



# Qantas Airways Limited

## FY15 Results

Supplementary Slides

20 August 2015

# Group Performance



# Underlying Income Statement Summary



\$M	FY15	FY14	VLY <sup>2</sup> %	
Net passenger revenue	13,667	13,242	3.2	Improved yields and loads driven by network optimisation and capacity moderation in domestic and international markets
Net freight revenue	936	955	(2.0)	Reduced freighter capacity following the removal of one B747 freighter aircraft in January 2014
Other revenue	1,213	1,155	5.0	Increased code share commissions and Frequent Flyer billings
<b>Revenue</b>	<b>15,816</b>	<b>15,352</b>	<b>3.0</b>	
Operating expenses (excluding fuel)	9,093	9,354	2.8	Cost base inflation more than offset by benefits delivered through Qantas Transformation
Fuel	3,899	4,496	13	Effective AUD fuel price drop <sup>3</sup> of 12% and \$136m benefit from fuel Qantas Transformation initiatives <sup>4</sup>
Depreciation and amortisation	1,096	1,422	23	Accelerated retirement of aircraft including B767 and B734 and benefit from Qantas International Fleet write-down (\$195m)
Non-cancellable aircraft operating lease rentals	495	520	4.8	Reduction in leased aircraft offset by impact of weakening AUD on USD lease expense
<b>Underlying EBIT</b>	<b>1,233</b>	<b>(440)</b>	<b>&gt;100</b>	
Net finance costs	(258)	(206)	(25)	Extension of debt maturity profile , downgrade to Ba2/BB+ and less capitalised interest
<b>Underlying PBT<sup>1</sup></b>	<b>975</b>	<b>(646)</b>	<b>&gt;100</b>	
<b>Return on Invested Capital (%)</b>	<b>16</b>	<b>(1.5)</b>	<b>&gt;100</b>	

1. Underlying Profit Before Tax (PBT) is a non-statutory measure and is the primary reporting measure used by the Qantas Group's chief operating decision-making bodies (being the Chief Executive Officer, Group Management Committee and the Board of Directors) for the purpose of assessing the performance of the Group. All line items in the FY15 Results Supplementary Presentation are reported on an Underlying basis. Refer to Supplementary Slide 5 for a reconciliation of Underlying to Statutory PBT. 2. Variance to last year. 3. Net price movements after hedging. 4. Includes reduction in consumption from fuel efficiency and reduction in into-plane costs following transformation initiatives.

## Other Items Not Included in Underlying PBT<sup>1</sup>



\$M	FY15	FY14	
AASB 9 mark-to-market movements relating to other reporting periods	39	(72)	
Redundancies, restructuring and other transformation costs	80	428	Reduction in redundancy and restructuring costs relating to workforce changes as part of the Qantas Transformation program
Impairment of Qantas International CGU <sup>2</sup>	-	2,560	
Fleet restructuring costs	4	394	
Net gain on sale of investments	(11)	(62)	Gain on sale of Tour East in December 2014
Net impairment of investments	19	50	Impairment of investment in Helloworld Limited
Write-off of Jetstar Hong Kong Business	21	-	
B787-8 introduction costs	-	14	
Other	34	18	
<b>Total items not included in Underlying PBT</b>	<b>186</b>	<b>3,330</b>	

1. Items which are identified by Management and reported to the chief operating decision-making bodies as not representing the underlying performance of the business are not included in Underlying PBT. <sup>4</sup> The determination of these items is made after consideration of their nature and materiality and is applied consistently from period to period. Items not included in Underlying PBT primarily result from major transformational/restructuring initiatives, transactions involving investments and impairments of assets outside the ordinary course of business. 2. Cash Generating Unit.

# Reconciliation to Statutory PBT



\$M	FY15				FY14			
	Underlying <sup>1</sup>	Ineffectiveness relating to other reporting periods	Other items not included in Underlying PBT	Statutory	Underlying <sup>1</sup>	Ineffectiveness relating to other reporting periods	Other items not included in Underlying PBT	Statutory
Net passenger revenue	13,667	-	-	13,667	13,242	-	-	13,242
Net freight revenue	936	-	-	936	955	-	-	955
Other revenue	1,213	-	-	1,213	1,155	-	-	1,155
<b>Revenue</b>	<b>15,816</b>	-	-	<b>15,816</b>	<b>15,352</b>	-	-	<b>15,352</b>
Operating expenses (excl fuel)	9,093	-	147	9,240	9,354	(35)	842	10,161
Fuel	3,899	38	-	3,937	4,496	(35)	-	4,461
Depreciation and amortisation	1,096	-	-	1,096	1,422	-	-	1,422
Non-cancellable aircraft operating lease rentals	495	-	-	495	520	-	-	520
Impairment of Qantas International CGU	-	-	-	-	-	-	2,560	2,560
<b>Expenses</b>	<b>14,583</b>	<b>38</b>	<b>147</b>	<b>14,768</b>	<b>15,792</b>	<b>(70)</b>	<b>3,402</b>	<b>19,124</b>
<b>EBIT</b>	<b>1,233</b>	<b>(38)</b>	<b>(147)</b>	<b>1,048</b>	<b>(440)</b>	<b>70</b>	<b>(3,402)</b>	<b>(3,772)</b>
Net finance costs	(258)	(1)	-	(259)	(206)	2	-	(204)
<b>PBT</b>	<b>975</b>	<b>(39)</b>	<b>(147)</b>	<b>789</b>	<b>(646)</b>	<b>72</b>	<b>(3,402)</b>	<b>(3,976)</b>

1. Underlying PBT is a non-statutory measure and is the primary reporting measure used by the Qantas Group's chief operating decision-making bodies, being the Chief Executive Officer, Group Management Committee and the Board of Directors, for the purpose of assessing the performance of the Group. Underlying PBT is derived by adjusting Statutory PBT for the impact of ineffectiveness and non-designated derivatives relating to other reporting periods and certain other items which are not included in Underlying PBT.



