

# 2014 ANNUAL TRENDS REPORT



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About  
Travelplanet24 /  
Tripsta





**Mission Statement**

“Our mission is to be the leading multimodal OTA globally.”

**Vision Statement**

Our vision is to provide great experiences to online travelers anywhere in the world. Innovation is core to our DNA and we are constantly thinking about how we can add value to our passenger’s journey. We believe in the simple, not the complex. We never compromise on excellence. We know that great ideas can come from anyone and anywhere. We have the strength to admit when we are wrong and the courage and agility to evolve.

**Company Values**



**Restless**

Never satisfied with the status quo. Perpetually driven to achieve more through innovation.



**Agile**

The ability to find clever ways to face any obstacle. Reacting quickly and positively.



**Passionate**

A strong desire to do what we do, and do it very well.



**Accountable**

Motivated to take ownership of our role. Always mindful of our customer’s positive experience.



# Corporate Profile

## Objectives

- ✔ Continue developing regional partnerships with more providers and focus on direct relationships with airline and train companies in key markets around the world.
- ✔ Work on personalization of our product, providing unique experience upon each user's requirement.
- ✔ Invest more in Big Data technology.
- ✔ Focus more on Mobile technology.
- ✔ Increase market share in South Eastern Europe via organic and acquisitive growth.

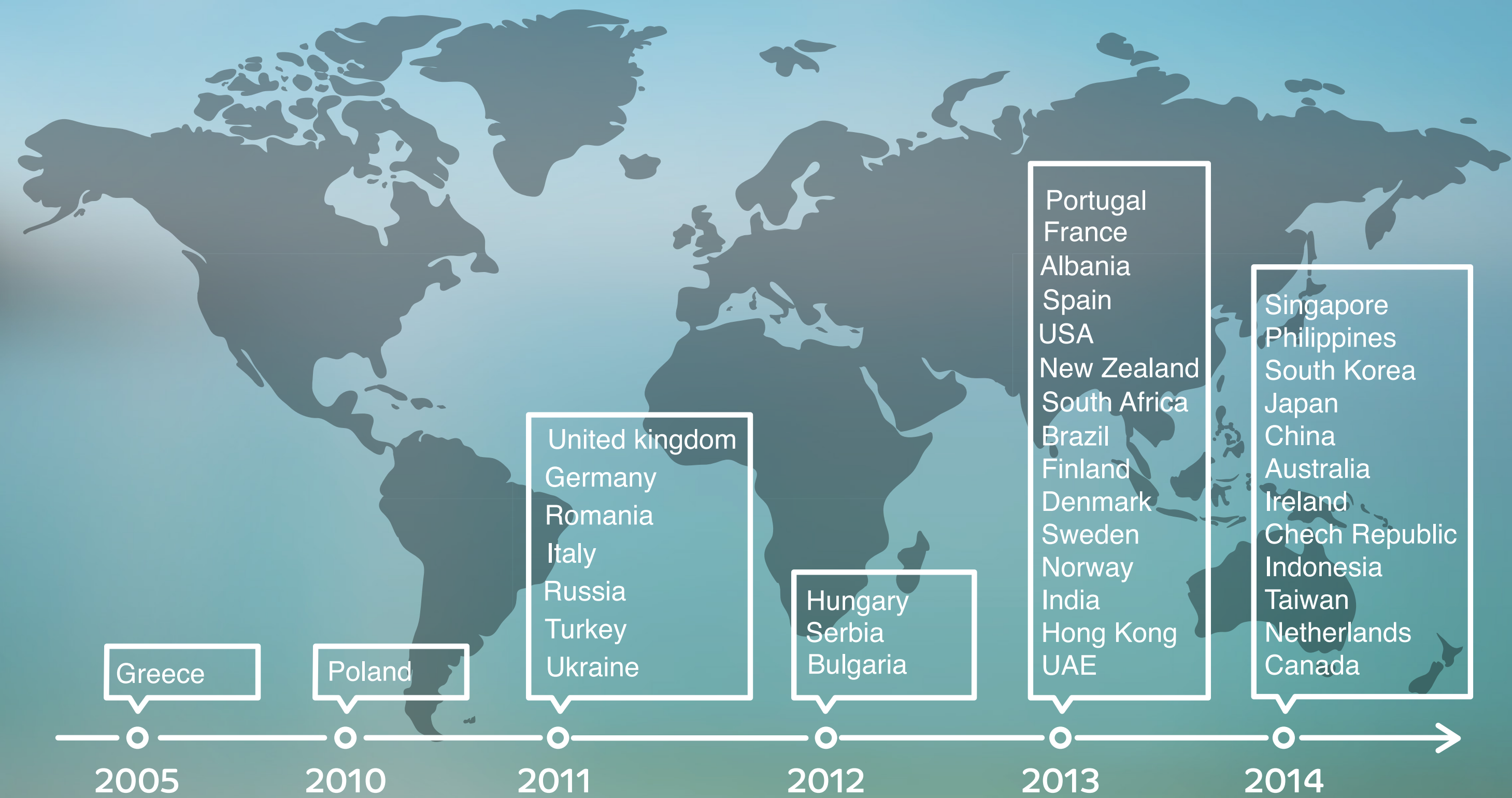




# Strategy

- ✔ Produce a differentiated offering to stand out of the OTA crowd and better serve online travelers.
- ✔ Retain our more than 1 million existing customers through implementing our new loyalty program to meet our customer's desires. We want to provide added value to our existing clients and of course help acquire new customers.
- ✔ Deliver a personalized experience to our customers. We want Tripsta to be the go-to brand when searching for flights and personalized offers is a way of positioning ourselves as experts in our field.
- ✔ Adopt a mobile first vision. We want to focus on delivering added value through our mobile app and our mobile site.

# Expansion History Map





# Letter from the CEO

In 2014 we took the strategic decision to leave Hotels behind, and focus on Passenger's Transportation. Our core products are now flight and ferry tickets and in 2015 we are planning to launch train tickets.

Our main objective is to bring innovation in the way a customer thinks and feels about the booking process/experience. We want to focus on "where" the customer wants to go and on "how" he will get there by finding the best route, according to time & price that match the passenger's needs. This could be a train, a flight a bus or a ferry.

What we want to provide our travelers is all the different

means of transportation that are available to get from point a to point b. By offering a wide range of results and choices to our customers and by providing them with all the available routes and means of transportation we will create a new way of travel searching and booking.

We will definitely continue to invest and to focus on Big Data and Data Analysis because we believe that this is key to our success in the future. The challenges and the complexity around data and big data have increased dramatically over the last years and only companies which are excelling in these fields will be able to offer the personalized experience and

the right product at the right time which consumers expect.

From a product point of view, we will continue to invest in our mobile applications as well as the mobile webpage. We want to offer new services and products to our customers throughout their journey. Mobile bookings experienced a 115 % growth in 2014 and we expect this growth to continue even faster within 2015.



# 2014 Global Highlights

## Top searched routes yearly

| # | Domestic                  | International      |
|---|---------------------------|--------------------|
| 1 | Athens – Thessaloniki     | Athens – Barcelona |
| 2 | Thessaloniki – Athens     | Marseille – Tunis  |
| 3 | Moscow – Saint Petersburg | Larnaca – Athens   |
| 4 | Saint Petersburg – Moscow | Athens – London    |
| 5 | Moscow – Adler/Sochi      | Tunis – Paris      |

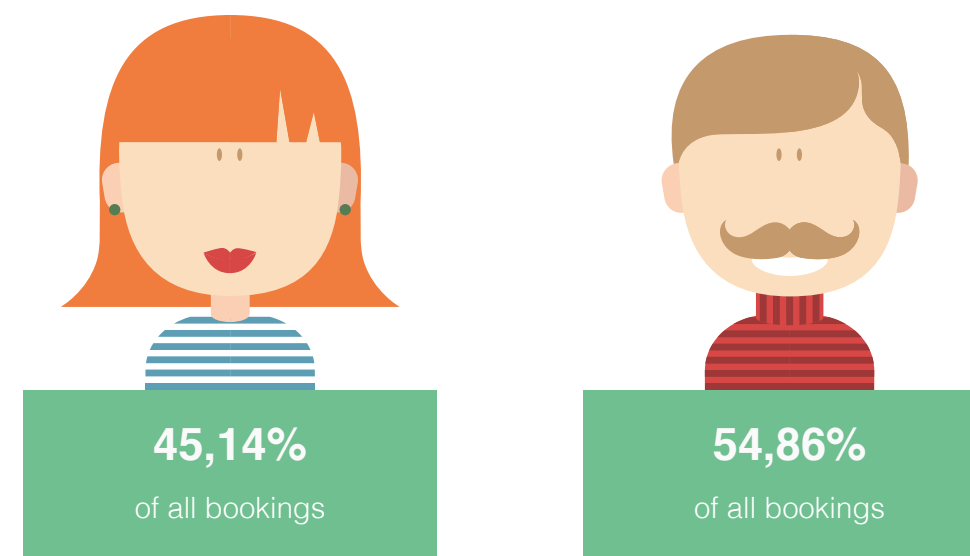
## Top booked routes yearly

| # | Domestic                  | International    |
|---|---------------------------|------------------|
| 1 | Moscow – Saint Petersburg | Larnaca – Athens |
| 2 | Saint Petersburg – Moscow | Athens – London  |
| 3 | Thessaloniki – Athens     | Athens – Larnaca |
| 4 | Athens – Thessaloniki     | Moscow - Kiev    |
| 5 | Moscow – Adler/Sochi      | London – Athens  |

## Top routes for men & women

| # | Women                     | Men                       |
|---|---------------------------|---------------------------|
| 1 | Moscow - Saint Petersburg | Moscow - Saint Petersburg |
| 2 | Athens - Thessaloniki     | Saint Petersburg - Moscow |
| 3 | Thessaloniki - Athens     | Thessaloniki - Athens     |
| 4 | Saint Petersburg - Moscow | Athens - Thessaloniki     |
| 5 | Larnaca – Athens          | Larnaca – Athens          |

## Percentage of bookings made by men and percentage made by women





Top routes per age groups

| Age group |   | Departure city | Arrival city  |
|-----------|---|----------------|---------------|
| 0-24      | 1 | Sydney         | Denpasar Bali |
|           | 2 | Larnaca        | Athens        |
|           | 3 | Vienna         | Istanbul      |
|           | 4 | Sydney         | Auckland      |
|           | 5 | Vienna         | Athens        |
| 25-34     | 1 | Larnaca        | Athens        |
|           | 2 | Sydney         | Denpasar Bali |
|           | 3 | Vienna         | Istanbul      |
|           | 4 | Brussels       | Athens        |
|           | 5 | Bogota         | Cartagena     |
| 35-44     | 1 | Brussels       | Athens        |
|           | 2 | Larnaca        | Athens        |
|           | 3 | Vienna         | Istanbul      |
|           | 4 | Vienna         | Moscow        |
|           | 5 | Minsk          | Moscow        |
| 45-54     | 1 | Larnaca        | Athens        |
|           | 2 | Brussels       | Athens        |
|           | 3 | Vienna         | Istanbul      |
|           | 4 | Vienna         | Moscow        |
|           | 5 | Sofia          | Athens        |
| 55-64     | 1 | Larnaca        | Athens        |
|           | 2 | Vienna         | Istanbul      |
|           | 3 | Brussels       | Athens        |
|           | 4 | Vienna         | Moscow        |
|           | 5 | Sydney         | Auckland      |
| 65+       | 1 | Larnaca        | Athens        |
|           | 2 | Larnaca        | London        |
|           | 3 | Vienna         | Istanbul      |
|           | 4 | Sydney         | Auckland      |
|           | 5 | Brussels       | Athens        |



Generation Y

Generation Y consists of the 60.70% of people that book tickets from our websites. They are aged from 14 to 34 years old.

