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THE QATAR AIRWAYS STORY

Charting The Rise Of One Of The Fastest Growing Airlines In The World

Airline Of The Year 2011 (Named By Skytrax Airline Global Industry Audit)

Introduction

Qatar Airways is the national airline of the State of Qatar and one of the aviation industry's big success stories. Operations began in 1994 when the airline was a small regional carrier servicing a handful of routes. The airline was re-launched in 1997 under the mandate of the country's leader The Emir, His Highness Sheikh Hamad bin Khalifa Al Thani, who outlined a vision to turn Qatar Airways into a leading international airline with the highest standards of service and excellence.

Qatar Airways has since become one of the fastest growing carriers in the world with unprecedented expansion averaging double digit growth year on year that industry peers can only admire with envy.

The airline, which is 50 per cent government-owned and 50 per cent under the private sector, has developed under the leadership of Chief Executive Officer Akbar Al Baker, appointed CEO in 1996, who has been instrumental in turning Qatar Airways into an award-winning carrier and the best in the world.

Under Al Baker's stewardship, Qatar Airways has matured into a leading force in regional and global aviation, earning many admirers around the world for its excellent standards of service.

*In April 2011, Qatar Airways reached a milestone reaching 100 destinations in its global route map. Two months later, the airline achieved a remarkable feat, just 14 years after its relaunch, being named **Airline of the Year 2011** at the annual Skytrax World Airline Awards with over 18 million travellers worldwide casting their votes. In October 2011, Qatar Airways attained another key milestone by taking delivery of its 100th aircraft.*

During the Dubai Air Show in November 2011, Qatar Airways placed orders (firm and options) for 90 aircraft, comprising 80 of Airbus' new A320 Neos, an additional eight A380 super jumbos and two Boeing 777 freighters.

Today, the award-winning airline has orders for over 250 aircraft worth more than US\$50 billion.

Global Network and Expansion

From Qatar Airways' hub in Doha, the country's capital, the airline has developed a global network of over 100 destinations, covering Europe, Middle East, Africa, South Asia, Asia Pacific, North America and South America with a modern fleet of over 100 passenger and cargo aircraft.

In March 2009, Qatar Airways launched the longest flight in its global network – scheduled daily services from Doha to Houston marking its third US destination – with a flying time of around 16 hours to make it one of the longest non-stop flights in the world.

During 2010, Qatar Airways launched flights to 10 new destinations including: Bengaluru (Bangalore), Tokyo, Ankara, Copenhagen, Barcelona, Sao Paulo, Buenos Aires, Phuket, Hanoi and Nice.

Between January and May 2011, Qatar Airways launched five new routes, expanding to Bucharest, Budapest, Brussels, Stuttgart and Aleppo, the latter becoming Qatar Airways' milestone 100th destination which started on April 6.

In June, the carrier expanded its network further with the launch of three new routes from Doha – twice-weekly flights to its third Iranian destination of Shiraz (June 5); daily flights to Venice marking its third Italian point (June 15); and its entry into Canada with thrice-weekly flights to Montreal (June 29).

During the second half of 2011, Qatar Airways expanded in Saudi Arabia with its fourth gateway to the holy city of Medina, operating four weekly flights (July 14); daily to Kolkata (Calcutta) (July 27); and the Bulgarian capital Sofia from September 14.

Flights to the Norwegian capital Oslo were launched on October 5; Benghazi in Libya launched on November 1; Entebbe in Uganda started on November 2; and services to Chongqing, the carrier's fifth gateway in China, began on November 28.

For 2012, Qatar Airways has already announced expansion plans that will cover the launch of flights to nine destinations – Baku (Azerbaijan), Tbilisi (Georgia), Helsinki (Finland), Zagreb (Croatia), Perth (Australia), Kigali (Rwanda), Mombasa (Kenya), Zanzibar (Tanzania) and Gassim (Saudi Arabia).

Young Fleet

From only four aircraft in 1997, the airline grew to a fleet size of 28 aircraft by the end of 2003 and a milestone 50 by October 2006. Today the airline operates over 100 aircraft. By 2013, the fleet size will rise to more than 120 aircraft.

Qatar Airways has one of the industry's youngest fleets with an average aircraft age under four years old. The Qatar Airways family includes several different Airbus and Boeing aircraft types – the long-range Boeing 777 passenger and freighter aircraft, Airbus A340, A330, A300, A300F freighter, A321, A320 and A319. The latter A319 includes a corporate jet version.

The company also operates corporate jets, including Bombardier Challenger 605s, Bombardier Global 5000s and a Global Express XRS, for its executive subsidiary Qatar Executive, launched in 2009.

