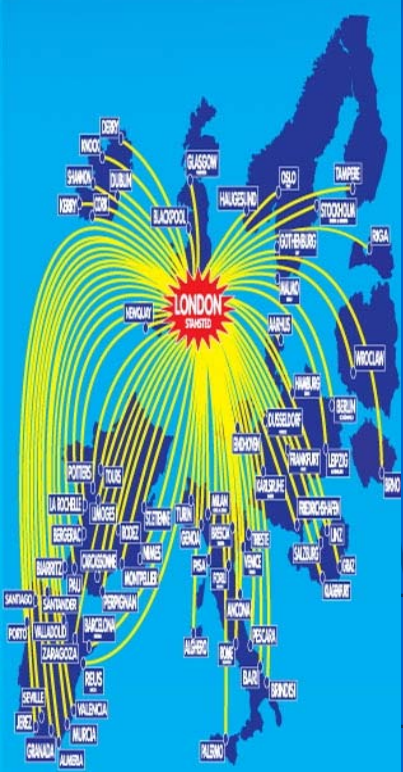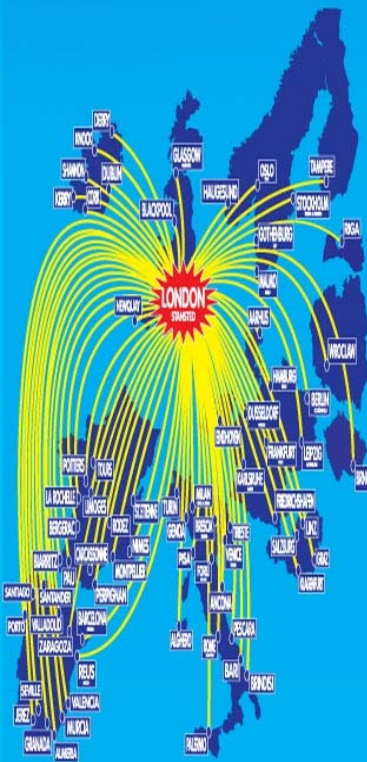# AIRCRAFT BRANDING