\*More data in Appendix – 2014 Global Highlights

Most popular booking period (Month)

| Overall       | One way       | Roundtrip  |
|---------------|---------------|------------|
| November 2014 | December 2014 | March 2014 |

Least popular booking period (Month)

| Overall   | One way    | Roundtrip |
|-----------|------------|-----------|
| June 2014 | April 2014 | June 2014 |

\*More data in Appendix – 2014 Global Highlights



Most popular traveling period (Month)

| Overall       | One way     | Roundtrip     |
|---------------|-------------|---------------|
| December 2014 | August 2014 | December 2014 |

Least popular traveling period (Month)

| Overall       | One way       | Roundtrip    |
|---------------|---------------|--------------|
| February 2014 | February 2014 | January 2014 |



Least popular are the first months after New Year's Eve, February and January.

\*More data in Appendix – 2014 Global Highlights



Most popular travel week for 2014

| Month     | Week | Departure date | Return date | Days of stay | Number of bookings |
|-----------|------|----------------|-------------|--------------|--------------------|
| January   | 1    | 3/1/2015       | 10/1/2015   | 7            | 73                 |
| February  | 7    | 14/2/2015      | 21/2/2015   | 7            | 76                 |
| March     | 12   | 22/3/2014      | 29/3/2014   | 7            | 102                |
| April     | 16   | 16/4/2014      | 23/4/2014   | 7            | 157                |
| May       | 21   | 24/5/2014      | 31/5/2014   | 7            | 128                |
| June      | 24   | 14/6/2014      | 21/6/2014   | 7            | 107                |
| July      | 30   | 26/7/2014      | 2/8/2014    | 7            | 107                |
| August    | 34   | 23/8/2014      | 30/8/2014   | 7            | 113                |
| September | 37   | 13/9/2014      | 20/9/2014   | 7            | 107                |
| October   | 43   | 25/10/2014     | 1/11/2014   | 7            | 124                |
| November  | 47   | 22/11/2014     | 29/11/2014  | 7            | 104                |
| December  | 52   | 27/12/2014     | 3/1/2015    | 7            | 216                |

December, April and May have the most popular travel weeks because they contain some the most important festivities and holidays (Christmas & Easter).

Average cost of flight tickets for most popular international routes

| Departure country | Arrival country | Departure city | Arrival city | Price / Adult<br>(including all fees and discounts) | Price / Adult<br>(FaceValue + Tax) |
|-------------------|-----------------|----------------|--------------|-----------------------------------------------------|------------------------------------|
| CY                | GR              | Larnaca        | Athens       | €156                                                | €156                               |
| RU                | UA              | Moscow         | Simferopol   | €241                                                | €239                               |
| GR                | GB              | Athens         | London       | €243                                                | €239                               |
| GR                | CY              | Athens         | Larnaca      | €148                                                | €147                               |
| RU                | UA              | Moscow         | Kiev         | €144                                                | €144                               |
| GB                | GR              | London         | Athens       | €353                                                | €348                               |
| FR                | GR              | Paris          | Athens       | €275                                                | €269                               |
| RU                | DE              | Moscow         | Berlin       | €192                                                | €191                               |
| TR                | GB              | Istanbul       | London       | €201                                                | €198                               |
| GR                | TR              | Athens         | Istanbul     | €146                                                | €144                               |
| RU                | LV              | Moscow         | Riga         | €204                                                | €204                               |



The average price for the top 10 international routes is

203€

(FaceValue + Tax)

205€

(including all fees and discounts)

\*More data in Appendix – 2014 Global Highlights

Average cost of flight tickets for most popular domestic routes

| Departure country | Arrival country | Departure city   | Arrival city     | Price / Adult<br>(including all fees and discounts) | Price / Adult<br>(FaceValue + Tax) |
|-------------------|-----------------|------------------|------------------|-----------------------------------------------------|------------------------------------|
| RU                | RU              | Moscow           | Saint Petersburg | €99                                                 | €99                                |
| RU                | RU              | Saint Petersburg | Moscow           | €93                                                 | €93                                |
| GR                | GR              | Thessaloniki     | Athens           | €72                                                 | €69                                |
| GR                | GR              | Athens           | Thessaloniki     | €85                                                 | €81                                |
| RU                | RU              | Moscow           | Adler/Sochi      | €233                                                | €232                               |
| GR                | GR              | Athens           | Heraklion        | €104                                                | €102                               |
| GR                | GR              | Athens           | Thira            | €124                                                | €121                               |
| RU                | RU              | Moscow           | Mineralnye Vody  | €136                                                | €136                               |
| RU                | RU              | Moscow           | Krasnodar        | €163                                                | €163                               |
| GR                | GR              | Heraklion        | Athens           | €80                                                 | €79                                |



The average price for the top 10 domestic routes is

116€

(FaceValue + Tax)

117€

(including all fees and discounts)

\*More data in Appendix – 2014 Global Highlights

Top 10 low cost airlines and percentage

| Airline name       | Percentage 100.00% |
|--------------------|--------------------|
| Ryanair            | 48,20%             |
| easyJet            | 7,87%              |
| Norwegian          | 7,79%              |
| Vueling            | 6,89%              |
| Wizzair            | 5,17%              |
| Germanwings        | 3,13%              |
| Pegasus Airlines   | 2,57%              |
| JetStar Asia       | 1,76%              |
| Transavia Airlines | 1,02%              |
| JetStar Asia       | 1,01%              |

\*More data in Appendix – 2014 Global Highlights



Most popular/favorite airline (top 10)

| All bookings       |                    |            |
|--------------------|--------------------|------------|
| Airline name       | Number of bookings | Percentage |
| Aegean Airlines    | 48.273             | 6,56%      |
| Aeroflot           | 39.364             | 5,35%      |
| Transaero Airlines | 30.612             | 4,16%      |
| Turkish Airlines   | 29.115             | 3,96%      |
| Air France         | 27.745             | 3,77%      |
| Air Berlin         | 20.850             | 2,83%      |
| Delta Airlines     | 19.186             | 2,61%      |
| SAS                | 18.961             | 2,58%      |
| Iberia             | 16.462             | 2,24%      |
| British Airways    | 15.818             | 2,15%      |

| International      |                    |            |
|--------------------|--------------------|------------|
| Airline name       | Number of bookings | Percentage |
| Turkish Airlines   | 29.038             | 5,30%      |
| Aegean Airlines    | 25.542             | 4,67%      |
| Aeroflot           | 20.145             | 3,68%      |
| Air France         | 17.895             | 3,27%      |
| SAS                | 17.799             | 3,25%      |
| Air Berlin         | 16.560             | 3,02%      |
| British Airways    | 14.287             | 2,61%      |
| Iberia             | 12.190             | 2,23%      |
| Transaero Airlines | 12.088             | 2,21%      |
| TAP Air Portugal   | 11.799             | 2,16%      |

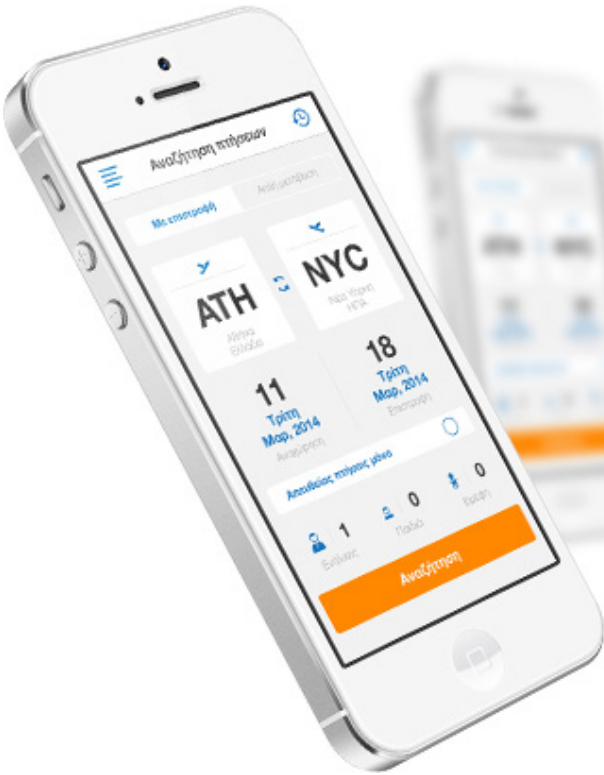
| Domestic              |                    |            |
|-----------------------|--------------------|------------|
| Airline name          | Number of bookings | Percentage |
| Aegean Airlines       | 22.731             | 12,06%     |
| Aeroflot              | 19.219             | 10,19%     |
| Transaero Airlines    | 18.524             | 9,82%      |
| Delta Airlines        | 13.402             | 7,11%      |
| Air France            | 9.850              | 5,22%      |
| US Airways            | 5.809              | 3,08%      |
| Hahn Air              | 5.568              | 2,95%      |
| LOT Polish Airlines   | 5.313              | 2,82%      |
| South African Airways | 4.808              | 2,55%      |
| Siberia S7 Airlines   | 4.658              | 2,47%      |