Qatar Airways currently has over 250 new aircraft worth more than US\$50 billion pending delivery over the next few years. This includes an order for Airbus' new generation A350s, A320 Neos, A380s and Boeing 787s.

Qatar Airways is one of the launch customers of the twin-deck Airbus A380-800 'super jumbo' – the world's biggest aircraft capable of carrying 555 passengers in a luxurious configuration. Qatar Airways has ordered five A380s with a delivery schedule beginning in 2012.

Premium Terminal

In line with the company's philosophy to be innovative, the airline operates the world's only dedicated commercial passenger terminal exclusively for its First and Business Class passengers at Doha International Airport.

The US\$90 million Premium Terminal, built in just nine months, opened in November 2006. It features facilities such as sit-down check-in for First and Business Class passengers, a spa, Jacuzzi, duty free shopping, business centre, fine dining restaurants, delicatessen and a cocktail bar.

The innovative Premium Terminal facilities are designed to provide Qatar Airways' most loyal customers with the best levels of comfort and hospitality prior to catching their flight. Open round-the-clock, 24-hours-a-day, seven days a week, the stand-alone facility is seen as an industry benchmark in premium class travel experience.

Due to the rapid expansion of Qatar Airways, the Premium Terminal was expanded in 2009 to accommodate over 80 per cent additional seating space.

Global Achievements

Qatar Airways is proud to have been named ***Airline of the Year 2011*** in the annual Skytrax World Airline Awards. Over 18 million travellers worldwide cast their votes in the survey by the leading global airline industry audit.

Having been elevated to third best airline in the world by Skytrax last year, announcement of the 2011 results in June ranking Qatar Airways as *Airline of the Year* was a culmination of sheer dedication and hard work by the airline's workforce under the leadership of its Chief Executive Officer Akbar Al Baker.

Already ranked Five Star for service excellence by Skytrax, the independent aviation industry monitoring agency confirmed Qatar Airways as *Best Airline in the Middle East* for the sixth year in a row and *Best First Class Lounge* for its Premium Terminal at its Doha hub – a facility for exclusive use by Qatar Airways' First and Business Class passengers.

Safety

Qatar Airways was the first airline in the world to pass the International Air Transport Association (IATA) Operational Safety Audit with a maximum 100 per cent compliance in 2003 and passed the test again during the two-year renewal period in 2005, 2007, 2009 and, in June 2011.

The audit was set up to standardise and rationalise a number of safety and security procedures carried out by individual airlines for the purpose of codesharing. Qatar Airways was assessed on flight and ground operations, aircraft engineering, maintenance, operational security, cabin operations and management systems.

New Doha International Airport

In order to cope with the airline's growth strategy, more than US\$1 billion is being invested in infrastructure improvements at Doha International Airport, Qatar Airways' operational hub. This includes a new transit terminal, extension of the existing Premium Terminal for Qatar Airways' First and Business Class passengers, new arrivals terminal, new terminal for foreign airlines and additional aircraft parking bays.

The New Doha International Airport, located four kilometres from the existing airport, is scheduled to open by 2012 at a cost of US \$14.5 billion with an initial capacity of 28 million passengers a year. Construction work began in January 2005. Once fully developed beyond 2015, the airport is expected to handle up to 50 million passengers a year. One of the project's key features is that 60 per cent of the site is built on reclaimed land from the Arabian Gulf.

Qatar Airways will manage the new airport, designed to help shape Doha as a key regional and global aviation hub.

Passenger Traffic

During the 2003/2004 financial year, Qatar Airways carried 3.3m passengers, up 35% on the previous 12-month period. During the 2004/2005 financial year, passenger numbers rose sharply to 4.6m, while the figure topped 6 million in the 12-month 2005/06 financial period. The figure surpassed the 8 million passenger mark for the 2006/07 financial year and hit around 10 million passengers for the 2007/08 financial period.

The airline exceeded 12 million passengers for the 2008/09 financial year. In the financial year 2009/10, which ended last March, the airline exceeded 14 million passengers. During the 2010/11 financial year, the airline carried over 16 million passengers worldwide.

Corporate Social Responsibility

As an industry leader, Qatar Airways and its group of companies strive to lead the charge towards environmental sustainability and corporate social responsibility. The airline is one of the leaders in new-generation fuel research and gives back to the communities in which we serve.

Qatar Airways goes beyond the current industry best practices for fuel and environmental management and is making a serious effort to ensure a sustainable future for the airline, its staff and its neighbourhoods.

The airline administers an innovative "*Five Pillar Corporate Social Responsibility Strategy*" which embraces Change Management, Communication, Environment, Integrated Fuel Management and Sustainable Development.

Qatar Airways "*Five Pillar*" strategy is designed to limit the airline's impact on global climate change, noise, local air quality, non-renewable resources and waste.

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