Unique Advertising Opportunity

- Ryanair- Europe's largest low fares airline

- Customer Profile

- Media Assets

- Opportunities and Costs

Ryanair Introduction

# Ryanair is Europe's Number 1 Low Cost Airline

- 563 routes across 26 European countries

- 23 European Bases

- Entire fleet of 163 new Boeing 737-800 aircraft by March 2008

- Firm orders for a further 99 to be delivered over the next 5 years

- In excess of 50.5 million passengers in this financial year

- Young, adaptable, entrepreneurial

- Setting the agenda for European travel

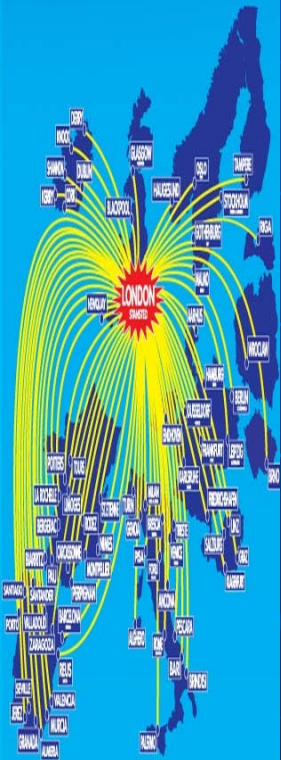# Passenger Growth- 29%
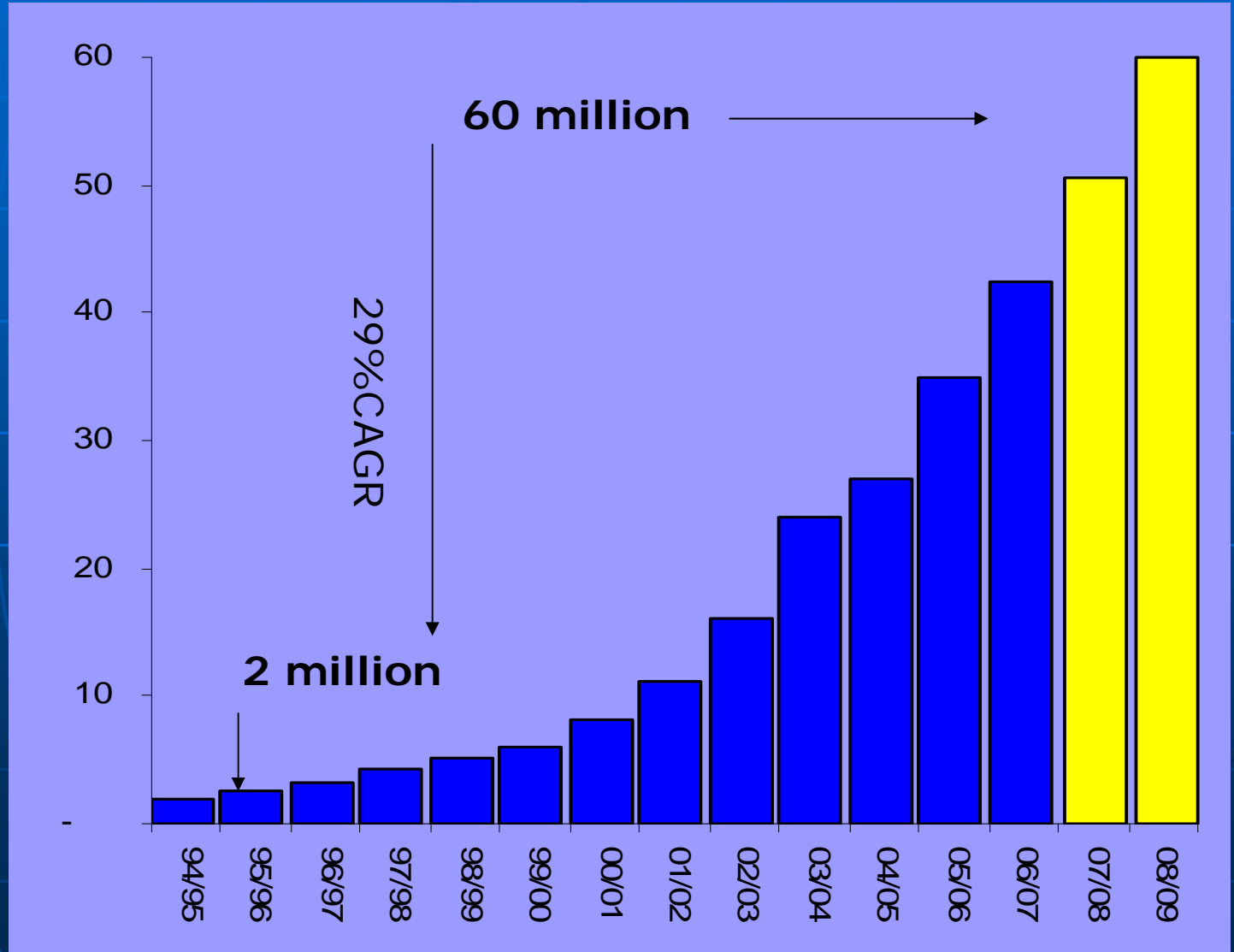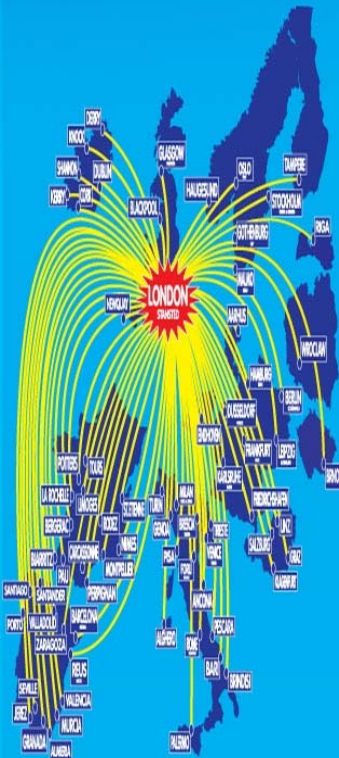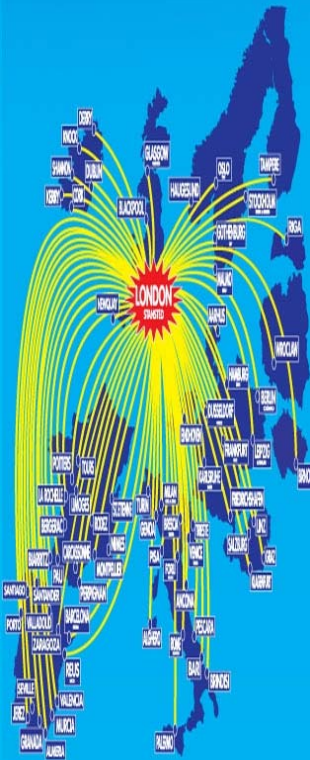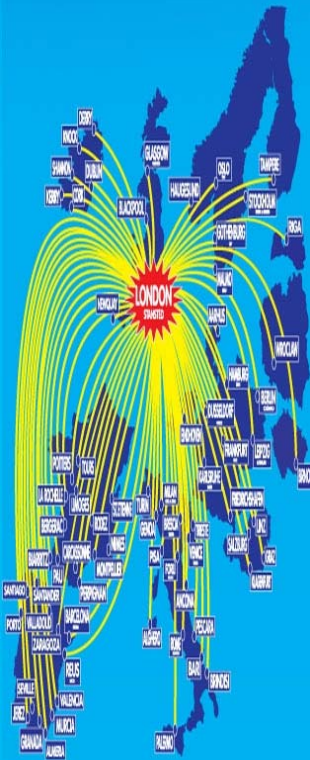
Passenger Profile

