

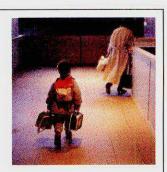
# Annual Report 1985-86

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Assembly of Representatives and Auditors











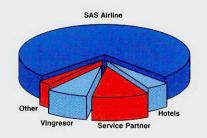
he SAS Group's commercial organization is comprised of the following business areas: SAS Airline, SAS International Hotels, SAS Service Partner, SAS Leisure and the Information and Reservation System. In addition there are a number of independent subsidiaries and affiliated companies. Group Management has overall responsibility for Group operations and earnings, including the general strategic and commercial development of the SAS Group and its business areas.

SAS's organization is based on management by objectives and decentralized profit responsibility. Each business area is run with great independence and is responsible for its own development in the short and long term. Each business area also plays a distinct role in the development of SAS's integrated travel service chain.

#### **GROUP MANAGEMENT**

SAS AIRLINE	Route Sectors, Traffic Services Division, Operations Division, Technical Division, Business Services Division, SAS Data, Commuter Operations, External Enterprises
SAS INTERNATIONAL HOTELS	International Hotels, Associated Hotels, North Cape Hotels
SAS SERVICE PARTNER	Flight kitchens, Restaurants, Offshore & Industrial Catering, Trading
SAS LEISURE	Vingresor, Scanair (independent consortium)
INFORMATION AND RESERVATION SYSTEM	Business Travel Systems, SMART, Travel Management Group, Diners Club Nordic
OTHER	Olson & Wright, Affiliated companies, etc.

REVENUE BY BUSINESS AREA TOTAL 21,585 MSEK



# **SAS Group Summary**

MSEK	85/86	84/85	83/84	82/83	81/82
Revenue	21,585	19,790	18,005	15,972	12,807
Operating income before depreciation	2,216	1,534	1,590	1,276	912
Gross profit margin, %	10.3	7.8	8.8	8.0	7.1
Income before extraordinary items	1,481	1,018	792	583	292
Extraordinary items, net	+34	-1	+176	+18	+156
Income before allocations and taxes	1,515	1,017	968	601	448
Investments	4,128	1,761	1,213	559	391
Net financing from operations	1,631	1,398	1,493	1,244	1,255
Return on					
– capital employed, %	22	21	27	24	17
- equity after standard tax, %	20	18	18	18	12
Ratio of risk-bearing capital, %	29	27	26	24	24
Average number of employees	31,775	29,730	28,526	26,657	24,770

SAS Group income before allocations and taxes improved to 1,515 MSEK from 1,017 MSEK a year earlier.

International air traffic noted weaker growth in 1985/86 compared to the preceding year. SAS succeeded better than European airlines on average.

The SAS Group's strategic development leans toward complete and integrated travel services for the frequent business traveler.

The Diners Club Nordic group of companies was acquired as a stage in creating an internationally competitive information, reservation and payment system.

SAS Group investments increased to 4,128 MSEK. Twelve new DC-9-80s entered service. Twenty more DC-9-80s are scheduled for delivery during the period 1987-1991.

SAS GROUP SAS GROUP INVESTMENTS TREND OF INCOME MSEK 4000 MSEK 1500 % 12 3000 1000 8 2000 500 1000 Othe Income before extraordinary items Aircraft and spare parts Internal net □ 0 0 82/83 83/84 84/85 85/86 Gross profit 81/82 82/83 83/84 84/85 85/86 81/82 margin financing

	Rev	enue	Inco	ome
MSEK	85/86	84/85	85/86	84/8
SAS Airline (the Consortium)	16,495	15,434	1,207	81
SAS International Hotels	1,083	948	72	6
SAS Service Partner	2,712	2,393	123	8
Vingresor	1,897	1,537	132	8
Other	415	390	-31	-1
Group eliminations	-1,017	-912	-22	- 1
Income before extraordinary items Extraordinary items, net			1,481 +34	1,018
SAS Group	21,585	19,790	1,515	1,013
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# A Global Chain of Travel Services

n 1946 Denmark, Norway and Sweden decided to jointly manage civil air traffic through the SAS Consortium. The reason was that the three countries were each too small in themselves to offer commercially, financially and technically efficient domestic and international traffic services.

SAS faced its first financial crisis in 1960-61, with the arrival of the jet age. We were then able to regain profitability by adjusting costs to revenues. At the same time the catering business was hived off.

In the 1970s SAS entered the inclusive-tour market through the purchase of Vingresor. SAS Hotels was built up as a separate business. Airlines were still geared to production and cost efficiency and aircraft kept increasing in size. Production costs per seat fell, the market grew and profits rose.

Then came the effects of the oil crises, at the end of the decade. Technical development stagnated. New aircraft did not boost productivity. Airlines began to compete with each other as the market shrunk.

For SAS the turning point came in 1980. We better accommodated our products to customer needs. Low perseat costs are futile if they result in products no one wants to pay for. Instead we strive for the highest possible revenue per flight at the lowest possible cost.

The Businessman's Airline strategy was formulated. Frequent flights, many non-stops and better service in the air and on the ground require smaller aircraft. The fleet was restructured and the negative trend reversed. SAS again became profitable.

We are market leaders in Europe. Yet discount and business-class fares to and from Scandinavia are the lowest in Europe. Our competitors charge a premium on other routes for the same product they market as full fare for Scandinavia. This is also true of tourist class. Since we offer the lowest discount fares in Europe, we force the competitors to do the same.

Total traffic increased by three percent in Europe in 1985/86. During the same period SAS noted a 10 percent increase in the full-fare segment and an 8 percent increase in the discount-fare segment. We account for 9 percent of total traffic revenue in Europe, but a substantially larger proportion of European airlines' total profits, according to 1986 forecasts.

Competition will become even more severe as a result of the continued liberalization of commercial aviation. Back in 1984 we stated that we were determined to be a winner following the restructuring of the European airline industry. But the Scandinavian market is still too small to support an efficient, global network. For that reason we must continue to expand our product range at the same time that we broaden our customer base to encompass all of Europe. Our goal is to offer integrated travel services to business travelers around the world. We will combine air travel through an information and reservation system with hotel rooms, ground transportation, food at airports and in the air and so on. In this manner we extend our offerings to the market

and strengthen each link in the chain.

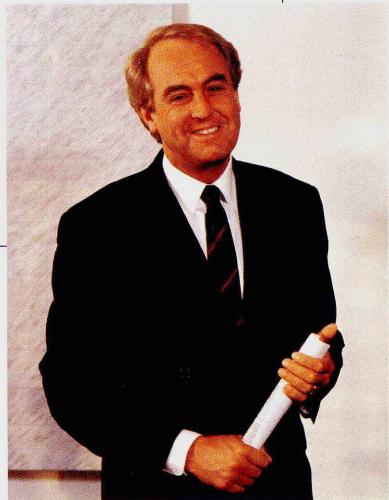
The aim of the strategic development of Group units should therefore be to support SAS as a whole, the integrated chain. The synergy – and profitability – gained is a product of cooperation between business areas.

Each business area should be strong enough to finance its own expansion. SAS International Hotels, SAS Service Partner and Vingresor are profitable and financially stable. SAS Airline improved its gross profit margin in 1985/86 to 10.7 percent. Consequently, we are well on our way to reaching the 13 percent we set as our goal, to afford the investments awaiting us in the 1990s. I therefore feel that the board's proposal to our parent companies for an increase in capital is a further vote of confidence.

Our job is to safeguard the interests of the Scandinavian traveler. As a representative of three small countries on Europe's periphery SAS must lead the fight for a competitive system shaped on the needs of the market. In the final analysis, though, it is a question whether to export or import air travel services. Since the SAS Group is today at the leading edge of development in the industry, total deregulation would probably be to our advantage. But this will not happen. New rules will replace old ones gradually and the competition will have time to adapt. Our chance lies in continually remaining at the forefront. Viewed from an international perspective, SAS is a relatively small airline with a limited market. We must therefore actively pursue cooperations with other carriers to complement our traffic system and expand our customer base. Discussions on such cooperations are currently under way. The Scandinavian SAS is on its way to becoming European and a part of a worldwide traffic and travel services system.

We will be where the Scandinavian businessman needs us with daily flights to hubs, where we interconnect with other traffic systems. In this way we can serve many destinations, though not always with our own aircraft.

We have defined our goals and strategies. We offer competitive products and have a good position in the market. And we have the trust of our customers. Finally, we have as our greatest resource a loyal and devoted staff, prepared to take responsibility for the actions the future will call for. Changes in our operating environment will place tough demands on us, but in light of the stable growth of the SAS Group during the past five-year period, I am optimistic about our opportunities.



JAN CARLZON President and Chief Executive Officer

# **The International Airline Industry**

he structure of the airline industry differs markedly from country to country. Most countries with their own civil air traffic have at least one airline that operates internationally. Ownership varies from full government control and subordination to aviation authorities, to ownership and operation by private interests. In addition, most countries have one or more carriers devoted to domestic traffic nationwide or regionally. The U.S., with many airlines with both international and national traffic, is an exception.

National sovereignty over air space is fundamental to international air traffic. Because of this, bilateral agreements must be reached to permit cross-border traffic. A prerequisite is that both countries agree to participate on equal terms. These agreements govern the routes that may be flown and sometimes capacity. Fares and rates must be approved by the authorities in each country.

The three Scandinavian countries cooperate through the SAS Consortium marketwise, technically and financially. For 40 years SAS has been Denmark's, Norway's and Sweden's combined international airline. This means that the three countries jointly negotiate traffic rights and conditions with other countries, giving them greater combined strength. The cooperation also covers parts of the domestic traffic in the three countries.

#### INCIPIENT LIBERALIZATION

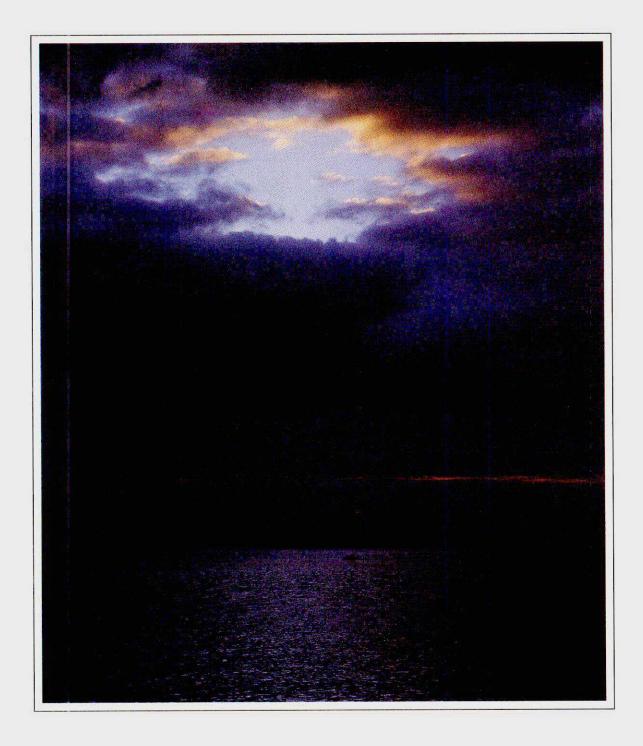
Following the Second World War many industries and branches of industries

spread their business globally. Companies ventured outside their home markets to broaden their base of operations. The resulting international competition has had a great effect on domestic companies.

The airline industry is now undergoing a similar process. Regulations controlling civil aviation since its origins are gradually being loosened. The reasoning behind this change is that deregulation will lead to increased efficiency and benefits the consumer. U.S. civil aviation was deregulated in 1978. In Europe, deregulation has been discussed primarily by the EC. The matter was given new life when the European Court in 1986 ruled that the EC's competition regulations should also be applied to civil aviation.

The willingness of individual governments to liberalize air transport depends largely on ideologies, the potential to gain market shares of international traffic and the competitiveness of the national carrier.

Viewed against this background, SAS is affected by two external factors. Its population base of about 17 million people spread out over a large area is, in itself, too small to support comprehensive intercontinental traffic. For long-haul traffic, Scandinavia's location on Europe's periphery is a handicap for SAS in comparison to airlines in Western Europe's densely populated areas. On the other hand, the geography of Scandinavia makes an efficient traffic network necessary for transports within the countries and with the surrounding world.



#### AMERICAN MODEL

Even if developments in Europe will not follow the American pattern exactly, it is still valuable to take a close look at what has happened in the U.S. since deregulation.

After several years of transformation, the American market is today dominated by five "megacarriers": American Airlines, Delta Airlines, Northwest Airlines, United Airlines and Texas Air (which includes Eastern, People Express and Continental). In addition there are a number of airlines trailing the top five and a sizable group of small regional companies, many of which are under contract to supply feeder traffic to the leaders.

Common to the winners is their concentration on a few important areas. One is cost efficiency. To compete successfully, an airline must optimize efficiency at all levels of operations. This includes radical payroll policies, technical aspects and the choice of aircraft, capacity planning, optimization of airport space, company acquisitions and mergers with other airlines to complement one's own network, and investments in a distribution system to guarantee proximity to the market.

The large carriers also designed hub-and-spoke networks. Since they utilize various hubs, these networks at the same time reduce the risk that passengers change systems. The total scope and efficiency of the network is a determining competitive factor in the fight for customers

A third area the winners concentrated on was the development of comprehensive information and distribution systems to ensure contact with the market. The cost to airlines of the sale and distribution of tickets amounts to approximately 10 percent. These reservation systems have proven to be very profitable for airlines that operate them. And this does not take into account the value of the market information gained from having control of the system.

#### FREE, BUT NOT TOTALLY

The U.S. is a single federal government, while Europe is made up of many sovereign nations. Liberalization in Europe will most likely take a different form than in the U.S., influenced by national considerations and interests. The EC's Council of Ministers has established principles for civil aviation to ensure greater flexibility and thus promote economic and social efficiency.

The Council worked intensively last year to reach agreement on guidelines for price setting, available capacity and access to new markets. To date, agreement has not been reached.

The EC's heads of state have expressed their objective to create a common, free civil aviation market no later than 1992. Until then the bilateral structure in the EC remains in force and SAS is limited to fly to and from Scandinavia.

It is clear, however, that significant changes will occur in certain areas. Capacity regulation, which to date has been based on an equal sharing of capacity between two countries, will gradually accommodate increased competition. Moreover, a zone system is being introduced for prices, which guarantees airlines a certain degree of freedom from government control.

Very important changes in principle are also taking place as regards regional traffic. In addition to existing bilateral agreements, there is at present an EC directive that gives extended freedom to operate aircraft with a maximum of 70 seats on routes that exclude major airports. Major liberalizations have been proposed in this rule. This means that regional carriers can play a far greater role in feeding traffic to and from major airports.

Future Scandinavian air traffic policies will most likely follow in general what happens in the Common Market and this, naturally, will have significant consequences for SAS.

#### SAS'S CONCESSIONS

In 1986 the ministers of transport in Denmark, and Sweden Norway reached agreement on a proposal granting SAS extensions of its concessions until 2005 under basically the same conditions. Certain changes, however, will affect Scandinavian policies in several respects. Among other things cargo charter traffic will be completely deregulated and other airlines will be permitted to fly routes in Scandinavia where SAS does not operate. For SAS, this means greater competition, since its traffic base is weakened. At the same time, however, this improves opportunities for efficient feeder traffic through cooperation with regional carriers.



## **Goals and Strategies**

he 40-year-old SAS cooperation has undergone intensive development in recent years. The aim has been to orient operations to a market and an environment where major, rapid changes in conditions give rise to new challenges and opportunities.

In international air travel SAS has achieved a position as a profitable, innovative and aggressive company offering refined air travel services.

SAS's operations in the hotel, catering and leisure sectors have been successful. The SAS name has a very positive image internationally.

To ensure a successful future SAS has formulated the following goal: With Scandinavia and Europe as its base, SAS will develop into a company that offers travel services to business travelers around the world, quick cargo handling for businesses and integrated leisure services.

Within their respective areas, individual operations will actively contribute to the realization of the Group's overall objective. By developing a complete, integrated chain of travel products and services, SAS can meet all the needs of its customers and thereby strengthen each operation as well as the Group's collective market force.

The market should always determine a product concept. Customers' true needs and their willingness to pay the full price – which is necessary to profitably meet demand – should ultimately guide SAS's operations. The acquisition of production resources should follow the goals and business strategies, not the other way around.

#### STRATEGIES

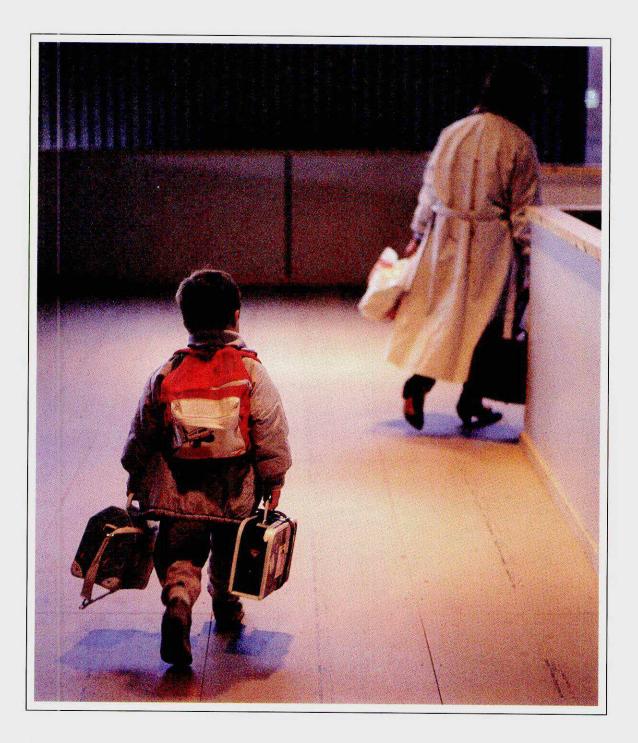
How will SAS achieve its established goals in an operating environment where radical changes are expected? Experiences in the U.S. have shown that three areas are of particular importance: cost efficiency, the design of the traffic system and distribution.

SAS's strategy is still to be the best alternative for the frequent business traveler. Furthermore, tourists should be offered a product with differentiated service quality at a lower price. Both products should allow for price competion within their respective segments without the risk of customers jumping from full fare to discount alternatives. This requires distinct product differentiation. Special products are being developed for the cargo market.