\*More data in Appendix – 2014 Global Highlights



Percentage booked on desktop and mobile

| Device  | 2013               |            | 2014               |            |
|---------|--------------------|------------|--------------------|------------|
|         | Number of bookings | Percentage | Number of bookings | Percentage |
| Desktop | 447.979            | 89.15%     | 585.908            | 83.28%     |
| Mobile  | 54.504             | 10.85%     | 117.632            | 16.72%     |
| Total   | 502.483            | 100.00%    | 703.540            | 100.00%    |



*Mobile bookings experienced a 115% growth in 2014 and we expect this growth to continue even faster within 2015.*

Philipp Brinkmann, CEO



# 2014<sup>Year</sup> Review

4

## Performance at a glance

Sales breakdown by product



98,70%

256.974.960 €

Flight tickets



1,21%

3.157.037 €

Ferry tickets



0,09%

225.913 €

Hotels

Total amount of sales for the whole year

**260.387.910€**

Growth within last year

Total growth rate%  
(Gross bookings)

**+32,10%**

Number of tickets & bookings, booked for the whole year

|                | Number of tickets/<br>Number of room<br>nights | Number of bookings |
|----------------|------------------------------------------------|--------------------|
| Flight tickets | 1.009.543                                      | 703.540            |
| Ferry tickets  | 95.581                                         | 23.666             |
| Hotels         | 2.275                                          | 853                |
| <b>Total</b>   | <b>1.107.399</b>                               | <b>728.059</b>     |

\*More data in Appendix – 2014 Global Highlights

2014 Sales Records

2014 Sales Records



**4.299**  
most tickets  
sold in a day!\*

\*on 21/01/2014

**1.376**  
highest number of tickets sold  
in an hour!\*

\*on 9/01/2014



**2.997**  
most bookings done in a  
day!\*

\*on 21/01/2014



**960**  
most bookings  
made in an hour!\*

\*on 9/01/2014

\*More data in Appendix – 2014 Global Highlights



Type of services that saw the biggest growth

| Type of services that saw the biggest growth | 2013   | 2014    | var%    |
|----------------------------------------------|--------|---------|---------|
| SMS Service                                  | 89.629 | 301.684 | 236,59% |
| Assistance Services*                         | 70.382 | 111.247 | 58,06%  |

In Assistance Services we compare the amounts of December 13 – December 14, as in 2013 that was the 1st month selling this product.

Largest contributing markets

| Top contributing markets | Market / Total% |
|--------------------------|-----------------|
| UK                       | 16,44%          |
| RU                       | 10,66%          |
| DE                       | 9,45%           |

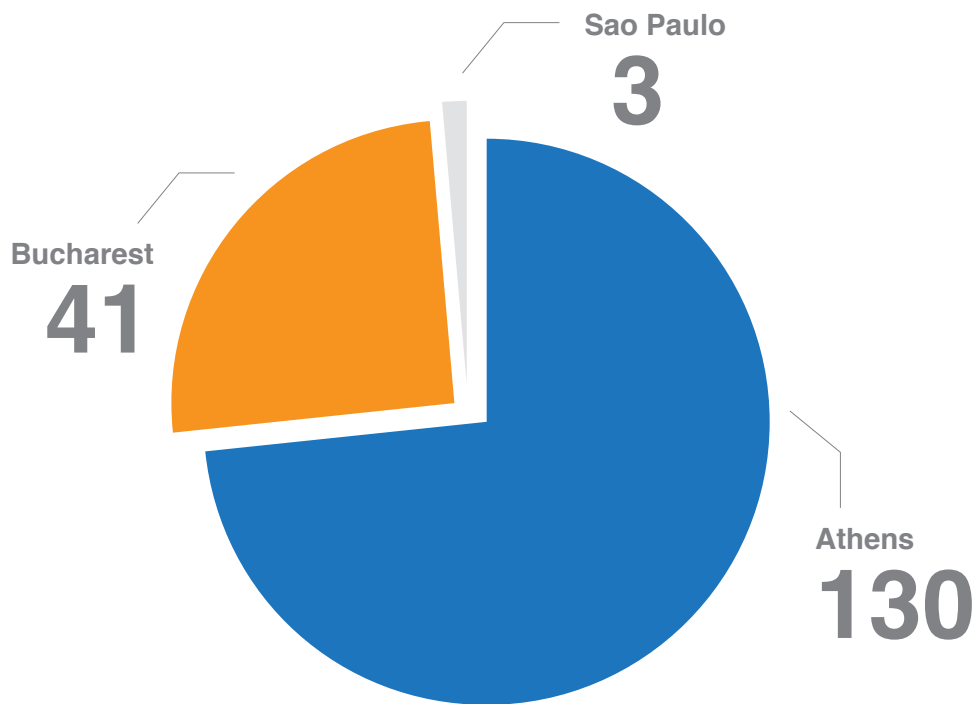
Top 3 emerged markets

| Market with biggest growth | Gross bookings 2014 (€) |
|----------------------------|-------------------------|
| UK                         | 42.260.461              |

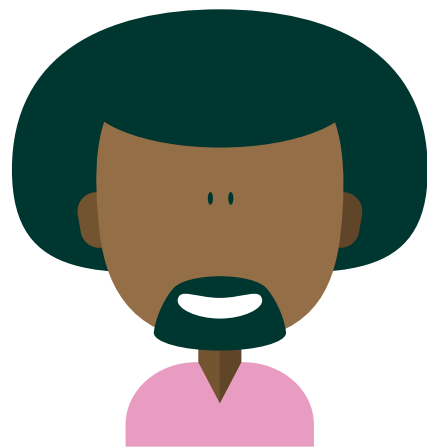
| Market with biggest growth | Gross bookings 2013 (€) |
|----------------------------|-------------------------|
| ZA                         | 5.946.196               |
| AE                         | 4.635.615               |



HR Results for 2014  
Our current number of employees is **174**



**29**  
Average age



**18**  
Nationalities

HR Plans for 2015

- ✔ Further improve our High Performance Culture by introducing new tools, such a performance management process directly connected to our strategy.
- ✔ Enhance the leadership skills of all managerial levels and develop a more proactive development strategy.
- ✔ Introduce new Compensation & Benefits tools and practices to drive motivation and engagement
- ✔ Further improve our High Performance Culture by introducing new tools, such a performance management process directly connected to our strategy.
- ✔ Enhance the leadership skills of all managerial levels and develop a more proactive development strategy.
- ✔ Introduce new Compensation & Benefits tools and practices to drive motivation and engagement.





# Appendix

# 6

## 2014 Global Highlights

### Top routes per age groups

| Age group |    | Departure city | Arrival city  |
|-----------|----|----------------|---------------|
| 0-24      | 1  | Sydney         | Denpasar Bali |
|           | 2  | Larnaca        | Athens        |
|           | 3  | Vienna         | Istanbul      |
|           | 4  | Sydney         | Auckland      |
|           | 5  | Vienna         | Athens        |
|           | 6  | Brussels       | Athens        |
|           | 7  | Prague         | Paris         |
|           | 8  | Sofia          | Athens        |
|           | 9  | Vienna         | Paris         |
|           | 10 | Vienna         | Antalya       |
| 25-34     | 1  | Larnaca        | Athens        |
|           | 2  | Sydney         | Denpasar Bali |
|           | 3  | Vienna         | Istanbul      |
|           | 4  | Brussels       | Athens        |
|           | 5  | Bogota         | Cartagena     |
|           | 6  | Minsk          | Moscow        |
|           | 7  | Baku           | Istanbul      |
|           | 8  | Vienna         | Moscow        |
|           | 9  | Sydney         | Auckland      |
|           | 10 | Prague         | Paris         |
| 35-44     | 1  | Brussels       | Athens        |
|           | 2  | Larnaca        | Athens        |
|           | 3  | Vienna         | Istanbul      |
|           | 4  | Vienna         | Moscow        |
|           | 5  | Minsk          | Moscow        |
|           | 6  | Sofia          | Athens        |
|           | 7  | Baku           | Istanbul      |
|           | 8  | Vienna         | Antalya       |
|           | 9  | Vienna         | Milan         |
|           | 10 | Sydney         | Auckland      |
| 45-54     | 1  | Larnaca        | Athens        |
|           | 2  | Brussels       | Athens        |
|           | 3  | Vienna         | Istanbul      |
|           | 4  | Vienna         | Moscow        |
|           | 5  | Sofia          | Athens        |
|           | 6  | Sydney         | Denpasar Bali |
|           | 7  | Vienna         | Antalya       |
|           | 8  | Baku           | Istanbul      |
|           | 9  | Sydney         | Auckland      |
|           | 10 | Vienna         | Rome          |

Top routes per age groups

| Age group |    | Departure city | Arrival city  |
|-----------|----|----------------|---------------|
| 55-64     | 1  | Larnaca        | Denpasar Bali |
|           | 2  | Vienna         | Athens        |
|           | 3  | Brussels       | Istanbul      |
|           | 4  | Vienna         | Auckland      |
|           | 5  | Sydney         | Athens        |
|           | 6  | Larnaca        | Athens        |
|           | 7  | Sofia          | Paris         |
|           | 8  | Prague         | Athens        |
|           | 9  | Sofia          | Paris         |
|           | 10 | Vienna         | Antalya       |
| 65+       | 1  | Larnaca        | Athens        |
|           | 2  | Larnaca        | London        |
|           | 3  | Vienna         | Istanbul      |
|           | 4  | Sydney         | Auckland      |
|           | 5  | Brussels       | Athens        |
|           | 6  | Sofia          | Athens        |
|           | 7  | Brisbane       | Auckland      |
|           | 8  | Vienna         | Moscow        |
|           | 9  | Tirana         | Athens        |
|           | 10 | Bourgas        | Moscow        |

