

HOP!

FROM HERE TO HERE

HOP!

IMMINENT TAKE-OFF FOR THE AIR FRANCE GROUP'S NEW AIRLINE

HOP!, the new airline regrouping the Air France Group's three French regional airlines - Brit Air, Regional and Airlinair - aims to become the preferred company for inter-regional travel in France and Europe, while contributing to economic development and tourism in the regions it serves.



A NEW REGIONAL AIRLINE WITH A BOLD STRATEGY... SETTING IT APART FROM THE COMPETITION

3 QUESTIONS FOR LIONEL GUÉRIN, CHAIRMAN AND CEO OF HOP!

• HOW WILL THE NEW AIRLINE HOP! IMPROVE SERVICE PROVIDED TO CUSTOMERS?

«By regrouping three airlines under a single banner, HOP! provides its customers with a clearer and more coherent offer which has been completely redesigned in order to respond to their mobility and autonomy requirements. Customers travelling for leisure and seeking the lowest fares will be won over by our fares starting at €55 including tax one-way. And customers travelling for business will appreciate the all-inclusive fare offer and the Premium services guaranteeing quality and efficiency.

Our sales policy will be supported by attractive offers and our ambition to better serve all our customers. Every day, we will strive to meet their requirements, while also adapting our commercial offer in line with their expectations to ensure their preference for our Company.»

• IN WHAT WAYS DOES HOP! RESPOND TO REAL DEMAND TODAY?

«In spite of the crisis, mobility among European citizens is booming and air transport is one of the primary beneficiaries of this trend. European customers no longer hesitate about taking a plane to see family and friends, go on holiday or travel for business. This is why the mobility offer is now larger and more accessible than ever. The other main new trend concerns the explosion of online sales: over 60% of Europeans systematically buy their airline tickets on the internet. This sales channel facilitates the act of purchasing and particularly brings greater competition, notably with price comparison tools, in a context where customers are being more careful with their budgets.

With HOP!, all these new habits and trends are taken into account. The best offers and tools will be available, later this summer, to help customers simplify each stage of their trip, with a mobile app and booking system designed to enable customers to receive their boarding pass directly on their mobile phone, etc.»

• WHAT ASSETS DO YOU DISPOSE OF TO MAKE THIS LAUNCH A SUCCESS?

«Our main asset is our ability to offer our customers what they are looking for: frequent direct flights at attractive fares. In summer 2013, we will be in a position to operate 530 daily flights and offer 136 destinations, in France and Europe.

Our second asset concerns the men and women who make up the teams at HOP! The staff at Britair, Regional and Airlinair put customer satisfaction, attentive, customer-oriented service and professionalism at the centre of their concerns.

Innovation also plays an important role in our strategy. The Company has invested in new technologies and the social media - Facebook, Twitter, digital press offer, etc. - to take a more active part in its customers' interests and will constantly develop its offer in order to adapt to their new expectations.

And last but not least, a fundamental and essential requirement for our customers and our Company alike, that of flight safety, regularity and punctuality, which are, of course, our top priorities. We already have many years' expertise in this area.

To conclude, the key to the new airline's success will reside in our capacity to stay alert, reactive and adapt to new consumer trends and know how to surprise them. To this end, our customers can count on a dedicated workforce of more than 3,000 staff, flight attendants and ground staff, supported by Air France's sales teams, all eager to rise to the challenge!»

AN ACCESSIBLE OFFER... AND MADE-TO-MEASURE FARES

HOP! aims to adapt to all passengers' travel habits.

Its ambition is to make air travel easier across Europe and the French regions providing its customers with fast and comfortable air travel. To do this, two main principles guide the company's fare offering:

- attractive fares, which vary depending on the desired flexibility,
- the possibility of purchasing additional options to create a personalized trip.

BASIC, BASIC PLUS OR MAXI FLEX?

With three very different types of offer, HOP! meets the needs of those in search of the cheapest fares as well as business travellers who are used to the all-inclusive offer.

To make their trip as easy as possible, whatever the fare paid, one free piece of cabin baggage is included in the fare and a free snack is available on board.

