

## Media Overview

### Disclaimer:

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### The right place at the right time in 2007:

Many factors are indicating that being in the right place at the right time is the key to success in the airline industry. The major airlines that serve New Zealand in domestic and trans-tasman services are all in the midst of sweeping changes and transformation. Currently Qantas is pre-occupied with an acquisition as well as expanding its Jetstar operations on long haul services this year. Virgin Blue on the other hand has purchased 14 Embraer E-190 and E-170 jets however these aircraft will only be employed on regional Australian routes for the foreseeable future. Air New Zealand is experiencing labour and ground handling issues as well, and its domestic jet operations are slowly shrinking however they recently leased in two additional Boeing 737-300's bringing the total to 16 by 2008. Our thinking is that these aircraft are to replace older 737-300's in the fleet. At the same time Air Nelson has a large order of Bombardier turboprops that consist of 17 Q-300's of which 14 have been delivered. On February 14 2007 Tiger Airways of Singapore announced that it intends to launch a domestic airline in Australia which will force all of the Australian domestic airlines to concentrate on the home front. All indications are that there is room for a new entrant to enter the domestic market with little direct competition for our proposed model of operation. We feel that adding services with all jet aircraft by the competition would not be in their immediate business interests. History in the low cost airline industry is pointing to an opportunity to develop this company at exactly the right time in New Zealand's aviation history.



## **kiwijet** Mission Statement:



**Kia Ora and a warm welcome aboard *kiwijet* a new style of low cost airline for New Zealand. Our philosophy is quite simple and direct to offer a value based product with 21<sup>st</sup> century innovation and an advanced style of management. We have concluded that the best way to achieve a superior product is by following the best of the world's most successful low cost airline business models - Southwest Airlines, easy Jet and WestJet. We will focus of course on adding a Kiwi touch unique to any Low cost carrier that exists today in the world. All of these airlines are successful and widely known in the consumer marketplace. We plan to take the best of each of these models and bring them into the domestic market for the first time as a true LCC.**

**This model will not only emulate the best of the best, it will focus on a team environment of hard work, staff input and a sense of ownership through a profit sharing scheme. All business decisions at the top level will be made in this manner. As a result our operating costs are estimated to be \$0.05 USD per (ASK) or seat kilometer.**

**Please keep in mind that although the population of New Zealand is 4.2 million people we are confident that New Zealanders will widely accept a fresh alternative to air travel as well as a growing tourism base from the Far East and North America. These holiday makers have a much shorter annual leave and will prefer to get to their destinations in a more expedited manner without facing highly restrictive or last minute expensive fares.**

***kiwijet* understands the low cost airline model, and our model will be based on a single fixed price and a liberal baggage policy that will put tremendous pressure on the incumbent airline in the market to react to our product offerings. We feel that despite this reality, we will have the upper hand in this business environment. The fact that Air New Zealand cannot offer all seats on their aircraft at a single price is due to its international connecting traffic and Star Alliance partners as well as its highly restrictive baggage policy which limits weight to only 20 kilos as opposed to our 30 kilo policy. Our mission is to offer air travel to a new range of guests such as backpackers,**

**motorists, train and bus passengers.**



# CERTIFICATE OF INCORPORATION

**KIWJET AIRLINE COMPANY LIMITED**

**1886731**

This is to certify that **KIWJET AIRLINE COMPANY LIMITED** was incorporated under the Companies Act 1993 on the 5th day of December 2006.

*Neelke Hoorn*

Registrar of Companies  
5th day of December 2006



For further details relating to the company check [www.companies.govt.nz](http://www.companies.govt.nz)

Certificate printed 3 Dec 2006 10:09:58 AM NZST

## **Patrick Liam Weil**

## **Chief Executive Officer**



**Patrick's professional airline career has spanned the past 29 years. During his tenure, he has worked in positions from Ground Operations Agent to Chief Operating Officer. Patrick was one of the original consultants to set up Easy Jet in the UK with Stelios Haji-loannou. This is arguably the world's most high profile and well known low cost carrier. easy jet is well known through having its own TV show 'Airline' and was the market leader with web booking development and retailing food on board. easy jet started operations on 10 November 1995. It was launched by Stelios Haji-loannou.**

