relax or make the most of their time at every stage of the trip, from booking through to baggage delivery, Business class constitutes a privileged travel experience for corporate account customers and individual business or leisure customers alike.

Every stage of the trip has been carefully studied to ensure Air France customers receive a professional, streamlined and efficient service. Customers can select their seat on booking. A booking service with a dedicated hotline for Flying Blue Silver, Gold, Platinum and Elite / Elite Plus SkyTeam cardholders is also available.

Once their ticket has been booked, customers can view or modify their booking via Internet or Mobile Internet, under certain conditions.



### Save time at check-in

With e-services<sup>1</sup>, customers can check in, from 30 hours before the flight up to the latest check-in time, and obtain their boarding pass, either as a print-out, by email or even receive it on their mobile phone<sup>2</sup>. This facility gives customers travelling without hold baggage direct access to the lounge or boarding lounge.

(1) on the [www.airfrance.com](http://www.airfrance.com) website or mobile internet site, <http://mobile.airfrance.com>  
(2) available on certain destinations on departure from Paris

### Business passengers can check in 3 bags compared to a single bag in Voyageur

In Business class, customers can check in, at no extra charge, up to 3 items of baggage weighing up to 23kg each, whose total weight must not exceed 69kg (and up to 4 items of baggage for Flying Blue Silver, Gold, Platinum or SkyTeam Elite or Elite Plus cardholders). Customers benefit from priority baggage delivery at the arrival airport.

They may also take 2 items of hand baggage on board plus a single accessory, providing the total weight does not exceed 18 kg.

## At the airport, a seamless service offering fast and smooth access through the airport... from check-in to baggage delivery

### • A privileged welcome

Air France has made every effort to ensure its customers benefit from fast and easy passage through the airport, from the moment they arrive at the airport to finding their seat on board the aircraft.

At each airport, Business class customers benefit from dedicated welcome and check-in desks, guaranteeing fast, priority access with:

- . check-in procedures, either at the check-in desk or at a self-service kiosk, if they haven't already done so via Internet or by mobile phone,
- . dropping off their checked baggage at the check-in desk.

At Paris-Charles de Gaulle, Business class customers are welcomed in a dedicated check-in area in terminals 2E and 2F. They can also modify their booking or benefit from exclusive services, such as having their checked baggage wrapped in protective plastic film at no extra charge.





## Easy connections

Over 50% of Business class customers have flight connections at Paris-Charles de Gaulle. Air France has facilitated connections for passengers by setting up dedicated transfer desks, complementing the self-service transfer kiosk offer.

Moreover, customers with connections of less than 45 minutes are met on arrival of their flight by an Air France agent, who accompanies them to the boarding lounge for their onward flight.

## Fast and convenient access through the airport

Once check-in is complete, rapidity and efficiency are the watch words:

- . priority channels (1) allowing customers to quickly complete customs formalities and pass through the security checkpoint before arriving at the Business lounge,
- . a dedicated channel allowing customers to board at their convenience,
- . Business customers are among the first to disembark.

Customers enjoy priority baggage delivery of their checked baggage.

(1) all airports where facilities and local legislation permit.

### • Exclusive, personalized assistance at every stage of the trip

From the moment they arrive at the airport, while boarding or during a flight connection, dedicated teams are on hand to assist Business customers with their requests, whether they want to change their seat, obtain information about their Flying Blue account, modify their booking or require assistance connecting to their onward flight.



*Check-in at the Business class counter*

*Check-in at a self-service kiosk*

## Access to a global network of close to 500 lounges

Business class customers benefit from access to 500 lounges worldwide, including close to 50 Air France lounges, offering a wide range of services in a quiet, subdued setting, far removed from the hustle and bustle of the airport, where they can spend their time before their flight or between two flights as they wish.

On their arrival in the lounge, staff attend to their comfort and well-being and are ready to inform them or assist them with any requests, such as changing their seats, providing information about their Flying Blue account, modifying a booking or updating them of any changes to their flight schedule.

A choice of local and international French and English daily newspapers and magazines is available, as well as in the languages of the country where the lounge is located.



*Several services are available at the Business class lounge in terminal 2E at Paris-Charles de Gaulle*



**On arrival at Paris-Charles de Gaulle, a whole range of services to begin the day in top form**

On arrival at Paris-Charles de Gaulle, an Arrivals lounge located in terminal 2C is open to customers from 5am to 2pm.

Spacious shower cubicles, an ironing service, breakfast, workstations equipped with PCs, international press, and a transport reservation service for passengers wanting to get into Paris.... customers have a whole range of services at their fingertips to ensure they start their working day in optimum conditions.



