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Investor Day

19 November 2019

ASX: QAN

US OTC: QABSY

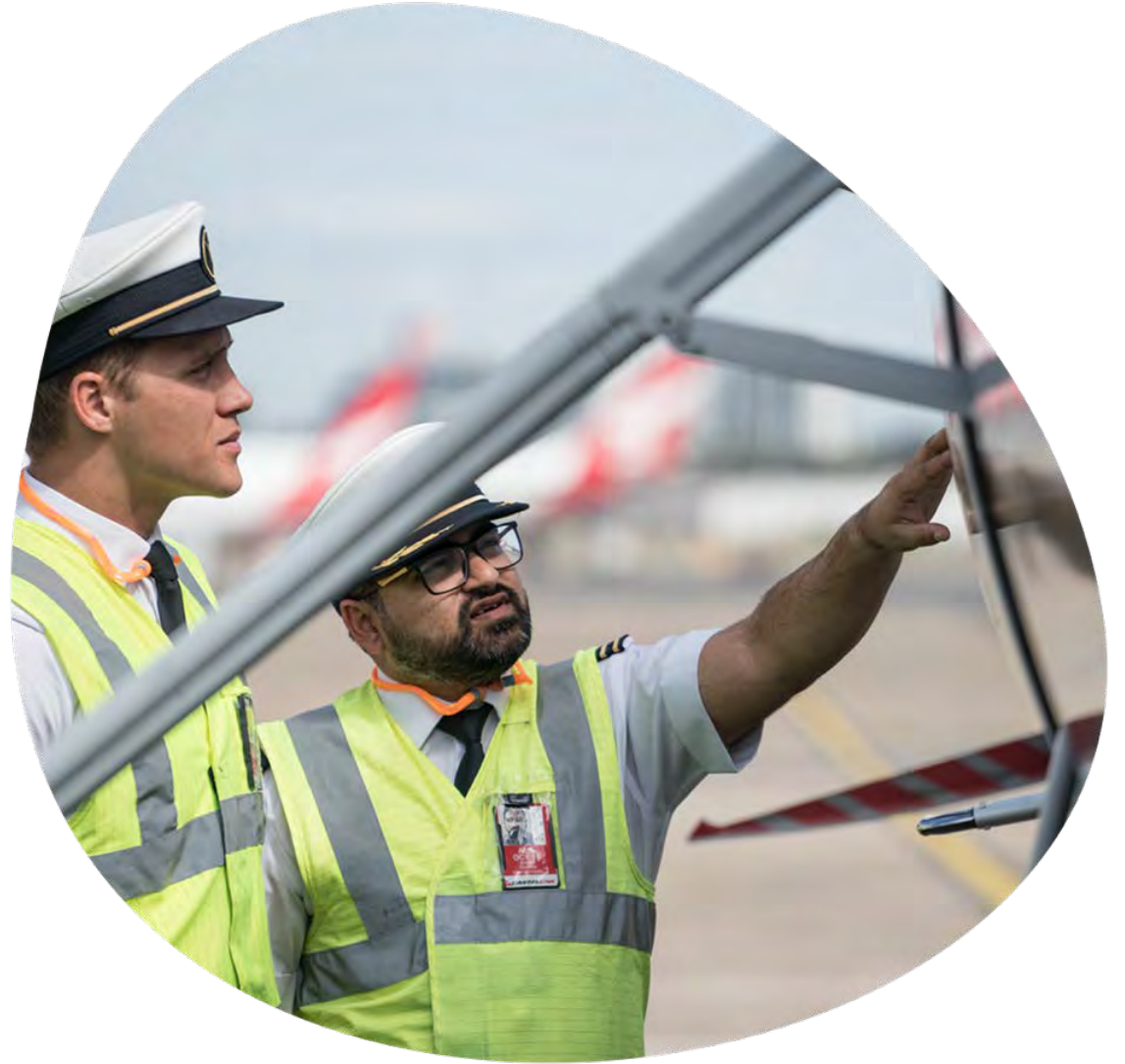
Building on our sustainable  
competitive advantage



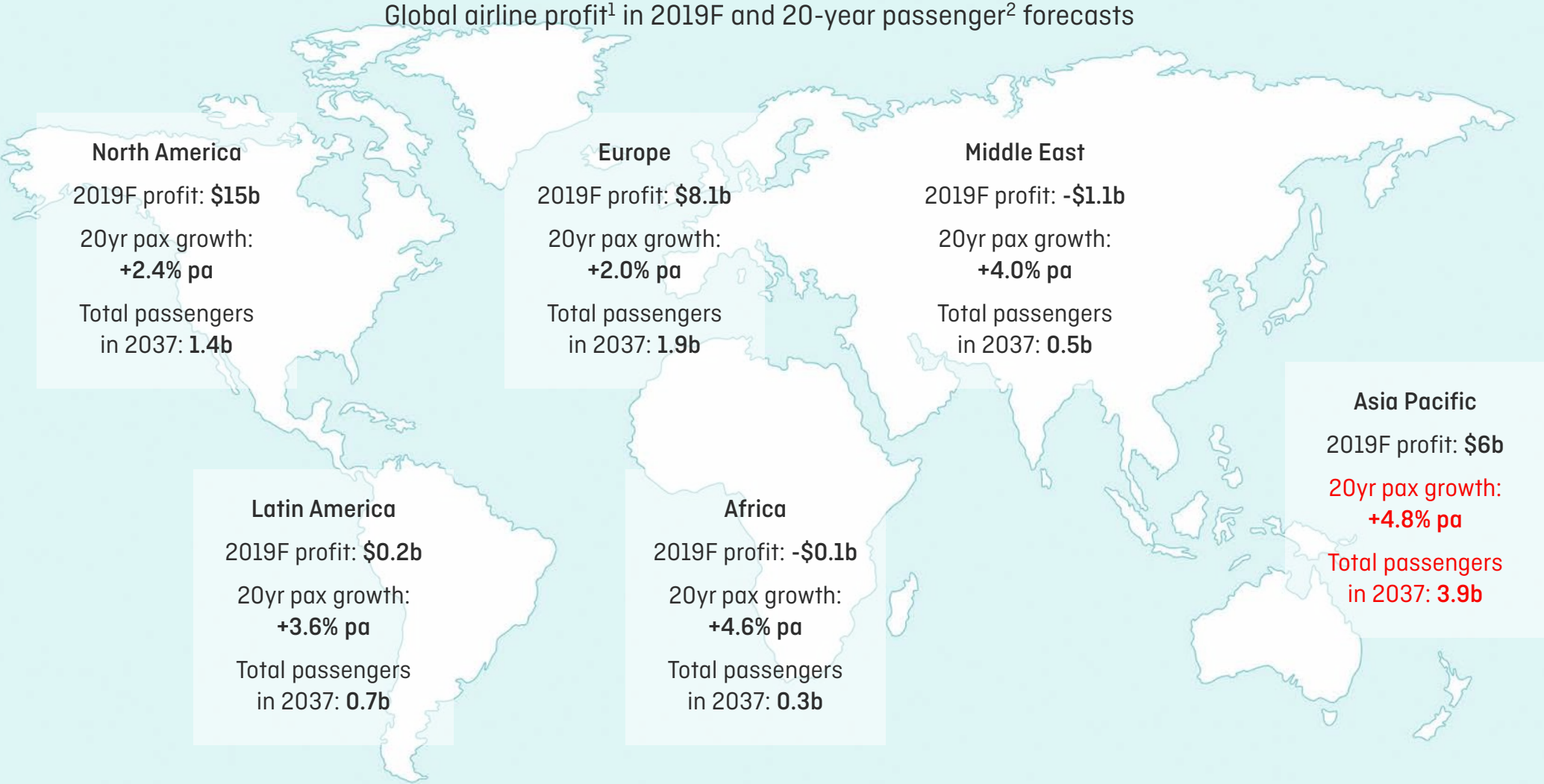
## Safety is always our first priority

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- Strong risk reporting culture underpinned by a 'Just Culture' framework
- Continued focus on improving the safety and wellbeing of our people
- Strong relationships with safety regulators, key industry bodies
- Leading business resilience and crisis management frameworks
- Continued investment in cyber security systems, privacy and capability
- Security supporting our safety priority



# The long-term outlook for global passenger growth remains robust



1. IATA, 'Industry Economic Performance Jun 2019. Net post tax profits in USD. 2. IATA, 'IATA Forecast Predicts 8.2 billion Air Travelers in 2037', 24 Oct 2018. Annual forecast growth refers to average annual growth.



# The Group's strategy is responding to long term global forces and recent developments

Global forces

New centres of customer demand and geopolitical influence



Rapid digitalisation and the rise of big data



Shifting customer and workforce preferences



Resource constraints and climate change



Recent developments

Slowing global economy  
Asian growth still >5%  
Lower oil price and AUD

Social media influence  
Privacy  
Artificial Intelligence

Social licence to operate  
Always connected  
Personalised experiences

Flight shaming  
Sustainable fuels  
Waste and plastics

# The Group is uniquely positioned through its key competitive advantages

Trust in brand



Home market strength



Dual Brand know-how



Customer loyalty and insights



People and Culture



Financial and balance sheet strength

## The Group's integrated portfolio of mutually reinforcing businesses will ensure its ongoing success



- Domestic Dual Brand strategy allows each airline to play to their strengths to focus on customer segments and sustain leading margins
- Local distribution strength allows Qantas and Jetstar to fly internationally where Australians want to go
- Qantas share of corporates in international and domestic markets mutually reinforced by corporate dealing model
- Premium cabin redemptions and upgrades drive Qantas Loyalty's customer value proposition, also leveraging Jetstar and alliances
- Deepening engagement of Qantas Frequent Flyers from reward redemptions reinforces strength in home market and grows ecosystem

# The Group's strategy will build on its sustainable competitive advantages

## Understanding the long-term context



New centres of customer demand and geopolitical influence

Rapid digitalisation and the rise of big data

Shifting customer and workforce preferences

Resource constraints and climate change

## Clear strategic priorities



Maximising leading domestic position through Dual Brand strategy



Building a resilient Qantas International, leveraging our home market



Aligning Qantas and Jetstar with Asia's growth



Investing in customer, brand, data and digital

 QANTAS LOYALTY

Diversification and growth at Qantas Loyalty



Focus on people, culture and sustainability



## Positioned to deliver higher domestic operating margins

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- Sound market structure
- Stable operating environment and growing economy
- Each Group brand has a sustainable competitive advantage
- Sophisticated Dual Brand strategy magnifies advantages
- Flexibility in fleet, brand and operating platforms
- Focus on driving margin expansion particularly through cost reduction

## Building a resilient Qantas International

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- Transforming into a fit and competitive business
- Home market distribution strength
- Playing to our strengths flying where premium customers want to go
- Leveraging partnerships to extend the network
- Already harnessing new fleet technology for further advantage
- Will be further transformed even before Sunrise<sup>1</sup>



## Playing to competitive advantages to align with Asia's growth

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- Both brands fly where Australians want to go
- Connectivity with own networks and partners
- Exporting low cost and Dual Brand know-how
- Leveraging local strengths for inbound market
- Strong position in Japan – world's 4<sup>th</sup> largest airline market
- A321LR and A321XLR flexibility to open up new opportunities

## Investing to drive superior customer experiences

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- Customers are always at the centre of our thinking
- The brands are a key source of competitive advantage
- Centenary program will drive further brand equity
- Continuing to invest in both physical and digital experiences
- Strengthening customer relationship via AI powered personalization
- Greater control over content through improved distribution model
- Heightened focus on disruption management, reward and recognition





## Diversification and growth of Qantas Loyalty earnings

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- Qantas Loyalty is uniquely advantaged locally and globally
- Evolved from a frequent flyer program to a consumer loyalty ecosystem
- Business with a track record of growth, innovation and resilience
- Investing in member experience
- Deepening and expanding coalition program
- Launching and scaling new consumer direct businesses
- Driving to \$500-600m EBIT in FY22

## Enabling our people to be their best

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- Our employee value proposition is unique and differentiated
- Our culture promotes diversity and keeps our people energised
- Our training is aligned with required capabilities
- Leveraging technology to allow our people to deliver superior customer service
- Growth in front line and digitally capable workforce is aligned with key global and industry trends



Qantas Group  
ranked #1 employer  
in Australia by  
Randstad in 2019

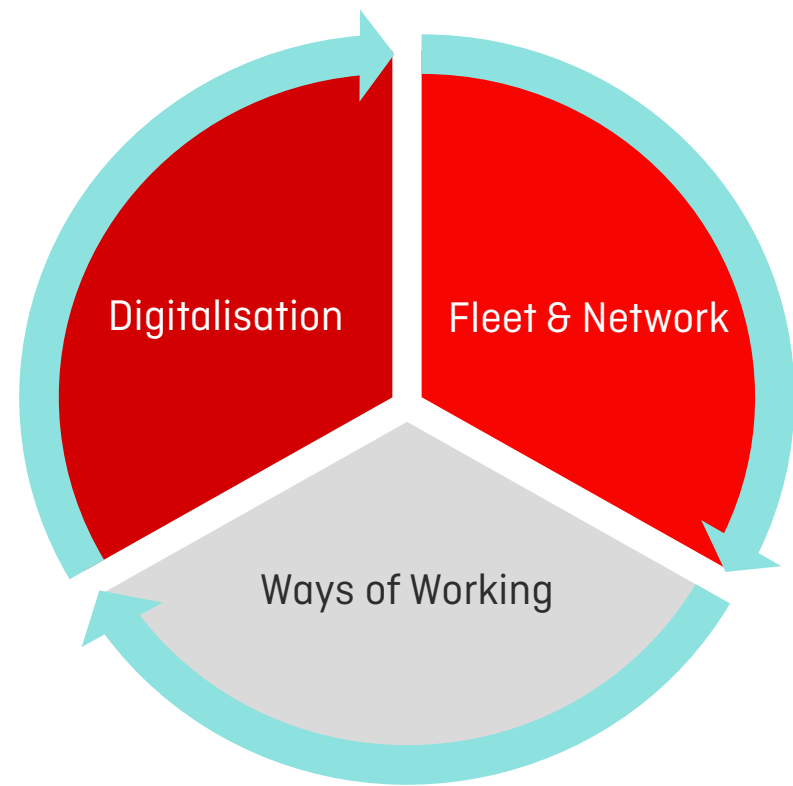


Qantas Group rated  
most attractive  
employer by  
LinkedIn in 2019



# Transformation will continue to drive valuable outcomes across the business

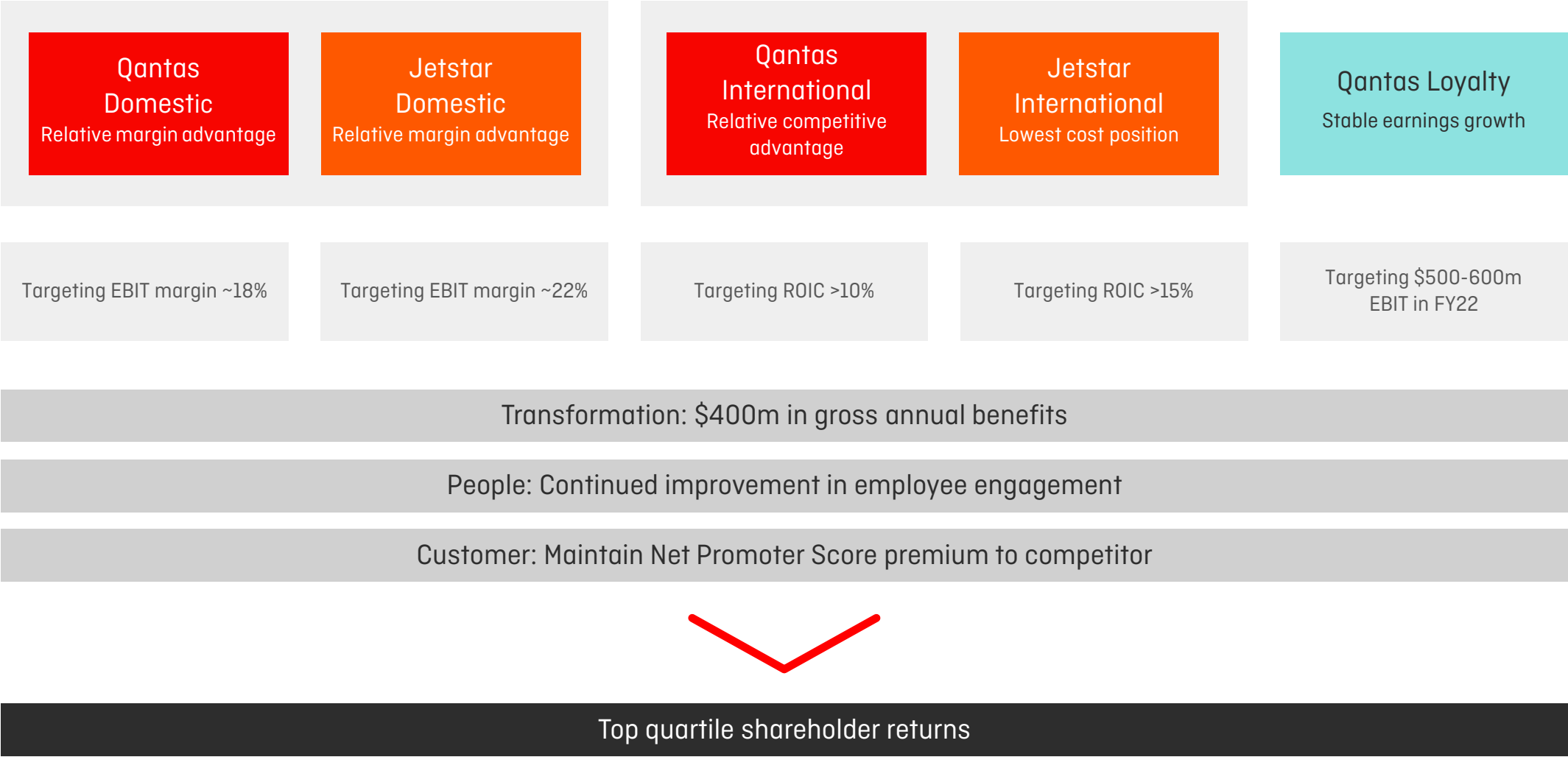
- Transformation delivered \$3b benefits in FY15-FY19
- Now embedded and delivering minimum \$400m in new benefits p.a.
- Established principles still governing transformation
- The Group has a strong pipeline of initiatives and has identified enablers
- FY20 more focused on cost than revenue compared to previous years



## FY20 focus

- Operational efficiency
- Revenue optimisation
- Customer experience
- Empowering employees

Looking forward, in FY24 we will measure our success by





# Ensuring our sustainability for the next 100 years



1. Combined direct and indirect economic and tourism contribution in FY19. Source: Deloitte Access Economics.



An aerial photograph of a coral reef system. The water transitions from a deep, dark blue in the open ocean to a lighter turquoise and then to a pale, sandy white near the reef edge. The reef itself is a complex, textured pattern of light-colored coral and sand, with several large, irregularly shaped turquoise-colored lagoons or pools interspersed within it. The horizon is visible in the distance under a clear sky.

