

SAS Group's July 2010 traffic figures

- SAS Group's traffic (RPK) increased by 1.1% during July while seat capacity (ASK) was unchanged vs same period in 2009.
- This resulted in an all time high record load factor of 84.7%, in July 2010
- SAS Group carried 2.0 million passengers in July, up 2.6% vs. same period in 2009.

Group market trends and yield development

The currency adjusted yield for Scandinavian Airlines in June 2010 was down by 9.0%, slightly more than indicated last month. RASK was as a result down by 7.2%. The yield is affected by a mathematical routemix effect from the relatively strong performance on intercontinental routes versus short haul routes, one off adjustments of the frequent flyer liability but also due to overcapacity and price pressure in some markets. The yield outlook for July is uncertain and indicates yield (change) in line with May.

The market continues to be unpredictable but a recovery has been noted on intercontinental routes and selected European routes, however the uncertainty still remains in particular on the yield development going forward. SAS has as a result initiated yield enhancing measures to offset the negative yield development. The implementation of the Core SAS strategy including cost saving initiatives is on track.

SAS Group Product and network update

- Due to improved demand Scandinavian Airlines will increase frequencies on intrascandinavian routes from September.
- SAS Group will increase frequencies on the Swedish domestic route Stockholm-Kalmar through Blue1 in September.

Scandinavian Airlines

- 1.7 million passengers were carried during July, up 2.0%.
- The traffic increased 0.2% and capacity was down 0.9%
- The load factor was up by 0.9 p.u. to a record 85.4%.

The intercontinental traffic grew by 3.8% in July despite a capacity reduction of 3.9%. The load factor reached over 95%. Business Class on intercontinental routes increased by more than 30%. On European routes, traffic was down 3.5%, affected by closure and capacity reductions of some leisure destinations in line with the Core SAS strategy. Traffic on the intrascandinavian routes continued to perform well and increased by 7.9% with load factors at 75%. Danish domestic traffic increased 8.5%. Norwegian domestic traffic decreased by 5.3%, negatively affected by over capacity and fierce competition. Swedish domestic traffic increased by 15.5% and capacity was up 11.8%.

Widerøe and Blue1's traffic development

Widerøe carried 168,000 passengers in July up 1.6% vs last year. The capacity increased 3.2% as Widerøe has taken over former SAS Fokker 50 routes and increased some frequencies. The additional capacity was not entirely met by increased demand and the load factor fell by 1.2 p.u. to 66.1%

Blue1's traffic increased by 16.8% during July. Particularly European routes developed strongly with additional frequencies to/from London and new routes to Berlin and Brussels. Also routes within Scandinavia grew albeit increased competition. Total number of passengers increased by 13.4% and the load factor reached 85.3%, up 2.7 p.u.

SAS Group (scheduled)	Jul 10	Change	Jan-Jul 10	Change
ASK (Mill.)	2 880	0,0%	19 600	-8,1%
RPK (Mill.)	2 441	1,1%	14 524	-3,2%
Passenger load factor	84,7%	+1,0 p u	74,1%	+3,7 p u
No. of passengers (Mill.)	2,006	2,6%	14,023	-3,7%

p u = percentage units



Summary of the airlines, scheduled	July 2010 vs. July 2009			
	Traffic (RPK)	Capacity (ASK)	Load factor	Change of load factor
SAS Group	1,1%	0,0%	84,7%	+1,0 p u
Scandinavian Airlines	0,2%	-0,9%	85,4%	+0,9 p u
Widerøe	1,3%	3,2%	66,1%	-1,2 p u
Blue1	16,8%	13,1%	85,3%	+2,7 p u

Scandinavian Airlines	Jul 10	Change	Jan-Jul 10	Change
ASK (Mill.)	2 604	-0,9 %	17 749	-9,1 %
RPK (Mill.)	2 224	0,2 %	13 299	-4,0 %
Passenger load factor	85,4%	+0,9 p u	74,9%	+4,0 p u
Passengers (Mill.)	1,729	2,0 %	12,042	-3,9 %

Route area (change):	July 10 vs July 09		Jan-July 10 vs. Jan-July 09	
	Traffic (RPK)	Capacity (ASK)	Traffic (RPK)	Capacity (ASK)
Intercontinental	3,8%	-3,9%	1,0%	-9,2%
Europe	-3,5%	-1,3%	-8,5%	-11,7%
Intrascandinavian	7,9%	8,1%	0,5%	-5,6%
Denmark domestic	8,5%	-4,1%	-3,3%	-12,5%
Norway domestic	-5,3%	1,5%	-7,7%	-5,3%
Sweden domestic	15,5%	11,8%	1,9%	-2,2%



Widerøe	Jul 10	Change	Jan-Jul 10	Change
ASK (Mill.)	97	3,2 %	629	-1,0 %
RPK (Mill.)	64	1,3 %	372	-2,6 %
Passenger load factor	66,1%	-1,2 p u	59,2%	-0,9 p u
Total no. of passengers (Mill)	0,168	1,6 %	1,136	-3,2 %



Blue1	Jul 10	Change	Jan-Jul 10	Change
ASK (Mill.)	180	13,1 %	1 222	3,9 %
RPK (Mill.)	153	16,8 %	853	9,8 %
Passenger load factor	85,3%	+2,7 p u	69,7%	+3,7 p u
Total no. of passengers (Mill)	0,109	13,4 %	0,845	-0,4 %

