AIR FRANCE IN THE CHINA MARKET
Beijing - Shanghai - Guangzhou - Hong Kong

1. Service for the Chinese clientele, innovations and “French Touch” 4

2. The best choice of routes out of China to Europe, Africa and South America 18


[ Annexes ] 28
Air France has been present in China for over sixty years. This shared history has given the Company a strong feeling of attachment to the country. The Air France network, combined with that of KLM, offers the China market the widest range of destinations in Europe, Africa and South America. Air France wants to offer customers a travel experience grounded in respect of Chinese culture and French “art de vivre”. Air France has tailored its service in China today around a number of central priorities: service adapted to the expectations of the Chinese clientele, a truly global network, innovation, safety and punctuality.
1. Service for the Chinese clientele, innovations and “French Touch”
Service tailored to the Chinese clientele

Crews familiar with the Chinese culture

Air France has designed service specifically adapted to its Chinese clientele, developing a training programme to familiarize its 15,106 flight attendants with the Chinese culture. The importance constantly accorded to excellence, hospitality and fine service is as evident in the professional attitude as in the respectful vocabulary adopted by our personnel. Air France staff do all in their power to provide tailor-made solutions to the needs of Chinese passengers.

Chinese interpreters on board

Inflight announcements are made in Mandarin on all routes to and from Beijing, Shanghai and Guangzhou. On Hong Kong routes, announcements are made in Cantonese. In addition, all flights to and from China have had 16 Chinese interpreters on board for over 10 years, while crews are fluent in both English and French.
What is the role of an interpreter on board an Air France plane?
We translate the announcements made by the cabin crew in French and English into Mandarin or Cantonese. However, our role goes further than that: we help with the meal service by giving explanations to our compatriots whenever necessary. We also give them additional information such as the arrival time at their destination and possible connections.

We are also very active with the younger passengers travelling without their parents. They very rarely understand English and we help them a lot. In this way, our assignment fits in well with the tasks of the flight attendants. It basically consists in ensuring that our Chinese passengers enjoy their flight.

How is your work on board perceived by the Chinese passengers?
They are generally very happy to find a member of Air France on board who speaks Mandarin or Cantonese. We notice this straightaway during boarding: passengers smile at us as soon as they discover our presence on board. I think that they feel more reassured.

I don’t wait until they need an explanation to go up and talk to them. As they appreciate our being there, I spontaneously go up and have a little chat with them, to make sure everything is going well, and they like this.

Have you any stories to tell?
I remember one of my first flights when I started as an interpreter four years ago. A woman was very sick during the flight, which required the crew to make an announcement asking for a doctor’s help.

A French doctor volunteered but he did not understand any Chinese.

I therefore acted as their interpreter and I could see how much this reassured the passenger.

She could explain exactly where the pain was, and this considerably reduced the stress she felt. At that moment, I realized how important our role was in circumstances such as these.
Chinese meals developed with Servair and South Beauty for routes out of Paris

• South Beauty: a prestigious Chinese partner

Air France accords particular importance to openness to other cultures, and is extremely attentive to passenger tastes. While it likes to offer a French gastronomic experience, Air France takes care to adapt to the culture or dietary customs of its passengers.

The chefs from Servair, the in-flight catering specialist and Air France subsidiary, have joined together with South Beauty to develop refined Chinese dishes served in Business class on flights between Paris and Beijing, Shanghai, Guangzhou and Hong Kong and in the Voyageur and Premium Voyageur cabins to Hong Kong.

On flights between Paris and Beijing, Shanghai, Guangzhou and Hong Kong, passengers in the Voyageur and Premium Voyageur cabins can choose a full Chinese meal (starter, main course and dessert) with a selection of Asian spices. In addition, jasmine tea is offered in all cabins.