Most popular booking period (Month)

| All bookings |               |                    |  | Oneway          |                    |  | Roundtrip       |                    |
|--------------|---------------|--------------------|--|-----------------|--------------------|--|-----------------|--------------------|
|              | Booking month | Number of bookings |  | Departure month | Number of bookings |  | Departure month | Number of bookings |
| 1            | November      | 63.465             |  | December        | 32.723             |  | March           | 33.493             |
| 2            | March         | 62.602             |  | November        | 32.649             |  | January         | 32.457             |
| 3            | October       | 62.163             |  | August          | 32.122             |  | February        | 31.344             |
| 4            | December      | 60.759             |  | July            | 32.077             |  | November        | 30.816             |
| 5            | September     | 59.878             |  | October         | 31.626             |  | October         | 30.537             |
| 6            | January       | 59.659             |  | September       | 30.488             |  | September       | 29.390             |
| 7            | May           | 58.881             |  | May             | 30.113             |  | May             | 28.768             |
| 8            | February      | 58.611             |  | March           | 29.109             |  | December        | 28.036             |
| 9            | July          | 55.969             |  | June            | 28.224             |  | April           | 27.984             |
| 10           | August        | 55.822             |  | February        | 27.267             |  | July            | 23.892             |
| 11           | April         | 54.710             |  | January         | 27.202             |  | August          | 23.700             |
| 12           | June          | 51.081             |  | April           | 26.726             |  | June            | 22.857             |

Least popular booking period (Month)

|    | All bookings  |                    |  | Oneway          |                    |  | Roundtrip       |                    |
|----|---------------|--------------------|--|-----------------|--------------------|--|-----------------|--------------------|
|    | Booking month | Number of bookings |  | Departure month | Number of bookings |  | Departure month | Number of bookings |
| 12 | June          | 51.081             |  | April           | 26.726             |  | June            | 22.857             |
| 11 | April         | 54.710             |  | January         | 27.202             |  | August          | 23.700             |
| 10 | August        | 55.822             |  | February        | 27.267             |  | July            | 23.892             |
| 9  | July          | 55.969             |  | June            | 28.224             |  | April           | 27.984             |
| 8  | February      | 58.611             |  | March           | 29.109             |  | December        | 28.036             |
| 7  | May           | 58.881             |  | May             | 30.113             |  | May             | 28.768             |
| 6  | January       | 59.659             |  | September       | 30.488             |  | September       | 29.390             |
| 5  | September     | 59.878             |  | October         | 31.626             |  | October         | 30.537             |
| 4  | December      | 60.759             |  | July            | 32.077             |  | November        | 30.816             |
| 3  | October       | 62.163             |  | August          | 32.122             |  | February        | 31.344             |
| 2  | March         | 62.602             |  | November        | 32.649             |  | January         | 32.457             |
| 1  | November      | 63.465             |  | December        | 32.723             |  | March           | 33.493             |



Most popular traveling period (Month)

|    | All bookings    |                    |  | Oneway          |                    |  | Roundtrip       |                    |
|----|-----------------|--------------------|--|-----------------|--------------------|--|-----------------|--------------------|
|    | Departure month | Number of bookings |  | Departure month | Number of bookings |  | Departure month | Number of bookings |
| 1  | December        | 72.332             |  | August          | 38.827             |  | December        | 38.501             |
| 2  | August          | 67.526             |  | September       | 34.106             |  | April           | 31.526             |
| 3  | July            | 64.304             |  | July            | 34.018             |  | July            | 30.286             |
| 4  | September       | 60.087             |  | December        | 33.831             |  | August          | 28.699             |
| 5  | October         | 57.911             |  | January         | 31.275             |  | March           | 28.549             |
| 6  | April           | 57.242             |  | October         | 30.676             |  | May             | 27.966             |
| 7  | June            | 55.799             |  | June            | 28.646             |  | October         | 27.235             |
| 8  | January         | 55.762             |  | November        | 27.297             |  | June            | 27.153             |
| 9  | March           | 54.198             |  | May             | 26.016             |  | February        | 27.152             |
| 10 | May             | 53.982             |  | April           | 25.716             |  | September       | 25.981             |
| 11 | November        | 52.998             |  | March           | 25.649             |  | November        | 25.701             |
| 12 | February        | 51.399             |  | February        | 24.247             |  | January         | 24.487             |

Least popular traveling period (Month)

|    | All bookings    |                    |  | Oneway          |                    |  | Roundtrip       |                    |
|----|-----------------|--------------------|--|-----------------|--------------------|--|-----------------|--------------------|
|    | Departure month | Number of bookings |  | Departure month | Number of bookings |  | Departure month | Number of bookings |
| 12 | February        | 51.399             |  | February        | 24.247             |  | January         | 24.487             |
| 11 | November        | 52.998             |  | March           | 25.649             |  | November        | 25.701             |
| 10 | May             | 53.982             |  | April           | 25.716             |  | September       | 25.981             |
| 9  | March           | 54.198             |  | May             | 26.016             |  | February        | 27.152             |
| 8  | January         | 55.762             |  | November        | 27.297             |  | June            | 27.153             |
| 7  | June            | 55.799             |  | June            | 28.646             |  | October         | 27.235             |
| 6  | April           | 57.242             |  | October         | 30.676             |  | May             | 27.966             |
| 5  | October         | 57.911             |  | January         | 31.275             |  | March           | 28.549             |
| 4  | September       | 60.087             |  | December        | 33.831             |  | August          | 28.699             |
| 3  | July            | 64.304             |  | July            | 34.018             |  | July            | 30.286             |
| 2  | August          | 67.526             |  | September       | 34.106             |  | April           | 31.526             |
| 1  | December        | 72.332             |  | August          | 38.827             |  | December        | 38.501             |

Average cost of flight tickets for most popular international routes (Top 50)

| Departure country | Arrival country | Departure city | Arrival city | Price / Adult<br>(including all fees and discounts) | Price / Adult<br>(FaceValue + Tax) |
|-------------------|-----------------|----------------|--------------|-----------------------------------------------------|------------------------------------|
| CY                | GR              | Larnaca        | Athens       | €156                                                | €156                               |
| RU                | UA              | Moscow         | Simferopol   | €241                                                | €239                               |
| GR                | GB              | Athens         | London       | €243                                                | €239                               |
| GR                | CY              | Athens         | Larnaca      | €148                                                | €147                               |
| RU                | UA              | Moscow         | Kiev         | €144                                                | €144                               |
| GB                | GR              | London         | Athens       | €353                                                | €348                               |
| FR                | GR              | Paris          | Athens       | €275                                                | €269                               |
| RU                | DE              | Moscow         | Berlin       | €192                                                | €191                               |
| TR                | GB              | Istanbul       | London       | €201                                                | €198                               |
| GR                | TR              | Athens         | Istanbul     | €146                                                | €144                               |
| UA                | RU              | Kiev           | Moscow       | €162                                                | €159                               |
| RU                | LV              | Moscow         | Riga         | €204                                                | €204                               |
| GB                | TR              | London         | Istanbul     | €272                                                | €267                               |
| TR                | GR              | Istanbul       | Athens       | €134                                                | €132                               |
| AE                | GB              | Dubai          | London       | €540                                                | €529                               |
| GB                | FR              | London         | Paris        | €148                                                | €144                               |
| GR                | FR              | Athens         | Paris        | €208                                                | €206                               |
| GB                | AE              | London         | Dubai        | €571                                                | €561                               |
| RU                | GB              | Moscow         | London       | €226                                                | €225                               |
| PT                | GB              | Lisbon         | London       | €141                                                | €138                               |
| CZ                | FR              | Prague         | Paris        | €128                                                | €124                               |
| LV                | RU              | Riga           | Moscow       | €172                                                | €172                               |
| RU                | TR              | Moscow         | Istanbul     | €240                                                | €239                               |
| FR                | PT              | Paris          | Lisbon       | €159                                                | €153                               |
| CH                | DE              | Zurich         | Berlin       | €193                                                | €185                               |
| RU                | FR              | Moscow         | Paris        | €277                                                | €274                               |
| GB                | US              | London         | New York     | €684                                                | €676                               |

Average cost of flight tickets for most popular international routes (Top 50)

| Departure country | Arrival country | Departure city | Arrival city  | Price / Adult<br>(including all fees and discounts) | Price / Adult<br>(FaceValue + Tax) |
|-------------------|-----------------|----------------|---------------|-----------------------------------------------------|------------------------------------|
| RU                | AT              | Moscow         | Vienna        | €223                                                | €222                               |
| TN                | FR              | Tunis          | Paris         | €148                                                | €143                               |
| FR                | PT              | Paris          | Porto         | €160                                                | €154                               |
| CY                | GR              | Larnaca        | Thessaloniki  | €152                                                | €152                               |
| FR                | DE              | Paris          | Berlin        | €150                                                | €145                               |
| GR                | IT              | Athens         | Rome          | €160                                                | €155                               |
| RU                | IL              | Moscow         | Tel Aviv      | €285                                                | €284                               |
| NZ                | AU              | Auckland       | Sydney        | €253                                                | €246                               |
| GR                | CY              | Thessaloniki   | Larnaca       | €127                                                | €127                               |
| PT                | FR              | Porto          | Paris         | €124                                                | €119                               |
| NZ                | ID              | Auckland       | Denpasar Bali | €689                                                | €672                               |
| PT                | FR              | Lisbon         | Paris         | €127                                                | €122                               |
| RU                | AZ              | Moscow         | Baku          | €299                                                | €299                               |
| PT                | ES              | Lisbon         | Madrid        | €104                                                | €101                               |
| RU                | DE              | Moscow         | Munich        | €225                                                | €224                               |
| RU                | ES              | Moscow         | Barcelona     | €295                                                | €293                               |
| GR                | DE              | Athens         | Munich        | €195                                                | €193                               |
| DE                | GR              | Munich         | Athens        | €232                                                | €227                               |
| RU                | MD              | Moscow         | Chisinau      | €263                                                | €262                               |
| GB                | ES              | London         | Madrid        | €206                                                | €201                               |
| RU                | BY              | Moscow         | Minsk         | €147                                                | €147                               |
| PL                | GR              | Warsaw         | Athens        | €201                                                | €198                               |

