

Alaska Airlines Update Southeast Conference

Scott Habberstad
Director of Sales and Community Marketing
02/13/2019



Overview

- Fortune 500 company (joined 2014)
- Roughly 7% of US domestic capacity
- A track record of profitability
- Award-winning service
- Industry-leading operational performance
- Founded in 1932 in Alaska



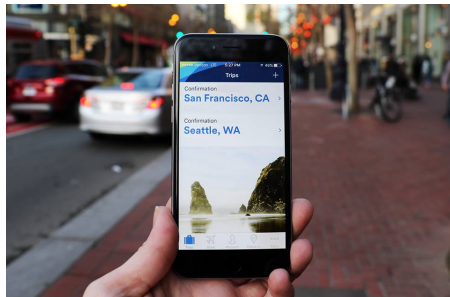
Our Business Model

**Profitable
growth
creates value
for all of our
stakeholders**



■

We have durable competitive advantage



Low Costs, Low Fares



Excellent Operations



Award-Winning Service



Best Loyalty Program



"One Team" Culture



We have
a long track
record of
successful
growth...

2001
63 destinations
North-South orientation
along West Coast



We have
a long track
record of
successful
growth...

2018

115+ destinations
National orientation with
West Coast focus

The **premier** west coast airline

Together, operating
the most non-stop
departures, to the
most destinations,
from the west coast.

Average scheduled daily flights for Alaska and
Virgin America YE2017



Anchorage

46 daily flights |
21 nonstop destinations



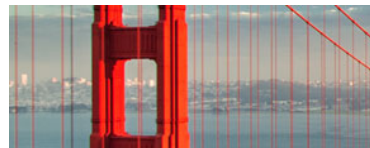
Seattle

289 daily flights |
89 nonstop destinations



Portland

126 daily flights |
58 nonstop destinations



San Francisco

83 daily flights |
35 nonstop destinations



Bay Area

123 daily flights |
41 nonstop destinations



LAX

80 daily flights |
35 nonstop destinations



LA Basin

110 daily flights |
37 nonstop destinations

Alaska Airlines Mileage Plan gives you the world

AEROMEXICO | AIRFRANCE | American Airlines | BRITISH AIRWAYS | CATHAY PACIFIC | Condor | Emirates | FIJI AIRWAYS

HAINAN AIRLINES | ICELANDAIR | JAL AIRLINES | KLM | KOREAN AIR | LAN | QANTAS

Beijing, Seoul, Tokyo, Hong Kong, Shanghai, Osaka, Singapore, Anchorage, Seattle, Portland, San Francisco, Los Angeles, San Diego, Mexico City, Chicago, Philadelphia, New York, Baltimore, Charlotte, Miami, Lima, Santiago, Rio de Janeiro, Sao Paulo, Buenos Aires, Reykjavik, London, Paris, Amsterdam, Frankfurt, Munich, Rome, Athens, Madrid, Barcelona, Dubai, Delhi, Mumbai, Maldives, Mauritius, Nairobi, Accra, Johannesburg, Cape Town, Sydney, Melbourne, Auckland, Nadi.

ASIA | NORTH AMERICA | SOUTH AMERICA | AFRICA

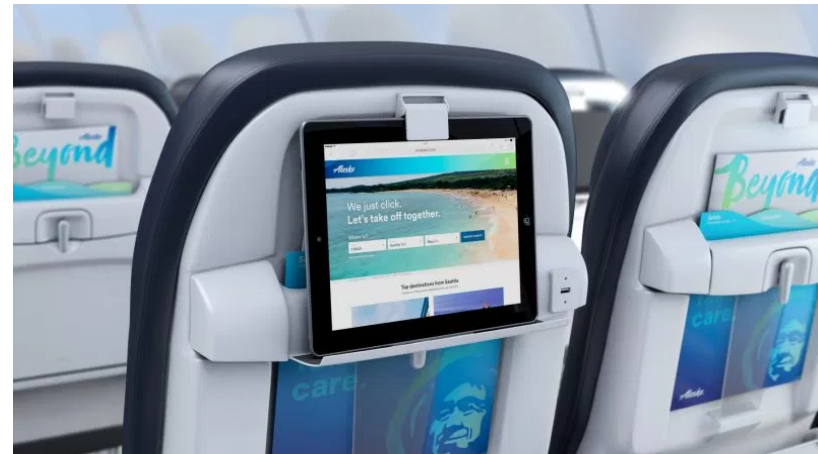
Fly to over **900 destinations worldwide** with our global partners.

