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AIR FRANCE UNVEILS ITS BRAND NEW EUROPEAN SERVICE

New consumer trends have emerged thanks to new technologies, the Internet and even the low-cost business model. The global economic crisis has also contributed to the change in customer behavior and requirements.

Passengers, travel managers and travel agents all point to the need for two major types of air transport in Europe:

Leisure passengers are price sensitive, yet nevertheless expect the essential services to be included in the fare. They want clear, easily understood fares.

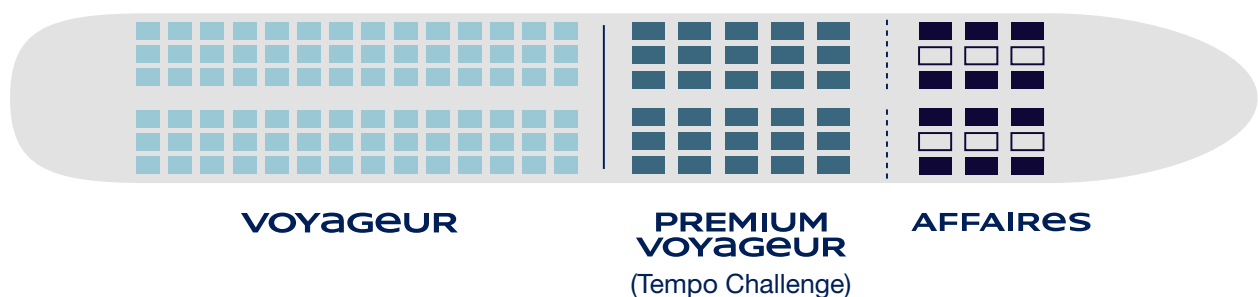
« What I love about Air France, is that I know what to expect for the price I pay».
(quote from a customer)

Business passengers on the other hand, are looking for flexibility and time-savings for their business trips but at more affordable prices than those available today.

«Ticket flexibility is of prime importance. We've all known meetings cancelled at the last minute or postponed to a later date. It's good to have this flexibility».
(quote from a customer)

Air France has responded to this need with two clearly defined products, namely the 'Voyageur' and 'Premium' offerings with new features and separate cabins for each one. **These new services will go on sale in January 2010 and will be available on European routes as from 1 April 2010.**

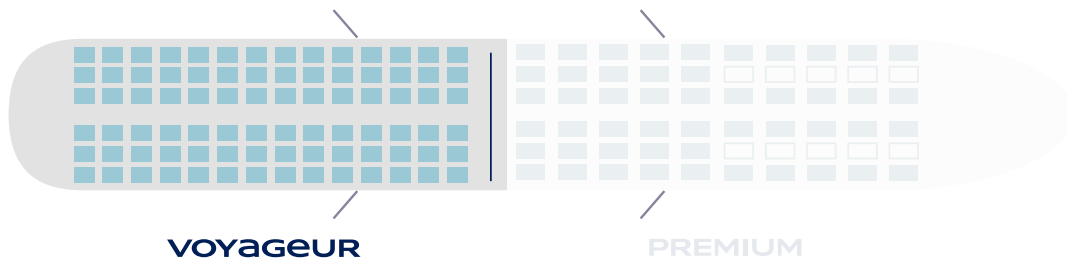
Actual offer



As from 1 April 2010



1. The Voyageur offering, for customers looking for a simple, inexpensive product, with all the essentials of the Air France service.

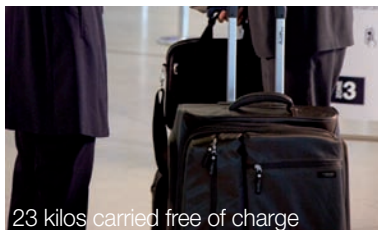


Air France's 'Voyageur' offering is not a low-cost product. Air France always provides complimentary services and new features together with all the benefits of a major airline, at competitive prices.

Air France offers:

✓ In contrast to low-cost airlines a product that is all-inclusive, free of charge:

- in addition to cabin baggage, checked baggage weighing up to 23 kilos carried free of charge;
- a wide choice of newspapers;
- a snack adapted to the flight time.



23 kilos carried free of charge



A wide choice of newspapers



Free snack

✓ New services to make life easier for customers:

- on airfrance.com, for just 10 euros customers can take advantage of a 'Time to think' period so that for several days they can keep their booking and the fare they have found before making a final decision.

Example:

A customer who wants to go from Paris to Barcelona in two weeks time but is not yet sure of his travel dates. He finds a particularly good roundtrip fare at 115 euros incl. tax on airfrance.com. For an additional 10 euros, he can keep this fare on hold for 7 days. If he comes back online 7 days later to confirm his flight, he will still benefit from the original fare of 115 euros, whereas the best available fare will have risen to 165 euros. This new feature will be available in April 2010.