---

**CHINESE-STYLE PORK WITH SWEET PEPPERS**

**Ingredients**
- shallots
- spring onion
- thinly sliced pork loin
- ginger
- red and yellow bell peppers
- wild mushrooms
- arrowroot
- salt, pepper, oil
- chicken broth
- peeled garlic
- sesame oil

**Preparation**
- blanch the two peppers
- stir the pork slivers with water and arrowroot
- leave to marinate for 1 h.
- thinly slice the ginger
- stir-fry the pork
- drain and set aside
- in 130g of sesame oil, sauté the garlic, ginger, shallot and spring onion
- add the chicken broth
- add the blanched mushrooms
- sauté together
- add the marinated pork
- stir and simmer for 2 minutes
- add the peppers

---

Chinese-style pork with Sweet Peppers, served in l’Espace Affaires and in Tempo.
Servair: Europe’s biggest Chinese kitchen

Servair, an Air France subsidiary since 1971, is the world’s third largest inflight caterer. Servair puts its customers first. Servair is the daily partner of many airlines for the elegance of their inflight meals and the comfort of their passengers.

Always attentive to their customers, Servair inaugurated a catering unit dedicated to Chinese cuisine in July 2008, called Skyflavour, to meet the needs of Air France and China Southern Airlines, the centre’s biggest airline customers. Chinese cuisine is now an integral part of Servair’s expertise, with an average of 1,500 meals a day. The catering unit Skyflavour has a production capacity of 10,000 meal trays a day.

The team of Chinese chefs fully respects the traditions of this cuisine. They follow the culinary principles and use specific equipment such as real woks and Chinese rice cookers.

Servair undertakes to provide Chinese products certified to European standards. Food is supplied through suppliers who are accredited in hygiene standards.

«Les Toques du Ciel» (association under the law of 1901), set up in 1998, is a quality label for airline gourmet cuisine grouping over 200 chefs, guaranteeing training that is constantly seeking excellence. They pass down their culinary art. This brotherhood of culinary trades regularly organizes competitions and wishes to prove that a meal tray can also be an excellent ambassador of good taste.

SKYFLAVOUR KEY FIGURES

1,800 sq.m. of kitchen space
6 Chinese chefs
6 woks
160kgs per week of Shinjumaï rice
50kgs per week of Chinese noodles
40kgs per week of Shitaké mushrooms
• Choose a special meal before the flight via www.airfrance.com.cn

Air France passengers are offered a wide selection of special dishes in all classes of travel, whether vegetarian or adapted to specific dietary preferences or needs. Travellers are invited to make their request when booking via www.airfrance.com.cn, a website accessible in Simplified Chinese and in English. The www.airfrance.com.hk may be accessed in Traditional Chinese and in English.

In-flight entertainment with a selection of 85 films

A new in-flight entertainment programme is available on the entire Air France Boeing 777 fleet, in all classes of travel. The choice of 85 films and television series and news programmes, and of 250 hours of music that includes more than 3,000 titles, is unique in its breadth and quality. In all, the film, music and television programmes represent close to 600 hours of entertainment.

The programme also offers video games and language lessons.
• Films and news in Mandarin

For the benefit of its Chinese passengers, Air France offers a regularly changing choice of 6 international films with Chinese subtitles.

A “world” selection is also available in which a Chinese film is systematically proposed. This selection varies every 3 months, and the language of the film alternates between Mandarin and Cantonese.

Air France also offers the CCTV televised news in-flight.

All of the new video and audio selections are available on demand so that each passenger can begin the programme at the time that suits him best.

With 33,000 individual video screens, Air France is now the largest European cinema, in terms of the number of films viewed.

• Chinese newspapers on board

A simplified version in Chinese of the Air France in-flight magazine is available to passengers. They will also find a choice of Chinese newspapers on board each flight (for example: Beijing Youth Daily or Can Koa Xiao Xi out of Beijing, Xin Ming Weekly or Morning News out of Shanghai, Yang Cheng Evening Post or Men's Uno out of Guangzhou, Ming Pao Daily or South China Morning Post out of Hong Kong, etc.).

• Oriental music

A choice of 200 CDs covering many musical categories enables passengers to compose a personalized listening programme which even includes traditional Oriental music.

• Aerial views of Beijing, Shanghai, Guangzhou, Hong Kong and Paris

As part of its extensive in-flight entertainment programme, Air France offers aerial views of the landscapes overflown such as Paris, Beijing, Shanghai, Guangzhou, Hong Kong and Singapore. This new service is made possible by a partnership with the European Space Agency (ESA) and Spot Image.
Air France: over 75 years of innovations to simplify travel

Air France e-services: autonomy, simplicity and efficiency

• Air France continues to develop e-services to make travelling easier.