Alaska
AIRLINES

Welcome aboard



- New interior – Modern & warm
- Satellite Wi-Fi
- More Premium Class seating
- Free movies and chat
- Enhanced Food and Beverage
- Alaska Lounge expansion
- Mileage Plan – New Partners



Premium Product



New Uniforms



- Designed by Seattle's fashion designer Luly Yang
- 90 garments and accessories
- Worn by 19,000 employees
- Late 2019



Overview – Alaska Region

- Regional Headquarters
- 1825+ employees
- Serve 19 communities
- 600,276 mileage plan members
- 331,332 Club 49 members





Alaska.

AIRLINES

2020

Great Land Investment Plan

Alaska.
AIRLINES



2020 Great Land Investment Plan

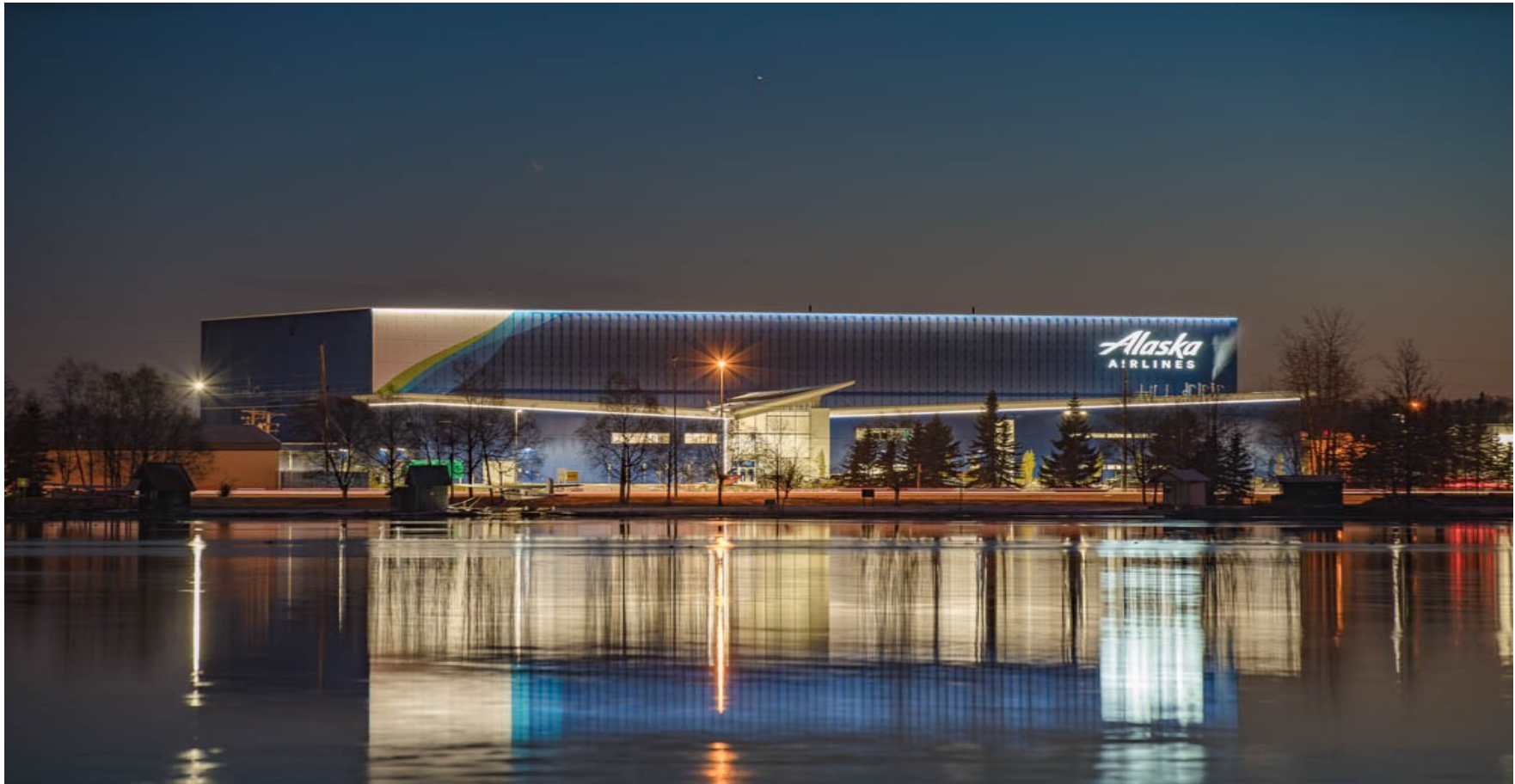
Over \$100 million over 5 years

- Investment that will enhance our 11-owned passenger terminals in rural Alaska
- A dedicated freighter fleet – converted three next-generation 737 aircraft to freighters to serve the cargo needs of rural Alaska.
- Construction on a new \$50 million hangar facility in Anchorage – completed November 7, 2018





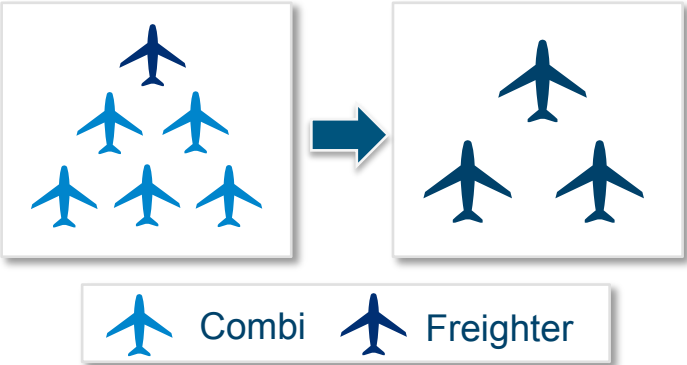
New Hangar in Anchorage to Accommodate Two 737-Max9 Aircraft



Alaska
AIRLINES

Transition to a freighter fleet strengthens commitment to the state of Alaska.