*Shower cubicle in the Arrivals lounge*

Customers can also:

- . enjoy a beverage or a selection of hot or cold snacks, adapted to the time of day, as part of a self-service buffet offering an assortment of beverages, Champagne, wines from the Air France wine cellar, and spirits that are also served on board.
- . stay connected in workstations equipped with HP computers with free internet access, fax and printers. Some lounges, including those at Paris-Charles de Gaulle, also offer free wi-fi access.
- . relax, read or work in comfortable chairs with adapted lighting.
- . pamper themselves: since March 2010, Air France and partner Clarins have offered Business lounge customers at Paris-Charles de Gaulle free customized massage and facial treatments comprising exclusively natural, plant-based ingredients, adapted to travellers' needs.
- . freshen up and take a shower, with a toiletry kit at their disposal in the lounge shower cubicles.

With a view to offering its customers the best possible service, Air France is constantly improving its products and services in line with the latest technologies and possibilities offered by airport facilities.



*Facial treatment at Paris-Charles de Gaulle*



*Business class lounge at terminal 2E*



*SkyTeam lounge in London*



## A completely redesigned cabin

Air France has completely redesigned the different elements – cabin, seat and service - comprising the in-flight experience for its Business customers. By the end of 2010, Air France will introduce on board its long-haul aircraft an upgraded seat offering enhanced comfort and easier-to-use functions in a cabin with new colours, combining subtle, light tones with elegant, original lines.

### • The Business seat

In terms of upgrading its Business seat, Air France based its research on ergonomics specialists' recommendations and consultations with customers on further improving the comfort for working, relaxing or enjoying time on board.

On the basis of this research, Air France plans to introduce at the end of 2010, on its long-haul aircraft, a more comfortable seat featuring:

- . a new seat structure, offering a lie-flat seat-bed measuring over 2m in length,
- . simpler and more practical controls,
- . new storage space,
- . a new screen in 16:9 format.

Over the next three years, some forty Air France aircraft (Airbus A330, Boeing 777, Airbus A380) will be equipped.



*Business class bar*



*New Business class cabin*

### A wide choice of in-flight entertainment

Each business seat is equipped with a VOD (Video-On-Demand) entertainment system, allowing customers to choose when they want to begin, stop or pause a programme. The in-flight entertainment system represents over 500 hours of programming, including 85 feature films, some of which are translated into nine languages, 30 hours of famous TV series (Desperate Housewives, Heroes, etc.), non-stop news bulletins, exclusive documentaries and a jukebox containing 200 CDs, 23 radio stations, music videos and music programmes.

17 interactive games are also available, including the Berlitz® language courses and RelaxLine® personalized relaxation programme.

- A more comfortable seat at all stages of the flight

Built into a fixed shell structure guaranteeing the passenger's privacy, this seat has been designed for increased sleeping comfort thanks to the integrated fixed footrest which offers the passenger a more stable sleeping position when adjusted into the bed position. New relaxation positions, with legs extended, are now also possible including during taxiing, take-off and landing.

The leather headrest, which can be adjusted vertically and horizontally with moveable wings, is even softer than before.

- A simpler seat with more practical controls

In a matter of seconds, the seat can be adjusted into a near-horizontal bed, over 2 metres in length, making it one of the longest beds on the market, and 61 cm wide.

Customers now have just two buttons to find the suitable position.

The seat is equipped with a new 15 inch video screen, in 16:9 format, featuring the latest-generation in-flight entertainment system offering over 500 hours of programming.

- New storage space

In addition to the seatback and overhead compartment storage space (for shoes, amenities kit and bottle of water, etc.), new storage areas underneath the footrest and seat cushion are practical for stowing a satchel, PC or handbag.







Weighing in at less than 5 kilos, this seat generates fewer CO<sub>2</sub> emissions and is more environmentally-friendly.

- A tranquil workspace

A tray, that has been raised up to offer more knee room, can easily accommodate a laptop or a book, magazine or note pad.

Moreover, a wider and more practical cocktail tray further aids the customer to “feel at home”.

- Improved access

The armrest can be removed to facilitate access for passengers with reduced mobility.

- A brighter cabin

Special attention has been paid to creating a subtle, subdued and illuminated atmosphere, lending a more light-filled dimension to the cabin and enhancing customers’ comfort. A well-lit environment ensures passengers feel at ease, in a peaceful and soothing setting.

- And also...

This seat has everything needed to work, rest and enjoy time on board in optimum conditions:

- . an electric 110 volt plug, compatible with six or seven different plugs, including European and American models, to safely connect a laptop or any other electrical device,
- . a directional reading light for reading and working without bothering or being bothered by fellow passengers,
- . a noise-reducing headset.

For maximum comfort, customers will find on their seat:

- . an anti-allergy feather pillow,
- . a pure wool blanket,
- . an amenities kit containing travel socks, a sleeping mask and earplugs, a shoe bag and shoe horn, earphone covers, a toothbrush, comb and a Clarins skincare product.

In addition to this offer, other amenities can be obtained on simple request from the dedicated flight attendant. A large selection of French and international newspapers and magazines is also available.



