

Air France's Business Class offer



Renowned for its high standard of attentive service, Air France's Business Class is constantly evolving to offer its customers the very finest from the art of French living. From its cabin amenities to its exquisite meal service, Air France is continuing its efforts to provide ever more refined service, combining modernity and comfort.

One year after the launch of its new Business Class seat, now available on flights to more than 25 destinations and earning the praise of 90% of its customers, Air France continues to enhance its Business Class offer. In 2012, two-thirds of long-haul aircraft will be equipped with the new Business Class seat.

With in-flight meals designed by the world's greatest chefs and offering more contemporary menus, dining ware and comfort kits, all regularly renewed, Air France continues to surprise and delight customers, reinforcing its role as an ambassador for French gastronomy and quality living.

Air France is further customizing the journey, emphasizing attentiveness to passengers, down to the smallest detail. Each word, action and gesture of the trip reinforces a style of quality living, creating for each customer the memory of a special moment.

In its commitment to remain the benchmark reference for quality living in the skies, Air France is working to develop an ever more personalized relationship with its customers.



Fine cuisine at the heart of an offer being constantly renewed

Rest, relaxation and time saved, at each step of the journey: from booking to luggage delivery, Air France offers an ideal travel experience to its Business Class customers, whether traveling for business or pleasure.

A moment of pleasure and refinement, the meal is a highlight of the trip. As the connoisseur of the art of travel, Air France invites Business Class customers to enjoy the subtle and unique dining experience on board its aircraft.

Meals designed by exceptional chefs

- Beginning December 1, 2011, Air France has been providing Business Class customers with an exceptional culinary experience with menus on long-haul flights from Paris featuring the **signature dishes of leading French chefs.**

The creations of each chef in turn are featured **for six months** among the four main meals offered on the menu. The menus are renewed every ten days to extend the pleasure for frequent travelers.

To inaugurate the collaboration, **Joël Robuchon** is designing for Air France's Business Class flights a series of tasty «sublimely simple» dishes, emphasizing product quality and simplicity.

- The mastery of the grand chefs, emblematic of the best of French gastronomy, provides passengers with the pleasure of a perfect blend of flavors, freshness and discovery. The refined and original cuisine is prepared by the chefs of *Servair* and the wines are selected by Olivier

Rump of veal and zucchini spaghetti in olive oil



Champagne selected by Olivier Poussier



Joël Robuchon's Basque shrimp and turmeric-scented pasta with lemon grass.



Eat well, live well

A glass of champagne or fruit juice welcomes the customer on board.

After takeoff, crewmembers provide "oshi-boris," or hot towels, then offer snacks and drinks individually while customers choose their dish from the menu provided.

On the menu:

- . a gourmet appetizer accompanied by a seasonal salad;
- . suggestions of four hot dishes, including the guest chef's signature dish, with two kinds of meat, fish and an alternative offer of pasta or risotto specialties;
- . a selection of cheeses;
- . an assortment of desserts: the trio of desserts of the day, a choice of sorbet and a fruit basket;
- . a hot beverage and after-dinner drink conclude the meal.

To accompany each dish, a selection of **two red wines, a white wine and champagne**, chosen by Olivier Poussier, allow customers to discover the great wines and hidden treasures of French wine heritage.

Depending on the flight schedule and duration, a breakfast (offering up to three hot meal choices) and snacks are served prior to landing.

On the go...?

For customers preferring to have more time to work or relax, the «on the go» option offers a cold meal of gourmet appetizer, seasonal salad, a selection of cheeses and a trio of desserts, served after takeoff.



Servair, and the art of cooking with Air France

France's leading airline caterer and **third in the world**, Servair is the airline industry's gastronomy specialist.

Led by Michel Quissac, Servair's Corporate Chef, **200 chefs** around the world apply their expertise every day in promoting the culinary spirit, bringing the best of gastronomy and the art of cooking to the inherently constrained environment defined by an aircraft's schedule and available space.

