

Going global overnight **e-alliance**[®]

 Outsourcing indirect airline distribution



e-alliance[®]: Add revenue – delegate complexity

For airlines, selling worldwide is complex, costly and it creates risks. In markets with high risks and decreasing yields, only limited opportunities exist to generate additional revenue. While airlines can approach their *local* market purely with direct distribution, *global* distribution requires disproportionate efforts and can only be achieved by adding indirect sales channels. e-alliance[®], created by Hahn Air Systems, provides airlines with exactly such an opportunity. It empowers them to access indirect distribution on a global level, while keeping complexity out of their business.

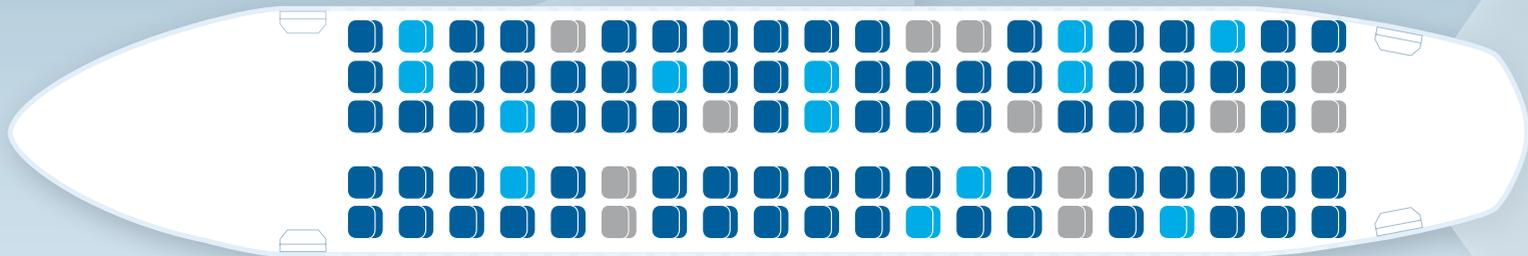


Outsource the entire GDS distribution via a “single window principle”.

e-alliance[®] is a unique and profitable solution, giving airlines the ability to entirely outsource GDS distribution and all of its complexities.

e-alliance®: A global alliance at your fingertips

The strategy of e-alliance® is based precisely on what the successful alliances are leading in: “code sharing”. What is commonly known as “code sharing” between operating carriers within these alliances, e-alliance® calls “marketing code-tagging”, as the marketing carrier is the enhanced CRS. Thus partner airlines profit from Hahn Air Systems’ (H1) distribution network, one of the strongest and most advanced in the industry.



■ Average revenue generated by airline ■ Additional revenue generated by e-alliance® ■ Free capacity

Joining this global alliance means:

- Providing access to your flights to 88,000 travel agencies in 190 countries
- Enhancing the reach through GDS distribution to Corporate Travel Agencies, OTAs and more
- Increasing the proportion of the business traveller segment

e-alliance[®]: Focus on the essentials

The costs of being globally accessible are large and every additional market adds complexity to the existing structure. In general it takes four times the effort to distribute on a global level than it does to sell in an airline's key markets.

Relative efforts / Costs for seats sold

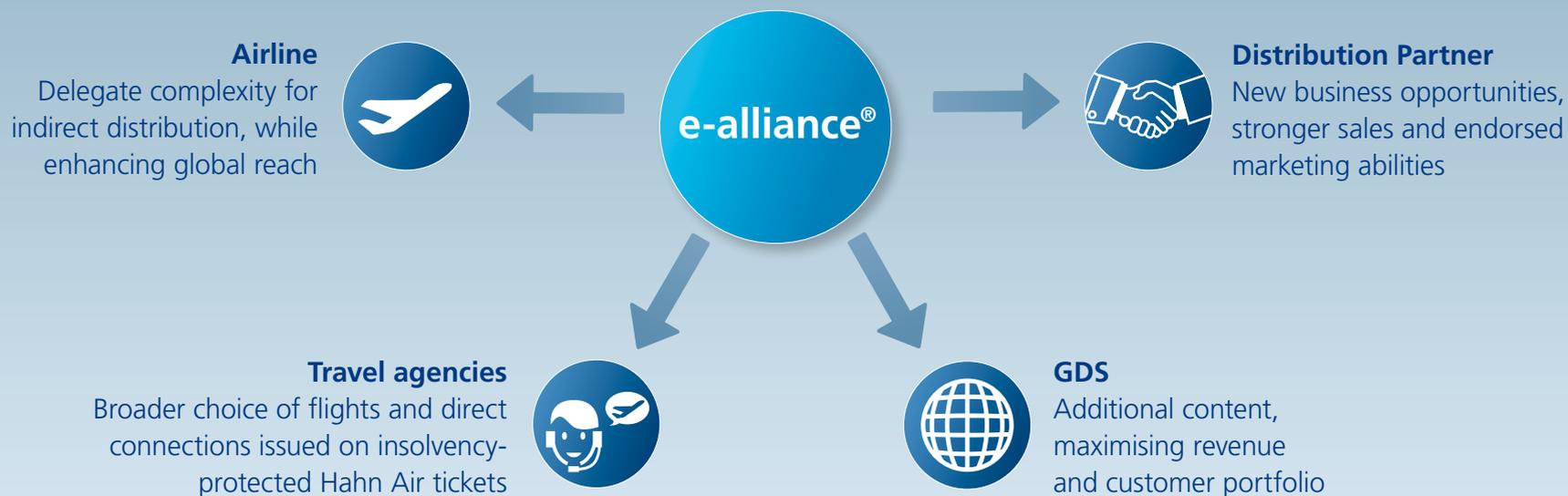


By utilising the expertise and economies of scale of Hahn Air Systems, e-alliance[®] enables an airline to do business on a global level more effectively through:

- Outsourcing the efforts for indirect distribution, optimising revenues and increasing yields
- Concentrating on core business and direct distribution in key markets
- Gaining new markets at no additional cost
- Selecting individual selling needs in order to target customised market segments

E-ALLIANCE[®]

e-alliance®: Added value in a nutshell



e-alliance® provides a vast range of business opportunities, such as enabling airlines to:

- Outsource the entire indirect (GDS) distribution process
- Receive preferred access to Corporate Travel Agencies, OTAs and Consolidators to accelerate the sales potential
- Form sustainable partnerships e.g.:
 - Co-operating with airports to improve the economics of an existing or planned route
 - Partnering with tour operators to support new 'full charter' routes with seat-only sales
 - Using a specialised tour operator with substantial expertise in distributing through e-alliance®

e-alliance[®]: State-of-the-art cooperation

Hahn Air Systems operates its own inventory with the reservation code H1. It is a sister company of Hahn Air, a leader in the airline distribution industry. Via e-alliance[®], Hahn Air Systems offers a 'plug-and-play' solution, enabling partners to sell in the GDS globally overnight. Airlines enter the GDS world through a single window principle, substantially minimising complexity at their end.

Three-step approach

- 1 Contract between airline and e-alliance[®] (or the specialised tour operator) for purchase and sale of seat allotments
- 2 Airline negotiates with potential parties, if desired in collaboration with e-alliance[®]
- 3 Set-up of infrastructure and processes between e-alliance[®] and airline or business partner





Contact

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