SAS Q3 2014/2015 ANALYST MATERIAL

08.09.2015



Agenda

Q3 overview
Cost programs
Commercial focus and long haul growth
Outlook

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Q3 brief summary

Q3 update

- · Commercial initiatives paying off
- -EuroBonus members up 15% now 4 million
- Summer program with 47 seasonal routes well received by customers
- Initiatives to improve efficiency implemented with letter of intent with Widerøe and Aviator to outsource SAS Ground handling
- · Decision to grow long haul fleet with three aircraft - three new routes to open in 2016
- · Tender to wet lease 8 regional jet aircraft to rightsize fleet to fit network and schedule

Financial performance Q3 FY15

- EBT before nonrecurring items MSEK 996 improved 31% (MSEK 759)
- · Financial net debt positive
- · Currency adj. unit revenue (PASK) up 3.6%
- · Currency adj. unit cost excl. fuel up 3.4%
- Total ASK down 2.9%



SAS

Summer program well received by customers

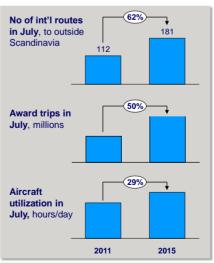
Strategic shift last few years - secure offering to frequent travelers also during summer

Increased number of attractive leisure routes

Customers have responded particularly well, alltime-high cabin factor in July 2015

Capacity driven by improved utilization





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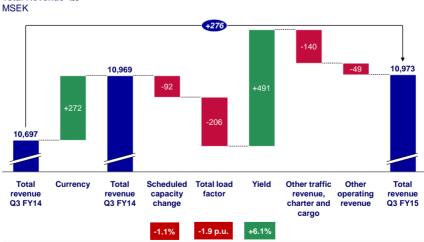
EBT before non-recurring items up 31% vs. last year

Income statement	May-Jul 2015	May-Jul 2014	Change vs LY	Currency
Total operating revenue	10,973	10,697	+276	+272
Payroll expenditure	-2,386	-2,494	+108	
Jet fuel	-2,344	-2,458	+114	
Government charges	-1,093	-1,068	-25	
Other operating expenditure	-3,066	-2,887	-179	
Total operating expenses*	-8,889	-8,907	+18	-748
EBITDAR before non-recurring items	2,084	1,790	+294	-476
EBITDAR-margin*	19.0%	16.7%	+2,3 p.u.	
Leasing costs, aircraft	-659	-525	-134	
Depreciation	-343	-354	+11	
Share of income in affiliated companies	25	24	+1	
EBIT before non-recurring items	1,107	935	+172	-602
EBIT-margin*	10.0%	8.7%	+1.3 p.u.	
Financial items	-111	-176	+65	
EBT before non-recurring items	996	759	+237	-607
Non-recurring items	35	-3	+38	
EBT	1,031	756	+275	-607

^{* =} Before non-recurring items

Yield and currency contribute to higher revenue in Q3

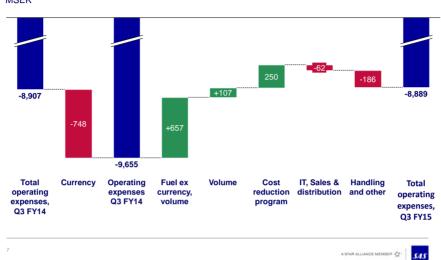
Total Revenue Q3



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Operating expenses analysis

Total Operating Expenses Q3 MSEK

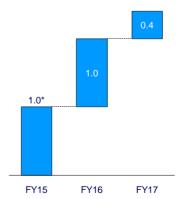


Cost reduction programs in progress

Q3 update

- MSEK 250 earnings impact in Q3
 - MSEK 120 flight operation and maintenance
 - MSEK 70 ground operation
 - MSEK 20 facilities
 - MSEK 40 admin, sales, supply chain and other
- Implementation of IT measures complex
 - MSEK 300 in earnings now expected in FY16 instead of FY15
- Potentially MSEK 450 in restructuring costs for pilots in FY15 and FY16

