

At your Service... (?!!!)

Another year over...
and my head is in such a tizzy!

15,736,936 passengers flew with us on
93 routes - with an average of 316 flights every day. We launched
50 new routes to exciting destinations all over Europe.

And it wasn't just for our Low Fares...

Our delivery of No.1 Punctuality, achieving less than 1 lost bag per 1,000 passengers and the lowest number of complaints of any major airline made us the...

ADVANTAGE RYANAIR



Michelle
Chief Maid

I just love a
clean sweep!



Scout? Honour...
we've got the Lowest Fares!



Finally... a job that
O'Leary is qualified for!

Angeja and couple of
baldy blokes

You'll fall asleep waiting
for an easyjet Low Fare

Blue crew means business

what does this button do?

No. 1 for Customer Service

Carlos committed us to publishing customer service statistics each month, confirming our position as No. 1 for Customer Service.

But he didn't stop there.... Carlos wanted to show up the shoddy performance of every other airline in Europe who claim to offer a top class service... in return for High Fares of course!

Have a look through our Customer Service Charter!

For the Lowest Fares! Book @ www.RYANAIR.com

Carlos Chief Butler

So finally, Customers you now have a real choice: Fly with Ryanair for the Lowest Fares, Best Punctuality, Fewest Cancellations, Fewest Lost Bags and naturally enough...

THE FEWEST NUMBER OF COMPLAINTS!

SO HIGH FARE AIRLINES LIKE BA LOOK AFTER YOU WHEN THINGS GO WRONG?

HELL IN HEATHROW 18/07/03

ONLY RYANAIR HAS:

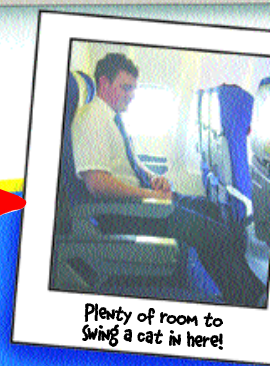
- THE LOWEST FARES
- THE FEWEST CANCELLATIONS
- THE BEST PUNCTUALITY

WWW.RYANAIR.COM

Service

	RYANAIR	High Fare Airlines
Committed to selling lowest fares at all times	yes	No
Allow flight and time changes	yes	No
Deliver No. 1 on-time performance	yes	No
Tell passengers the precise reason for delay	yes	No
Provide prompt complaint response (7 days)	yes	No
Provide prompt refunds (7 days)	yes	No
Eliminate over-booking	yes	No
Publish monthly service statistics	yes	No
Support Expedia to publish on-time statistics	yes	No

...leaving all other airlines behind!



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ADVANTAGE RYANAIR

ON-TIME SCORES

Ryanair	91%
SAS	89%
Lufthansa	84%
British Airways	79%
Air France	78%
Easyjet	76%
Alitalia	65%

* Source: Association of European Airlines' Consumer Reports and airlines' own published statistics. Period: January-June 2003

We're Europe's No.1 when it comes to low fares and on-time performance! Week in, week out we consistently provide the best punctuality of any airline in Europe and unlike some airlines, we're committed to telling you the truth - there is only one low fares, on-time airline and that's Ryanair!

...Saving you time and MONEY

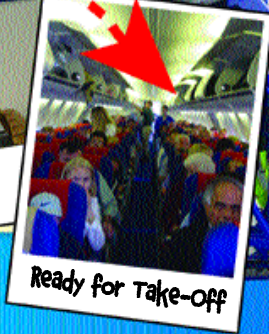


check-IN...

hands up who needs a hair cut???



Chill-Out...



Ready for Take-off



we win game, set and match on Punctuality!

Our competitors just can't match our winning on-time performance (or Howina's legs). We have the winning team: Every member is committed to delivering a frequent, punctual service at each stage of your journey.

Disembarking passengers; loading bags; fuelling aircraft; boarding passengers; aircraft push back all in just...

25 minutes!



Howina's hot service scores again



Bags of time with us

You pull it ...I beg your pardon!

25 minute turnaround



Aircraft lands...



Passengers and Bags offloaded...



Aircraft fuelled...



Checking it twice...



Passengers board...



Take off!!!

50 New Routes

We started flying to 3 new countries this year, Spain, Finland and Portugal, adding to the fantastic destinations that we already fly to.

So many routes and so many low fares... just as well you can afford to fly more than once! To operate all these New Routes, we announced a new long term deal with Boeing in January 2003 to buy up to 250 new Boeing 737-800 aircraft!



New Base! MILAN



PARIS • HAMBURG • BARCELONA • BRUSSELS • LONDON(Luton)

The Italians are passionate about most things so you can guess the reaction once Low Fares to Europe took off from Milan in Feb, 2003. This year we will carry 1.5 million passengers, base 3 aircraft in Milan and open up 5 new low fare routes
....Mamma Mija!

Peter - Our Italian ugly bloke!



where's the competition?



Pleasured all over Milan underground



Traditional Blackpool greeting for ugly bloke!



And Miss Ryanair 2003 is...

watch the hand drop...

New Route babes and a cheesy bloke



thirsty valerie?



This year we decided to smash up the SAS high fares monopoly in Scandinavia and we met with huge support from the Scandinavians...well except for those working at SAS! Our new Scandinavian base will result in the creation of over 200 new jobs and over 1.5 Million new passengers being carried through Stockholm Skavsta in the first year of this new base!
There are No Dumb Blondes in Sweden!



Nyköping Competition out to ribbons in Stockholm



Enjoy pocket money prices

Mick who? we heard westlife was coming

"we're drivin' the competition crazy"

Mike Driva



ugly bloke is welcomed by The Family!

The next one we bring will be bigger!

Idiot gets elected to Alcoholics Anonymous



expensive haircut!



Keep smiling and slowly grab the hamper...

Blending in seamlessly in Tours!

Why pay over 50% more ...to high fare Airlines?



Our fantastic fares on every seat, every flight, every day delivered great savings on high fare airlines, leaving more cash in your pocket and proving that only Ryanair is Europe's Real low fares airline.

Our efforts to demonstrate these savings to Consumers were often censored by the European media who were keen to protect the state monopolies. Injunctions were brought against us in Germany and Italy by High Fares Airlines who tried to stop us from advertising our phenomenal fares but each time we fought hard and overturned their attempts to censor the good news!

RYANAIR NO.1 FOR LOWEST FARES

	AVERAGE FARE	% > RYANAIR
RYANAIR	€46	-
EASYJET	€70	50%
BRITISH MIDLAND	€97	108%
IBERIA	€151	225%
ALITALIA	€153	230%
BRITISH AIRWAYS	€175	276%
SCANDINAVIAN AIRLINES	€176	279%
KLM	€180	286%
AIR FRANCE	€204	338%
LUFTHANSA	€221	375%

Source: Published Financial Accounts.

**So what are you waiting for?
GET YOUR LOWEST FARES ONLY AT RYANAIR.COM**



Dave D. pulls in Sweden!

Our low fares saviour...pass the sick bags!