*Cost efficiency* should be improved in general. The level of service selected for each product, regardless of whether it applies to operations, technical aspects or other quality, should be supplied at a cost no higher than that offered by the competitors.

SAS's *traffic system* is based on Scandinavia's sparse population and geographic location on the edge of Europe. Thus, traffic within Scandinavia and to other parts of Europe is especially significant. Fundamental to the system are direct services to Europe from Copenhagen, Oslo and Stockholm, as well as from other locations such as Bergen, Gothenburg, Stavanger and Århus as traffic needs arise.

Other locations in Scandinavia are tied to our major hubs to create a broad system with a geographically log-



ical flow of flights to other parts of Europe morning and evening. This structure also facilitates efficient national and intra-Scandinavian connections. The aim of SAS's intercontinental traffic is to offer convenient flights to important hubs in other parts of the world, such as New York, Chicago, Rio de Janeiro, Bangkok and Tokyo. There, SAS's traffic should be tied to suitable regional systems that guarantee efficient transports in those parts of the world. The coordination of timetables, placement of terminals and gates, sales and reservation systems and levels of service should all be designed so that the customer perceives that his trip (and related services) takes place in a single system rather than several different ones. SAS can thereby cover many destinations with daily flights, though not always with its own aircraft.

Compared to other major European airlines, SAS's weakness in intercontinental traffic is the limited population base in Scandinavia. This is why SAS is discussing possible cooperations with other carriers in Europe - to ensure a larger market base and a more competitive total traffic system.

Investments in integrated travel services are another important dimension in SAS's strategy. The business traveler not only needs air transport with one or more carriers; he also needs ground transportation, hotels and other services. A complete range of products with a guaranteed level of service incorporated in an integrated system of information, reservations, payments and follow-up services that the customer can use before, during and after his travels is an added value and creates loyalty to the whole system.

#### EUROPEAN STRATEGY

European traffic accounted in 1985/86 for 46 percent of the Airline's traffic revenues. SAS's success in Europe during the past five years is due in great part to consistent product and price differentiation.

The market for scheduled airline traffic deteriorated at the end of the 1970s. Costs rose as a result of the oil crises. Demand stagnated and competition increased. Like the industry as a whole, SAS tried to maintain profitability through strict cost control. The result was poorer service and a shift by passengers from full fares to discount alternatives.

The European market reported a four-percent increase in 1980/81, while SAS's traffic rose only one percent. SAS lost three percent of its passengers in the full-fare segment and gained five percent among discount fares.

#### EUROCLASS

EuroClass, a full-fare product with substantially better service than the competitors, was introduced in Europe in 1981. The European market stagnated in 1981/82. In total, SAS's traffic remained unchanged, but it achieved a seven-percent increase in the full-fare segment, while its share of discountfare passengers dropped by five percent. With EuroClass, SAS reversed the flow of passengers toward full fares, and turned a loss into a profit.

#### SPECIAL DISCOUNT FARES

In 1982 SAS introduced special discount fares to and from Scandinavia. The total market shrunk by three percent but SAS increased its traffic by five in both segments. Income was further improved.

In 1983/84 SAS's traffic again rose more quickly than the market as a whole. Both its share of full-fare passengers and the number of discount-fare passengers increased substantially. Its clear product differentiation helped SAS to regain lost market share in both segments. This, in combination with a sudden growth in demand, led to a capacity shortage in 1984/85. The market rose by nine percent while SAS's resources limited its gain to five percent. Through the consistent application of its EuroClass strategy, SAS succeeded in increasing the number of full-fare passengers by a further eight percent. This was accomplished at the expense of discount-fare traffic, which

rose only one percent. In this way SAS was able to utilize available resources in the most effective way possible.

The market greatly deteriorated in 1985/86 because of Chernobyl and terrorism aimed at airlines and airports. European airlines' traffic rose by three percent. SAS, with greater capacity, increased its traffic by a total of nine percent, of which full-fare alternatives rose ten percent and discountfare alternatives eight percent. This development was reflected in SAS Airline's income for 1985/86.

Developments in the past five years show that SAS's European strategy, with a clear, consistent product and price differentiation, has paid off. The successes confirm the paradox that when more passengers utilize low fares and thereby help to raise the cabin factor and total revenues of each flight, full fares can be kept at a lower level than would otherwise be possible.

% change from preceding year	85/86	84/85	83/84	82/83	81/82	80/81
The European market	+ 3	+9	+7	-3	±0	+4
SAS	+ 9	+5	+8	+5	±0	+1
SAS – Full fare (EuroClass)	+10	+8	+9	+5	+7	-3
SAS – Discount fare	+ 8	+1	+7	+5	-5	+5

#### PASSENGER TRAFFIC IN EUROPE

### SAS's Ownership Structure

The first agreement covering the SAS cooperation was signed in the fall of 1946. In 1986 SAS thus celebrated its 40th anniversary. The current agreement was ratified in 1951 between the three national carriers: Det Danske Luftfartselskab A/S (DDL), Det Norske Luftfartselskab A/S (DDL), Det Norske Luftfartselskap A/S (DNL) and Aktiebolaget Aerotransport (ABA). In this way three domestic airlines joined forces in a single organization, the SAS Consortium. The current agreement, a revision of the original, extends to September 30, 1995.

DDL and DNL each own twosevenths of the Consortium, while ABA owns three-sevenths.

The three parent companies have given total responsibility for operations to the Consortium. At the conclusion of each reporting period the Consortium's income statement and balance sheet are divided among the parent companies in a 2-2-3 ratio.

#### PARENT COMPANIES

DDL and DNL are corporations listed on their respective countries' stock exchanges. Half of their shares are owned by their governments and the remainder by private interests, primarily businesses and institutions.

The 50% of ABA's shares not controlled by the government is owned by Svensk Interkontinental Lufttrafik AB (SILA), a listed company.

In addition to their participations in SAS and Scanair, the parent companies also have interests in other, national airlines.

#### DECISION MAKING

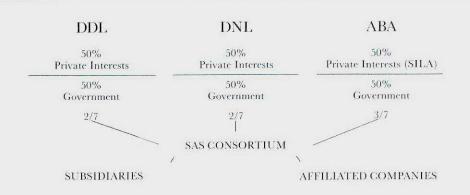
SAS's highest decision-making body is the Assembly of Representatives, which is made up of the parent companies' boards of directors. The Assembly of Representatives appoints SAS's board of directors, approves its financial accounts and decides on the portion of income that is transferred from the Consortium to the parent companies to cover their administrative costs, taxes and dividends. SAS's parent companies each have two members on SAS's board. One member represents the government interests and one the private. In addition, the unions in each country appoint a member and his or her deputies.

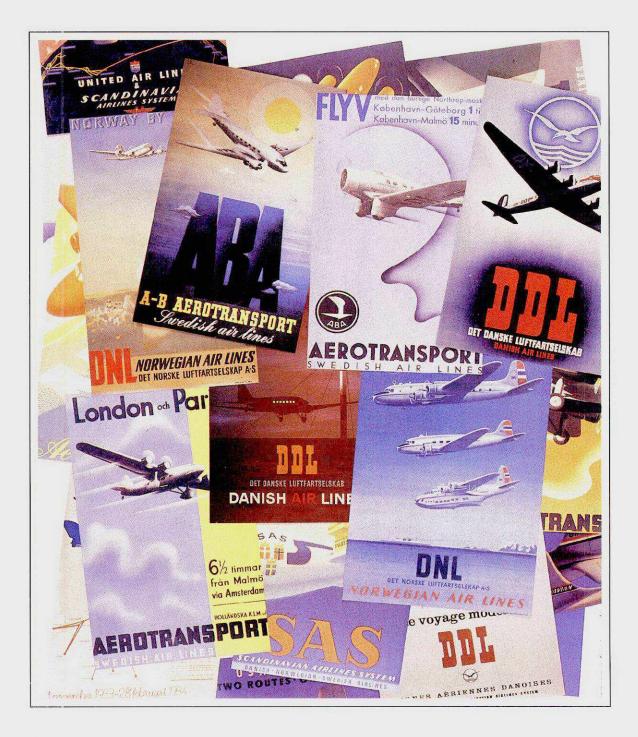
Responsibility for current operations rests with the president and chief executive officer of the SAS Group.

#### CAPITAL AND TAXES

SAS's equity is made up of its capital. This consists of funds contributed by the parent companies and surpluses retained in operations. The Consortium thus cannot issue shares. Instead, an increase in equity is made through contributions from the parent companies. The Consortium is itself responsible for external financing.

The Consortium is not a taxpaying entity. The parent companies make taxable allocations and pay taxes on their share of the Consortium in accordance with national regulations. The Consortium's subsidiaries pay taxes in the usual manner. The Consortium's accounts are examined by external auditors from the member-countries.





**S** AS Airline's basic strategy is to meet the business traveler's air travel needs around the world at competitive prices and with a high level of service: to be The Businessman's Airline.

traffic network covers The domestic routes in Denmark, Norway and Sweden, intra-Scandinavian routes and routes to and from other European cities, North and South America, the Middle East and the Far East. In total, the network covers 89 destinations in 35 countries. SAS serves three groups: business travelers, tourists and cargo customers. In 1985/86 the total number of passengers was approximately 12 million, divided equally among business travelers and tourists. The business traveler, who pays full fare, accounts for the largest share of revenues, while tourists contribute to the profitability of each individual flight.

Cargo flown on passenger aircraft is basically a byproduct, since the traffic program is geared to meet the needs of the passengers. However, cargo is increasing in significance in pace with the development of new service concepts and products.

Prices are differentiated based on the content of the products. In Europe the business-travel alternative is called EuroClass and on intercontinental routes First Business Class. Both have a high level of service at normal economy-class fares.

Discount-fare alternatives are offered on all routes to meet demand for inexpensive vacation travel.

SAS's products are distinguished

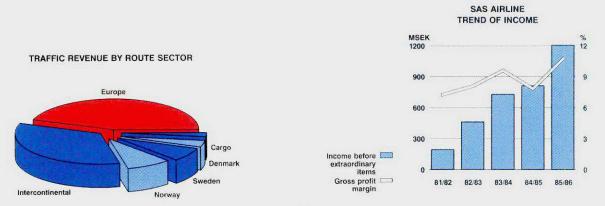
MSEK	85/86	84/85
Revenue	16,495	15,434
Income before		
depreciation	1,772	1,207
Gross profit margin, %	10.7	7.8
Income before		
extraordinary items	1,207	811
Investments	3,733	1,607
Return on		
- capital employed, %	21	21
- equity after taxes, %	18	16
Interest coverage, times	1.7	1.7
Number of employees	19,773	18,845

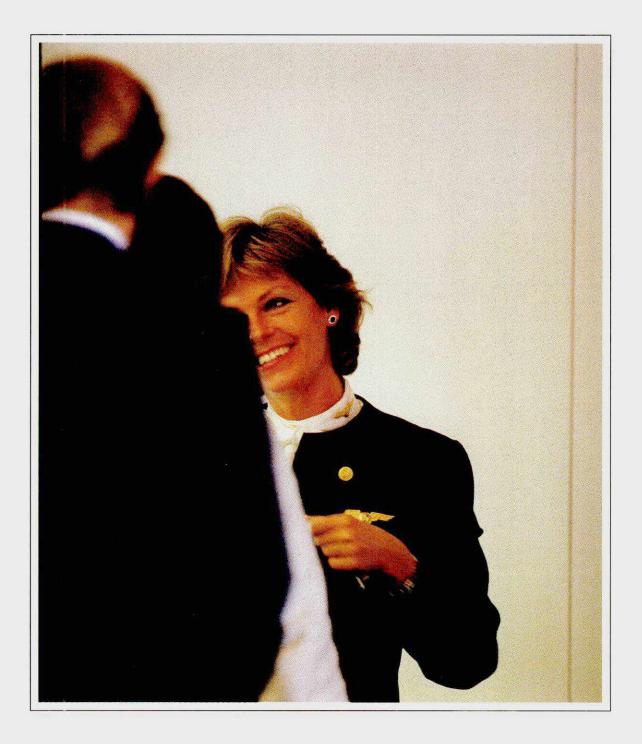
by high quality with concern for safety and other service. Fares are set competitively yet profitably, to make possible investments in the expansion and replacement of the fleet of aircraft and other resources.

The commercial organization consists of six route sectors – Denmark, Norway, Sweden, Europe, Intercontinental and Cargo – each responsible for its income, development and the marketing of air travel products. Production, which is integrated, is managed by three divisions – Technical, Operations and Traffic Services – as well as a unit for small aircraft operations. A separate unit, External Enterprises, is in charge of developing and managing air travel-related services.

#### THE MARKET

Demand for business travel largely follows the trend of the gross national product of each country. In times of





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high economic activity and industrial growth, travel increases. In times of recession, travel stagnates. Tourist travel has grown during the past several years, but price sensitivity is great.

Bilateral agreements that regulate air traffic also dictate which companies can operate between two countries. That is why there are generally only two airlines flying each route in Europe, one from each country. They compete in terms of destinations, number of flights, timetables and services on the ground and in the air, while fares are agreed on and approved by each country's authorities.

SAS has preferential rights to Scandinavian traffic connecting the three capitals and to routes between other major cities. Domestic traffic in Denmark, Norway and Sweden is divided between SAS and national carriers. Intercontinental routes, however, are in many cases regulated by bilateral agreements.

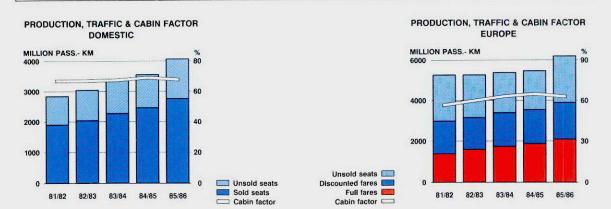
Travelers, though, can also choose airlines from other traffic centers in Europe. A traveler who is forced to change planes during a trip still has a wide choice of connections and airports. Future competition will therefore deal less and less with particular airlines and routes, and more with entire traffic systems.

#### FACTORS AFFECTING PROFITABILITY

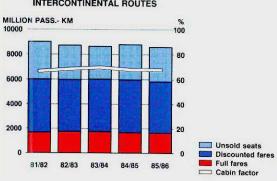
Decisive to an airline's revenues is the relation between full-fare and discountfare traffic in combination with the cabin factor.

SAS's strategy – with many flights and non-stops to a large number of destinations - requires medium-size, cost-efficient aircraft. In contrast to many of its competitors, SAS has chosen to stick with DC-9 aircraft instead of replacing them with larger models such as the Airbus A300. Thanks to The Businessman's Airline strategy, the number of full-fare passengers increased, helping SAS to gain market share, primarily in the important European network. Attractive discount-fare alternatives were introduced to increase demand on departures with unutilized capacity. In this way SAS achieved a high cabin factor and high revenues from each flight. This strategy is a main reason for SAS's favorable financial and market development in the 1980s.

An airline's largest costs are salaries, government fees, fuel, commissions paid to agents and depreciation and interest expenses. In 1985 and 1986 fuel costs dropped quickly due to lower oil prices and a weaker dollar. At the beginning of the 1980s fuel costs accounted for approximately 20 percent of an airline's total costs. In 1985 this figure was down to 15 percent and in 1986 ten percent. Nevertheless, there are considerable differences in fuel consumption between short- and mediumhaul traffic on the one hand and intercontinental traffic on the other. Fuel accounts for approximately ten percent of SAS's total costs on its European routes and nearly 20 percent on its long routes. Since the trend of fuel prices bennefits all airlines, the effect on relative competitive advantages is slim. Lower







PRODUCTION, TRAFFIC & CABIN FACTOR INTERCONTINENTAL ROUTES costs lead to lower price hikes on regulated routes. On routes where competition is an important factor, mainly on the intercontinental network, cost cuts have an immediate effect on fares. Fares are generally adjusted once a year and are based on the expected trend of costs and currency fluctuations.

SAS's strategy is also reflected in its costs. SAS focuses on service in each segment. A high level of service often means high personnel costs. In return, SAS gains higher revenue per seat than many of its competitors.

Authorities in the Scandinavian countries have expressed as their objective that civil aviation bear its own expenses. Some countries subsidize their airlines with low tariffs or by covering deficits. Since SAS has a large part of its traffic in the Scandinavian countries, where tariffs are high, these costs are relatively burdensome.

Commissions paid to agents constitute eight-to-ten percent of an airline's costs. To consolidate their networks of contacts in the market and cut costs, airlines are increasingly investing in their own information and reservation systems. Such systems can also be used by other producers of travel services and will become commercially attractive in time, after further product development and cost rationalization. The large investments are an impediment, however.

Viewed over a long period, an airline's investments occur in cycles. Since the lead times for acquiring aircraft and pilots are between two and three years, airlines tend to secure deliveries of new material as early as possible. If the market does not expand in pace with growth in capacity, the cabin factor drops, as does profitability. Companies then cannot bear increased depreciation and interest expenses. Capacity planning is therefore a vital factor for airlines.

Events in the 1980s show that airlines are sensitive to disturbances beyond their control. Acts of terrorism are often aimed at airlines and airports and can lead to temporary changes in demand. Some airlines are victimized more than others. Airlines' vulnerability makes them easily exploited in labor conflicts as well. Such conflicts have caused serious disturbances for SAS in the 1980s.

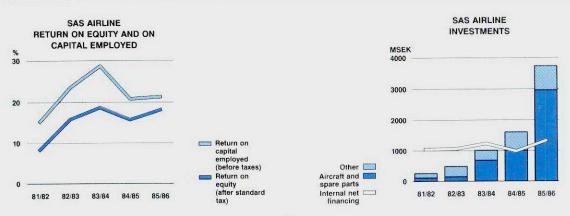
#### FARES IN THE EIGHTIES

In 1984 IATA conducted an analysis on behalf of the EC comparing fare structures in the U.S. and Europe. The hypothesis was that fares in the U.S. were lower than in Europe thanks to deregulation. It was found that:

- average fares in Europe were higher than in the U.S., but that the difference was motivated by higher costs in Europe;

- airline costs were 20 percent higher in Europe for comparable distances because of a considerably smaller total market, fewer opportunities for economies of scale and higher government fees;

- European airlines offered more discount-fare alternatives than ever before and that every second passenger in



Europe chose such an alternative;

- European airlines offered better, more attractive products for business travelers than their American counterparts; and

- European airlines' operations do not include their extremely low-priced European charter traffic.

