

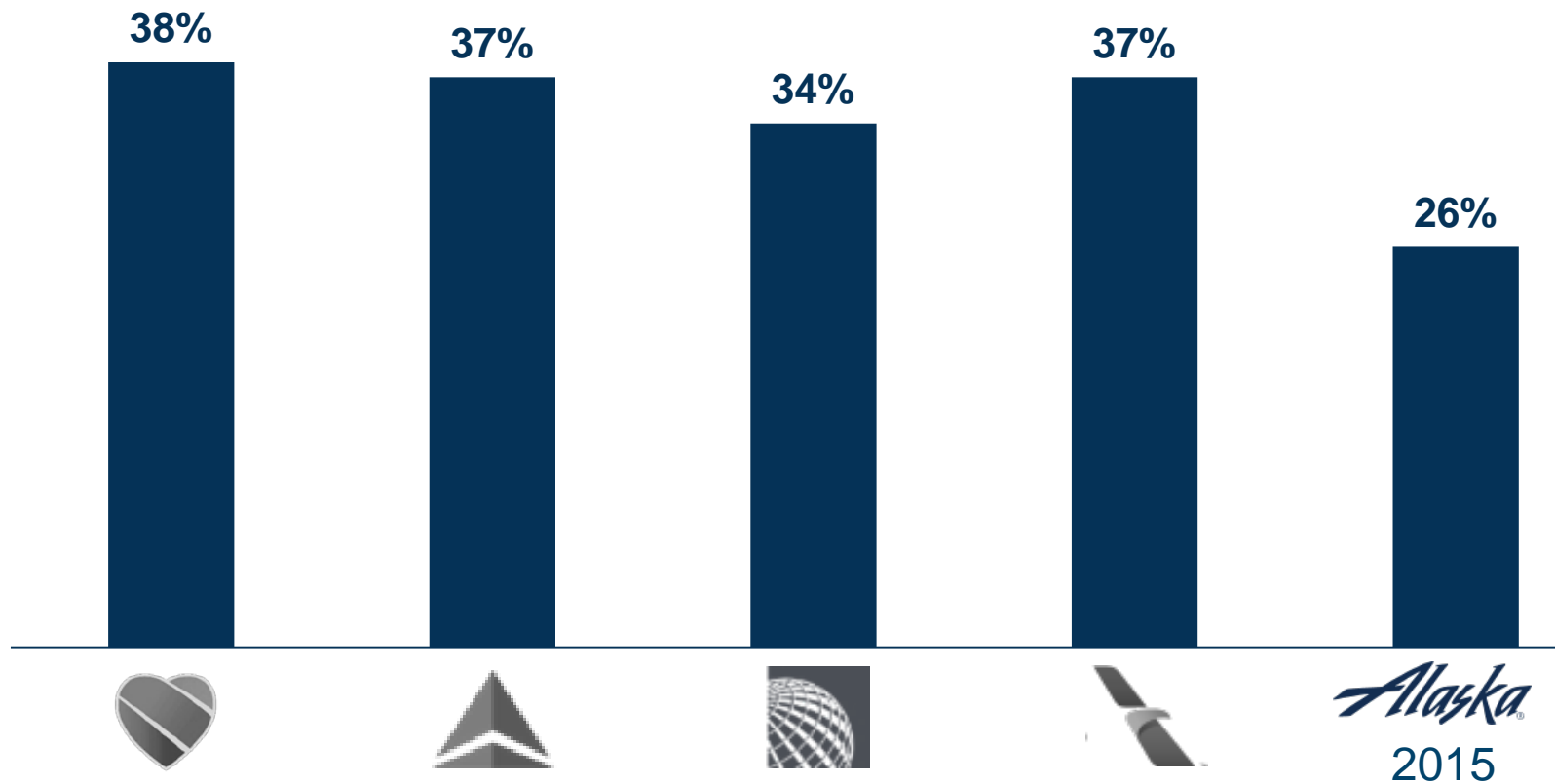


Alaska Airlines