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

SAS GROUP TOTAL SCHEDULED	<i>Jul 10</i>	<i>Jul 09</i>	<i>CHANGE</i>	<i>Jan-Jul 10</i>	<i>Jan-Jul 09</i>	<i>CHANGE</i>
ASK (Mill.)	2 880	2 880	-0,0%	19 600	21 334	-8,1%
RPK (Mill.)	2 441	2 413	+1,1%	14 524	15 010	-3,2%
Passenger load factor	84,7%	83,8%	+1,0 p u	74,1%	70,4%	+3,7 p u
Total no. of passengers (ooo)	2,006	1,956	+2,6%	14,023	14,555	-3,7%
INTERCONTINENTAL ROUTES	<i>Jul 10</i>	<i>Jul 09</i>	<i>CHANGE</i>	<i>Jan-Jul 10</i>	<i>Jan-Jul 09</i>	<i>CHANGE</i>
ASK (Mill.)	882	918	-3,9%	5 526	6 086	-9,2%
RPK (Mill.)	840	809	3,8%	4 796	4 748	+1,0%
Passenger load factor	95,2%	88,2%	+7,0 p u	86,8%	78,0%	+8,8 p u
Total no. of passengers (ooo)	118	113	4,4%	676	664	+1,7%
EUROPEAN ROUTES	<i>Jul 10</i>	<i>Jul 09</i>	<i>CHANGE</i>	<i>Jan-Jul 10</i>	<i>Jan-Jul 09</i>	<i>CHANGE</i>
ASK (Mill.)	1 308	1 303	0,4%	8 482	9 396	-9,7%
RPK (Mill.)	1 085	1 096	-1,0%	6 055	6 458	-6,2%
Passenger load factor	82,9%	84,1%	-1,2 p u	71,4%	68,7%	+2,6 p u
Total no. of passengers (ooo)	893	870	2,7%	5 505	5 724	-3,8%
INTRA-SCANDINAVIAN ROUTES	<i>Jul 10</i>	<i>Jul 09</i>	<i>CHANGE</i>	<i>Jan-Jul 10</i>	<i>Jan-Jul 09</i>	<i>CHANGE</i>
ASK (Mill.)	184	172	7,2%	1 421	1 502	-5,4%
RPK (Mill.)	139	129	7,9%	947	943	0,4%
Passenger load factor	75,7%	75,2%	+0,5 p u	66,7%	62,8%	+3,8 p u
Total no. of passengers (ooo)	265	244	8,4%	1 878	1 870	0,4%
DANISH DOMESTIC ROUTES	<i>Jul 10</i>	<i>Jul 09</i>	<i>CHANGE</i>	<i>Jan-Jul 10</i>	<i>Jan-Jul 09</i>	<i>CHANGE</i>
ASK (Mill.)	13	14	-4,1%	117	133	-12,5%
RPK (Mill.)	10	9	8,5%	79	82	-3,3%
Passenger load factor	73,9%	65,3%	+8,6 p u	67,9%	61,4%	+6,5 p u
Total no. of passengers (ooo)	46	41	10,1%	383	390	-2,0%
NORWEGIAN DOMESTIC ROUTES	<i>Jul 10</i>	<i>Jul 09</i>	<i>CHANGE</i>	<i>Jan-Jul 10</i>	<i>Jan-Jul 09</i>	<i>CHANGE</i>
ASK (Mill.)	394	386	2,1%	2 985	3 123	-4,4%
RPK (Mill.)	285	299	-4,5%	1 897	2 042	-7,1%
Passenger load factor	72,4%	77,3%	-5,0 p u	63,6%	65,4%	-1,8 p u
Total no. of passengers (ooo)	532	557	-4,5%	4 127	4 476	-7,8%
SWEDISH DOMESTIC ROUTES	<i>Jul 10</i>	<i>Jul 09</i>	<i>CHANGE</i>	<i>Jan-Jul 10</i>	<i>Jan-Jul 09</i>	<i>CHANGE</i>
ASK (Mill.)	99	89	11,8%	1 070	1 093	-2,2%
RPK (Mill.)	83	72	15,5%	750	736	1,9%
Passenger load factor	83,3%	80,6%	+2,7 p u	70,1%	67,3%	+2,8 p u
Total no. of passengers (ooo)	152	130	17,3%	1455	1430	1,7%

Punctuality (July 2010)

Within 15 minutes, 88.6% of Scandinavian Airlines' flights departed on time. The regularity was 99.6% in July 2010.

Internet bookings (June 2010)

The proportion of Scandinavian Airlines' Internet bookings was 35.6% (37.5%) in June 2010.

SAS GROUP TOTAL CHARTER	<i>Jul 10</i>	<i>Jul 09</i>	<i>Change</i>	<i>Jan-Jul 10</i>	<i>Jan-Jul 09</i>	<i>Change</i>
ASK (Mill.)	585	550	6,4%	2 441	3 049	-19,9%
RPK (Mill.)	550	493	11,6%	2 143	2 710	-20,9%
Passenger load factor	94,1%	89,8%	+4,3 p u	87,8%	88,9%	-1,1 p u
Total no. of passengers (ooo)	210	200	5,1%	758	1 013	-25,2%