- On airfrance.com, as soon as they book, customers may specify whether they prefer a window or aisle seat.
- Customers may now automatically have their boarding card sent to the email address they gave when they booked on airfrance.com. This does not prevent them from obtaining their boarding card from the airport self-service kiosks, if they cannot access or print their emails.
This new feature exclusively offered by Air France, makes traveling easier for the customer because it eliminates a check-in stage.
If the seat does not suit the customer it can be changed free of charge on airfrance.com (a link will be included in the email to make it easier).
- At the airport, designated sales desks are available for customers seeking assistance, particularly UMs and passengers with reduced mobility.
- For customers with hold baggage, the dedicated drop-off area has been reorganized to speed up the process.

✓ **A brand new, streamlined range of fares, easier to understand and to access the best fare**

- **Tickets are sold for round trips**, but promotional fares are now available oneway.
- **All tickets can now be modified** for an additional 50 euros (except for promotional fares) but are not refundable.
- **The fare combines the cheapest available fare** for the outbound flight and the cheapest available fare for the inbound flight, thereby guaranteeing the best price.

Example:

A customer wants to spend the weekend at Budapest. If he leaves on an outbound flight at an off-peak time and comes back on an inbound flight at peak time, he will benefit from a discount of 28%, thereby paying 204 euros for the round trip incl. tax instead of today's roundtrip price of 282 euros incl. tax.

- To make it easier for the customer to find a fare, only one fare - the lowest roundtrip fare - is displayed on the same page of airfrance.com.
- **The lowest fares have been reduced** (structural range of fares, one-off promotional fares are still more advantageous):

| Destination (from Paris) | Actual fare return incl. tax | as from 1 April 2010 return incl. tax | Reduction |
|--------------------------|------------------------------|---------------------------------------|-----------|
| Barcelona | 121 euros | 115 euros | -5% |
| Copenhagen | 193 euros | 155 euros | -20% |
| Budapest | 184 euros | 156 euros | -15% |

- **The highest fares, which can be bought right up to the day of departure, have also been reduced:**

| Destination (from Paris) | Actual fare return incl. tax | as from 1 April 2010 return incl. tax | Reduction |
|--------------------------|------------------------------|---------------------------------------|-----------|
| Barcelona | 807 euros | 658 euros | -19% |
| Frankfurt | 799 euros | 610 euros | -24% |
| Copenhaguen | 943 euros | 716 euros | -24% |
| Casablanca | 1,304 euros | 929 euros | -29% |

- **For a booking on 6 November to spend the weekend from 20 to 22 November, with hold baggage to check in:**

Paris - Barcelona

➔ Air France

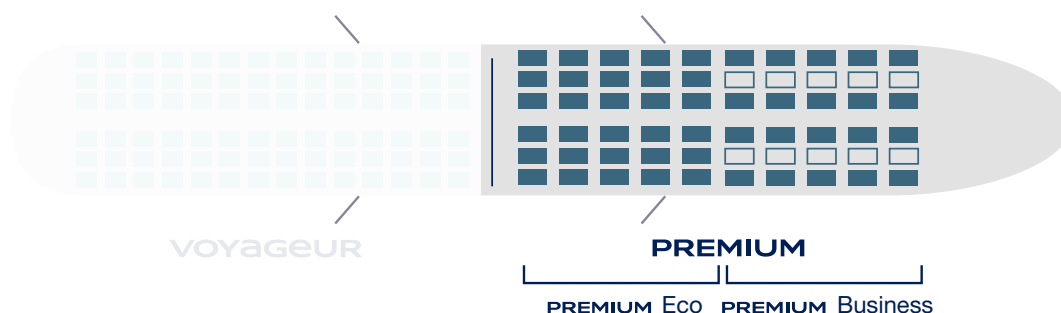
- departure on Friday 20 November from Paris-Charles de Gaulle at 20:25
- return on Sunday 22 November from Barcelona at 20:20
- today €305 incl. tax
- with the new Voyageur price range, €197 euros inc. tax, i.e. 35% less

-35%

➔ easyJet

- departure on Friday 20 November from Paris-CDG, at 18:25
- return on Sunday 22 November from Barcelona at 20:45
- €223 inc. tax, with 20kg of hold baggage and payment by credit card.

2. The Premium offering, tailored to the requirements of business travellers



'Premium' is first and foremost a choice between two offerings: Premium Eco for customers seeking flexibility and efficiency at more affordable prices and Premium-Business for those looking for enhanced comfort and privacy.

With Air France, all customers opting for flexible fares can enjoy the Premium service offering, whereas, for a comparable price, they only travel in economy class with other major European airlines.

✓ Freedom and flexibility at lower fares:

All 'Premium' tickets:

- are available either round trip or one-way at the customer's choice for the entire range of fares,
- can be refunded and modified.

In Premium Eco:

- Published fares are an average of 20% lower compared with today's Premium Voyageur;
- Three levels of published fares (instead of one today) have been introduced, including a very attractive entry-level fare.
- Customers traveling today on a 'full flex' fare in Voyageur now have access to Premium Eco at the same price;
- Examples

-25%

- ➔ For a Paris-London flight, prices could drop from €679 round trip, incl. taxes to €509 round trip, incl. tax, representing a 25% saving for an improved product.
- ➔ British Airways has a flexible fare at €638 round trip, incl. tax, in the economy class cabin.

