





# THE OWNER OF BULGARIA AIR

The investments of Chimimport in the aviation industry are mainly realized through Bulgarian Airways Group, previously named Bulgarian Aviation Group and Balkan Hemus Group Ltd. Bulgarian Airways Group is established in 2003 as a sole property of Chimimport with the aim of acquisition through its subsidiary Hemus Hold of 51% of the capital of Hemus Air. At the beginning of 2004 Hemus Hold won a tender and became the owner of an aircraft maintenance base of Sofia Airport. At the end of 2004 the incorporation of Hemus Hold Ltd into Hemus Air was completed, Bulgarian Airways Group acquiring sole control over the airline. At the beginning of 2007 Bulgarian Airways Group won the tender for the privatization of the national air carrier Bulgaria Air JSC. In 2012 Bulgarian Airways Group expanded its collaboration with Lufthansa Technik Sofia by performance of heavy maintenance services of the Airbus, Boeing and Embraer aircraft. Bulgarian Airways Group builds international experience since 2008 – it has built the new airport in Kazan by establishing of SPV in order to perform complete reconstruction of the Kazan International Airport in Russian Federation.

# HISTORY

Bulgaria Air is the flag carrier of the Republic of Bulgaria, with its head office at Sofia Airport. The company is owned by Chimimport Inc. and is a leader in Bulgaria in terms of market share.

- » The airline was established in 2002 as a successor of Balkan Bulgarian Airlines.
- » Bulgaria Air was designated as a national flag carrier in November 2002, starting operations on the 4<sup>th</sup> of December, 2002.
- » Bulgaria Air initially began operations by the name „Balkan Air Tour“ for a very short period. In 2003 the name was changed to “Bulgaria Air”.
- » Since 2007 after the privatization of Bulgaria Air, the company became part of Chimimport

## **Holding**

During the restructuring of the airline were introduced modern management methods in close cooperation with the trade unions during the current contract with them. Following the privatisation, the shareholder and the new management of the airline together with Lufthansa Consulting started thorough evaluation and restructuring process of the company. Today Bulgaria Air operates 9 modern aircrafts with an average between 8–4 years. The personnel supporting the airline operation counts 330 employees without a collective bargaining agreement engagements in place.

- » Home base: Sofia Airport, operates from Varna and Bourgas as well.
- » Scheduled international services: 23 destinations in Europe and the Middle East.
- » Domestic services: 2 destinations – Varna and Bourgas.

» Non-scheduled services: charter flights in summer season from Varna and Bourgas to Russia, Israel, Kuwait, Germany, Netherlands, France, Czech Republic, Poland, etc.

» Total performed flights 2016:

- on scheduled routes – 5 671

- on charter routes – 835

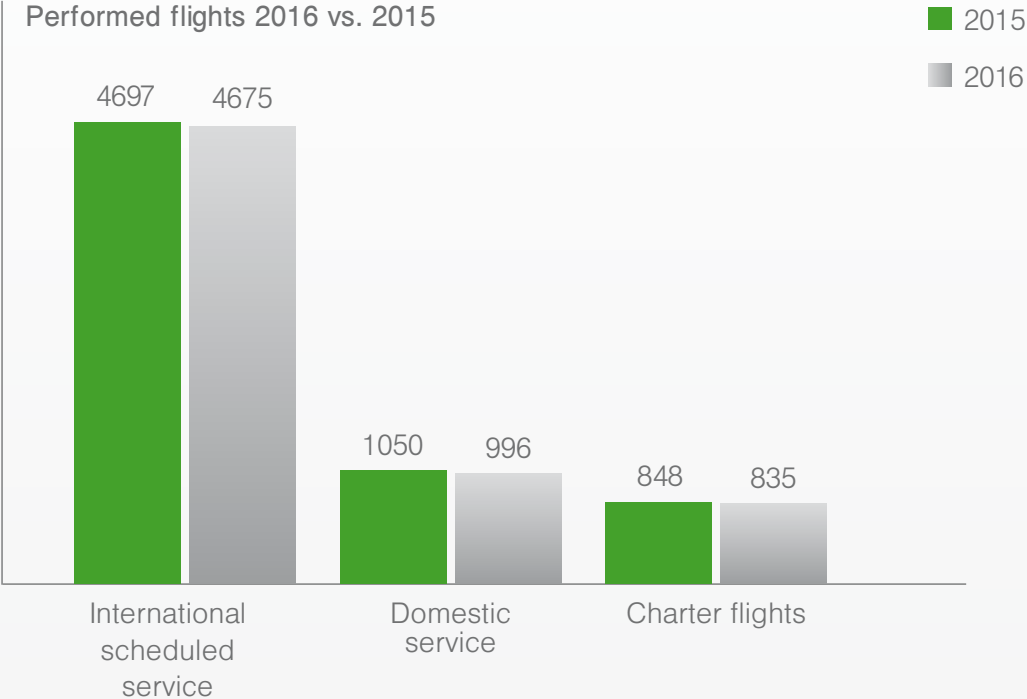
» Total carried passengers 2016:

- on scheduled routes – 1 026 369

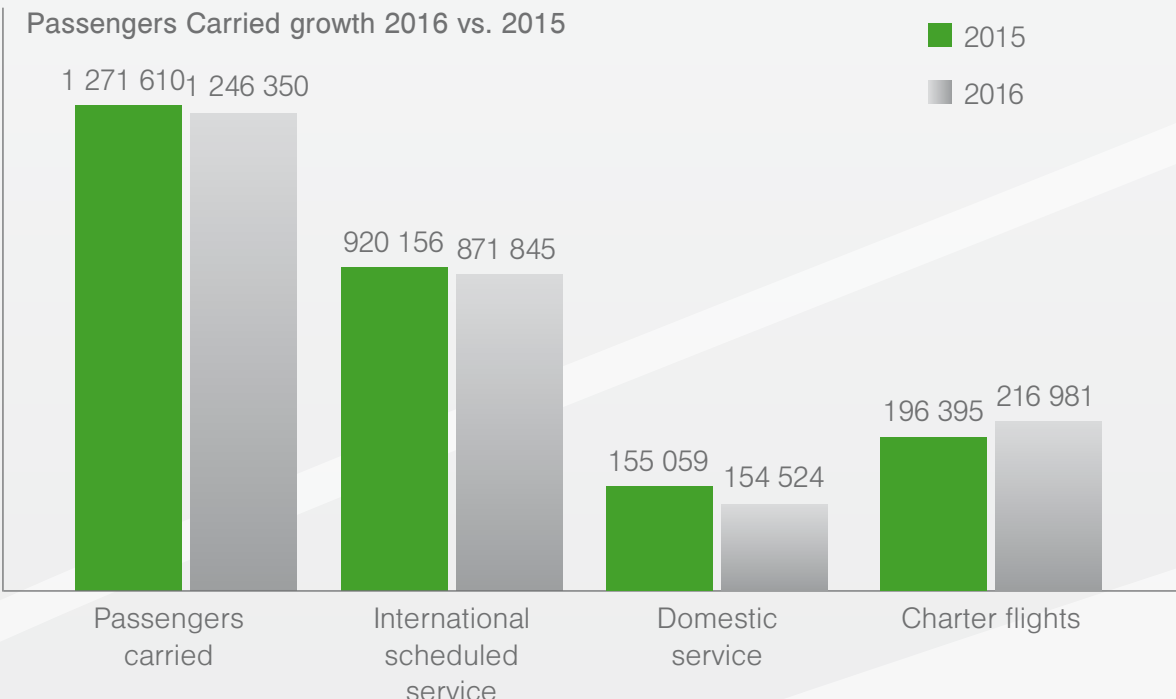
- on charter routes – 219 981



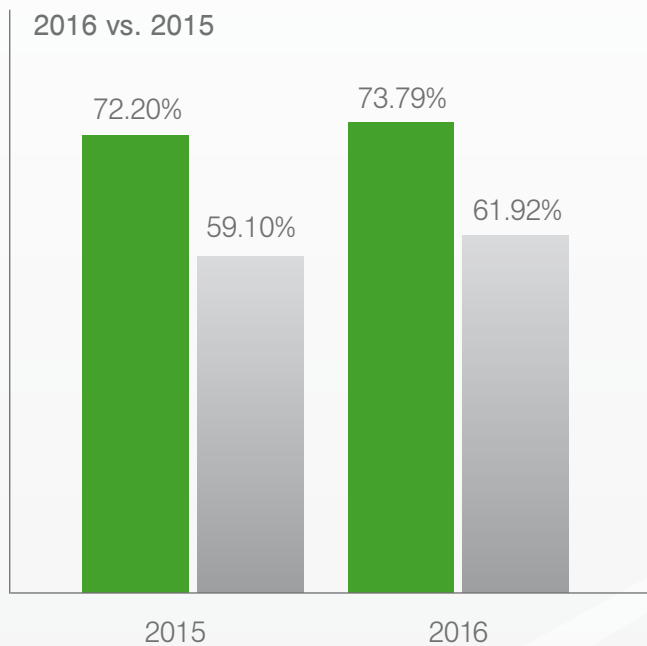
# FLIGHTS AND PASSENGERS CARRIED – 2016 VS. 2015