Age Profile- Even Spread

Age demographic of Ryanair passengers:

- Under 18 (0.2%)
- 18 to 24 (9.28%)
- 25 to 34 (30.54%)
- 35 to 44 (23.4%)
- 45 to 54 (20.01%)
- 55 to 64 (13.11%)
- 65 + (3.47%)

Source: Ryanair customer service survey 2006

Passenger Profile

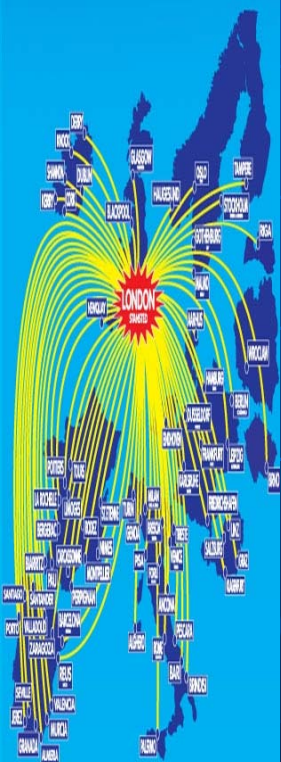**Socio-economic Stats for Ryanair Passengers:**

- Junior management or supervisory role (39%)

- Middle management role (33%)

- Skilled manual workers (12%)

- Semiskilled (8%)

- Senior management or professional roles (6%)

- No income or pension (2%)

Main purpose of journey:

- Business (19%)

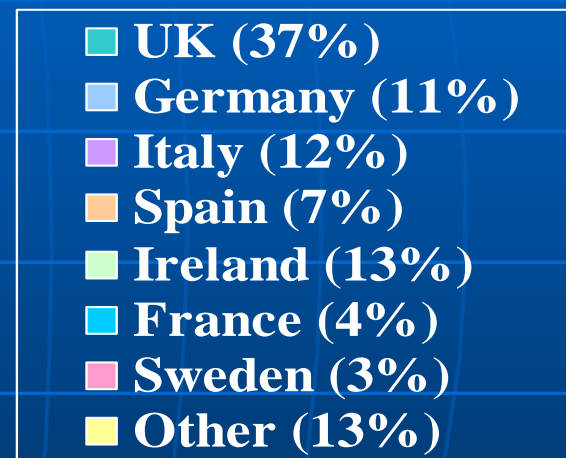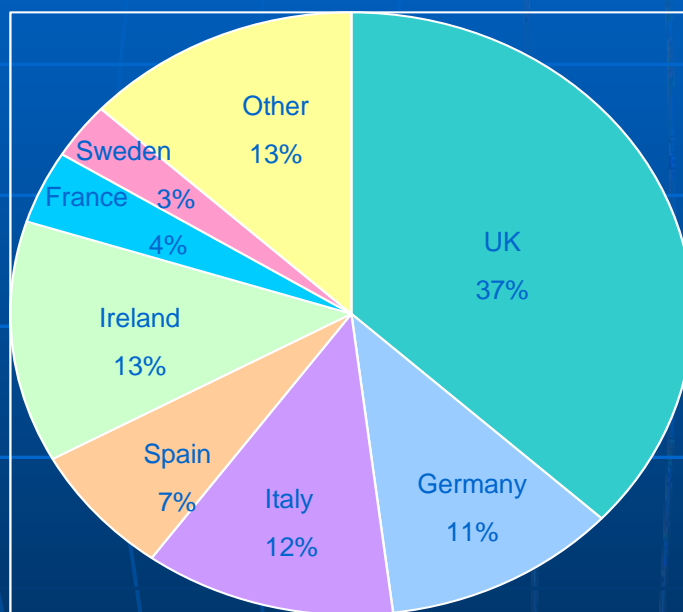- Leisure (41%)