Acting responsibly



# The National Carrier is committed to acting responsibly, respecting our social licence to operate

topics  
today



# Global movement to further improve carbon emission targets to limit the impact of climate change

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1.5 degrees warming and net zero emissions are the new focus globally

## The Paris Accord 2015

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- 195 countries agreed to limit global warming to 2 degrees
- Included aspiration to limit to 1.5 degrees
- Global average temperatures are now already 1.1 degrees higher than pre industrial period
- On track to exceed 2 degrees warming limit



## IPCC<sup>1</sup> Report 2018

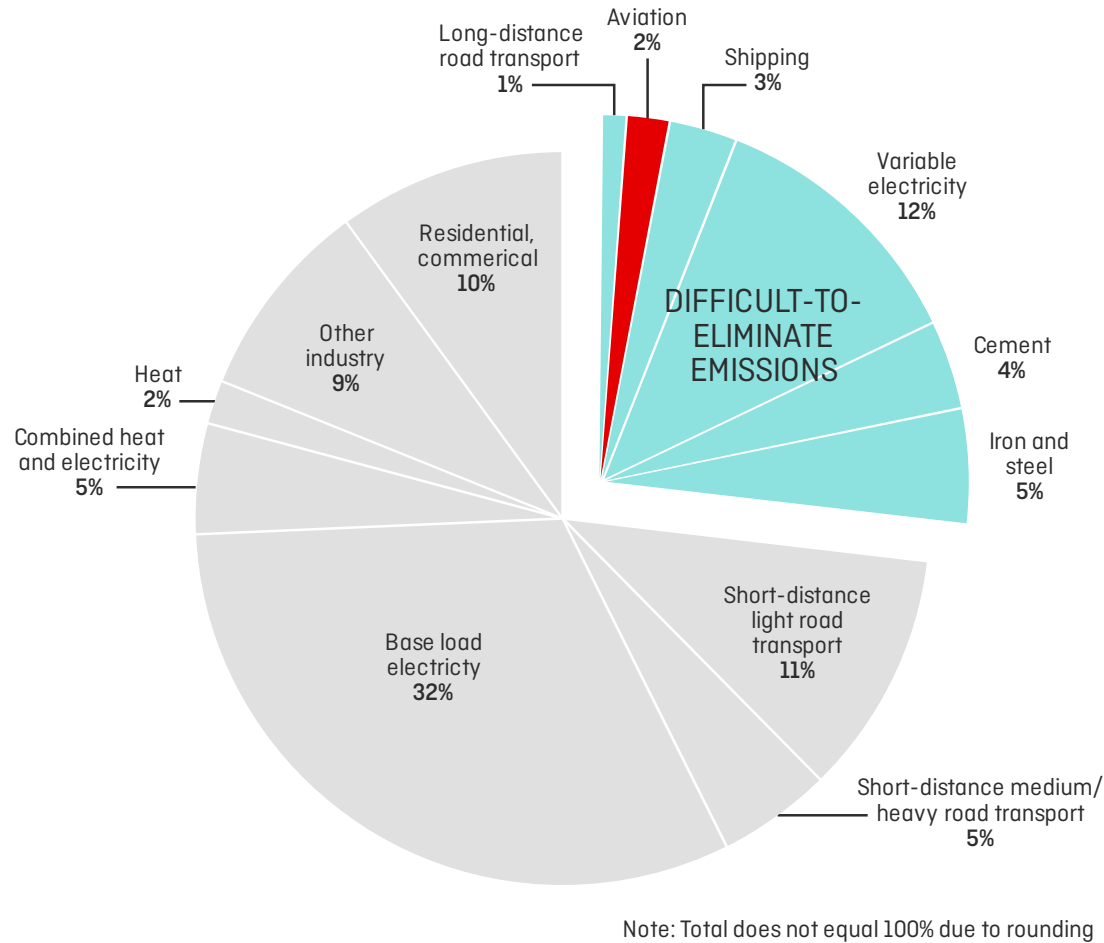
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- Emerging global movement to aspire to limit global warming to 1.5 degrees
- To meet this aspiration collectively the world needs to achieve **net zero emissions** by 2050
- “Net zero” means any CO<sub>2</sub> emitted in a year is balanced out by CO<sub>2</sub> absorbed in that year
- Only 70 countries and 85 companies (including International Airlines Group and the Qantas Group) are committed to meeting this target

Drought and bushfires locally demonstrate the urgency of transition to low carbon economy



## Aviation is 2%<sup>1</sup> of global carbon emissions but must lead in acting to reach net zero by 2050



- As other sectors de-carbonise, aviation risks becoming a much higher proportion of emissions if it does not act decisively
  - Rapidly growing industry driven by global forces
  - >85% of aviation emissions are for journeys over 1,500km – often no viable alternative to flying over much shorter distances
  - No alternative to hydrocarbon fuels for long haul flights
- Aviation is the only difficult to eliminate emission that is directly used and readily identifiable by its end-consumer
- Aviation industry is already being targeted, reinforcing the need for leadership to give customers the confidence to fly

CORSIA is an encouraging start, but industry target of 50% reduction in net emissions does not go far enough

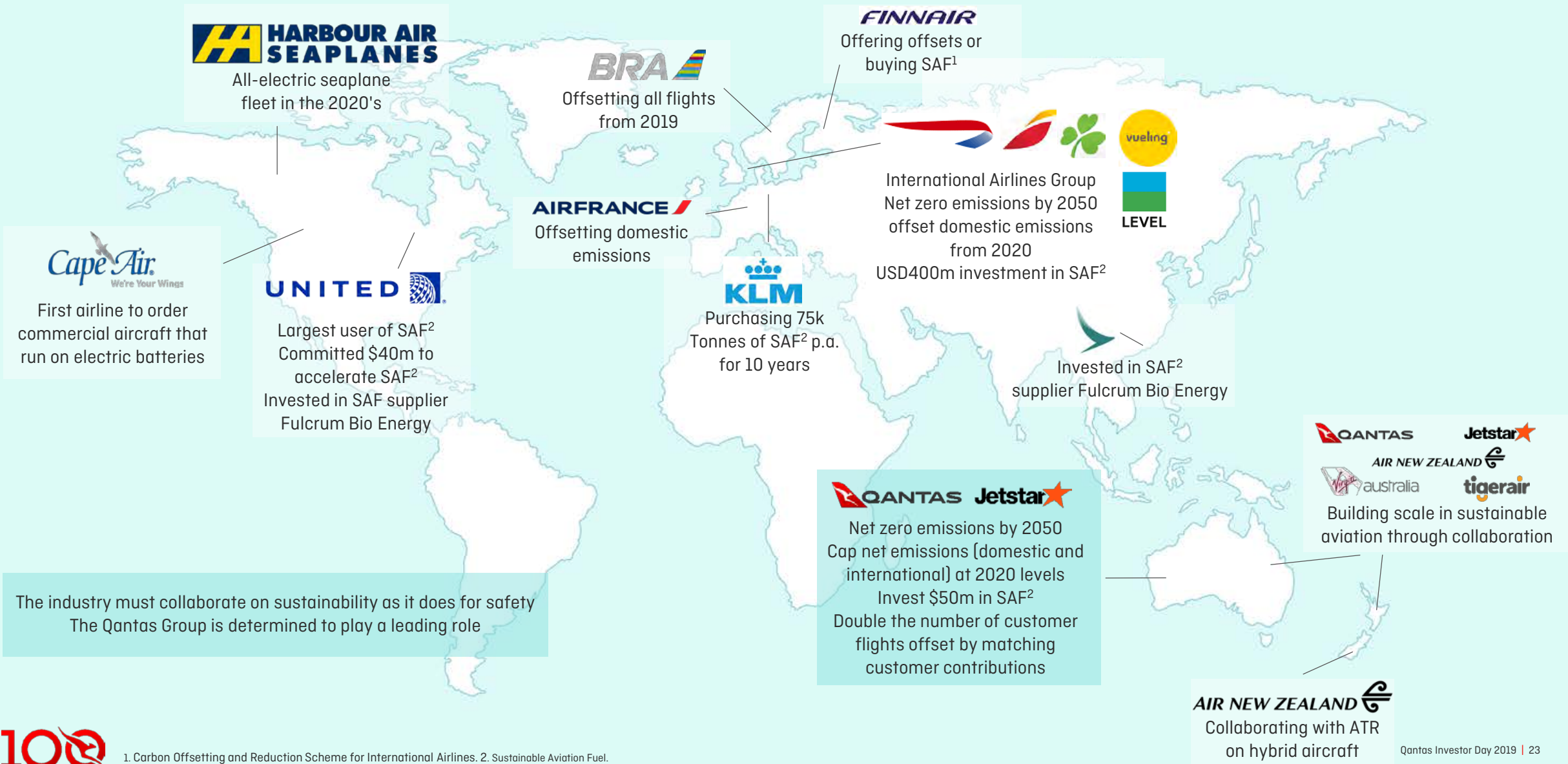
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### Carbon Offsetting and Reduction Scheme for International Airlines (CORSIA)

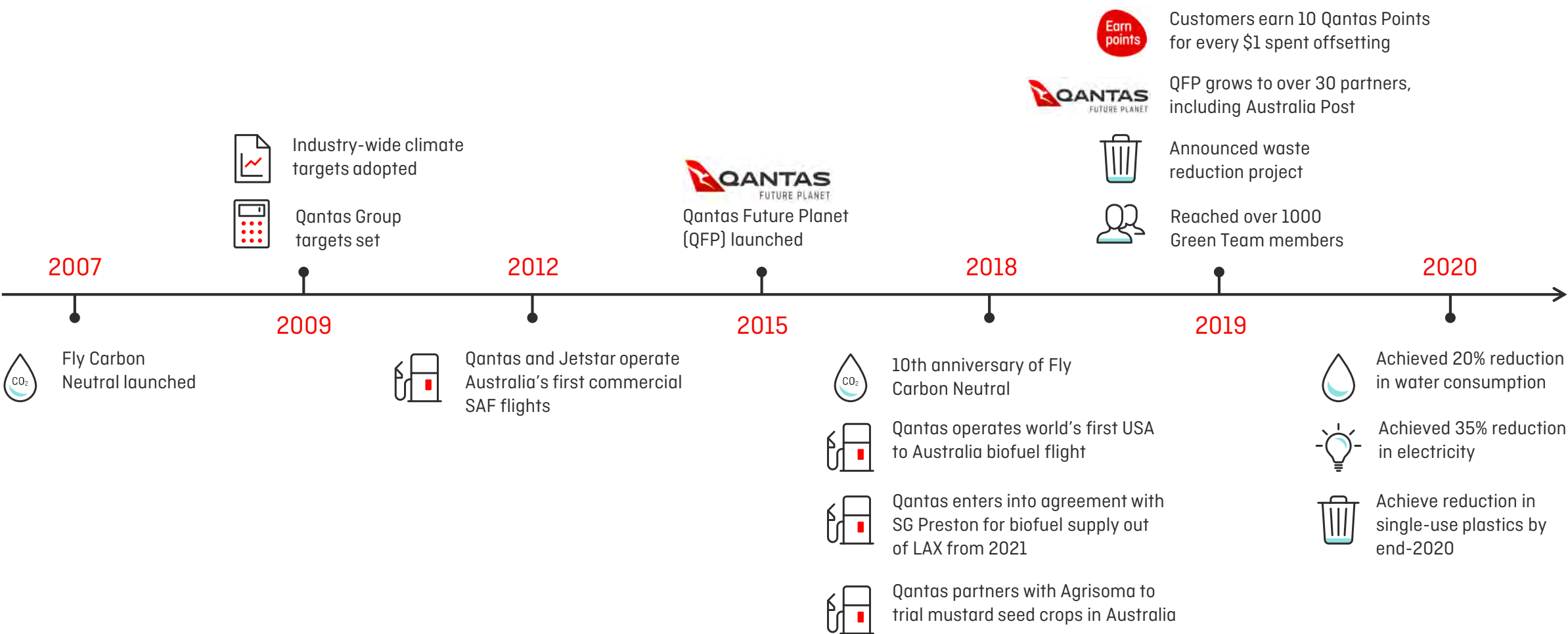
- The airline industry mechanism to reduce global emissions, adopted in 2016 by the International Civil Aviation Organisation (ICAO)
- From 2019 airlines began monitoring and verifying their emissions baselines
- During the voluntary phase (between 2021-2026), airlines operating in States that have signed up to CORSIA will purchase offsets for any growth in international emissions between these States
- This includes Qantas and covers most of our international destinations
- From 2027 CORSIA will become mandatory – with exemptions for some small emitters<sup>1</sup> who can join voluntarily



# Many airlines are already pushing beyond CORSIA<sup>1</sup> to make aviation sustainable



# Qantas has long been a leader in addressing carbon emissions and other environmental impacts



1.5% average annual fuel efficiency improvement offsets growth in seat-kilometre capacity



Qantas has set the most ambitious emissions targets of any airline

Net zero emissions by

2050

Capping Group  
emissions at

2020

levels

Investing

\$50m

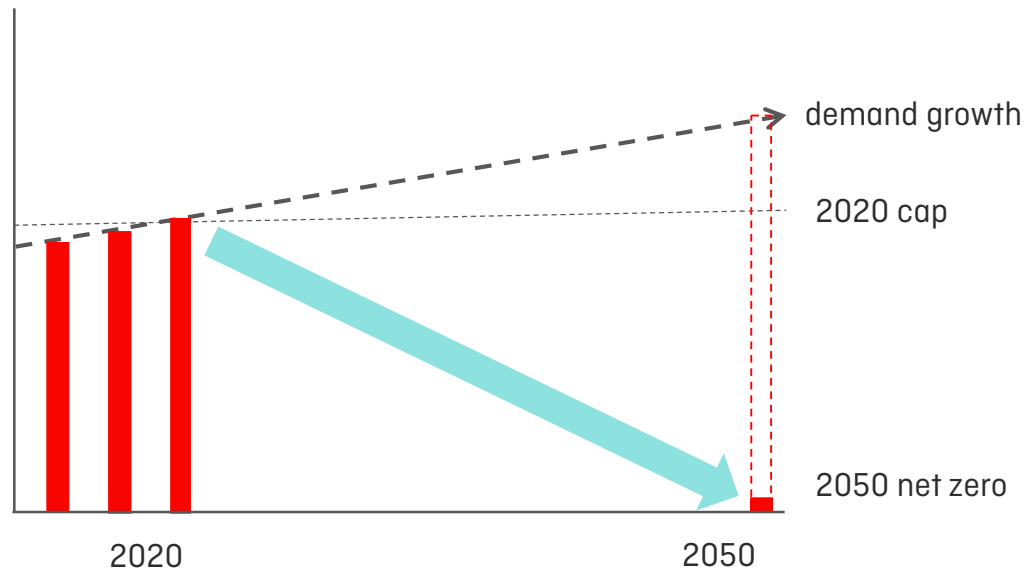
in Sustainable Aviation  
Fuels

# Qantas has now set itself the most ambitious carbon emissions target for any airline group globally

## Our targets

- **Zero** net carbon emissions by **2050**
- **Capping** of net emissions at **2020** level

Qantas Group  
net emissions



## Our actions



Offset

- Increase carbon offsetting
  - Qantas Points incentives
  - Match customer offsets dollar for dollar



Reduce

- Reduce fuel usage (efficiency)
  - Invest in more fuel-efficient aircraft
  - Apply new technologies in flight planning and operations
  - Optimise operational policies and procedures
  - Reduce aircraft weight and drag



Substitute

- Invest and support development of biofuels
  - \$50m investment in sustainable aviation fuels (SAF<sup>1</sup>)
  - Support development of a SAF<sup>1</sup> industry in Australia
  - Calling on Government and Industry to boost demand, invest and use SAF<sup>1</sup>

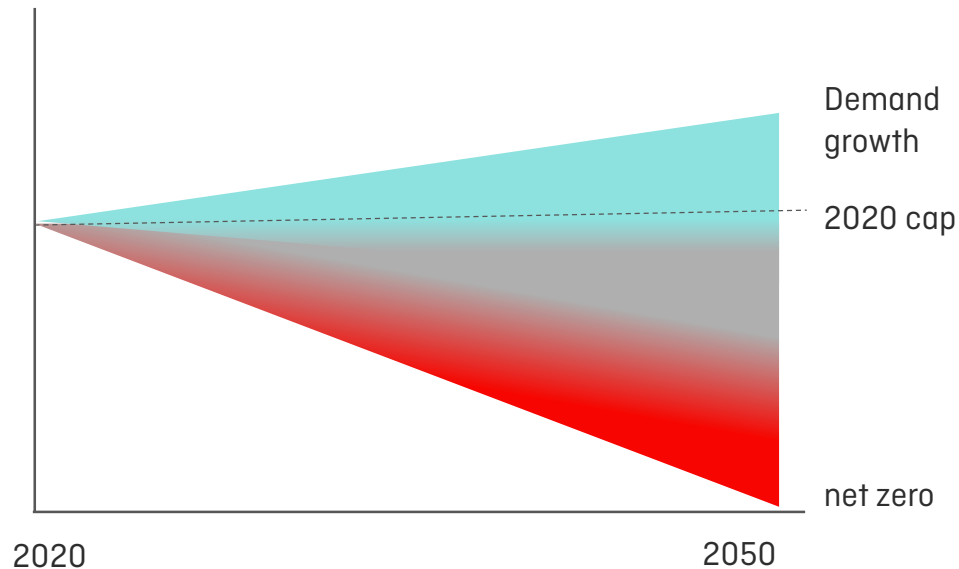


Measure

- Hold ourselves accountable and influence others to follow
  - Best practice disclosure and reporting
  - Collaboration not competition, similar to safety culture

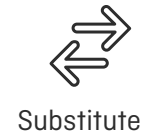
# Multiple potential pathways to meeting targets, partly dependent on technological developments

Qantas Group  
net emissions



- Reducing fuel usage
- Substituting with SAF<sup>1</sup>
- Increasing offsetting

## Potential drivers of increases in relative contributions



### Substitute

- Government incentives and major private investments in sustainable fuel for all transport industries, giving scale to SAF<sup>1</sup>



### Offset

### Offsetting

- Availability of large-scale cost-effective certifiable carbon offset projects, leveraging a long history of leadership in this space



### Reduce

### Reduce

- Breakthrough in battery technology leading to more rapid uptake of electric and hybrid powered aircraft
- Further efficiency improvements in next generation aircraft available now
- Technology improvements leading to the development of beyond next generation aircraft e.g. hybrid, electric, hydro, etc.