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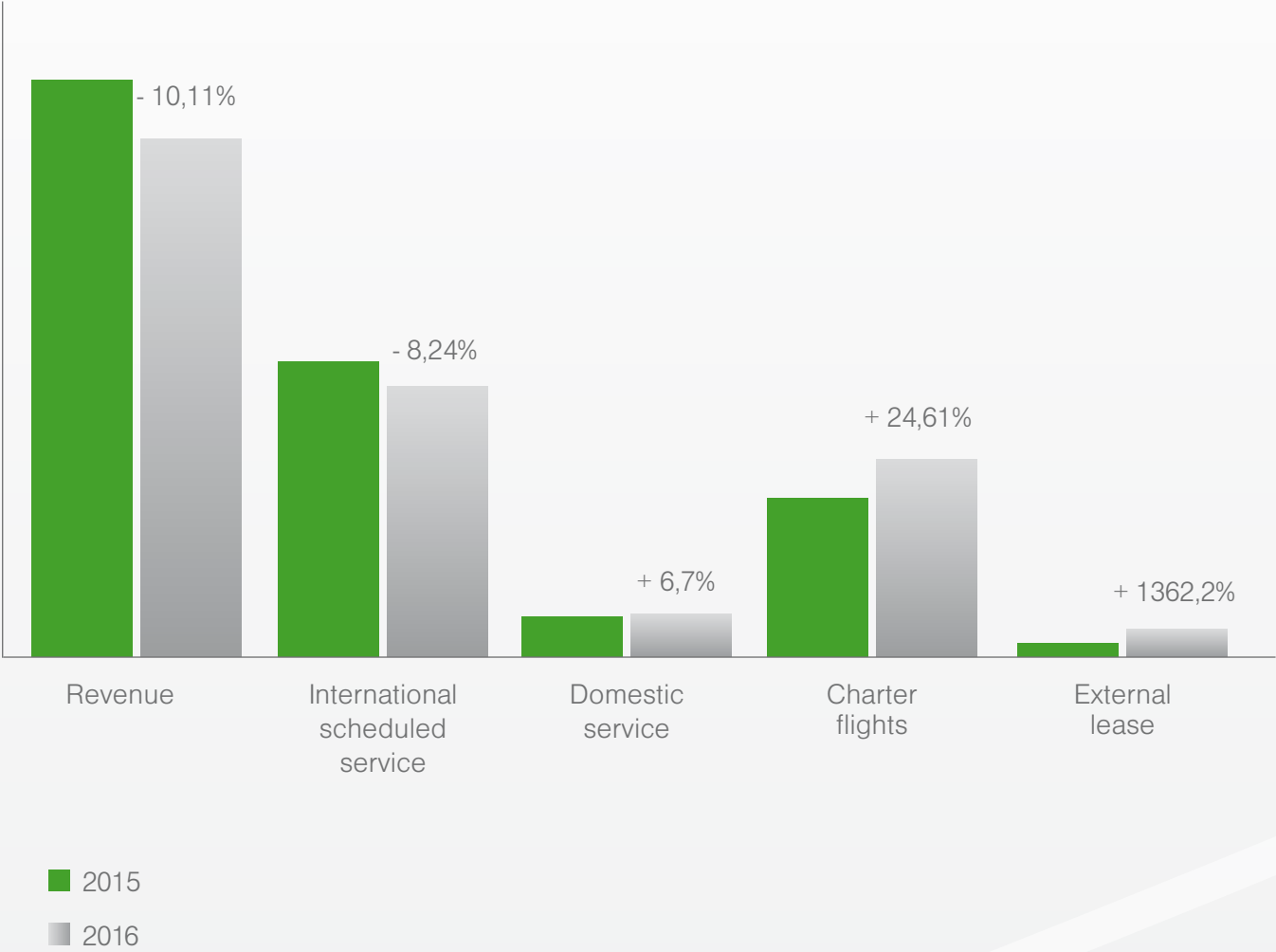
# BULGARIA AIR LOAD FACTOR



