

Key Events

Four quarters make a whole world of difference.

Some of the highlights from the Emirates Group in the past year.

- Group
- Emirates
- Dnata



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Quarter 1 - April to June 2009

■ Emirates Group reports its 21st consecutive year of net profits for 2008-2009.

■ Emirates begins operations of the Airbus A380 to Bangkok and Toronto – the aviation world's first superjumbo commercial services to the two cities.

■ Dnata Cargo launches Calogi, the new and revolutionary cargo community portal across the GCC.

■ Emirates becomes the first airline to order the Honeywell SmartRunway and SmartLanding safety systems which give pilots visual and vocal alerts about the stability of an aircraft on approach and landing.

■ 01 Premier Inn, a joint venture between Emirates Group and Whitbread plc opens its second hotel in Dubai at Silicon Oasis.

■ Emirates presents representatives from 40 travel agencies in Dubai and the Northern Emirates with contracts granting access to travel solutions from EmQuest and Sabre.

■ 02 Emirates launches its "Best Price" marketing campaign in the UAE.

■ Emirates wins best inflight entertainment at the World Airline Awards 2009 for the 5th year running.

■ Mercator's RAPID revenue accounting solution experiences a huge upsurge in demand with a number of airlines signing new contracts for the first time.

■ 03 Emirates simplifies its baggage policy and offers an additional 10kgs to customers travelling in all cabins.

■ Mercator holds its first ever cargo event to showcase their latest cargo industry product innovation, SkyChain.

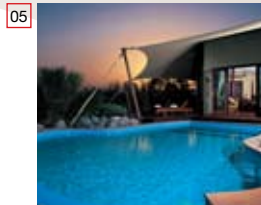
■ Emirates launches a fuel-saving initiative designed to save AED 35 million (US\$9.5 million) a year and reduce annual carbon emissions by 43,250 tonnes.

■ Dnata Switzerland signs a three-year deal with Brussels Airlines to provide ground handling services at Geneva International Airport.

■ Mobile Emirates.com goes live allowing customers to access the website from a mobile phone or PDA.

■ Mercator introduces Jupiter, its new passenger services package into the marketplace.

■ 04 Emirates SkyCargo takes the top spot in the annual Air Cargo Excellence survey, evaluated directly by airline customers.



Quarter 2 - July to September 2009

■ Dnata Customer Services Training launches a new mobile training concept to save time and money by training staff at any location, at any time.

■ **05** Al Maha Desert Resort & Spa celebrates its 10th anniversary.

■ The largest ever Emirates' TV advertising campaign to date - "Meet Dubai" - airs around the world.

■ Both Emirates Airbus A380 Full Flight Simulators are certified to Level D - the highest qualification granted by the UK Civil Aviation Authority.

■ Emirates steps up its network presence in West Asia with increased services to Colombo, Malé and Mauritius.

■ Emirates teams up with Virgin Blue to launch the Emirates Visit Australia Pass.

■ Dnata marks its 50th anniversary with a 50% reduction in rates on a range of packages by Dnata Holidays.

■ **06** A year after its opening in October 2008, more than 15.4 million customers have passed through the gates of Emirates Terminal 3.



■ Congress Solutions International is appointed as the local Professional Congress Organiser for the 21st World Diabetes Congress.

■ **07** Emirates becomes the world's largest operator of Boeing 777s with the delivery of its 78th B777 aircraft.

■ **08** The latest Emirates lounge opens in Düsseldorf.

■ The Calogi team implements the first phase of c-Power, a ground breaking GSA and airline module.

■ Emirates signs a code-share partnership with V Australia - Emirates first with an Australian carrier.

■ Business Rewards, Emirates loyalty programme for SMEs, celebrates a successful first year by offering bonus Miles with each new account opened.

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Quarter 3 - October to December 2009

■ Dnata marks its 50th anniversary at the Dubai Airshow.

■ Wolgan Valley Resort & Spa, Australia's first conservation-based resort and Emirates Hotels' first property outside of Dubai, welcomes its first guests.