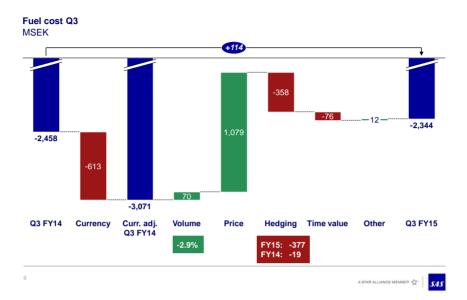
Expected earnings impact, SEK bn



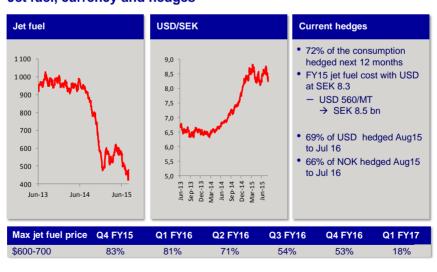
 * Includes SEK 0.3 bn from the restructuring program (4XNG), launched in November 2012

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Limited net impact from lower jet fuel prices in Q3



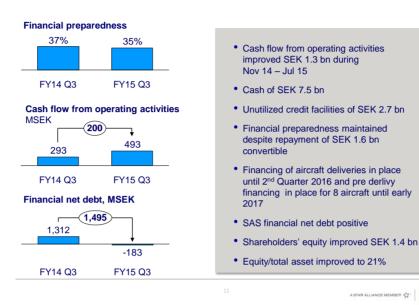
Jet fuel, currency and hedges



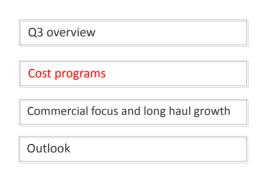
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Stronger financial position



Agenda



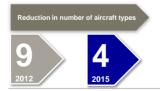
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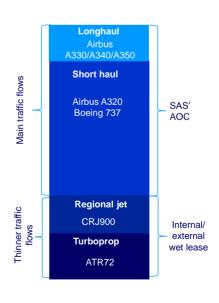
New SEK 2.1 billion in cost savings being implemented

Selected areas **Efficiency improvement** Fleet, production and maintenance optimization **MSEK 300** Acquisition of Cimber of transfer of CRJ900 fleet Phase out of Boeing 717 fleet New maintenance program for Boeing 737 Rightsize the short haul: RFP to wet lease 8 regional jet aircraft from next year being finalized Administration, sales and distribution **MSEK 450** 300 FTE and simplifications Commercial functions and distribution model **Ground handling MSEK 200** Improved scheduling and more flexible staffing Increased automation, e.g. bag drops, boarding Supply chain and logistics **MSEK 250** Improved steering of external spend Improved logistics, contracts and optimization of costs Facilities and rental agreements **MSEK 200** · Increased utilization of premises · Divestments and renegotiations of rental agreements 13

SAS production platform

- 70% of SAS operation is on short haul routes in Europe
- Two types of operation:
- 1. Core operation within Europe operated with own fleet on main traffic flows
 - · One aircraft type per base operation enables SAS to focus on an efficient platform
- 2. Regional and smaller traffic flows (off peak) operated with regional aircraft
 - · Internal and external wet lease with very efficient cost platform
 - · Regional aircraft and turboprop





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Pilot agreements completed



New collective bargaining agreements signed in Apr-May

- Local/national agreements with all four pilot unions
- Competitive productivity, especially on long haul
- Increased flexibility to handle seasonal variations
- Simplicity and less bureaucracy (from ~240 to ~40 pages)
- No major changes to compensation model

- Long term effects from productivity improvements MSEK ~100
- · Indirect benefits
 - Necessary pre-requisites in place for long haul expansion
 - Agility / improved time-to-market
 - Simplified internal administration

Restructure of pilots corps

- to secure long-term competitive costs. Could result in restructuring costs of up to MSEK 450 during FY15 and FY16.

