

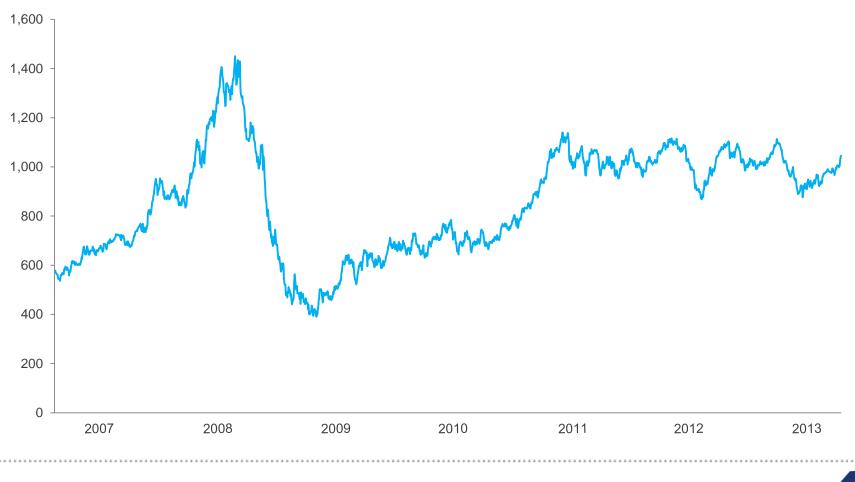
ICELANDAIR GROWTH PLANS IN 2014 BIRKIR HÓLM GUÐNASON I CEO ICELANDAIR



21 AIRCRAFT 2014



FUEL PRICES REMAIN HIGH OVERVIEW 2007-2013 USD FUEL PRICE PER TONNE



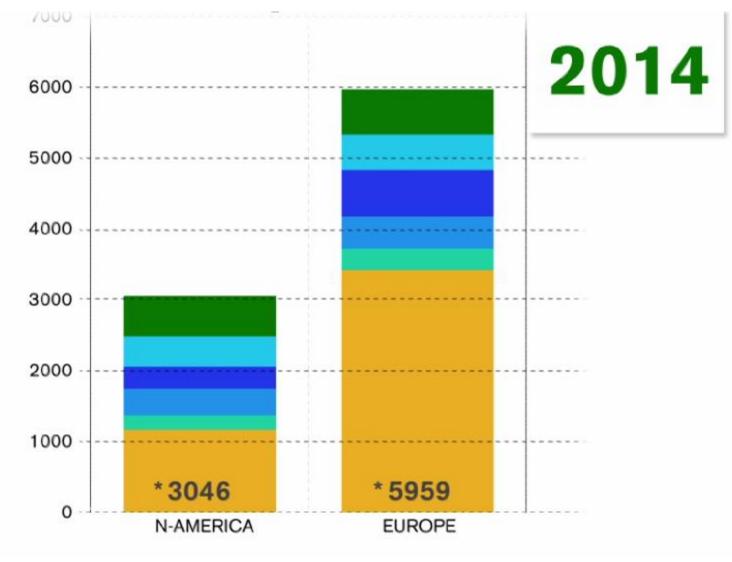
ICELANDAIF

GROUP



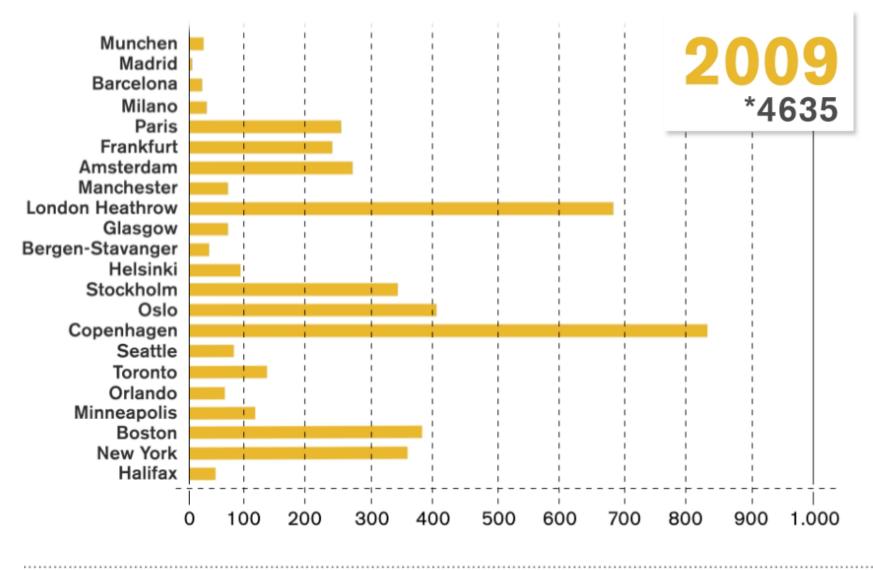
ROUTE DEVELOPMENT

ICELANDA



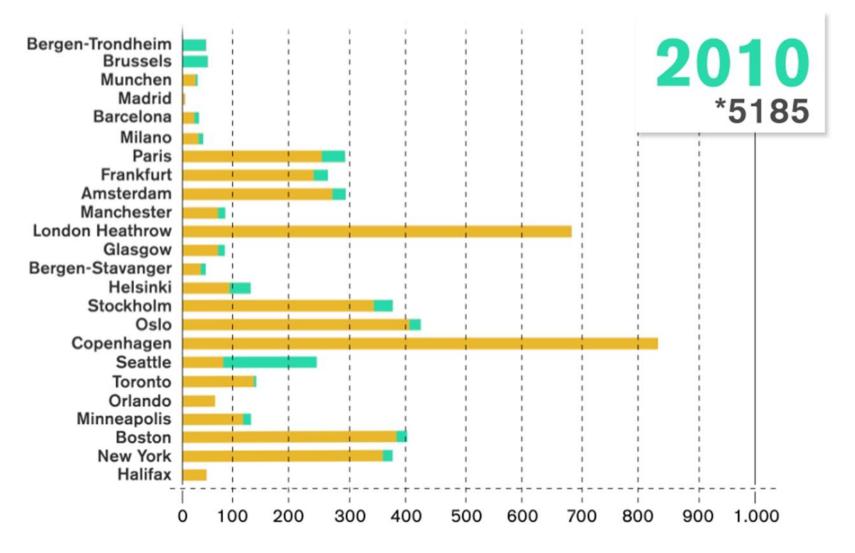