## ■ Net passenger revenue up 3%

- Group yield (excluding FX) up 1% and load improvement of 1.7 pts driven by network optimisation and moderation in market capacity

## ■ Net freight revenue down 2%

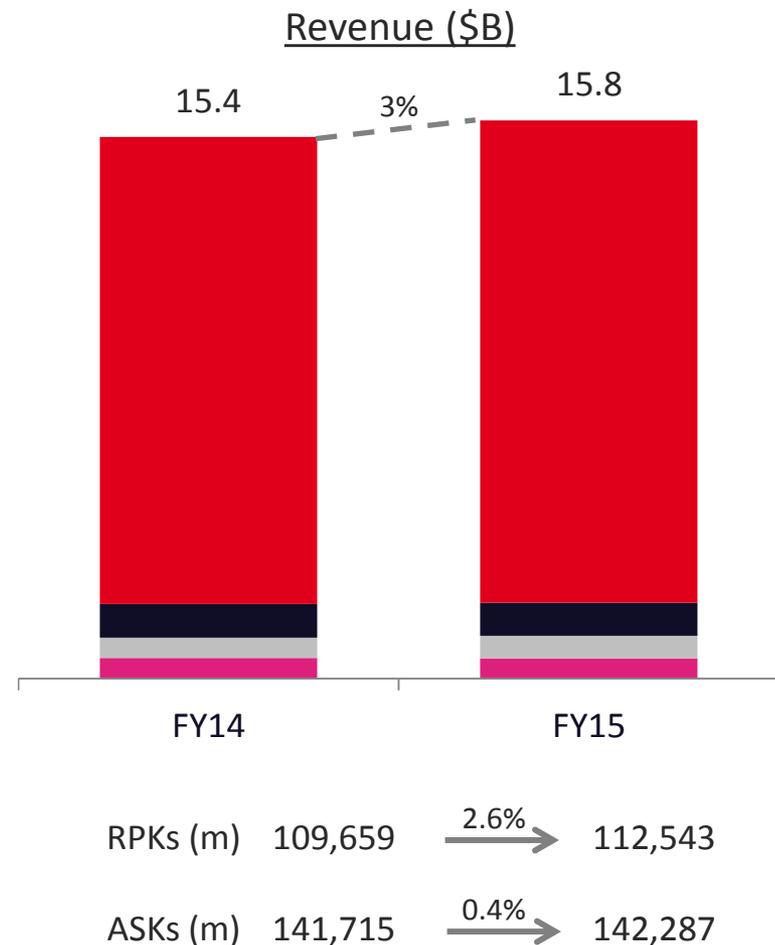
- Reduction in freighter aircraft

## ■ Frequent flyer redemption, marketing, store and other revenue up 10%

- Increased revenue from Qantas Cash
- 5% growth in billings and 2% increase in awards redeemed
- 7% membership growth

## ■ Revenue from other sources flat

- Sale of Qantas Defence Services (QDS) in February 2014
- Reduced third party catering and ground handling
- Offset by increased code share commissions revenue





## Fuel costs down 13%

- 12% reduction in effective AUD fuel price<sup>1</sup>
- Improvement in fuel efficiency from Qantas Transformation fuel initiatives

## Manpower and staff-related down 4%

- 4,000 FTE reduction (since January 2014) as part of the accelerated Qantas Transformation program
- Early benefits from workplace agreements with 18-month wages freeze in place

## Aircraft operating variable costs down 3%

- Qantas Transformation initiatives
- Carbon tax repeal \$116m
- Increase in activity

## Depreciation and amortisation costs down 23%

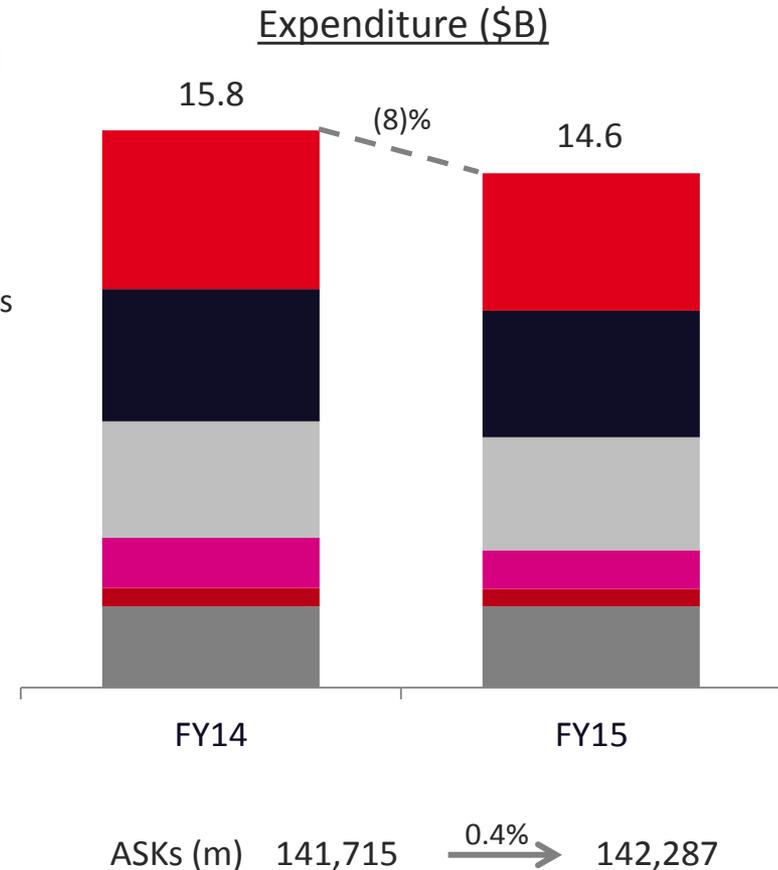
- FY14 Qantas International non-cash fleet impairment
- February 2014 fleet restructure and other fleet retirements

## Lease rental expense down 5%

- Reduction in leased aircraft
- Favourable lease extensions offset by unfavourable FX impact

## Other expenditure flat

- Qantas Transformation initiatives
- Improvement in Jetstar branded airline performance



# Cash Flow and Debt Position



\$M	FY15	FY14	VLY %
Underlying EBITDA <sup>1</sup>	2,329	982	>100
Non-cash items and working capital movements	163	450	(64)
<b>Cash generated from operations</b>	<b>2,492</b>	<b>1,432</b>	<b>74</b>
Other operating cash flows <sup>2</sup>	(444)	(363)	(22)
Investing cash flows	(944)	(1,069)	12
<b>Net free cash flow (Net operating and investing)</b>	<b>1,104</b>	-	<b>&gt;100</b>
Financing cash flows	(1,218)	173	>(100)
Net change in cash held	(114)	173	>(100)
Effects of FX on cash	21	(1)	>100
<b>Cash at end of period</b>	<b>2,908</b>	<b>3,001</b>	<b>(3.1)</b>