As shown in the table below, SAS's full fares for European and intra-Scandinavian traffic rose at a slower pace than the consumer price index in the three countries during the years 1983-1986. Even then, the comparisons do not take into account the many discount-fare alternatives SAS offers on its entire route network. SAS has been a pioneer in Europe in this area. The Scandinavian capitals have more discount-fare alternatives than all other cities in Europe with the exception of Amsterdam. This is a direct result of the successful promotion of EuroClass and the consistent application of SAS's strategy of product and price differentiation. It is also worth noting that other airlines' lowest fares apply to their Scandinavian traffic – a result of bilateral agreements in which SAS has set the tone.

The average discount in European traffic is between 25 and 50 percent of the full fare. The highest discounts are approximately 70 percent. SAS is now making selective cuts in fares for flights that are of less interest to business travelers. So while it has the largest share of full-fare passengers in Europe, SAS is also the discount-fare leader.



CONSUMER PRICE INDEX COMPARED TO AIR FARES Annual average for the period April 1983 – April 1986

	Consumer-	Air fare	(full fare)
	price index	Europe	Scandinavia
Denmark	+5.9%	+3.6%	+3.8%
Norway	+7.5%	+4.8%	+4.1%
Sweden	+8.3%	+3.8%	+3.4%

# **SAS International Hotels**

**S** AS International Hotels consists mainly of 13 large first-class hotels in Scandinavia, one in Vienna and one in Kuwait. It also includes six hotels in northern Norway marketed under the name North Cape Hotels.

SAS International Hotels' business idea is to operate and develop hotels in and outside Scandinavia and thereby be an integrated link in the travel-service chain and the SAS Group's Businessman's Airline strategy. The build-up of its own hotel chain is therefore a natural element in the SAS Group's change from an airline to a travel-service company primarily for the frequent business traveler.

SAS International Hotels' goal is to establish, within a five-year period, hotels at two-thirds of the destinations to which the Airline has daily non-stop flights from Scandinavia. Hotel projects far along in their planning are those in London, Amsterdam, Brussels and Helsinki.

SAS International Hotels' qualitative goal is to one of be the best alternatives for the businessman. This means that all hotels should have the same high standard and offer services particular to SAS.

#### PRODUCT DEVELOPMENT AND PRICE DIFFERENTIATION

In implementing the Group's Businessman's Airline strategy, SAS International Hotels has adapted many of its products and services. A concept with higher standards for rooms and special services is marketed under the name Royal Club. Business services are

Internation	

MSEK	85/86	84/85
Revenue	1,083	948
Operating income*	230	212
Gross profit margin, %	21.2	22.4
Income before		
extraordinary items	72	67
Investments	110	113
Return on		
- capital employed, %	18	20
- equity after taxes, %	16	18
Equity ratio, %	26	26
Number of employees	2,992	2,936

\* Income before rentals, depreciation and net interest items

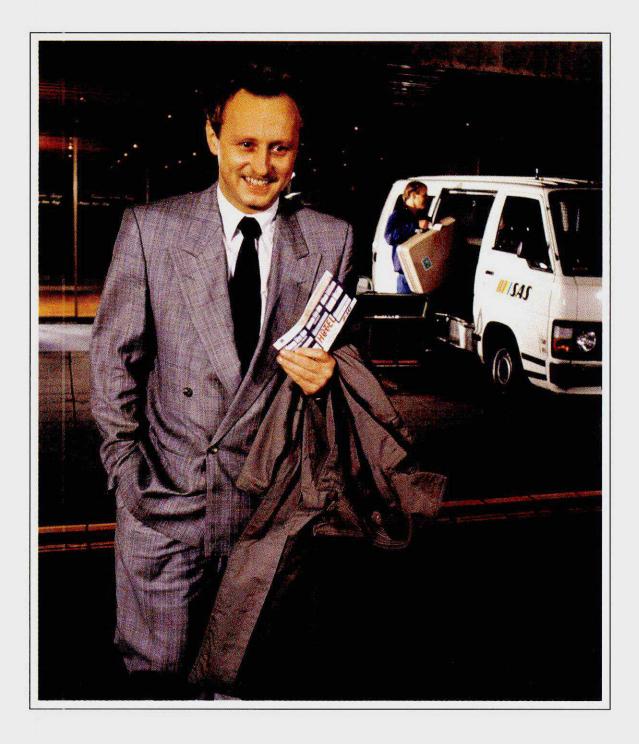
offered at hotels to make it possible for guests to utilize their stays efficiently. Airline check-ins at hotels were introduced in cooperation with SAS Airline. A comprehensive campaign to raise the service culture for all hotel staff, called "no excuse," is being conducted.

The strategy applied in hotel operations is based on a clear product and price differentiation to increase the occupancy rate and improve profit margins. The product range has the same structure as in SAS Airline: an exclusive first class, a high standard for regular-price customers, and discount alternatives on weekends and vacation periods for tourists.

#### DEPENDENT ON ECONOMY

Demand for hotel rooms by businessmen follows general economic trends and shows the same pattern as air travel. The tourist sector is dependent on the scope of disposable income and is more sensitive to external factors.





Growth in demand has generally been good in recent years. In 1986, however, extraordinary occurrences such as the Chernobyl accident, increased terrorism in Europe and a falling U.S. dollar had a negative effect, primarily on the tourist sector.

#### SAS DESTINATION SERVICE

As an element in the development of an integrated chain of travel services, SAS has entered into a cooperation with a number of first-class hotels – marketed together with air travel under the name SAS Destination Service. Fifty hotels around the world, selected by SAS for their quality, location, price, service and standard, are currently part of the program, which is administered by SAS International Hotels. SAS Destination Service has been very favorably received in the market.

The majority of hotel chains are owned by or affiliated with airlines. Hilton International is owned by TWA, Westin by United Airlines, Meridien by Air France and so on. But unlike SAS, no airline has integrated air travel, hotels and ground services into its product range.

#### LOCAL COMPETITION

About 70 percent of hotel bookings are today made locally. A hotel's image in the local market is therefore extremely important. SAS International Hotels uses a decentralized organization to ensure that its hotels are attractive and well respected in the areas where they are located. Synergy is gained through integrated cooperation with other SAS units.

#### OCCUPANCY RATE: THE CRITICAL FACTOR

Two factors affect a hotel's profitability: the occupancy rate and the price per room.

A well-established first-class hotel generally has a high, consistent number of business travelers on weekdays during the fall, winter and spring. Customer loyalty is often very high. The summer season and weekends are utilized for marginal sales, which are decisive for the hotel's total profitability. The average price level depends on local competition, the balance of supply and demand and the hotel's general attraction and image. Its restaurant business plays an important role in the hotel's local profile and for service to its guests.

#### MAJOR INVESTMENTS

SAS International Hotels has initiated a comprehensive investment program. The rate of expansion is estimated at several units a year in the coming fiveyear period. Its real estate holdings will give SAS International Hotels financial flexibility during its continued buildup. Control over product offerings and their quality is a significant aspect in hotel operations. Real estate, on the other hand, is a business in itself and SAS International Hotel's share of ownership of hotel properties varies. Demand for hotels as investment objects is very high in large cities in a number of countries.



Comparable figures are only available for the past two years

# **SAS Service Partner**

S AS Service Partner actively supports the SAS Group's strategy by improving on and offering meals and related services on commercially viable terms to business travelers and tourists using SAS's traffic system. Additionally, the company's know-how and resources are utilized and adapted to other, similar business activities.

SAS Service Partner's goal is to be the best alternative as a partner to selected customer groups.

To achieve this goal the company is trying to better orient itself to the market by applying well-defined business concepts and by developing products and logistics systems. Expansion is primarily taking place in existing product areas to maximize economics of scale and thereby improve competitiveness.

In the early 1980s SAS Service Partner was distinguished by rapid expansion both geographically and productwise. As it turned out, however, the company had branched off into too many areas and built up too large an administrative function.

During the 1984/85 financial year SAS Service Partner was restructured. Its operations were concentrated to specific areas in conformity with the Group's overall strategy. This consolidation phase was concluded in 1985/86. Operations are now broken down into six divisions that serve well-defined customer segments.

#### FLIGHT KITCHENS

The two flight kitchen divisions, Airline Catering Scandinavia and Airline Ca-

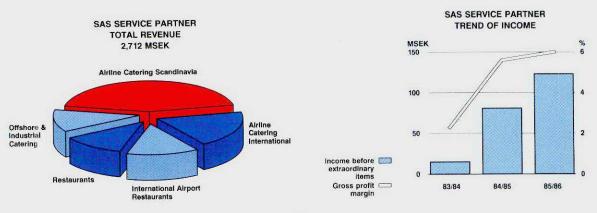
MSEK	85/86	84/85
Revenue	2,712	2,393
Income before		
depreciation	163	132
Gross profit margin, %	6.0	5.5
Income before		
extraordinary items	123	81
Investments	82	56
Return on		
- capital employed, %	32	29
- equity after taxes, %	34	- 38
Equity ratio, %	23	20
Number of employees	6,445	5,931

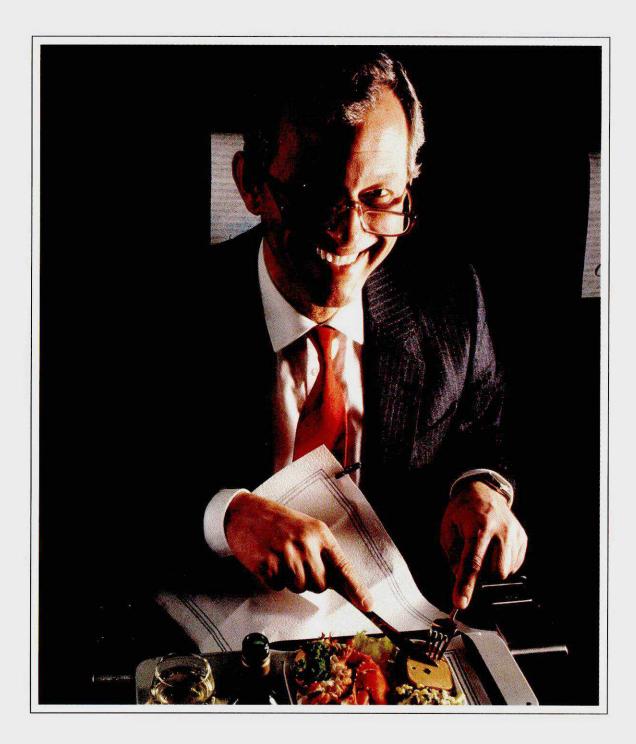
tering International, together account for 60 percent of SAS Service Partner's total revenue. They run 16 flight kitchens in eight countries.

Operations include food and beverages as well as deliveries of taxfree goods sold on board. In some cases cabin cleaning services are also involved.

SAS Airline is the largest customer for the Scandinavian flight kitchens. Customers of the international business are usually other airlines. Several flight kitchens are operated on behalf of such airlines as Saudia and British Airways; SAS Service Partner has worked with both for some years.

The flight kitchen market is growing in pace with demand for air travel. Sharp competition between airlines and increasing product differentiation has led to greater demands for new products, quality and service. Price competition is severe, however,





making high operating efficiency a prerequisite for satisfactory profitability.

#### AIRPORT RESTAURANTS

The International Airport Restaurants Division accounts for 15 percent of total revenue. Operations include more than 90 restaurants at seven airports in Europe. In addition to restaurants, the division operates bars, cafeterias, newsstands and, in some cases, grocery stores at airports.

The selection of restaurants and other services greatly influences an airport's competitiveness. For that reason major investments are being made in this area at many airports around the world, including Copenhagen, Manchester and London-Heathrow. SAS Service Partner has developed efficient control systems that, along with a decentralized organization, are advantages in competition for contracts.

#### RESTAURANTS

The Restaurant Division is responsible for non-airport restaurant operations. These include restaurants at exhibition and conference centers, race tracks, roadside restaurants and employee canteens. The division has more than 100 units in Denmark, Norway and Sweden and accounts for 13 percent of SAS Service Partner's total revenue.

#### OFFSHORE

Offshore & Industrial Catering offers services in connection with accommodations and meals at sea and on land. It is a market leader in Scandinavia in this area. Offshore Catering at present has 12 long-term contracts for services on board oil platforms in the North Sea. The market, which developed very positively in the early 1980s, has since stagnated due to falling oil prices. Potential still exists for companies like SAS Service Partner, which can offer flexible service at competitive prices.

Industrial business is often tied to large construction sites, where services are the same as on oil platforms – to supply food and accommodations for those working on the project.

#### TRADING

The Trading Division has as its goal to further develop SAS Service Partner's know-how by utilizing the synergy arising from the different operations. This know-how is important for the improvement of the business area's own products, and is marketed to non-Group clients on a consultancy basis. Examples of product areas with good potential are Party Service and hospital services, which involve meals, cleaning, washing, etc. Demand is expected to increase in the future.



Comparable figures are only available for the past two years

# **SAS Leisure**

S AS Leisure comprises Vingresor and Scanair, an independent consortium.

#### Vingresor

Vingresor is the largest inclusive-tour operator in Scandinavia, with a 1985/ 86 market share of 33.6 percent in Sweden and 33.5 percent in Norway. During the year 583,000 people traveled with Vingresor, 361,000 from Sweden and 222,000 from Norway.

Vingresor's business idea is to offer its customers value for their money, providing superior vacation trips in a competitive market. Its strategy is based on a clear product and price differentiation with systematically planned programs for both the lowprice and quality segments. In the former, Vingresor offers lower prices than its competitors for similar alternatives. In the quality segment, the Sunwing resorts are the most important element.

#### GOALS

Vingresor's qualitative goal is to have the market's most satisfied customers, its highest repeat purchase rate and its best partners.

### STRONG MARKET POSITION

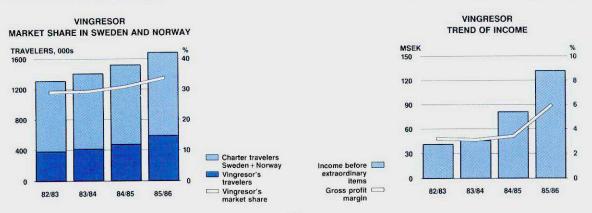
The market has grown by 15 percent in the past five years, an average of three percent a year, with greater growth in Norway than in Sweden. During the same period, Vingresor has grown 47 percent, more than nine percent annually. Higher disposable income and more leisure time, favorable price

MSEK	85/86	84/85
Revenue	1,897	1,537
Income before		
depreciation	111	52
Gross profit margin, %	5.9	3.4
Income before		
extraordinary items	132	81
Investments	200	53
Return on		
- capital employed, %	42	38
- equity after taxes, %	33	32
Equity ratio, %	21	20
Number of employees	1,855	1,497

trends due to relatively low oil costs and a falling dollar and, not least of all, the Scandinavian weather are all indicators of continued market growth. Prospects are good. Each year a million Swedes and nearly 700,000 Norwegians vacation abroad. This group consists of 800,000 who travel every year and 2.3 million who travel as often as their budget allows: on average once every third year. The latter group is therefore one with great potential. However, taxes on charter travel and possibly weaker domestic currencies pose serious threats.

#### HIGH CAPACITY UTILIZATION

Vingresor sets its prices based on extremely high capacity utilization. The goal in 1985/86 was 99-percent capacity utilization; the result was 99.4 percent. To achieve this requires a high repeat purchase rate, a clear strategy for prices, products and service and a





distribution system focused on company-owned outlets with full control of the booking status.

#### STIFF COMPETITION

The Swedish and Norwegian markets are dominated by three airline-affiliated operators: Atlas/Saga (Braathen), Fritidsresor/Star Tours (Sterling) and Vingresor/Vingreiser (SAS). Together, these three constellations account for approximately 80 percent of the market in the two countries. Profitability in the industry is generally weak and many small operators have been forced out of the market in recent years, which has led to an oligopoly. Competition is not only fought over customers, but equally as much over the ability to find and maintain attractive partners - primarily hotel operators - to ensure the quality of products and services. The most important competitors here are the large tour operators in Western Europe, who may try to expand their market to the Scandinavian countries in the long term.

Vingresor is therefore investing to upgrade its "Vingcenters" and the Sunwing hotel chain. The eleventh hotel was opened in the fall of 1986. Expansion is mainly taking place in Spain and Greece, the most frequent travel destinations.

#### VERTICAL INTEGRATION

Vingresor's role in the SAS Group is to develop integrated leisure travel services and to contribute to greater exploitation of Group resources. In doing so, Vingresor has become Scanair's largest customer, accounting for 57 percent of its available capacity. An increased vertical integration in the tour operator-airline-hotel chain will strengthen Vingresor, and thereby the SAS Group, in the leisure market.

#### MAJOR INVESTMENT PROGRAM

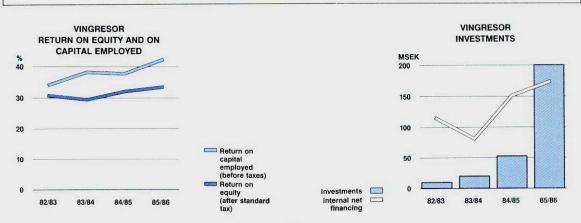
To achieve its qualitative and quantitative goals, Vingresor must make substantial investments in new products and facilities. At present Vingresor owns hotels with a total book value of nearly 300 MSEK.

The expansion program will cost 300 MSEK over a two-year period and an additional 300 MSEK over the following three years. To finance these investments while maintaining its equity ratio, Vingresor must at least maintain its current level of income.

#### Scanair

Scanair is a separate consortium with the same ownership structure as SAS. The company conducts charter operations from Sweden and Norway and, to a lesser extent, from Denmark.

During the year Scanair had three DC-8s and three Airbus A300s on long-term lease from SAS. Another DC-8, the first of three SAS acquired on behalf of Scanair, was placed in service in 1986. The two remaining DC-8s will enter service in 1986/87 and replace the Airbuses, which SAS has sold. The last Airbus will be disposed of in the fall of 1987, after which Scanair will have a uniform fleet of DC-8s. Scanair also leased DC-9 capacity from SAS on a short-term



basis during the year, as well as a Fokker F28 from Linjeflyg.