- International scheduled service
- Domestic service

# BULGARIA AIR REVENUE GROWTH IN %

2016 vs. 2015



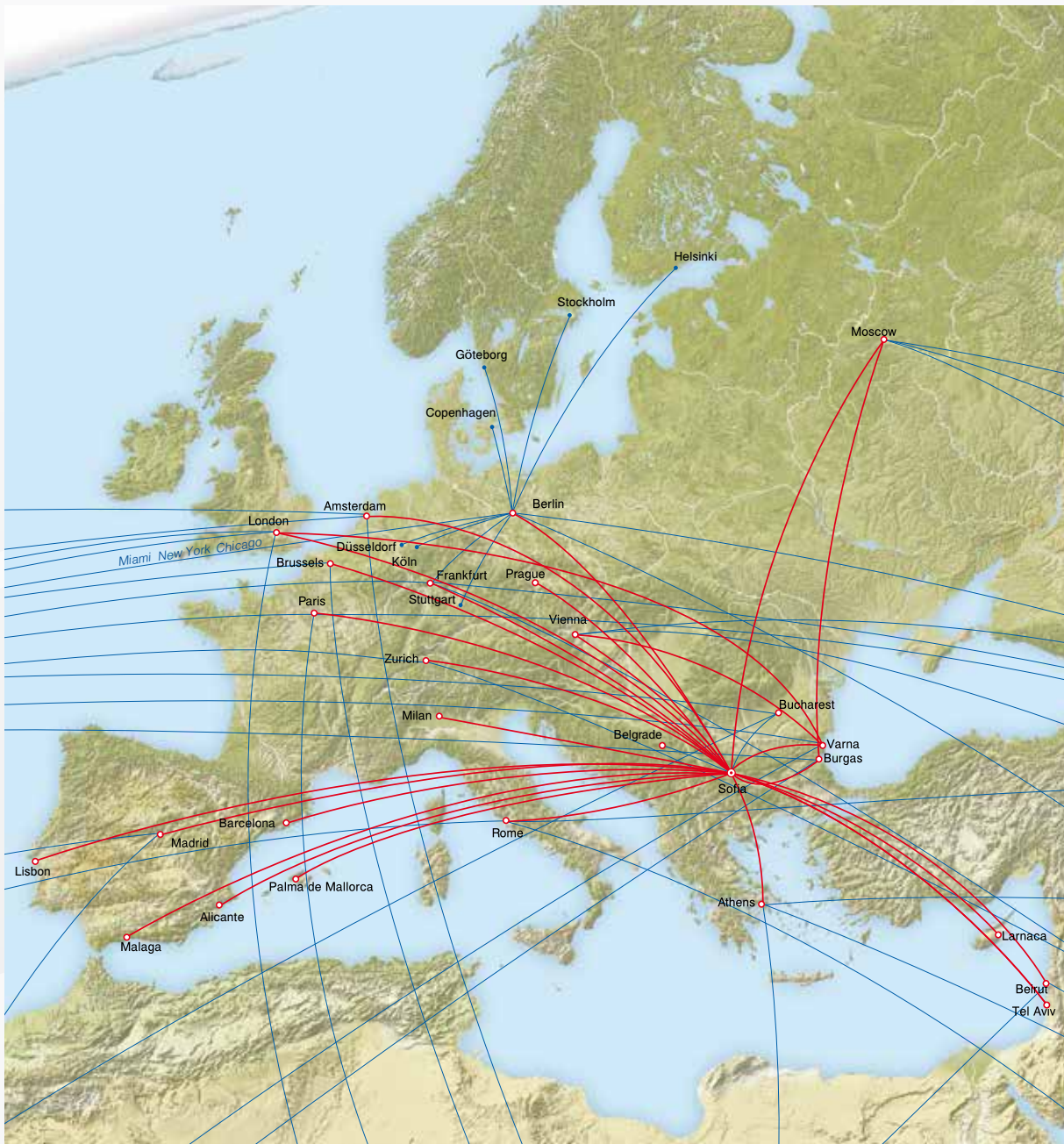


# BULGARIA AIR NETWORK

Scheduled services from Sofia to 23 cities in Europe and the Middle East

Suitable domestic connections to Varna and Bourgas

Direct seasonal flights from Varna and Bourgas to Moscow



# BULGARIA AIR NEWS UPDATE

## NEW DESTINATIONS

### LISBON

From 13<sup>th</sup> of April `16. Now Bulgaria Air operates weekly flights in day 1 and 4.