Attuned to passenger desires and eager to provide a delicious dining experience, Servair's chefs conceive and design an inventive cuisine for Air France that is friendly, high quality and generous. A cuisine emphasizing seasonality of products, lightness of ingredients and the power of flavor, the focus is on ensuring well being and good eating.

The addition of prestigious signature dishes in Air France's Business cabin, such as those of Joel Robuchon, provide Servair's expert chefs with a new opportunity to dazzle as they participate in adapting recipes to the constraints of airline catering, preparing each dish daily, while maintaining the full spirit of the signature chef's recipe.

Servair in figures

Present in 19 countries, Servair operates on 75 sites worldwide, with 57 kitchens. Servair chefs have created more than 5,000 recipes.

Annually, Servair kitchens provide more than 100 airlines with 40 tons of foie gras, 100,000 fruit baskets, 110 tons of smoked salmon and 25 tons of fresh salmon.

Details that transform the journey

Dining arts combining surprise and modernity

• Services at each moment of the flight

Since June 2011, cookies and fine chocolates in gourmet baskets are offered at different times of the flight. Renowned chocolatiers, including Valrhona and Cluizel enrich the culinary experience on board. In the same spirit, refreshment offers introduced for long haul flights in 2010, with ice cream or fruit are offered to each customer between the two meals.

The baskets complement the Business Class cabin offer where customers can enjoy a wide range of drinks and sweet and savoury snacks. Air France thus is able to offer its Business Class customers services tailored to each moment and each type of flight.

• Colorful menus

Since October 1, 2011, new original and colorful menus have been brightening up mealtimes on board Air France long-haul flights. Eleven exclusive works provide a graphic interpretation of the bright red "accent," in the Air France logo, a strong symbol of the company's visual identity, illustrate the menus. A palette of bright colors echoing each design is featured on the second and third page covers of Business Class menus. The typography and layout also reflect the desired spirit of elegance and modernity for the new menus.

Intended to surprise and pique customer curiosity - and possibly spur an interest in collecting the full set - the menus are randomly distributed on flights.

The winning graphics also are being displayed in Air France lounges.

• More contemporary dishware

Air France continues to celebrate the art of fine dining through its contemporary Business Class dishes and stylishly designed tableware. A new napkin ring, also inspired by the Air France "accent," provides an additional bright and modern touch. Designed of fully recyclable material, it is lighter and more environmentally friendly.

Comfort kit accessories renewed every six months

Elements of comfort and cabin harmony, Air France's kits are now renewed every six months. The kits' new and different materials and colors delight frequent travelers with the changes introduced in this must-have accessory of the Business Class cabin.