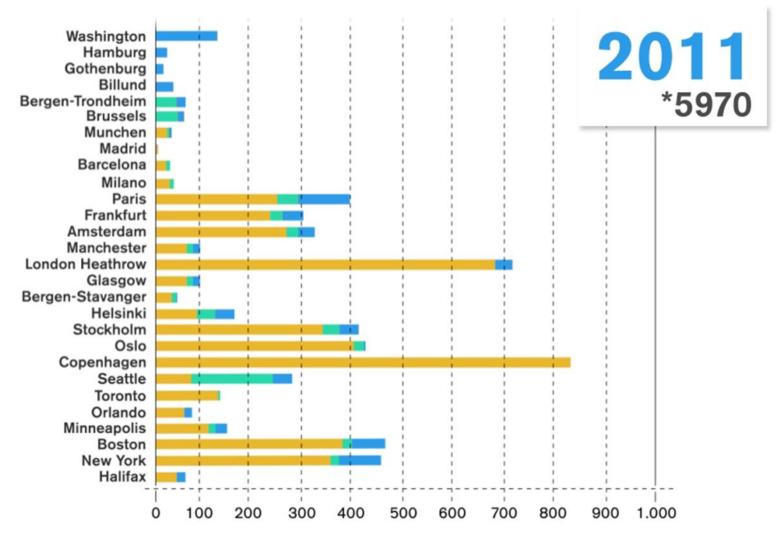






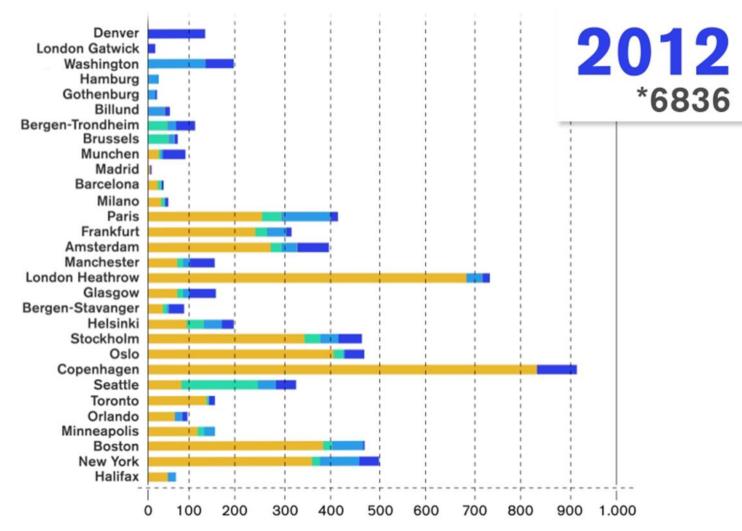






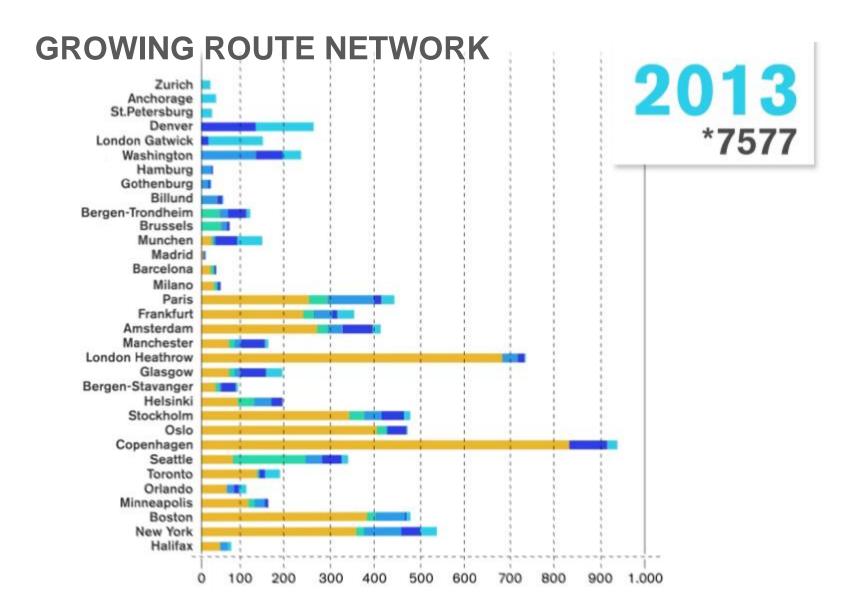






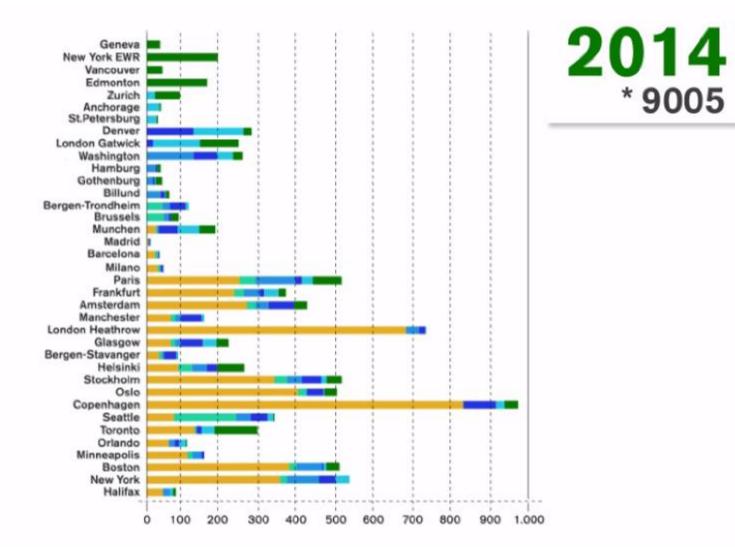








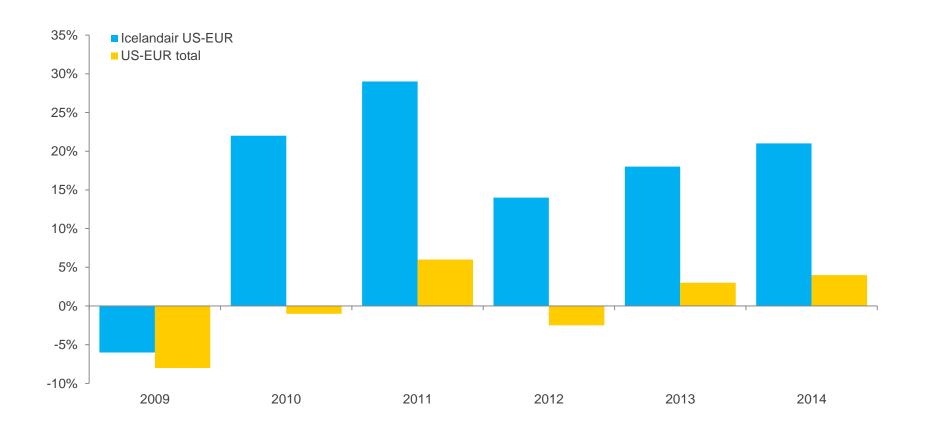








CHANGE IN CAPACITY ON THE N-ATLANTIC AVAILABLE SEAT KILOMETERS (ASK) ICELANDAIR VS. TOTAL MARKET



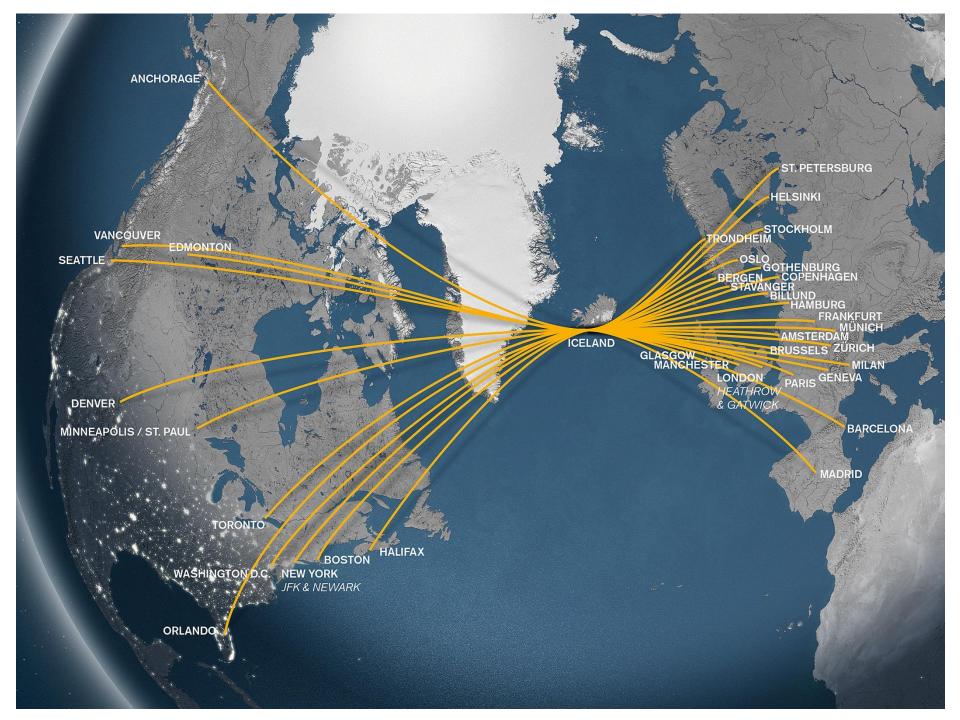
Aircraft Projects; Apr2012



THE YEAR AHEAD







