

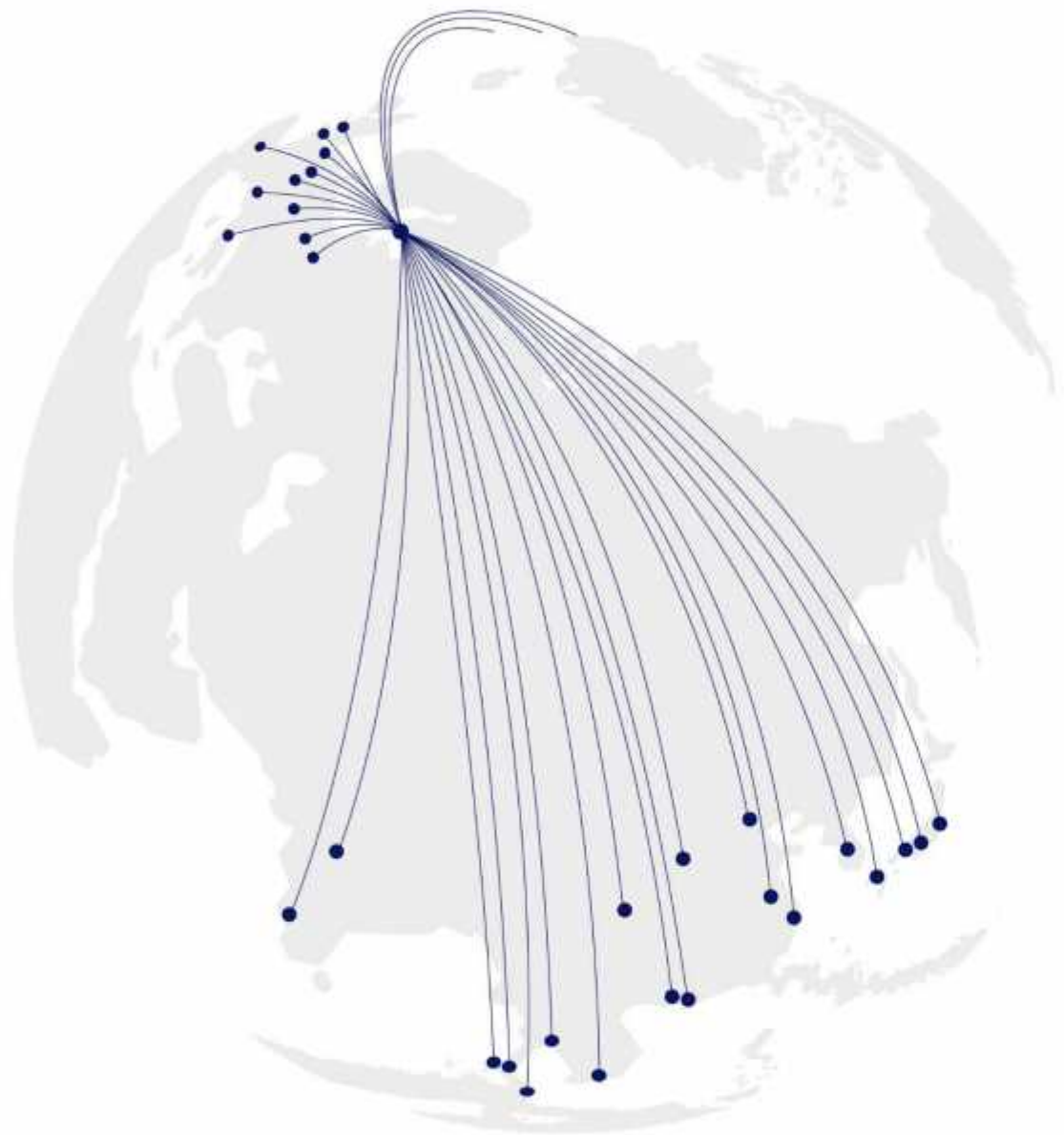


Finnair: Is there a future for a medium-sized network carrier in the China-Europe market

Mikko Turtiainen, Vice President Global Sales

mikko.turtiainen@finnair.com





BANGKOK, BEIJING, CHONGQING, DELHI,
FUKUOKA, GOA, GUANGZHOU, HONGKONG,
HO CHI MINH, KRABI, NAGOYA, NANJING,
OSAKA, PHUKET, SHANGHAI, SEOUL,
SINGAPORE, TOKYO, XI'AN

CHICAGO, HAVANA, MIAMI, NEW YORK,
PUERTO PLATA, PUERTO VALLARTA,
SAN FRANCISCO

EUROPE OVER 100 DESTINATIONS

**Finnair operates to seven cities
in China, flying a total of 38
weekly frequencies**

**Finnair offers over 100
destinations in Europe**



KEYS TO SUCCESS IN CHINA



REACH

Finnair operating to seven cities in China with a total of 38 weekly frequencies



LONGTERM

2018 marks the year of anniversaries

- Beijing 30 years
- Shanghai 15 years
- Xian 5 years



COOPERATION & PARTNERSHIPS

Cooperation with:

- Travel agencies
- Tour operators
- Corporates
- Helsinki Airport



INNOVATIVE

1st to operate A350 to Beijing, Shanghai & Hong Kong
1st with Alipay for onboard purchases



LOCAL CUSTOMS & HABITS

Chinese speaking staff onboard flights
Chinese customer service and signage at HEL airport

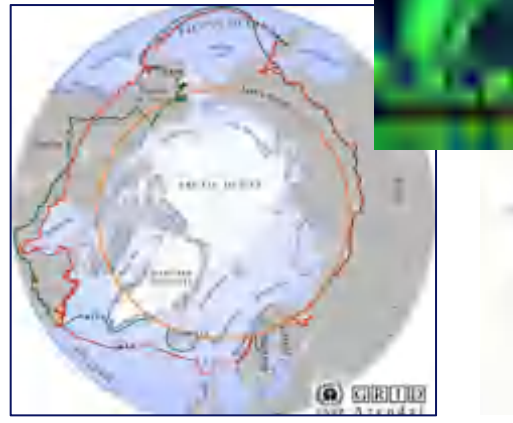


Identify the strengths of your strongest markets

Niche tourism can grow in numbers



Educational



Arctic



Adventure,
Activity and
Sports



Wellbeing



Cuisine

**TTG中国 “最佳欧洲航空公司”
Best European Airline – 3rd time in a row**



**北欧最佳航空公司
Best Airline in Northern Europe**



**2016年度中国国家旅业榜 — 最佳商务舱
China National Tourism Award 2016
Best Airline for Business Class**



**Official Airline to EU-China
Tourism Year 2018**



**Finnair a certified Welcome
Chinese Airline partner 2018**