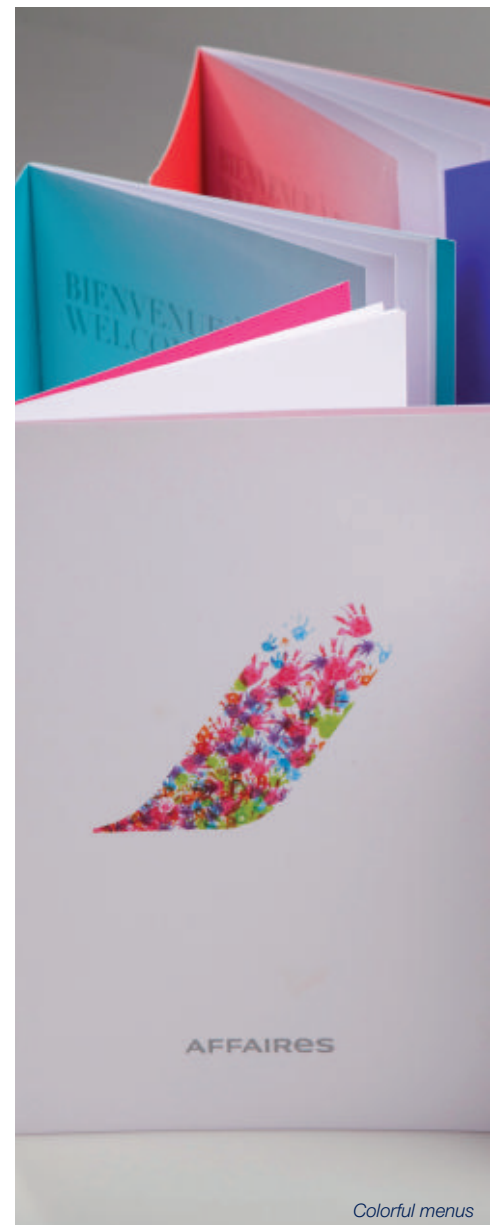
New comfort kits



More contemporary dinnerware



Gourmet basket



Colorful menus

On board, a contemporary offer adapted to the customer

A travel experience full of attentions

Beyond the improvements in the cabin, Air France works to reinforce its relationship with its customers in creating special moments for Business Class passengers. To create true differentiation in its Business Class cabin and a lasting impression of Air France's special brand, the company has drawn on the best practices of the world's leading high-end brands.

From this work was created a set of gestures, words and special touches that combine to create the moments on board that have proven so popular. For example, beyond the care taken to ensure the comfort of each individual customer, the cabin crew pays particular attention to identify each customer's personal preferences. By being attentive to what the passenger is reading, the crew can offer suitable media choices. Similarly, the beverage is presented accordingly to a passenger observed to be left-handed.

Commitment to service excellence

Inspired by work done for the First Class cabin, this initiative emphasizes specific actions and attitudes for which crews for long-haul flights are specially trained. In a few months, close to 80% of pursers on long-haul flights will have been trained in the recognition and display of these veritable signals of service excellence.

High levels of customer satisfaction have been expressed through comments on the empathy and attention of the crew members throughout the trip. In a quantitative study conducted as part of the pilot phase of the program, nearly 95% of customers rated service on board our aircraft between "very good" and "excellent."

Details Attentiveness Personalized service Excellence Signals



The new Business Class cabin seat, available on more than 25 long-haul destinations

Since December 2010, Air France has been outfitting its long-haul fleet with its new Business Class cabin featuring the **longer, wider and more spacious** «full sleep» seat, with an architecture completely redesigned to maximize comfort. **Weighing five kilograms less**, the seat also is more environmentally friendly by helping to lower CO₂ emissions. This chair is already available on a third of Air France's long-haul fleet and on flights to over 25 destinations; by the end of 2012, two thirds of the long-haul fleet will have been outfitted.

The new seat has drawn **positive comments from more than 90% of Air France customers** who appreciate the **quality of sleep** during the trip allowed by the seat's horizontal position as well as its additional legroom. The ease of use, multiple positions to relax and the integration of new storage compartments also have won the thumbs up from passengers.

Air France worked with ergonomists and customers to provide even more comfort while maintaining the dimensions (over 2 m long and 61 cm wide) that make it **one of the most spacious, comfortable beds on the market**. With simpler, more intuitive controls and redesigned side compartments, the seat also offers new positions for relaxing, with legs outstretched, even during taxiing, takeoff and landing. A specific armrest enhances accessibility, allowing easy access for passengers with reduced mobility.

The seat continues to offer all the essentials to work, play or relax in the best conditions:

- . a power outlet of 110 volts, compatible with up to six or seven different types of plug, including European and American formats, to safely connect the computer or other electronic devices,
- . an adjustable reading light for reading or working, without disturbing or being disturbed by one's neighbor,
- . noise-reducing headphones.

For maximum comfort, customers arriving at their seat find:

- . a feather pillow (anti-allergy treated),
- . a pure wool blanket,
- . a "comfort and well being» kit, with new colors and materials introduced every six months and including a pair of socks, a mask and earplugs, a shoe bag, headphones, a toothbrush, toothpaste and Clarins moisturizing cream.

Additional comfort items are available on request from the crew cabin (including shaving kit, comb, and shoe horn). A wide choice of French and international newspapers and magazines are also offered to Business Class customers during the flight.