- \$1,060m increase in cash generated from operations
- Net cash capital expenditure \$944m vs \$0.9b guidance
- \$1,104m net free cash flow
- \$1b net debt<sup>3</sup> reduction in FY15, \$1.1b cumulative reduction since FY13
- Achieved target >\$1b debt reduction by FY15

# Performance Against Financial Framework



\$M	FY15	FY14	
<b>1. Optimal Capital Structure</b>			
FFO <sup>1</sup> /net debt (S&P) <sup>2</sup>	46%	17%	Profit turnaround; EBITDA up \$1.3b FFO <sup>1</sup> up \$1.4b \$1b debt reduction completed in FY15
Debt/Adjusted EBITDA (Moody's) <sup>3</sup>	2.9	5.1	
<b>2. ROIC performance</b>			
ROIC EBIT	\$1,476m	\$(193)m	Transformation benefits of \$894m Improved yields and loads Benefit from lower AUD fuel prices
ROIC	16%	(1.5)%	
<b>3. Disciplined capital investment</b>			
Invested Capital	\$8.7b	\$9.4b	FY14 Qantas International fleet impairment and disciplined capital expenditure to achieve optimal capital structure
<b>4. Shareholder Returns</b>			
	FY15	FY14	
Total shareholder returns <sup>4</sup>	151%	(6.7)%	Best performing stock in ASX100 and best performing global airline <sup>5</sup> in FY15
Earnings per share	25.4c	(128.5)c	

1. Funds From Operations. 2. Calculated using the Standard & Poor's methodology. 3. Calculated on the Moody's methodology. 4. Calculated using closing prices on 30 June from the previous financial year as the base. 5. Compared to global listed airline peer group as stated in the Notice of Meeting for the 2014 Annual General Meeting, with reference to the 2015-2017 LTIP.

# Invested Capital Calculation



Invested Capital (\$M)	FY15	FY14
Receivables (current and non-current)	1,093	1,354
Inventories	322	317
Other assets (current and non-current)	424	374
Investments accounted for using the equity method	134	143
Property, plant and equipment	10,715	10,500
Intangible assets	803	741
Assets classified as held for sale	136	134
Payables	(1,881)	(1,851)
Provisions (current and non-current)	(1,213)	(1,281)
Revenue received in advance (current and non-current)	(4,943)	(4,589)
Capitalised operating leased assets <sup>1</sup>	3,100	3,553
<b>Invested Capital as at 30 June</b>	<b>8,690</b>	<b>9,395</b>
<b>Average Invested Capital for the year ended 30 June<sup>2</sup></b>	<b>9,091</b>	<b>13,004</b>

Capitalised leased assets measured at the fair value at lease commencement (translated into AUD) with residual value and useful economic lives equivalent to owned aircraft

1. Capitalised operating lease aircraft are initially recognised at fair value. Subsequently remeasured as per a finance lease. 2. Equal to the 12 month average of monthly Invested Capital.

# Net Debt Reconciliation



Net Debt Calculation- Previous Methodology (\$M)	FY15	FY14	FY13 <sup>1</sup>
Interest bearing liabilities	5,562	6,483	6,080
Cash and cash equivalents	(2,908)	(3,001)	(2,829)
Aircraft security deposits	(36)	(34)	(21)
Fair value of hedges relating to debt	(60)	7	(4)
<b>Net on balance sheet debt</b>	<b>2,558</b>	<b>3,455</b>	<b>3,226</b>
Present value of operating lease obligations	1,184	1,296	1,621
<b>Total net debt</b>	<b>3,742</b>	<b>4,751</b>	<b>4,847</b>

Net Debt Calculation- New Methodology (\$M)	FY15	FY14	FY13 <sup>1</sup>
Interest bearing liabilities	5,562	6,483	6,080
Cash and cash equivalents	(2,908)	(3,001)	(2,829)
Aircraft security deposits	(36)	(34)	(21)
Fair value of hedges relating to debt	(60)	7	(4)
<b>Net on balance sheet debt</b>	<b>2,558</b>	<b>3,455</b>	<b>3,226</b>
Capitalised operating lease liability	3,748	3,888	4,058
<b>Total net debt</b>	<b>6,306</b>	<b>7,343</b>	<b>7,284</b>

Lease debt for purpose of calculating optimal capital structure. Capitalised operating lease liability is measured akin to a finance lease.