- The **Basic** fare range offers easy travel all year round, with no checked baggage allowance, with fares starting at €55 including tax one-way*. Customers can purchase additional options, such as checked baggage or miles.

Passengers who are used to the «Youth», «Senior» or «Family» fares will continue to benefit from all the same advantages in terms of flexibility by opting for the Basic offer.

- With the **Basic Plus** fare range, customers can access more services included in the price of the ticket.
- As for **Maxi Flex** fares, they offer total freedom of choice and the entire range of services.

For each of these three offers, fares have been revised downwards, in order to offer all customers even more competitive fares.

*Plus issuing charge.

	YOUTH / SENIOR / FAMILY	BASIC	BASIC PLUS	MAXI FLEX
FARE CONDITIONS				
Change a reservation Before departure	✓	70€ per leg + fare adjustment	50€ per leg + fare adjustment	✓
Change a reservation After departure	—	—	—	✓
Ticket refund Before departure	20€ per leg	—	—	✓
Ticket refund After departure	—	—	—	✓
SERVICES AND OPTIONS				
Cabin baggage: 1 bag weighing 12kg (55cmx35cmx25cm)	✓	✓	✓	x2
Information text messages	✓	✓	✓	✓
Payment by credit card	✓	✓	✓	✓
Snack on board	✓	✓	✓	✓
Choice of seat (H-30)	—	—	—	As from July 2013
Miles accumulation	5€ per leg for 250 miles	5€ per leg for 250 miles	400 miles for flights in France 700 miles for flights in Europe	800 miles for flights in France 1400 miles for flights in Europe
ADDITIONAL CHECKED BAGGAGE				
1 st piece of checked baggage weighing 23kg	Online: 15€ per leg At the airport: 30€ per leg	Online: 15€ per leg At the airport: 30€ per leg	✓	✓
2 nd piece of checked baggage weighing 23kg	Online: 40€ per leg At the airport: 55€ per leg	Online: 44€ per leg At the airport: 55€ per leg	Online: 44€ per leg At the airport: 55€ per leg	✓



DIGITAL PRESS

On all flights, customers will be able to download, on the day of their trip, the digital version of their usual daily newspaper, as well as the local edition of their destination or another city of their choice. 60 regional daily newspapers, a total of 420 different editions, will be available before, during and after their flight, regardless of their departure airport, on all types of digital tablet. HOP!

is confirming the importance it attaches to sharing local information with its customers.

Maxi Flex customers will be able to benefit from this offer free of charge, which will also be available as a fee-paying option for Basic and Basic Plus customers. At boarding, a selection of local newspapers will still be available in print for all customers.

HOP! flights are combinable with Air France flights. In this way, a customer will be able to travel on a HOP! flight on their outbound trip and take an Air France flight on their return, cumulating the benefits offered by each company.

Moreover, customers with connections who are taking part of their trip with HOP! and another with Air France will be able to book their entire trip directly on www.airfrance.com, and benefit from the most adapted fares.

To make a booking on a HOP! flight, customers can log on to www.hop.fr, the company's dedicated website, call the HOP! call centre on **0825 30 22 22*** or use any of the other Air France sales channels or travel agents.

*15 euro cents per minute. Opening times: 24/7, 365 days/year from 7:30am to 8:30pm Monday to Friday and from 9:30am to 6pm Saturday, Sunday and bank holidays.



WITH THE BASIC FARE,
31 ROUTES STARTING AT **€55*** INCLUDING TAX ONE-WAY
Example: Aurillac-Paris, Bordeaux-Strasbourg, Brest-Lyon, Lyon-Prague.

*Plus issuing charge.

AN OFFER BASED ON AIR FRANCE ASSETS

By taking HOP! flights, Air France frequent flyers and those traveling on business will continue to enjoy all the benefits to which they are accustomed.

- Flying Blue, the Air France-KLM frequent flyer program, remains the HOP! frequent flyer program: Depending on the selected fare, customers can earn miles on their Flying Blue account.