Average cost of flight tickets for most popular domestic routes

| Departure country | Arrival country | Departure city   | Arrival city     | Price / Adult<br>(including all fees and discounts) | Price / Adult<br>(FaceValue + Tax) |
|-------------------|-----------------|------------------|------------------|-----------------------------------------------------|------------------------------------|
| RU                | RU              | Moscow           | Sankt Petersburg | €99                                                 | €99                                |
| RU                | RU              | Sankt Petersburg | Moscow           | €93                                                 | €93                                |
| GR                | GR              | Thessaloniki     | Athens           | €72                                                 | €69                                |
| GR                | GR              | Athens           | Thessaloniki     | €85                                                 | €81                                |
| RU                | RU              | Moscow           | Adler/Sochi      | €233                                                | €232                               |
| GR                | GR              | Athens           | Heraklion        | €104                                                | €102                               |
| GR                | GR              | Athens           | Thira            | €124                                                | €121                               |
| RU                | RU              | Moscow           | Mineralnye Vody  | €136                                                | €136                               |
| RU                | RU              | Moscow           | Krasnodar        | €163                                                | €163                               |
| GR                | GR              | Heraklion        | Athens           | €80                                                 | €79                                |
| GR                | GR              | Athens           | Rhodes           | €106                                                | €103                               |
| RU                | RU              | Moscow           | Rostov           | €139                                                | €140                               |
| RU                | RU              | Krasnodar        | Moscow           | €140                                                | €140                               |
| GR                | GR              | Athens           | Chania           | €104                                                | €100                               |
| GR                | GR              | Rhodes           | Athens           | €83                                                 | €80                                |
| GR                | GR              | Thira            | Athens           | €100                                                | €97                                |
| RU                | RU              | Mineralnye Vody  | Moscow           | €110                                                | €110                               |
| RU                | RU              | Rostov           | Moscow           | €133                                                | €134                               |
| PE                | PE              | Lima             | Cuzco            | €180                                                | €174                               |
| RU                | RU              | Adler/Sochi      | Moscow           | €131                                                | €131                               |
| RU                | RU              | Moscow           | Ekaterinburg     | €209                                                | €208                               |
| RU                | RU              | Ekaterinburg     | Moscow           | €182                                                | €182                               |
| RU                | RU              | Moscow           | Kaliningrad      | €211                                                | €211                               |
| PL                | PL              | Wroclaw          | Warsaw           | €108                                                | €106                               |
| FR                | FR              | Paris            | Nice             | €153                                                | €148                               |
| RU                | RU              | Simferopol       | Moscow           | €131                                                | €132                               |
| GR                | GR              | Athens           | Mytilene         | €112                                                | €112                               |
| GR                | GR              | Athens           | Alexandroupolis  | €113                                                | €112                               |
| GB                | GB              | London           | Edinburgh        | €174                                                | €169                               |
| GR                | GR              | Athens           | Kerkyra          | €110                                                | €109                               |
| RU                | RU              | Novosibirsk      | Moscow           | €230                                                | €230                               |
| TH                | TH              | Bangkok          | Koh Samui        | €182                                                | €177                               |
| FR                | FR              | Nice             | Paris            | €136                                                | €130                               |
| RU                | RU              | Moscow           | Stavropol        | €174                                                | €174                               |
| RU                | RU              | Moscow           | Novosibirsk      | €256                                                | €255                               |



Average cost of flight tickets for most popular domestic routes

| Departure country | Arrival country | Departure city  | Arrival city | Price / Adult<br>(including all fees and discounts) | Price / Adult<br>(FaceValue + Tax) |
|-------------------|-----------------|-----------------|--------------|-----------------------------------------------------|------------------------------------|
| HR                | HR              | Dubrovnik       | Zagreb       | €77                                                 | €74                                |
| PE                | PE              | Cuzco           | Lima         | €119                                                | €115                               |
| GR                | GR              | Chania          | Athens       | €79                                                 | €77                                |
| PL                | PL              | Gdansk          | Warsaw       | €89                                                 | €88                                |
| ZA                | ZA              | Johannesburg    | Cape Town    | €178                                                | €172                               |
| GR                | GR              | Thessaloniki    | Heraklion    | €103                                                | €103                               |
| GR                | GR              | Alexandroupolis | Athens       | €100                                                | €99                                |
| GR                | GR              | Kerkyra         | Athens       | €90                                                 | €89                                |
| RU                | RU              | Moscow          | Kazan        | €148                                                | €148                               |
| FR                | FR              | Paris           | Toulouse     | €133                                                | €128                               |
| PL                | PL              | Warsaw          | Wroclaw      | €100                                                | €99                                |
| RU                | RU              | Moscow          | Samara       | €190                                                | €189                               |
| GB                | GB              | Edinburgh       | London       | €124                                                | €121                               |
| GR                | GR              | Heraklion       | Thessaloniki | €101                                                | €100                               |

Top 50 low cost airlines and booking made with each in percentage

| Airline name            | Percentage 100.00% |
|-------------------------|--------------------|
| Ryanair                 | 48,20%             |
| easyJet                 | 7,87%              |
| Norwegian               | 7,79%              |
| Vueling                 | 6,89%              |
| Wizzair                 | 5,17%              |
| Germanwings             | 3,13%              |
| Pegasus Airlines        | 2,57%              |
| JetStar Asia            | 1,76%              |
| Transavia Airlines      | 1,02%              |
| JetStar Asia            | 1,01%              |
| Blue Air                | 0,93%              |
| transavia.com           | 0,93%              |
| Tiger Airways Singapore | 0,80%              |
| Pegasus Airlines        | 0,75%              |
| Transavia Airlines      | 0,71%              |
| Air Berlin              | 0,56%              |
| Blu-Express             | 0,55%              |
| JetStar                 | 0,55%              |
| Air One                 | 0,46%              |
| flybe.com               | 0,45%              |
| JetStar Asia            | 0,42%              |
| Monarch                 | 0,42%              |
| Mango Airlines          | 0,40%              |
| Tiger Airways Singapore | 0,39%              |
| jetBlue Airways         | 0,30%              |
| Eurolot                 | 0,30%              |
| Air Arabia              | 0,29%              |
| Meridiana               | 0,27%              |
| Aer Lingus              | 0,26%              |
| VAustralia              | 0,26%              |
| Spirit Airlines         | 0,24%              |
| Sky Express             | 0,17%              |
| ABC Aerolineas          | 0,16%              |
| Tiger Airways Australia | 0,16%              |
| Condor                  | 0,15%              |
| Niki                    | 0,15%              |
| Air Italy               | 0,15%              |
| Volotea                 | 0,15%              |
| Aer Lingus              | 0,14%              |
| Air New Zealand         | 0,13%              |
| flythomascook.com       | 0,12%              |
| Czech Airlines          | 0,12%              |
| WOW Air                 | 0,11%              |

Top 50 low cost airlines and booking made with each in percentage

| Airline name     | Percentage 100.00% |
|------------------|--------------------|
| VietJet Aviation | 0,11%              |
| TUfly.com        | 0,11%              |
| Allegiant Air    | 0,10%              |
| Wizzair          | 0,10%              |
| Eurowings        | 0,09%              |
| Thomsonfly       | 0,08%              |
| Mango Airlines   | 0,08%              |

Most popular/favorite airline (top 50)

| All Bookings          |                    |            |
|-----------------------|--------------------|------------|
| Airline name          | Number of bookings | Percentage |
| Aegean Airlines       | 48.273             | 6,56%      |
| Aeroflot              | 39.364             | 5,35%      |
| Transaero Airlines    | 30.612             | 4,16%      |
| Turkish Airlines      | 29.115             | 3,96%      |
| Air France            | 27.745             | 3,77%      |
| Air Berlin            | 20.850             | 2,83%      |
| Delta Air Lines       | 19.186             | 2,61%      |
| SAS                   | 18.961             | 2,58%      |
| Iberia                | 16.462             | 2,24%      |
| British Airways       | 15.818             | 2,15%      |
| TAP Air Portugal      | 12.537             | 1,70%      |
| LOT Polish Airlines   | 11.785             | 1,60%      |
| Finnair               | 10.497             | 1,43%      |
| Air Serbia            | 10.299             | 1,40%      |
| Lufthansa             | 10.285             | 1,40%      |
| Alitalia              | 10.176             | 1,38%      |
| Hahn Air              | 9.711              | 1,32%      |
| Brussels Airlines     | 9.618              | 1,31%      |
| Emirates Airlines     | 9.551              | 1,30%      |
| Siberia S7 Airlines   | 9.185              | 1,25%      |
| KLM                   | 9.012              | 1,22%      |
| US Airways            | 8.797              | 1,20%      |
| Ukraine Int. Airlines | 8.465              | 1,15%      |
| Air Europa            | 7.711              | 1,05%      |
| South African Airways | 7.662              | 1,04%      |
| Philippine Airlines   | 7.571              | 1,03%      |
| United Airlines       | 7.536              | 1,02%      |
| Air Baltic            | 7.073              | 0,96%      |
| Qatar Airways         | 6.783              | 0,92%      |
| Malaysian Airlines    | 6.567              | 0,89%      |

| All Bookings                 |                    |            |
|------------------------------|--------------------|------------|
| Airline name                 | Number of bookings | Percentage |
| Swiss International Airlines | 6.199              | 0,84%      |
| Jet Airways                  | 5.957              | 0,81%      |
| Ryanair                      | 5.902              | 0,80%      |
| Pegasus Airlines             | 5.568              | 0,76%      |
| Etihad Airways               | 5.437              | 0,74%      |
| UTair Aviation               | 5.054              | 0,69%      |
| Ava Avianca                  | 4.779              | 0,65%      |
| Tunis Air                    | 4.682              | 0,64%      |
| Icelandair                   | 4.665              | 0,63%      |
| China Southern Airlines      | 4.501              | 0,61%      |
| Bulgaria Air                 | 4.361              | 0,59%      |
| Austrian Airlines            | 4.351              | 0,59%      |
| Egyptair                     | 4.348              | 0,59%      |
| Croatia Airlines             | 4.290              | 0,58%      |
| Cyprus Airways               | 4.197              | 0,57%      |
| Air Malta                    | 4.080              | 0,55%      |
| Tarom Romanian Air           | 3.783              | 0,51%      |
| TAM Linhas Aereas            | 3.304              | 0,45%      |
| Air China                    | 3.173              | 0,43%      |
| Virgin Atlantic              | 2.898              | 0,39%      |

