# OUR STRATEGY

**Growth of both our Flight-only & Package Holidays Products** 

**Careful control of our product** 

A memorable customer experience

Continued investment supporting sustainable long-term profit growth







# **JET2 PLC AT A GLANCE**

## LEISURE TRAVEL



UK'S LEADING PACKAGE HOLIDAY PROVIDER TO DESTINATIONS ACROSS THE MEDITERRANEAN AND CANARY ISLANDS



**AWARD-WINNING AIRLINE JET2.COM** 



MORE THAN 430 ROUTES FROM OUR 10 UK BASES TO OVER 65 SUN, CITY AND SKI DESTINATIONS



WE OPERATE A FLEET OF OVER 100 AIRCRAFT



OVER 60% OF OUR BOOKINGS FOR SUMMER 22 ARE PACKAGE HOLIDAY CUSTOMERS



MORE THAN 16 MILLION CUSTOMERS SINCE WE LAUNCHED JET2HOLIDAYS IN 2007



OVER 4,100 2-5\* HOTELS IN OUR WIDE-RANGING AND INVITING PRODUCT PORTFOLIO



3,000+ HOTELS RATED 4\* PLUS ON TRIPADVISOR



**OVER 12,500 COLLEAGUES FOR SUMMER 22** 



WE HAVE FIRM ORDERS FOR 60 NEW AIRBUS A321 NEO AIRCRAFT TO BE DELIVERED BETWEEEN 2023-2029



INDUSTRY-LEADING AND PROMPT REFUNDING OF OVER £1.7BN TO CUSTOMERS AFFECTED BY PROGRAMME CHANGES DURING COVID-19 PANDEMIC



**OVER 35% OF OUR SUMMER 22 BOOKINGS ARE FROM COMPLETELY NEW CUSTOMERS TO JET2** 

# Group Financials (Year ended 31 March 2022)



- 1. 2019 figures have been restated to reflect the adoption of IFRS 16 and to exclude the discontinued Distribution & Logistics segment.
- 2. 2020 Profit before FX Revaluation and Taxation excludes the impact of hedge ineffectiveness, which has been recorded as an exceptional charge

# OUR MODEL - FULLY INTEGRATED, CUSTOMER FOCUSED & FLEXIBLE

Leisure travel

Jet2.com Friendly low fares





# Flexible operating model

#### **END-TO-END OWNERSHIP AND CONTROL OF PRODUCT**

- Flving from 10 **UK** bases
- **Full control of** our aircraft seat supply
- **Bespoke IT** systems

#### A RELENTLESS **FOCUS** ON CUSTOMER **SERVICE**

- Frequency of flying enables a truly variable duration holiday
- Over 4.100 2-5\* hotels in our wide-ranging and inviting product portfolio

#### Customer satisfaction\*

Package holiday mix trending towards 60%+ with our allembracing customer-service led approach; Flight-only ~40%

High level of loyalty with over 50% repeat package holiday customers; consistently 90%+ average load factor (pre-Covid)

**Net Promoter Score (NPS) of 65+** for both our leisure travel products

\*CORRECT AT 08/08/2022

# **Our selling proposition**



FRIENDLY LOW FARES









**FLIGHT-ONLY** 

**FLEXIBLE DURATIONS** 

**CUSTOMER SERVICE ALLOCATED SEATING EXCELLENCE** 







**FULLY ATOL** 

**PROTECTED** 







**LOW £60 DEPOSIT** 

**PACKAGE HOLIDAYS YOU CAN TRUST** 

2-5 STAR, FROM SELF-CATERING TO ALL INCLUSIVE HOLIDAYS

22KG BAGGAGE **INCLUDED** 





Friendly low fares and award-winning service is what we're all about at *Jet2.com*. Jet off to more than 65 Sun, City and Ski destinations across Europe from our 10 UK airports.



We lead the way with our great-value, ATOL and ABTA protected holidays. You'll get a huge choice of hotels and durations, 22kg baggage and in-resort transfers for just a £60pp deposit.



Get ready to explore Europe's best cities with *Jet2CityBreaks*. We wrap up flights, accommodation and 22kg baggage into one super-easy ATOL protected package.





For the freedom of your own space and the perks of a package holiday, choose *Jet2Villas*®. Your villa, flights, 22kg baggage and hire car are all included to make things easier for you!



Treat yourself to one of our ultra-luxurious holidays. All our Indulgent Escapes® include a swanky five-star hotel, flights, 25kg baggage and private hotel transfers.



From party pads to chilled spots, we've clubbed getaways into groups to help you find your match. And your flights, transfers, hotel and 22kg baggage are all included.



















You don't just have to take our word for it – our award-winning customer service has won us an ever-growing trophy cabinet of awards from some of the most trusted names in the industry.



## **Travel Brand of the Year 2022**

This year's Which? Awards recognise the brands who are championing consumers by consistently offering outstanding products, as well as helping households across the UK make their money go further.