### ALICANTE

From 25<sup>th</sup> of April `16. Now Bulgaria Air operates weekly flights from Sofia to Alicante in days 2 and 6.

## NEW CODESHARE PARTNERS:



## NEW SPA PARTNERS:



# BULGARIA AIR CODE-SHARE PARTNERS

Bulgaria Air established code-share agreements with:

Alitalia	Aeroflot	CSA	Tarom	Air Berlin
Air France	Iberia	Air Serbia	KLM	Aegean

## CODE-SHARE PARTNERS:



## SPA PARTNERS:



## INTERLINE PARTNERS:



# FLEET

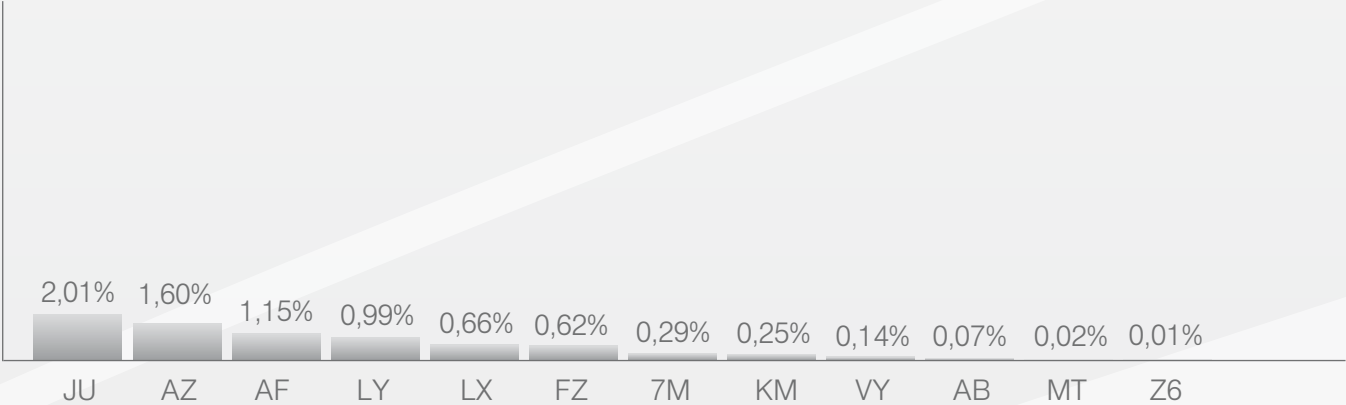
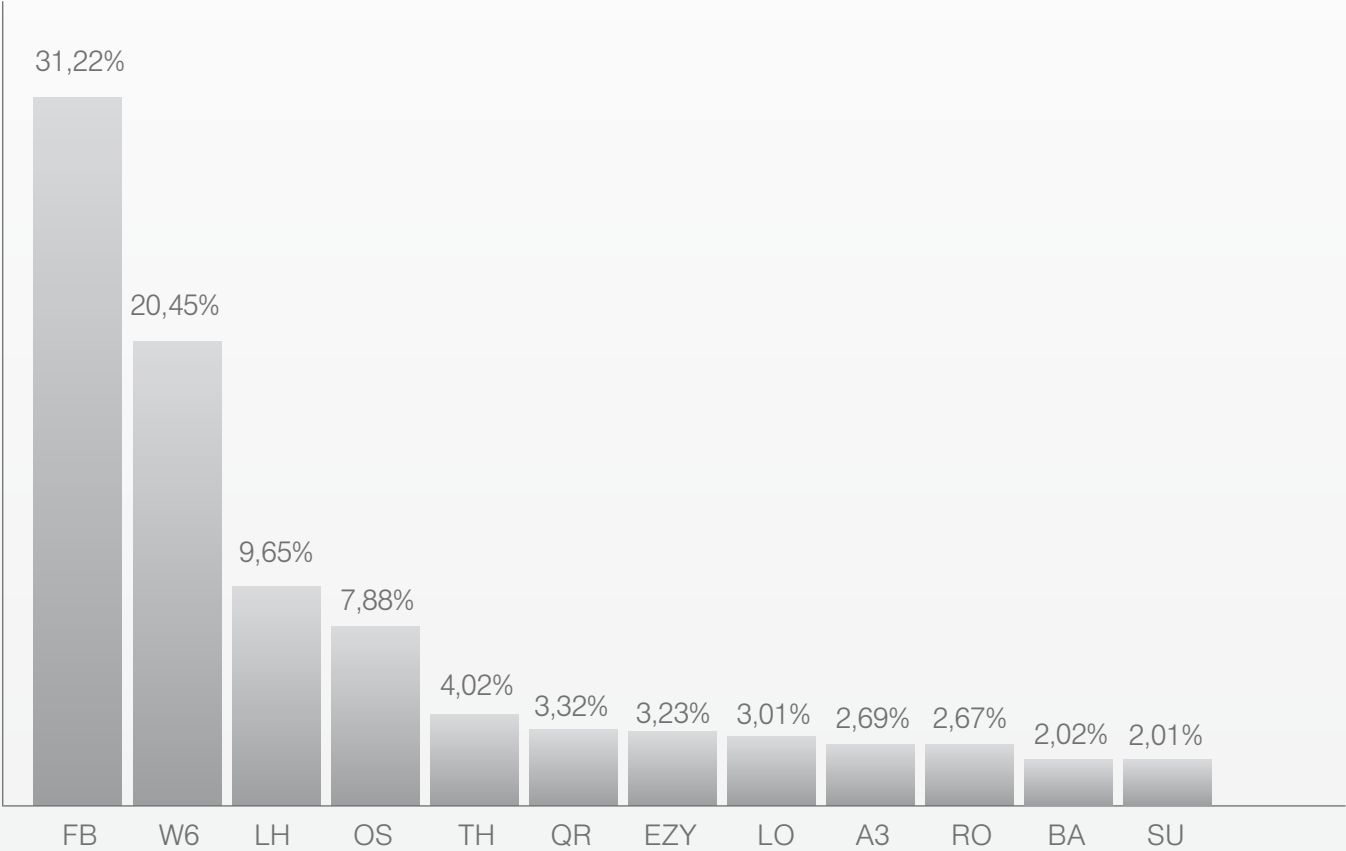


