

SAS Group's January 2010 traffic figures

- SAS Group's traffic decreased by 5.1% during January and seat capacity was down 12.3% vs. 2009.
- SAS Group carried 1.7 million passengers in January, down 3.7% vs. 2009.
- Passenger load factor was 65.6%, up 4.9 p.u. vs. January 2009.

Group market trends and yield development

The yield for Scandinavian Airlines in December 2009 was down by 6.8%, as expected and better than the development in November. For January 2010, the change in yield is also expected to be negative. The market continues to be unpredictable and the uncertainty regarding the timing of the recovery is considerable.

The SAS Group is currently implementing its Core SAS strategy. The strategy includes cost reduction initiatives that from February 2010 have been increased by SEK 2.0 bn to a total of SEK 7.3 bn as well as a 20% reduction in capacity. The capacity reductions are almost completed. The implementation of the cost reductions is well on track with a result impact in 2009 of SEK 2.2 bn with the remaining result effect of SEK 5 bn. In addition, a letter of intent has been agreed with the cabin crew and pilots union to reduce costs by an additional MSEK 500.

Scandinavian Airlines

- Total number of passengers was 1.4 million during January, down by 4.4%.
- The traffic decreased by 6% and the capacity was down by 13.4%.
- The load factor developed well with an all time high load of 66.6%

The intercontinental traffic decreased 5.2% and the capacity was reduced by 13.9% resulting in a strongly improved load factor of 7.1 p.u. to 78.1%. On European routes, traffic decreased by 9.3%, but the load factor improved by 4.3 p.u. Scandinavian Airlines' market share is relatively stable on the core European business routes. The intrascandinavian traffic decreased by 2.2% and the capacity was reduced by 17% resulting in an improved load factor of 9.3 p.u. The Norwegian domestic traffic was down 3.9%, but as capacity was reduced by 7.5% the load factor improved 2.2 p.u. Traffic on Swedish domestic routes was up 0.5% and the load factor increased by 3.2 p.u.

Widerøe's traffic development

Widerøe carried 147,000 passengers in January, an increase by 1.9%. The traffic increased by 4%. The growth is predominantly related to growth in the Norwegian domestic network and shorter international routes. Since the capacity was reduced by 2.3%, Widerøe's load factor improved by 3.2 p.u. to 52.5%.

Blue 1's traffic development

Blue1's traffic increased during January by 8.1% and the capacity was increased by 3.9%. The growth was driven by the development on European and Finnish domestic routes. The load factor improved by 2.3 p.u. to 59% with positive booking development. Due to capacity reductions on shorter routes, number of passengers decreased slightly by 0.3% over the prior year and was 95,000.

SAS Group	Jan 10	Change	Jan-Jan 10	Change
ASK (Mill.)	2 492	-12,3%	2 492	-12,3%
RPK (Mill.)	1 636	-5,1%	1 636	-5,1%
Passenger load factor	65,6%	+4,9 p u	65,6%	+4,9 p u
No. of passengers (Mill.)	1,667	-3,7%	1,667	-3,7%

p u = percentage units



Summary of the airlines	Jan 2010 vs. Jan 2009			
	Traffic (RPK)	Capacity (ASK)	Load factor	Change of load factor
SAS Group	-5,1%	-12,3%	65,6%	+4,9 p u
Scandinavian Airlines	-6,0%	-13,4%	66,6%	+5,3 p u
Widerøe	4,0%	-2,3%	52,5%	+3,2 p u
Blue1	8,1%	3,9%	59,0%	+2,3 p u

Scandinavian Airlines	Jan 10	Change	Jan-Jan 10	Change
ASK (Mill.)	2 265	-13,4 %	2 265	-13,4 %
RPK (Mill.)	1 508	-6,0 %	1 508	-6,0 %
Passenger load factor	66,6%	+5,3 p u	66,6%	+5,3 p u
Passengers (Mill.)	1,425	-4,4 %	1,425	-4,4 %

Route area (change):	Jan 10 vs Jan 09		Jan-Jan 10 vs. Jan-Jan 09	
	Traffic (RPK)	Capacity (ASK)	Traffic (RPK)	Capacity (ASK)
Intercontinental	-5,2%	-13,9%	-5,2%	-13,9%
Europe	-9,3%	-15,8%	-9,3%	-15,8%
Intrascandinavian	-2,2%	-17,0%	-2,2%	-17,0%
Denmark	-9,0%	-14,6%	-9,0%	-14,6%
Norway	-3,9%	-7,6%	-3,9%	-7,6%
Sweden	0,5%	-4,3%	0,5%	-4,3%



Widerøe's	Jan 10	Change	Jan-Jan 10	Change
ASK (Mill.)	88	-2,3 %	88	-2,3 %
RPK (Mill.)	46	4,0 %	46	4,0 %
Passenger load factor	52,5%	+3,2 p u	52,5%	+3,2 p u
Total no. of passengers (Mill)	0,147	1,9 %	0,147	1,9 %

Blue1	Jan 10	Change	Jan-Jan 10	Change
ASK (Mill.)	139	3,9 %	139	3,9 %
RPK (Mill.)	82	8,1 %	82	8,1 %
Passenger load factor	59,0%	+2,3 p u	59,0%	+2,3 p u
Total no. of passengers (Mill)	0,095	-0,3 %	0,095	-0,3 %

SAS Group - Traffic, capacity, passenger load factors and number of passengers per route area.