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Outsourcing of SAS ground handling

Completed ~1,500 FTEs

- Central Departure Control both outside Scandinavia and within Scandinavia (2015)
- Cleaning outsourced in Copenhagen (2015)
- Ground Service Equipment outsourced in Scandinavia (2013-2015)
- Line stations in Sweden and Denmark outsourced (2014)
- SAS Flybussen outsourced in Oslo (2012)
- Stations outside Scandinavia outsourced (2009-2010)



In progress ~4,400 FTEs

- Letter of intent with Widerøe to outsource 14 line stations in Norway
- Letter of intent with Aviator to outsource remaining operations at Copenhagen, Oslo, Arlanda, Gothenburg and Malmö

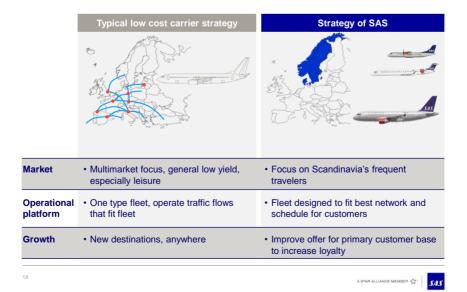
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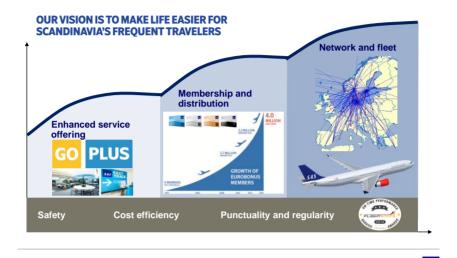
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SAS strategy is to focus on Scandinavia's frequent travelers



We are building a strong product offering



Meeting Scandinavian long haul demand

The Scandinavian long haul market is large with growing demand...

Passengers (mn)

8.3

7.2

8.3

2011

2012

2013

2014

...and SAS is now in a position to expand the long haul network

- Reduced cost and increased productivity
- Growing long haul fleet
- New long haul product well received

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Source: DDS; Innovata

SAS long haul strategy is based on frequent traveler demand

- Focus on the Northern hemisphere
- Operate with frequent departures to secure flexibility for customers
- Serve large traffic flows with high share of frequent travelers

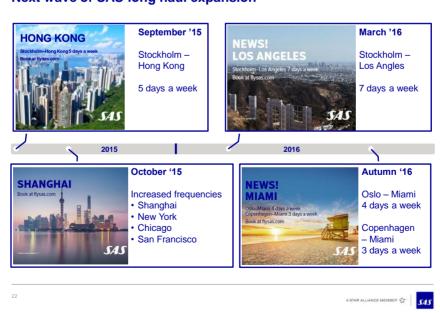


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Next wave of SAS long haul expansion



Summary and outlook

Q3 Summary

EBT before non-recurring items is up by 31%

Commercial initiatives paying off

- PASK up 3.6%
- EuroBonus members up 15% now 4 million
- Summer program well received by our customers
- · July cabin factor all time high

Decision to expand long haul with opening of new routes to Los Angeles and Miami

Implementation of SAS' strategy to outsource SAS ground handling in progress

Tender to wet lease 8 regional jet aircraft to rightsize fleet to fit network and schedule

FY15 outlook

SAS total ASK expected to decrease by approximately 2% in FY15 vs. last year

Opening of Stockholm – Hong Kong in September

SAS expects to post a positive EBT before tax and non-recurring items in

SEK 1.0 bn earnings impact from cost program

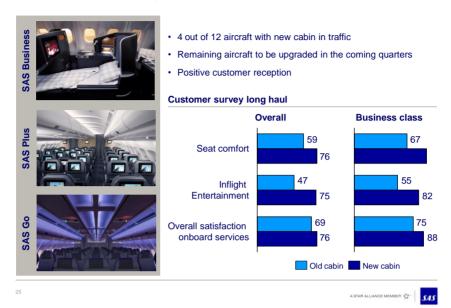
Potentially up to MSEK 450 in FY15 and FY16 in restructuring costs linked to restructuring of pilot corps