In 2012 Bulgaria Air has taken up a major safety and cost efficiency strategy, based on improvement and modernization of our fleet park. Since March, we have received 4 brand new Embraer 190 aircrafts with special configuration of 108 seats (8 business and 100 economy class) in line with the market needs. These aircrafts fully replaced previously used Bae 146 and Boeing 737.



# SOFIA AIRPORT – YEAR 2015

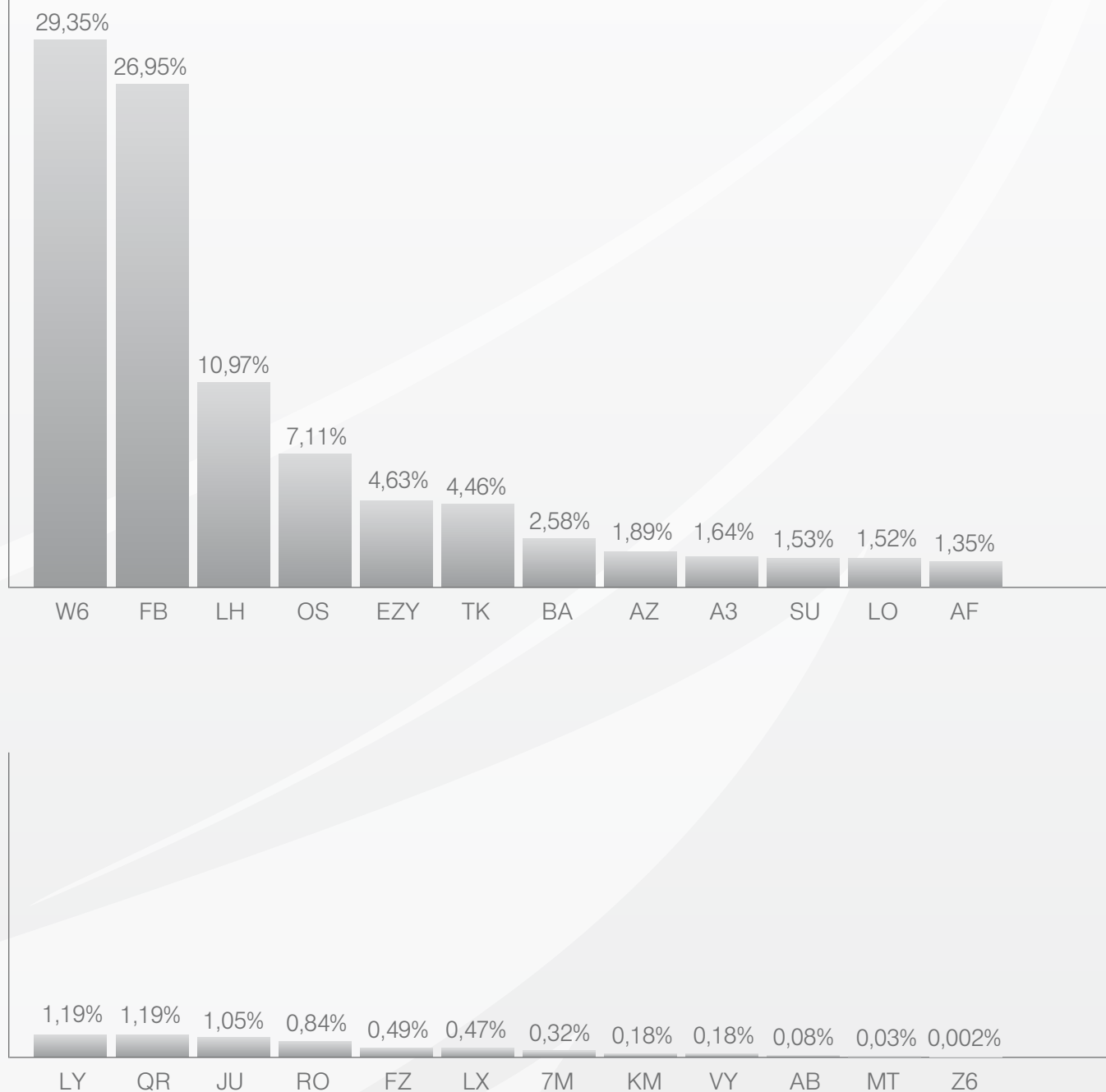
## AIRLINES MARKET SHARE BY MOVEMENTS



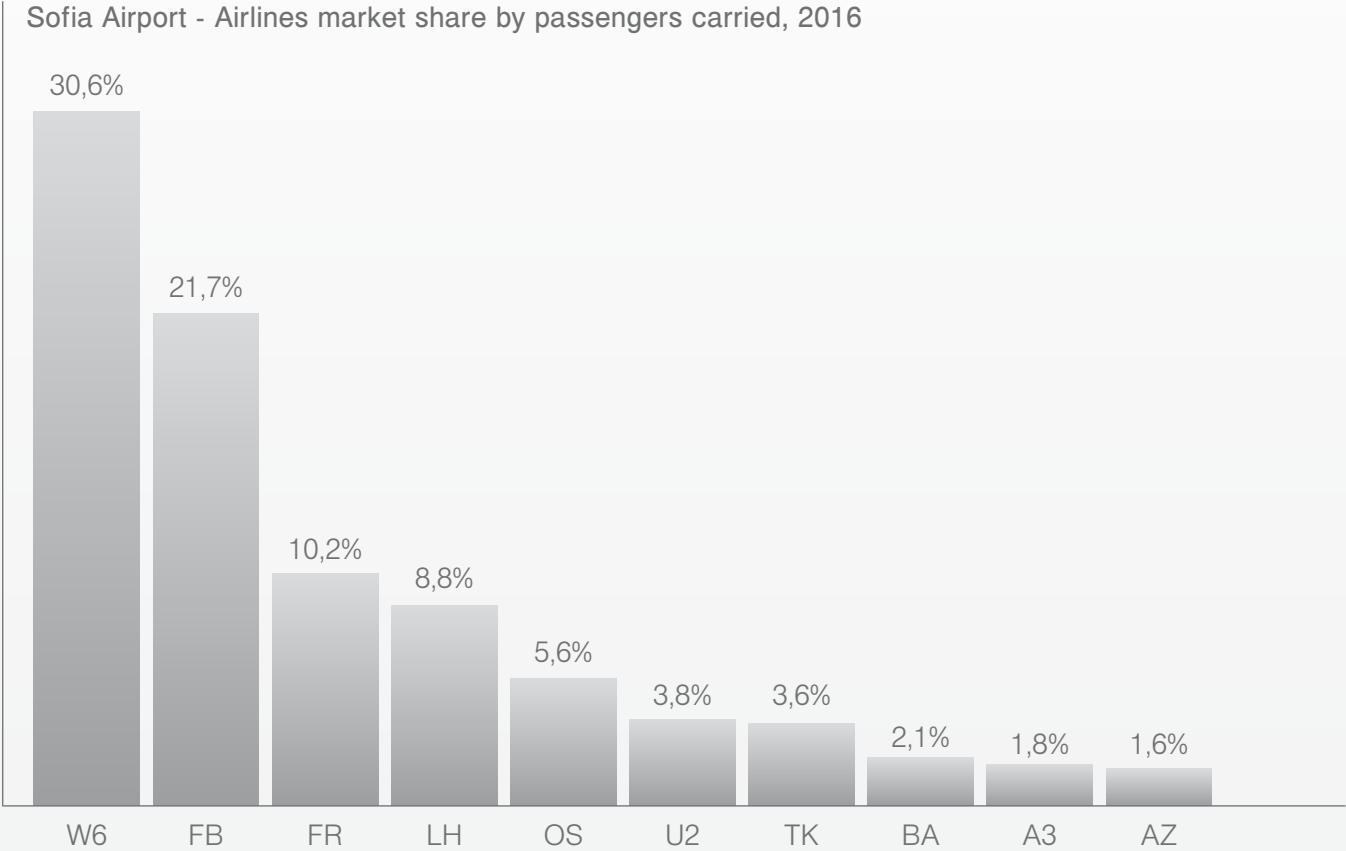
# SOFIA AIRPORT MARKET SHARE BY PASSENGERS CARRIED – YEAR 2015

Sofia Airport - Airlines market share by passengers carried, 2015

(FB 1% growth compared to 2014)



# SOFIA AIRPORT MARKET SHARE BY PASSENGERS CARRIED – YEAR 2016





# BULGARIA AIR PARTNERS

## » Lufthansa Technik Sofia

Long-term maintenance contract for line and base services of Bulgaria Air fleet.

## » Silver Wings

Bulgaria Air, together with LSG Sky Chiefs established a strategic partnership with Silver Wings aiming to continuously improve in flight the quality of the product.

## » Swissport Bulgaria

In 2013 Bulgarian Airways Group become a joint-venture partner of Swissport International by acquiring 49% stake in Swissport Bulgaria.