| International      |                    |            |
|--------------------|--------------------|------------|
| Airline name       | Number of bookings | Percentage |
| Turkish Airlines   | 29.038             | 5,30%      |
| Aegean Airlines    | 25.542             | 4,67%      |
| Aeroflot           | 20.145             | 3,68%      |
| Air France         | 17.895             | 3,27%      |
| SAS                | 17.799             | 3,25%      |
| Air Berlin         | 16.560             | 3,02%      |
| British Airways    | 14.287             | 2,61%      |
| Iberia             | 12.190             | 2,23%      |
| Transaero Airlines | 12.088             | 2,21%      |
| TAP Air Portugal   | 11.799             | 2,16%      |
| Air Serbia         | 10.299             | 1,88%      |
| Lufthansa          | 10.175             | 1,86%      |
| Finnair            | 9.785              | 1,79%      |
| Brussels Airlines  | 9.617              | 1,76%      |
| Emirates Airlines  | 9.551              | 1,74%      |
| KLM                | 9.009              | 1,65%      |



| International                |                    |            |
|------------------------------|--------------------|------------|
| Airline name                 | Number of bookings | Percentage |
| Ukraine Int. Airlines        | 8.204              | 1,50%      |
| Air Baltic                   | 7.073              | 1,29%      |
| Alitalia                     | 6.898              | 1,26%      |
| Qatar Airways                | 6.783              | 1,24%      |
| LOT Polish Airlines          | 6.472              | 1,18%      |
| Philippine Airlines          | 6.451              | 1,18%      |
| Swiss International Airlines | 6.197              | 1,13%      |
| Malaysian Airlines           | 5.871              | 1,07%      |
| Delta Air Lines              | 5.784              | 1,06%      |
| Etihad Airways               | 5.435              | 0,99%      |
| Pegasus Airlines             | 5.340              | 0,98%      |
| Tunis Air                    | 4.682              | 0,86%      |
| Icelandair                   | 4.665              | 0,85%      |
| Siberia S7 Airlines          | 4.527              | 0,83%      |
| Austrian Airlines            | 4.340              | 0,79%      |
| Jet Airways                  | 4.222              | 0,77%      |
| Cyprus Airways               | 4.197              | 0,77%      |
| Hahn Air                     | 4.143              | 0,76%      |
| China Southern Airlines      | 4.138              | 0,76%      |
| Air Malta                    | 4.078              | 0,74%      |
| Egyptair                     | 3.943              | 0,72%      |
| Air Europa                   | 3.814              | 0,70%      |
| Bulgaria Air                 | 3.797              | 0,69%      |
| United Airlines              | 3.680              | 0,67%      |
| Tarom Romanian Air           | 3.528              | 0,64%      |
| US Airways                   | 2.988              | 0,55%      |
| Croatia Airlines             | 2.912              | 0,53%      |
| South African Airways        | 2.854              | 0,52%      |
| Air China                    | 2.815              | 0,51%      |
| Aigle Azur                   | 2.715              | 0,50%      |
| Icelandair                   | 2.644              | 0,48%      |
| Adria Airways                | 2.644              | 0,48%      |
| Belavia                      | 2.624              | 0,48%      |
| Heli Air Monaco              | 2.537              | 0,46%      |

| Domestic              |                    |            |
|-----------------------|--------------------|------------|
| Airline name          | Number of bookings | Percentage |
| Aegean Airlines       | 22.731             | 12,06%     |
| Aeroflot              | 19.219             | 10,19%     |
| Transaero Airlines    | 18.524             | 9,82%      |
| Delta Air Lines       | 13.402             | 7,11%      |
| Air France            | 9.850              | 5,22%      |
| US Airways            | 5.809              | 3,08%      |
| Hahn Air              | 5.568              | 2,95%      |
| LOT Polish Airlines   | 5.313              | 2,82%      |
| South African Airways | 4.808              | 2,55%      |
| Siberia S7 Airlines   | 4.658              | 2,47%      |
| Air Berlin            | 4.290              | 2,28%      |
| Iberia                | 4.272              | 2,27%      |
| Ryanair               | 3.905              | 2,07%      |
| Air Europa            | 3.897              | 2,07%      |
| United Airlines       | 3.856              | 2,04%      |
| UTair Aviation        | 3.782              | 2,01%      |
| Alitalia              | 3.278              | 1,74%      |
| Ava Avianca           | 2.402              | 1,27%      |
| TAM Linhas Aereas     | 2.370              | 1,26%      |
| Rossiya Airlines      | 1.960              | 1,04%      |
| Jet Airways           | 1.735              | 0,92%      |
| Virgin Atlantic       | 1.682              | 0,89%      |
| British Airways       | 1.531              | 0,81%      |
| Hahn Air              | 1.414              | 0,75%      |
| TAM Linhas Aereas     | 1.382              | 0,73%      |
| Croatia Airlines      | 1.378              | 0,73%      |
| Heli Air Monaco       | 1.228              | 0,65%      |
| SAS                   | 1.162              | 0,62%      |
| Hahn Air              | 1.122              | 0,60%      |
| Philippine Airlines   | 1.120              | 0,59%      |
| Air France            | 1.034              | 0,55%      |
| Olympic Air           | 1.024              | 0,54%      |
| Thai Airways          | 1.015              | 0,54%      |
| Hahn Air              | 1.008              | 0,53%      |
| Air Canada            | 965                | 0,51%      |
| Hahn Air              | 849                | 0,45%      |
| American Airlines     | 784                | 0,42%      |
| Hahn Air              | 769                | 0,41%      |
| Aeromexico            | 759                | 0,40%      |
| TAP Air Portugal      | 738                | 0,39%      |
| Hahn Air              | 729                | 0,39%      |
| Finnair               | 712                | 0,38%      |

| Domestic           |                    |            |
|--------------------|--------------------|------------|
| Airline name       | Number of bookings | Percentage |
| Malaysian Airlines | 696                | 0,37%      |
| Hahn Air           | 664                | 0,35%      |
| Heli Air Monaco    | 637                | 0,34%      |
| Hahn Air           | 611                | 0,32%      |
| Hahn Air           | 580                | 0,31%      |
| Hahn Air           | 568                | 0,30%      |
| Bulgaria Air       | 564                | 0,30%      |
| Meridiana          | 477                | 0,25%      |

Percentage booked on desktop and mobile (per market)

| Market | Device     | Number of bookings | Percentage |
|--------|------------|--------------------|------------|
| AE     | desktop    | 7.834              | 83,02%     |
| AE     | mobile     | 1.601              | 16,97%     |
| AE     | mobile-ios | 1                  | 0,01%      |
| AL     | desktop    | 1.106              | 92,71%     |
| AL     | mobile     | 87                 | 7,29%      |
| AU     | desktop    | 3.898              | 72,52%     |
| AU     | mobile     | 1.472              | 27,39%     |
| AU     | mobile-ios | 5                  | 0,09%      |
| BG     | desktop    | 1.150              | 84,43%     |
| BG     | mobile     | 212                | 15,57%     |
| BR     | desktop    | 2.209              | 86,76%     |
| BR     | mobile     | 337                | 13,24%     |
| CA     | desktop    | 48                 | 94,12%     |
| CA     | mobile     | 3                  | 5,88%      |
| CN     | desktop    | 2.845              | 85,03%     |
| CN     | mobile     | 501                | 14,97%     |
| CZ     | desktop    | 10.433             | 92,35%     |
| CZ     | mobile     | 864                | 7,65%      |
| DE     | desktop    | 57.011             | 85,30%     |
| DE     | mobile     | 9.758              | 14,60%     |
| DE     | mobile-ios | 65                 | 0,10%      |
| DK     | desktop    | 6.719              | 91,37%     |
| DK     | mobile     | 635                | 8,63%      |
| ES     | desktop    | 26.917             | 86,37%     |
| ES     | mobile     | 4.224              | 13,55%     |
| ES     | mobile-ios | 22                 | 0,07%      |
| FI     | desktop    | 2.892              | 87,56%     |
| FI     | mobile     | 411                | 12,44%     |
| FR     | desktop    | 52.045             | 87,75%     |
| FR     | mobile     | 7.235              | 12,20%     |
| FR     | mobile-ios | 30                 | 0,05%      |

Percentage booked on desktop and mobile (per market)

| Market | Device     | Number of bookings | Percentage |
|--------|------------|--------------------|------------|
| GR     | desktop    | 49.314             | 89,44%     |
| GR     | mobile     | 4.025              | 7,30%      |
| GR     | mobile-ios | 1.795              | 3,26%      |
| HK     | desktop    | 3.635              | 84,87%     |
| HK     | mobile     | 648                | 15,13%     |
| HU     | desktop    | 3.599              | 92,02%     |
| HU     | mobile     | 312                | 7,98%      |
| ID     | desktop    | 623                | 79,16%     |
| ID     | mobile     | 164                | 20,84%     |
| IE     | desktop    | 7.293              | 80,54%     |
| IE     | mobile     | 1.760              | 19,44%     |
| IE     | mobile-ios | 2                  | 0,02%      |
| IN     | desktop    | 2.780              | 87,72%     |
| IN     | mobile     | 389                | 12,28%     |
| IT     | desktop    | 10.384             | 89,59%     |
| IT     | mobile     | 1.129              | 9,74%      |
| IT     | mobile-ios | 77                 | 0,66%      |
| JP     | desktop    | 7.070              | 67,86%     |
| JP     | mobile     | 3.349              | 32,14%     |
| KR     | desktop    | 12.827             | 77,78%     |
| KR     | mobile     | 3.664              | 22,22%     |
| NL     | desktop    | 193                | 89,35%     |
| NL     | mobile     | 23                 | 10,65%     |
| NO     | desktop    | 2.260              | 89,15%     |
| NO     | mobile     | 275                | 10,85%     |
| NZ     | desktop    | 7.848              | 79,64%     |
| NZ     | mobile     | 2.004              | 20,34%     |
| NZ     | mobile-ios | 2                  | 0,02%      |
| PH     | desktop    | 1.195              | 78,00%     |
| PH     | mobile     | 337                | 22,00%     |
| PL     | desktop    | 20.559             | 93,00%     |
| PL     | mobile     | 1.457              | 6,59%      |
| PL     | mobile-ios | 91                 | 0,41%      |
| PT     | desktop    | 11.267             | 90,24%     |
| PT     | mobile     | 1.218              | 9,76%      |
| RO     | desktop    | 3.612              | 88,64%     |
| RO     | mobile     | 444                | 10,90%     |
| RO     | mobile-ios | 19                 | 0,47%      |
| RS     | desktop    | 1.509              | 82,28%     |
| RS     | mobile     | 325                | 17,72%     |



