

South African Airways

Enhancing Connectivity

ICAN 2013



SOUTH AFRICAN AIRWAYS

A STAR ALLIANCE MEMBER 

OUR VISION

Vision

'Africa's Leading
World-Class
Airline'

Mission

To deliver commercially
sustainable world-class
air passenger and aviation
services in South Africa,
the African continent and our
tourism and trading partners.

Strategy

Support South Africa's National Developmental
Agenda

To achieve and maintain commercial
sustainability

Provide excellent customer service

Achieve consistent, efficient and
effective operations

Foster performance
excellence



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OPERATIONAL OVERVIEW

6

CONTINENTS

30

COUNTRIES

42

DESTINATIONS

900

STAR ALLIANCE
DESTINATIONS

26

INTRA-AFRICAN ROUTES

53

FLIGHTS A DAY BETWEEN
JOHANNESBURG AND CAPE TOWN
(38 SAA, 15 MANGO)

8 920 261

MILLION PASSENGERS

11 462

EMPLOYEES
WORLDWIDE

132 866

TONNES OF CARGO
FLOWN

SOUTH AFRICAN AIRWAYS FLEET



6

A330-200s



13

B737-800s



11

A319-100s



2

A320-200s



9

A340-600s



8

A340-300s



1

A340-200



4

B737
FREIGHTERS

MANGO



6

B737-800s

Taking Africa to the world, bringing the world to Africa

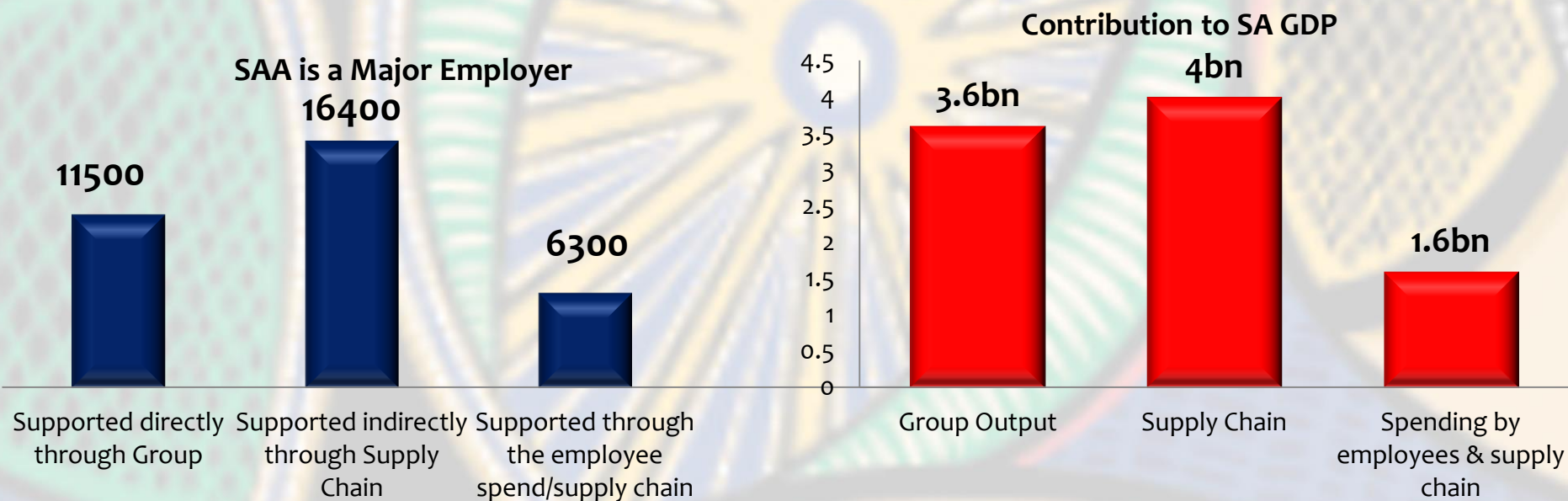
OUR DUAL MANDATE

Developmental and commercial



DEVELOPMENTAL MANDATE

- Support South Africa's national development agenda
- Contribute to South African GDP, job creation and skills development



