



More Savings, More Connections.



## **TOMORROW'S NEWCOMER – THE LOW-COST CARGO CARRIER**

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Presented by: Sathis Manoharen – Regional Head of Cargo AirAsia & AirAsia X

# Why Cargo?



Cargo presents an unique opportunity to the LCC



## Case for LCC Cargo

### Opportunities

- “Belly space” utilization
- Ancillary revenue
- Tapping secondary markets
- Value creation



### Benefits

- Increase revenue through ancillary income
- Increase in belly space utilization rate
- Increase in profitability
- Increase in shareholder value

# Defying Convention

A low-cost airline offering air cargo services at competitive rates



## KEY ADVANTAGES

- Competitive pricing is achievable
- High frequencies
- Lowering cost in the logistics supply chain
- We serve both primary & secondary markets
- NO Fuel, Security & Etc Surcharges

# KEY COMPETITIVE EDGE



## AirAsia



- **World's Lowest Unit Cost**
- **World's Highest Aircraft Utilization**
- **Network & Frequency**
- **Brand**

# The Challenge: Experts says no way!

- Short turn around time
- Harmonizing passenger & cargo operations
- Web based cargo booking & tracing system
- Interlining with other airlines
- Trans-shipment facilities in KUL inclusive of handling perishables





**WORLD'S BEST  
LOW-COST AIRLINE**



**Ideas Can Be Easily Copied.  
Execution Is Difficult.**

# Cargo Matters

Choose the ones who  
handle your cargo  
with love



2009 Cargo Revenue growth



2009 Cargo Revenue per flight