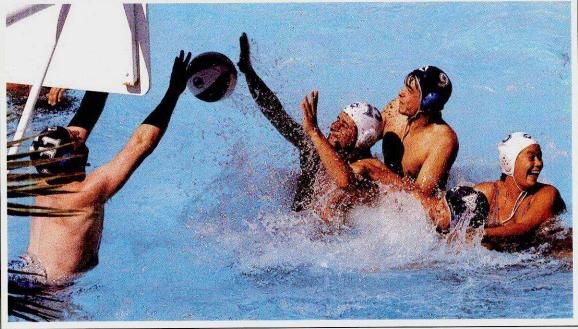
Scanair's customers are tour operators that purchase capacity on contract and thus assume the shortterm financial risk. The company's long-term growth will be determined by its ability to do business with financially stable and successful tour operators.

In 1985/86 Scanair served 18 tour operators, including 11 from Sweden and four from Norway. Its largest single customer, Vingresor, purchased 57 percent of production.

The three main destinations are the Canary Islands, other locations in Spain and Greece, which together accounted for 76 percent of passengers. Miami was added last year; the falling dollar has again made the U.S. attractive for Scandinavian tourists. Sales rose ten percent to 1,218 MSEK in 1985/86. Income before extraordinary items increased from 46 MSEK to 72 MSEK, due mainly to increased capacity in combination with a higher average cabin factor and improved net financial income.

Scanair's principal competitors are four Scandinavian charter companies: Sterling Airways, Maersk and Conair from Denmark and Braathen from Norway. Scanair is the Scandinavian leader with a 29 percent of the market. Its share in Sweden was 53 percent and in Norway 28 percent.

An important part of Scanair's operations is inflight tax-free sales. In addition to maintaining an attractive product range, the company is working here to further simplify and improve goods handling and cash management.



### Information and Reservation System

AS's annual traffic revenue p amounts to approximately 14,000 y MSEK. Tickets sold in Scandinavia account for about 60 percent of this total, of which travel agencies refer approximately 80 percent. Commissions paid to travel agencies normally add up to nine percent – for SAS, more than 600 MSEK annually. The distribution of travel services consists of: – information on timetables and prices

for flights, hotels and ground transports

- bookings and reservations
- preparation of documents
- en route services
- convenient means of payment
- invoicing services
- cost follow-ups for completed trips. Important changes have taken

place in the distribution chain in recent years. Earlier, airlines and travel agencies basically had a monopoly on these services. Developments in electronic communications have today opened opportunities for other types of companies to enter the market. At present competition can be broken down into three categories:

- airlines with advanced reservation systems such as SABRE and APOLLO;

- companies involved mainly with information processing such as the Official Airline Guide (OAG) and credit information agencies; and

- credit-card companies such as American Express and MasterCard/ Eurocard.

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Sales of airline tickets and travel services account for a significant cash flow through the distribution chain. In a future environment with greater international competition, airline information and reservation systems increase in importance. Access to the market and effective communications with customers and travelers are already on their way to becoming decisive competitive factors.

The aim of SAS's distribution system is to allow the Group to freely market its products in a system where SAS's position cannot be restricted. The market should always have unlimited access to SAS's products. Each function should be developed in accordance with customer and market needs. The SAS Group should be able to offer an alternative that is at least as good if not better than its competitors at all levels.

As a producer in the travel services chain, the SAS Group should offer an attractive reservation system that is a natural choice for middlemen and di-

F

rect customers. This can be done either through the development of its own system or through outside cooperations. Business Travel System (BTS) and SMART design, develop and operate communications systems that, through quality and efficiency, will be natural choices for customers who use electronic communication. In this way, SAS can attract as large a share as possible of producers, wholesalers and retailers of travel and related services in Scandinavia.

Travel Management Group (TMG) is actively working to improve efficiency at the agent level and of its forms of distribution. Travel agencies remain the SAS Group's most important channel to the market.

A large and growing portion of the flows of payments for travel and related services is handled via creditand charge-card companies. In addition to its regular business, Diners Club Nordic will therefore become an integrated part of SAS's distribution system.

# **Affiliated Companies**

filiated companies are defined as those companies in which SAS's ownership is between 20 and 50 percent. These companies include Linjeflyg AB, Travel Management Group Sweden AB, Scanator AB, Bennett Reisebureau A/S, Greenlandair A/S and Polygon Insurance Co Ltd.

LINJEFLYG AB (50%)

MSEK	85/86	84/85
Revenue	1,809	1,552
Income <sup>10</sup>	155	85
Adjusted equity	342	272
Number of employees	1,700	1,617

<sup>11</sup> Income before allocations and taxes

Linjeflyg's share of the Swedish domestic air travel market is approximately 60 percent. During the 1985/86 financial year 3.7 million passengers were transported, a 14-percent increase over a year earlier.

The aircraft fleet consists of 18 Fokker F28s. Two additional F28s ordered in 1985/86 are scheduled for delivery in 1986/87. Linjeflyg's secondary routes are served with Saab SF340s leased from Swedair.

Normal fare increases were avoided in 1985/86 because of declining fuel prices. This improved Linjeflyg's competitiveness in relation to other forms of travel such as trains and automobiles.

To further improve service, Linjeflyg, in cooperation with SAS, has begun development of a new booking system for Swedish domestic air travel. The system is expected to gradually be placed in operation in 1988.

#### TRAVEL MANAGEMENT GROUP SWEDEN AB (50%)

MSEK	85/86	84/85		
WISHIN	(15 months)			
Revenue	2,980	3,266		
Income <sup>1)</sup>	-6	9		
Adjusted equity	12	- 24		
Number of employees	991	991		

<sup>11</sup> Income before allocations and taxes

Travel Management Group (TMG) includes the travel agencies Resespecialisterna and Nyman & Schultz. Costs attributable to the development and testing of several new business travel concepts were charged to income, primarily that of Resespecialisterna. Nyman & Schultz maintained its strong position in the business travel market and improved income.

SCANATOR AB (50%)

85/86	84/85	
38	24	
7	3	
8	- 3	
5	5	

<sup>1</sup> Income before allocations and taxes

In 1985 Scanator noted a breakthrough in the application of its business idea – to market computer systems to users in the aviation industry.

More than 60 consultants are on Scanator's staff. In 1985/86 the company, together with SAS, delivered a comprehensive system for technical maintenance to Saudia, the Saudi Arabian airline.

MSEK	Group exlud- ing affiliated companies		Affiliated companies <sup>1</sup>		Group includ- ing affiliated companies	
	85/86	84/85	85/86	84/85	85/86	84/85
Income before allocations and taxes	1,515	1,017	78	56	1,593	1,073
Untaxed reserves <sup>2</sup> Equity	530 3,771	448 2,723	112 133	80 130	642 3,904	528 2,853
Adjusted equity	4,301	3,171	245	210	4,546	3,381
Book value of shares in affiliated companies			84	77		

#### SAS INCOME AND EOUITY INCLUDING AFFILIATED COMPANIES

<sup>1</sup> Undistributed share; some small companies are not included in the figures

<sup>2</sup> After 50% standard tax

BENNETT	REISERI	IRFALL	A/S (9	31%)
TARMA AND T	REIGEDC	mino	121010	1 /0 /

MSEK	1985	1984
Revneue	1,401	1,329
Income	14	13
Adjusted equity	34	27
Number of employees	411	412
No. of Concession, Name of	the second second second second	

<sup>+</sup> Income before allocations and taxes

The Bennett group of companies consists of the parent company, Bennett Reisebureau A/S in Norway, and three wholly owned subsidiaries in Denmark, France and the U.S. The group runs travel agency and inclusive-tour operations. Bennett is Norway's largest travel agent, with more than 60 sales outlets. It is one of the largest agents in Denmark as well.

GREENLANDAIR A/S (25%)

MSEK	1985	1984
Revenue	209	187
Income <sup>1)</sup>	14	13
Adjusted equity	105	87
Number of employees	388	354

<sup>1)</sup> Pre-tax income

This group consists of the parent company, Grønlandsfly A/S, and three operating subsidiaries. Greenlandair primarily operates domestic air traffic in Greenland. POLYGON INSURANCE CO LTD (33%)

MSEK	85/86	84/85
Premiums, net	148	109
Income	15	6
Equity	76	59

Pre-tax income

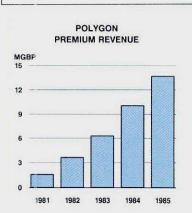
Polygon, established in 1975, is owned one-third each by KLM, SAS and Swissair. Day-to-day administration is handled by Transglobe Underwriting Management Ltd.

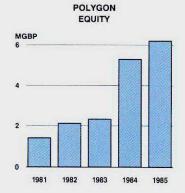
There were two reasons for forming Polygon, a captive company. One was to create a vehicle for placing part of the owners' insurance at favorable terms and influencing long-term price levels for premiums. The other reason was to underwrite lines of third-party aviation insurance to achieve a more balanced portfolio and a better spread of risk.

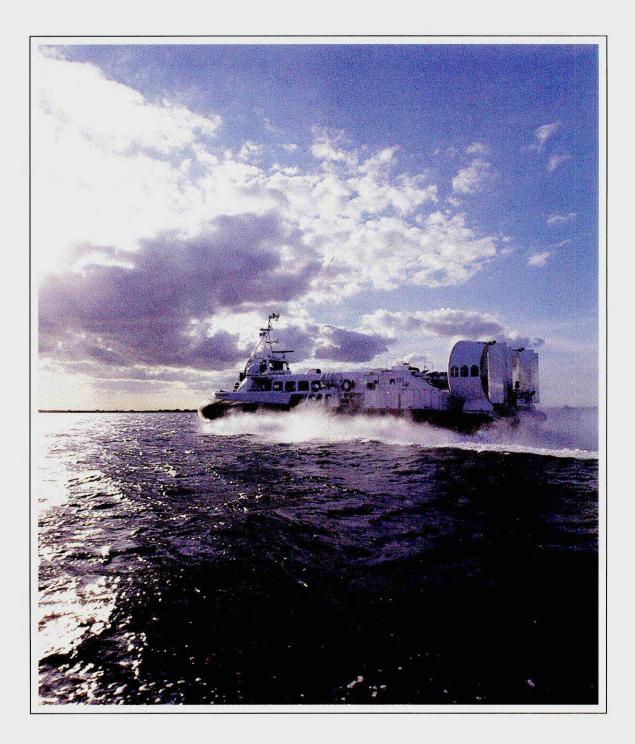
Total equity amounted to 6.2 MGBP on December 31, 1985.

Despite the generally unfavorable market for aviation insurance during the period 1975 to 1984. Polygon performed successfully primarily due to a prudent balance between its own risks and reinsurance risks.

The company is currently in a period of strong growth. A Londonbased subsidiary, Polygon Insurance Company (UK) Ltd, was formed in April 1986 to develop non-aviation business.







### **Report by the Board and the President**\*

October 1, 1985 - September 30, 1986

### SUMMARY

SAS Group income before allocations and taxes rose to 1,515 MSEK compared to 1,017 MSEK a year earlier.

*Revenue and income* for the SAS Group, by business area, are summarized in the following table.

### REVENUE AND INCOME BY BUSINESS AREA

Kevi	enue	Income		
85/86	84/85	85/86	84/85	
16,495	15,434	1,207	811	
1,083	948	72	67	
2,712	2,393	123	81	
1,897	1,537	132	81	
415	390	-31	-15	
-1,017	-912	-22	- 7	
		1,481	1,018	
		+34	- 1	
21,585	19,790	1,515	1,017	
	16,495 1,083 2,712 1,897 415 -1,017	16,495       15,434         1,083       948         2,712       2,393         1,897       1,537         415       390	16,495       15,434       1,207         1,083       948       72         2,712       2,393       123         1,897       1,537       132         415       390       -31         -1,017       -912       -22         1,481       +34	

<sup>1</sup> Diners Club Nordic A/S, AB Olson & Wright, A/S Dansk Rejsebureau, SMART AB, etc.

SAS Airline (SAS Consortium) noted continued favorable traffic growth for routes in Europe, within and between the Scandinavian countries and for air cargo business.

In Europe, SAS gained market share within both the business travel and tourist segments. On its intercontinental network, SAS was able to maintain its market position despite unfavorable circumstances and intensive competition. Discount-fare promotions

\* A translation of the Swedish original

in Scandinavia added a great number of new tourist passengers.

SAS Airline's income before extraordinary items increased to 1,207 MSEK compared to 811 MSEK in the preceding financial year. This figure includes depreciation of 690 MSEK (1984/85: 447 MSEK), which increased due to the expansion of the fleet.

SAS International Hotels noted higher income, 72 MSEK (67), in a weak market, through continued successful product development and expanded cooperation with SAS Airline.

Continued concentration of its operations and improvements in efficiency helped *SAS Service Partner* raise income substantially, from 81 MSEK to 123 MSEK.

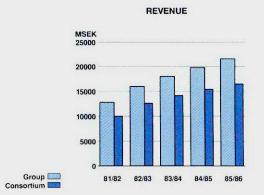
Vingresor further consolidated its position as the leading inclusive-tour operator in Scandinavia, increasing its number of passengers by 19 percent and its income to 132 MSEK (81).

The *Diners Club Nordic* group of companies was acquired as an element in the creation of an internationally competitive information, reservation and payment system.

The operations of the Olson & Wright forwarding company were restructured.

SAS Group investments in 1985/86 amounted to 4,128 MSEK (1,761). Because of the favorable traffic trend, twelve new DC-9-80s were placed in service. Another twenty DC-9-80sare scheduled for delivery during the period 1987-1991.

The nuclear accident at Chernobyl and events tied to international ter-



rorism had negative effects on European traffic and on the hotel market. In making comparisons with last year's figures, it should be remembered that Scandinavian labor conflicts seriously disrupted SAS operations in 1984/85.

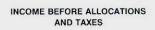
The SAS Group's and SAS Consortium's statements of income are summarized in the table below.

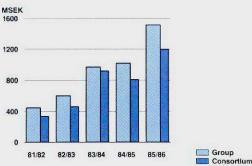
	SA	AS Group	SAS Co	nsortiun
MSEK	85/86	84/85	85/86	84/85
Revenue	21,585	19,790	16,495	15,434
Operating				
expense –	19,369	-18,256	-14,723	-14,227
Operating income				
before depreciation	2,216	1,534	1,772	1,207
In percent of revenue	10.3	7.8	10.7	7.8
Depreciation	-863	-574	-690	-447
Operating income				
after depreciation	1,353	960	1,082	760
Financial items,				
net	+128	+ 58	+125	+ 51
Income before				
extraordinary				
items	1,481	1,018	1,207	811
Extraordinary				
items, net	+ 34	- 1	- 10	- 4
Income before				
allocations				
and taxes	1,515	1,017	1,197	807

### STATEMENTS OF INCOME

### SAS AIRLINE (THE CONSORTIUM)

The Market. The trend of international air traffic was weaker in 1985/86. How-





ever, SAS's traffic developed stronger than the market average.

European traffic expanded more slowly than in earlier years. Following the Chernobyl accident and terrorist acts, summer traffic dropped below last year's level. A slight recovery was noted toward the end of the financial year. Intercontinental traffic followed a similar pattern and was distinguished by intensive competition on all routes.

In the *European market*, which accounts for nearly half of SAS's traffic revenues, SAS's traffic rose by 9 percent. EuroClass traffic increased by 10 percent, while SAS's tourist traffic climbed 8 percent.

The introduction of more flights and non-stop services continued. The traffic program was expanded with non-stops between Stockholm and Brussels, Oslo and London, and Copenhagen and Hannover. The number of flights was increased to London, Amsterdam, Barcelona and Athens, among other cities. Regularity and service were maintained at a high level, and the trend of income remained favorable.

On the Intercontinental route network, which accounts for one-third of SAS's traffic revenues, SAS's traffic decreased by 2 percent. The decline was attributable to reduced production caused by the changeover from 747s to DC-10s and cutbacks in the traffic program. Traffic to Karachi, Nairobi, Dar es Salaam and Johannesburg was discontinued during the year.

The declining dollar resulted in a decrease in tourists from the U.S. Higher sales of trips from Scandinavia to the

U.S. compensated to some extent for this decrease.

Despite measures taken, income from SAS's intercontinental routes did not reach a satisfactory level, due to market developments.

The continuing adaption of its traffic program and prices to the market contributed to further growth in SAS's *domestic traffic*.

A discount-fare sales promotion in Scandinavia in the summer greatly increased the volume of tourist travel, including many first-time travelers.

Business travel promotions in Denmark – with more flights, among other things – helped to increase traffic by 8 percent. Business travel now accounts for 80 percent of Danish domestic traffic.

More flights were introduced to all destinations served by SAS in Sweden. The usual summer tourist offers proved positive, with total traffic increasing by 21 percent.

During the labor conflict in Norway, SAS was forced to cut back its traffic program. This, in combination with the consequences on Norwegian industry of falling oil prices, limited the increase in domestic traffic to 5 percent.

For many airlines in Europe, air cargo is a marginal business. An aircraft's cargo capacity is used to contribute to earnings, but traffic programs are geared primarily to the needs of the passengers. On intercontinental routes, air cargo plays a larger role.

Greater competition from

ground-based transports are having a negative effect on conventional air cargo business in Europe.

SAS's cargo operations have therefore been concentrated on two products: conventional intercontinental air cargo and, for European customers, value-added overnight services, which offer speedy, guaranteed on-time deliveries at fixed prices.

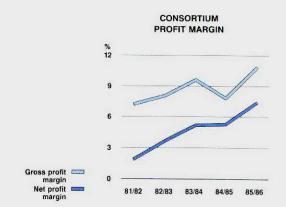
The new SAS concept uses Cologne as its central distribution point, with ground transports from there to European destinations.

SAS's total cargo traffic rose by 3 percent, and the operation's total contribution to income improved compared to 1984/85.

Capacity expansion. Twelve of the 14 DC-9-80s ordered were placed in service during the operating year, significantly raising available capacity. These aircraft entered service between the Scandinavian capitals, between these cities and London, and on domestic routes in Norway and Sweden. In 1986 contracts were signed for 18 additional DC-9s, for delivery during the period 1987-1991.

SAS's strategy – with more frequent flights and non-stops – requires aircraft smaller than the Boeing 747 on intercontinental routes. The changeover to a uniform fleet of DC-10s is proceeding as planned.

Another DC-10 was delivered in August 1986. A Boeing 747 covered by a sale and leaseback agreement was returned to its owners in March 1986.



The fleet. The aircraft fleet was made up as follows on September 30, 1986.