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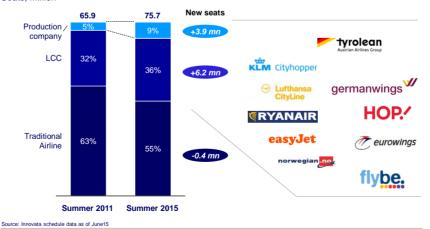


Positive customer response to new cabins



LCCs and Network Carriers increasingly using alternative production platforms

Capacity by form of operation To, from and within Scandinavia Seats, million



Appendices

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SAS fleet - July 2015

Aircraft in traffic	Age	Owned	Leased	Total	Firm order	Lease order
Airbus A330/A340/A350	13.6	5	7	12	12	
Airbus A321/A320/A319	10.5	6	19	25	30	
Boeing 737 NG	12.6	15	69	84		
Boeing 717	14.9	3	2	5		
Bombardier CRJ900 NG	6.2	12	0	12		
Total	11.9	41	96	138	42	

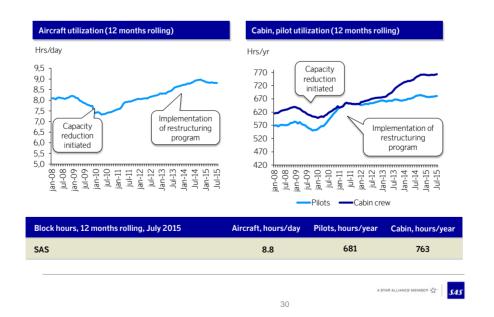
Leased/phased out aircraft	Owned	Leased	Total	In service	Parked
Douglas MD-90-series	8	0	8	8	
Bombardier Q400	0	1	1	1	
Boeing 737 NG	0	1	1	0	1
	8	2	10	9	1

^{*}In addition SAS wet leases the following aircraft: eleven ATR 72, four SAAB 2000 and one Boeing 737-700.

SAS investing in renewal and simplification of the aircraft fleet



Productivity development

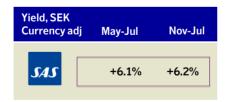


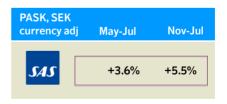
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Yield and PASK development



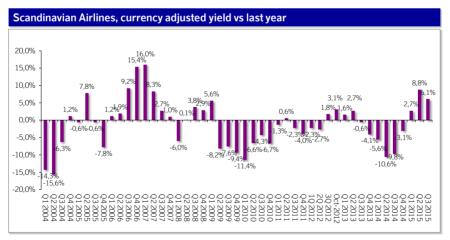


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Long term yield and passenger load development



Quarterly yield development

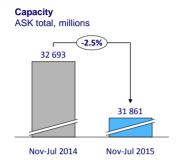


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Note: Including Blue1 from March 2012

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Capacity and FTE

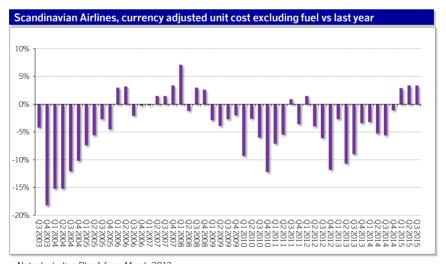




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Quarterly unit cost development



Note: Including Blue1 from March 2012

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Breakdown of unit cost, Nov-Jul 2015

SAS, SEK, currency adjusted

Unit cost breakdown	Nov 2014 – Jul 2015	Nov 2013 -Jul 2014	Var, %	Share of total var, %
Payroll expenses Jet fuel Government user fees Selling and distribution costs Handling costs Technical aircraft maint. Other operating expenses	-7,269 -6,666 -2,969 -1,810 -1,442 -1,861 -1,232	-7,352 -7,554 -2,937 -1,642 -1,262 -1,893 -1,032	-1.1% -11.8% +1.1% +10.2% +14.3% -1.7% +19.3%	-0.3% -3.4% +0.1% +0,6% +0.7% -0.1% +0.8%
Total operating expenses	-23,248	-23,673	-1.8%	-1.6%
Leasing costs for aircraft Depreciation	-1,922 -1,030	-1,803 -995	+6.6% +3.5%	+0.4% +0.1%
Adjusted EBIT	-26,200	-26,471	-1.0%	-1.0%