A wide choice of on-board entertainment

Each Business Class seat is equipped with an on demand entertainment system, allowing individual customers to choose their own time to start, stop or pause a program.



16/9 touch screens on the Boeing 777-300

Air France includes new items each month in the entertainment program of its long-haul aircraft, including films, popular TV series, news, theme channels and music. A total of 600 hours of programming is offered: from 85 to 100 films and a jukebox of 200 to 300 CDs, depending on the system, 25 radio stations and twenty interactive games.



Simplified commands



More serenity from beginning to end of the journey

At the airport, simplified routing

• A special welcome

Air France makes every effort to offer customers the fastest route from arrival at the airport until they are seated on-board.

At each airport, Business Class customers have access to dedicated reception and check-in counters to ensure speed and priority for:

- . checking in, using the method of their choice: at the counter or using a self-service kiosk, if they have not already done so via the Internet or their mobile phone;
- . depositing their checked baggage.

At Paris-Charles de Gaulle, customers are welcomed in a dedicated area in terminals 2E and 2F where they may also change their reservations or take advantage of exclusive services, such as free plastic film protection of their checked baggage.

A baggage allowance three times that of Voyageur class

Business Class customers can check up to two 32-kg bags free, for a total of 64 kg (and up to three bags for Flying Blue Silver, Gold or Platinum members or holders of SkyTeam Elite or Elite Plus cards). These bags are given priority handling at the arrival airport.

Two carry-on bags, weighing up to 18 kg, plus an accessory also are allowed.



• Fast, efficient airport routing

Check-in completed, time-saving and efficiency are the themes for moving through the airport:

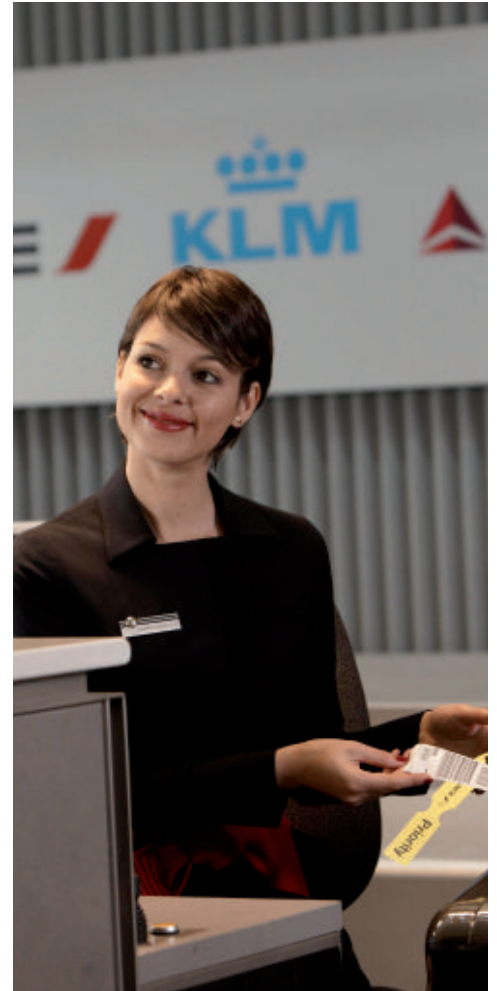
- . priority lines¹ allow customers to quickly complete customs and security formalities before going to the Business Class lounge;
- . a dedicated line allows customers to board at their convenience;
- . on landing, the customer is among the first passengers to disembark.

Any checked baggage is given priority handling.

¹at all airports where infrastructure and local laws allow..

• Ground team members on-hand to provide exclusive assistance throughout the airport

From arrival at the airport, to boarding or while connecting, whether to change a seat, obtain information on a Flying Blue account, modify a reservation or catch a connecting flight, dedicated teams are there to assist and meet the needs of Business Class customers.



• Multicultural agents

To facilitate the reception of passengers who do not speak English or French, Air France has established a team of multilingual agents at Paris-Charles de Gaulle who speak Mandarin, Indian, Korean, Tamil, Hindi, Spanish, Portuguese and Arabic.