## » Amadeus Bulgaria

After an extensive evaluation it was decided to replace the reservation and distribution system (RDS) of Bulgaria Air SITA Gabriel with RDS of Amadeus. With that Amadeus had the opportunity to strengthen its position on the Bulgarian market, and Bulgaria Air received a long-term exclusive contract for distribution of its products at the best commercial terms.

## » The Nuance BG

The partnership of Bulgaria Air with Nuance BG, whose shareholders are Nuance Group, provides the best conditions for supply of a wide range of goods for on-board sales.



# LOYALTY PROGRAM

Bulgaria Air highly values its loyal customers and is glad to provide them the opportunity to enjoy high standard of service and flights on our aircrafts.

Enroll now in the airline's FLY MORE program for frequent flyers and exchange the collected points for a wide range of prizes and privileges, the most significant of which are:

- » Free tickets for Bulgaria Air flights
- » Privilege for confirming bookings
- » Privilege at the airport check-in
- » Entitlement to free carriage of extra baggage for Gold card holders
- » Up to 35% discount when renting a car from SIXT
- » Upgrade to business-class travel when purchasing an economy class ticket
- » Vouchers for the business lounge at the airport for Gold card holders



# PARTNERSHIP PROGRAM

„CCB - BG AIR“ credit card

» Discounts and bonuses from Bulgaria Air

The cooperation between Central Cooperative Bank and Bulgaria Air brings many benefits to the customers that want to have a co-branded card.

Together with all the functionalities of the standard credit cards, Bulgaria Air offers to its customers the following discounts and benefits:

- » 3% discount from the full price of the air ticket if bought on the territory of the Republic of Bulgaria or via Internet with a Visa Classic CCB – BG Air card.
- » 5% discount from the full price of the air ticket if bought on the territory of the Republic of Bulgaria or via Internet with a Visa Gold CCB – BG Air card.
- » 5% discount from the full price in case of purchase of goods on the board of the airplanes of Bulgaria Air during a flight.
- » Inclusion in the loyal passengers program of Bulgaria Air.
- » 2 pieces of free luggage - 23 kg each, for every flight, operated by Bulgaria Air.



# BULGARIA AIR TODAY

## THE RESPONSIBLE AIRLINE

- » Sponsorship of cultural events
- » Investing in youths sport development
- » Caring for the nature

Network Development –  
Europe, Middle East,  
Americas (based on  
partnerships)

Customer Care –  
Tailored approach  
towards any customer

Product Development –  
New Different Catering  
on Every Destination and  
Renewed Fleet park

New Business Class –  
Special care for a top  
quality service