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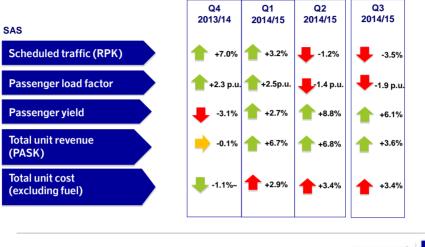
Breakdown of unit cost, May-Jul 2015

SAS, SEK, currency adjusted

Unit cost breakdown	May 2014 - Jul 2015	May 2013 -Jul 2014	Var, %	Share of total var, %
Payroll expenses Jet fuel Government user fees Selling and distribution costs Handling costs Technical aircraft maint. Other operating expenses	-2,379 -2,344 -1,093 -642 -531 -603 -482	-2,424 -2,982 -1,084 -564 -450 -600 -410	-1.8% -21.4% +0.8% +13.7% +17.8% +0.5% +17.5%	-0.5% -6.7% +0.1% +0.8% +0.8% +0.0% +0.8%
Total operating expenses	-8,073	-8,514	-5.2%	-4.7%
Leasing costs for aircraft Depreciation	-659 -343	-632 -344	+4.3% -0.3%	+0.3% -0.0%
Adjusted EBIT	-9,074	-9,490	-4.4%	-4.4%

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Summary of key drivers



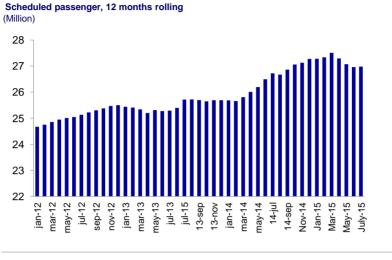
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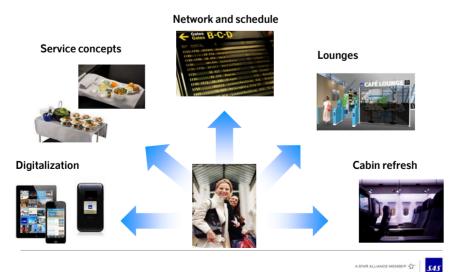


SAS passenger development



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Several upcoming developments to make life easier for frequent travelers



New Stockholm-Hong Kong route in September 2015

- First flight September 10, 2015, 5 weekly frequencies
- The route will be operated with Airbus 330 Enhanced (Sep-Oct mix of A330E and A340)
- · Hong Kong is the fourth SAS destination in Asia
- The timetable will provide efficient connections from major cities in Scandinavia and important points in Europe
- Hong Kong is the largest airfreight airport in the world



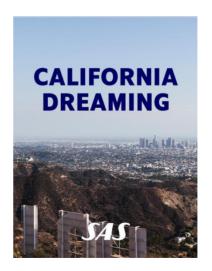




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New route Stockholm - Los Angeles in March 2016

- First flight March 14, 2016, Daily during summer and 5-6 flights during winter program
- The route will be operated with Airbus 330 Enhanced
- Los Angeles is the third non-stop SAS destination in the US from Stockholm
- From 2016 SAS to operate non-stop flights to 7 destinations in the US
- Timetable:
 - Stockholm-Los Angeles Dep: 9.50am and Arr: 12.15
 - Los Angeles-Stockholm Dep: 14.15 and Arr: 10.00



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New route Copenhagen/Oslo - Miami from autumn 2016

- First flight during autumn 2016
- Route will alternate between OSL and CPH, operating 4 times per week to/from OSL and 3 times per week to/from CPH. In summer program, CPH will have 4 times per week and OSL 3 times per week
- The route will be operated with Airbus 330 Enhanced
- Miami is the largest cruise port in the world
- Departure mid morning from Scandinavia with return flight departing Miami mid afternoon.