Now it’s possible in a couple of clicks to check in and choose one’s seat from home or from the office, before the rush, between 30 hours and the check-in deadline, on www.airfrance.com.cn

At the airport, the passenger proceeds to the e-services counter to print out the boarding pass. Bags are left at the baggage drop-off. Waiting time at an e-services counter is from 2 to 3 times less than at a traditional check-in desk. Beijing, Shanghai, Guangzhou and Hong Kong all have e-services counters.

• It is also extremely easy to purchase an additional baggage allowance at a special, more attractive rate over www.airfrance.com.cn, with discounts of 20%.

The use of e-services is growing steadily throughout the Air France network. More than 50,000 passengers check in each month over www.airfrance.com.cn. Of course it remains possible to check in at an airport counter on the day of departure. At each step of the journey, Air France agents are there, to offer advice and assistance to passengers.

• Still more e-services on international routes.

For the first time in Europe, boarding passes for round-trip flights are available via cellphone. Air France is constantly developing new e-services. Following a successful test on the Paris-Amsterdam route, Air France and KLM are gradually deploying implementation of the e-boarding pass via cellphone. Since 2 February 2009, passengers on “La Navette” routes between Paris-Orly and Nice, Marseille, Toulouse and Bordeaux, have been able check in in this new way. The service, progressively extended to all Air France and KLM European routes, enables the passenger to board the aircraft with no other document than a normal ID. Speed, simplicity, autonomy: at every step of your journey, there is an Air France e-service designed for you.
Air France: the ‘French touch’

Memorable comfort

A trip with Air France is a time to replenish one’s inner resources, whether in La Première, Business, Premium Voyageur or Voyageur cabin.

By embodying the fine art of living “à la française”, Air France La Première (available on all Air France routes out of China operated with the Boeing 777-200ER and Boeing 777-300ER, with the exception of Guangzhou) showcases French luxury exemplified by elegance, attentive service and peace of mind. The seat reclines to become a real bed (2 metres long, with a mattress, duvet and pillow), creating a peaceful private space.

All seats give directly onto the aisle and have an integrated lumbar support with a massage function. Opposite each one is a leather banquette under which is a spacious storage drawer. Fitted with a seat belt, the banquette is ideally designed for a quiet conversation with a friend or colleague. The seat cushion is extremely roomy and can even be increased in size by lowering the armrest on the aisle side.

The large table is designed for comfort when you are dining or working. The discreetly integrated seat controls are accessible at all times: universal laptop power plug, pop-up 10.4-inch interactive video screen for the new entertainment programme, and individual telephone. A complete travel accessory kit for a man or woman (Clarins skincare, razor, mirror, etc.) is offered to passengers together with comfortable loungewear by Christian Lacroix.
For its La Première service, Air France wants to offer its passengers services that are ever more exclusive and personalized.

Each La Première passenger flying out of Paris Charles-de-Gaulle receives special personal attention.

Working with the staff from the celebrated Parisian luxury hotel Le Plaza Athénée, Air France personnel see to the comfort of the La Première passengers from the moment of arrival at the airport.

Whatever the departure terminal for the flight, there is a single meeting point just outside Terminal 2E, at exit 12, where passengers are met by a porter who takes charge of their baggage. The La Première passenger is then escorted into an elegantly appointed area where a welcome drink is offered while the Air France staff see to all check-in procedures and travel formalities.

The La Première passenger can then go to the new La Première lounge. With this new lounge at Paris-Charles de Gaulle, Air France now has one of the most exclusive airport lounges, with a surface area of 1,000m². In terms of architecture, design, gastronomy (à la carte restaurant, barman, etc.) and relaxation (freshen-up and well-being areas, with showers), the new lounge offers a unique introduction to the French “art de vivre”. It is also a perfect place to tend to confidential business (with individual work stations) with access to luxury hotel-inspired amenities thanks to personalized service from a dedicated team.

This lounge is available to passengers on departure, in transit and on arrival.

As boarding time approaches, the La Première passenger is driven in a limousine to the door of the aircraft, where the crew waits to greet him.