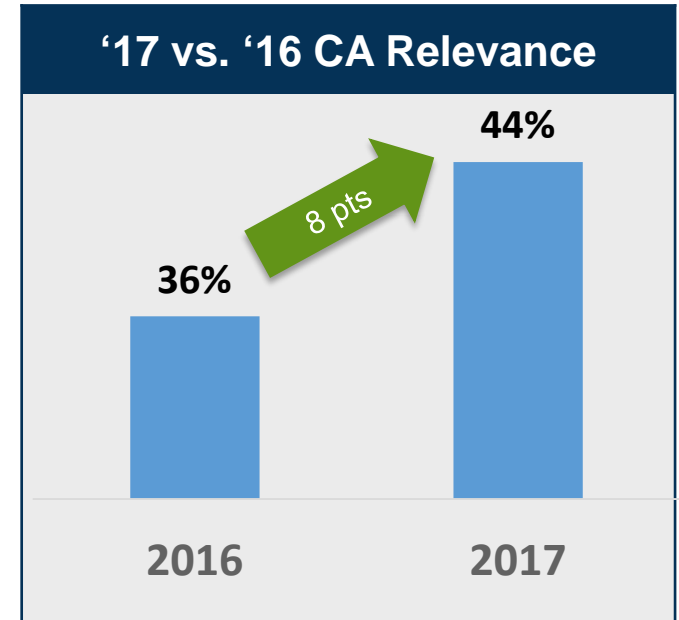
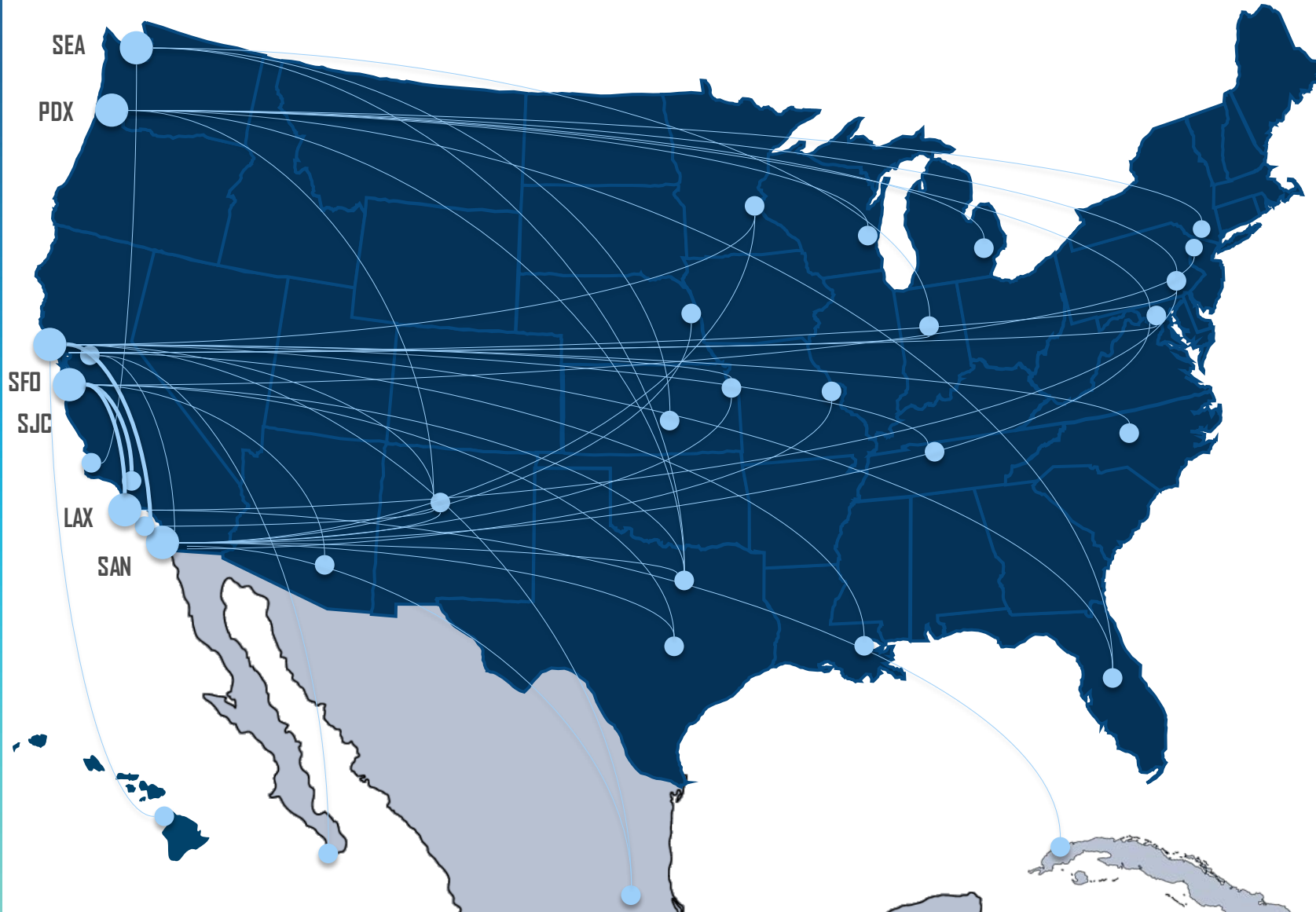
Nicholas Haan