THE FLEET

Aircraft type	Owned	Leased	Total	Leased out	On order
Boeing 747	1	3	4	$2^{1}$	
Airbus A300	3		3	$3^{2}$	
Douglas DC-10-30	9		9		
Douglas DC-8-62	4		4	$1^{3}$	
Douglas DC-8-63	6		6	$4^{2}$	2
Douglas DC-9-21	9		9		
Douglas DC-9-33	2		2		
Douglas DC-9-41	49		49		
Douglas DC-9-51					5
Douglas DC-9-81	6		6		2
Douglas DC-9-82	6		6		2
Douglas DC-9-83					2
Douglas DC-9-87					14
Fokker F27	9		9		
Hovercraft		2	2	action to the second second	
	104	5	109	10	27

<sup>&</sup>lt;sup>1</sup> One leased to Nigeria Airways and one to Gulf Air

<sup>2</sup> Leased to Scanair

<sup>3</sup> Leased to Aero Peru

Traffic and production. SAS's total passenger traffic rose by 4 percent compared to 1984/85, while production climbed 6 percent during the same period. The average *cabin factor* fell by one percentage point to 66.2 percent.

The total number of passengers who flew SAS increased by 9 percent to 11.7 million.

Airline revenue and income. SAS Airline revenue was 7 percent higher than a year earlier, at 16,495 MSEK (15,434). Traffic revenue amounted to 13,456 MSEK (12,572), of which passenger traffic accounted for 85 percent. Additional revenue relates to tax-free sales, station and maintenance services, the leasing out of flight equipment, etc. Increased volume accounted for 4 percent of the total gain in revenue, while price increases, including the effects of currency fluctuations and an altered product mix, totaled 3 percent.

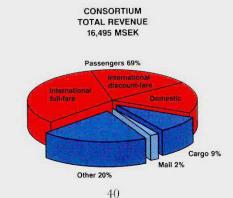
Operating expense, excluding depreciation, rose nearly 4 percent to 14,723 MSEK (14,227).

Operating income before depreciation improved to 1,772 MSEK (1,207) and the gross profit margin (income before depreciation as a ratio of total revenue) increased from 7.8 percent in 1984/85 to 10.7 percent. After adjustments for the labor conflicts in 1984/85, this year's gross profit margin rose by approximately 1.3 percentage points.

Income in 1985/86 was affected positively by the declining rate of the dollar, which reduced costs in Swedish kronor for fuel and spare parts, among other items. However, the effect was partly offset by the lower value in kronor of SAS's considerable dollar revenues, primarily from intercontinental operations. Lower fuel costs had a restraining effect on price increases.

The largest cost items were for personnel and fuel, which accounted for 30 and 10 percent of total costs, respectively. During the past five years the proportion of fuel costs in relation to total costs has declined from 20 to 10 percent, while the corresponding proportions of personnel costs, government fees and depreciation have increased.

Payroll and social benefits rose by 13 percent to 5,016 MSEK, of which 7 percent relates to pay raises. The average number of employees increased during the year by slightly more than



Scheduled traffic	TO	AVAILABLE TONNE-KILOMETERS			REVENUE TONNE-KILOMETERS			LOAD FACTOR		
<b>*</b>	Million	Change %	Share %	Million	Change %	Share %	%	Change % pts		
North & South Atlantic Asia, Africa and	968	0	39	667	+2	43	68.8	1.3		
the Middle East	376	-6	15	254	-4	16	67.8	1.5		
INTERCONTINENTAL	1,344	-2	54	921	0	59	68.5	1.4		
EUROPE	708	14	29	379	8	24	53.6	-2.6		
DOMESTIC	427	15	17	261	12	17	61.0	-1.6		
TOTAL NETWORK	2,479	5	100	1,561	4	100	63.0	-0.5		

900 to 19,773. Airline personnel were added to handle growth.

Fuel prices were not affected by falling oil prices until March 1986. The average fuel price in 1985/86 was 71.2 cents a gallon, against 86.5 cents a gallon a year earlier.

Income was charged with the extensive costs of recruiting and training pilots as well as the costs incurred in connection with the acquisition of new aircraft.

The cost of leasing aircraft capacity was reduced to 118 MSEK (183), mainly due to the lower dollar exchange rate.

Continued expansion of airline operations increased *depreciation* during the period by 243 MSEK to 690 MSEK. The depreciation of flight equipment accounted for nearly 70 percent of total depreciation.

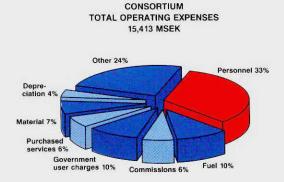
Despite net borrowing of 1,824 MSEK and lower average liquid funds, net financial items improved to +125 MSEK from +51 MSEK a year earlier.

Net interest income of 115 MSEK (165) includes gains on investments in bonds and interest-rate swaps totaling 151 MSEK (22).

Currency differences on longterm loans resulted in a loss of 26 MSEK compared to a gain of 28 MSEK in 1984/85. Favorable currency differences on U.S. dollar loans were offset by negative differentials on loans in Swiss francs and ECUs. Other currency differences produced a gain of 65 MSEK, against a loss of 130 MSEK in 1984/85.

Dividends of 30 MSEK (8) are included in financial income.

Income before extraordinary items amounted to 1,207 MSEK (811). Extraordinary items, net, were -10 MSEK (-4). This amount includes a 13-MSEK writedown of the book value of shares in AB Olson & Wright.



Scheduled traffic (millions)	PASSENGERS		CABIN	CABIN FACTOR		GHT	MAIL		
	Pass. km	Change %	%	Change % pts	Tonne km	Change %	Tonne km	Change %	
North & South Atlantic Asia, Africa and	4,139	1	67.5	-0.1	271.3	2	17.7	16	
the Middle East	1,690	-10	68.9	4.0	86.7	8	14.1	1	
INTERCONTINENTAL	5,829	- 2	67.8	-0.1	358.0	4	31.8	8	
EUROPE	3,886	9	62.8	-2.0	36.1	-4	12.3	8	
Denmark	442	8	68.2	-0.6	3.3	10	3.0	11	
Norway	1,130	5	66.7	0	8.4	11	5.2	8	
Sweden	1,184	21	68.7	-3.5	3.2	14	3.0	2	
DOMESTIC	2,756	12	67.8	-1.3	14.9	11	11.2	8	
TOTAL NETWORK	12,471	4	66.2	-1.0	409.0	3	55.3	8	

The Consortium's income before allocations and taxes amounted to 1,197 MSEK (807).

Allocations are made by SAS's parent companies – DDL in Denmark, DNL in Norway and ABA in Sweden – all of which also pay taxes on their share of SAS's income.

### SAS INTERNATIONAL HOTELS

The hotel operations noted positive growth during the first months of the 1985/86 financial year. The trend changed due to labor conflicts in Norway and greatly reduced tourist traffic following terrorist actions in Europe and the nuclear accident at Chernobyl. The weaker dollar also contributed to lower tourist travel from the U.S.

Despite the weak market, SAS International Hotels was able to consolidate its position as one of the leading hotel chains in Scandinavia. An expanded cooperation with SAS Airline, improvements in service and quality and investments in product development enabled the established hotels to raise their rates. Income for hotel operations thereby improved to 72 MSEK (67).

Revenues for hotel operations increased by 14 percent to 1,083 MSEK (948). The occupancy rate totaled 68 percent (74).

The trend of income was generally positive for units in all three Scandinavian countries.

SAS Palais Hotel in Vienna was negatively affected by a very weak local hotel market.

Investments in hotels, furnishings, etc. totaled 110 MSEK.

The return on capital employed was 18 percent (20). The return on equity was 16 percent (18) and the equity ratio was unchanged at 26 percent.

SAS International Hotels took over the operations of the Strand Hotel in Stockholm on September 30, 1986. A program was initiated to expand SAS International Hotels in coming years through the establishment of hotels in SAS Airline's major business travel destinations, primarily in Europe.

### SAS SERVICE PARTNER

The continued concentration of operations and improvements in efficiency, in combination with increased capacity utilization brought on by further growth in airline traffic, helped SAS Service Partner to improve income before extraordinary items to 123 MSEK (81).

SAS Service Partner's revenue amounted to 2,712 MSEK, a 13-percent increase.

The Scandinavian flight kitchens reported continued positive development. The Airline Catering International Division was able to maintain its market position in stiff competition.

The Scandinavian airport restaurants noted a very strong trend of income, and the international airport restaurants increased their market thanks to a greater number of airline passengers at many of the airports served by SAS Service Partner.

SÁS Service Partner's investments in flight kitchens and restaurants, among other things, amounted to 82 MSEK (56). The largest single investment projects were the renovations of the units in Oslo, Stockholm, Copenhagen and Frankfurt.

The return on capital employed rose to 32 percent (29) and the return on equity after taxes was 34 percent (38). The equity ratio rose by 3 percentage points to 23 percent.

### VINGRESOR

The inclusive-tour market in Norway and Sweden continued to grow. Vingresor further strengthened its position as the leading tour operator in Scandinavia.

Product development and the opening of more Sunwing hotels and Vingcenters, together with wellbalanced price and product differentiation, resulted in very high capacity utilization and a low proportion of marked-down sales.

The number of vacationers increased by 19 percent to 590,000. The close cooperation with Scanair was expanded to the benefit of the entire SAS Leisure business area.

Income before extraordinary items was 132 MSEK compared to 81 MSEK a year earlier. Vingresor's revenue rose 23 percent to 1,897 MSEK.

Vingresor's income was favorably affected by the falling dollar and lower fuel prices, due to the manner in which retail prices are set and charter flight contracts settled. A total of 18 MSEK was reimbursed to customers.

Investments concerning Vingresor-owned hotels in Spain and Greece are now being carried out as planned, and amounted to 200 MSEK during the year.

The net profit margin was 7 percent, an increase of 2 percentage points over 1984/85. The return on capital employed and on equity increased to 42 percent (38) and 33 percent (32), respectively, and the equity ratio was 21 percent (20).

### OTHER COMPANIES

The AB Olson & Wright forwarding company is undergoing a total restructuring after weak development in recent years. The measures taken significantly affected the reported loss of 28 MSEK (2) before extraordinary items. After a capital gain of 30 MSEK on a property sale, the company reported income before allocations and taxes of 2 MSEK. The Group wrote down the goodwill value in Olson & Wright by 5 MSEK.

Through the acquisition of *Diners Club Nordic A/S*, SAS took over franchise rights in the Nordic countries for the Diners Club charge card.

Sales and payments of travel services are increasingly being made by charge card, and the acquisition of Diners Club is a step in the implementation of the SAS Group's distribution strategy. The number of active cardholders and sales outlets increased during the year and income before extraordinary items met expectations, amounting to 7 MSEK for the nine-month period ended September 30, 1986.

### AFFILIATED COMPANIES

Aside from the SAS Consortium and its subsidiaries, the SAS Group includes a

number of affiliated companies (defined as companies in which SAS's ownership is between 20 and 50 percent). The major affiliated companies are Linjeflyg AB (50%), Travel Management Group, Sweden AB (50%), Scanator AB (50%) and Polygon Insurance Co Ltd (33%).

In addition to the consolidated income before allocations and taxes, which totaled 1,515 MSEK (1,017), SAS's share of 1985/86 income retained in affiliated companies was 78 MSEK (56).

The SAS Group's share of its affiliated companies' adjusted equity amounted to 245 MSEK (210) on September 30, 1986.

The book value of shares in affiliated companies reported by the SAS Consortium amounted to 84 MSEK (77).

### PERSONNEL AND PAYROLL EXPENSES

The average number of employees in the SAS Group was 31,775 (29,730). The number of employees in SAS Airline (SAS Consortium) was 19,773 (18,845). The increase in the number of employees was mainly a product of changes in the traffic program and an increase in passengers as well as measures taken to improve the level of SAS Airline's service.

The average number of employees in SAS International Hotels was 2,992 (2,936); in SAS Service Partner, 6,445 (5,931); and in the Vingresor group, 1,855 (1,497).

The Group's total payroll, including payroll-related costs, was 6,771

				l	PERSO	NNE.	L					
			SAS	CONS	ORTIUM	М		1	SUBSID.	IARIES	SAS G	ROUP
	Fligh	t deck	Cal	oin	Other pe	ersonnel	То	tal				
	85/86	84/85	85/86	84/85	85/86	84/85	85/86	84/85	85/86	84/85	85/86	84/85
DENMARK	362	358	771	800	5,926	5,511	7,059	6,669	2,173	2,071	9,232	8,740
NORWAY	379	346	647	634	3,247	3,052	4,273	4,032	3,675	3,927	7,948	7,959
SWEDEN	517	482	837	802	4,990	4,730	6,344	6,014	2,639	2,286	8,983	8,300
ABROAD			24	23	2,073	2,107	2,097	2,130	3,515	2,601	5,612	4,731
TOTAL	1.258	1.186	2.279	2.259	16.236	15,400	19.773	18.845	12,002	10.885	31,775	29.730

MSEK (5,940). Corresponding costs for the Consortium were 5,016 MSEK (4,454).

### PROFITABILITY AND EQUITY RATIO

Despite the comprehensive investments made, the SAS Group's pre-tax return on total capital employed, excluding noninterest-bearing operating debt, was 22 percent (21). The return on adjusted equity after a standard 50-percent deduction for taxes was 20 percent (18). The SAS Group's interest coverage rose from 3.6 to 4.7 in 1985/86.

The equity ratio as of September 30, 1986, taking into account a 50-percent deferred tax liability on untaxed reserves, was 26 percent (24). The ratio of risk-bearing capital – i.e., book equity including untaxed reserves – rose to 29 percent (27) for the SAS Group. For the SAS Consortium, the ratio of riskbearing capital increased by 2 percentage points to 31 percent.

### INVESTMENTS

SAS Group investments amounted to

SEK 4,128 MSEK (1,761), of which SAS Airline (the Consortium) accounted for 3,733 MSEK (1,607). Aircraft and other flight equipment totaling 2,961 MSEK were acquired. The total figure also includes investments in computer capacity, buildings, equipment, etc. SAS's new headquarters accounted for 135 MSEK of the SAS

### **BALANCE SHEETS**

	SAS 0	Group	SAS Consortium		
MSEK	Sep 86	Sep 85	Sep 86	Sep 85	
Liquid funds	3,582	3,676	2,551	2,839	
Other current assets	4,530	3,610	3,328	2,930	
Total current assets	8,112	7,286	5,879	5,769	
Non-current assets	8,769	5,901	7,632	4,985	
Total assets	16,881	13,187	13,511	10,754	
Current liabilities	6,729	6,257	4,796	4,959	
Long-term debt	4,4791	$-3,310^{1}$	3,703	2,630	
Subordinated					
debentures	843		843		
Reserves	1,059	897	696	609	
Equity	3,771	2,723	3,473	2,556	
Total liabilities and					
equity	16,881	13,187	13,511	10,754	

### STATEMENTS OF CHANGES IN FINANCIAL POSITION

	SAS (	Group	SAS Consortium		
MSEK	85/86	84/85	85/86	84/85	
Funds provided by the year's operations Change in working	1,931	1,221	1,626	966	
capital	-300	177	-295	18	
Net financing from					
the year's operations	1,631	1,398	1,331	984	
Investments	-4,128	-1,761	-3,733	-1,607	
Advance payments and sale of assets,					
etc.	401	- 696	290	- 750	
Financing deficit New borrowing,	-2,096	-1,059	-2,112	-1,373	
net	2,002	724	1,824	77(	
Change in liquid funds	- 94	- 335	- 288	- 603	

Consortium's investments. The scheduled move-in date is early 1988.

A total of 82 MSEK was invested in the catering and restaurant areas. The hotel area's investments amounted to 110 MSEK; Vingresor invested 200 MSEK.

The Diners Club Nordic group of companies was acquired in early 1986 as a stage in SAS's total distribution strategy.

The total value of aircraft on order on September 30, 1986 was 640 MUSD (slightly more than 4,400 MSEK).

### FINANCING AND LIQUIDITY

The SAS Group's net financing from the year's operations, after transfers of 280 MSEK (280) to the parent companies, was 1,631 MSEK (1,398).

A financing deficit of 2,096 MSEK resulted due to the comprehensive investments made. This deficit was covered mainly by net borrowing of more than 2,000 MSEK. This includes a ten-year bond loan of 150 MUSD and a subordinated perpetual 200 million Swiss franc debenture loan.

SAS Group liquid funds on September 30, 1986 were 3,582 MSEK (3,676). The Consortium's share was 2,551 MSEK (2,839).

### ALLOCATION OF INCOME AND EQUITY

Income of the SAS Consortium before allocations and taxes was 1,197 MSEK (807). Allocations are made by the parent companies of SAS – DDL in Denmark, DNL in Norway and ABA in Sweden – all of which also pay taxes in their respective countries on their share of SAS's income.

The Board of Directors and the President propose to the SAS Assembly of Representatives that 350 MSEK be paid to the parent companies (280 MSEK was transferred in 1984/85) and that the remaining amount, 847 MSEK (527), be transferred to the Consortium's capital account, which will thereafter total 3,123 MSEK (2,276).

*Capital infusion.* To further strengthen SAS's capital base in an important stage of expansion of the operations, the Board of Directors has proposed that SAS's parent companies increase SAS's capital account by 1,050 MSEK to 4,173 MSEK.

### FORECAST FOR 1986/87

Given continued growth in airline traffic and continued commitment to an integrated and expanded range of travel services, SAS Group income is expected to continue to improve. The income and financial position of the SAS Group and the SAS Consortium for the 1985/86 financial year are shown in the following financial statements and notes, as integral parts of this report.

