



Courtesy EgyptAir

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Regional Airlines (Express)

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VP Tourism
EgyptAir Tourism & Duty Free Shops

Capt. Helmy Awad Ibrahim Rizk
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EgyptAir Express

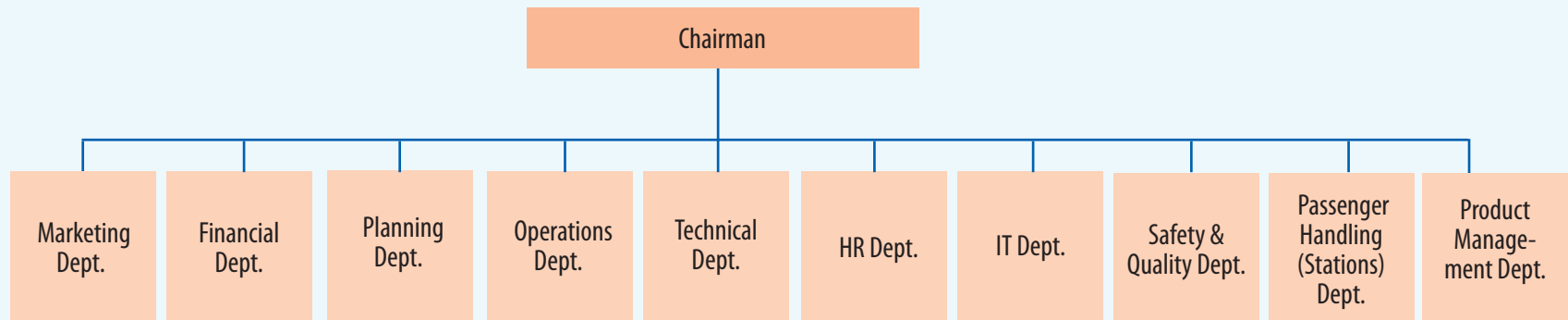
Mr. Sherif Mostafaa Elmaghloub
Commercial Director
EgyptAir Express

Mr. Reda Aly Mohamed
Financial Director
EgyptAir Express

Mr. Ehab Gomaa Ghazy
Planning Director
EgyptAir Express

Mr. Mohamed Mahdy Hasanen
Union Representative

ORGANIZATIONAL CHART EGYPTAIR EXPRESS



COMPANY PROFILE

EgyptAir Express is a scheduled domestic and regional airline established in May 2006. EgyptAir Express is a subsidiary of EgyptAir Holding. The company's main base and major operations are in Cairo International Airport with minor bases in both Alexandria (Nozha Airport) and Sharm El-Sheikh. Its fleet consists of six Embraer ERJ 170s leased from EgyptAir Holding. On June 1, 2007, EgyptAir Express SU-GCT took off to Sharm El-Sheikh airport, marking the company's start of operations.

Business Model:

Domestic & Regional Airline model:

- Benefit from group synergies .
- Very high utilization of fleet and human resources.
- Small product differentiation from competitors for marketing advantage (new fleet, seat pitch, some frills).
- Simple revenue management process and transparent pricing structure.
- Efficient cost structure.
- Simple and streamlined processes and operations.
- Efforts directed at creating competitive advantage.

COMPANY OBJECTIVES

- Meet the demand of the domestic market.
- Maintain a competitive pricing structure .
- Serve international markets that are too small to be served with larger aircraft.
- Serve as feeder/de-feeder to Cairo hub.
- Deliver value for money.

Network Objectives

- Dominate domestic market .
- Provide high-frequency service feeding the main Cairo-hub banks.
- Add destinations based on financial viability and network contribution, otherwise the requesting party will bear any resulting deficit.
- Serve international markets suitable for regional jets not served by EgyptAir Airlines or mutually agreed upon.

Fleet Objectives

- Operate common fleet type.
- Strive to maximize fleet utilization based on commercial viability, regulations and operational considerations.
- Provide configurable class size to meet market needs and maximize revenues.
- Standardize all aircraft's cabin seating configurations in order to:
 - Maintain consistency of product across markets.
 - Achieve operational flexibility.

Commercial Objectives

- Strive to provide commercially viable service.
- Determine level of service based on market demand.
- Pricing:
 - Competitive pricing system will be used in domestic markets.
 - Fares of regional markets are the market fares adjusted relative to competitive edge.
- Distribution:
 - EgyptAir Express will use all EgyptAir Airlines channels of distribution to maximize its reach and minimize costs with emphasis on internet channel.
 - Other channels shall be utilized to maximize sales.

Our Vision

Deliver competitive customer service with true Egyptian spirit.

Our Mission

Create value for our customers, employees, owners and stakeholders through providing high-quality service to domestic and short-haul international markets at competitive prices.

Our Values

- Safety comes first
- Efficiency
- Teamwork
- Continuous learning
- Serving the Egyptian economy

Performance indicators No. of passengers (June 2007)

Route	Actual Jun-07	Planned Jun-07	Change
SSH	16,963	13,990	21%
HRG	9,332	7,342	27%
Total	26,295	21,332	23%

Load Factor

Route	ASK	RPK	LF
SSH	6,768,000	6,378,088	94%
HRG	3,979,800	3,751,464	94%
Total	10,747,800	10,129,552	94%