2014 Year in Review

Percentage booked on desktop and mobile (per market)

| Market | Device     | Number of bookings | Percentage |
|--------|------------|--------------------|------------|
| RU     | desktop    | 74.758             | 77,21%     |
| RU     | mobile     | 21.793             | 22,51%     |
| RU     | mobile-ios | 278                | 0,29%      |
| SE     | desktop    | 3.868              | 84,38%     |
| SE     | mobile     | 716                | 15,62%     |
| SG     | desktop    | 6.061              | 83,18%     |
| SG     | mobile     | 1.226              | 16,82%     |
| TP     | desktop    | 49.718             | 82,71%     |
| TP     | mobile     | 10.283             | 17,11%     |
| TP     | mobile-ios | 107                | 0,18%      |
| TR     | desktop    | 17.653             | 85,23%     |
| TR     | mobile     | 2.999              | 14,48%     |
| TR     | mobile-ios | 61                 | 0,29%      |
| TW     | desktop    | 2.625              | 80,30%     |
| TW     | mobile     | 644                | 19,70%     |
| UA     | desktop    | 3.631              | 82,09%     |
| UA     | mobile     | 792                | 17,91%     |
| UK     | desktop    | 82.937             | 80,25%     |
| UK     | mobile     | 20.306             | 19,65%     |
| UK     | mobile-ios | 109                | 0,11%      |
| US     | desktop    | 13.994             | 72,40%     |
| US     | mobile     | 5.319              | 27,52%     |
| US     | mobile-ios | 16                 | 0,08%      |
| ZA     | desktop    | 9.588              | 82,66%     |
| ZA     | mobile     | 2.000              | 17,24%     |
| ZA     | mobile-ios | 11                 | 0,09%      |

Number of tickets & bookings, booked for the whole year (divided in domestic and international flights)

Domestic - With booking and departure date in 2014

| Market | Number of tickets | Percentage | Market | Number of bookings | Percentage |
|--------|-------------------|------------|--------|--------------------|------------|
|        | 277.235           | 100,00%    |        | 165.581            | 100,00%    |
| RU     | 86.928            | 31,36%     | RU     | 45.161             | 27,27%     |
| GR     | 35.791            | 12,91%     | GR     | 21.537             | 13,01%     |
| UK     | 31.051            | 11,20%     | UK     | 18.429             | 11,13%     |
| FR     | 21.303            | 7,68%      | FR     | 14.419             | 8,71%      |
| US     | 12.911            | 4,66%      | DE     | 8.632              | 5,21%      |
| ES     | 12.654            | 4,56%      | ES     | 8.482              | 5,12%      |
| DE     | 12.404            | 4,47%      | US     | 7.955              | 4,80%      |
| TP     | 11.491            | 4,14%      | TP     | 6.886              | 4,16%      |
| PL     | 7.792             | 2,81%      | PL     | 5.942              | 3,59%      |
| ZA     | 7.158             | 2,58%      | ZA     | 4.510              | 2,72%      |
| KR     | 4.551             | 1,64%      | KR     | 2.828              | 1,71%      |
| IT     | 4.400             | 1,59%      | IT     | 2.740              | 1,65%      |
| AU     | 3.151             | 1,14%      | AU     | 2.269              | 1,37%      |
| TR     | 2.944             | 1,06%      | JP     | 1.936              | 1,17%      |
| JP     | 2.911             | 1,05%      | TR     | 1.808              | 1,09%      |
| NZ     | 2.104             | 0,76%      | IE     | 1.353              | 0,82%      |
| IE     | 2.074             | 0,75%      | NZ     | 1.332              | 0,80%      |
| PT     | 1.899             | 0,68%      | PT     | 1.326              | 0,80%      |
| BR     | 1.619             | 0,58%      | SE     | 875                | 0,53%      |
| SE     | 1.445             | 0,52%      | IN     | 750                | 0,45%      |
| IN     | 1.360             | 0,49%      | SG     | 692                | 0,42%      |
| SG     | 1.216             | 0,44%      | BR     | 691                | 0,42%      |
| AE     | 1.018             | 0,37%      | AE     | 616                | 0,37%      |
| CZ     | 1.010             | 0,36%      | CZ     | 518                | 0,31%      |
| HK     | 840               | 0,30%      | DK     | 502                | 0,30%      |
| CN     | 756               | 0,27%      | HK     | 493                | 0,30%      |
| DK     | 651               | 0,23%      | FI     | 433                | 0,26%      |
| TW     | 581               | 0,21%      | CN     | 380                | 0,23%      |
| FI     | 539               | 0,19%      | TW     | 356                | 0,22%      |
| PH     | 457               | 0,16%      | NO     | 274                | 0,17%      |
| NO     | 410               | 0,15%      | PH     | 266                | 0,16%      |
| HU     | 356               | 0,13%      | HU     | 230                | 0,14%      |
| UA     | 353               | 0,13%      | UA     | 226                | 0,14%      |
| RO     | 343               | 0,12%      | RO     | 213                | 0,13%      |
| BG     | 267               | 0,10%      | BG     | 201                | 0,12%      |

Number of tickets & bookings, booked for the whole year (divided in domestic and international flights)

Domestic - With booking and departure date in 2014

| Market | Number of tickets | Percentage | Market | Number of bookings | Percentage |
|--------|-------------------|------------|--------|--------------------|------------|
| ID     | 179               | 0,06%      | AL     | 130                | 0,08%      |
| AL     | 167               | 0,06%      | ID     | 104                | 0,06%      |
| RS     | 99                | 0,04%      | RS     | 63                 | 0,04%      |
| NL     | 29                | 0,01%      | NL     | 15                 | 0,01%      |
| CA     | 23                | 0,01%      | CA     | 8                  | 0,00%      |

Domestic - With booking date in 2014 and departure date in 2014 or 2015

| Market | Number of tickets | Percentage | Market | Number of bookings | Percentage |
|--------|-------------------|------------|--------|--------------------|------------|
|        | 298.836           | 100,00%    |        | 177.406            | 100,00%    |
| RU     | 88.155            | 29,50%     | RU     | 45.760             | 25,79%     |
| GR     | 38.021            | 12,72%     | GR     | 22.700             | 12,80%     |
| UK     | 34.294            | 11,48%     | UK     | 20.196             | 11,38%     |
| FR     | 22.078            | 7,39%      | FR     | 14.852             | 8,37%      |
| US     | 15.746            | 5,27%      | US     | 9.827              | 5,54%      |
| ES     | 13.522            | 4,52%      | DE     | 9.272              | 5,23%      |
| DE     | 13.395            | 4,48%      | ES     | 8.943              | 5,04%      |
| TP     | 12.265            | 4,10%      | TP     | 7.325              | 4,13%      |
| PL     | 8.097             | 2,71%      | PL     | 6.110              | 3,44%      |
| ZA     | 7.900             | 2,64%      | ZA     | 4.883              | 2,75%      |
| KR     | 5.496             | 1,84%      | KR     | 3.361              | 1,89%      |
| AU     | 4.503             | 1,51%      | AU     | 2.929              | 1,65%      |
| IT     | 4.471             | 1,50%      | IT     | 2.772              | 1,56%      |
| JP     | 3.567             | 1,19%      | JP     | 2.352              | 1,33%      |
| TR     | 3.132             | 1,05%      | TR     | 1.922              | 1,08%      |
| NZ     | 2.453             | 0,82%      | NZ     | 1.530              | 0,86%      |
| IE     | 2.187             | 0,73%      | IE     | 1.430              | 0,81%      |
| BR     | 2.090             | 0,70%      | PT     | 1.372              | 0,77%      |
| SE     | 1.972             | 0,66%      | SE     | 1.090              | 0,61%      |
| PT     | 1.965             | 0,66%      | BR     | 853                | 0,48%      |
| IN     | 1.467             | 0,49%      | IN     | 804                | 0,45%      |
| CN     | 1.388             | 0,46%      | SG     | 789                | 0,44%      |
| SG     | 1.376             | 0,46%      | AE     | 673                | 0,38%      |
| CZ     | 1.111             | 0,37%      | FI     | 665                | 0,37%      |
| AE     | 1.110             | 0,37%      | DK     | 651                | 0,37%      |
| DK     | 1.004             | 0,34%      | CN     | 633                | 0,36%      |
| HK     | 947               | 0,32%      | CZ     | 567                | 0,32%      |
| TW     | 904               | 0,30%      | HK     | 546                | 0,31%      |
| FI     | 897               | 0,30%      | TW     | 538                | 0,30%      |
| NO     | 850               | 0,28%      | NO     | 484                | 0,27%      |
| PH     | 472               | 0,16%      | PH     | 274                | 0,15%      |

Domestic - With booking date in 2014 and departure date in 2014 or 2015

| Market | Number of tickets | Percentage | Market | Number of bookings | Percentage |
|--------|-------------------|------------|--------|--------------------|------------|
| UA     | 408               | 0,14%      | UA     | 262                | 0,15%      |
| HU     | 385               | 0,13%      | HU     | 244                | 0,14%      |
| RO     | 376               | 0,13%      | RO     | 230                | 0,13%      |
| BG     | 273               | 0,09%      | BG     | 207                | 0,12%      |
| ID     | 198               | 0,07%      | AL     | 131                | 0,07%      |
| AL     | 168               | 0,06%      | ID     | 115                | 0,06%      |
| RS     | 109               | 0,04%      | RS     | 70                 | 0,04%      |
| NL     | 56                | 0,02%      | NL     | 33                 | 0,02%      |
| CA     | 28                | 0,01%      | CA     | 11                 | 0,01%      |