Oslo	Copenhagen	and Stockholm,	December	16	1986
USIO,	Copennagen	and otoeknomi,	Dutumbu	10,	1500

TOR MOURSUND	HALDOR TOPSØE	CURT NICOLIN
Bjørn Eidem	Jørgen L. Halck	KRISTER WICKMAN
INGVAR LILLETUN	PER ESPERSEN	RALF FRICK

JAN CARLZON President and Chief Executive Officer

# SAS Group Consolidated Statement of Income October 1 - September 30

MSEK		85/86	84/85
Traffic revenue	Note 1	13,456	12,572
Other operating revenue	Note 2	8,129	7,218
OPERATING REVENUE		21,585	19,790
OPERATING EXPENSE		19,369	18,256
OPERATING INCOME BEFORE DEPRECIATION		2,216	1,534
DEPRECIATION	Note 3	863	574
OPERATING INCOME AFTER DEPRECIATION		1,353	960
Dividend income	Note 4	8	1
Interest income, net	Note 5	99	161
Exchange rate differences, net	Note 6	67	-82
Other financial items	Note 7	- 46	-22
INCOME BEFORE EXTRAORDINARY			
INCOME AND EXPENSE		1,481	1,018
Gain on sale and retirement of equipment, net	Note 8	29	15
Extraordinary income	Note 9	11	7
Extraordinary expense	Note 10	- 6	-23
INCOME BEFORE ALLOCATIONS AND TAXES	an an an an anns anns an anns an	1,515	1,017
Allocations in the subsidiaries, net	Note 11	- 84	-56
Income before subsidiaries' taxes		1,431	961
Taxes payable by subsidiaries	Note 12	-105	-85
Minority interests		1	0
Income before taxes relating to the Consortium (taxes			
payable by its parents companies in Denmark, Norway			
and Sweden) but after taxes payable by subsidiaries		1,327	876

# SAS Group Consolidated Balance Sheet

ASSETS, MSEK		Sept. 30 1986	Sept. 30 1985	LIABILITIES AND EQUITY		Sept. 30 1986	Sept. 30 1985
CURRENT ASSETS Liquid funds Short-term investments Accounts receivable	Note 13 Note 14 Note 15	434 3,148 2,614	3,176	CURRENT LIABILITIES Accounts payable Taxes payable Accrued expense and	Note 12	1,055 100	1,141 73
Prepaid expense and accrued income Other accounts receivable Expendable spare parts		582 823	565	prepaid income Unearned transportation revenue, net Current portion of	Note 22	2,028 1,364 548	1,924 1,301 666
and inventory Prepayments to suppliers	Note 16	433 78		long-term debt Other current liabilities Prepayments from customers	Note 23		889 263
Total current assets		8,112	7,286	Total current liabilities		6,729	6,257
RESTRICTED ACCOUNTS	Note 17	34	8	LONG-TERM DEBT Bond loans Other loans	Note 24 Note 25	1,495	1,440 1,663
Stocks and participations Bonds and other securities		137 50		Other long-term debt Provision for pension liabilities	Note 26	160 57	149 51
Other long-term accounts		00		Total long-term debt		4,463	3,303
receivable Goodwill	Note 19	199 88		SUBORDINATED DEBENTURE LOAN	Note 27	843	
Capitalized development costs		7	1	MINORITY INTEREST		16	7
Long-term prepayments to				RESERVES	Note 11	1,059	897
suppliers Fixed assets Construction in progress Aircraft Spare engines and spare part	Note 20 Note 21	450 238 4,711 476	3 37 2,365	EQUITY Capital ABA (3/7) DDL (2/7) DNL (2/7)	Note 28	976 650 650	749 500 500
Maintenance and aircraft servicing equipment		117	85	Total capital		2,276	1,749
Other equipment and vehicle Buildings and improvements Land and improvements		1,165 943 154	916	Legal reserve Revaluation reserve Retained earnings, etc. Net income for the year		64 20 84 1,327	43 21 34 876
Total non-current assets		8,735	5,893	Total equity		3,771	2,723
TOTAL ASSETS		16,881	1 13,187	TOTAL LIABILITIES AND EQUITY		16,881	13,187
ASSETS PLEDGED, ETC.	Note 29	734	<b>i</b> 725	CONTINGENT LIABILITIE	S Note 30	296	291

# SAS Consortium Statement of Income October 1 – September 30

MSEK			85/86	84/85
Traffic revenue	Note	1	13,456	12,572
Other operating revenue	Note	2	3,039	2,862
OPERATING REVENUE			16,495	15,434
OPERATING EXPENSE			14,723	14,227
OPERATING INCOME BEFORE DEPRECIATION			1,772	1,207
DEPRECIATION	Note	3	690	447
OPERATING INCOME AFTER DEPRECIATION			1,082	760
Dividend income	Note	4	30	8
Interest income, net	Note	5	115	165
Exchange rate differences, net	Note	6	39	-102
Other financial items	Note	7	- 59	- 20
INCOME BEFORE EXTRAORDINARY				
INCOME AND EXPENSE			1,207	811
Gain on sale and retirement of equipment, net	Note	8		12
Extraordinary income	Note	9	3	0
Extraordinary expense	Note	10	- 13	- 16
INCOME BEFORE ALLOCATIONS AND TAXES <sup>1</sup>			1,197	807

Allocations are made and taxes are payable by the parent companies

# **SAS Consortium Balance Sheet**

ASSETS, MSEK		Sept. 30 1986	Sept. 30 1985
CURRENT ASSETS			
Liquid funds	Note 13	131	293
Short-term investments	Note 14	2,420	2,546
Due from subsidiaries		91	52
Accounts receivable	Note 15	1,786	1,620
Prepaid expense and			
accrued income		481	496
Other accounts receivable		672	476
Expendable spare parts			
and inventory	Note 16	286	278
Prepayments to suppliers		12	8
Total current assets		5,879	5,769
NON-CURRENT ASSETS			
Stocks and participations in			
subsidiaries	Note 31	333	229
Other stocks and participations	Note 31	114	114
Bonds and other securities		9	10
Long-term accounts receivable,			
subsidiaries	Note 18	190	120
Long-term accounts receivable,			
others		142	137
Long-term prepayments to			
suppliers	Note 20	450	815
Fixed assets	Note 21		
Construction in progress		150	18
Aircraft		4,711	2,365
Spare engines and spare parts		476	368
Maintenance and aircraft			
servicing equipment		117	85
Other equipment and vehicles		626	486
Buildings and improvements		263	230
Land and improvements		51	8
Total non-current assets		7,632	4,985
FOTAL ASSETS		13,511	10,754
ASSETS PLEDGED, ETC.	Note 29	26	27

		Sept. 30	
LIABILITIES AND EQUITY		1986	198
CURRENT LIABILITIES			
Accounts payable, subsidiaries		84	6
Accounts payable, suppliers		673	75
Accrued expense and			
prepaid income		1,669	1,59
Unearned transportation			
revenue, net	Note 22	1,364	1,30
Current portion			
of long-term debt		362	61
Other current liabilities	Note 23	631	610
Prepayments from customers		13	19
Total current liabilities		4,796	4,959
LONG-TERM DEBT			
Bond loans	Note 24	2,751	1,440
Other loans	Note 25	849	1,075
Other long-term debt		103	115
Total long-term debt		3,703	2,630
SUBORDINATED			
DEBENTURE LOAN	Note 27	843	
RESERVES	Note 11	696	609
EQUITY	Note 28		
Capital			
ABA (3/7)		976	749
DDL (2/7)		650	500
DNL (2/7)		650	500
Capital		2,276	1,749
Net income for the year		1,197	807
Total equity		3,473	+ 2,556
TOTAL LIABILITIES			
AND EQUITY		13,511	10,754
CONTINGENT LIABILITIES	Note 30	509	488

Furthermore, the Consortium has assumed lease obligations in connection with an 18-year lease of a Boeing 747-Combi in February 1981, and a similar lease of a Boeing 747B in October 1981. Lease obligations have also been assumed with respect to a 4-year agreement for a Boeing 747 in October 1983. The Consortium also has certain liabilities in connection with ticket sales according to pay-later plans.

# Statements of Changes in Financial Position October 1 – September 30

	S	AS Group	SAS C	onsortium
MSEK	85/86	84/85	85/86	84/85
THE YEAR'S OPERATIONS				
Income before allocations and taxes	1,515	1,017	1,197	807
Depreciation	863	574	690	447
Exchange rate differences	12	- 29	27	- 28
Book value of sold materiel, etc.	58	54	43	51
Other, net	- 237	- 115	- 51	- 31
Subtotal	2,211	1,501	1,906	1,246
Payments made to the parent companies	- 280	- 280	- 280	- 280
Funds provided by the year's operations	1,931	1,221	1,626	966
Increase $(-)$ /decrease $(+)$ in inventories	- 20	- 62	15	- 40
Increase $(-)/decrease (+)$ in current receivables	- 569	- 256	- 403	- 218
Increase $(+)/decrease (-)$ in current liabilities	289	495	93	276
Change in working capital	- 300	177	- 295	18
Net financing from the year's operations	1,631	1,398	1,331	984
INVESTMENTS				
Aircraft	-2,731	- 794	-2,731	- 794
Spare parts	- 230	- 212	- 230	- 212
Buildings, improvements and other equipment	-1,149	- 723	- 655	- 459
Shares and participations	- 18	- 32	- 117	- 142
Total investments	-4,128	-1,761	-3,733	-1,607
Increase (-)/decrease (+) in	365	- 626	365	- 626
advance payments for flight equipment	- 9	- 89	- 75	- 125
Long-term receivables, net Sale of assets etc.	45	19	15	120
Net investments	-3,727	-2,457	-3,443	-2,357
Financing deficit	-2,096	-1,059	-2,112	-1,373
EXTERNAL FINANCING				
Repayment of long-term debt	- 867	-1,009	- 787	- 853
Borrowings	2,869	1,733	2,611	1,623
External financing, net	2,002	724	1,824	770
INCREASE IN LIQUID FUNDS (cash, bank				
balances and short-term investments)	- 94	- 335	- 288	- 603
Liquid funds at beginning of the year	3,676	4,011	2,839	3,442
Liquid funds at year-end	3,582	3,676	2,551	2,839

## **Notes to the Financial Statements**

### SIGNIFICANT ACCOUNTING POLICIES AND PRINCIPLES

### **Principles of consolidation**

The financial year of the SAS Group ends September 30.

The financial statements of the SAS Group are stated in million Swedish kronor (MSEK) unless otherwise indicated.

The consolidated financial statements of the SAS Group include the SAS Consortium, its wholly owned subsidiaries and those partly owned companies in which the Consortium has a controlling interest. Those wholly owned subsidiaries that are closely connected with the business of the Consortium are directly included in the accounts of the Consortium. For further information see Note 31, the specification of stocks and participations as of September 30, 1986.

The accounts of Scanair, another consortium owned by the parent companies of the SAS Consortium, are not included in the consolidated accounts of the SAS Group.

Equity accounting is not applied in the financial statements of the SAS Group, but shares in income and capital in SAS affiliated companies (where the ownership is between 20 and 50 percent) are reported separately in the Annual Report.

Companies acquired during the financial year are included in the Consolidated Statement of Income for the period during which they belonged to the SAS Group.

The consolidated financial statements are prepared in accordance with the purchase method of accounting, which means that income of subsidiaries is included in the Group's disposable funds only to the extent that it was earned after the date of acquisition. The equity in a subsidiary at the time of acquisition, including 50 percent of acquired untaxed reserves, is eliminated against the acquisition value of the corresponding stocks in the accounts of the Consortium.

Inter-company profits and transactions within the SAS Group are eliminated.

Financial statements of subsidaries in currencies other than Swedish kronor are, for the purposes of consolidation, translated into Swedish kronor using the current-rate method. Assets and liabilities are thus translated to Swedish kronor at year-end rates of exchange, while income for the year is translated at the average annual rate of exchange. SAS' share of such translation differences are transferred directly to the equity of the SAS Group. Translation differences relating to minority interest in subsidiaries are entered under the heading "Minority interest" in the Consolidated Balance Sheet.

# Monetary assets and liabilities in currencies other than Swedish kronor

Monetary assets and liabilities in currencies other than Swedish kronor are translated at year-end market rates of exchange.

In cases where a loan has been the object of a currencyrate swap (where, in principle, interest expenses and repayments are paid in a currency other than the original one -aswap currency), the loan is stated after translation to the swap currency's year-end rate of exchange.

Unrealized currency gains on long-term receivables and liabilities, where the rate is higher and lower, respectively, than at the time the receivable or loan was recorded, are credited to a currency adjustment account among reserves in the Balance Sheet. Unrealized currency gains that offset earlier currency losses are reported in earnings as exchange rate differences.

Unrealized exchange losses on long-term debt and longterm receivables are charged to earnings. Prepayments on flight equipment are accounted for at the rate of exchange on the date of payment.

Unrealized exchange gains and losses on translations to Swedish kronor of other monetary assets and liabilities are credited/charged to earnings and reported as foreign exchange rate differences.

Exchange rates to SEK for some of SAS's principal currencies are:

Currency		Year-	end rate	Aver	age rate
		1986	1985	85/86	84/85
Denmark	DKK 100	90.50	82.90	85.70	80.30
Norway	NOK 100	94.05	101.30	98.94	99,59
USA	USD	6.91	8.06	7.40	8.88
Gr. Brit.	GBP	9.98	11.32	10.83	10.89
Switzerland	CHF 100	421.40	367.70	383.00	346.45
W. Germany	DEM 100	341.10	300.80	316.23	287.82
	ECU <sup>+</sup>	7.14	6.67	6.85	6.66

<sup>†</sup> European Currency Unit

### Expendable spare parts and inventory

Expendable spare parts and inventory are stated at the lower of cost or market value. An appropriate deduction for obsolescence has been made.

Expendable spare parts included under this heading comprise two-thirds of the total stock of such parts. The remaining one-third is reported and accounted for as fixed assets.

#### Fixed assets and depreciation

Fixed assets are stated in the Balance Sheet at cost less accumulated depreciation.

New flight equipment (aircraft and engines, including spare parts) is depreciated as follows:

Type of aircraft	Depreciation period	Residual value
Boeing B 747	12 years	10%
Douglas DC-10	12 years	10%
Airbus A300	12 years	10%
Douglas DC-8	10 years	10%
Douglas DC-9-80	14 years	10%
Douglas DC-9	10 years	10%
Fokker F 27	5 years	10%

New aircraft are depreciated according to plan over their estimated economic lives. Aircraft acquired secondhand are depreciated over their conservatively estimated remaining economic lives. The flying time logged by secondhand aircraft is taken into account in such estimations.

In the special reports the SAS Consortium submitted under its agreements with U.S. lenders, longer depreciation periods are applied for aircraft than those stated above (with the exception of twelve DC-9-80s), resulting in lower depreciation rates being applied for flight equipment. Accumulated depreciation at these rates is deducted from cost to arrive at the book value of flight equipment included in fixed assets while the balance of the annual charge is accumulated in a depreciation reserve.

Major modifications and improvements in fixed assets are capitalized and are depreciated over their estimated economic lives.

Leased fixed assets are not capitalized in the Balance Sheet. Leasing costs are charged to earnings.

Maintenance and aircraft servicing equipment and other equipment and vehicles are depreciated over five years, with the exception of flight simulators for the A300 and DC-10, for which the period of depreciation is 12 years. The annual depreciation of buildings varies between 2 and 20 percent. Goodwill and development costs are amortized over 5 to 10 years.

Improvements to the Group's own and rented premises are, in principle, depreciated over their estimated useful lives or rental periods.

### **Transportation revenue**

Ticket sales are reported as transportation revenue only upon completion of the air travel in question.

The value of tickets sold but not yet used is reported as unearned transportation revenue among current liabilities. This item is reduced either when SAS or another airline completes the transportation or after the ticketholder has requested a refund.

A reserve against the uncarned transportation revenue liability, based on statistical estimates, is reported annually. This reserve corresponds to that portion of tickets sold that is estimated to remain unused.

In principle, the estimated reserve against the unearned transportation revenue liability at year-end is reported as revenue the following year.

### Maintenance costs

Routine aircraft maintenance and repairs are charged to earnings as incurred.

Due to the structure of SAS's fleet, with a predominance of DC-9s, maintenance costs are spread relatively evenly over time. Thus, no provisions are made for future maintenance costs with respect to owned aircraft and other assets.

For leased aircraft, contracted maintenance is accrued on the basis of hours flown.

### Reclassifications

Certain items in the Statement of Income and the Balance Sheet were reclassified effective 1985/86. For the sake of comparison, the 1984/85 figures have been changed correspondingly.

# Definitions of financial terms and ratios used in the Annual Report

*Gross profit margin.* Operating income before depreciation as a ratio of operating revenue.

Net profit margin. Income before extraordinary income and expense as a ratio of operating revenue.

Interest coverage. Income before extraordinary income and expense plus interest expense and exchange rate differences (net) on long-term debt as a ratio of interest expense and realized exchange rate differences on long-term debt.

*Pre-tax return on capital employed.* Operating income after depreciation plus financial income as a ratio of average capital employed. Capital employed equals total assets less noninterest-bearing liabilities.

Return on equity after taxes. Income before extraordinary items less an estimated tax of 50 percent as a ratio of adjusted average equity. Adjusted equity consists of book equity plus 50 percent of untaxed reserves.

*Equity ratio.* Equity plus 50 percent of untaxed reserves as a ratio of total assets.

*Ratio of risk-bearing capital.* Equity plus untaxed reserves and minority interest as a ratio of total assets.

Note 1 – Traffic revenue	85/86	84/85
Passengers	11,430	10,764
Freight	1,501	1,410
Mail	291	265
Other	234	133
	13,456	12,572

### Note 2 - Other operating revenue

Other operating revenue of the SAS Group includes 6,107 MSEK (5,266) arising in subsidiaries. Also included are eliminations on consolidation, including intra-Group sales, of -1,017 MSEK (-912). Other operating revenue of the Consortium consists of revenue from maintenance, ground handling, interline sales, etc. for other airlines, inflight and airport sales, leasing of excess capacity and other miscellaneous revenue.

SAS	Group	Conso	rtium
85/86	84/85	85/86	84/85
5	1		
1	0		
385	182	385	182
81	86	81	86
28	25	28	25
\$ 287	200	162	121
76	80	34	33
0	0	0	0
863	574	690	447
	85/86 5 1 385 81 28 287 76 0	5       1         1       0         385       182         81       86         28       25         5       287       200         76       80       0         0       0       0	85/86     84/85     85/86       5     1       1     0       385     182       385     182       81     86       81     86       828     25       28     25       28     200       162     76       80     34       0     0

Note 4 - Dividends	85/86	84/85
SAS Service Partner A/S	8	
SAS International Hotels A/S	5	
Vingresor AB	7	7
InterSAS BV	2	
Dividends from subsidiaries	22	7
Dividends from Linjeflyg AB	5	
Dividends from others	3	1
	30	8

Dividends from subsidiaries represent distributions from the earnings of the financial years 1984/85 and 1983/84, respectively. Dividends are therefore not anticipated in the Statement of Income.