## The Qantas Group is committed to transparency in reporting and disclosures

- We report transparently to demonstrate how we're creating shareholder value, delivering on our strategy, laying foundations for long-term sustainability and making a positive impact in the communities we serve
- Qantas Group is one of only six airlines aligned to the recommendations of the Taskforce on Climate-Related Financial Disclosures
- We take an open source approach to disclosure of material information, leveraging the Qantas Group Site as a single source of publicly available policies, procedures, initiatives and performance indicators across our material issues

### Sample report from Qantas sustainability portal<sup>1</sup>

#### Environment metrics FY17 to FY19

Metric	Unit	FY19	FY18	FY17
Aviation fuel consumption	000 L	4,888,697	4,931,466	4,873,267
Fuel per 100 RTKs (Group Efficiency)	L	36.2	37.1	37.6
CO2-e emissions – Total (Scope 1 & 2)	tonnes	12,406,303	12,526,141	12,387,666
CO2-e emissions - Scope 1	tonnes	12,285,422	12,390,319	12,248,233
CO2-e emissions - Scope 2	tonnes	120,881	135,822	139,433
CO2-e emissions – Domestic	tonnes	4,412,114	4,451,018	4,503,746
CO2-e emissions – International	tonnes	7,994,189	8,075,123	7,883,921
CO2-e per 100 RTKs (Group Efficiency)	Kg	91.8	94.3	96.0
CO2-e emissions - Scope 3	tonnes	1,212,055	N/A	N/A
CO2-e emissions - Total	tonnes	13,618,358	N/A	N/A
Electricity (Australia)	MWh	144,955	168,807	169,466
Direct waste to landfill (Australia)	tonnes	13,209	21,292	20,635
Water (Australia)	000 L	800,019	895,100	902,545
Natural gas (Australia)	GJ	165,586	204,556	218,797
Diesel (Australia)	Litres	5,413,826	6,228,262	6,115,161



# The Qantas Group is leading the aviation industry in the transition to a circular economy

## Reduce 100m single-use plastics by the end of 2020

- We have removed approximately 16 million unnecessary plastics from our flights



Jan  
2020

- 18m Replace coffee cups
- 4m Replace headrest covers

Apr  
2020

- 2m Remove receptacles
- 96m Cutlery items
- 8m Remove plastics from rotatable cutlery covering

## Reduce waste to landfill by 75% by the end of 2021

- Introducing recycling and compostable waste streams in flight to reduce waste to landfill
- Working with our waste service provider to ensure recycled waste does not end up in landfill
- Working with industry, government and suppliers to ensure appropriate solutions across our value chain
- Qantas partnered with BioPak, dnata and Suez for the Zero Waste Flight

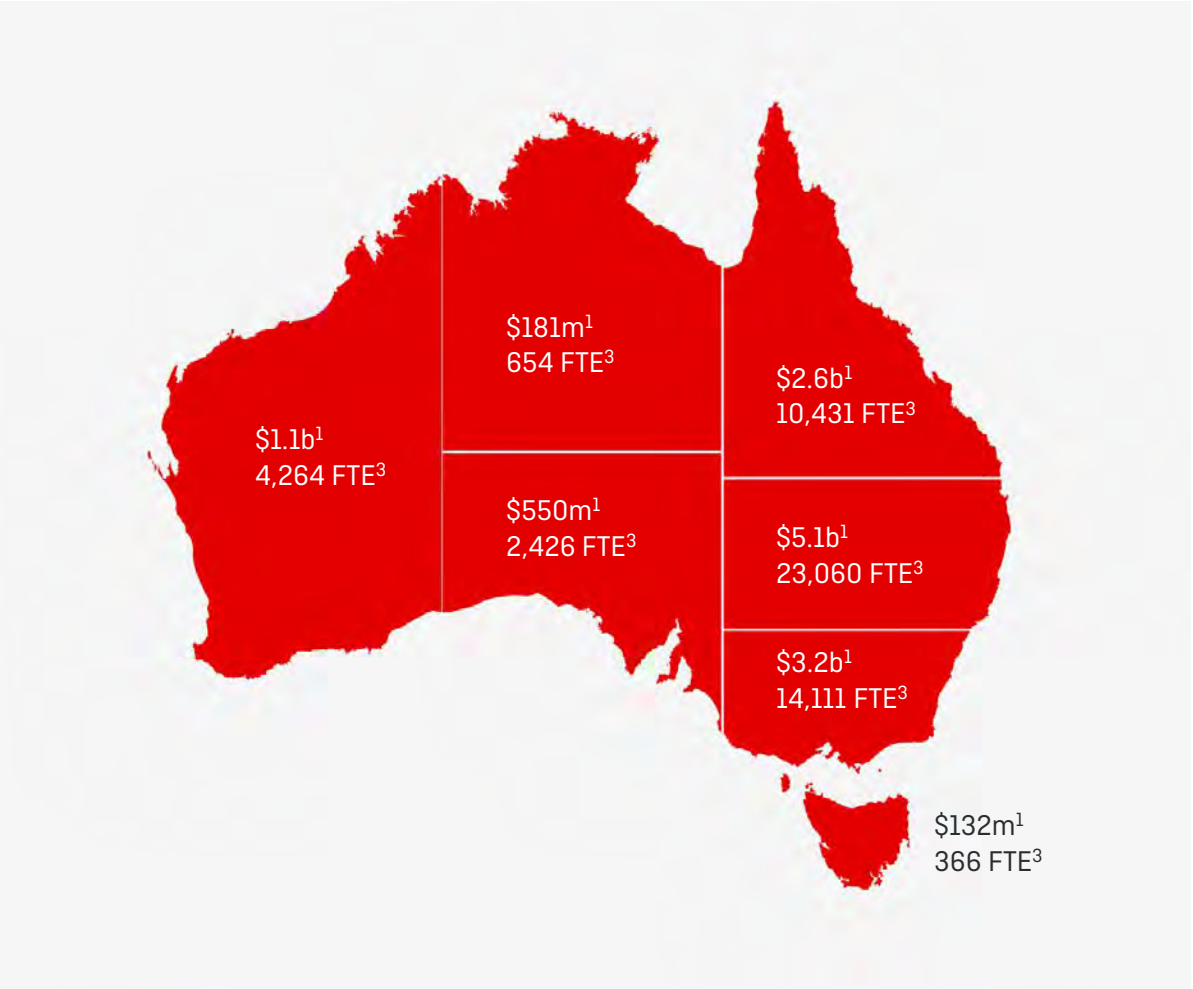


# A century on, Qantas continues to be “of considerable importance to Australia generally”

Fergus McMaster, 1921 AGM.

The National Carrier continues to be a strong performer for Australia’s economy representing 0.7% of total Gross Domestic Product<sup>1</sup>

- >\$12b Total economic contribution<sup>1</sup> to the Australian economy in FY19
- 28k Team<sup>2</sup> of 28k Australians, total employment contribution<sup>3</sup> over 55k FTEs
- >\$13b Contribution to tourism<sup>4</sup> including facilitating over \$4.7b from international tourism expenditure
- \$5.1b Spend with Australian suppliers, committed to increase spend with Indigenous businesses to 3% of our annual contestable non-fuel spend by FY24
- >\$2.8b Australian taxes<sup>5</sup> paid and collected in FY18, exhausted carried forward tax losses and recommenced payment of company tax



1. Combined direct and indirect economic contribution in FY19. Source: Deloitte Access Economics. 2. Permanent staff employed by the Qantas Group. 3. Source: Deloitte Access Economics. 4. Combined direct and indirect economic tourism contribution in FY19. Source: Deloitte Access Economics. 5. Includes corporate tax, payroll tax, fringe benefits tax, goods and services tax, personal income tax for employees, withholding tax and ticket taxes, fees and charges. Source: 2018 Qantas Voluntary Tax Transparency Code Report.

# Qantas supports regional Australia

## Regional fares

- Taken action to make travel more accessible for residents of remote and regional Australia
- Discounted Fares for Residents Program having meaningful impact on communities
- Over 25,000 tickets sold<sup>1</sup>
- Airfare capping in place to give residents pricing certainty for last minute travel



## Regional grants

- \$5m commitment over five years
- 1,200+ submissions received from across regional Australia

Successful recipients announced in November include:

- Red Dust Role Models, Alice Springs
- Outback Futures, Regional Queensland
- Lifeline Central West, Dubbo



## Drought initiative

- Partnering with Rural Aid to help fund hay bales, water trucking, groceries and mental health counsellors for farming communities
- Provided a total donation of \$3m to date<sup>2</sup>
- Operated two special fundraising charter flights from Sydney to Longreach and Tamworth
- Supporting employees to join Rural Aid's Farm Rescue program and volunteer their time
- Hosted monthly "Chops for Change" pop-ups at various Australian lounges





## The opportunity for leadership

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- The Qantas Group plans to capture and consolidate its position as a leader. This means leadership in sustainable aviation, supporting and standing up for regional Australia and continuing to engage on critical social and economic issues
- The world in which we operate demands more of us in our 100<sup>th</sup> year. Trends like flight shaming point to what we know about customers expecting businesses to step up on climate change. We also face greater investor scrutiny and have regulatory measures on our doorstep. And, we understand the physical and transitional risks to our business under different climate futures
- We are responding by investing in key areas like sustainable aviation fuel, the circular economy, renewable energy, electric vehicles and carbon offsetting. We use these levers to create impact, meet expectations and stay ahead of the rest

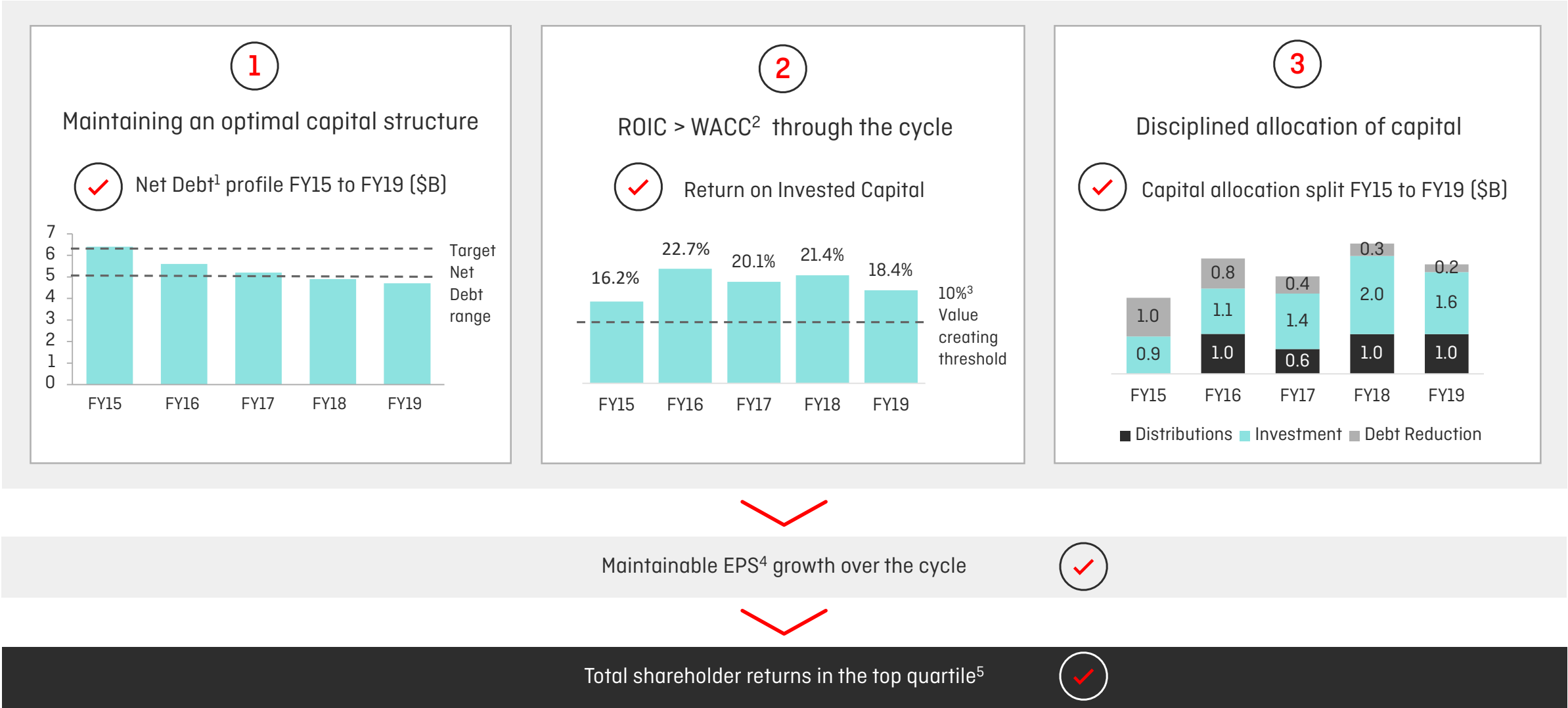




# Disciplined application of our Financial Framework



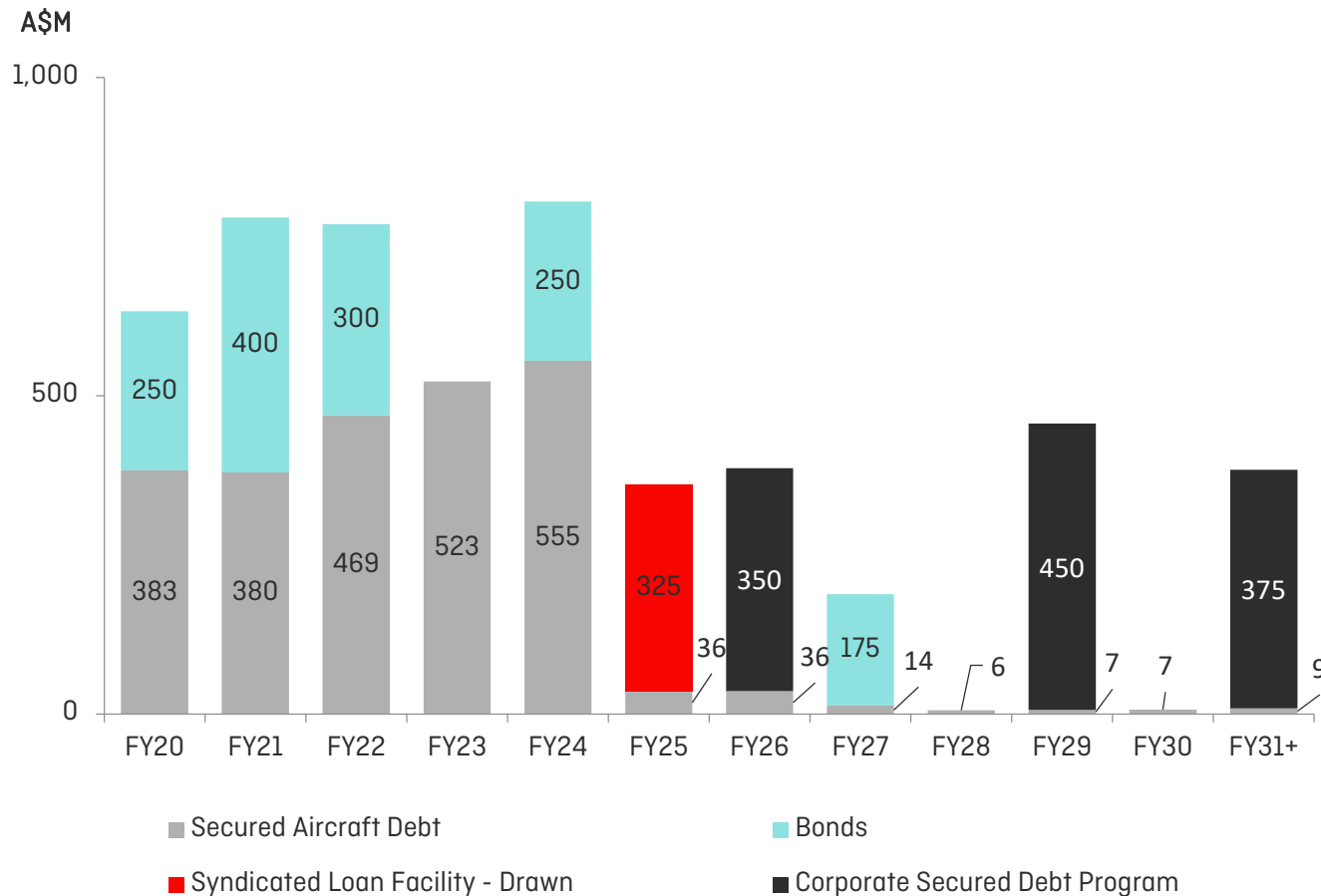
# Delivering against our Financial Framework



# Extended tenor and smoothed profile resulting in minimal refinancing risk

1

Debt maturity profile as at 30 June 2019 (\$M)<sup>1</sup>



## Optimal capital structure

- Net Debt target = 2.0x – 2.5x ROIC EBITDAR where EBITDAR achieves a fixed 10% ROIC

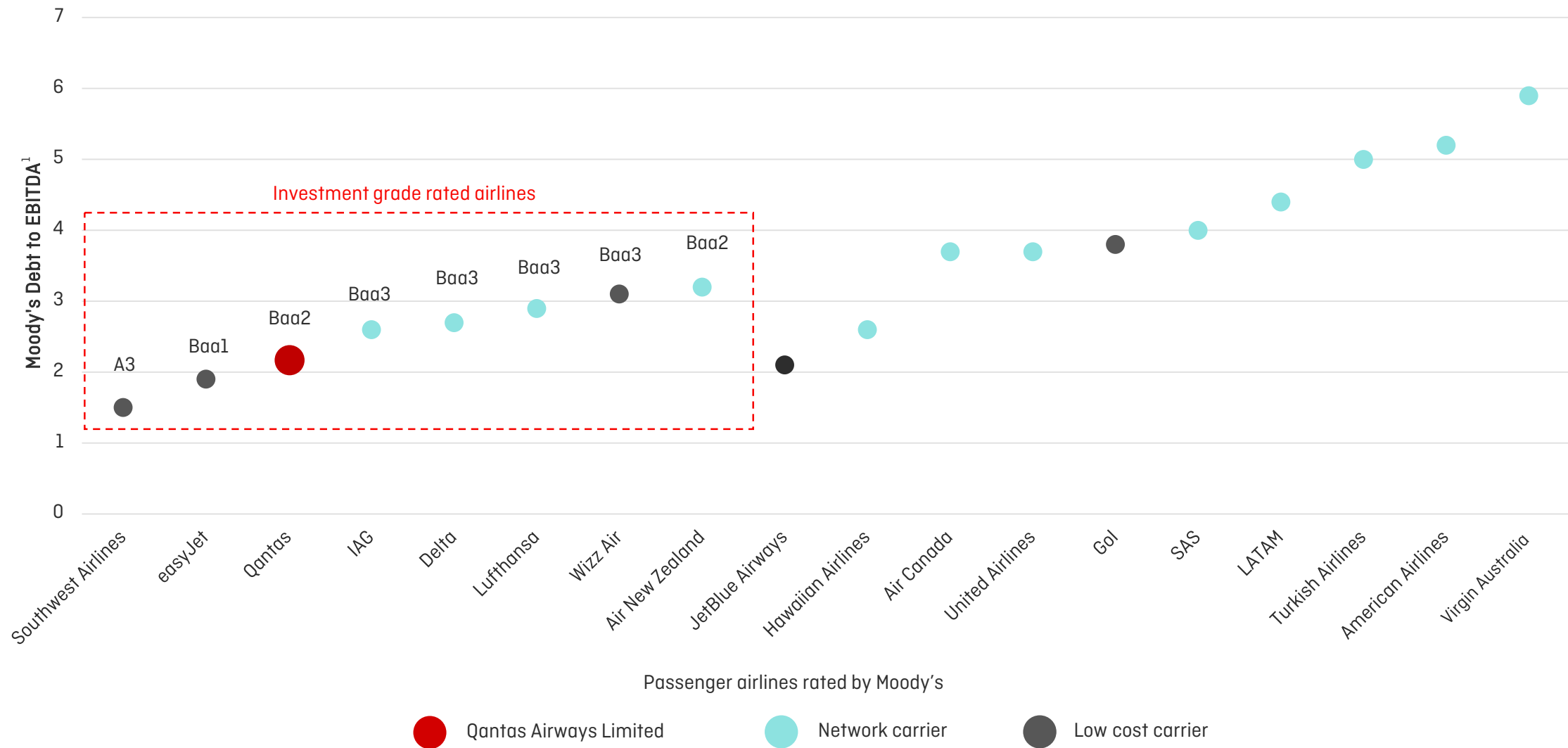
## Debt structure

- Diverse funding sources – new markets
- Extended tenor
- Smoothed profile – maximum maturity tower <30% of operating cash flow
- Cost of debt continuing to reduce
- No financial covenants

## Strong liquidity

- Cash of \$2.2b<sup>2</sup>; Undrawn facilities of \$1b
- Unencumbered aircraft valued at \$4.5b<sup>3</sup>

# Qantas is one of the least leveraged network carriers of Moody's rated airlines




1. Moody's Debt to EBITDA as at each airline's last full year reporting period. Reporting periods differ between airlines.



