

## Transavia to focus on growth in the Netherlands



Today, in line with the Air France-KLM strategy of Trust Together, Transavia Netherlands announced its decision to focus on growth in its home market. Transavia will continue to invest in its brand positioning, digital innovation and fleet, and will be confirming its position as the leading low-cost carrier with the largest market share in the Netherlands. As a result of this focus, in combination with the uncertainty of the long-term outlook of the Munich operations, Transavia will discontinue flights from the Munich hub at the end of October 2017. Customers flying from the

Munich hub will be able to book and fly until the last flight at the end of October.

"Within the AIR FRANCE KLM strategy of Trust Together, Transavia's priority will be to develop on its home markets: the Netherlands and France - said Jean Marc Janaillac, Chairman and CEO of Air France-KLM -. The closure of the Munich base forms part of this strategy".

"Leveraging the joint strengths of KLM and Transavia Netherlands will result in an even stronger position in the Dutch market - said Pieter Elbers - KLM President & CEO -. It will also allow Transavia to reallocate resources to accelerate this change. Together, we have announced 25 new destinations for the summer of 2017 and now offer more than 280 routes in Europe. We endorse the decision made by Transavia Netherlands".

"It is part of our DNA to always look for new opportunities, while at the same time to adjust our business to changing market circumstances - said Mattijs ten Brink, Managing Director of Transavia Netherlands -. Based on our strong brand appreciation and high customer loyalty in the Netherlands, our bases in Amsterdam and Rotterdam are expected to grow 10 percent in 2017, while Eindhoven will see a 20 percent growth this year. Unfortunately, our base in Munich will no longer be contributing to our strategy. I realize this is a big disappointment for all our colleagues and partners, especially those in Munich. They worked very hard for our customers and will continue to do so till October 2017, and I would like to express our sincere appreciation for that".

Transavia remains committed to its customers, partners and employees. Pilots, cabin crew and ground staff in Munich will be offered help and support during this transition. Customers flying from the Munich hub will be able to book and fly until the last flight at the end of October.

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