ASK outlook for financial year 2014/15

ASK outlook for November 2014 - October 2015

SAS - scheduled Circa -0.5% SAS - total Circa -2%

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Revenues grew SEK 1.7 bn in first nine months

SAS income statement	Nov14-Jul15	Nov13-Jul14	Change vs LY	Currency
Total operating revenue*	28,747	27,040	+1,707	+941
Payroll expenses	- 7,291	- 7,450	+159	
Fuel	- 6,666	-6,273	-393	
Government charges	- 2,969	- 2,851	-118	
Other operating expenses	-8,652	- 8,563	-89	
Total operating expenses*	- 25,578	- 25,137	-441	-1,612
EBITDAR before non-recurring items	3,169	1,903	+1,266	-671
Leasing costs, aircraft	- 1,922	- 1,510	-412	
Depreciation	- 1,030	- 1,021	-9	
Share of income in affiliated companies	13	13	0	
EBIT before non-recurring items	230	– 615	+845	-1,011
Financial items	- 394	- 871	+477	
EBT before non-recurring items	- 164	- 1,486	+1,322	-1,023
Non-recurring items	714	1,018	-304	
EBT	550	- 468	+1,018	-1,023

* = Before non-recurring items

Financial targets

The SAS Group's overriding goal is to create value for its shareholders*

Financial preparedness

Cash & unutilized credit facilities / Fixed cost

>20% (70 days)

To reach this, SAS pursues three strategic priorities to meet trends and industry developments, ensure competitiveness and create the prerequisites for longterm sustainable profitability, in line with previously announced financial targets.

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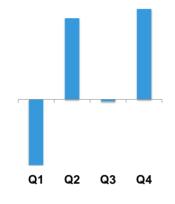
Overview of credit facilities - July 2015

Available funds, SEK	billion	July 2015	Maturity
Undrawn portion of credit facilities	Revolving Credit Facility, MEUR 150 Credit Facility, MUSD 137 & 40 Credit Facility, MUSD 56 PDP Credit facility, MUSD 54 Others, MUSD 88	1.4 1.2 0.0 0.1 0.0	Jan 2017 Jan 2017, Oct 2017 Sep 2021 May 2016 Feb 2020
Total undrawn credit	facilities	2.7	
Total credit facilities Drawn portion of cred Undrawn portion of c		4.6 1.9 2.7	

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Cash seasonality

Seasonality of SAS cash flow from operating activities

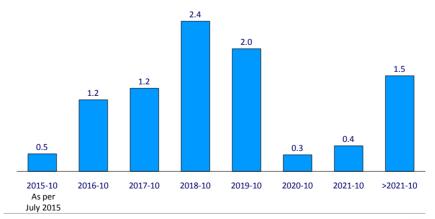


- Cash flow from operating activities strongest in Q2 and Q4
- Seasonality has increased as proportion of pre bookings has increased ahead of the summer period
 - Leisure travelling generates a higher degree of early bookings
 - Business bookings closer to departure



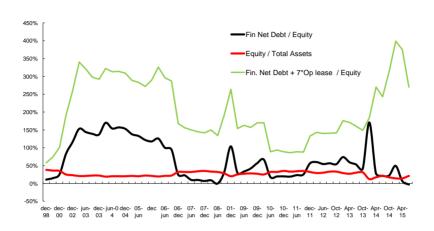
Amortization profile

Scheduled amortization profile as of 31 July 2015, SEK billion



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Gearing ratios



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SAS Group Financial Net November-July

MSEK	Nov 14 –Jul 15	Nov 13 –Jul 14	Difference
Interest net and others Exchange rate differences	-407 +11	-900 +23	+493 -12
Financial net	-396	-877	+481

MSEK	May 15- Jul 15	May 14- Jul 14	Difference
Interest net and others Exchange rate differences	-112 +1	-183 +6	+71 -5
Financial net	-111	-177	+66

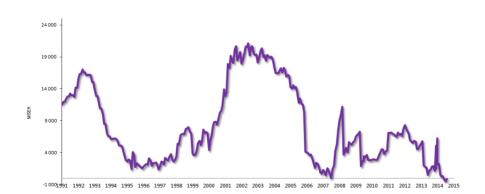
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Development and Break Down Financial Net Debt