The team welcomes passengers, helps with check-in and facilitates connections between flights. Knowledge of the passengers' language and culture allows for immediate and natural contact to be more easily established.

A network of 500 lounges around the world

In July 2012, with the opening of the new Terminal 2E satellite boarding area at Paris-Charles de Gaulle, Air France will open **the largest lounge in its network.**

With more than 3,000 square meters of space dedicated to well being, the new lounge will allow customers to use and better organize the time available before or between flights.

Around the world, Air France customers traveling in Business cabin have access to **500 Business lounges**, including **50 Air France lounges**, offering a wide range of services in a calm and welcoming environment, away from the bustle of the airport. Customers can better organize and use their available time before departure.

Upon arrival in the lounge, staff ensure customers' comfort and well-being and are at their disposal to provide information and help them organize their trip: to change their seat assignment, provide information on their Flying Blue account, modify a reservation or obtain updates on flight schedules.

A wide selection of local and international newspapers and magazines is available in French, English and the languages of the country in which the lounge is located.

Taking care of oneself

Air France, in partnership with Clarins, offers Business Class customers at Paris-Charles de Gaulle free facials and herbal massage, customized for the traveler.

In the lounge, guests can also:

- . enjoy a warm or cold beverage and a snack, varied and adapted to the times of the day, at a self-service buffet featuring an assortment of drinks, champagne, and wines from Air France's cellars and spirits served on-board.
- . stay connected using HP computers with free internet access, faxes and printers. Certain lounges, such as Paris-Charles de Gaulle, also offer free WiFi access.
- . relax in comfortable armchairs with adapted lighting and a full relaxation area with lounge chairs.
- . freshen up with a shower; toilet kits are available in shower stalls.

In order to offer the best to its customers, Air France is constantly evolving these services based on technological advances and opportunities allowed by the infrastructure of airports.

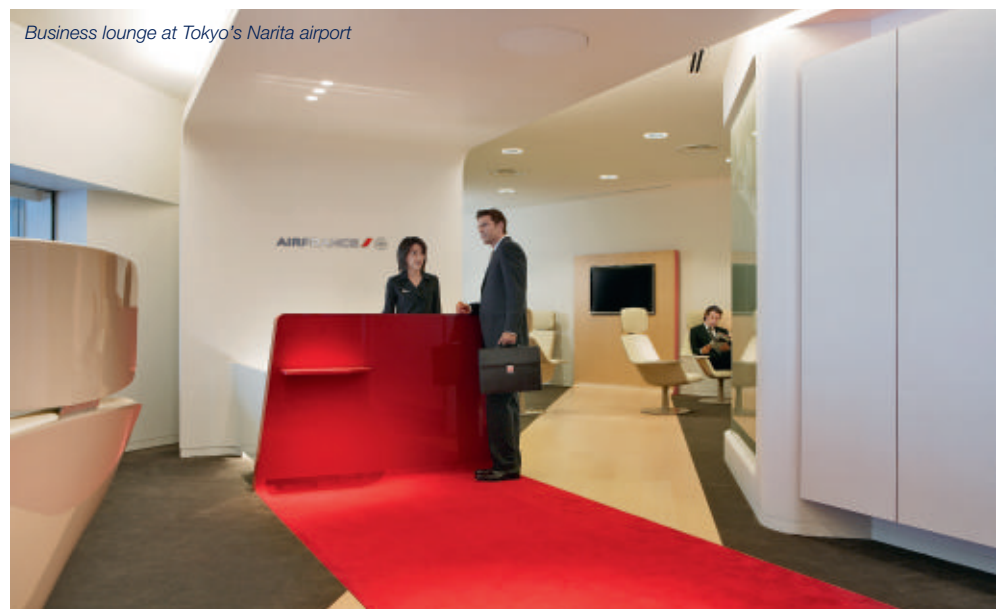
On arrival at Paris-Charles de Gaulle, all of the services to start your day right

On their arrival at Paris-Charles de Gaulle, the Arrival lounge in Terminal 2C welcomes customers from 5:00 a.m. to 2:00 p.m.