	SAS Group		Consortium	
Note 5 – Interest, net	85/86	84/85	85/86	84/85
Interest from subsidiaries		and the second second	10	7
Other interest income	651	533	531	431
Total interest income	651	533	541	438
Interest to subsidiaries				- 4
Other interest expense	-552	-372	-426	-269
Total interest expense	-552	-372	-426	-273
Interest, net	99	161	115	165
And the second sec				

Cash payments received in connection with interest-rate swaps, totaling 61 MSEK (-), are, like the capital gains on disposals of bonds of 90 MSEK (22), reported as interest income.

Note 6 - Exchange	SAS Group		roup Consortiu	
rate differences	85/86	84/85	85/86	84/85
Exchange rate differences				
on long-term debt	2	48	-26	28
Other exchange rate				
differences	65	-130	65	-130
	67	- 82	39	-102

Note 7 – Other	SAS	Group	Cons	sortium
financial items	85/86		85/86	
Issue expenses on loans	-54	-18	-54	-18
Other	8	- 4	- 5	- 2
	-46	-22	-59	-20

SAS	Group	Consortium	
85/86			84/85
in the second	14		14
	1		-2
29			
29	15		12

The gain on the sale of buildings relates to the sale of AB Olson & Wright's office and warehouse in Stockholm. Gains on sales of surplus materiel, spare parts and so on amounted to 12 MSEK in 1984/85. Effective 1985/86 similar gains are reported as operating income. These gains amounted to 24 MSEK in 1985/86.

Note 9 - Extraordinary	SAS	Group	Consortium		
income	85/86	84/85	85/86	84/85	
Investment contribution					
received and other					
extraordinary income in					
SAS International Hotels	9				
Capital infusion repaid					
by SAS Tours AB			3		
Other	2	7		0	
	11	7	3	C	
Note 10 – Extraordinary	SAS	Group	Cons	ortium	
expense	85/86	84/85	85/86	84/85	
	00/00	01/05	03/00	01/03	
Writedown of SAS Group's					
goodwill value and book					
value of shares in					
AB Olson & Wright	5		13		
Loss in AB Olson & Wright					
upon sale of Nordsped $\Lambda/S$		14			
Capital loss incurred by the					
Group upon sale of Nordisk					
Resebureau AB		5			
Capital infusion to SMART AB					
and SAS Tours AB				15	
Other	1	4		1	

Note 11 - Reserves		Depreciation reserve	Foreign	Accumulated			
Consortium	Inventory reserve	Flight equipment	exchange reserve	supplementary depreciation	Investment reserve	Other reserves	Total
Untaxed reserves, 30/9-84	32	500	14				546
Allocations 84/85		53	72				125
Reversals 84/85	1	-55	- 8				- 62
Untaxed reserves, 30/9-85	33	498	78				609
Allocations 85/86		33	180				213
Reversals 85/86	-33	- 58	-35				-126
Untaxed reserves 30/9-86		473	223				696
SAS Group							
Untaxed reserves, 30/9-84	41	500	18	90	58	76	783
Allocations 84/85				19	17	20	56
Other changes 84/85 <sup>1</sup>		- 2	61	27	-28		58
Untaxed reserves, 30/9-85	41	498	79	136	17	96	897
Allocations 85/86	4			18	24	34	80
Other changes 85/86 <sup>1</sup>	-33	-25	149	3	- 7	-5	82
Untaxed reserves, 30/9-86	12	473	228	157	64	125	1,059

<sup>1</sup> Including allocations to/reversals of reserves in the Consortium, changes in foreign exchange reserve, utilization of investment reserves, etc.

<sup>2</sup> The Group's allocations also include a provision for the pension reserve in the amount of 4 MSEK, which is reported among other current liabilities.

### Note 12 - Taxes of subsidiaries

The Statement of Income and Balance Sheet of the SAS Group include only taxes payable by subsidiaries, since the tax liability in Denmark, Norway and Sweden relating to the activities of the Consortium lies with its parent companies.

Taxes payable by the Consortium abroad are included in operating expense in the amount of 6 MSEK (22).

#### Note 13 - Liquid funds

The balance of liquid funds of the Consortium includes 31 MSEK (24) in a restricted tax deduction account in Norway. The liquid funds of the Consortium are stated after deductions for currency risks, etc. amounting to 8 MSEK (13).

#### Note 14 - Short-term investments

On September 30, 1986 short-term investments consisted primarily of government securities and housing bonds. Short-term investments are reported at the lower of cost and market value.

Uncompleted interest arbitrage transactions are reported net and amounted to 668 MSEK on September 30, 1985. No corresponding transactions existed on September 30, 1986.

#### Note 15 – Accounts receivable

Accounts receivable are after provisions for uncertain receivables and currency risks. Such provisions amounted to 78 MSEK (63) in the SAS Group, of which 52 MSEK (49) related to the Consortium.

Note 16 – Expendable	SAS	Group	Consortiu	
spare parts and inventory	1986	1985	1986	1985
Expendable spare parts,				
flight equipment	224	218	224	218
Expendable spare parts, other	47	48	47	48
Inventory	162	123	15	12
On September 30	433	389	286	278
Note 17 - Restricted accour	its	198	6	1985
Development reserve			7	
Special investment reserve			3	3
Investment reserve		2	3	5
Regional development reserv	c		1	0
On September 30		3	4	8

On September 30, 1985 the Consortium's deposits in a liquidity account, totaling 86 MSEK, were reported under this heading. SAS is following a general change in practice and now reports these deposits under "Other long-term accounts receivable."

**Note 18 – Long-term accounts receivable, subsidiaries** This includes 54 MSEK receivable from SAS International Hotels A/S, which is reported as loan capital in the accounts of the subsidiary. Also included is 126 MSEK due from SMART AB.

### Note 19 - Goodwill

Goodwill arising on consolidation mainly relates to Diners Club Nordic A/S, 82 MSEK (-), and AB Olson & Wright, 3 MSEK (7).

20	DC-9-80s	250	
5	DC-9-51s	83	
2	DC-8-63s	29	
	Engines	88	
As of Ser	otember 30	450	

Note 21 – Fixed assets	Ce	ost	Accumulated depreciation		Book value	
SAS Group	1986	1985	1986	1985	1986	1 <u>9</u> 85
Construction in progress	238	37			238	37
Aircraft	7,130	4,398	2,419	2,033	4,711	2,365
Spare engines and spare parts	1,056	896	580	528	476	368
Maintenance and aircraft					1000040	
servicing equipment	348	292	231	207	117	85
Other equipment and vehicles	2,273	1,700	1,108	851	1,165	849
Buildings and improvements	1,506	1,469	563	553	943	916
Land and improvements	156	88	2	2	154	86
As of September 30	12,707	8,880	4,903	4,174	7,804	4,706
SAS Consortium						
Construction in progress	150	18			150	18
Aircraft	7,130	4,398	2,419	2,033	4,711	2,365
Spare engines and spare parts	1,056	896	580	528	476	368
Maintenance and aircraft						
servicing equipment	348	292	231	207	117	85
Other equipment and vehicles	1,340	1,070	714	584	626	486
Buildings and improvements	562	512	299	282	263	230
Land and improvements	51	9		1	51	8
As of September 30	10,637	7,195	4,243	3,635	6,394	3,560

Changes in the book value of aircraft were as f	ollows:	
Cost, September 30, 1985	4,398	
Aircraft purchases, modifications, etc.	2,732	7,130
Accumulated depreciation,		
September 30, 1985	2,033	
Depreciation 1985/86	386	2,419
Book value		4,711
Depreciation reserve,		
September 30, 1985	408	
This year's supplementary		
depreciation	-1	407
Net book value,		
September 30, 1986		4,304

The insurance value of the aircraft was 12,529 MSEK on September 30, 1986. This includes the insurance value of leased aircraft in the amount of 1,226 MSEK.

The heading Other equipment and vehicles includes the Consortium's data processing and communications equipment at a cost of 792 MSEK (651) and 93 MSEK (86), respectively. The cost of *Construction in progress* in the SAS Group increased by 201 MSEK. A major portion of the increase is attributable to the Consortium. This item includes SAS's new headquarters and miscellaneous new construction in Denmark and Norway.

Accumulated supplementary depreciation, including writedowns against investment reserves, etc., relates to the following assets of the SAS Group:

3	1986	1985
Machinery and equipment	87	61
Buildings and improvements	67	72
Land improvements	3	3
As of September 30	157	136

Writedowns against investment reserves and regional development reserves during the year amounted to 11 MSEK (39), of which 5 MSEK (15) related to machinery and equipment, 5 MSEK (22) to buildings and improvements, and 1 MSEK (2) to land improvements. These writedowns increased the balance of accumulated supplementary depreciation.

### Note 22 - Unearned transportation revenue

As in previous years, the clearing accounts for transportation revenue are reported as a net amount.

The reserve against the uncarned transportation revenue liability at each year-end is reported as revenue the following year. In this year's accounts, 86 MSEK (86) was reversed.

### Note 23 - Other current liabilities

These include 208 MSEK (142) in overdraft facilities utilized by the Group, of which 50 MSEK (47) was utilized by the Consortium.

### Note 24 - Bond loans

The aggregate of SAS Consortium bond loans was 2,751 MSEK (1,440).

Loans are in the following amounts and denominations:

1986	1985
1,037	
714	667
423	456
276	242
238 <sup>1</sup>	
90	100
2,778	1,465
-27	-25
2,751	1,440
	1,037 714 423 276 238' 90 2,778 -27

Specification of individual loans:

Amount issued	Interest rate		debt in MSEK
80 M Swiss francs	5.5%	77/92	276
150 M Swedish kronor	10.75%	79/94	90
200 M Norwegian kroner	11.625%	84/91	188
250 M Norwegian kroner	10.125%	85/93	235
100 M European Currency Units	9.0%	85/95	714
150 M US dollars	10.125%	85/95	1,037
50 M Australian dollars <sup>1</sup>	14.25%	86/89	238
Total			2,778

<sup>+</sup> Through a currency swap transaction, SAS's repayment commitment has in principle been changed to USD.

### Note 25 - Other loans

Other long-term loans of the SAS Group amount to 1,495 MSEK (1,663), of which the Consortium accounts for 849 MSEK (1,075).

The loans are denominated in currencies as follows:

	SAS	Group	Cons	ortium
	1986	1985	1986	1985
USD_US_dollar	1,0871	1,515	9571	1,352
NOK Norwegian krona	195	219	1	1
DKK Danish krone	163	108	14	14
SEK Swedish krona	141	154	91	109
ESB Spanish peseta	84	33		
DEM German mark	75	39		
FRF French franc	70	82	70	82
GRD Greek drachma	41	14		
Other	50	32	3	2
Total	1,906	2,196	1,1362	1,560
Less repayments 86/87				
and 85/86, respectively	-411	-533	-287	-485
As of September 30	1,495	1,663	849	1,075
The loans for the Consort	ium fall du	e for rej	payment	as fol-
ows:				
1987/88				237
1988/89				447
1989/90				61
1990/91				31
1991/92 and thereafter				73
1991/92 and thereafter				

<sup>1</sup> Of a total of 138 MUSD, repayment commitments on 45 MUSD have, through a currency-swap transaction, been changed in principle to British pounds.

849

<sup>2</sup> Of which 1 MSEK in loans from subsidiaries.

Note 26 – Provision for pension liabilities	1986	1985
PRI	54	48
Other	3	3
As of September 30	57	51

The Pension Registration Institute (PRI) is a non-profit service organization that manages employee pension plans.

Other pension liabilities are either covered by periodic premium payments or are entered as contingent liabilities under the heading "Pension commitments."

### Note 27 - Subordinated debenture loans

A perpetual 200 million Swiss franc bond loan was floated during the 1985/86 financial year. Every fifth year SAS has the exclusive right to terminate the loan.

The interest rate, fixed for periods of 10 years, at present amounts to 5% percent per annum.

Not 28 – Equity	)	Restricted equ	iity	Unrestric	ted equity	
SAS Group	Capital	Legal reserve	Revaluation reserve	Retained earnings	Year's income	Total equity
September 30, 1985	1,749	43	21	34	876	2,723
Income 84/85	807			69	-876	
Transfer to parent companies	-280					-280
Allocation to statutory reserves		20		-20		
Change in translation difference, net				4		4
Other		1	-1	- 3		- 3
Income 1985/86					1,327	1,327
September 30, 1986	2,276	64	20	84	1,327	3,771
Consortium						
September 30, 1985	1,749				807	2,556
Income 1984/85	807				-807	
Transfer to parent companies	-280					-280
Income 1985/86					1,197	1,197
September 30, 1986	2,276				1,197	3,473

SAS	Consortium		
1986	1985	1986	1985
636	639	16	16
45	37		
36	38	10	11
17	11	0	0
0	0		
734	725	26	27
	1986 636 45 36 17 0	636         639           45         37           36         38           17         11           0         0	1986         1985         1986           636         639         16           45         37         36           36         38         10           17         11         0           0         0         0

Note 30 - Contingent	SAS	Group	Consortium		
liabilities	1986	1985	1986	1985	
Travel guaranties			205	170	
Guaranties for pension liabilities			35	41	
Loan guaranties			92	111	
Other contingent liabilities					
for subsidiaries			5	4	
Total contingent liabilities					
for subsidiaries			337	326	
Other contingent liabilities	206	219	82	90	
Pension commitments	90	72	90	72	
As of September 30	296	291	509	488	

Note 31 – Consortium's holdings of stocks and participations September 30, 1986	Number of shares	Percent holding	Р	ar value in 000s	Book value MSEK
Subsidiaries directly included in the accounts of the Consortium					
SAS Cargo Center A/S, Copenhagen	48	100	DKK	300	0.2
Scandinavian Airlines System of North America Inc., New York	1,750	100	USD		0.9
SAS France S.A., Paris	5,000	100	FRF	500	0.5
Other					0.0
					1.6
Subsidiaries consolidated with the Consortium in the SAS Group					
SAS International Hotels A/S, Oslo	50,000	100		50,000	49.0
SAS Service Partner A/S, Copenhagen	90,000	100		90,000	70.5
Vingresor AB, Stockholm	700,000	100		70,000	70.0
Diners Club Nordic A/S, Oslo	25,000	100		25,000	95.4
AB Olson & Wright, Stockholm	3,000	100	SEK	3,000	20.0
Scandinavian Multi Access Systems AB, Stockholm	150,000	75	SEK	15,000	15.0
Travel Management Group, Norway A/S, Oslo	50,000	100	NOK	5,000	5.1
Travel Management Group, Denmark A/S, Copenhagen	50,000	100	DKK	5,000	4.3
Danair A/S, Copenhagen	1,710	57	DKK	1,710	1.2
A/S Dansk Rejsebureau, Copenhagen	49	50	DKK	400	0.3
Business Travel Systems AB, Stockholm	500	100	SEK	50	0.1
InterSAS BV, Amsterdam	104	100	NLG	104	0.2
SAS Service Power A/S, Copenhagen	200	100	DKK	300	0.2
SAS Oil Denmark A/S, Copenhagen	300	100	DKK	300	0.3
Other					1.5
Stocks and participations in subsidiaries					333.1
Other companies					
Linjeflyg AB, Stockholm	500,000	50		50,000	53.0
Polygon Insurance Co Ltd., Guernsey	1,664,518	33	GBP	1,665	14.1
Travel Management Group, Sweden AB, Stockholm	75,000	50	SEK	7,500	7.5
Arctic Hotel Corp. A/S, Narssarssuaq	4,000	29	DKK	4,000	3.2
	Shareofcapital	40	DKK	4,000	3.2
Bennett Reisebureau A/S, Oslo	20,880	31	NOK	2,088	1.1
Widerøe's Flygveselskap A/S, Oslo	26,622	22	NOK	2,662	1.1
Greenlandair (Grønlandsfly) A/S, Godthåb	146	25	DKK	6,000	0.5
Scanator AB, Stockholm	500	50	SEK	50	0.1
Malmö Flygfraktterminal AB, Malmö	1,455	40	SEK	146	0.0
Affiliated companies					83.8
Helikopter Service A/S, Oslo	130,500	9	NOK	13,050	26.2
Sanitas Investment AB, Stockholm	800	5	SEK	80	0.4
Dar es Salaam Airport Handling Co Ltd, Dar es Salaam	27,000	15	TAS	2,700	1.4
Copenhagen Excursions A/S, Copenhagen	23	17	DKK	210	0.4
Other					1.5
Other stocks and participations					113.7

# **Auditors' Report**

We, the undersigned, appointed in accordance with Article 11 of the Consortium Agreement between AB Acrotransport (ABA), Det Danske Luftfartselskab A/S (DDL) and Det Norske Luftfartselskap A/S (DNL) as auditors of SCANDINAVIAN AIRLINES SYSTEM Denmark–Norway–Sweden have examined the financial statements for the year ended September 30, 1986 of the Group and the Consortium. Our audit was made in accordance with

generally accepted auditing standards. In our opinion, the financial statements present fairly the financial position of the Group and the Consortium at September 30, 1986, and the result of their operations for the year then ended based upon the accounting principles described in the section of the Annual Report entitled "Significant accounting policies and principles."