# Quality of earnings remains strong

Qantas Group’s sustainable competitive advantages provide a stable earnings base


Stable earnings



Leading Dual Brand domestic position

- Sound market structure
- Successful Dual Brand strategy


Growing and diversified earnings



Uniquely advantaged

- ~13m members (50% population<sup>1</sup> penetration)
- 500+ partners

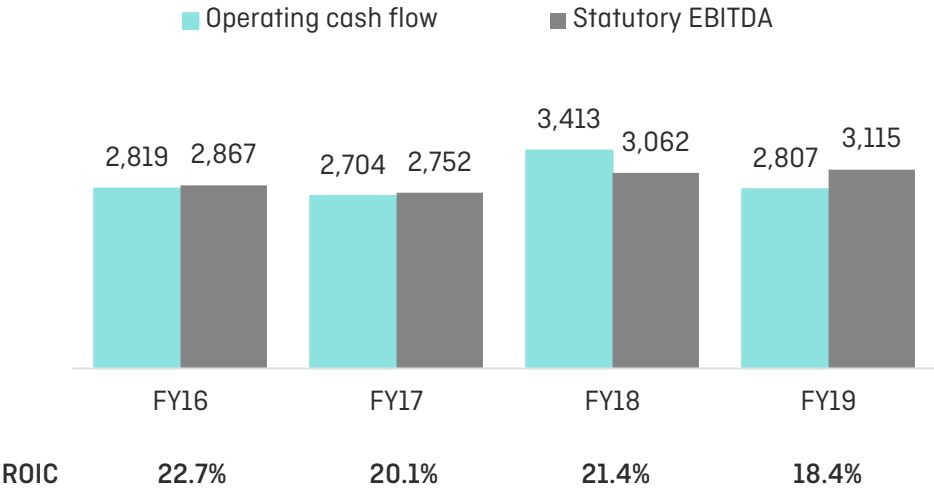
Improved earnings stability



Group International<sup>2</sup> a fit and sustainable business delivering ROIC > WACC<sup>3</sup>

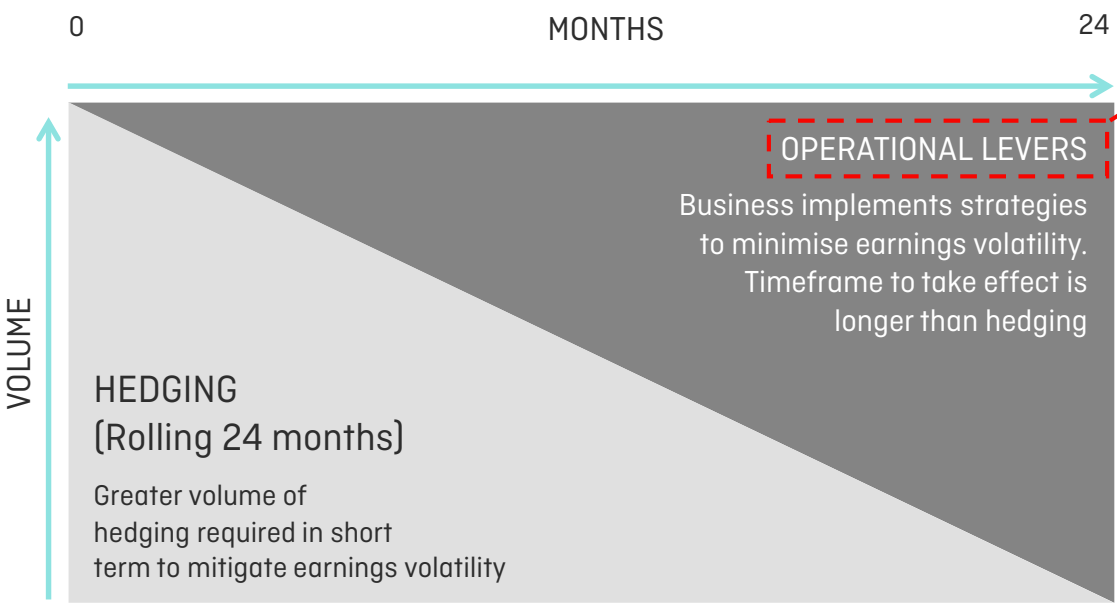


Earnings (\$M) stable and trend will continue

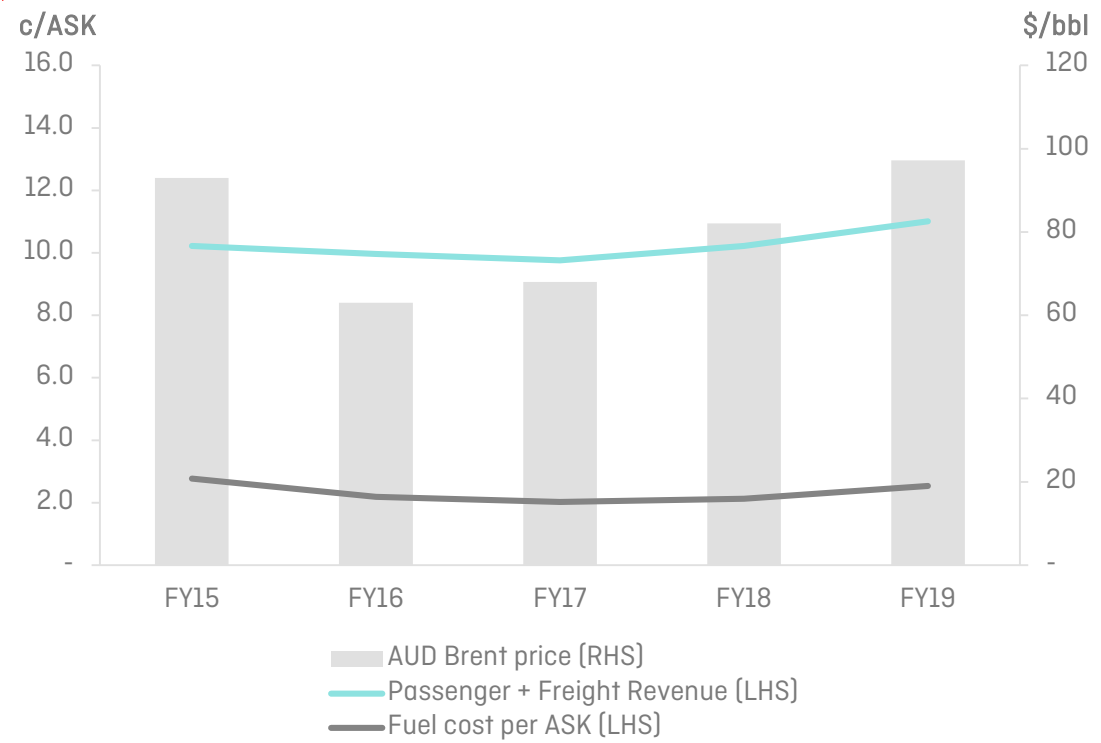


# Maintaining earnings despite fuel price volatility

Reducing cash flow volatility in the short term through disciplined hedging program to allow for implementation of operational levers



Capacity discipline has delivered revenue increases in line with fuel price increases



## Our business and strategy is diverse enough to manage currency fluctuations

2

0.50

0.75

Average long term AUDUSD rate

1.00



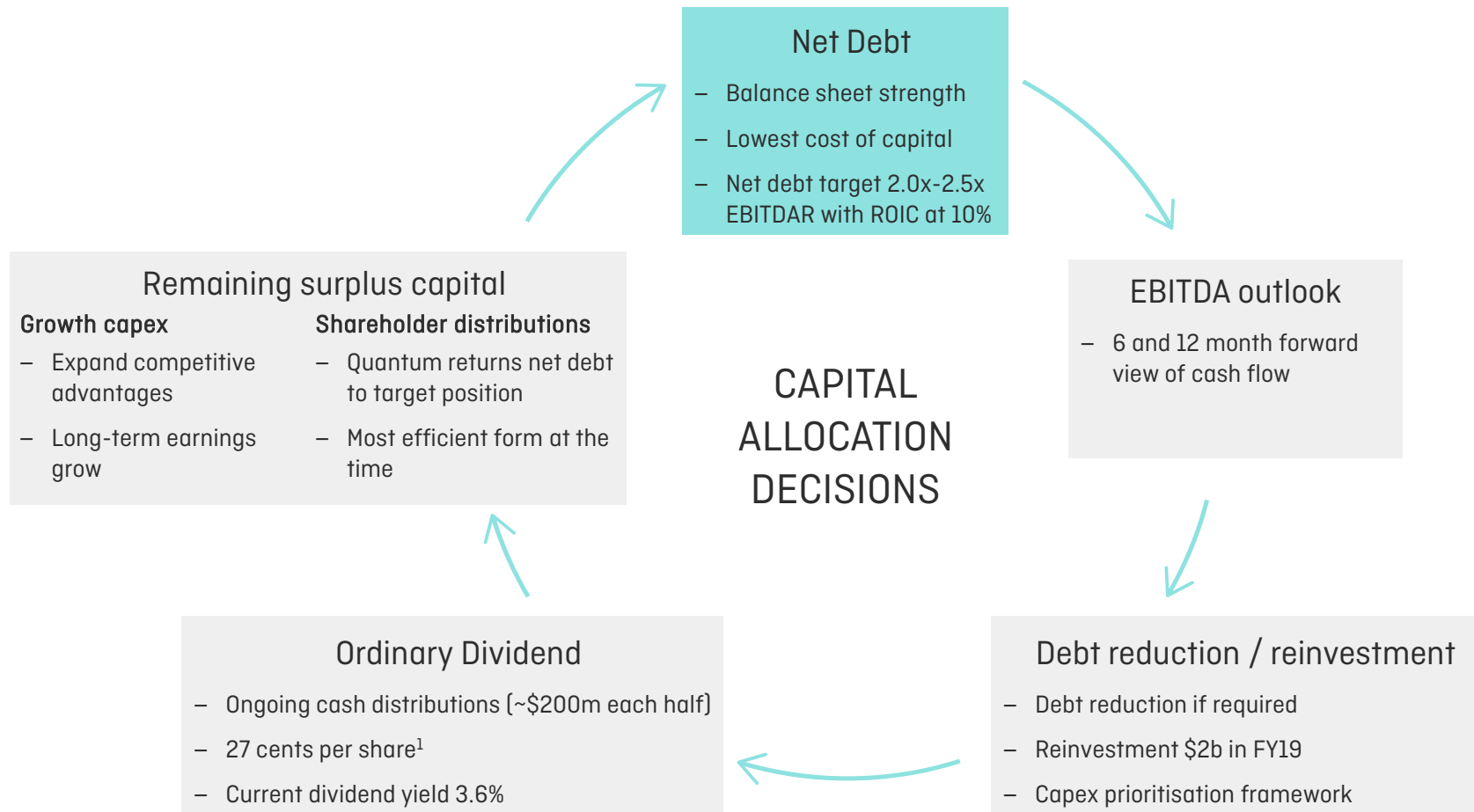
- Weaker demand environment
- Lower fuel
- Demand reduces for outbound international travel
- Australian market less profitable for international competitors
  - Reduced competitor capacity

- Stronger demand environment
- Higher fuel
- Demand increases for outbound international travel
- Australian market more profitable for international competitors
  - Increased competitor capacity

Focussed on financial strength and margin advantage in all operating environments

## Capital allocation linked to earnings, balance sheet strength a priority

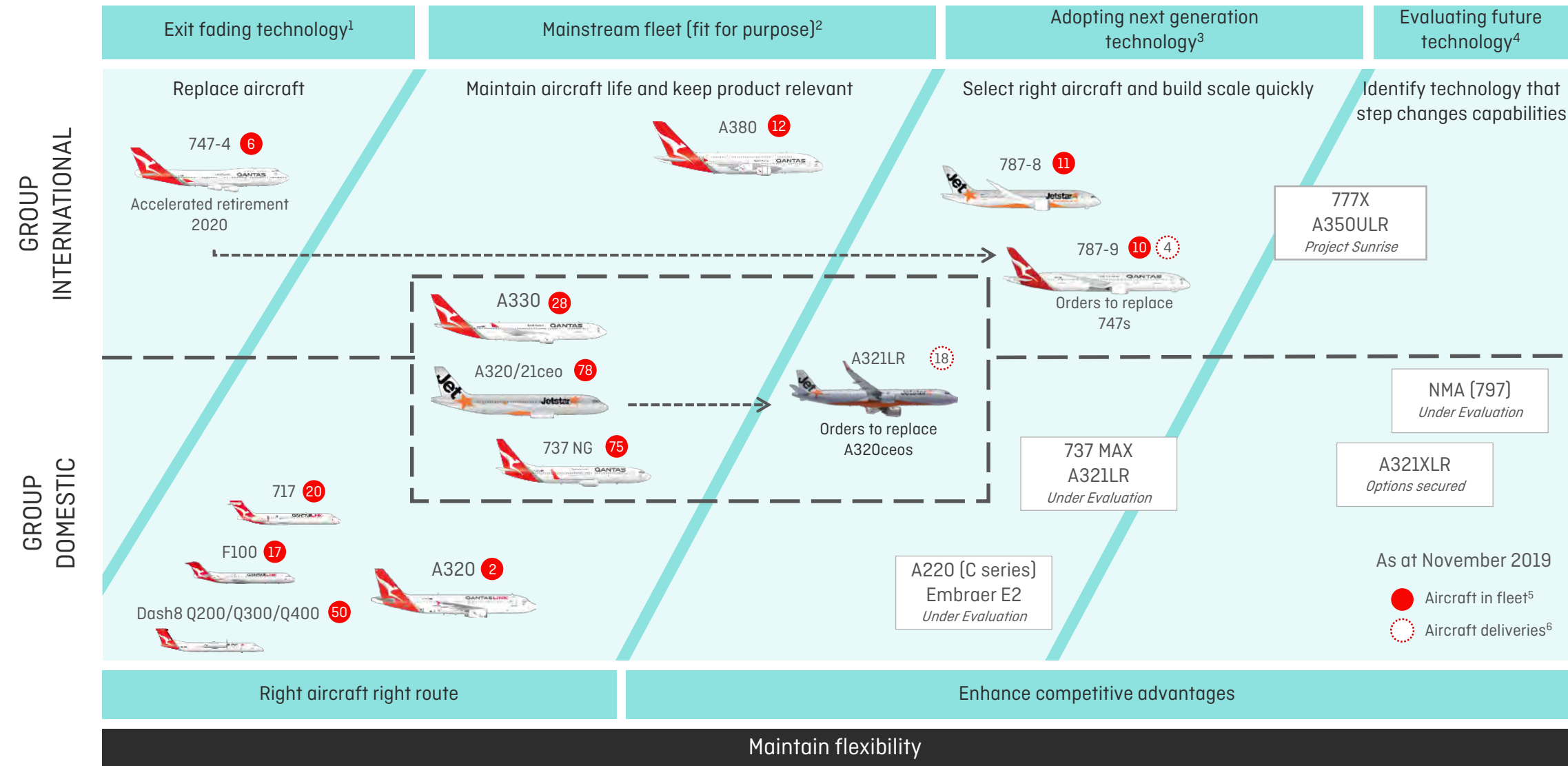
3



Maximising economic outcomes



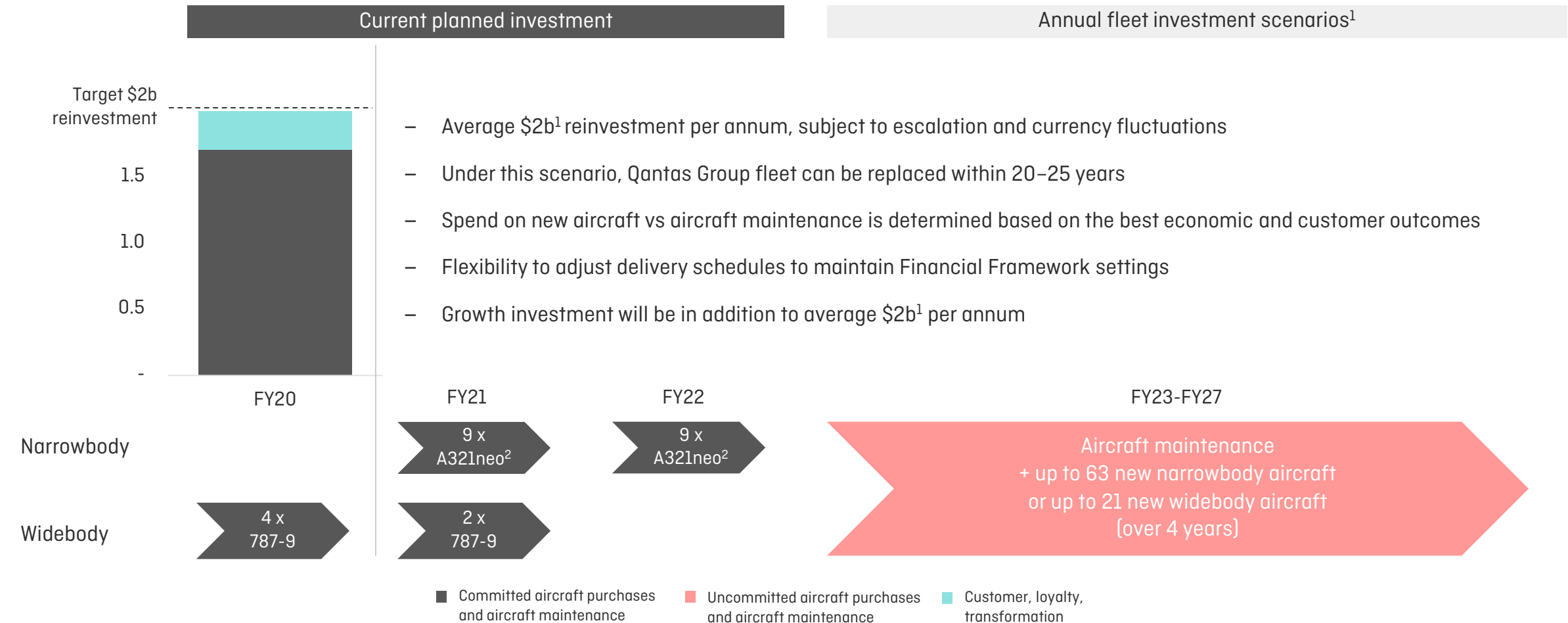
The Qantas fleet is 'fit for purpose'



1. Aircraft planned for retirement from Qantas fleet. 2. Aircraft widely operated by global peers and regional competitors as at Nov 2019. 3. Aircraft with industry-leading technology, and greater fuel efficiency and range flexibility than mainstream technology. 4. Aircraft under production not yet in commercial operation or aircraft under development as at Nov 2019. 5. As at Nov 2019. 6. Represents aircraft orders with confirmed delivery date by 2022 at time of publication. Qantas has 39 purchase options for 787 aircraft, and an existing order of 109 A320 aircraft beginning with 18 A321LRs from 2020, including options for up to 36 A321XLRs. Remaining delivery dates yet to be determined.