- The Air France travel saver card offers 20% to 35% discount on more than 100 routes and 850 daily flights on the HOP! and Air France domestic network.

- All HOP! flights also enable small and medium-sized businesses to enjoy the benefits of the BlueBiz program designed specifically for them. Traveling employees can obtain Blue credits which are convertible into BlueBiz awards and optimize their company's travel budget.

- Finally, customized contracts can be negotiated by Air France sales teams with companies whose employees travel often. In this way, HOP! routes can be included in agreements signed with Air France-KLM.

A CARING AIRLINE... BECAUSE COMMITMENT IS ESSENTIAL

TAKING CARE OF PASSENGERS...

Offering optimum comfort on board, but also practical solutions at destination such as carpooling or sending boarding passes by e-mail, HOP!

takes care of its passengers, whether they are travelling for business or pleasure.

...AND PRESERVING THE ENVIRONMENT

The attention it pays to its customers goes hand in hand with the attention HOP! grants to the environment, which is a key part of its eco-friendly strategy.

In this way, the airline is committed to various different concrete actions:

- By setting a specific goal to reduce greenhouse gas emissions, measured transparently with an annual carbon count report.

- By conducting local actions, such as the preservation and enhancement of biodiversity around the airport in conjunction with specialist scientists.

A fleet of more environmentally-friendly aircraft and concrete local actions in favor of sustainable development all contribute to the social and economic responsibility of HOP!

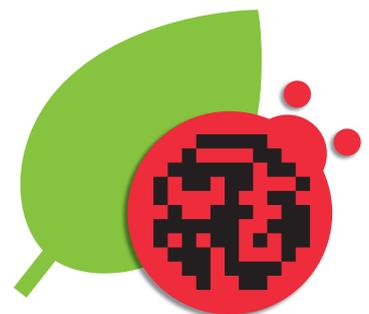
COMMITTED TO THE FRENCH REGIONS

The routes operated by HOP! are an asset for local authorities. They contribute to land use planning, and ensure a creation of wealth that enhances the attractiveness of regions.

In close link with the major territorial economic players which are the Chambers of Commerce and Industry, the regional and county councils,

HOP! will also adapt its offer to the various needs of the regions and support their growth.

In this way, HOP! will take part in many local and national events such as General Confederation events for small and medium-sized businesses in the regions, the agricultural show, and will sponsor most of the Top 14 rugby teams.



WHO ARE WE?

HOP! is a 100% subsidiary of Air France. It is legally structured around a public limited company controlling 100% of the three airlines Régional, Brit and Airlinair.

The company also owns the trademark and domain names for marketing all HOP! services.

It has regulatory attributes that enable it to market flights under its own brand name. It has an air operator's certificate (AOC) and a license to market the flights.

Each subsidiary company retains its status as an airline and the related regulatory attributes (license and AOC).

As the marketing of flights and services is centralized by the public limited company, service or delegation contracts (including sales) signed with Air France replace previous franchise agreements.



A SIMPLE
AND EFFICIENT NAME,
**SYNONYMOUS WITH
MOBILITY AND ACTION**

The name "HOP!" evokes rapidity and the ease with which travellers can get from point A to B. Synonymous with agility, HOP! illustrates its capacity to bounce back and adapt to customers' needs. The simple typography and red colouring featured in the HOP! logo illustrates the Company's flexibility in a creative and playful manner. Positioned alongside a slanted exclamation mark, symbolizing an aircraft's take-off, HOP! illustrates an ambition for reactivity and mobility.

The logo appears on each of the 98 aircraft, accompanied by the Air France logo. "HOP! for Air France" strongly reflects its membership of the Group, and offers the public the guarantee that it meets the same

objectives in terms of quality and services provided to travellers, with the same level of safety requirement that remains an absolute priority for the Company.

With its slogan "making Europe smaller", HOP! is the ideal solution for travelling quickly and easily between regions, in France and Europe.

The HOP! logo features the word "HOP!" in a bold, red, sans-serif font. The exclamation mark is slanted to the right and has a solid red circular dot at its base.

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