On arrival at Paris-Charles de Gaulle, the La Première passenger is met at the foot of the aircraft and escorted to the La Première lounge, for passengers in transit, or to baggage delivery, if Paris is the final destination. Air France is the only airline to offer this exclusive service.
Air France l’Espace Affaires (available on routes out of all Chinese destinations) offers passengers a dedicated space with a sleeper (lie-flat) seat that reclines to 180° in a shell that preserves the passenger’s privacy. The exclusive seat also features a leather headrest that can be adjusted vertically and laterally, and offers a massage function. The seat also has a number of storage spaces and an amenities kit (Clarins skincare, toothbrush, comb, razor, etc.) with a shoe bag. And finally, it benefits from the best in technology, with a universal laptop plug, a 10.4-inch video screen and a hi-fi headset for the entertainment channels.

In Premium Voyageur, at a very competitive fare, passengers enjoyed greater privacy, with 40% extra legroom, a 48cm wide fixed-shell seat that reclines to 123°, ensuring everyone’s privacy. In terms of comfort, passengers enjoy the same services offered to Business customers, such as the amenity kit, a feather cushion and even a pure virgin wool blanket. The meal service is the same as in Voyageur.

At the airport, as in Business class, the service comprises priority check-in desks, boarding at your convenience and priority baggage delivery.

On Asian routes, Premium Voyageur is available on services from Paris to Beijing, Shanghai and Hong Kong, and will be introduced on flights to Guangzhou as from 26 July.

Voyageur cabin on long-haul routes meets the wishes of passengers who want to travel at competitive fares without neglecting their comfort. It features the new-generation Airgonomics seats, which offer passengers greater space and comfort: a sliding seat cushion, adjustable headrest, inclinable footrest, rounded tray, glasses holder and cup holder. Each seat has a blanket and pillow, and each passenger receives an amenities kit from the crew (except on routes in the Caribbean and Indian Ocean).
French gastronomy: an inventive and varied menu

In all classes of travel, Air France ensures that all meals and beverages contribute fully to each passenger’s pleasure and well-being.

**LA PREMIÈRE**

Careful to respect the biological rhythms of its passengers, Air France adapts inflight meals to the local time in the city of departure.

For flights scheduled to depart in the evening, a light meal is served to ensure restful sleep. Prior to arrival, a complete and balanced hot breakfast is served to prepare passengers for the time of day at the arrival destination.

For daytime flights, passengers flying in Air France La Première are offered a gastronomic meal in the finest French tradition. Drawing on generations of French culinary expertise, Air France adds its own spirit of inventiveness and elegance. The refined dishes are complemented by a selection of outstanding wines. The table is set with fine porcelain, stainless steel cutlery, off-white linen tablecloth and napkin. La Première passengers are served individually with elegance and at the rhythm they choose.

Before their meal, passengers may enjoy Champagne Cuvée Spéciale, Taittinger Comtes de Champagne, Blanc de Blanc or other cocktails of their choosing, accompanied by salted biscuits from the famous Parisian delicatessen Fauchon.

A “mise en bouche” appetizer will then be followed by three first courses and a choice from four hot dishes including one vegetarian selection, all prepared for La Première passengers by the world-renowned chef of Le Grand Véfour restaurant in Paris, Guy Martin.

The menu and the wine list are changed every two months.
A cheese tray will then be served, accompanied by a basket of French bread, rolls and the famous special bread of Poilâne.

For dessert, a raspberry tart; bitter chocolate mousse gateau; a grapefruit and basil tart; almond, speculos biscuit and orange blanc-manger; sorbet and petits fours and a fruit basket.

Olivier Poussier, crowned world's Best Sommelier in 2000, is responsible for the selection of fine wines served by Air France. As heir to a long tradition, Air France bases its choices on criteria of quality and discovery of the many French wine-growing regions. On the extensive air France wine list, passengers will find wines from the Loire Valley, the Southwest of France, the Rhône Valley and Alsace.

The meal will finish with an “illy” espresso or a fine tea from the “Palais des Thés”, served at your seat with chocolates and a selection of brandies.

AFFAIRES

As in La Première, passengers are individually served and French gastronomy is the order of the day, with tables set with white linen, porcelain, glasses and cutlery bearing the Air France signature. Business class meals are the epitome of gourmet elegance, complemented by fine wines and vintage champagne.

