



The SAS Group Traffic figures September 2010

SAS Group's September 2010 traffic figures

- SAS Group's traffic (RPK) increased by 8.5% during September and capacity (ASK) was increased 3.2% vs same period in 2009.
- The load factor improved by 3.6 p.u. to 74.3%.
- SAS Group carried 2.4 million passengers in September, up 9.4% vs. same period in 2009.

Group market trends, RASK and yield development

The currency adjusted yield for Scandinavian Airlines in August 2010 was -5.2%, slightly weaker than indicated. Currency adjusted RASK was down 1.6%, mitigated by the improved load factor. The RASK outlook for September is uncertain but early indications show continued stable RASK vs last year. As indicated previously, the yield is negatively affected by overcapacity and price pressure in some markets. The yield change for September is expected to be negative in line with August.

The market continues to be unpredictable but a recovery has been noted on both intercontinental routes and certain short haul Business routes, however the uncertainty still remains in particular on the yield development going forward due to overcapacity on certain markets. SAS has as a result initiated yield enhancing measures to offset the negative yield development. The implementation of the cost saving program is on track.

SAS Group product and news update

- On 1 October the SAS Group implemented a new and improved baggage concept on all group airlines.
- Fast Track has been introduced at Paris CDG for Business, Economy Extra, and EuroBonus Gold members.
- After last year's successful launch of self service baggage drop at five airports in Norway, the service will be introduced at Stockholm-Arlanda airport in October for domestic flights.

Scandinavian Airlines' traffic development

- Number of passengers increased by 8.6% to 2.1 million.
- The traffic increased 7.2% and capacity was up 1.8%.
- The load factor was up by 3.8 p.u. to 75.5%.

The intercontinental traffic grew by 10.4% in September and capacity increased by 1.7% resulting in a continued strong load factor of 89.1%. On European routes, traffic was up 1.8% with a higher growth in Business Class traffic. Traffic on intrascandinavian routes continued to perform well and increased by 14.1% with load factors at 66.7%. Danish domestic traffic increased 8%. Norwegian domestic traffic increased 7.6% with a 3.9 p.u. improvement in the load factor albeit fierce competition and transfer of turbo prop production to Widerøe. Swedish domestic traffic increased by a strong 18.7% and improved load factor by 10.5 p.u.

Widerøe and Blue1's traffic development

Widerøe carried 200,000 passengers in September, up 8.9% vs last year. The capacity was increased with 10.4% following that Widerøe has taken over SAS's Fokker 50 production on the West Coast and larger aircraft on other routes. The total load factor was 60.1%, down 0.9 p.u. vs last year.

Blue1's traffic increased by a strong 31.7% during September, particularly driven by growth on European routes, Finnish domestic growth and a new route on the Swedish domestic market. The total number of passengers increased by 21.8% and the load factor reached 65.5%, up 6.2 p.u.

SAS Group (scheduled)	Sep 10	Change	Jan-Sep 10	Change
ASK (Mill.)	3 233	3,2%	25 900	-5,5%
RPK (Mill.)	2 401	8,5%	19 322	-0,7%
Passenger load factor	74,3%	+3,6 p u	74,6%	+3,6 p u
No. of passengers (Mill.)	2,444	9,4%	18,671	-0,9%

p u = percentage units



Summary of the airlines. scheduled	September 2010 vs. september 2009			
	Traffic (RPK)	Capacity (ASK)	Load factor	Change of load factor
SAS Group	8.5%	3.2%	74.3%	+3.6 p u
Scandinavian Airlines	7.2%	1.8%	75.5%	+3.8 p u
Widerøe	8.8%	10.4%	60.1%	-0.9 p u
Blue1	31.7%	19.1%	65.5%	+6.2 p u

Scandinavian Airlines	Sep 10	Change	Jan-Sep 10	Change
ASK (Mill.)	2,900	1.8 %	23,403	-6.5 %
RPK (Mill.)	2,189	7.2 %	17,673	-1.5 %
Passenger load factor	75.5%	+3.8 p u	75.5%	+3.8 p u
Passengers (Mill.)	2.087	8.6 %	16,015	-1.2 %

Route area (change):	Sep 10 vs Sep 09		Jan-Sep 10 vs Jan-Sep 09	
	Traffic (RPK)	Capacity (ASK)	Traffic (RPK)	Capacity (ASK)
Intercontinental	10.4%	1.7%	3.1%	-6.6%
Europe	1.8%	1.2%	-5.9%	-8.5%
Intrascandinavian	14.1%	10.0%	3.3%	-2.4%
Denmark domestic	8.0%	-12.5%	-0.6%	-12.0%
Norway domestic	7.6%	1.1%	-5.1%	-4.2%
Sweden domestic	18.7%	0.4%	5.1%	-1.8%



Widerøe	Sep 10	Change	Jan-Sep 10	Change
ASK (Mill.)	105	10,4 %	840	1,5 %
RPK (Mill.)	63	8,8 %	501	0,1 %
Passenger load factor	60,1%	-0,9 p u	59,7%	-0,8 p u
Total no. of passengers (Mill)	0.200	8,9 %	1.526	-0,3 %



Blue1	Sep 10	Change	Jan-Sep 10	Change
ASK (Mill.)	228	19,1 %	1,656	6,9 %
RPK (Mill.)	149	31,7 %	1,147	12,9 %
Passenger load factor	65,5%	+6,2 p u	69,3%	+3,7 p u
Total no. of passengers (Mill)	0.156	21,8 %	1.130	3,0 %

SAS Group – Traffic, capacity, passenger load factors and number of passengers per route area.