**Boeing 737-200 aircraft were wet leased from GB Airways and operated two routes from London's Luton airport to Glasgow and Edinburgh. Its early marketing strategy was based on "making flying as affordable as a pair of jeans" and urged travelers" to cut out the travel agent". This caused much outrage among travel agents and changed the industry forever. Easy jet was not going away as so many airline and industry leaders had predicted. easy jet stood up to the world's most aggressive airline British Airways which intended to crush it by creating a rival called GO that Easy Jet purchased for eight hundred million US dollars in May 2003.**

**Easy jet currently operates 122 Boeing and Airbus aircraft and has another 192 Airbus 319 aircraft on order.**


**Of the Five top low cost airlines in the world, Patrick was**

instrumental in developing two of them. One was Easy Jet in the UK, and the other was AirTran Airways in the USA. Mr. Weil was the instigator and creator of ticketless travel which today is an industry standard. As the general manager of passenger services for The Florida Shuttle Airline Company, he was required by the US Department of Transportation to develop a system to protect passenger ticket funds after a number of recent airline failures. It was mandated in 1993 to place the ticketing funds in an escrow account, and the way this was achieved was by credit card and debit card sales only.

Other airlines that were granted AOC's in the US following The Florida Shuttle were required to use the same standard which is commonplace today.

Mr. Weil currently advises many of the world's top airlines in passenger services, facilities and terminal security operations. Mr. Weil's clients include Major and Low Cost airlines throughout the world

Mr. Weil has developed many of the new cost saving efficiencies that are now in use worldwide. Mr. Weil is often asked to speak to industry leaders and airline conferences throughout the world. His lifelong interest in the airline industry since childhood is his driving force to realize his vision of leading an airline company into the future. He feels compelled to bring his style of doing business to New Zealand and to introduce an alternative and progressive choice of air travel to the consumer.

		<h2 style="text-align: right;">System Timetable</h2>	
<i>This is a proposed timetable only</i>			
<b>FROM: AUCKLAND (AKL)</b>		<b>(Subject to Government Approval)</b>	
<b>To: Christchurch (CHC)</b>			
100	6:40a	8:00a	Daily 0 Snk 733
102	10:30a	11:50a	Daily 0 Snk 733
104	3:00p	4:20p	Daily 0 Snk 733
106	6:50p	8:10p	Daily 0 Snk 733
108	9:30p	10:50p	Daily 0 Snk 733
110	11:00p	12:20a	Daily x 6 0 --- 733
			(Moonlight Special)
<b>To: Dunedin (DUD)</b>			
200	8:30a	10:30a	Daily 0 Snk 733
202	3:10p	6:20p	Daily x 6 1 Snk 733
<b>To: Invercargill (IVC)</b>			
200	8:30a	11:30a	Daily 1 Snk 733
202	3:10p	5:20p	Daily x 6 0 Snk 733
<b>FROM: INVERCARGILL (IVC)</b>			
<b>To: Auckland (AKL)</b>			
201	12:00n	2:30p	Daily 0 Snk 733
203	5:50p	8:50p	Daily x 6 1 Snk 733
<b>To: Dunedin (DUD)</b>			
203	5:50p	6:20p	Daily x 6 0 --- 733
<b>FROM: DUNEDIN (DUD)</b>			
<b>To: Auckland (AKL)</b>			

	201	11:00a	2:30p	Daily	1	Snk	733
	203	6:50p	8:50p	Daily x 6	0	Snk	733
<b>To:</b>	<b>Invercargill (IVC)</b>						
	201	11:00a	11:30a	Daily	0	---	733

**FROM: CHRISTCHURCH (CHC)**

**To: Auckland (AKL)**

	101	6:40a	8:00a	Daily	0	Snk	733
	103	8:30a	9:50a	Daily	0	Snk	733
	105	12:30p	1:50p	Daily	0	Snk	733
	107	5:00p	6:20p	Daily	0	Snk	733
	109	8:40p	10:00p	Daily	0	Snk	733
	111	11:30p	12:50a	Daily x 6	0	---	733 (Moonlight Special)

All Flights operate with the 140 Passenger Boeing 737-300 (733) x 6 Except Saturday

(Snk) Denotes Snack Service appropriate to time of day with complimentary wine and beer

(Moonlight Special) Ultra low fare service, cabin baggage only is permitted on these flights