VOYAGEUR

Voyageur passengers will enjoy a balanced meal served with a selection of wines and non-alcoholic beverages. Air France is the only airline in the world to offer champagne on its long-haul routes in all classes of travel.

Chinese dishes created in partnership with South Beauty are also available as an alternative to traditional French cuisine.
To make every trip a work of art, Air France has chosen a wide number of luxury French brands for its passengers.

On medium-haul flights, meal trays in all classes of travel bear the signature of “Philippe Starck with IPI”, one of the great names in international design. The famous cosmetics label Clarins is naturally present with its exclusive skincare products in the travel kits offered in La Première and Business.

Passengers La Première enjoy a flavourful trio of Dublin Bay prawn sushi, mousse of foie gras, finely diced mango and caramelized ginger, sponge cake with creamed Saint Maure goat cheese, fresh green pea cream soup with mint, skewered monkfish and spicy chorizo, and beef temaki.

In Business cabin, a pre-starter combining taste, freshness and innovation is served.

Flight attendants wear exclusive uniforms designed by Christian Lacroix, the great international fashion designer who has also created the loungewear offered to La Première passengers.

Air France has worked with the Le Tanneur leather goods designer to create a line of baggage dubbed “Air France by Le Tanneur”.

2. The best choice of routes out of China to Europe, Africa and South America
A unique global network

Up to 102 weekly flights are offered between 6 Chinese cities and Amsterdam and Paris (summer 2010 schedule):

- Several daily flights out of Beijing, Shanghai, Hong Kong
- Seven weekly flights from Guangzhou to Paris
- Three weekly flights from Hangzhou to Amsterdam
- Four weekly flights from Chengdu to Amsterdam
Access to the leading network in Europe thanks to two combinable hubs, Paris-Charles de Gaulle and Amsterdam Schiphol.

**EXAMPLES OF DESTINATIONS LINKED BY THE TWO HUBS**

**BEIJING-ALGIERS / ALGIERS-BEIJING**

Beijing

<table>
<thead>
<tr>
<th>Time</th>
<th>Destination</th>
</tr>
</thead>
<tbody>
<tr>
<td>09:30</td>
<td>Beijing</td>
</tr>
<tr>
<td>14:20</td>
<td>Paris</td>
</tr>
<tr>
<td>16:15</td>
<td>Algiers</td>
</tr>
<tr>
<td>17:30</td>
<td>Beijing</td>
</tr>
</tbody>
</table>

Algiers

<table>
<thead>
<tr>
<th>Time</th>
<th>Destination</th>
</tr>
</thead>
<tbody>
<tr>
<td>12:15</td>
<td>Algiers</td>
</tr>
<tr>
<td>15:40</td>
<td>Paris</td>
</tr>
<tr>
<td>19:00</td>
<td>Beijing</td>
</tr>
<tr>
<td>10:50</td>
<td>Beijing</td>
</tr>
</tbody>
</table>

**GUANGZHOU-CARACAS / CARACAS-GUANGZHOU**

Guangzhou

<table>
<thead>
<tr>
<th>Time</th>
<th>Destination</th>
</tr>
</thead>
<tbody>
<tr>
<td>23:10</td>
<td>Guangzhou</td>
</tr>
<tr>
<td>06:45</td>
<td>Paris</td>
</tr>
<tr>
<td>11:10</td>
<td>Caracas</td>
</tr>
<tr>
<td>14:35</td>
<td>Caracas</td>
</tr>
</tbody>
</table>

Caracas

<table>
<thead>
<tr>
<th>Time</th>
<th>Destination</th>
</tr>
</thead>
<tbody>
<tr>
<td>18:50</td>
<td>Caracas</td>
</tr>
<tr>
<td>10:30</td>
<td>Paris</td>
</tr>
<tr>
<td>12:15</td>
<td>Guangzhou</td>
</tr>
<tr>
<td>05:50</td>
<td>Guangzhou</td>
</tr>
</tbody>
</table>