■ Emirates begins flights to Durban International Airport, becoming the only carrier flying international routes on a daily basis out of the South African city.

■ Emirates' half year profits of AED 752 million (US\$205 million) are 165% up on the same period the previous year, and buck the worldwide industry trend.

■ Mercator and Microsoft strengthen ties at GITEX 2009 in support of Mercator's participation in the Windows 7 Early Adopter Programme for the Emirates Group.

■ Emirates launches services to Luanda in Angola, the second new route into Africa to be announced by Emirates this year.

■ The millionth Emirates passenger uses their own mobile phone on an aircraft equipped with the AeroMobile system.

■ The Emirates A380 begins services to Seoul.

■ Mercator goes live with SkyChain in Latin America.

■ **09** The Arsenal Soccer School Dubai opens its doors to youngsters thanks to a joint venture between Arsenal Football Club and Emirates.

■ Hamburg, Johannesburg and Manchester become the latest destinations to feature Emirates Lounges.

■ **10** Skywards, with more than five million members, marks its 10th anniversary with a new look and an enhanced programme.

■ The Emirates Group and the government of Senegal announce a joint agreement paving the way for Emirates to support Senegal Airlines.

■ Emirates Corporate Treasury wins an award for the purchase of three Boeing aircraft.

■ Mercator hosts a forum at The Emirates Group Headquarters showcasing industry-leading technology and IT solutions to 30 international airlines.

■ Emirates launches its biggest ever commercial project with the sale of 10,000 2010 FIFA World Cup™ packages, including flights, tickets and accommodation.

■ Emirates Group Security's Centre of Aviation Security Studies wins the business to train security personnel for the Nigerian presidential fleet.

■ **11** Emirates opens the Community Health Education Society (CHES) home built to care for over 100 HIV-positive children in Chennai, India.

■ Dnata Travel Services wins global acclaim when it's named "World's Leading Travel Management Company" at the 2009 World Travel Awards.

Quarter 4 - January to March 2010

■ Dnata enters the UK ground handling market with the acquisition of two of the UK's leading operations – Plane Handling Ltd and Aviance Ltd.

■ Emirates strengthens its partnership with Costa Cruises as they prepare for a boost in cruise tourism in the Middle East.

■ Mumbai receives Emirates' first luxury lounge in India and the UK's next Emirates lounge opens in Birmingham.

■ Mercator successfully launches the Customer Relationship Information System for Air Niugini.

■ Emirates scores another – and unusual – first, when it flies an Arabic-speaking and interactive humanoid between Dubai and Riyadh.

■ Dnata Travel opens a new sales office at Dubai International Airport's Terminal 1, offering a dedicated ticketing service for low cost airlines.

■ **12** Arabian Adventures, the region's leading Destination Management Company, opens a new state-of-the-art operations centre at Dubai Investment Park to support its growth.

■ **13** Emirates raises its frequency to Rome to double daily and adds an additional daily flight to Kuala Lumpur.

■ Emirates signs a new shirt sponsorship deal with Italian football giant AC Milan.

■ Luxury Hotels by Dnata signs a deal to represent one of the world's most sought after hotel groups as The Peninsula Hotels joins its exclusive portfolio.

■ **14** Emirates launches its Dubai-Tokyo service. It also prepares for the 1 May launch of its Dubai-Amsterdam services with a gala event attended by celebrities including Dutch astronaut André Kuipers.

■ Emirates announces Prague, Madrid and Dakar as the next additions to the Emirates network.

■ **15** Emirates takes the first-ever commercial Airbus A380 into the Kingdom of Saudi Arabia when it introduces the superjumbo on its Dubai-Jeddah route.

■ Dnata Travel Services partners with Emirates NBD to offer customers an Installment Payment Plan for Dnata products and services.

■ Emirates launches iLingual for the Apple iPhone enabling users to communicate instantly in any one of three foreign languages.

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