SAS GROUP TOTAL SCHEDULED	Sep 10	Sep 09	CHANGE	Jan-Sep 10	Jan-Sep 09	CHANGE
ASK (Mill.)	3,233	3,134	+3.2%	25,900	27,411	-5.5%
RPK (Mill.)	2,401	2,214	+8.5%	19,322	19,464	-0.7%
Passenger load factor	74.3%	70.6%	+3.6 p u	74.6%	71.0%	+3.6 p u
Total no. of passengers (000)	2,444	2,234	+9.4%	18,671	18,843	-0.9%
INTERCONTINENTAL ROUTES	Sep 10	Sep 09	CHANGE	Jan-Sep 10	Jan-Sep 09	CHANGE
ASK (Mill.)	833	818	1.7%	7,236	7,744	-6.6%
RPK (Mill.)	742	672	10.4%	6,363	6,170	+3.1%
Passenger load factor	89.1%	82.1%	+7.0 p u	87.9%	79.7%	+8.3 p u
Total no. of passengers (000)	104	95	10.1%	896	865	+3.6%
EUROPEAN ROUTES	Sep 10	Sep 09	CHANGE	Jan-Sep 10	Jan-Sep 09	CHANGE
ASK (Mill.)	1,429	1,380	3.5%	11,263	12,050	-6.5%
RPK (Mill.)	1,021	972	5.0%	8,056	8,362	-3.7%
Passenger load factor	71.5%	70.4%	+1.0 p u	71.5%	69.4%	+2.1 p u
Total no. of passengers (000)	933	882	5.8%	7,304	7,409	-1.4%
INTRA-SCANDINAVIAN ROUTES	Sep 10	Sep 09	CHANGE	Jan-Sep 10	Jan-Sep 09	CHANGE
ASK (Mill.)	246	225	9.5%	1,884	1,928	-2.3%
RPK (Mill.)	164	145	13.4%	1,266	1,227	3.2%
Passenger load factor	66.7%	64.4%	+2.3 p u	67.2%	63.6%	+3.6 p u
Total no. of passengers (000)	328	291	12.6%	2,507	2,430	3.2%
DANISH DOMESTIC ROUTES	Sep 10	Sep 09	CHANGE	Jan-Sep 10	Jan-Sep 09	CHANGE
ASK (Mill.)	17	19	-12.5%	150	170	-12.0%
RPK (Mill.)	13	12	8.0%	104	105	-0.6%
Passenger load factor	77.2%	62.5%	+14.6 p u	69.4%	61.5%	+7.9 p u
Total no. of passengers (000)	63	59	6.3%	501	500	0.2%
NORWEGIAN DOMESTIC ROUTES	Sep 10	Sep 09	CHANGE	Jan-Sep 10	Jan-Sep 09	CHANGE
ASK (Mill.)	507	494	2.7%	3,952	4,081	-3.2%
RPK (Mill.)	324	299	8.2%	2,535	2,653	-4.4%
Passenger load factor	63.8%	60.6%	+3.3 p u	64.1%	65.0%	-0.9 p u
Total no. of passengers (000)	745	680	9.6%	5,523	5,793	-4.7%
SWEDISH DOMESTIC ROUTES	Sep 10	Sep 09	CHANGE	Jan-Sep 10	Jan-Sep 09	CHANGE
ASK (Mill.)	201	197	2.3%	1,415	1,437	-1.6%
RPK (Mill.)	137	113	20.9%	999	948	5.4%
Passenger load factor	68.0%	57.5%	+10.5 p u	70.6%	66.0%	+4.7 p u
Total no. of passengers (000)	270	227	18.9%	1,940	1,846	5.1%

Punctuality (September 2010)

Within 15 minutes, 92.5% of Scandinavian Airlines' flights departed on time. The regularity was 98.1% in September 2010.

Internet bookings (August 2010)

The proportion of Scandinavian Airlines' Internet bookings was 38.3% (39.2%) in August 2010.

SAS GROUP TOTAL CHARTER	Sep 10	Sep 09	Change	Jan-Sep 10	Jan-Sep 09	Change
ASK (Mill.)	399	412	-3.3%	3,326	3,515	-5.4%
RPK (Mill.)	354	363	-2.7%	2,934	3,084	-4.9%
Passenger load factor	88.7%	88.2%	+0.5 p u	88.2%	87.7%	+0.5 p u
Total no. of passengers (000)	133	146	-8.9%	1,057	1,170	-9.6%