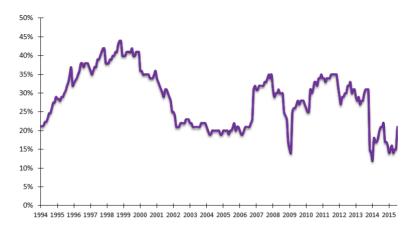
MSEK	31 Jul 2015	31 Oct 2014	Difference
Cash Other interest bearing assets Interest bearing liabilities	7,453 2,493 -9,763	7,417 2,286 -10,805	+36 +207 +1,042
Financial net debt	183	-1,102	+1,285

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Development of financial net debt 1993-2015 as reported on a quarterly basis

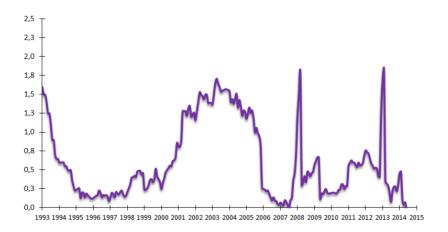


Equity / Assets Ratio 1993-2015 as report on a quarterly basis



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Financial Net Debt / Equity Ratio 1993-2015 as reported on a quarterly basis



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Breakdown of currency effects SAS Group

Total revenues & costs of	currency effects	May-Jul 2015 vs LY	Nov 2014-Jul 2015 vs LY
Total revenues & costs	USD	-711	-1,782
	DKK	3	-12
	NOK	-45	-40
	EUR	-3	-30
	Asian currencies	42	101
	All others	46	109
	Total	-668	-1,654
Forward cover costs	2014	126	147
	2015	182	905
	Difference	56	758
Working capital	2014	- 15	- 60
	2015	- 5	- 175
	Difference	10	- 115
Financial items	2014	6	23
	2015	1	11
	Difference	-5	- 12
Total currency effects		- 607	- 1,023

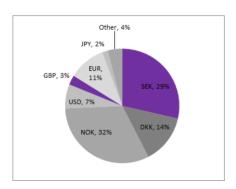
Changes in currency exchange rates affected the result by MSEK –1,023 in Nov 2014-Jul 2015 vs Nov 2013-Jul 2014

Currency effects MSEK on SAS Group 2014/2015 vs 2013/2014		May-Jul 15	Nov 14-Jul 15
Positive impact on revenue due to the weaker SEK, primarily in relation to USD. Negative impact on other operating costs due to the weaker SEK, primarily in relation to USD.	Total revenue	272	941
	Total costs	– 940	– 2,595
	Forward cover costs 8 working capital	66	643
	Income before depreciation	- 602	- 1,011
	Financial items	- 5	- 12
	Income before tax	- 607	-1,023

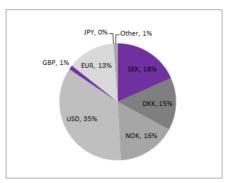
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Currency distribution in SAS - Nov 2013 - Oct 2014

Revenue



Expenses



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SAS hedging position for FY15-FY17

Max jet fuel price	Q4 FY15	Q1 FY16	Q2 FY16	Q3 FY16	Q4 FY16	Q1 FY17
\$600-700	83%	81%	71%	54%	53%	18%

SAS' jet fuel costs in 2014/15 (annual average values)	6.0 SEK/USD	7.0 SEK/USD	8.0 SEK/USD	9.0 SEK/USD
Market price 600 USD/MT 800 USD/MT 1,000 USD/MT 1,200 USD/MT	SEK 8.1 bn SEK 8.3 bn SEK 8.4 bn SEK 8.6 bn	SEK 8.3 bn SEK 8.5 bn SEK 8.7 bn SEK 8.9 bn	SEK 8.5 bn SEK 8.8 bn SEK 9.0 bn SEK 9.3 bn	SEK 8.8 bn SEK 9.1 bn SEK 9.3 bn SEK 9.6 bn