1. Restatement for the impact of revised AASB 119 relating to defined benefit superannuation plans.

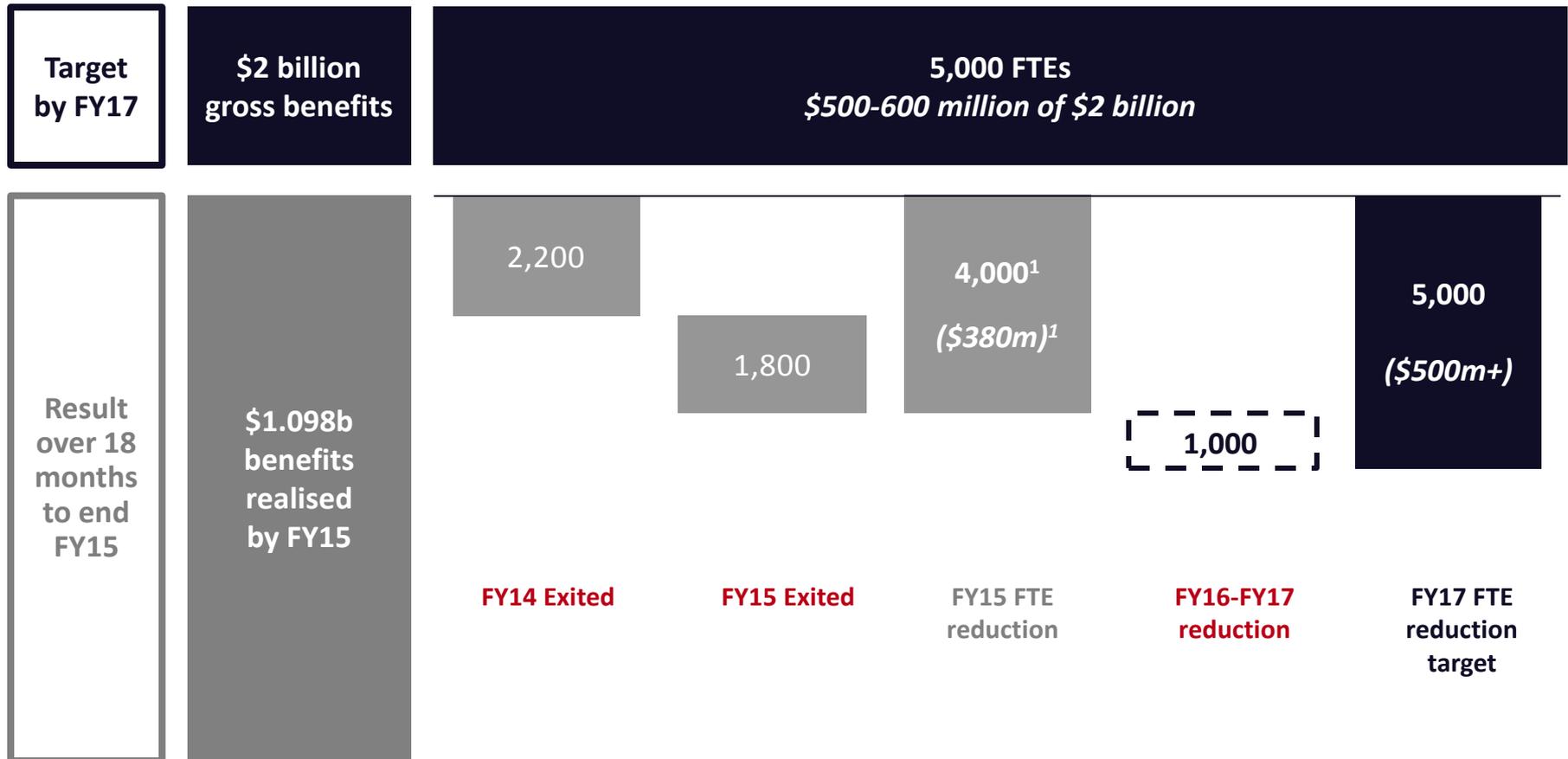
# Continuing Unit Cost Improvement



- Comparable unit cost<sup>1</sup> improvement of 5.1%

C/ASK	FY15	FY14	VLY %
<b>Unit Cost<sup>2</sup></b>	<b>7.54</b>	<b>8.35</b>	↓ 9.7
Excluding:			
• Fuel	(2.74)	(3.17)	
<b>Net Underlying Unit Cost<sup>3</sup></b>	<b>4.80</b>	<b>5.18</b>	↓ 7.3
• Qantas International fleet write-down		(0.14)	
• Impact of changes in the discount rate	0.01	(0.02)	
• Change in FX rates		0.08	
• Share of net loss of investments accounted for under the equity method	(0.02)	(0.05)	
<b>Comparable Unit Cost<sup>1</sup></b>	<b>4.79</b>	<b>5.05</b>	↓ 5.1

1. If adjusted for the impact of movements in average sector length, comparable unit cost improvement is 4.2%. If further adjusted for the impact of the carbon tax repeal, comparable unit cost improvement is 2.6%. The 5.1% improvement in comparable unit cost is calculated as Underlying PBT less passenger revenue and fuel, adjusted for the impact of the Qantas International fleet write-down, changes in discount rates, changes in foreign exchange rates and share of net loss of investments accounted for under the equity method per ASK. 2. Based on Underlying PBT less ticketed passenger revenue per ASK. 3. Net Underlying unit cost is calculated as underlying PBT less ticketed passenger revenue and fuel per ASK.



1. Achieved by June 2015 (further benefits from the 4,000 will track into FY16).

# Group Operational Information





Aircraft Type	FY15	FY14	Change
A380-800	12	12	-
B747-400	6	7	(1)
B747-400ER	6	6	-
A330-200	17 <sup>1</sup>	13	4
A330-300	10	10	-
B767-300ER	-	13	(13)
B737-800NG	75	70	5
<b>Total Qantas</b>	<b>126</b>	<b>131</b>	<b>(5)</b>
A320-200	71	73	(2) <sup>2</sup>
A321-200	6	6	-
A330-200	3	7	(4)
B787-8	8	4	4
<b>Total Jetstar<sup>3</sup></b>	<b>88</b>	<b>90</b>	<b>(2)</b>
B717-200	18	18	-
Q200/Q300	18	19	(1)
Q400	31	30	1
<b>Total QantasLink</b>	<b>67</b>	<b>67</b>	<b>-</b>
EMB120	-	3	(3)
F100	13	12	1
<b>Total Network Aviation</b>	<b>13</b>	<b>15</b>	<b>(2)</b>
B737-300SF	4	4	-
B767-300SF	1	1	-
<b>Total Freight<sup>4</sup></b>	<b>5</b>	<b>5</b>	<b>-</b>
<b>Total Group</b>	<b>299</b>	<b>308</b>	<b>(9)</b>

- Net reduction of 9 aircraft during FY15
  - 12 aircraft deliveries<sup>5</sup>:  
5 x B737-800, 4 x B787-8, 1 x Q400, 1 x A320-200<sup>2</sup>, 1 x F100
  - 18 aircraft retired:  
13 x B767-300, 3 x EMB120, 1 x B747-400, 1 x Q300<sup>6</sup>
  - 3 lease returns:  
3 x A320-200 (Jetstar)
  - 4 x A332s transferred from Jetstar to Qantas Domestic
- Net addition of at least 3 aircraft during FY16
  - 6 aircraft deliveries:  
2 x B717-200, 3 x B787-8, 1 x F100
  - Reduction of up to 3 aircraft:  
1 x B747-400, 2 x A330-200<sup>1</sup>
  - Last 3 x A332s transfer from Jetstar to Qantas Domestic

1. 1 x A330-200 out of service in May 2015, due for return to Lessor July 2015. 2. 1 x A320 was subleased from Jetstar Japan to Jetstar. 3. Includes Jetstar Asia fleet (18 x A320), excludes Jetstar Pacific, Jetstar Japan and Jetstar Hong Kong. 4. Qantas Group wet leases 2 x B747-400 freighter aircraft and 3 x BAE146 freighter aircraft (not included in the table). 5. Includes purchased and leased aircraft. 6. 1 x Q300 was held for sale.

