

SOME OF THE GROUND-BREAKING DEVELOPMENTS OF THE LAST TEN YEARS:

British Airways launches the world's fully flat bed in business class (2000)

The start of the new millennium saw a new era in comfort for British Airways passengers with the introduction of the world's first fully flat business class bed. Towards the end of the same year, the new-look First cabin offered improved cushioning, bedding and in-seat telephones and laptop power. In another commitment to innovation and customer service, British Airways will be unveiling its latest state-of-the-art First class suite offering in February 2010.

A fourth class (2000)

In the year 2000, British Airways introduced World Traveller Plus, its premium economy product. The airline was the first global commercial carrier to introduce a fourth class of travel back in 2000.

The service was aimed at both the cost conscious business traveller and the discerning leisure passenger requiring more space and privacy than in World Traveller.

It followed extensive research, which showed that customers wanted greater comfort and quality at an affordable price.

Online check-in (2001)

The noughties was the decade of online check-in and in 2000,, British Airways launched its online check-in service facility which is now available on over 97% of British Airways' routes. Over 25,000 customers daily choose to check in for their flight using ba.com's online check-in tool, significantly reducing the time needed and stress encountered at the airport. Cited as the innovation of the decade in a recent survey by the Business and Travel Meetings Show, online check in enables customers to arrive at the airport ready to travel, simply needing to drop luggage and proceed to security. In Europe, 31% of passengers checked in online last month, an increase of xx% since launch.

Iris recognition technology (2003)

In 2003, the UK Government announced that ground-breaking iris-recognition technology was to be installed at 10 British airports following a successful trial involving British Airways passengers. The technology was to be made available to all passengers travelling through the airports and provided automated clearance through immigration for certain frequent travellers, further cutting down transfer time through the airport. As of April 2008, IRIS was available in Heathrow Terminals 1, 2, 3, 4 and 5.

ba.com (1995 – ongoing)

The noughties saw the evolution of ba.com to become a one-stop shop for British Airways customers, giving them greater control over their travel plans. The site has become increasingly popular over the course of the decade, with an average 2.5 million people visiting the site each week. Since its launch in 1995, the website is now available in 11 main languages: English, French, German, Spanish, Italian, Portuguese, Swedish, Polish, Hungarian, Chinese and Japanese and was voted, "Best Airline Website" at the 2008 Travolution Awards. The website also allows customers to book flights, manage their booking, check-in online and much more. In 2009, the website introduced a dynamic packaging facility, enabling customers to book hotels, car hire, local sightseeing tours, attractions and tickets to create the entire

travel experience from one website. The facility roll out of this facility to different markets continues.

Launch of the online boarding pass (2004)

British Airways launched its new online boarding pass in 2004, allowing passengers to print their own boarding pass from home. Today it is available on over 95% of British Airways routes. Today more than 70% of BA passengers travelling from Heathrow check-in online or print their own boarding pass at ba.com.

Sustainable travel (2005)

With climate change increasingly at the top of the global agenda, British Airways was the first airline anywhere in the world to introduce a voluntary scheme enabling customers to help offset the carbon dioxide emissions from their flights. In one easy transaction when booking flights on ba.com, customers donate money which goes towards supporting projects in developing countries and typically focus on providing new sources of renewable energy and in promoting energy efficient schemes. In addition the chosen projects promote energy-efficiency schemes and must also bring social and economic benefits to the communities in which they are based, often also bringing health benefits from improvements to local air quality. Among the projects supported by the scheme are a wind farm in China and a sustainable power plant in Brazil.

Mobile check-in (2008)

In a ground-breaking development of the online check-in facility, in 2008 British Airways unveiled its remote check-in via mobile phones with wireless connectivity. The free facility is available in 11 languages, without any need to download accompanying software.

By logging on to www.ba.com/mobile using any mobile device with wireless connectivity, customers can access the British Airways timetable, as well as select seats and check-in for departure or return flights. British Airways was the first UK airline to offer a remote check-in service in 11 languages and it followed the success of the iPhone Apple application, which allowed iPhone users the opportunity to check-in for British Airways flights via their handsets.

Redefining the airport experience – the birth of Heathrow Terminal Five (2008)

Heathrow's Terminal Five was given the go-ahead in 2002 and opened in March 2008. The terminal redefined the airport experience, seeking to replace the queues, the crowds and the stress with space, light and calm. T5 boasts 100 stylish shops and restaurants as well as the luxurious Galleries lounges, one of the world's largest airport lounge complexes featuring champagne bars and spa treatments, for premium travellers. In its first year, over 20 million passengers passed through its doors to enjoy an upgraded airport experience and today 92% of British Airways flights at London Heathrow fly from or through Terminal 5.

Onboard connectivity (2009)

2009 saw the launch of the UK's first mobile internet access on a transatlantic route with the introduction of OnAir, available on the British Airways service between London City and New York JFK. OnAir, which is exclusive to British Airways, provides onboard access to email, text messages and the

Internet via passengers' mobile phones once the aircraft has reached an altitude of 10,000 feet, which is normally around ten minutes after take-off.