- Visiting friends or relatives (38%)

Source: Ryanair customer service survey 2006
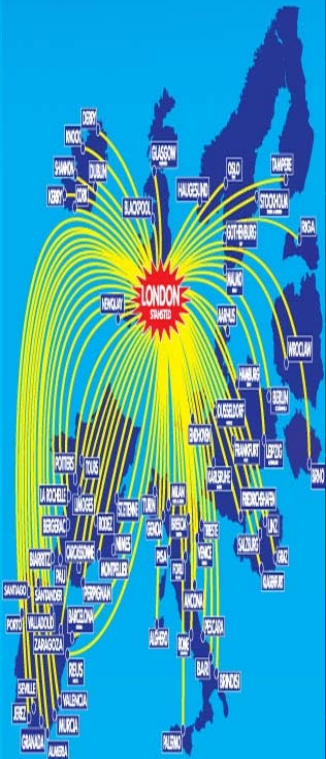
Ryanair-
Europe's Favourite Airline
Passenger Origination Statistics

- UK (37%)
- Germany (11%)
- Italy (12%)
- Spain (7%)
- Ireland (13%)
- France (4%)
- Sweden (3%)
- Other (13%)

August 2007
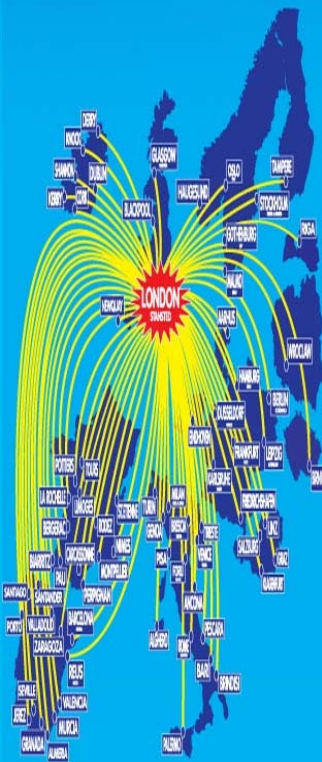
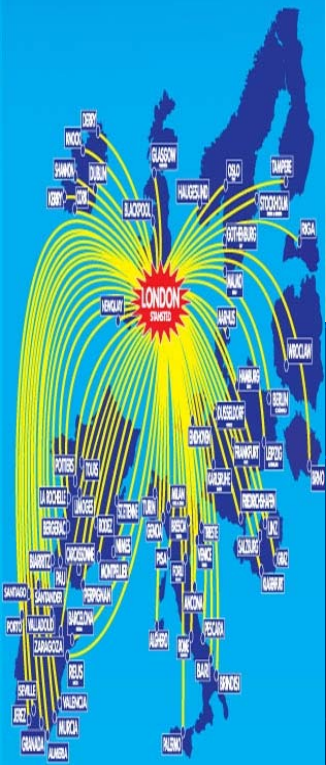# Unique Advertising Opportunity

Aircraft Exteriors

- 200m airport views annually

- Visible from the ground

- Commanding brand impact

- Unique marketing and PR medium

Exterior Branding

Branding Process

- Ryanair supplies artwork cutting form for branding areas
- 2-3 month lead time from order confirmation
- Vinyl duration- 12 months
- Branding window until March 15th 2008

Opportunity to be seen at Ryanair bases

Airport Traffic

Airport- Bases	Jan – Dec 2006	Jan – present 2007
London STN	14.8 million	11.5 million
Dublin	7.7 million	7.1 million
Frankfurt Hahn	3.3 million	3 million
Rome Ciampino	3.3 million	2.7 million
Girona	3.1 million	3.1 million
Milan Bergamo	2.9 million	2.4 million
Glasgow Prestwick	2.1 million	1.6 million
Brussels Charleroi	1.9 million	1.6 million
Liverpool	1.9 million	1.8 million
Paris Beauvais	1.6 million	1.4 million
Stockholm Skavsta	1.6 million	1.2 million
London Luton	1.5 million	1.1 million
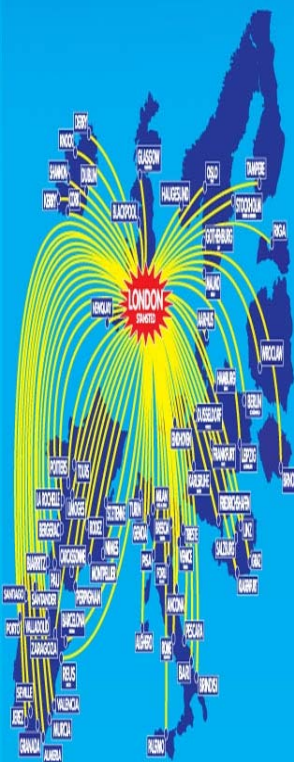
www.Ryanair.com