**SHANGHAI-SAO PAULO / SAO PAULO-SHANGHAI**

Shanghai

<table>
<thead>
<tr>
<th>Time</th>
<th>Destination</th>
</tr>
</thead>
<tbody>
<tr>
<td>23:35</td>
<td>Shanghai</td>
</tr>
<tr>
<td>05:45</td>
<td>Paris</td>
</tr>
<tr>
<td>10:30</td>
<td>Sao Paulo</td>
</tr>
<tr>
<td>17:25</td>
<td>Sao Paulo</td>
</tr>
</tbody>
</table>

Sao Paulo

<table>
<thead>
<tr>
<th>Time</th>
<th>Destination</th>
</tr>
</thead>
<tbody>
<tr>
<td>19:50</td>
<td>Sao Paulo</td>
</tr>
<tr>
<td>11:25</td>
<td>Amsterdam</td>
</tr>
<tr>
<td>14:40</td>
<td>Shanghai</td>
</tr>
<tr>
<td>08:05</td>
<td>Shanghai</td>
</tr>
</tbody>
</table>

The Air France and KLM networks are built around Paris-Charles de Gaulle and Amsterdam Schiphol. Passengers can combine one trip via Paris and one via Amsterdam at will.
Passengers flying to or from China therefore benefit from numerous possibilities for connections at the two hubs. To take one example, 93% of the needs of all Chinese “Business” passengers to the United States or Europe are covered by the Air France-KLM network.

Paris-Charles de Gaulle offers more connecting options than other European airports like Frankfurt, Munich or London-Heathrow.

Purchase a ticket on line, in a ticket office or at the airport

Since 1 June 2008, all tickets on routes operated by Air France, regardless of how they are booked, have been electronic. Simple, convenient and quick, the e-ticket is the best guarantee against loss.

• Online via www.airfrance.com.cn or www.airfrance.com.hk
• Call centers

Anything that Air France passengers in China may wish to know concerning the organization of their trip can be answered in Mandarin, Cantonese, French or in English, by calling 4008 808 808.

• At the airport

List of Air France ticket offices in China

In China, Air France and KLM have 230 sales representatives in the destinations they serve.
A range of products and services for families and children travelling alone

Air France accords special importance to families and children travelling alone. On flights out of China as on all international flights, children can travel unaccompanied from the age of 5.

- For children between 5 and 11, a free “UM” service (Unaccompanied Minors) is available to take charge of a child travelling alone, from one end of the trip to the other.
- Minors from 12 to 18 can also travel as “UMs” at the request of their parents. This service is available for a charge of between 30 and 90 euros one-way, depending on the distance of travel.

Unaccompanied minors in transit at CDG are welcomed in inviting, comfortable spaces designed just for them, with areas for rest, reading, manual activities or relaxation.

On board the aircraft, our new in-flight video programme features a wide selection of films for the entire family, cartoons and audio programmes for young people. In addition, children up to 8 will be offered a gift to keep them busy. Special trays with balanced, fun and easy-to-eat meals can be ordered free of charge on booking.

For further information, simply go to www.airfrance.com.cn or call the Air France call center in China at: 4008 808 808.
On arrival and departure of flights to and from China at Terminals 2E or 2F of Paris-Charles de Gaulle Airport, Air France's Chinese agents direct and inform passengers in Mandarin and Cantonese. This service is particularly appreciated by connecting passengers. In addition, all Air France agents speak English and the 1,200 of them who work at Paris-Charles de Gaulle have been trained in awareness of Chinese customers' expectations. Many tools are available to ground staff at Paris-Charles de Gaulle to help them in their daily contact with the Chinese clientele:

- a dedicated phone line set up with a Chinese agent
- a translation-aid kit
- forms to help passengers with connections and maps in block form.

JING Shengli and her colleagues in the multicultural team are the special contacts for Chinese customers. This team is very attentive to the requirements of our Chinese customers at the HUB, from 5am to midnight. Knowing the passenger’s language and sharing their culture immediately creates a relationship.

Chinese agents, like their colleagues of other cultures represented in the multicultural team, agree that knowing the language and culture of Air France’s international customers is indispensable to winning their preference.