# Segments





- Qantas Domestic has the flexibility to adapt to changing market conditions, resources slow down
- Spread of gauges to increase and decrease capacity across routes as demand changes
  - 3 x turboprops (Q200/Q300/Q400)
  - 2 x regional Jets (B717/F100)
  - 1 x narrowbody (B737), 1 x widebody (A330)
- Operational excellence gives flexibility to operate in RPT<sup>1</sup> or charter environment
- Flexibility allowed capacity to match demand in FY15
  - Down-gauge from B737 to B717 on HBA and CBR<sup>2</sup>
  - Down-gauge from B717 to F100 on Intra-WA<sup>3</sup>
  - Up-gauge from Q300 to Q400 on Intra-QLD<sup>4</sup>
  - 5 new routes introduced in FY15 (SYD-HTI, MEL-HTI, BNE-HTI, ADL-WYA, SYD-WTB<sup>5</sup>)

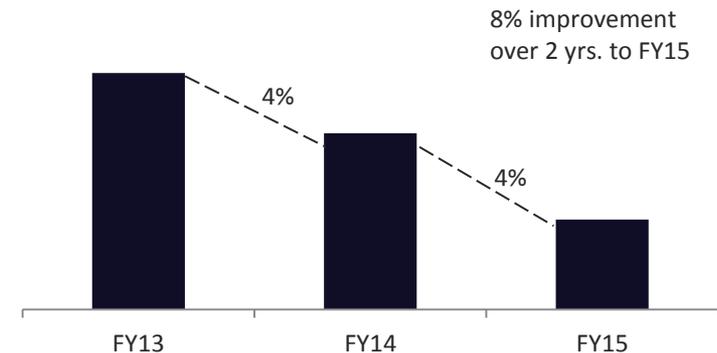
		FY15	FY14	VLY %
ASKs	M	36,638	37,824	(3.1)
RPKs	M	27,180	27,715	(1.9)
Passengers	'000	21,493	21,818	(1.5)
Seat factor	%	74.2	73.3	0.9pts
OTP <sup>6</sup>	%	88.3	87.6	0.7pts



- RASK<sup>1</sup> recovery as market adjusts after five years of above-trend market capacity growth
  - Dynamic scheduling initiatives to actively match capacity with demand, more seasonal flying
  - Fare family revisions to increase yield
- Transformation benefits from implemented initiatives
  - Re-time of London A380, improving European connectivity and releasing aircraft for SYD-DFW<sup>2</sup> up-gauge
  - 4% overall improvement in fleet utilisation<sup>3</sup>
- Further extensions to partnership network – total QF code destinations increasing to 214<sup>4</sup> from 204 at 1H15
  - Expanded partnerships with American Airlines<sup>5</sup>, WestJet, Bangkok Airways and China Airlines
- Continued investment in service and product delivered 39% improvement in NPS<sup>6</sup> since FY12

		FY15	FY14	VLV %
ASKs	M	59,263	59,173	0.2
RPKs	M	48,299	47,112	2.5
Passengers	'000	5,843	5,837	0.1
Seat factor	%	81.5	79.6	1.9pts

## Comparable Unit Costs<sup>7</sup>



1. Calculated as passenger revenue per ASK inclusive of transformation benefits and foreign exchange movements. 2. Sydney-Dallas Fort Worth. 3. Aircraft utilisation calculated as average block hours per aircraft compared to FY14. 4. Based on destinations available as at 30 June 2015. 5. Subject to regulatory approval. 6. Net Promoter Score, based on Qantas Internal Reporting. 7. Comparable unit cost is calculated as Underlying EBIT less passenger revenue and fuel, adjusted for the impact of the Qantas International fleet write-down (FY15), changes in discount rates (FY15), changes in foreign exchange rates, changes in block codeshare agreements (FY15), Boeing settlement (FY14), the change in accounting estimate for passenger revenue received in advance (FY14) and movements in average sector length per ASK.



## AMERICAN AIRLINES

- Significant expansion of alliance with American Airlines (AA) announced on 10 June 2015<sup>1</sup>
- Revenue sharing agreement
- Reintroduction of Qantas services to SFO<sup>2</sup> from December 2015, the top onward destination for corporate customers flying to the US<sup>3</sup>
- AA to commence LAX-SYD<sup>4</sup> services with three-class B777-300ER
- Deeper alliance provides platform for further growth, closer commercial ties, more seamless customer experience on routes between North America and Australia/New Zealand

## EMIRATES

- Premier one-stop customer proposition to Europe, Middle East and Northern Africa:
  - 91 weekly Qantas and Emirates flights from Australia
  - Offering more than 70 Qantas codeshare destinations
- Delivering Group-wide financial benefits:
  - RASK improvement as partnership matures<sup>5</sup>
  - Redeployment of capital from continental Europe to stronger markets
  - Qantas Frequent Flyer's benefit from joint network
  - Code share with Jetstar airlines in Asia