# Target \$2b reinvestment per annum will deliver a sustainable fleet

Illustrative example only



## Qantas was strong leading into the last GFC – now it's even stronger

### Comparison to FY08



#### Market fundamentals

- Leading domestic position with Jetstar 2.5x larger
- Rational domestic market capacity growth expected
- Mature Dual Brand strategy provides a high barrier to entry
- Qantas International and Jetstar International poised to benefit from new aircraft – 787 and A321LR
- International competitor capacity growth slowing
- Loyalty business has more than doubled in size
- Transformed cost base narrowing the gap to key competitors – non-fuel CASK 6% lower



#### Financial performance

- Operating cash flow \$700m higher
- Margin advantage to key competitors
- Clear Financial Framework



#### Balance sheet strength

- Financial leverage lower – 2.2x versus 2.5x
- Low refinance risk and diversified sources of debt
- Substantial unencumbered asset pool of \$4.5b<sup>1</sup>
- Market capitalisation \$2b higher



#### Right aircraft, right route

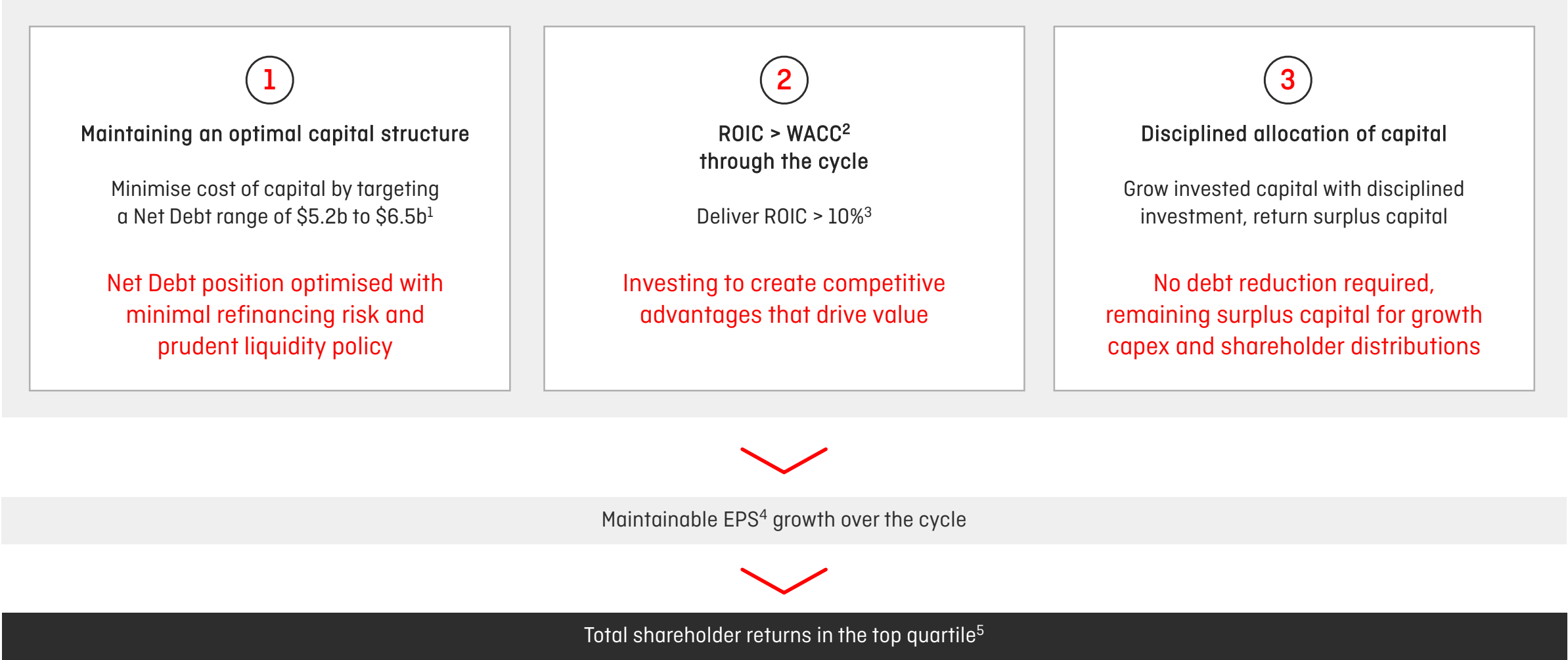
- Simplified fleet
- Aircraft types more versatile



#### Forward capital commitments

- Aircraft orders USD9.2b lower
- More disciplined approach to ordering aircraft

# Financial Framework is a proven success and will continue to guide our capital decisions

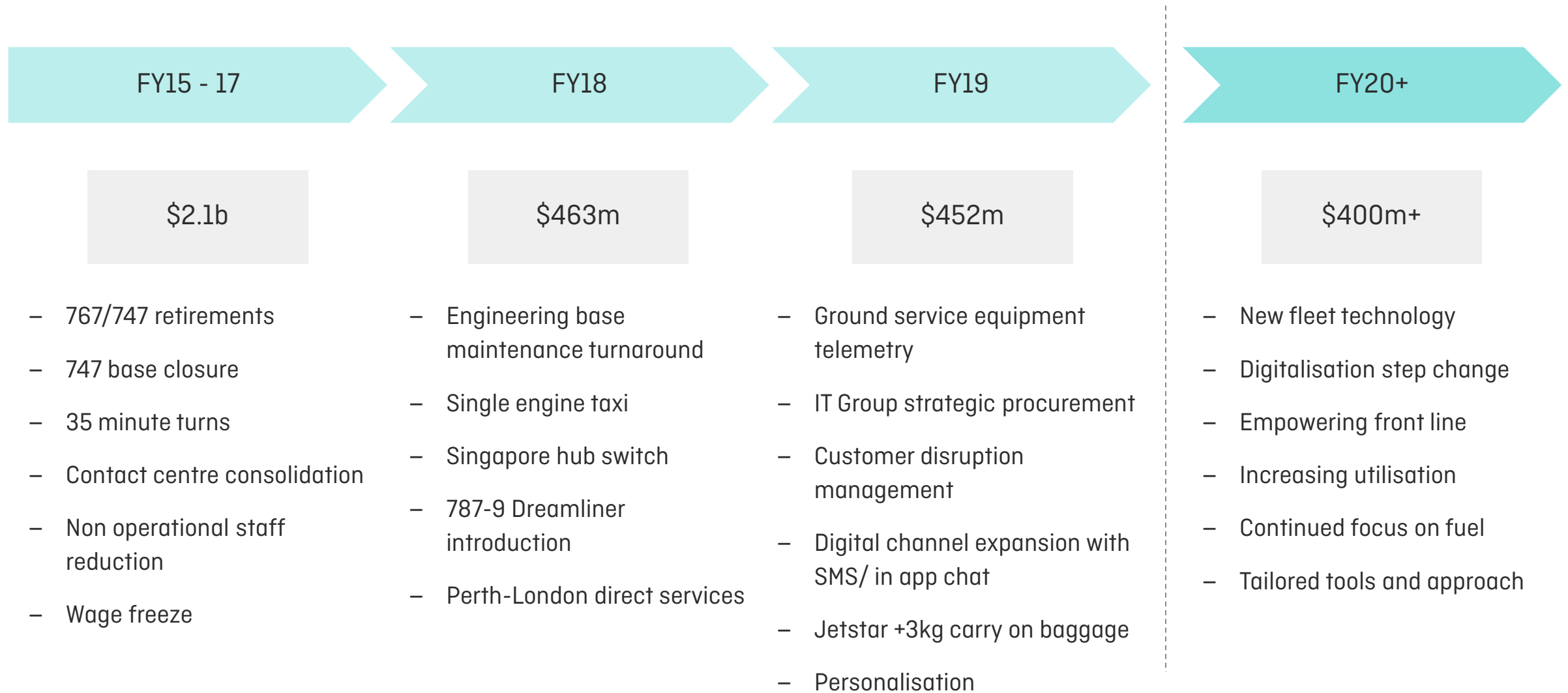




Transformation:  
Past, present  
and future



## Transformation journey



## Transformation sources (FY18-FY19)

	Technology	Supplier	Utilisation	Continuous improvement	Indirect costs	Group initiatives
Target \$400m	~\$100m	~\$75m	~\$75m	~\$75m	~\$25m	~\$50m
Average \$455m	~\$90m	~\$95m	~\$85m	~\$130m	~\$30m	~\$25m
	<ul style="list-style-type: none"> <li>– 787-9 roll out</li> <li>– Customer self service</li> <li>– Customer contact through SMS/app chat; web chat</li> <li>– Revenue management system enhancements</li> <li>– Wi-Fi</li> </ul>	<ul style="list-style-type: none"> <li>– Group supplier renegotiations</li> <li>– Group category strategies</li> <li>– Tighter management of contract terms and incentives (KPIs, warranties)</li> </ul>	<ul style="list-style-type: none"> <li>– Fleet changes</li> <li>– Network changes</li> </ul>	<ul style="list-style-type: none"> <li>– Fuel burn reduction</li> <li>– Engineering maintenance optimisation</li> <li>– Jetstar ancillary revenue</li> </ul>	<ul style="list-style-type: none"> <li>– Reducing organisation complexity</li> <li>– Lounges cost and revenue evaluation</li> </ul>	<ul style="list-style-type: none"> <li>– Engineering supply chain efficiencies</li> <li>– Cross group ground service equipment management</li> <li>– Customer disruption management</li> </ul>

Continuous improvement mindset – 70% of initiatives <\$1m

## Case Study: Qantas Group Engineering

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### Base maintenance

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- Improve Brisbane facility efficiency by optimising for narrowbody types — Qantas 737 and Jetstar A320
- 20-30% reduction in 737 turn time
- Bring Jetstar A320 work in-house to ensure consistent year-round demand with turn times better than could be achieved at external providers
- Attracted 3<sup>rd</sup> party work with high quality service and competitive rates and turn times

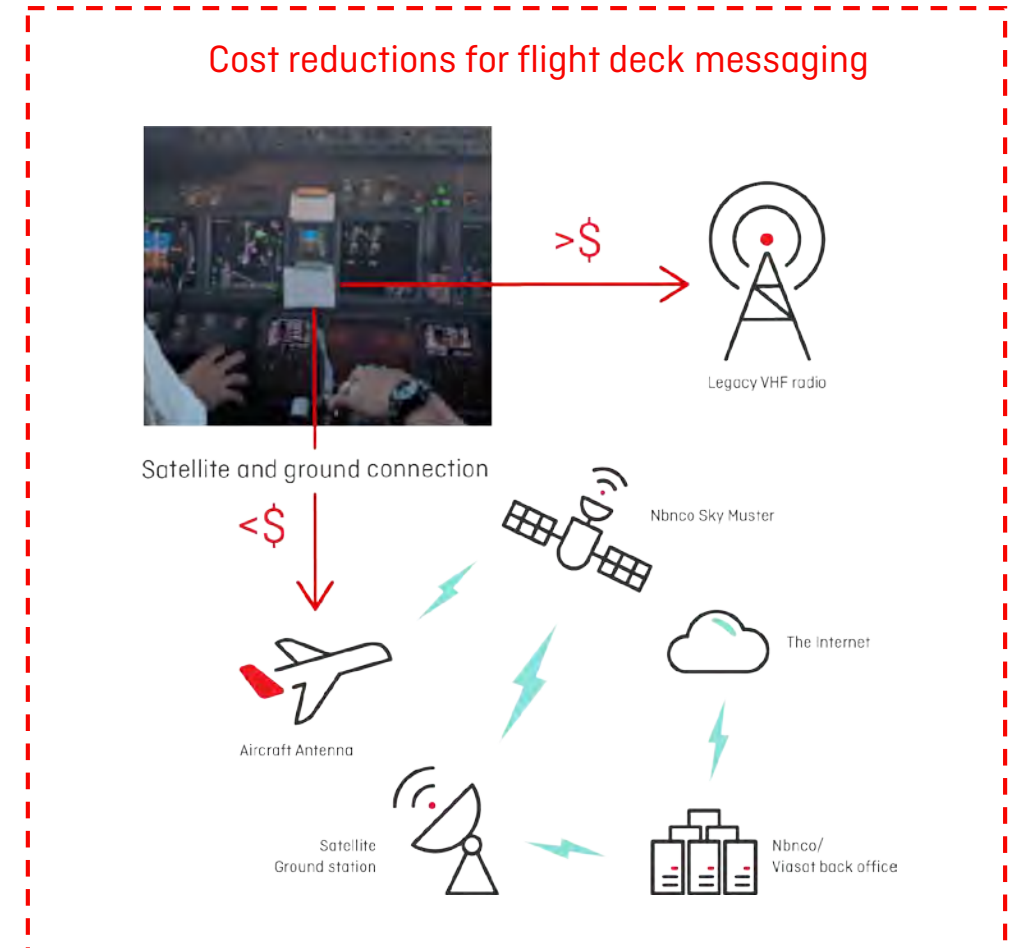
### Supply chain

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- Reduce delays due to part availability while also reducing cost across the Qantas Group
- Inventory optimiser software, integrated business planning, supplier management and warehouse consolidation
- Average 8% reduction in cost
- Higher employee engagement
- 50% reduction in injuries resulting in lost work

## Case Study: Wi-Fi flight deck connectivity/aircraft e-enablement

- Switched cockpit communications from legacy radio-based to real-time satellite using state-of-the-art NBN satellites
  - Significantly reduced communications cost
  - Real-time aircraft information improving aircraft performance, reducing fuel burn and improving operational decision making
  - 80 domestic aircraft enabled and launched
- Provides free and fast Wi-Fi for our customers
  - Passenger usage at ~40%
  - Most popular usage is web browsing, email, messaging, social media, video streaming and live sports
  - Strong customer feedback and point of difference
- Additional operational benefits from easier air-to-ground communication for cabin crew





# Established principles still governing transformation

Ownership	Business Unit ownership, centrally supported
Alignment	Working together towards a common goal
Linkage	Direct line of sight to bottom line/strategic objectives
Engagement	Institutionalised cadence of coordination meetings
Embedded	Cost conscious/continuous improvement culture
Customer focus	Bias towards win/win outcomes



# Ongoing transformation themes

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## Digitalisation

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### Data enablement:

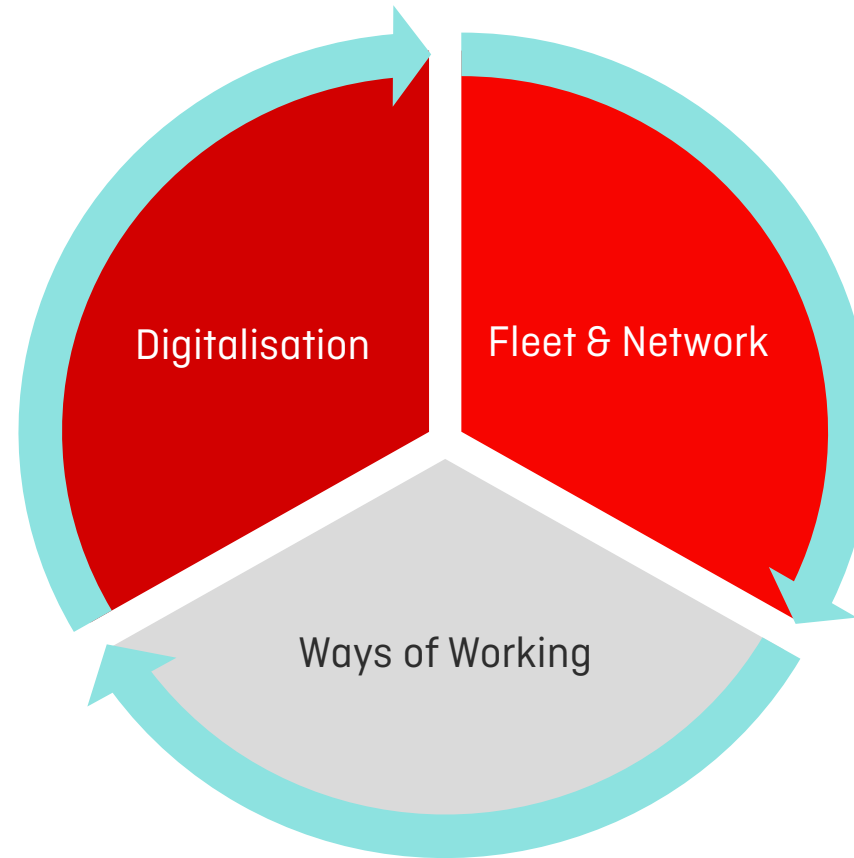
- Common architecture and standards
- Central data repository/lakes
- Extraction layer for legacy systems
- Clean, secure and real time data

### Automation:

- Business process re-engineering
- Robotics/IPA<sup>1</sup>

### AI<sup>2</sup>:

- Machine learning capabilities
- Natural language processing
- Facial recognition