International - With booking and departure date in 2014

| Market | Number of tickets | Percentage | Market | Number of bookings | Percentage |
|--------|-------------------|------------|--------|--------------------|------------|
|        | 766.296           | 100,00%    |        | 481.822            | 100,00%    |
| UK     | 123.535           | 16,12%     | UK     | 77.047             | 15,99%     |
| RU     | 93.822            | 12,24%     | DE     | 54.535             | 11,32%     |
| DE     | 82.143            | 10,72%     | TP     | 49.559             | 10,29%     |
| TP     | 79.708            | 10,40%     | RU     | 49.149             | 10,20%     |
| FR     | 59.616            | 7,78%      | FR     | 41.175             | 8,55%      |
| GR     | 51.083            | 6,67%      | GR     | 29.729             | 6,17%      |
| ES     | 28.879            | 3,77%      | ES     | 20.752             | 4,31%      |
| TR     | 26.929            | 3,51%      | TR     | 17.910             | 3,72%      |
| PL     | 21.972            | 2,87%      | PL     | 15.080             | 3,13%      |
| CZ     | 18.378            | 2,40%      | PT     | 10.671             | 2,21%      |
| NZ     | 15.727            | 2,05%      | KR     | 10.643             | 2,21%      |
| KR     | 15.197            | 1,98%      | CZ     | 9.796              | 2,03%      |
| PT     | 14.176            | 1,85%      | IT     | 8.571              | 1,78%      |
| IT     | 13.454            | 1,76%      | AE     | 8.192              | 1,70%      |
| AE     | 12.737            | 1,66%      | US     | 7.570              | 1,57%      |
| US     | 12.064            | 1,57%      | IE     | 7.363              | 1,53%      |
| IE     | 10.592            | 1,38%      | NZ     | 7.335              | 1,52%      |
| ZA     | 9.510             | 1,24%      | JP     | 6.716              | 1,39%      |
| JP     | 9.002             | 1,17%      | ZA     | 5.998              | 1,24%      |
| SG     | 8.752             | 1,14%      | SG     | 5.755              | 1,19%      |
| UA     | 6.905             | 0,90%      | DK     | 4.956              | 1,03%      |
| DK     | 6.636             | 0,87%      | UA     | 3.793              | 0,79%      |
| HK     | 5.549             | 0,72%      | RO     | 3.507              | 0,73%      |
| RO     | 5.545             | 0,72%      | HK     | 3.442              | 0,71%      |
| HU     | 4.787             | 0,62%      | HU     | 3.220              | 0,67%      |
| SE     | 3.978             | 0,52%      | SE     | 2.446              | 0,51%      |
| IN     | 3.324             | 0,43%      | IN     | 2.119              | 0,44%      |
| CN     | 2.585             | 0,34%      | TW     | 1.860              | 0,39%      |
| AU     | 2.558             | 0,33%      | FI     | 1.848              | 0,38%      |
| FI     | 2.508             | 0,33%      | CN     | 1.702              | 0,35%      |



International - With booking and departure date in 2014

| Market | Number of tickets | Percentage | Market | Number of bookings | Percentage |
|--------|-------------------|------------|--------|--------------------|------------|
| TW     | 2.398             | 0,31%      | RS     | 1.682              | 0,35%      |
| RS     | 2.334             | 0,30%      | BR     | 1.272              | 0,26%      |
| BR     | 2.129             | 0,28%      | AU     | 1.265              | 0,26%      |
| PH     | 2.066             | 0,27%      | PH     | 1.180              | 0,24%      |
| BG     | 1.597             | 0,21%      | NO     | 1.136              | 0,24%      |
| NO     | 1.576             | 0,21%      | BG     | 1.102              | 0,23%      |
| AL     | 1.454             | 0,19%      | AL     | 1.050              | 0,22%      |
| ID     | 950               | 0,12%      | ID     | 596                | 0,12%      |
| NL     | 113               | 0,01%      | NL     | 81                 | 0,02%      |
| CA     | 28                | 0,00%      | CA     | 19                 | 0,00%      |

International - With booking date in 2014 and departure date in 2014 or 2015

| Market | Number of tickets | Percentage | Market | Number of bookings | Percentage |
|--------|-------------------|------------|--------|--------------------|------------|
|        | 850.026           | 100,00%    |        | 526.134            | 100,00%    |
| UK     | 135.589           | 15,95%     | UK     | 83.156             | 15,81%     |
| RU     | 97.566            | 11,48%     | DE     | 57.562             | 10,94%     |
| DE     | 87.414            | 10,28%     | TP     | 52.783             | 10,03%     |
| TP     | 85.203            | 10,02%     | RU     | 51.069             | 9,71%      |
| FR     | 64.664            | 7,61%      | FR     | 44.458             | 8,45%      |
| GR     | 57.111            | 6,72%      | GR     | 32.434             | 6,16%      |
| ES     | 31.390            | 3,69%      | ES     | 22.220             | 4,22%      |
| TR     | 28.385            | 3,34%      | TR     | 18.791             | 3,57%      |
| PL     | 23.717            | 2,79%      | PL     | 15.997             | 3,04%      |
| CZ     | 20.208            | 2,38%      | KR     | 13.130             | 2,50%      |
| KR     | 19.025            | 2,24%      | PT     | 11.113             | 2,11%      |
| NZ     | 17.529            | 2,06%      | CZ     | 10.730             | 2,04%      |
| US     | 15.066            | 1,77%      | US     | 9.502              | 1,81%      |
| PT     | 14.790            | 1,74%      | IT     | 8.818              | 1,68%      |
| IT     | 13.925            | 1,64%      | AE     | 8.763              | 1,67%      |
| AE     | 13.578            | 1,60%      | NZ     | 8.324              | 1,58%      |
| DK     | 11.564            | 1,36%      | JP     | 8.067              | 1,53%      |
| IE     | 10.984            | 1,29%      | IE     | 7.625              | 1,45%      |
| JP     | 10.947            | 1,29%      | ZA     | 6.716              | 1,28%      |
| ZA     | 10.739            | 1,26%      | DK     | 6.703              | 1,27%      |
| SG     | 9.923             | 1,17%      | SG     | 6.498              | 1,24%      |
| SE     | 8.392             | 0,99%      | UA     | 4.161              | 0,79%      |
| UA     | 7.745             | 0,91%      | RO     | 3.845              | 0,73%      |
| RO     | 6.071             | 0,71%      | HK     | 3.737              | 0,71%      |
| HK     | 6.059             | 0,71%      | HU     | 3.667              | 0,70%      |
| HU     | 5.557             | 0,65%      | SE     | 3.494              | 0,66%      |
| AU     | 5.039             | 0,59%      | TW     | 2.731              | 0,52%      |
| CN     | 4.485             | 0,53%      | CN     | 2.713              | 0,52%      |
| NO     | 3.954             | 0,47%      | FI     | 2.638              | 0,50%      |

International - With booking date in 2014 and departure date in 2014 or 2015

| Market | Number of tickets | Percentage | Market | Number of bookings | Percentage |
|--------|-------------------|------------|--------|--------------------|------------|
| FI     | 3.804             | 0,45%      | AU     | 2.446              | 0,46%      |
| TW     | 3.779             | 0,44%      | IN     | 2.365              | 0,45%      |
| IN     | 3.695             | 0,43%      | NO     | 2.051              | 0,39%      |
| BR     | 2.879             | 0,34%      | RS     | 1.764              | 0,34%      |
| RS     | 2.468             | 0,29%      | BR     | 1.693              | 0,32%      |
| PH     | 2.186             | 0,26%      | PH     | 1.258              | 0,24%      |
| BG     | 1.685             | 0,20%      | BG     | 1.155              | 0,22%      |
| AL     | 1.471             | 0,17%      | AL     | 1.062              | 0,20%      |
| ID     | 1.082             | 0,13%      | ID     | 672                | 0,13%      |
| NL     | 297               | 0,03%      | NL     | 183                | 0,03%      |
| CA     | 61                | 0,01%      | CA     | 40                 | 0,01%      |

Most tickets sold in a day

|    | Date       | Number of tickets |
|----|------------|-------------------|
| 1  | 21/1/2014  | 4,299             |
| 2  | 13/5/2014  | 4,014             |
| 3  | 18/2/2014  | 3,951             |
| 4  | 05/9/2014  | 3,945             |
| 5  | 22/12/2014 | 3,917             |
| 6  | 19/12/2014 | 3,881             |
| 7  | 21/3/2014  | 3,871             |
| 8  | 17/2/2014  | 3,854             |
| 9  | 27/5/2014  | 3,800             |
| 10 | 07/2/2014  | 3,797             |

Most bookings made in a day

|    | Date       | Number of bookings |
|----|------------|--------------------|
| 1  | 21/1/2014  | 2,997              |
| 2  | 12/11/2014 | 2,804              |
| 3  | 05/9/2014  | 2,794              |
| 4  | 23/10/2014 | 2,773              |
| 5  | 04/11/2014 | 2,759              |
| 6  | 21/10/2014 | 2,723              |
| 7  | 13/5/2014  | 2,722              |
| 8  | 15/10/2014 | 2,711              |
| 9  | 09/10/2014 | 2,696              |
| 10 | 18/2/2014  | 2,674              |

Most tickets sold in an hour

|    | Date       | Hour  | Number of tickets |
|----|------------|-------|-------------------|
| 1  | 21/01/2014 | 9:00  | 1,376             |
| 2  | 02/05/14   | 16:00 | 902               |
| 3  | 03/07/14   | 10:00 | 471               |
| 4  | 11/12/14   | 11:00 | 451               |
| 5  | 21/01/2014 | 10:00 | 442               |
| 6  | 03/07/14   | 11:00 | 416               |
| 7  | 22/04/2014 | 16:00 | 410               |
| 8  | 27/01/2014 | 16:00 | 369               |
| 9  | 22/04/2014 | 12:00 | 342               |
| 10 | 09/08/14   | 11:00 | 325               |

Most bookings made in an hour

|    | Date       | Hour  | Number of bookings |
|----|------------|-------|--------------------|
| 1  | 21/01/2014 | 9:00  | 2,997              |
| 2  | 02/05/14   | 16:00 | 2,804              |
| 3  | 11/12/14   | 11:00 | 2,794              |
| 4  | 03/07/14   | 10:00 | 2,773              |
| 5  | 21/01/2014 | 10:00 | 2,759              |
| 6  | 03/07/14   | 11:00 | 2,723              |
| 7  | 27/01/2014 | 16:00 | 2,722              |
| 8  | 22/04/2014 | 16:00 | 2,711              |
| 9  | 22/04/2014 | 12:00 | 2,696              |
| 10 | 14/01/2014 | 19:00 | 2,674              |

All the above data are taken from: Flights booked throughout 2014 (including those pre-booked for the end of the year). Specifically for bookings made in 2014 (01.01.14-31.12.14), but filtered out bookings with returning (inbound) date in 2015.

## 2014 ANNUAL TRENDS REPORT