Spacious shower facilities, clothes steaming, breakfast, a work area equipped with computers, international newspapers and magazines, a service for booking transportation to Paris ... everything is done to put the customer in the best condition to start the work day.



Clarins space in the Business lounge of Terminal 2E



Business lounge at Tokyo's Narita airport

Flying Blue benefits for Business Class customers

While traveling in Business cabin, customers earn the equivalent of **125% to 175%** of the distance, converted into miles.

By comparison, mileage accrues at a rate of between 25% to 100% in Voyageur cabin and 100% to 125% in Premium Voyageur cabin.

For example, a Flying Blue customer with Silver status making a round trip between Paris and Johannesburg on a flexible fare earns 23,778 miles traveling in Business cabin (compared with 13,588 in Voyageur). Mileage earned through this single round trip would be enough for a free round trip ticket from Paris to Toulouse.

Business Class customers thus have faster access to Flying Blue bonus awards and the benefits offered to Flying Blue Silver, Gold, and Platinum cardholders, such as waiting list priority, priority boarding and free additional baggage allowances.

The latest technologies to benefit the customer

- «Air France Connect,» providing information proactively – and free

In booking their flight, customers can benefit from Air France Connect, a free, exclusive service, requiring no registration or subscription, which provides proactive information regarding any changes to their trip.

To receive personal notifications, customers provide Air France with the maximum contact information (telephone, mobile phone or e-mail) they will use during their trip. These elements can be completed at the time of booking, whether made via a call center, an Air France agency, a travel agency, a website or through the «Manage your reservations» section of www.airfrance.fr.

- An internet website (<http://mobile.airfrance.com>) for mobile phones and applications allows users to purchase tickets and manage reservations directly from their mobile phone among other actions. It also is possible to register 30 hours before check-in time using the mobile site and to obtain boarding passes by e-mail or mobile phone.



Flying Blue is the shared frequent flyer program of Air France and KLM, offering numerous opportunities to its more than **20 million** members to earn and redeem miles with **130 airline and non-airline partners**. Unlike other customer loyalty programs, Flying Blue miles are **valid for life** as long the member travels at least once every 20 months on Air France, KLM, one of the companies of the Sky-Team Alliance or Air Calin.



A powerful network

Air France operates more than **1,500 flights** per day. Air France and KLM complement each other's networks in offering flights to **254 destinations in 124 countries**. Two powerful hubs are at the heart of this network: Paris-Charles de Gaulle and Amsterdam-Schiphol.

Customers benefit from the dual network through:

- . a hubway connecting through 15 daily flights the two platforms at Paris-Charles de Gaulle and Amsterdam Schiphol, which connect to the networks of Air France and KLM;

- . combined fares that allow customers to better access, at the most attractive rates, the schedule of flights that best suits them to destinations served by the two companies, combining a trip on KLM via Amsterdam and a trip on Air France via Paris.

A modern fleet

A major strength underlying Air France's strategy is the company's fleet, one of the newest and best structured in Europe. With an average age of 9 years, these aircraft:

- . offer enhanced passenger comfort,
- . enable the company to make considerable fuel savings,
- . limit greenhouse gas emissions and reduce noise for local residents.

In 2012, two-thirds of long-haul aircraft will be equipped with Air France's new Business Class seat, i.e. approximately 70 aircraft.

Business cabin in figures

- **104 long-haul aircraft** for winter 2011
- Located at the front of the plane, or just behind the First Class cabin, Business cabins hold between **14 and 80 seats**.
- 73% of customers are men
- 70% of customers travel for work
- Over 50% of customers connect in Paris
- 80% of customers are between 30 and 60
- A very international product: 37% of customers are from France, 21% from North America, 20% from other European countries, 10% from Africa and the Middle East and 7% from Asia