## Fleet & Network

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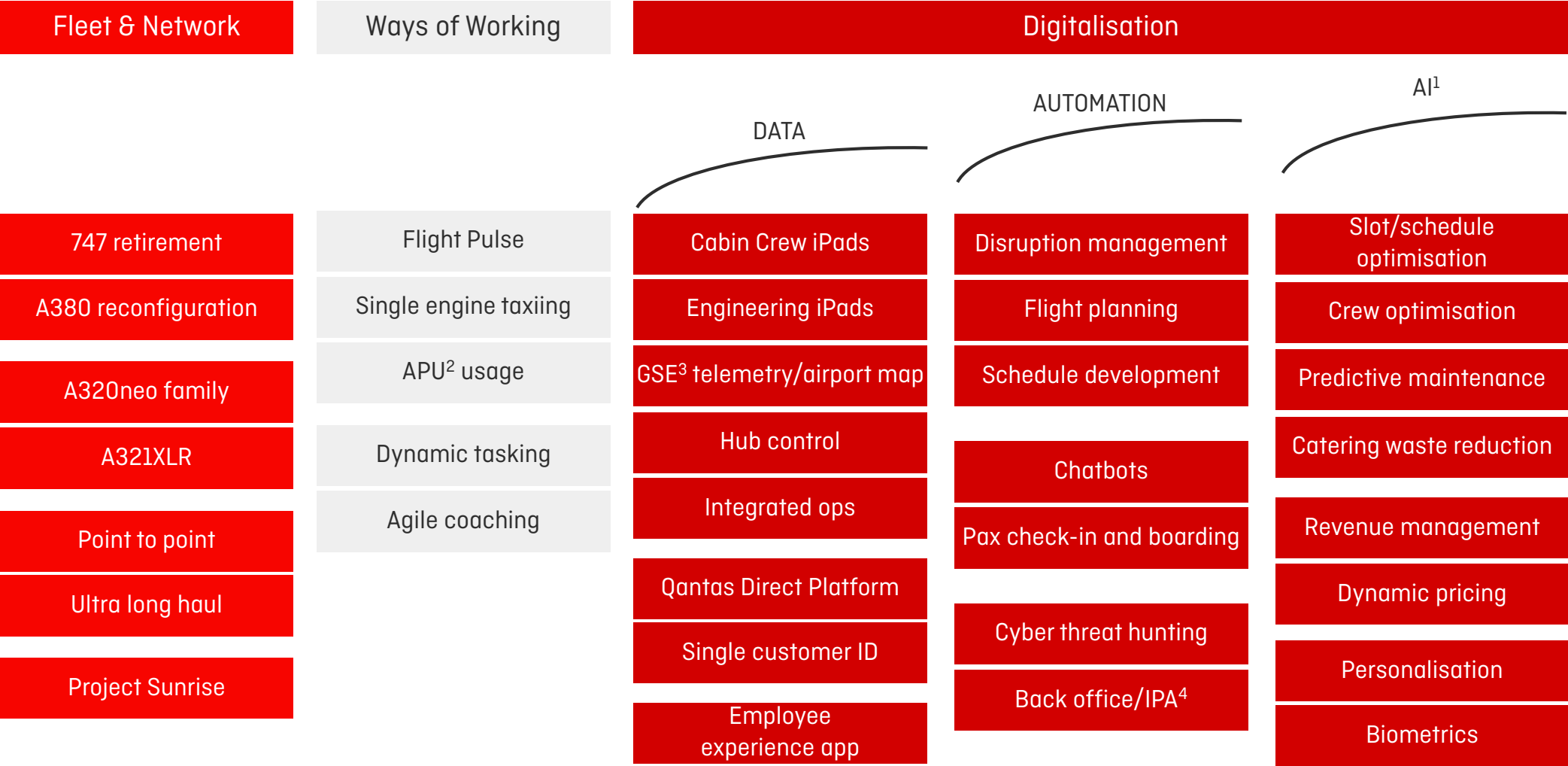
- Increasing utilisation
- Reducing fleet complexity
- Better matching capacity to demand by route and cabin
- Reducing fuel consumption
- Newer aircraft (lower fuel and maintenance, better customer experience)

## Ways of Working

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- Tailoring agile delivery
- Empowering front line with insights
- Stage gate funding
- Experimentation — learn fast

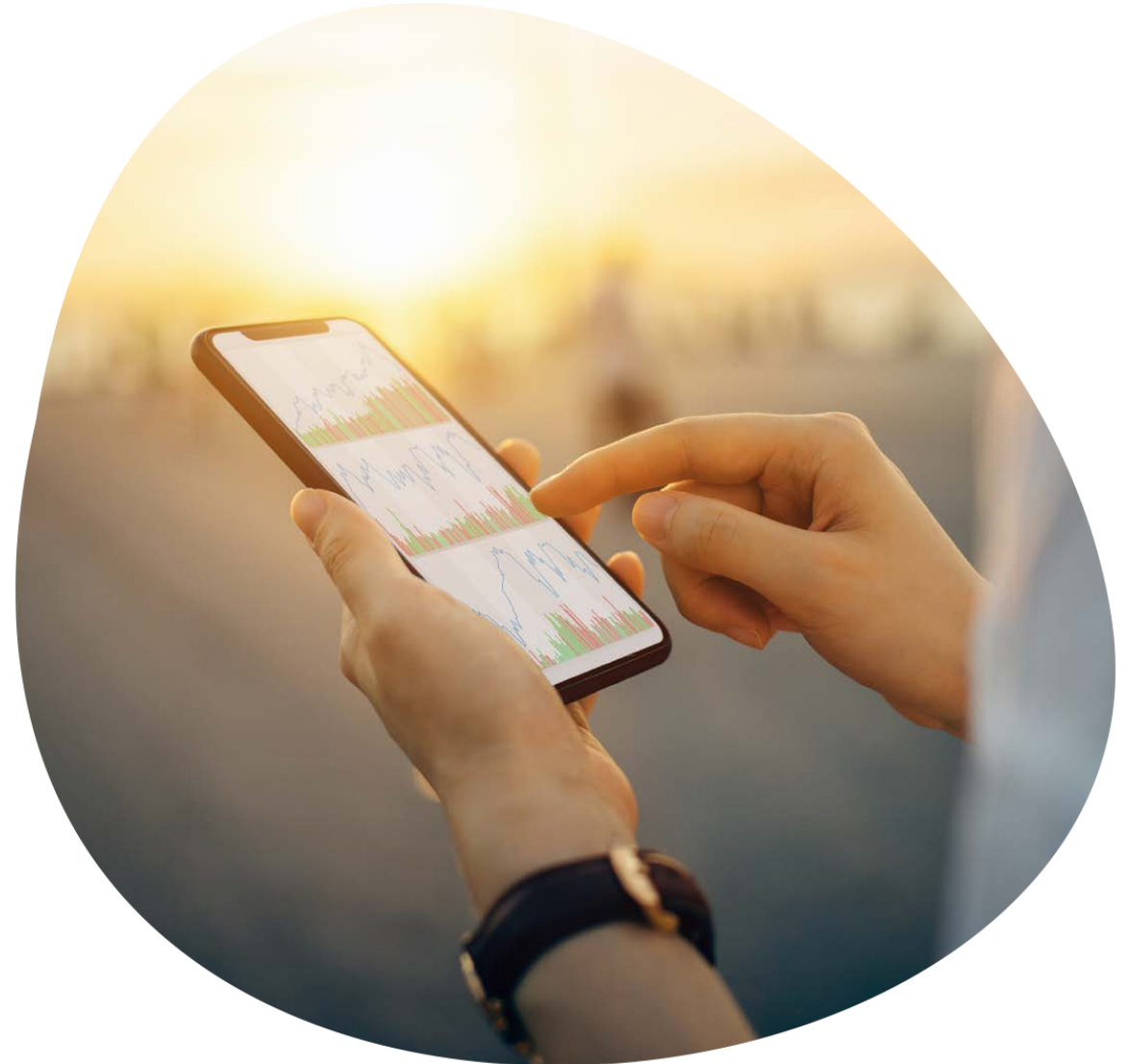
# Transformation pipeline





## Case study: Revenue management technology

- Better decisions to recommend the right price at the right time
- Internal application developed utilising Qantas expertise and relationships with leading universities:
  - Leveraging datasets
  - Opportunities unlocked via AI<sup>1</sup> (machine learning)
  - Scalability and agility utilising technology such as cloud computing
- Enhancements deliver tangible benefits:
  - Return on investment of 8x
  - Quicker decision making increasing number of price points driving greater efficiency and revenue
  - Lower cost of R&D by utilising in-house and university expertise
- Further opportunities to evolve with additional data, real time price evaluation and offer creation capability within our digital channels





# Case study: Biometrics

## Trials to date

- Successful trials at SYD<sup>1</sup>, BNE<sup>2</sup> and LAX<sup>3</sup>
  - Customers enrol at kiosk or mobile app
  - Face recognised at bag drop, lounge, gate
- Positive customer feedback from participants
  - Higher NPS and journey satisfaction
  - Reduced anxiety
- Future trials on cross-border travel and Qantas taking lead industry role – IATA 'oneID' forum



## Future benefits

- Customer
  - Seamless personalised customer journeys
  - Enhanced security
  - Fewer missed connections
- Operations
  - Check-in and boarding staff focus on exceptions
  - Better communications in disruption
  - Potential for shared gates
- Business
  - Control lounge access, potential flexible pricing
  - Smarter spend on reduced airport footprint

# Enablers going forward



Group data and architecture foundation



Cloud based technology mindset



Mobile enabled frontline



Digitally oriented and capable workforce



Cyber and privacy risk culture



Appropriate AI<sup>1</sup> ethics and governance

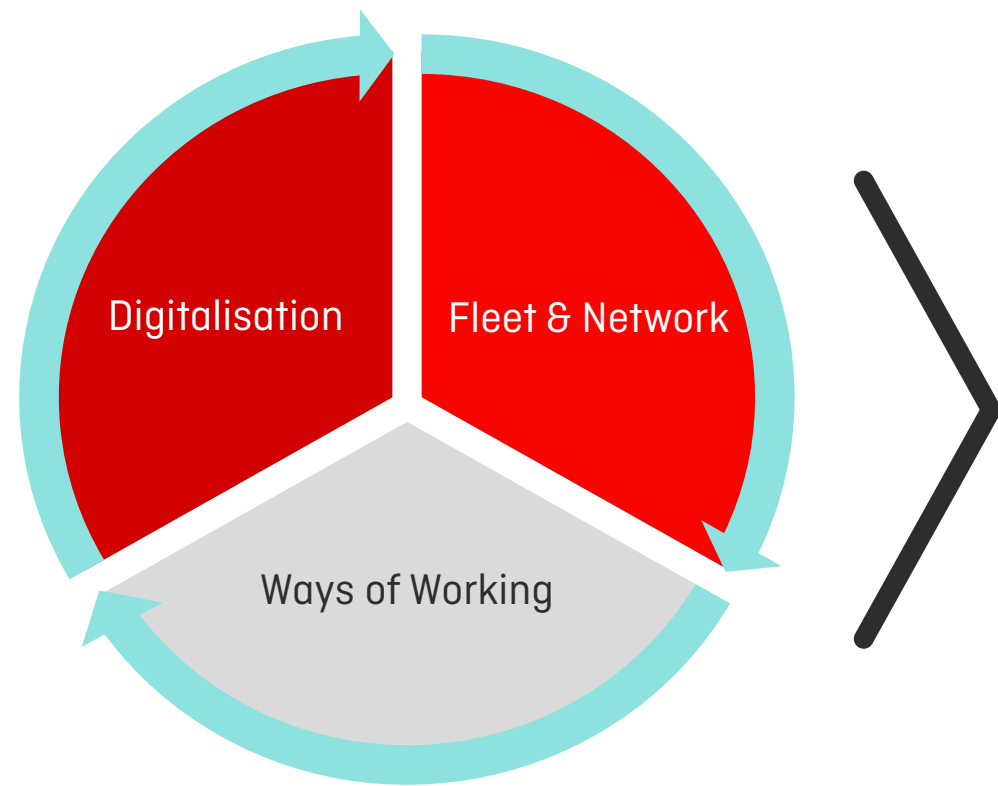


Agile tailored approach



# Transformation summary

- Proven track record of delivery
- Robust transformation pipeline and emerging areas for benefit realisation
- Clear link to outcomes and strategic objectives
- Established principles still governing transformation
- Commitment to minimum \$400m in new benefits per annum
- FY20 more focussed on cost than revenue compared to previous years



## FY20 focus





Building on our leading  
domestic position



## Structural advantage in the Australian domestic market

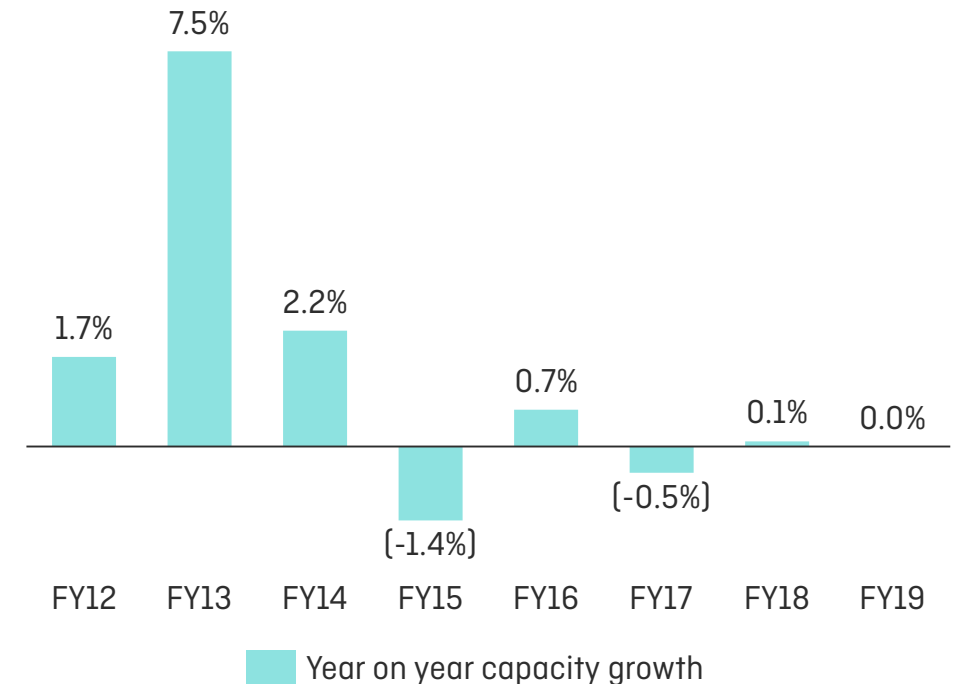
### Market dynamics and stability

- Australian economy stable and resilient over the long term
- Population concentrated in large cities separated by large distances
- Two airline groups have 98% capacity share, customer well served; two full service and two low cost carriers in market
- Fares 30% lower now than 13 years ago<sup>1</sup>
- Market capacity has been increasingly disciplined over last 5 years

### Infrastructure factors

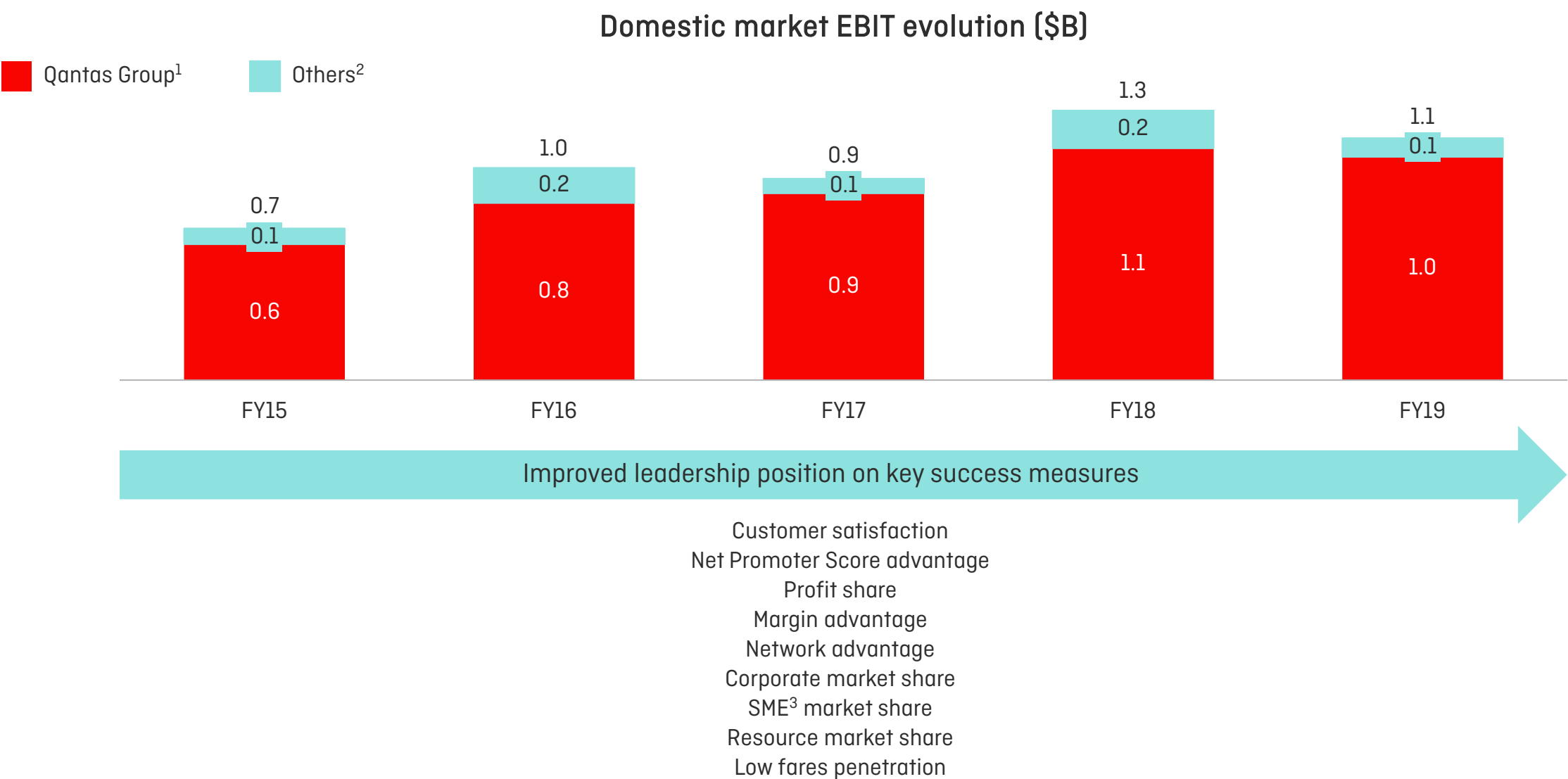
- Sydney and Melbourne airports are becoming increasingly constrained; SYD-MEL is the 2<sup>nd</sup> busiest and SYD-BNE the 12<sup>th</sup> busiest route globally<sup>2</sup>
- 44% of domestic journeys<sup>3</sup> touch SYD<sup>2</sup> where the Group has 50% of slots
- Western Sydney Airport to provide future relief, but Kingsford-Smith Airport to still be business traveller preferred
- Alternative technologies not economically attractive

