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%

- 60 million
- 29% CAGR
- 2 million

Year: 94/95, 95/96, 96/97, 97/98, 98/99, 99/00, 00/01, 01/02, 02/03, 03/04, 04/05, 05/06, 06/07, 07/08, 08/09

Note: The diagram shows the growth of passenger numbers over time, with a significant increase in 08/09.
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
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
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

<table>
<thead>
<tr>
<th></th>
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</thead>
<tbody>
<tr>
<td>London STN</td>
<td>14.8 million</td>
<td>11.5 million</td>
</tr>
<tr>
<td>Dublin</td>
<td>7.7 million</td>
<td>7.1 million</td>
</tr>
<tr>
<td>Frankfurt Hahn</td>
<td>3.3 million</td>
<td>3 million</td>
</tr>
<tr>
<td>Rome Ciampino</td>
<td>3.3 million</td>
<td>2.7 million</td>
</tr>
<tr>
<td>Girona</td>
<td>3.1 million</td>
<td>3.1 million</td>
</tr>
<tr>
<td>Milan Bergamo</td>
<td>2.9 million</td>
<td>2.4 million</td>
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<tr>
<td>Glasgow Prestwick</td>
<td>2.1 million</td>
<td>1.6 million</td>
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<tr>
<td>Brussels Charleroi</td>
<td>1.9 million</td>
<td>1.6 million</td>
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<tr>
<td>Liverpool</td>
<td>1.9 million</td>
<td>1.8 million</td>
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<tr>
<td>Paris Beauvais</td>
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<tr>
<td>Stockholm Skavsta</td>
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<td>1.2 million</td>
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<tr>
<td>London Luton</td>
<td>1.5 million</td>
<td>1.1 million</td>
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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

<table>
<thead>
<tr>
<th>Advertising Format</th>
<th>Rate per 12 Month period</th>
</tr>
</thead>
<tbody>
<tr>
<td>Half wrap</td>
<td>€140,000</td>
</tr>
<tr>
<td>Full wrap</td>
<td>€200,000</td>
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</tbody>
</table>
Summary

- Unique Advertising opportunity
- Europe’s largest airline
- Buy in now and get growth for free