NEW DESTINATIONS IN NETWORK

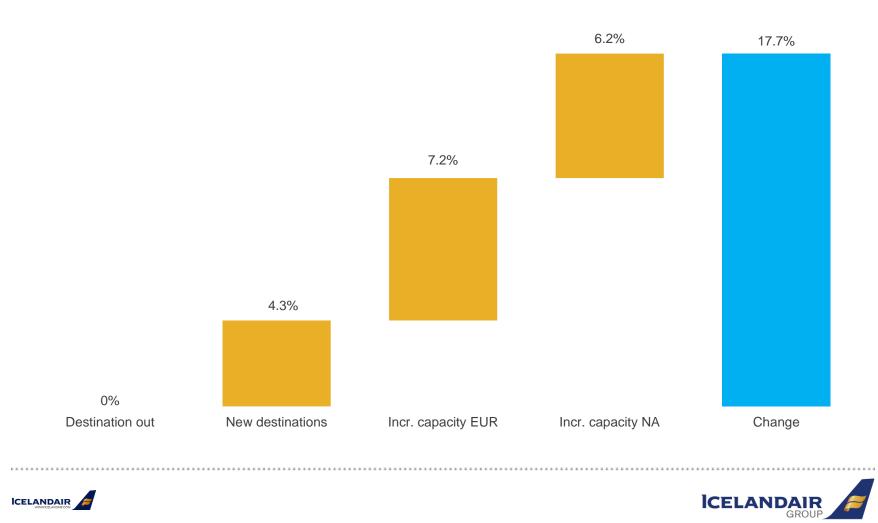
PHASES	20 Months	16 Months	14 Months	11 Months	6-9 Months	9-0 Months
НЧ						
ACTIVITIES	Discussions Foreign airports approached and analysis on initial data.	Shortlist Decision on shortlist. Detailed study on market data and demand estimate.	Business Case Full business case calculated. Negotiations with airports and tourism authorities.	