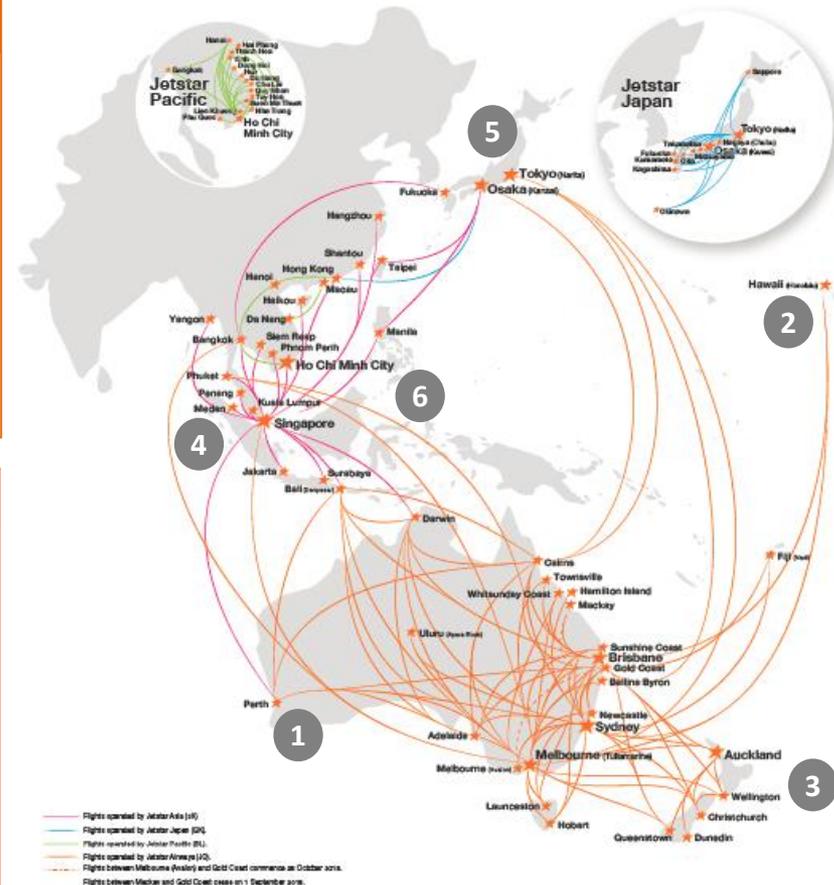
# Growing Jetstar Footprint



## JETSTAR GROUP – GROWING NETWORK OF ROUTES<sup>1</sup>



BUSINESS	OWNERSHIP <sup>2</sup>	LAUNCH	AIRCRAFT
1 Jetstar Australia	100%	2004	50 x A320s/A321s
2 Jetstar International	100%	2006	11 x B787s <sup>3</sup>
3 Jetstar New Zealand <sup>4</sup>	100%	2009	9 x A320s
4 Jetstar Asia (Singapore)	49%	2004	18 x A320s
5 Jetstar Japan	33%	2012	20 x A320s
6 Jetstar Pacific (Vietnam) <sup>5</sup>	30%	2008	11 x A320s/A321s



1. Including Jetstar Asia, Jetstar Pacific and Jetstar Japan. 2. As at 30 June 2015, based on voting rights. 3. 11 x B787-8s by end of September 2015. 4. Jetstar Trans Tasman services commenced in 2005, Jetstar New Zealand (Domestic) services commenced in 2009. 5. Jetstar Pacific rebranded in 2008.



- Continued cost transformation and yield recovery
  - 6% RASK<sup>1</sup> increase, maintained premium to Tigerair
  - Unit cost advantage maintained
  - Asset utilisation increased 3%<sup>2</sup>
- Leveraging network and frequency advantage
  - 4 x larger fleet than LCC competitor<sup>3</sup>
  - Frequency advantage in every domestic port
- Enhanced dual brand co-ordination unlocking significant value for Qantas Group
- Continued innovation to enhance customer experience and lower operating costs
  - Automated bag drop
  - Move to new Melbourne Terminal 4 from November 2015
  - Next-gen online retailing and boarding technology to be completed 2H16
  - Next-gen mobile platform launched, further enhancements in FY16
- Awarded best LCC in Australia/Pacific, top 5 LCC worldwide<sup>4</sup>

Jetstar Domestic		FY15	FY14	VLV %
ASKs	M	18,215	17,885	1.8
RPKs	M	15,042	14,584	3.1
Passengers	'000	12,859	12,296	4.6
Seat factor	%	82.6	81.5	1.1pts
OTP <sup>5</sup>	%	82.0	78.8	3.2pts



- Record earnings performance in FY15<sup>1</sup>
  - Transition from A330 to B787-8 driving cost reduction and enhanced customer experience, complete September 2015
  - Network restructure has built scale around major leisure destinations in Asia-Pacific (Bali, Japan and Hawaii)
  - Continued focus on aligning network to customer demand
- Domestic New Zealand profitable<sup>1</sup>, positive results across key metrics
  - Continued RASK<sup>2</sup> improvement
  - Record New Zealand NPS result<sup>3</sup>
  - Strong brand recognition following multi-year campaign
- Announced New Zealand regional operations, launch 1H16<sup>4</sup>

Jetstar International (excl. Jetstar Asia & New Zealand Domestic)		FY15	FY14	VLY %
ASKs	M	18,317	17,514	4.6
RPKs	M	14,322	12,930	11
Passengers	'000	3,274	3,126	4.7
Seat factor	%	78.2	73.8	4.4pts

New Zealand Domestic		FY15	FY14	VLY %
ASKs	M	1,423	1,424	(0.1)
RPKs	M	1,139	1,130	0.8
Passengers	'000	1,746	1,724	1.3
Seat factor	%	80.0	79.3	0.7pts



- Return to profit<sup>1</sup> despite challenging market conditions
  - 2% RASK<sup>2</sup> improvement, maintained premium to Tigerair
  - 6% controllable unit cost improvement<sup>3</sup>
- Increased network connectivity, leveraging scale of brand
  - Growth of interline partnerships from 21 to 25
  - SriLankan added as codeshare partner in FY15; two partners planned FY16
- New destinations announced for FY16: Palembang, Pekanbaru and Da Nang
- Market capacity starting to increase with lower fuel prices, uncertain RASK outlook
- Continue to strengthen brand and customer experience innovation
  - Mobile boarding pass, check-in kiosks, automated bag-drop
  - Straight to Gate now at eight overseas airports
  - Top LCC in 2014 Customer Satisfaction Index of Singapore<sup>4</sup>
  - AsiaOne People’s Choice Award for best LCC third year running<sup>5</sup>

Jetstar Asia		FY15	FY14	VLV %
ASKs	M	8,431	7,894	6.8
RPKs	M	6,562	6,188	6.0
Passengers	‘000	3,966	3,975	(0.2)
Seat factor	%	77.8	78.4	(0.6)pts



1. Based on Underlying EBIT. 2. RASK calculated passenger revenue excluding International aviation charges (in local currency) per ASK. 3. Controllable unit cost is calculated as total Underlying expenses less fuel adjusted for changes in foreign exchange rates and movements in average sector length (in local currency) per ASK. 4. Institute of Service Excellence at Singapore Management University, 16 April 2015. Source: Bernama.com. 5. Announced on 30 April 2015. Source: AsiaOne