### Domestic market capacity evolution (ASK)<sup>4</sup>



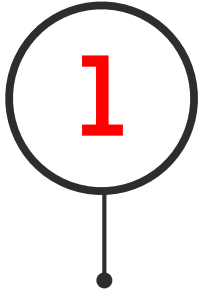


# Growing the domestic contribution

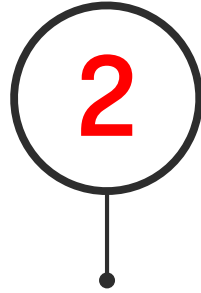


## Building on our success

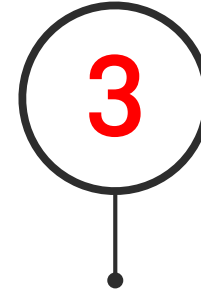
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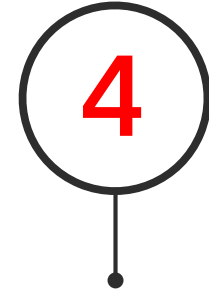
Protecting and extending  
dual brand network  
advantage



Maintaining customer focus  
and expanding segment  
leadership



Ensuring rigorous and  
rational capacity  
management



Delivering higher operating  
margins; clear cost and  
revenue strategies to achieve  
~18% for Qantas Domestic and  
~22% for Jetstar Domestic

# Continuously evolving our uniquely integrated network advantage

1

## Leading business proposition

- Best frequency and schedule, including peak and super-peak hours
- Strongest domestic and international connectivity
- Most resource sector services in Western Australia and Queensland

## Leading leisure proposition

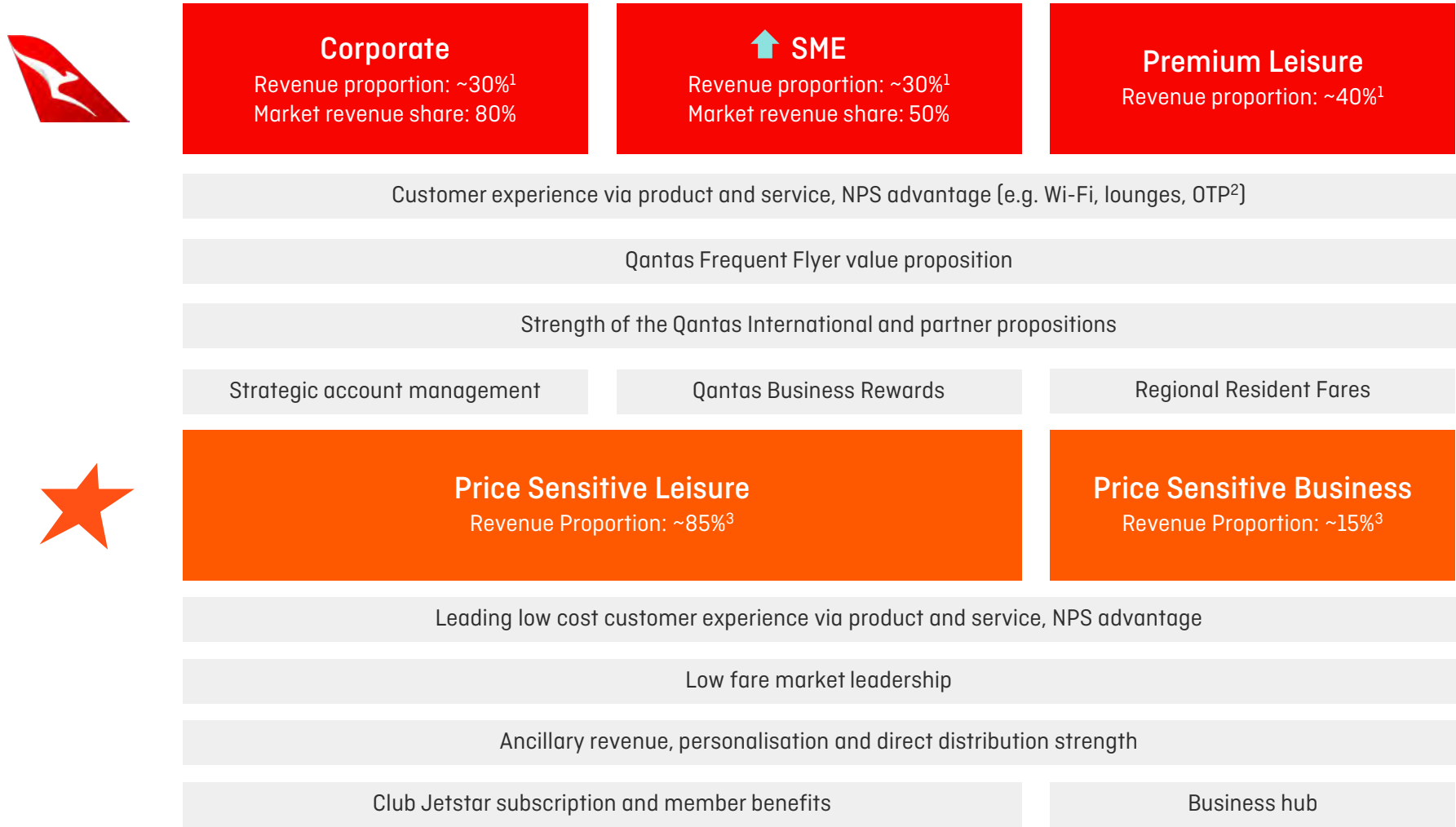
- Most seats to top domestic and international leisure destinations
- Growing premium leisure footprint
- Largest low cost offer on all major leisure markets

## Integrated Dual Brand strategy and management

- Joint views of demand
- Alignment to customer segmentation
- Extensive collaboration

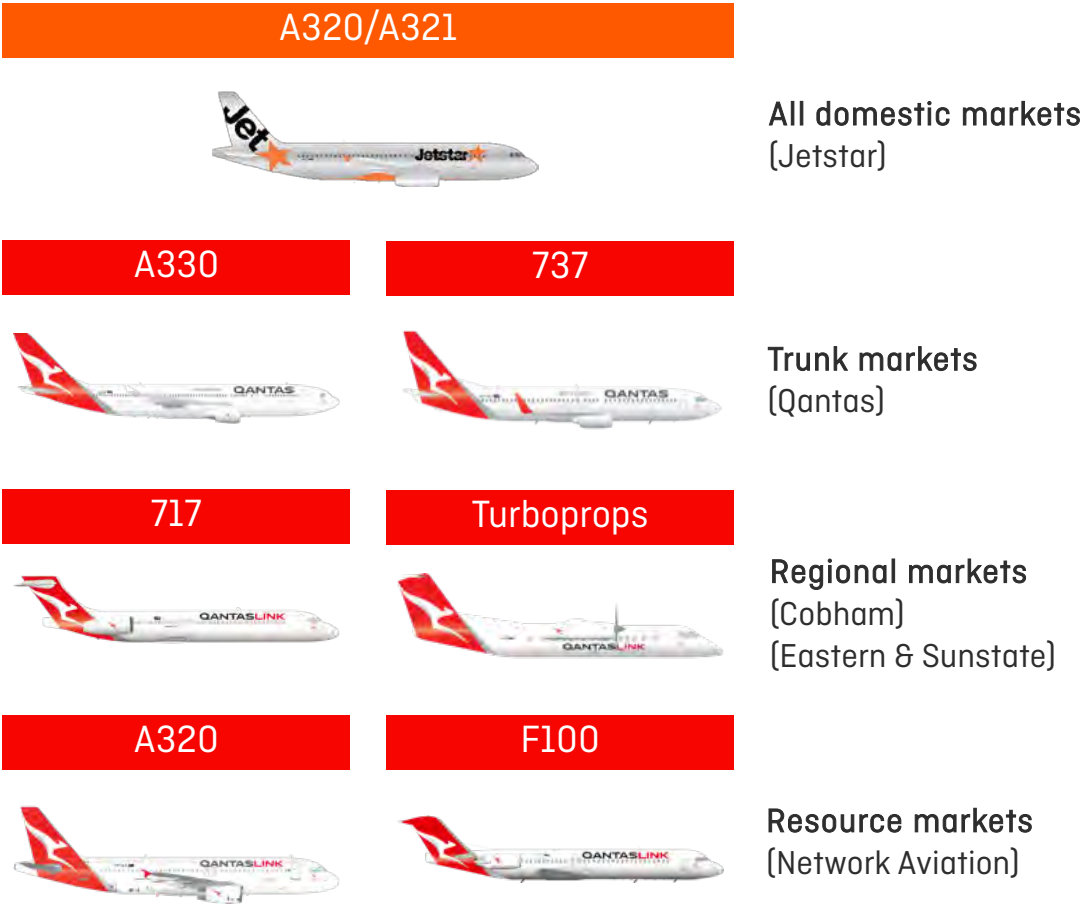


# Customer focus strengthening our leadership across all core segments

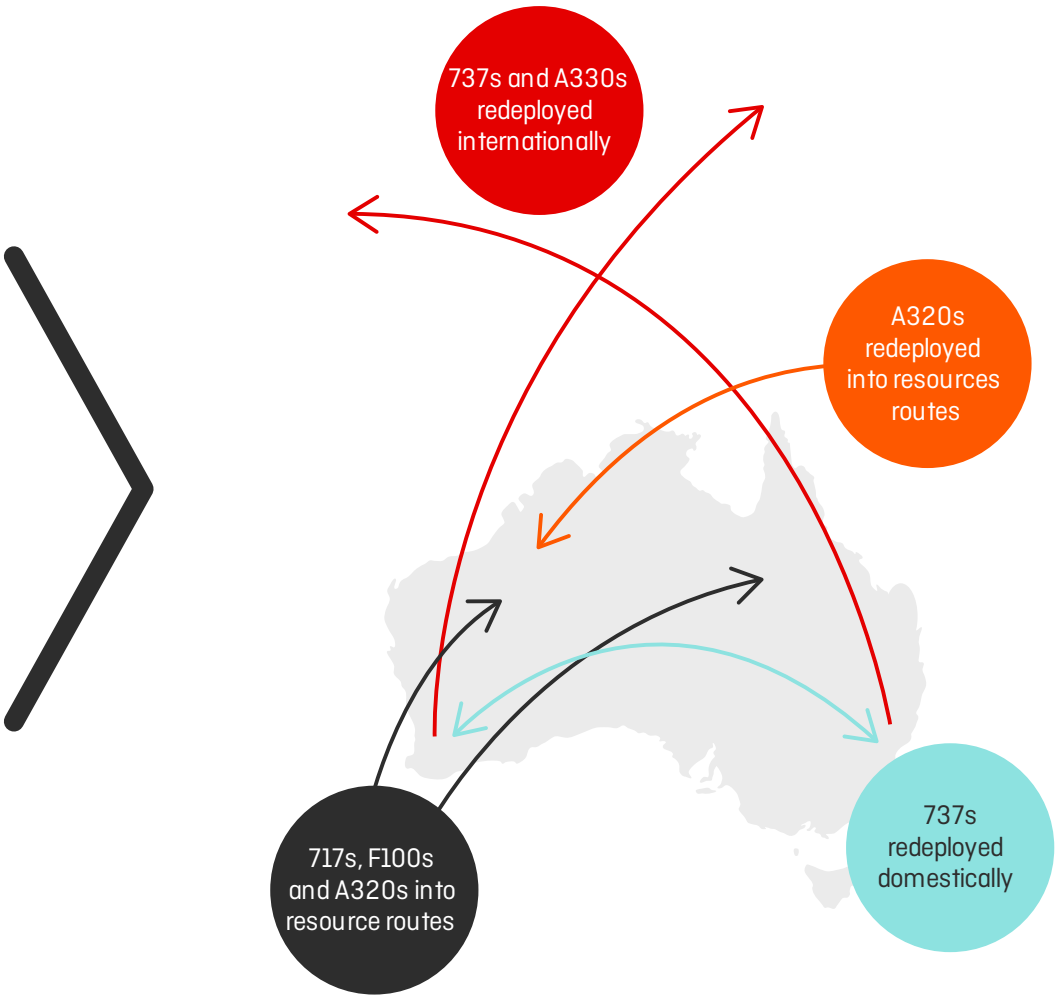


# Our fleet composition provides flexibility for market demand

## Primary mission of fleet



## Flexible utilisation of fleet





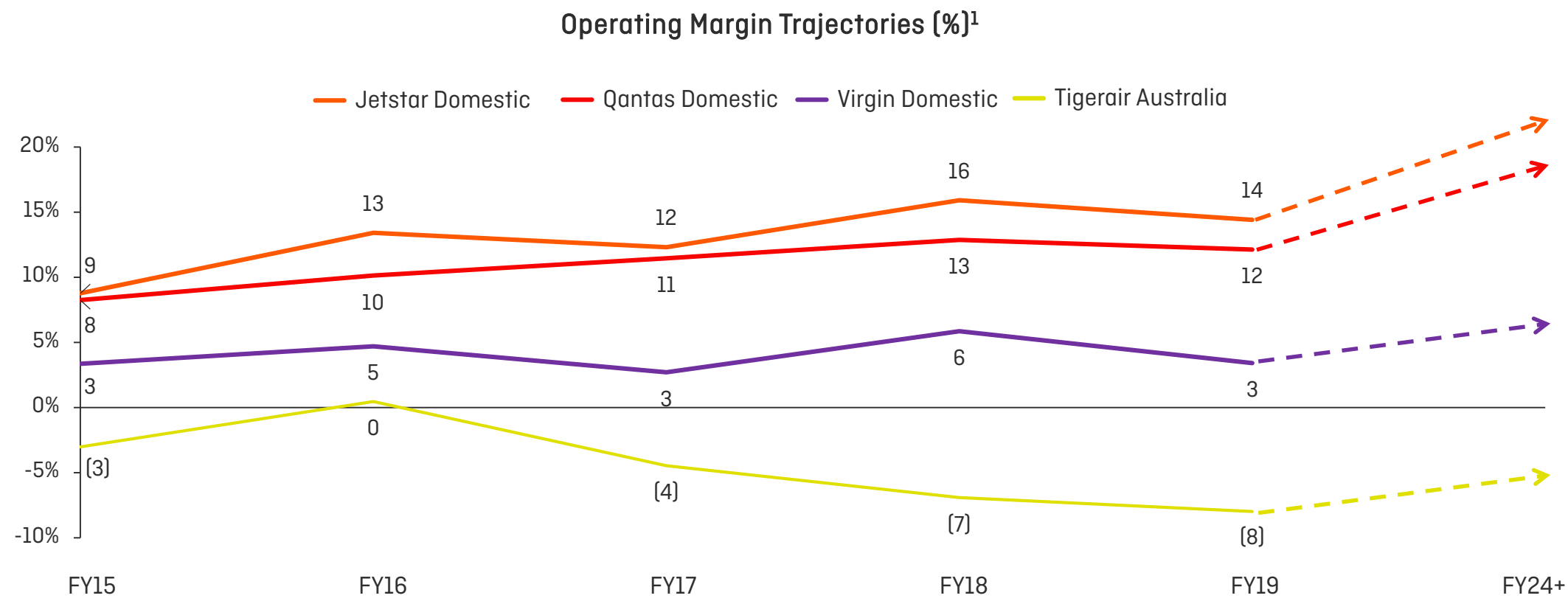
## Domestic market dynamic and capacity

- Highly sophisticated management of dual brand capacity settings
- Flexibility in use of fleet and shifts for changing demand
- New competitor management seeking profitability



## FY20 position

- Current market softness warrants ongoing discipline
- We expect both Qantas Group and Virgin Group to operate near flat market capacity growth for 1H20<sup>1</sup>
- Virgin Group has announced a target 2H20 capacity reduction of -2% vly
  - As of last week, announced and published changes amounted to 1 ppt of capacity reduction and published growth of +2.9%<sup>2</sup>
  - Over the weekend, additional published changes amounted to a further 2.3 ppts of capacity reduction<sup>2</sup>
  - Assuming normal operational cancellation rates, we estimate this will result in an operated capacity position of -1% versus prior year
- Qantas Group continues to refine a profiled position for 2H20
  - Excluding deliberate growth in Western Australia, our published capacity is currently +1.8% vly<sup>2</sup>
  - We will continue to adjust our settings based on latest views of demand, competitor capacity and our strategic positions



Clear margin strategies in execution across multiple pillars



# Jetstar's relentless focus on low costs and revenue growth



## Cost focus

- A321LR introduction
  - ~23% fuel savings per seat than A320ceo
  - ~25% more seats than A320ceo
  - ~12% lower CASK than A320ceo
  - Utilisation opportunities with international
- Operational digitalisation
- Efficiency program (automation, robotics, analytics)
- Group opportunities with Qantas – e.g. supplier rationalisation

## Revenue focus

- Customer experience improvement on A321LR
  - Improved seats
  - Larger overhead bins
  - In-flight streaming for BYO devices
- Significant further upside in ancillary revenue
- Digitalisation; Personalisation, dynamic retailing, seamless servicing
- Driving direct distribution
- Australian leading load factors – over 90%



A321neo

# Qantas driving revenue premiums and operationally-enabled cost transformation



## Cost focus

- Dedicated focus on transforming operations to best practice
  - Digital integration
  - Asset utilisation
  - Fuel efficiency (Flight Pulse, Constellation)
  - Fleet renewal
- Engineering strategy, including predictive maintenance
- Cultural shift enabling greater efficiencies and overhead cost reductions

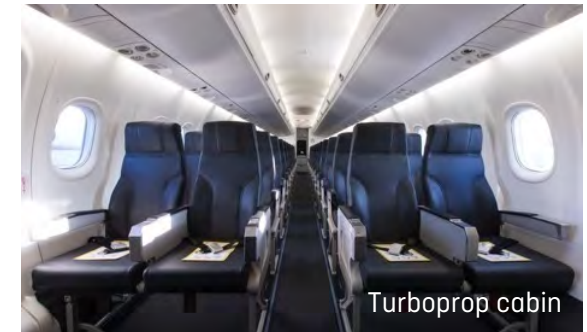


## Revenue focus

- Pursuing industry leading models across:
  - Distribution
  - Personalisation
  - Dynamic pricing
- Customer experience enhancement
  - Completion of Wi-Fi installation
  - Completion of turboprop cabin refresh
  - Continued lounge refurbishment
- Assertive resource sector growth
- SME<sup>1</sup> program expansion
- Expansion of Resident Fares Program



Melbourne lounge



Turboprop cabin

# Our priorities combined with the right market fundamentals will enable substantial earnings growth

## Our ongoing priorities

- 1 Protecting and extending dual brand network advantage
- 2 Maintaining customer focus and expanding segment leadership
- 3 Ensuring rigorous and rational capacity management
- 4 Delivering higher operating margins; clear cost and revenue strategies to achieve ~18% for Qantas Domestic and ~22% for Jetstar Domestic



## Market fundamentals; What do you need to believe?

- Market capacity is aligned to demand environment, fuel and FX movements
- Ex-fuel CASK increases of 1.0% per annum for both Qantas Domestic and Jetstar Domestic
- RASK growth of 2.5% per annum in line with average GDP growth
  - Qantas Domestic would require an average \$5-6 fare increase per annum
  - Jetstar Domestic would require less than \$3.50 per annum increase in fare and ancillary charges



An aerial photograph of a coastline. The top left shows clear turquoise water meeting a sandy beach. The middle section features a wide, light-colored sandy area with some darker patches and small pools of water. The bottom right corner shows a dense, green forested area. The overall scene is bright and scenic.

