



SAS Group

# The SAS Group Traffic figures

## October 2010

### SAS Group's October 2010 traffic figures

- SAS Group's traffic (RPK) increased by 8.2% during October and capacity (ASK) was increased 6.5% vs same period in 2009.
- The load factor improved by 1.2 p.u. to a record for October of 75.5%.
- SAS Group carried 2.5 million passengers in October, up 6.8% vs. same period in 2009.

### Group market trends, RASK and yield development

In September, improved load factor fully offset the yield fall of 5.0% resulting in a flat passenger RASK development. The yield and RASK in October is expected to continue the trend with relatively flat RASK development but continued yield pressure.

The market continues to improve but is still unpredictable particularly regarding the yield development due to overcapacity on certain markets. A recovery has been noted on both intercontinental routes and certain short haul Business routes. SAS has as a result initiated yield enhancing measures to offset the negative yield development. The implementation of the cost saving program is on track.

Capacity growth is planned to increase further in the last two months of 2010 vs. 2009 and be approximately 4-6% in 2011 vs. 2010 for Scandinavian Airlines.

### SAS Group product and news update

- From end March 2011, SAS will commence Oslo-New York and from October 2011, Copenhagen-Shanghai will be launched. In addition, 150 new frequencies to primarily existing destinations will be introduced in 2011.
- SAS will start to offer in-flight connectivity, such as internet and mobile services, on both European and intercontinental routes.
- SAS will introduce 2D scanners at boarding turnstiles on all domestic airports in Scandinavia to further improve and simplify the popular Self Service boarding procedure.

### Scandinavian Airlines' traffic development

- Number of passengers increased by 5.6% to 2.1 million.
- Traffic increased 7.1% and capacity was up 5.2%.
- The load factor was up by 1.4 p.u. to 76.7%.

The intercontinental traffic grew by 10% in October and capacity increased by 7.4% resulting in a continued strong load factor of 90%. On European routes, traffic was up 4.6%. Traffic on intrascandinavian routes responded to the increased capacity and grew by 9%. Danish domestic traffic increased 1.4% in combination with strongly improved load factor. Norwegian domestic traffic increased 3.5% with a 2.2 p.u. improvement in the load factor albeit fierce competition and transfer of turbo prop production to Widerøe. Swedish domestic traffic increased by 13.6% with improved load factor by 6.6 p.u.

### Widerøe and Blue1's traffic development

Widerøe's carried number of passengers increased by 12.4% during October to 216,000. The capacity was increased with 14% and the traffic was up 12.5%. The strong growth is driven by the fact that Widerøe has taken over SAS's Fokker 50 production on the West Coast, larger aircraft on other routes and by an underlying positive development.

Blue1's traffic increased by 25% during October and number of passengers was up 17.7%. New European destinations, additional frequencies on existing destinations and improved passenger load factors were drivers behind the positive growth. The passenger load factor improved by 1.6 p.u. during October and reached 66.6%.

SAS Group (scheduled)	Oct 10	Change	Jan-Oct 10	Change
ASK (Mill.)	3 316	6,5%	29 216	-4,3%
RPK (Mill.)	2 504	8,2%	21 826	0,2%
Passenger load factor	75.5%	+1.2 p u	74.7%	+3.4 p u
No. of passengers (Mill.)	2.481	6.8%	21.152	-0.1%

p u = percentage units



Summary of the airlines. scheduled				
October 2010 vs. October 2009				
	Traffic (RPK)	Capacity (ASK)	Load factor	Change of load factor
SAS Group	8.2%	6.5%	75.5%	+1.2 p u
Scandinavian Airlines	7.1%	5.2%	76.7%	+1.4 p u
Widerøe	12.5%	14.0%	61.6%	-0.8 p u
Blue1	25.0%	22.1%	66.6%	+1.6 p u

Scandinavian Airlines	Oct 10	Change	Jan-Oct 10	Change
ASK (Mill.)	2 972	5.2 %	26 375	-5.3 %
RPK (Mill.)	2 280	7.1 %	19 954	-0.6 %
Passenger load factor	76.7%	+1.4 p u	75.7%	+3.6 p u
Passengers (Mill.)	2.108	5.6 %	18.123	-0.5 %

Route area (change):	Oct 10 vs Oct 09		Jan-Oct 10 vs. Jan-Oct 09	
	Traffic (RPK)	Capacity (ASK)	Traffic (RPK)	Capacity (ASK)
Intercontinental	10.0%	7.4%	3.8%	-5.2%
Europe	4.6%	5.7%	-4.8%	-7.1%
Intrascandinavian	9.0%	7.9%	3.9%	-1.3%
Denmark domestic	1.4%	-12.3%	-0.4%	-12.0%
Norway domestic	3.5%	0.0%	-4.2%	-3.7%
Sweden domestic	13.6%	2.6%	6.1%	-1.3%



Widerøe	Oct 10	Change	Jan-Oct 10	Change
ASK (Mill.)	110	14.0 %	950	2.8 %
RPK (Mill.)	68	12.5 %	569	1.4 %
Passenger load factor	61.6%	-,8 p u	59,9%	-0.8 p u
Total no. of passengers (Mill)	0.216	12.4 %	1,742	1.1 %



Blue1	Oct 10	Change	Jan-Oct 10	Change
ASK (Mill.)	234	22.1 %	1 891	8.3 %
RPK (Mill.)	156	25.0 %	1 304	14.2 %
Passenger load factor	66.6%	+1.6 p u	68,9%	+3.5 p u
Total no. of passengers (Mill)	0.157	17.7 %	1,287	4.6 %