Alaska
AIRLINES

Alaska's strategy has been to increase our relevance to the West Coast and earn our guests' loyalty



Alaska launched 44 new markets in 2017, 32 of which were targeted at increasing Alaska's relevance in California

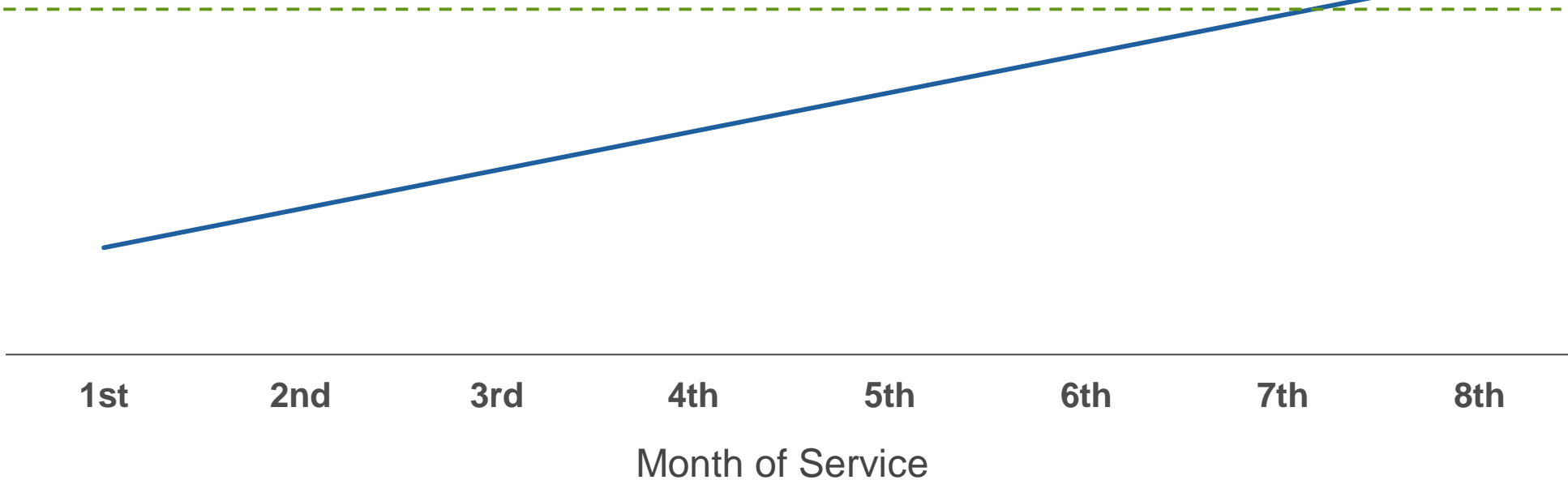


New markets have surpassed their initial unit revenue targets and are maturing as expected

Fall 2017 New Market RASM vs. Same Store Markets

SLA Unit Revenue

Year 1 Expectation: 85% of same store unit revenue



By year end 2018, Alaska will operate a fleet of 328 aircraft



AIRBUS

A319	10
A320	53
A321 Neo	8
Total	71



BOMBARDIER

Q-400	37
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BOEING

B737-700F	3
B737-700	11
B737-800	61
B737-900	12
B737-900ER	75
Total	162



EMBRAER

Horizon E-175	26
SkyWest E-175	32
Total	58

Alaska is rolling out several new revenue and product innovations over the next 18 months

Revenue Innovations

Alaska Airlines' new discount ticket has one huge advantage over American, Delta, and United's basic economy

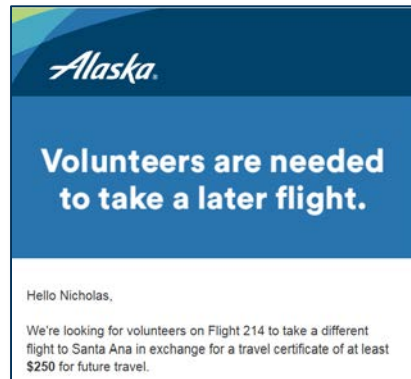
Benjamin Zhang
Apr. 29, 2018, 8:57 AM 13,129

Saver Fares implementation in Fall 2018

- Allows more pricing options and helps keep fares low
- Provides significant revenue benefit with more choice for guests
- More generous than OA with assigned seats and carry-on included

Volantio platform

- Uses machine learning to optimally target volunteers and identify compensation for denied boarding scenarios
- Will minimize IDBs, optimize compensation, and improve operations management



Product Innovations



New interior with a warm, welcoming design

Gate to Gate satellite internet with 20x more bandwidth



New IFE tablets in First Class



Fresh and local food with a West Coast vibe



New, reimagined Alaska Lounges