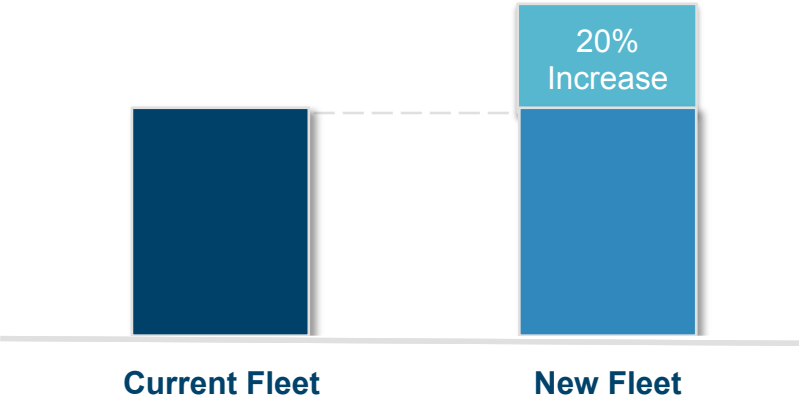
Cargo Fleet Transition



Alaska Airlines is transitioning to a 3 freighter fleet allowing for a continued commitment to the state of Alaska. This change will enable us to offer consistent & reliable service to our customers throughout the state.

In addition, an all freighter cargo fleet will offer over 20% more capacity to the communities we serve today, with daily freighter lift to many locations.

Increase To Intra AK Cargo Capacity



Commitment to Alaska

- First two bags free for members
- 30% off last minute travel
- Weekly email fare specials for Club 49 members
- Freight for Less
- 2017 – Over \$20 million in savings



Community support

How we give back in Alaska



Support for local charities

Matching Gifts

Dollars for Doers

Disaster relief

Community Advisory Board



300 +

Statewide organizations supported



\$3.7M

Donated in 2017

Community support

How we give back in Southeast



Sitka Summer Fine Arts Camp

First Robotics

University System

American Cancer Society

Alaska Schools Activity
Association



**Hundreds of
tickets given to
Southeast
nonprofits and
associations.**

Alaska Airlines 2018 Update