- **SAA contributes 0.3% to South Africa's GDP**
- **Fulfils the mandate to be profitable while fulfilling the responsibilities bestowed upon a state-owned airline**

Aviation is a key enabler for the National Development Plan
Oxford Economics completed two studies into the overall catalytic effect of aviation on the South African economy (2011) and SAA's contribution to that effect (2012)

Contributing to the National Development Agenda



- **Developing a “Whole of State” policy framework (hunt as a pack approach SA Inc.)**
- **Catalytic effects of developing our hubs for connecting passengers**
- **SAA is very supportive of YD – Africa’s needs**
- **Managing the future today – planning is key**
- **Our African demographic dividend**





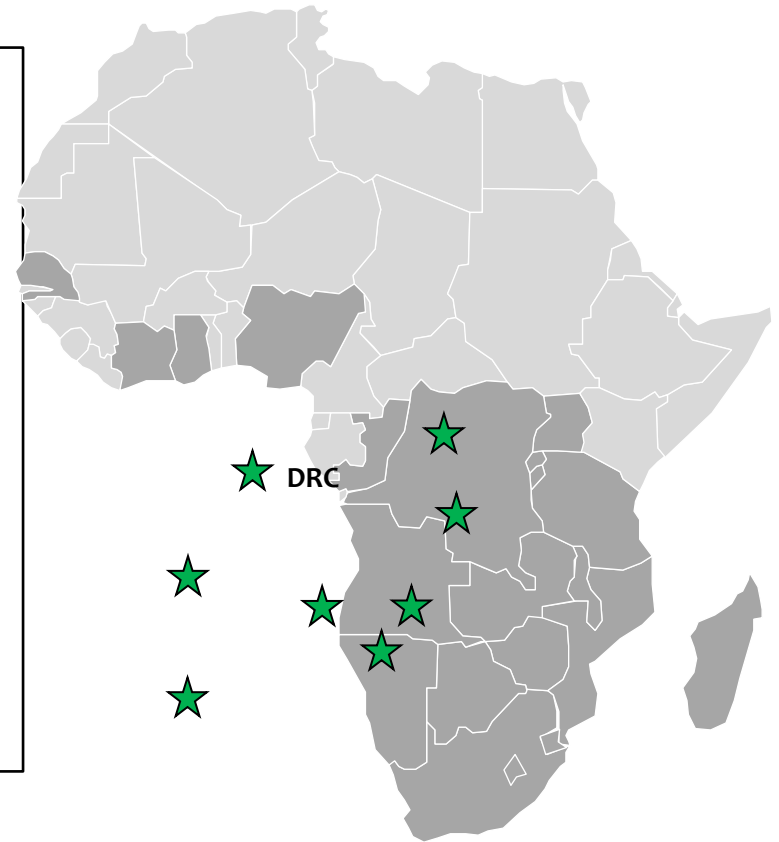
Africa Growth Strategy

- A continued focus on all our Africa markets
- Develop new markets – potential for high demand
- Coordinated deployment of State aviation assets
- Achieve the highest ROI to the Group
- Mutual cooperation on all operations by group brands
- Enhanced Code-share and alliance strategies
- SAA to remain primary asset for Sub-Saharan-African growth
- Increased role to play in state aviation assets

Enhancing our Africa network

Increase of frequency on major profitable routes

- ✓ JNB to BLZ from 2 to 4 weekly
- ✓ JNB to HRE from 18 to 21 weekly
- ✓ JNB to FIH from 2 to 4 weekly
- ✓ JNB to LUN from 20 to 21 weekly
- ✓ JNB to LAD from 7 to 10 weekly
- ✓ JNB to NBO from 10 to 11 weekly
- ✓ JNB to WDH from 21 to 22 weekly
- ✓ JNB to DAR from 13 to 14 weekly



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2014 marks our 80/20 year celebrations
Celebrating our 80th anniversary and 20 years of Freedom

THANK YOU



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