## SAS Group – Traffic, capacity, passenger load factors and number of passengers per route area.

<b>SAS GROUP TOTAL SCHEDULED</b>	<b>Oct 10</b>	<b>Oct 09</b>	<b>CHANGE</b>	<b>Jan-Oct 10</b>	<b>Jan-Oct 09</b>	<b>CHANGE</b>
ASK (Mill.)	3 316	3 114	+6.5%	29 216	30 525	-4.3%
RPK (Mill.)	2 504	2 315	+8.2%	21 826	21 779	+0.2%
Passenger load factor	75.5%	74.3%	+1.2 p u	74.7%	71.3%	+3.4 p u
Total no. of passengers (000)	2,481	2,322	+6.8%	21,152	21,165	-0.1%
<b>INTERCONTINENTAL ROUTES</b>	<b>Oct 10</b>	<b>Oct 09</b>	<b>CHANGE</b>	<b>Jan-Oct 10</b>	<b>Jan-Oct 09</b>	<b>CHANGE</b>
ASK (Mill.)	884	823	7.4%	8 121	8 567	-5.2%
RPK (Mill.)	796	723	10.0%	7 158	6 893	+3.8%
Passenger load factor	90.0%	87.9%	+2.1 p u	88.1%	80.5%	+7.7 p u
Total no. of passengers (000)	111	102	8.9%	1 008	967	+4.2%
<b>EUROPEAN ROUTES</b>	<b>Oct 10</b>	<b>Oct 09</b>	<b>CHANGE</b>	<b>Jan-Oct 10</b>	<b>Jan-Oct 09</b>	<b>CHANGE</b>
ASK (Mill.)	1 468	1 362	7.8%	12 732	13 411	-5.1%
RPK (Mill.)	1 071	1 001	7.0%	9 127	9 363	-2.5%
Passenger load factor	72.9%	73.5%	-0.6 p u	71.7%	69.8%	+1.9 p u
Total no. of passengers (000)	959	901	6.5%	8 263	8 310	-0.6%
<b>INTRA-SCANDINAVIAN ROUTES</b>	<b>Oct 10</b>	<b>Oct 09</b>	<b>CHANGE</b>	<b>Jan-Oct 10</b>	<b>Jan-Oct 09</b>	<b>CHANGE</b>
ASK (Mill.)	243	225	7.8%	2 127	2 154	-1.3%
RPK (Mill.)	157	144	9.0%	1 423	1 371	3.8%
Passenger load factor	64.6%	63.9%	+0.7 p u	66.9%	63.7%	+3.2 p u
Total no. of passengers (000)	316	291	8.4%	2 823	2 721	3.7%
<b>DANISH DOMESTIC ROUTES</b>	<b>Oct 10</b>	<b>Oct 09</b>	<b>CHANGE</b>	<b>Jan-Oct 10</b>	<b>Jan-Oct 09</b>	<b>CHANGE</b>
ASK (Mill.)	17	20	-12.3%	167	190	-12.0%
RPK (Mill.)	13	13	1.4%	117	118	-0.4%
Passenger load factor	76.2%	65.9%	+10.3 p u	70.1%	61.9%	+8.2 p u
Total no. of passengers (000)	63	62	0.8%	564	562	0.3%
<b>NORWEGIAN DOMESTIC ROUTES</b>	<b>Oct 10</b>	<b>Oct 09</b>	<b>CHANGE</b>	<b>Jan-Oct 10</b>	<b>Jan-Oct 09</b>	<b>CHANGE</b>
ASK (Mill.)	497	487	2.1%	4 449	4 568	-2.6%
RPK (Mill.)	326	311	4.8%	2 861	2 964	-3.5%
Passenger load factor	65.6%	63.9%	+1.7 p u	64.3%	64.9%	-0.6 p u
Total no. of passengers (000)	752	722	4.3%	6 275	6 515	-3.7%
<b>SWEDISH DOMESTIC ROUTES</b>	<b>Oct 10</b>	<b>Oct 09</b>	<b>CHANGE</b>	<b>Jan-Oct 10</b>	<b>Jan-Oct 09</b>	<b>CHANGE</b>
ASK (Mill.)	206	197	4.4%	1 621	1 635	-0.9%
RPK (Mill.)	142	123	15.5%	1 141	1 071	6.5%
Passenger load factor	68.8%	62.1%	+6.6 p u	70.4%	65.5%	+4.9 p u
Total no. of passengers (000)	280	244	14.5%	2220	2090	6.2%

### Punctuality (October 2010)

Within 15 minutes, 90.6% of Scandinavian Airlines' flights departed on time. The regularity was 98.9% in October 2010.

### Internet bookings (September 2010)

The proportion of Scandinavian Airlines' Internet bookings was 35.1% (35.5%) in September 2010.

<b>SAS GROUP TOTAL CHARTER</b>	<b>Oct 10</b>	<b>Oct 09</b>	<b>Change</b>	<b>Jan-Oct 10</b>	<b>Jan-Oct 09</b>	<b>Change</b>
ASK (Mill.)	412	398	3.6%	3 738	3 913	-4.5%
RPK (Mill.)	335	316	6.0%	3 269	3 401	-3.9%
Passenger load factor	81.3%	79.5%	+1.9 p u	87.5%	86.9%	+0.5 p u
Total no. of passengers (000)	111	107	4.1%	1 169	1 276	-8.5%