- 12 million unique users per months
- 200 million page impressions/mth
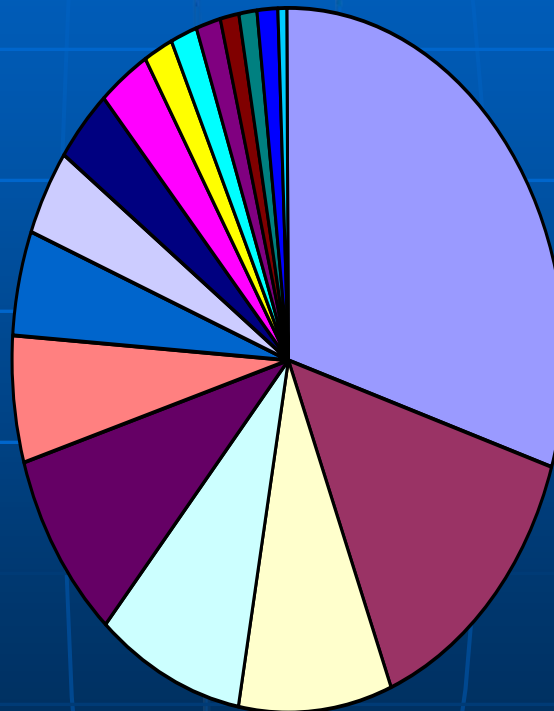- 99% of Ryanair tickets – sold on www.Ryanair.com
- Online spending €2bn pa
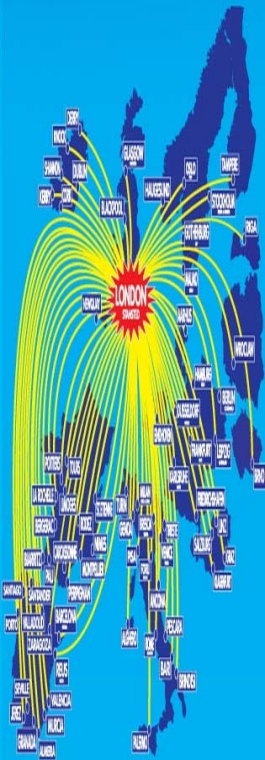
www.Ryanair.com- Website Analysis
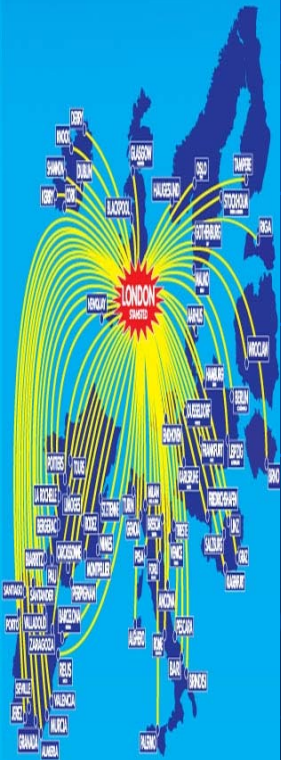# Breakdown per market

VISITOR TRAFFIC- Sept 07 in '000's

- United Kingdom (UK) 6,523
- Italy (IT) 3,009
- Ireland (IE) 1,960
- Germany (DE) 1,897
- Spain (ES) 1,882
- France (FR) 1,312
- unspecified (EU) 982
- Sweden (SE) 954
- Belgium (BE) 717
- Netherlands (NL) 662
- Poland (PL) 374
- United States (US) 367
- Norway (NO) 282
- Portugal (PT) 262
- Denmark (DK) 230
- Finland (FI) 222
- Austria (AT) 125

Rate Card

Advertising Format	Rate per 12 Month period
Half wrap	€140,000
Full wrap	€200,000

Summary

- Unique Advertising opportunity

- Europe's largest airline

- Buy in now and get growth for free