-24%

- For a Paris-Frankfurt flight, prices could drop from €862 round trip, incl. tax, to €659 incl. tax, representing a 24% saving for an improved product.
- Lufthansa's flexible fares range from €643 to €836 round trip, incl. tax for a flight in economy class.

-27%

- For a Paris-Barcelona flight, prices could drop from €1,030 round trip, incl. tax, to €748, incl. tax, representing a 27% saving for an improved product.
- Iberia offers a flexible fare at €654 incl. tax, for a trip in economy with a low-cost product (flight operated by Vueling).

-26%

- For a Marseille-Algiers flight, prices could drop from €676 euros round trip incl. tax to €502 incl. tax, representing a 26% saving for an improved product.
- Aigle Azur offers a flexible fare from €527 to €661 round trip incl. tax for a flight in economy class.

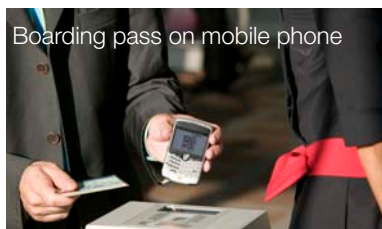
- The Premium Business price range has also been revised downwards with fares lower than those in Affaires – Business today.

✓ Even greater efficiency, time savings and new services:

For Premium customers, Air France offers:

On the ground:

- when booking, Premium Eco customers can now express their preference for a window or aisle seat, and Premium Business customers can select their seat.



- the widest possible choice of ways to check in: Air France website, mobile phone, self-service kiosk, or automatic reception of the boarding pass on email or on the mobile phone, or at the check-in desk;
- a dedicated Premium check-in area at the airport ;
- dedicated security checkpoints for Premium customers, more numerous and faster at Paris-CDG;
- a dedicated Premium hotline (to check in, change their flight, etc.) ;
- a priority boarding line.

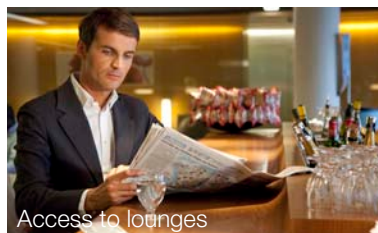
On board



- a dedicated cabin at the front of the aircraft
- upgraded catering both in presentation and content

and, as always:

- access to lounges. Customers who have paid the Premium Business fare have access to all the lounges. Customers travelling on the Premium Eco fare have access to the lounges at Paris-Charles de Gaulle and Amsterdam-Schiphol;
- the possibility of travelling with two checked bags free of charge;
- a very diversified selection of newspapers;
- priority delivery of baggage;
- more Miles to earn than in Voyageur.



3. And for all passengers, our frequent flyer program Flying Blue, offering a vast network and all the services of a major airline.

Customers:

- continue to earn Flying Blue Miles including those travelling in the “Voyageur” cabin;
- benefit from a vast choice of destinations and flight frequencies thanks to the powerful Air France hub at Paris-Charles de Gaulle;
- can use any of the Air France ticket offices downtown, Air France desks at the airport, call centers; the entire Air France range of services is available from travel agents;
- can be assisted by Air France staff at any time;
- are taken care of by dedicated Air France departments, such as the ROC (Reservations Operations Center), in the case of operating irregularities and malfunctions.

Furthermore, Air France is continually upgrading its e-services for its customers, by introducing the latest technological advances, such as check-in by mobile phone or reception of boarding passes by SMS, MMS and email.

Air France also responds to the needs of customers with special needs:

- Saphir, a complimentary booking and information service dedicated to passengers with special needs and reduced mobility. Flight attendants have been specially trained to look after them on board in the best possible conditions, and the aircraft have been adapted to this clientele. Every year, 300,000 passengers with special needs or reduced mobility choose Air France for their air travel.
- the «Family Service», dedicated to children travelling alone (Ums). This service is free of charge on domestic flights. Every year, Air France carries 400,000 UMs.



Domestic network

Similarly, Air France has adapted its product to the specific expectations of customers travelling on the domestic network.

For example, Air France continues to offer a single-class cabin, free distribution of newspapers, and a snack on board (identical to the one offered on short European flights).

Air France has also introduced the new features available in its European product, on these domestic routes:

- on airfrance.com:
 - a 'Time to think' period which, for an additional 10 euros, enables customers to keep the booking and price they have found on hold for several days;
 - choice between a window or aisle seat when they book their flight,
 - they can receive their boarding pass by email;
- the price range has been adapted to that available in Europe: for Flexible fares, a second price level which is 15 to 20% less than today's prices;

For travel saver cardholders, Air France plans to:

- increase maximum discounts from 32 to 35% for its customers
- launch a new Travel Saver Card valid for 6 months to supplement its existing service offering.

Air France unveils its brand new European service