SAS GROUP TOTAL SCHEDULED	<i>Jan 10</i>	<i>Jan 09</i>	<i>CHANGE</i>	<i>Jan-Jan 10</i>	<i>Jan-Jan 09</i>	<i>CHANGE</i>
ASK (Mill.)	2 492	2 841	-12,3%	2 492	2 841	-12,3%
RPK (Mill.)	1 636	1 724	-5,1%	1 636	1 724	-5,1%
Passenger load factor	65,6%	60,7%	+4,9 p u	65,6%	60,7%	+4,9 p u
Total no. of passengers (000)	1,667	1,730	-3,7%	1,667	1,730	-3,7%
INTERCONTINENTAL ROUTES	<i>Jan 10</i>	<i>Jan 09</i>	<i>CHANGE</i>	<i>Jan-Jan 10</i>	<i>Jan-Jan 09</i>	<i>CHANGE</i>
ASK (Mill.)	760	883	-13,9%	760	883	-13,9%
RPK (Mill.)	594	627	-5,2%	594	627	-5,2%
Passenger load factor	78,1%	71,0%	+7,1 p u	78,1%	71,0%	+7,1 p u
Total no. of passengers (000)	84	87	-4,0%	84	87	-4,0%
EUROPEAN ROUTES	<i>Jan 10</i>	<i>Jan 09</i>	<i>CHANGE</i>	<i>Jan-Jan 10</i>	<i>Jan-Jan 09</i>	<i>CHANGE</i>
ASK (Mill.)	986	1 140	-13,5%	986	1 140	-13,5%
RPK (Mill.)	598	645	-7,3%	598	645	-7,3%
Passenger load factor	60,7%	56,6%	+4,0 p u	60,7%	56,6%	+4,0 p u
Total no. of passengers (000)	591	624	-5,4%	591	624	-5,4%
INTRA-SCANDINAVIAN ROUTES	<i>Jan 10</i>	<i>Jan 09</i>	<i>CHANGE</i>	<i>Jan-Jan 10</i>	<i>Jan-Jan 09</i>	<i>CHANGE</i>
ASK (Mill.)	188	223	-15,9%	188	223	-15,9%
RPK (Mill.)	113	115	-1,5%	113	115	-1,5%
Passenger load factor	60,4%	51,6%	+8,8 p u	60,4%	51,6%	+8,8 p u
Total no. of passengers (000)	230	233	-1,1%	230	233	-1,1%
DANISH DOMESTIC ROUTES	<i>Jan 10</i>	<i>Jan 09</i>	<i>CHANGE</i>	<i>Jan-Jan 10</i>	<i>Jan-Jan 09</i>	<i>CHANGE</i>
ASK (Mill.)	19	22	-14,6%	19	22	-14,6%
RPK (Mill.)	11	12	-9,0%	11	12	-9,0%
Passenger load factor	56,1%	52,6%	+3,5 p u	56,1%	52,6%	+3,5 p u
Total no. of passengers (000)	51	55	-7,1%	51	55	-7,1%
NORWEGIAN DOMESTIC ROUTES	<i>Jan 10</i>	<i>Jan 09</i>	<i>CHANGE</i>	<i>Jan-Jan 10</i>	<i>Jan-Jan 09</i>	<i>CHANGE</i>
ASK (Mill.)	401	428	-6,5%	401	428	-6,5%
RPK (Mill.)	226	232	-2,7%	226	232	-2,7%
Passenger load factor	56,4%	54,2%	+2,2 p u	56,4%	54,2%	+2,2 p u
Total no. of passengers (000)	530	550	-3,7%	530	550	-3,7%
SWEDISH DOMESTIC ROUTES	<i>Jan 10</i>	<i>Jan 09</i>	<i>CHANGE</i>	<i>Jan-Jan 10</i>	<i>Jan-Jan 09</i>	<i>CHANGE</i>
ASK (Mill.)	138	144	-4,3%	138	144	-4,3%
RPK (Mill.)	93	93	0,5%	93	93	0,5%
Passenger load factor	67,5%	64,3%	+3,2 p u	67,5%	64,3%	+3,2 p u
Total no. of passengers (000)	180	180	0,1%	180	180	0,1%

Punctuality (January 2010)

Within 15 minutes 81.6% of Scandinavian Airlines' flights departed on time and the regularity was 98.8%.

Internet bookings (December 2009)

The proportion of Scandinavian Airlines' Internet bookings was 41.4% (39.7%) in December 2009.

SAS GROUP TOTAL CHARTER	<i>Jan 10</i>	<i>Jan 09</i>	<i>Change</i>	<i>Jan-Jan 10</i>	<i>Jan-Jan 09</i>	<i>Change</i>
ASK (Mill.)	291	302	-3,6%	291	302	-3,6%
RPK (Mill.)	264	265	-0,2%	264	265	-0,2%
Passenger load factor	90,6%	87,6%	+3,1 p u	90,6%	87,6%	+3,1 p u
Total no. of passengers (000)	80	87	-8,0%	80	87	-8,0%