Final Analysis Anaysis is finalized and the initial proposal is made.	Desicion and Announcement New gateways are announced.	Sales Promotion Destinations immediately made available for sale. Promotional efforts across regions.
2014 PLANNING	Start preparation on shortlist of destinations.	6 gateways in Canada and 4 gateways in the US analyzed.	3 US/CAN gateways are left on shortlist to be studied further.	Gateways and plans are presented internally and proposal is made.	Announcement to stock exchange, staff meetings, press releases and advertising.	Online updates, spreads in newspapers and promotions online across regions.



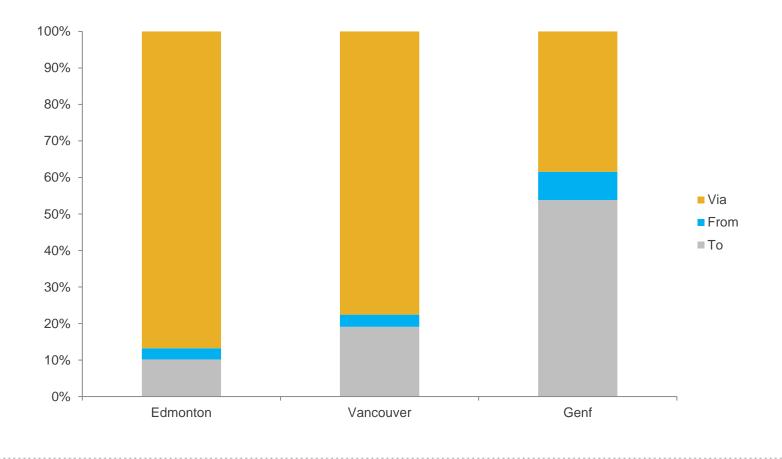
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CHANGES IN CAPACITY AVAILABLE SEAT KILOMETERS (ASK) CHANGE 2014 VS. 2013