- Significantly improved financial performance amid weaker JPY and aggressive competitor activity
  - RASK<sup>1</sup> up 5% on 38% capacity growth
  - Ancillary revenue up 14%<sup>2</sup>
  - Controllable unit cost<sup>3</sup> improvement
- Largest<sup>4</sup> Japanese LCC with 20 aircraft, 60% market share
  - 10 million passengers<sup>5</sup> after three years of operation
  - Further international expansion planned in FY16
  - Innovative brand, distribution and LCC product
  - Strong customer advocacy<sup>6</sup>
- Significant growth potential remains with LCC share of total market 8%<sup>7</sup>
- Up to JPY 5b (AUD \$55m<sup>8</sup>) equity injection each by Qantas Group and JAL<sup>9</sup> to support expanded international operations and maintain market-leading domestic position
  - Qantas Group to remain a minority shareholder with 33% voting rights and 47.7% economic share, in line with JAL<sup>10</sup>

Jetstar Japan		FY15	FY14	VLV %
ASKs	M	5,179	3,759	38
RPKs	M	3,932	2,894	36
Passengers	'000	4,517	3,308	37
Seat factor	%	75.9	77.0	(1.1)pts



1. RASK calculated as underlying passenger revenue (in local currency) per ASK. 2. Based on ancillary revenue per passenger (in local currency). Calculated as ancillary revenue excluding variable costs, management and branding fee revenue. 3. Controllable unit cost is calculated as total Underlying expenses excluding fuel, adjusted for change in foreign exchange rates movements in average sector length (in local currency) per ASK. 4. Based on ASKs of low cost carriers JJP, APJ, WAJ, SJO. Source: MLIT Report, April 2014-March 2015 period. 5. As at 31 July 2015. 6. Based on NPS. Source: Forethought Customer Advocacy Research to June 2015. 7. Based on passengers carried April 2014-March 2015. Source: Diio Mii. 8. As at 19 August 2015. 9. Japan Airlines. 10. Post equity injection.



- Business profitable<sup>1</sup> for 2H15 in tough market conditions
  - Continued cost discipline
  - Benefit of scale, increasing fleet from 7 to 11
  - Domestic yield pressure driven by intense market capacity growth of 20%<sup>2</sup>
- International flying introduced to Singapore, Thailand, Macau<sup>3</sup>
- Continued focus on network connectivity and dual brand coordination with Vietnam Airlines
- Challenges remain in aggressive competitive environment with oversupply of market capacity
  - Domestic yields remain under pressure

Jetstar Pacific		FY15	FY14	VLV %
ASKs	M	2,787	2,152	30
RPKs	M	2,425	1,925	26
Passengers	'000	2,939	2,185	35
Seat factor	%	87.0	89.5	(2.5)pts



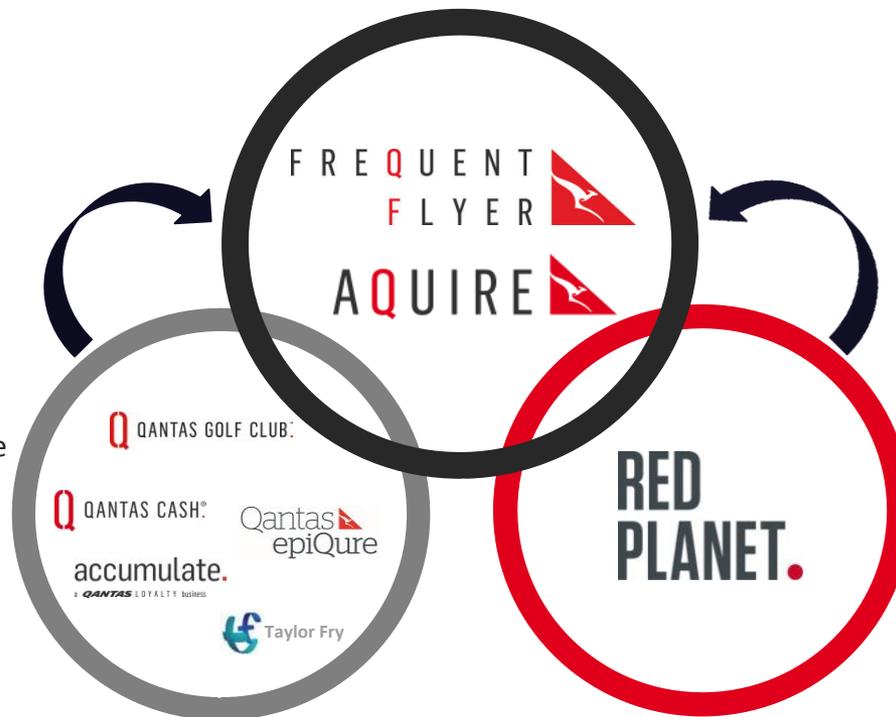


### COALITION LOYALTY

- Upgrade redemptions to premium cabins on Qantas services – double digit growth
- Activity with 35+ airline partners, including Emirates and oneworld affiliates – up 6%
- Points redeemed on non-flight rewards, including the Qantas Store – up 12%
- Over 67,000 SME members in Aquire program, with 24 program partners<sup>1</sup>

#### CORE INNOVATIONS

- Qantas Cash recognised for innovation – wins second Canstar 5 Star rating
- Qantas epiQure member base grew by 57%<sup>2</sup> and wine sales by 43%<sup>2</sup>
- Taylor Fry acquisition adds another pillar to analytics potential and new adjacent revenue stream



#### BREAK-OUT GROWTH

- Red Planet profitable in first year of operations – external revenue growth; Qantas earnings uplift; innovative research panel established