### Examples of appetizers

Scallop and tomato with truffle vinaigrette

Zucchini and shrimp canapé

Fig and foie gras roulade

### Sample of recent menu served on board

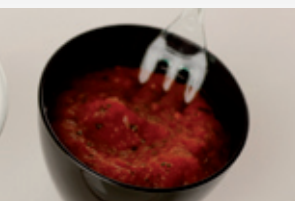
Scallops with herb cream sauce, chestnut bread and foie gras terrine, cucumber, smoked swordfish, marlin, foie gras terrine with speculoos cookie

Pan-seared hanger steak with onion cream sauce, vegetable sauté with pesto and sautéed chanterelle mushrooms  
Fillet of cod with pistachio cream sauce, watercress and carrot flan

Fillet of squab, honey thyme sauce  
Risotto with sun-dried tomato and asparagus

Caramelized apple tart, dark chocolate and milk chocolate puff pastry, brochette of pistachio biscuit with raspberry jelly and chantilly

Examples of appetizers



## A French-style dining experience combining seasonal produce and authentic flavours

Air France's Business class passengers enjoy a genuine gourmet dining experience, tasting typically French dishes combining seasonal produce and authentic flavours. The refined and original menus are carefully designed by chefs from Servair and the wines are chosen by Olivier Poussier, world's best sommelier.

- Enjoy a real French-style lunch or dinner

Over the past few months, Air France has been renewing its catering service in Business class, in an aim to offer its customers a more varied choice and to enter the world of true, high-class restaurant-style catering. To do this, Air France has rethought mealtimes to offer brand new dishes, renew its menus more frequently and introduce new features for the benefit of its customers.

To welcome passengers on board they are offered a glass of champagne or fruit juice.

After take-off, hot towels are offered to passengers so that they can freshen up before enjoying an aperitif. They can also enjoy a new selection of appetizers with their drink whilst choosing their meal from the menu which is given to them by the crew.

The meal includes:

- . Gourmet appetizer and seasonal salad,
- . Choice of four hot dishes including two meats, one fish and an alternative specialty of pasta or risotto,
- . Selection of cheese,
- . Assorted desserts: our dessert trio of the day, choice of sorbet and fresh fruit,
- . A hot beverage, and offer of liqueur, to conclude the meal.



Gourmet appetizer



Hot dish



Selection of cheeses



Dessert of the day

### Not very hungry...?

If passengers prefer to have more time to work or relax, they can choose a cold meal option including a large starter, a salad, a selection of cheeses and a dessert trio which is served after take-off.

To accompany the meal, a selection of fine wines (two red wines, one white and one Champagne) chosen by Olivier Poussier offers the best from all the French wine-producing regions, whether it be well-known vintages or hidden treasures.

*Selection of well-known vintages or hidden treasures served on board*



So that frequent travellers can discover new dishes every time they travel, these menus are renewed every ten days on departure from Paris.

Depending on the flight's departure time and duration, breakfast or a snack is also served before arrival, so that passengers can continue their day in top form.

On day flights lasting over eight and a half hours, passengers are also offered a snack such as ice-cream or fruit in-between meals.

### • Non-stop service during the flight

During the flight, passengers wishing to have a drink, stretch their legs or have a chat with a fellow passenger can use the Business class bar which offers a wide choice of alcoholic and soft drinks. The cabin crew are never very far away to make passengers real espresso coffee and on flights lasting over ten and a half hours, a self-service buffet offering both savoury and sweet snacks is also available.



*Breakfast*



## In Business class, customers earn Flying Blue miles faster

When they travel in Business class, customers earn the equivalent of between 125% and 175% of the distance travelled, converted into miles.

As a comparison, the number of miles earned varies depending on the fare from between 25% and 100% in Voyageur class to between 100% and 125% in Premium Voyageur class.

For example, a Flying Blue Silver cardholder making a round trip between Paris and Johannesburg on a flexible fare will earn 24,400 miles in Business class (compared with 16,266 in Voyageur class). Just this one return trip will earn him enough miles to access a return Paris-Toulouse award ticket.

Travelling in Business class therefore provides customers with faster access to Flying Blue awards, as well as the other benefits offered to Flying Blue Silver, Gold, Platinum and Elite cardholders such as the exclusive reservations hotline and wait list priority.

The Flying Blue frequent flyer programme is a joint Air France and KLM programme. It offers its 18 million members numerous possibilities to earn and use miles with around 108 airline and non-airline partners.

Unlike other frequent flyer programmes, Flying Blue miles are valid for life, as long as customers travel at least once every 20 months on Air France, KLM or another SkyTeam alliance member airline or on one of its partner airlines Air Europa, Kenya Airways, Air Calin and Tarom.



## A powerful network

Air France operates over 1,500 daily flights. Air France and KLM use their complimentary networks to offer 244 destinations in 104 countries. At the heart of this network are two powerful hubs: Paris-Charles de Gaulle and Amsterdam-Schiphol.

Customers can benefit from this dual network thanks to:

- . a hubway which, by linking the Paris-Charles de Gaulle and Amsterdam-Schiphol hubs with 15 daily flights at regular intervals, connects the two airlines' networks.
- . fare combinability, which provides customers with easier access to destinations served by both airlines and also gives them a better choice of flight schedules and cheaper fares by combining one trip on KLM via Amsterdam and another on Air France via Paris.