PASSENGER MIX ON THE NEW DESTINATIONS TO-FROM-VIA-PLAN







THE GEOGRAPHY EDMONTON (YEG) AND VANCOUVER (YVR)







ELAPSED TIMES ROUND TRIP TO/FROM

AIRPORT	Edmonton (YEG)	Vancouver (YVR)	
Stockholm	06:40	02:50	
Copenhagen	04:55	01:15	
Helsinki	05:20	03:25	
Bergen	05:00	00:10	
Oslo	04:45	02:45	
Brussel	04:40	01:55	
Munich	03:50	03:25	
Zurich	03:20	03:30	
Paris	02:25	04:15	
Amsterdam	01:25	04:05	
Glasgow	05:00	02:05	
Manchester	02:05	00:00	
London	04:05	05:30	





NUMBER OF FLIGHTS PER MONTH IN KEF 2013



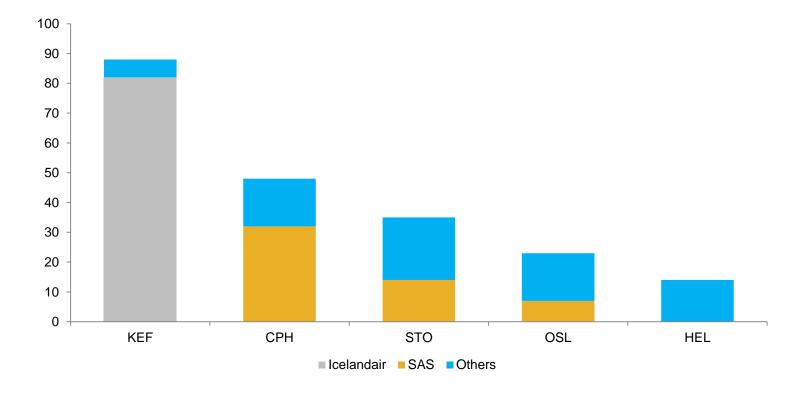
GROUF



WEEKLY FLIGHTS FROM NORDIC COUNTRIES IN 2014 TO THE US AND CANADA - ESTIMATE

Catchment area (population):

- Each gateway in SCA: 1.4 2.1 million
- KEF: 0.2 million



ICELAND



GATEWAYS AND FREQUENCY PER WEEK SUMMER 2014

Destination	Flights	New flights	Destination	Flights	New flights
Copenhagen	27	1	Zurich	4	2
Boston	18	0	New York EWR	4	4
London LHR	14	0	Edmonton	4	4
New York JFK	14	0	Gothenburg	4	1
Paris	16	2	London LGW	4	1
Amsterdam	15	2	Bergen-Trondhj.	4	0
Stockholm	14	2	Bergen-Stavanger	3	0
Oslo	13	2	Milano	3	0
Frankfurt	10	0	Halifax	3	0
Helsinki	9	2	Manchester	3	0
Seattle	7	0	Geneva	2	2
Minneappolis	7	0	Hamburg	2	0
Denver	7	1	Anchorage	2	0
Washington	7	0	Vancouver	2	2
Toronto	7	3	Barcelona	2	0
Munich	6	1	St. Petersburg	2	0
Glasgow	5	1	Madrid	1	0
Brussels	4	1			
Billund	4	1	Total	254	35





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EXPANSION PLANNED 2014

16%	254	7,200
increase in	trips	passengers
number of flights	per week	per day
Over 2.6 million	3	38
passengers	new	destinations
forecasted	destinations	in total
21	350,000	Winter
Boeing 757	increase	focus on winter tourism
aircraft	in passengers	on TO market





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BOEING 737 MAX

16 FIRM ORDERS – TOTAL INVESTMENT 1.6 BILLION USD BASED ON LIST PRICES