Stockholm, January 15, 1987

ARNE BRENDSTRUP Authorized Public Accountant

OLE KOEFOED Authorized Public Accountant BERNHARD LYNGSTAD Authorized Public Accountant

JACOB BERGER Authorized Public Accountant CAJ NACKSTAD Authorized Public Accountant

SÖREN WIKSTRÖM Authorized Public Accountant

# **Financial Summary**

TRAFFIC/PRODUCTION	Change	85/86	84/85	83/84	82/83	81/82
Number of cities served Kilometers flown, scheduled (mill)	+ 1% + 9%	89 135.9	88 125.0	91 123.5	93 119.3	99 112.9
Total airborne hours (000)	+ 9%	217.5	199.7	192.7	182.1	171.1
Total number of passengers carried (000)	+ 9%	11,708	10,735	10,066	9,222	8,861
Available tonne kilometers, total (mill)	+ 5%	2,490.9	2,382.2	2,333.0	2,331.3	2,427.3
Available tonne kilometers, charter	-33% + 5%	12.2 2,478.7	$     \begin{array}{r}       18.2 \\       2,364.0     \end{array} $	$18.4 \\ 2,314.6$	19.8 2,311.5	32.4 2,394.9
Available tonne kilometers, scheduled Revenue tonne kilometers, scheduled (mill)	+ 3%	1,560.9	1,502.1	1,473.6	1,431.2	1,418.2
Passengers and excess baggage	+ 4%	1,096.6	1,054.4	1,030.8	986.0	962.3
Freight	+ 3%	409.0	396.5	390.6	393.9	404.3
Mail	+ 8%	55.3	51.2	52.2	51.3	51.7
Total load factor, scheduled (%)	-0.5  pts	63.0 18,849	63.5 17,818	63.7 17,395	61.9 17,037	59.2 17,118
Available seat kilometers, scheduled(mill)Revenue seat kilometers, scheduled(mill)	+ 6% + 4%	12,471	11,966	11,681	11,159	10,879
Cabin factor, scheduled (%)	-1.0 pts		67.2	67.2	65.5	63.6
Average passenger trip length (km)	- 5%	1,067	1,119	1,168	1,219	1,239
Traffic revenue/revenue tonne km (SEK)	+ 3%	8.41	8.15		7.17	5.74
Airline oper. expense/avail. tonne km (SEK)	+ 9%	5.26	4.81		4.12	3.35
Revenue tonne km/employee, scheduled	-1%	78,900	79,700 635,000	83,200 659,600	83,700 652,500	86,600 664,300
Rev. passenger km/employce, scheduled PERSONNEL (average)	- 1%	630,700	055,000	039,000	032,300	004,300
Consortium		19,773	18,845	17,710	17,101	16,376
Group		31,775	29,730	28,526	26,657	24,770
GROUP, MSEK						
INCOME STATEMENTS						
Revenue		21,585	19,790	18,005	15,972	12,807
Income before depreciation		2,216	1,534	1,590	1,276	912
Depreciation		863	574	545	483	474
Financial items, net		+ 128	+ 58	- 253	-210	-146
Income before extraordinary items Extraordinary items		+ 34	$^{1,018}_{-1}$	792 + 176	583 + 18	292 +156
Income before allocations and taxes		1,515	1,017	968	601	448
STATEMENTS OF CHANGES IN FINANCIA	L POSITIO	N				
Net financing from the year's operations		1,631	1,398	1,493	1,244	1,255
Investments, total		-4,128	-1,761	-1,213	-559	-391
Advance payments, etc.		401	- 696	907	48	185
Financing deficit/surplus		-2,096	-1,059	1,187	733	1,049
Net borrowings		2,002	724	299	-346	-274
Change in liquid funds		- 94	- 335	1,486	387	775
BALANCE SHEETS						
Current assets		8,112	7,286	7,291	5,428	4,172
Non-current assets <sup>1</sup>		8,769	5,901	4,056	3,654	3,426
Current liabilities		6,729 5,322	6,257 3,310	6,105 2,346	4,552 2,313	3,633 2,164
Long-term debt <sup>2</sup> Equity and reserves		4,830	3,620	2,896	2,217	1,801
		and the second			9,082	7,598
Total assets RATIOS		16,881	13,187	11,347	9,062	7,530
		10.3	7.8	8.8	8.0	7.1
Gross profit margin, % Net profit margin, %		6.9	5.1	4.4	3.7	2.3
Return on capital employed, %		22.0	21.3	26.5	23.9	17.3
Return on adjusted equity, %		19.8	17.9	18.3	17.7	11.6
Ratio of risk-bearing capital, %		28.7	27.4	25.5	24.4	23.7
Equity ratio, after 50% deferred taxes, %		25.6	24.0	22.1	20.2	19.2

<sup>1</sup> Including restricted account balances <sup>2</sup> Including minority interest

CONSORTIUM, MSEK			1	85/86	84/85	83/84	8	2/83	81/82
INCOME STATEMENTS								1.000	0.200
Traffic revenue Other operating revenue				3,456 3,039	$12,572 \\ 2,862$	11,577 2,574		,463 ,509	8,586 4,221
Revenue				6,495	15,434	14,151		,972	12,807
Income before depreciation				1,772 690	1,207 447	$1,360 \\ 438$	1	,277 483	911 474
Depreciation Financial items, net			+		+ 51	-193	-	-211	-145
Income before extraordinary items Extraordinary items				1,207 10	- 811	729 +189	-	583 - 18	292 +156
Income before allocations and taxes				1,197	807	918		601	448
STATEMENTS OF CHANGES IN FI	NANCIA	L POSIT	ION						
Net financing from the year's operations Investments in flight equipment Investments, other Advance payments, etc.	S			1,331 2,961 772 290	984 - 1,006 - 601 - 750	1,233 - 683 - 328 - 328 - 955	-	,060 -143 -340 35	$ \begin{array}{r} 1,047 \\ -109 \\ -149 \\ 210 \end{array} $
Financing deficit/surplus Net borrowings				2,112 1,824	-1,373 770	1,177 295	-	612 -328	999 -314
Change in liquid funds				288	- 603	1,472		284	685
BALANCE SHEETS									
Current assets Non-current assets Current liabilities Long-term debt/ Equity and reserves				5,879 7,632 4,796 4,546 4,169	5,769 4,985 4,959 2,630 3,165	6,109 3,157 4,976 1,715 2,575	3 4 2	,428 ,654 ,552 ,299 ,231	4,172 3,426 3,633 2,148 1,817
Total assets				3,511	10,754	9,266	9,082		7,598
RATIOS									
Gross profit margin, % Net profit margin, % Return on capital employed, % Return on adjusted equity, % Ratio of risk-bearing capital, %				10.7 7.3 21.3 18.1 30.9	7.8 5.3 20.8 15.7 29.4	9.6 5.2 28.7 18.7 27.8		8.0 3.7 23.5 15.8 24.6	7.1 2.3 15.3 8.4 23.9
MAIN SUBSIDIARIES, MSEK INCOME STATEMENTS	SAS I national 85/86		SAS S Part <b>85/86</b>		Vingre 85/86	sor 84/85	Olso Wri <b>85/86</b>		Diners Nordic <b>85/86</b>
Revenue Operating income before depreciation Depreciation Financial items, net	1,083 152 73 - 7	948 146 60 -19	2,712 163 40 0	2,393 132 37 -14	1,897 111 20 41	1,537 52 15 44	$     \begin{array}{r}       111 \\       -20 \\       5 \\       -3     \end{array} $	134 4 4 2	97 14 4 -3
Income before extraordinary items Extraordinary items	72 6	67 13	123 0	81 0	132 1	81 0	$-28 \\ 30$	2 -14	7 -1
Income before allocations and taxes Allocations Taxes	78 -13 -24		123 -50 -33	$81 \\ -24 \\ -27$	133 -22 -48	$81 \\ -26 \\ -26$	$+ \frac{2}{1}{0}$	-12 + 7 = 0	6 0 0
Net income	41	25	40	30	63	29	3	- 5	6
BALANCE SHEETS									
Current assets Non-current assets Current liabilities Long-term debt Equity and reserves	254 741 239 405 351	207 710 206 396 315	700 268 514 168 286	565 247 478 138 196	722 357 639 147 293	652 179 511 109 211	154 34 132 35 21	129 51 127 33 20	486 48 497 4 33
Total assets	995	917	968	812	1,079	831	188	180	534
10(a) assets	333	317	300	014	1,010		100		

<sup>1</sup> Included in the SAS Group as of January 1, 1986

# **Board of Directors**

ar an From left: Tor Moursund, President and Chief Executive Officer Jan Carlzon, Jørgen L. Halck, Bjørn Eidem, Ralf Frick, Ingvar Lilletun, Per Espersen, Board Secretary Bo Ståhle, Krister Wickman, Curt Nicolin, Haldor Topsøe. Ing in Julian Curt Nicolin, Haldor Topsøe. Rolf Trich Plospersen Geriden Kristen Wirktman Cultiale 7. L. Halch Minsi

**TOR MOURSUND**, born 1927. Supreme Court Attorney. President of Christiania Bank og Kreditkasse. Chairman of SAS Board 1985/86. Norwegian Chairman of SAS Board since May 1983, representing the Norwegian Government. Chairman of DNL and a member of its Board since 1982. Chairman of Norsk Skibs Hypothekbank and Christiania Bank Luxembourg.

Personal deputy: Ragnar Christiansen.

HALDOR TOPSØE, born 1913. Dr. Phil. and Eng. First Vice Chairman of SAS Board 1985/ 86. Danish Chairman of SAS Board since 1968, representing the private Danish owners. Also Chairman of DDL and Haldor Topsøe A/S. Member of the Boards of Jens Villadsens Fabriker A/S, Hafnia Forsikring A/S and Hafnia Invest A/S, and Kampmann, Kierulf & Saxild.

Personal deputy: Flemming af Rosenborg.

**CURT NICOLIN**, born 1921. Hon.Dr.Eng. Second Vice Chairman of SAS Board 1985/86. Swedish Chairman of SAS Board since 1973, representing the private Swedish owners. Chairman of the Executive Committee of ABA. Chairman of the Boards of ASEA, ESAB, FLÄKT, SILA and Swedish Match. Also, member of the Boards of Skandinaviska Enskilda Banken, Incentive, Investor, Providentia, Linjeflyg and the Royal Swedish Academy of Sciences.

Personal deputy: Peter Wallenberg.

**BJØRN EIDEM,** born 1942. Supreme Court Attorney. Member of SAS Board since May, 1983, representing the private Norwegian owners. Senior Vice President of Fred. Olsen & Co. Vice Chairman of DNL. Chairman of the Board of Norges Handels- og Sjøfartstidende and Widerøe's Airlines. Member of the Boards of Aker Shipyard Group, Ganger Rolf, Borgå and Bonheur. Member of the stock exchange committee of the Oslo Stock Exchange.

Personal deputy: Halvdan Bjørum.

JØRGEN L. HALCK, born 1929. B.Pol.Sc., Permanent Under Secretary, Ministry of Public Works. Member of SAS Board since 1977, representing the Danish Government. Jørgen L. Halck is Vice Chairman of DDL and a member of the Boards of Copenhagen Harbor Board, Copenhagen Telephone Company, Jydsk Telefon A/S and the Government Telecommunications Council.

Personal deputy: Kaj Ikast.

**KRISTER WICKMAN**, born 1924. LL.B. and Ph.L. Member of SAS Board since 1974, representing the Swedish Government and Chairman of ABA. President of the National Swedish Pension Insurance Fund. Formerly Minister of Industry, Minister of Foreign Affairs and Governor of the Bank of Sweden. Chairman of the Association of Swedish Authors and member of the Boards of AGA, Pharos and VPC (the Swedish Securities Register Center).

Personal deputy: Bengt Dennis.

Employee Representatives

**INGVAR LILLETUN,** Norway, born 1938. Employed in the sales sector in Route Sector Norway. Member of SAS Board since 1979.

Deputies: Karin Hval and Kjell Henry Paulsen.

**PER ESPERSEN,** Denmark, born 1949. Employed as a steward in the Operations Division of SAS. Member of SAS Board since 1985.

Deputies: Victor Brasen and Hans Dall.

**RALF FRICK**, Sweden, born 1931. Employed in the Technical Division of SAS. Member of the SAS Board since 1986.

Deputies: Harry Sillfors and Kenneth Andréasson.

# **Corporate Management**



#### GROUP MANAGEMENT

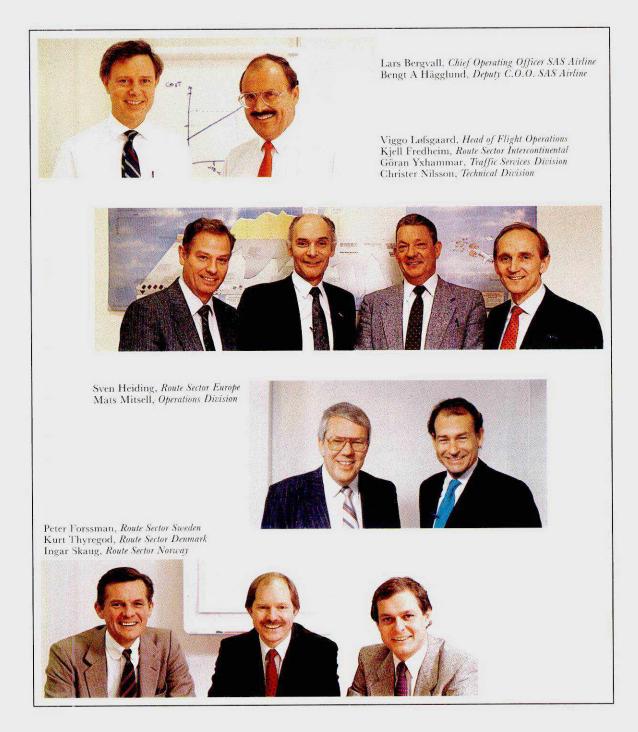
GROOF MANAGEMENT From left: Bo Ståhle, General Counsel; Helge Lindberg, Executive Vice President – Norway; Per-Axel Brommesson, Executive Vice President – Sweden; Jan Carlzon, President and Chief Executive Officer: Nils G. Molander, Executive Vice President and Group Controller; Anders Claesson, Vice President and Group Treasurer; Frede Ahlgreen Eriksen, Executive Vice President – Denmark.





Gorm Bjercke, Information and Reservation System Christer Sandahl, Vingresor

Ivar Samrén, *SAS Service Partner* Terje Myklebust, *SAS International Hotels* Henrik Meldahl, *Scanair* 



# **Assembly of Representatives**

## Denmark

MOGENS PAGH Chairman KARL BREDAHL FLEMMING AF ROSENBORG NIELS FRANDSEN JØRGEN L. HALCK SVEND AAGE HEISELBERG POVL HJELT KAJ IKAST JIMMY STAHR HALDOR TOPSØE

Employee representatives VICTOR BRASEN HANS DALL PER ESPERSEN

Deputies INGVAR HOLMEN ARNE SØRENSEN HANS P. TANDERUP

ARNE BRENDSTRUP Authorized Public Accountant SCH0BEL & MARHOLT member firm Touche Ross International

OLE KOEFOED Authorized Public Accountant CENTRALANSTALTEN FOR REVISION member firm Arthur Young International

### Norway

NILS J. ASTRUP Second Vice Chairman HALVDAN BJØRUM RAGNAR CHRISTIANSEN BJØRN EIDEM PER HYSING-DAHL EINAR HØVDING TORSTEIN LJØSTAD TOR MOURSUND GISLAUG MYRSET FRED. OLSEN OLE RØMER SANDBERG JR.

Deputies Helga Gitmark Jannik Lindbæk Johan Fr. Odfjell Hermod Skånland

Employee representatives KARIN HVAL INGVAR LILLETUN KJELL HENRY PAULSEN

Deputies KNUT E. ANDERSEN ASBJØRN HINDRUM

# **Auditors**

BERNHARD LYNGSTAD Authorized Public Accountant REVISJONSSELSKAPET FORUM member firm Touche Ross International

JACOB BERGER Authorized Public Accountant REVISJONSSELSKAPET FORUM member firm Jouche Ross International

### Sweden

KARL-ERIK PERSSON First Vice Chairman BÖRJE ANDERSSON ROLF CLARKSON KURT HUGOSSON NILS HÖRJEL BO AX:SON JOHNSON CURT NICOLIN BO RYDIN HJALMAR STRÖMBERG MONICA SUNDSTRÖM BJÖRN SVEDBERG JAN WALLANDER PETER WALLENBERG KRISTER WICKMAN

Deputies PEDER BONDE INGEMAR ELIASSON GUNNAR ERICSSON GÖSTA GUNNARSSON CARL-OLOV MUNKBERG BERTIL ZACHRISSON

*Employee representatives* KENNETH ANDRÉASSON RALF FRICK HARRY SILLFORS

Deputies BO FRIDSBERG HANS LEVIN BENGT RADIX

CAJ NACKSTAD Authorized Public Accountant BOHLINS REVISIONSBYRÅ AB member firm Deloitte, Haskins & Sells International

SÖREN WIKSTRÖM Authorized Public Accountant EINAR LARSSONS REVISIONSBYRÅ AB member firm Touche Ross International

## Addresses

# **Head Office**

**SAS** Ulvsundavägen 193 S-16187 Stockholm-Bromma Sweden Telephone: 46-8-7801000

# Regional Offices

SAS Denmark Hedegårdsvej 88 DK-2300 Copenhagen S Denmark Telephone: 45-1-5091 11

SAS Norway N-1330 Oslo Airport Norway Telephone: 47-2-596050

SAS Sweden Kvarnbacksvägen 30 S-161 88 Stockholm-Bromma Sweden Telephone: 46-8-780 1000

The public telex number for the SAS Head Office and the Regional Offices in Scandinavia is 22263 SASXT DK

# **Subsidiaries**

SAS International Hotels A/S Elveveien 25 B Postboks 325 N-1324 Lysaker Norway Telephone: 47-2-531800

SAS Service Partner A/S Kristen Bernikows Gade 1 DK-1105 Copenhagen K Denmark Telephone: 45-1-931986

Vingresor AB Sveavägen 25–27 S-10520 Stockholm Sweden Telephone: 46-8-7966700

Diners Club Nordic A/S Jernbanetorget 2 N-0154 Oslo 1 Norway Telephone: 47-2-371100

AB Olson & Wright Hammarbyvägen 55 S-10483 Stockholm Sweden Telephone: 46-8-7235000

Scandinavian Multi Access Systems AB Parkvägen 2 A Box 1418 S-17127 Solna Sweden Telephone: 46-8-7349620

Business Travel Systems Box 1419 S-17127 Solna Sweden Telephone: 46-8-7349960

# Affiliated Companies

Scanair Box 20083 S-16120 Stockholm-Bromma Sweden Telephone: 46-8-7801000

Linjeflyg AB Box 20150 S-161 10 Stockholm-Bromma Sweden Telephone: 46-8-797 5000

**Travel Management Group Sweden AB** Box 26032 S-10041 Stockholm Sweden Telephone: 46-8-7366950

Scanator AB Box 1213 S-16313 Spånga Sweden Telephone: 46-8-7507910

Polygon Insurance Company Ltd. P.O. Box 34 50, High Street St. Peter Port, Guernsey Channel Islands

Bennett Reisebureau A/S Postboks 469 N-0105 Oslo 1 Norway Telephone: 47-2-209090

**Grønlandsfly A/S – Greenlandair** Postboks 1012 DK-3900 Godthåb, Greenland Telephone, Godthåb: 24488

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