“Meet and Assist”, a tailor-made service

The Company also offers an optional service for a charge, in Mandarin and Cantonese, for passengers who would like a personal assistant who speaks their language, to take care of all airport formalities and facilitate departure and connections. This made-to-measure service offered by Air France has been outsourced to City One.
Simple connecting channels

Connections are facilitated for passengers on arrival on an Air France flight from China thanks to:

- a team of multilingual agents responsible for transit passengers, working with Chinese agents. Their role is to help passengers make their connecting flight. They are responsible for seeing that passengers are taken to their departure gate within 15 minutes by complimentary shuttles that operate non-stop between the terminals. Other Air France agents responsible for helping with short connections take passengers to their boarding gate by the fastest possible route.

- signage in English that makes connecting channels easy to follow and understand, and immediately identifiable.

- self-service kiosks that facilitate connections by offering Chinese as one of the available languages.

- information on the upcoming flight: gate and time of boarding.

- possibility of printing out information on the itinerary and the boarding pass.

- possibility of changing one’s seat and printing out a new boarding pass.

The self-service kiosks allow connecting passengers to perform transactions quickly and independently at Paris-Charles de Gaulle. Identical kiosks are available at Amsterdam-Schiphol.

Print out the Paris-Charles de Gaulle connections itinerary over www.airfrance.com.cn

In ticket offices and at the airport check-in desk, maps of the Paris-Charles de Gaulle hub are available in Chinese (Simplified and Traditional).

Before their departure, passengers can obtain interactive maps of the airport in Simplified Chinese and in English over www.airfrance.com.cn, and in Traditional Chinese and in English over www.airfrance.com.hk, for any destination.
Personal assistance throughout the trip

• Assistance with baggage on arrival in the terminal

For Air France and KLM flights out of China (Beijing, Shanghai, Guangzhou, Chengdu and Hong Kong), the baggage of passengers connecting in Paris-Charles de Gaulle or Amsterdam-Schiphol will be checked through to their destination.

In this way, passengers have no need to worry about their baggage while in transit.

• Delivery of boarding passes up to the final destination

Similarly, for all flights out of Beijing, Shanghai, Guangzhou, Chengdu and Hong Kong, Air France offers through check-in to the final destination for all connecting passengers.

Passengers will simultaneously receive two boarding passes, the first for the flight to Paris (or Amsterdam) and a second for the flight to the final destination.

This service is available regardless of the check-in method (Internet, self-service kiosk, check-in desk). However, if the passenger has opted for e-check-in, he will have to request a printed boarding pass at the e-services desk at the airport.

Paris-Charles de Gaulle, a foretaste of France

For passengers in transit, time spent at Paris-Charles de Gaulle Airport provides an opportunity to sample the French art of living: baggage, fashion, chocolates, cheeses, wines and other delicacies exemplifying elegant, traditional French products are available to connecting passengers.
[ Annexes ]
Flying Blue, a powerful frequent flyer programme

With 17 million members, Flying Blue offers customers the chance of earning and spending Miles not only on the entire Air France-KLM Group’s network, but also on flights of SkyTeam member airlines and 30 other airline partners.

In all, this represents a worldwide network of 18,000 flights and 900 destinations on which passengers can benefit from all the Flying Blue advantages.

In addition, over 100 partners have joined Flying Blue, which further extends the possibilities of earning and spending Miles: hotel nights, car rental, excess baggage vouchers, etc.

Divided into four levels (Ivory, Silver, Gold, Platinum), the Flying Blue programme enables the Group to recognize each customer’s travel habits and frequency, and to offer them the corresponding Miles. Each trip on one of the eleven SkyTeam member airlines, Kenya Airways, Air Europa and Air Calin speeds up their access to the higher level.

Air France and KLM offer customers the possibility to benefit from their Flying Blue Miles for life. One mile earned today can be used tomorrow, in 1 year, in 2 years or in 20 years. Customers must travel at least once in 20 months (instead of 36 months previously) with Air France or KLM, regardless of the type of flight or fare, or with any member of the SkyTeam alliance, Kenya Airways, Air Europa or Aircalin.

The Flying Blue programme offers Chinese members the possibility of accessing their account at all times and in total independence on www.airfrance.cn and to benefit from advantages exclusively designed for Internet surfers.