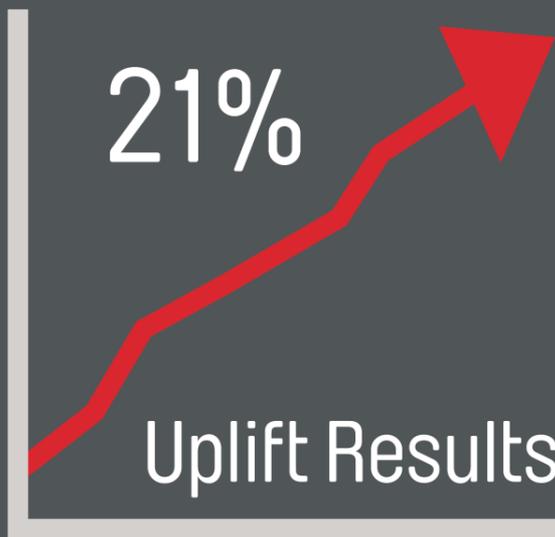


- Integrated media, analytics and research services
- Directly and individually targets customers leveraging the unique strengths of Qantas Loyalty:
  - Unparalleled reach in market
  - Rich proprietary data from 27 years
  - Sophisticated customer-led capability

# RED PLANET.



▷ Incremental revenue delivered over traditional marketing techniques since launch



### Financial Services Case Study

▷ Digital campaign for major AU banking client delivering credit card customer **ACQUISITIONS** at a reduced cost

Cost per acquisition (CPA) \$ Goal

Over a 10 week period CPA \$

Most hyper targeted segment



**30%**

better than target

**50%**

better than target

### Travel and Leisure Case Study

▷ Significantly increased **HOTEL BOOKINGS** by targeting two custom Red Planet segments

SEGMENT 1

Booking uplift

**177%**



SEGMENT 2

Booking uplift

**47%**





QANTAS ONLINE MALL



KURT GEIGER



peteralexander

LORNA JANE



L'OCCITANE



GLASSHOUSE FRAGRANCES



AQUIRE

QANTAS FREQUENT FLYER



Octet



kogan

PACIFIC BRANDS



vero

PRIME 7

The West Australian

YAHOO!

Bank Australia RESPONSIBLE BANKING



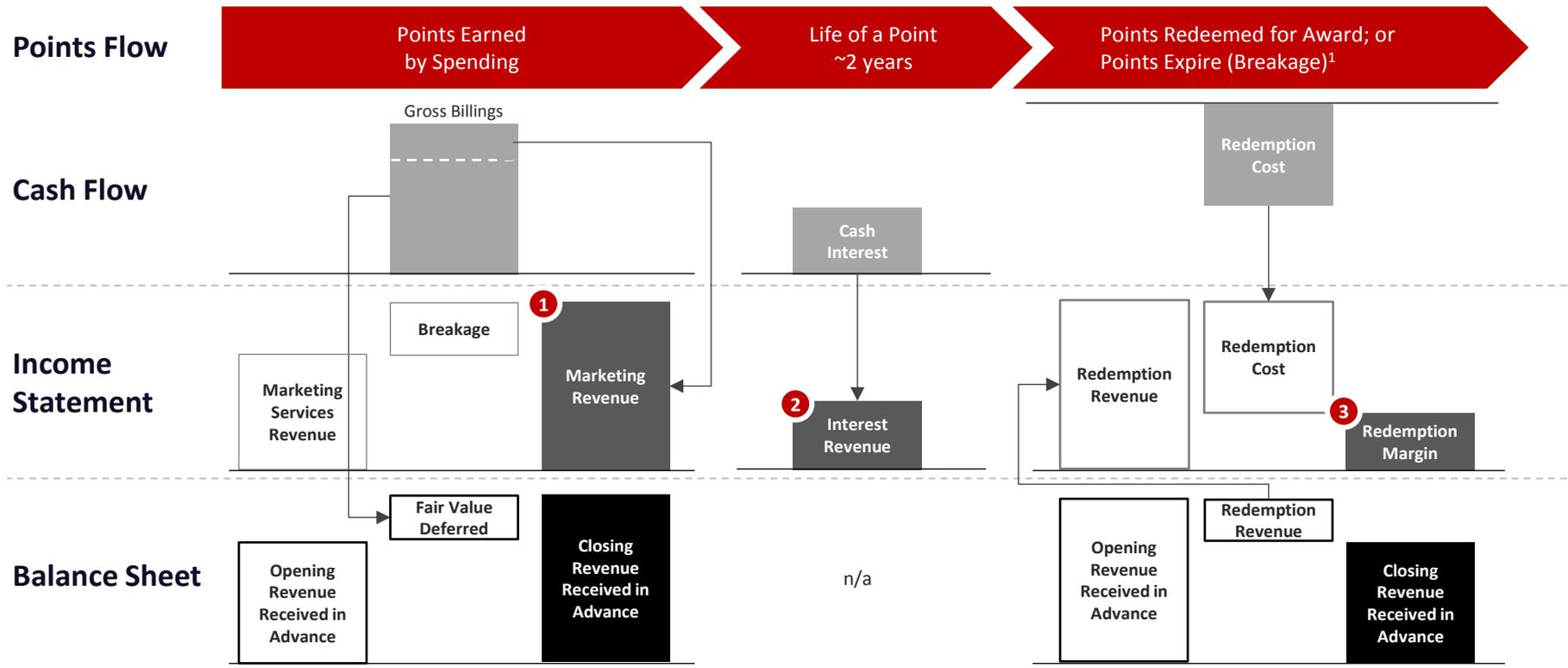
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# Overview of Qantas Frequent Flyer Cash Flow and Accounting Treatment



## Sources of Value

- 1 Marketing Revenue
- 2 Working Capital Benefit (interest income)
- 3 Redemption Margin

Note: above diagram highlights unique Qantas Frequent Flyer accounting items only. Diagram excludes other revenue (e.g. membership revenue) and operating costs below gross margin. 1. Breakage is recognised at the time of points earn / issuance based on an estimated breakage rate. There is no further recognition of breakage at the time of points expiry. However, the actual rate of breakage is used to inform the estimated breakage rate for initial recognition.

# Disclaimer & ASIC Guidance



This Presentation has been prepared by Qantas Airways Limited (ABN 16 009 661 901) (Qantas).

## Summary information

This Presentation contains summary information about Qantas and its subsidiaries (Qantas Group) and their activities current as at 20 August 2015. The information in this Presentation does not purport to be complete. It should be read in conjunction with the Qantas Group's other periodic and continuous disclosure announcements lodged with the Australian Securities Exchange, which are available at [www.asx.com.au](http://www.asx.com.au).

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