SkyTeam and China

SkyTeam is a global airline alliance providing customers from member airlines access to an extensive global network with more destinations, more frequencies and more connectivity. Passengers can earn and redeem Frequent Flyer Miles throughout the SkyTeam network. SkyTeam member airlines offer customers over 415 lounges worldwide. The thirteen members are: Aeroflot, Aeroméxico, Air Europa, Air France, Alitalia, China Southern, Czech Airlines, Delta Air Lines, Kenya Airways, KLM Royal Dutch Airlines, Korean Air, TAROM Romanian Air Transport, Vietnam Airlines and soon China Eastern. SkyTeam offers its 395 million annual passengers a worldwide system of approximately 13,000 daily flights to 898 destinations in 169 countries.

SkyTeam celebrates its 10th anniversary in 2010.

Air France-KLM Group key figures (2009-2010)

- 20.9 billion euros in revenue
- 71.3 million passengers
- 1.4 million tons of cargo
- 244 destinations, 2,300 daily flights
- 625 aircraft
- 104,000 employees

Breakdown by activity (fiscal 2009-2010):
- Passenger 77.4%
- Cargo 11.6%
- Maintenance 4.6%
- Other 6.3%

Breakdown of capital at 31 March 2010:
- French State: 15.7%
- Treasury: 2%
- Float: 82.3% (including 12% employee shareholders)

Air France KLM in China

- 1st European airline to serve Guangzhou
- 1st European airline to serve 6 destinations in China
- 27,000 passengers in 1981, 994,000 passengers in 2009-2010
- 123,714 tonnes sold in 2009-2010 (Air France only)
- 2,660 flight attendants assigned to the Asia-Pacific network
- A team of 230 passenger service agents in China
One of the world’s most modern fleets

• A modern, efficient and comfortable fleet

Thanks to its ongoing policy of upgrading and investing in the fleet (14 billion euros invested between 1998 and 2012), Air France has renewed its fleet to ensure that it flies the most efficient, most reliable, most comfortable and most ecological planes available.

Air France has introduced Boeing 777-300ERs and 200ERs as well as Airbus A340-300 on the Chinese network.

The technical features of these aircraft are the most advanced in the industry.

<table>
<thead>
<tr>
<th></th>
<th>Airbus A340-300</th>
<th>Boeing 777-200ER</th>
<th>Boeing 777-300ER</th>
</tr>
</thead>
<tbody>
<tr>
<td>Length (m)</td>
<td>63.69</td>
<td>63.54</td>
<td>73.90</td>
</tr>
<tr>
<td>Wings span (m)</td>
<td>60.30</td>
<td>60.93</td>
<td>64.80</td>
</tr>
<tr>
<td>Cabin width (m)</td>
<td>5.64</td>
<td>6.20</td>
<td>6.20</td>
</tr>
<tr>
<td>Number of seats</td>
<td>252</td>
<td>270</td>
<td>310</td>
</tr>
<tr>
<td>Cruising altitude (m)</td>
<td>10 700</td>
<td>10 700</td>
<td>10 700</td>
</tr>
<tr>
<td>Cruising speed (km/h)</td>
<td>880</td>
<td>900</td>
<td>900</td>
</tr>
<tr>
<td>Engine manufacturer</td>
<td>CFM</td>
<td>General Electric</td>
<td>General Electric</td>
</tr>
<tr>
<td>Engine type</td>
<td>CFM56-5C</td>
<td>GE90-90B</td>
<td>GE90-115B</td>
</tr>
</tbody>
</table>

Serving a destination with one precise type of aircraft is subject to modification depending on the Company’s summer and winter schedules.

Flight safety is an absolute priority for Air France, and is certified by its national authorities. Air France was also awarded IOSA certification. The IATA operational safety audits cover some 900 items to be checked and is only valid for two years. These flight safety requirements are the same for Air France and KLM.

• An environmentally-friendly fleet

Air France-KLM is committed to reducing the impact of its activity on the environment. To achieve this goal, the Group has invested in modern, new-generation aircraft such as the Airbus A380, which produces 20% fewer CO2 emissions. The average energy consumption of the Group’s aircraft, measured per litre per passenger, dropped from 4.3 to 3.8 litres per 100 km, i.e., a 12% improvement in 8 years.