# Qantas International: Building sustainable advantage



# Qantas International: A business transforming

## A business in need of transformation

- High cost base
- Over-exposed to challenged loss-making markets using Asia as a refuelling stop
- One joint business (covering Europe)
- Static network deployment across the year
- Inconsistent premium cabin product
- Legacy fleet

A business delivering unacceptable returns

Prior to 2014

## A fit and competitive Qantas International

- >\$1b<sup>1</sup> in transformation benefits
- Halved exposure to Europe and made flying profitable
- Reoriented schedule to satisfy growing Asian demand
- Advanced partnerships including three joint businesses covering three major regions
- Dynamic network and capacity scheduling
- Reconfiguring widebody fleet to consistent state of the art Business Suite product
- On track to exit legacy fleet by end of 2020

A fit and sustainable business delivering ROIC > WACC<sup>2</sup>

2019

A solid foundation to take the business into the next phase

## Leverage strengths for sustainable competitive advantage

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① Australian market

Home market distribution strength

② Partnerships

Leverage partnerships for competitive advantage

③ Technology

Leverage technology for further advantage

# Home market distribution strength

1

Qantas and codeshare partners serve 88 of the top 100 destinations from Australia

Via a unique and hard to replicate proposition...



Allows us to deliver the best proposition for the Australian market with competitive advantage

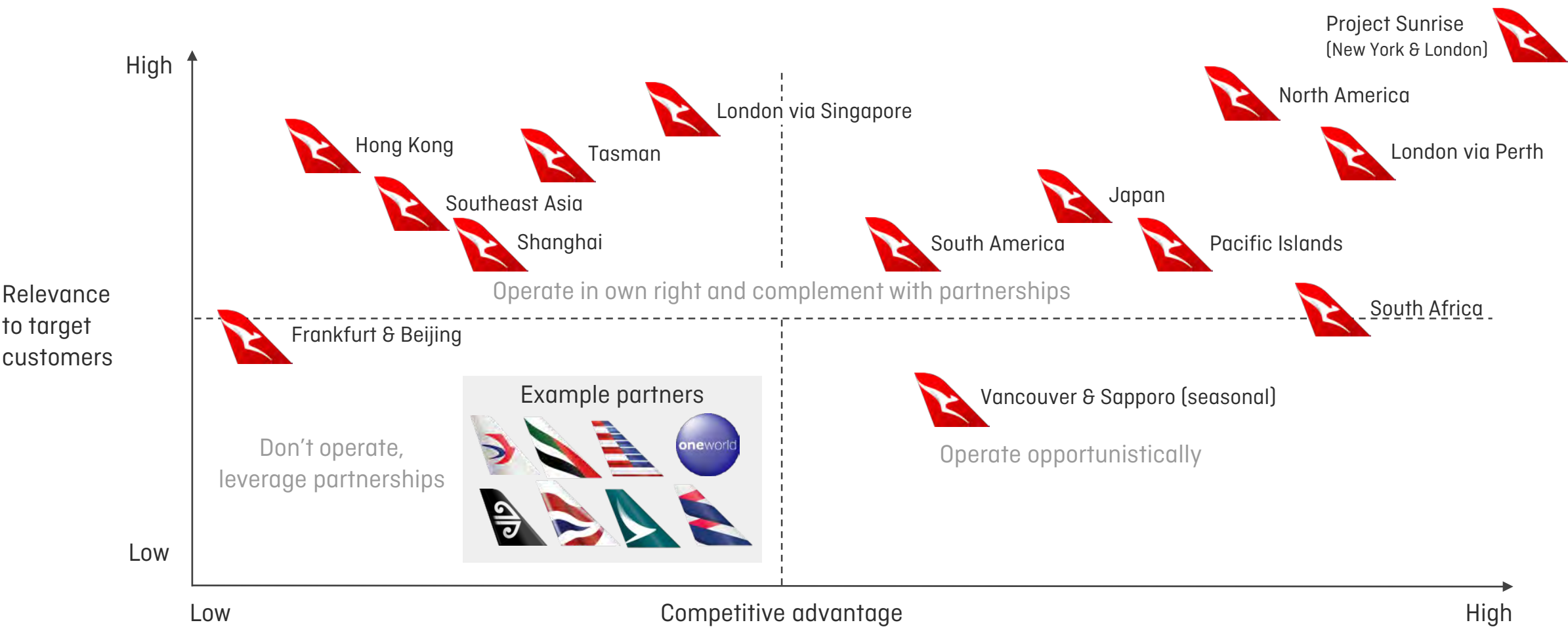
# Commonality across key segments reinforces leading network position

Top destinations on the Qantas International network by segment <sup>1</sup>			
Destination	Corporate rank	SME <sup>2</sup> rank	Leisure rank
Auckland	1	1	1
Singapore	2	2	3
London	3	3	5
Wellington	4	6	9
New York	5	8	7
Hong Kong	6	4	4
Tokyo	7	7	2
San Francisco	8	12	11
Los Angeles	9	5	6
Port Moresby	10	14	24
Manila	11	10	15
Bangkok	12	15	17
Shanghai	13	11	12
Jakarta	14	17	19
Dallas	15	19	22

1. Ranked by number of Qantas International passengers originating from Australia for twelve months ended Jun 2019. Source: RADAR. 2. Small-to-Medium Enterprise.

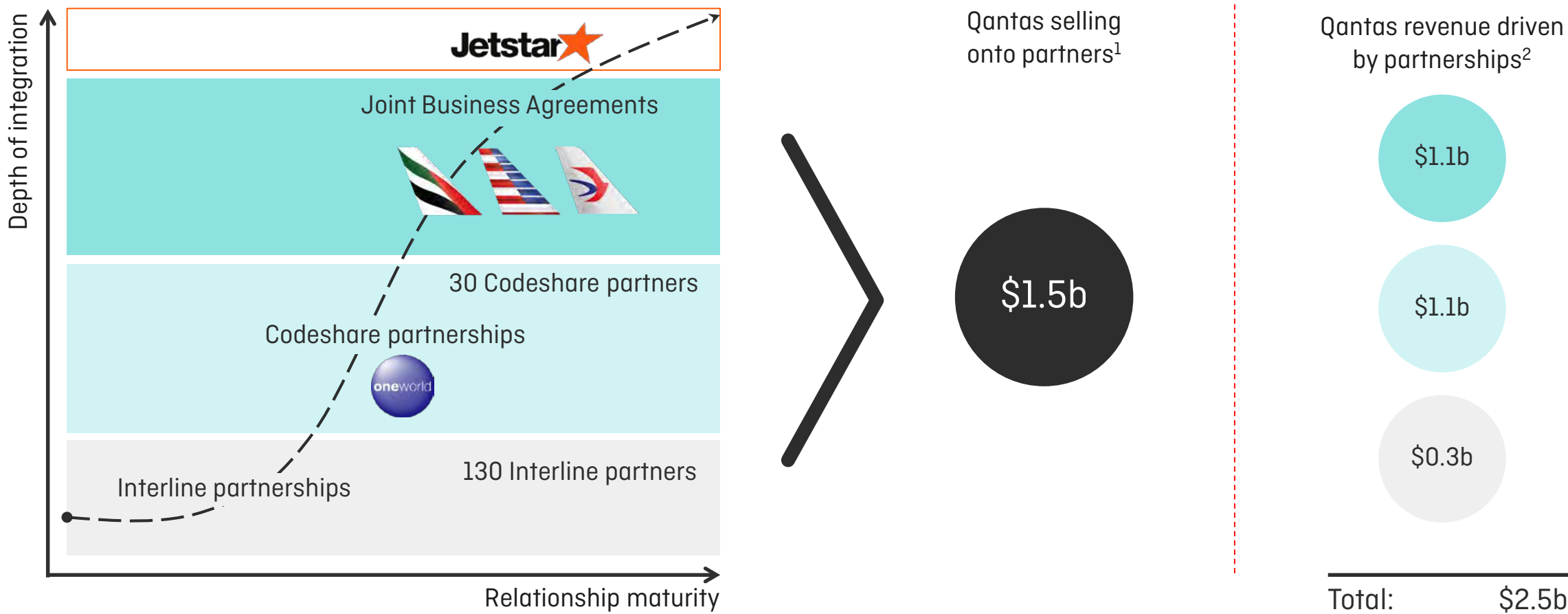


# Home market distribution strength: Operate to play to our strengths



Illustrative route portfolio matrix

# Leverage partnerships for competitive advantage



40% of Qantas International customers connect to/from partners

## Leverage partnerships for competitive advantage: Joint business partners

2



### Emirates

- 50 destinations<sup>1</sup> across Europe, the Middle East and Africa<sup>2</sup>
- One-stop proposition via Dubai
- Thin routes not viable for Qantas to operate in own right
- 1.8m passengers travelling across partnership<sup>5</sup>



### American Airlines

- 109 destinations<sup>1</sup> across North America, on track to double vs pre-partnership
- #1 Position on the Pacific<sup>4</sup>
- Flying into key American hubs creates “funnel” of traffic onto Pacific routes
- 100 million AAdvantage members, complementing Qantas Frequent Flyer member base in Australia



### China Eastern

- 25 destinations<sup>1</sup> in China<sup>3</sup>
- Provides improved access to largest inbound market to Australia
- Annual passenger volumes have more than doubled since commencement

← Leverage distribution strength in Australia →

← Provides attractive network to key customer segments plus earn and burn opportunities for Qantas Frequent Flyers →

## Leverage technology for further advantage

2

787

Perth-London

- Last two continents to be connected with non-stop flights
- Key pillar in transforming London from a decade of losses into a profit centre

787

Americas

- New routes Brisbane-Chicago and Brisbane-San Francisco
- Increasing frequency on Los Angeles and Santiago
- Improving tag flight economics (Los Angeles-New York)

Project Sunrise

The final frontier of aviation

- Subject to meeting business case
- Regular, non-stop commercial flights connecting the east coast of Australia to London and New York

New aircraft technology creates unique opportunities for competitive advantage

## Case study: Leverage technology for further advantage on Perth-London

3



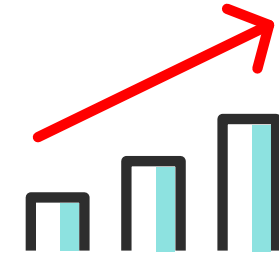
### 1. UK route challenged

- Over 20 one-stop competitors to UK, all through hubs
- Capital intensive requiring 5 aircraft to operate two daily services at peak
- Qantas operations were loss making for a decade



### 2. 787 facilitates differentiated service

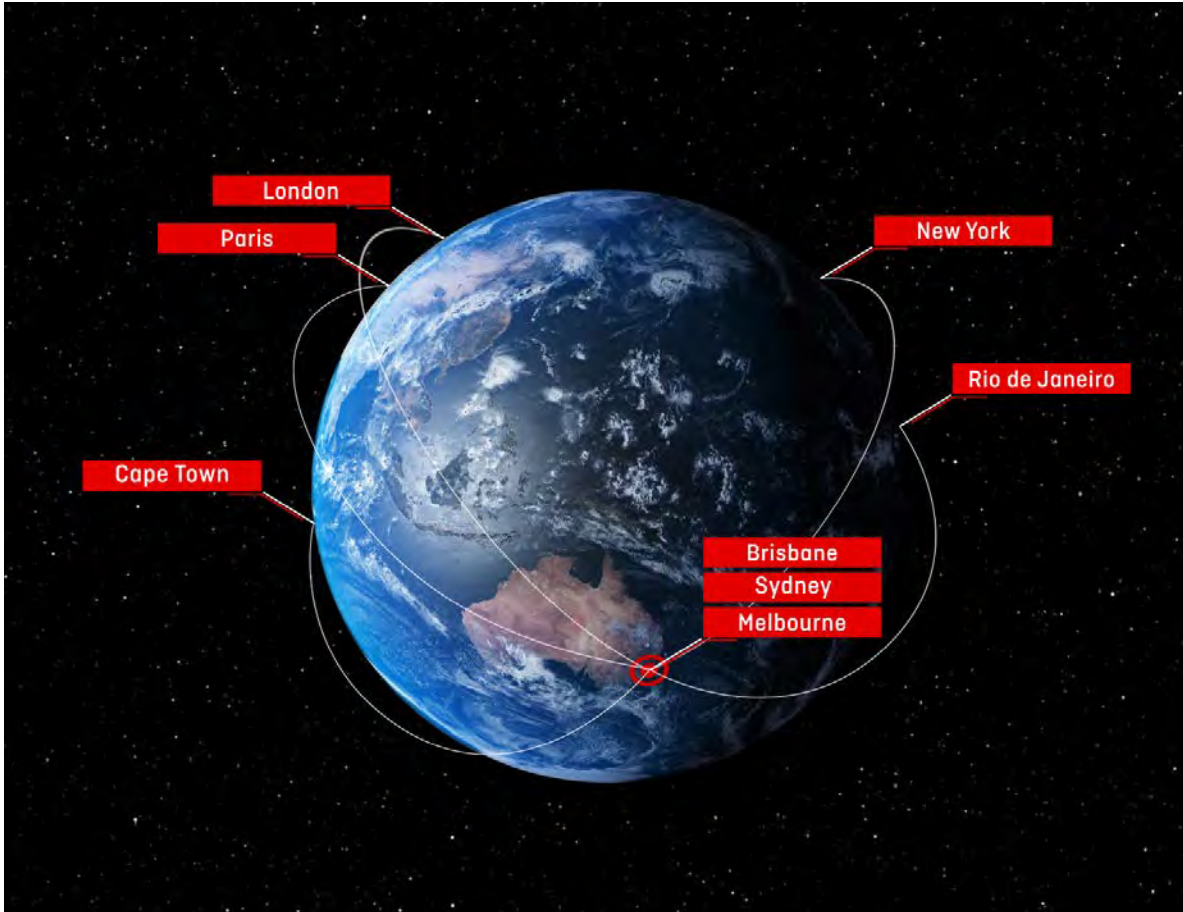
- Perth-London connects Australia to Europe non-stop for the first time
- Lower unit cost
- 30% of seats in premium cabins vs 23% A380 (old configuration) drives better yield mix
- Hubs Australia in Australia



### 3. Results

- Average 94% seat factor (99% in Business)
- Highest customer satisfaction rating in International network across all cabins
- Achieving a 30% fare premium in Business/Premium Economy over one-stop alternatives from UK point of sale<sup>1</sup>
- All UK route flights now profitable for the first time in a decade





### Continues profit-maximising strategy









- Non-stop flying takes customers directly to where they want to go
- Increased proportion of premium seats reduces exposure to economy market
- Smaller gauge fleet increases flexibility in deployment and capacity management

### Reinforcing our competitive advantage

- Customer demand proven for non-stop service (London-Perth has highest NPS in the network)
- Yield premium versus one-stop flying (London-Perth premium yields over 30% higher than one-stop)
- Qantas better-positioned to operate versus competitors (traffic rights and fleet scale)

But must meet tough business case hurdles

# Qantas International in transition: From now to December 2020

	14x 787-9s delivered, 747s retired	Quad engine ASK production down from 78% to 42% of total <sup>1</sup>		Fuel cost down 25% <sup>2</sup> Maintenance cost down 20% <sup>2</sup>
	12x A380s reconfigured	Increased premium configuration enhances revenue generation per cabin square metre		~7% improvement in trip revenue
	28x A330s upgraded	State of the art lie flat Business Suite with direct aisle access		Consistent competitive product across all 54 widebodies for the first time in our history
	AA partnership	Launch of Brisbane-Chicago/San Francisco Doubling codeshare destinations by 2020		The best proposition between Australia, New Zealand and North America

ROIC greater than WACC<sup>3</sup> through cycle



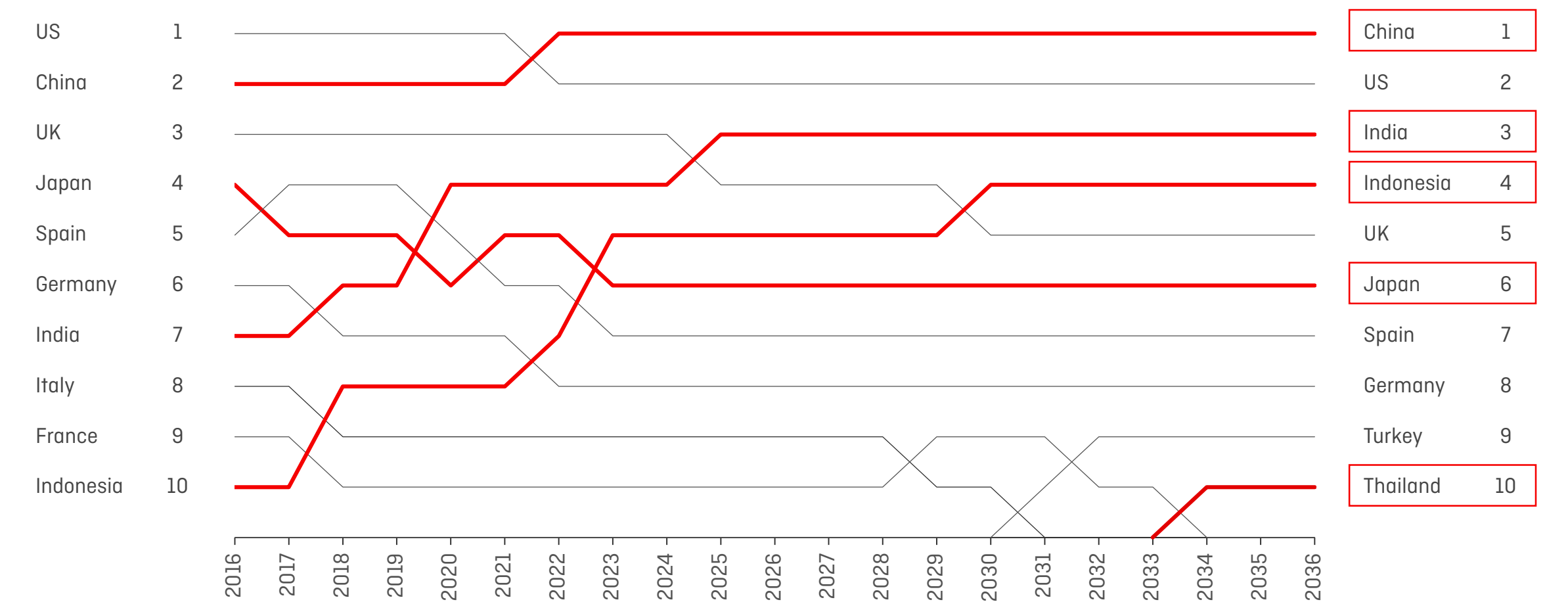
A photograph of a person walking away from the camera down a narrow path in a dense bamboo forest. The person is holding a bright red umbrella. The path is flanked by low, dry, brown brush. The bamboo stalks are tall and straight, creating a tunnel-like effect. Sunlight filters through the canopy, creating a dappled light effect. The overall mood is serene and peaceful.

# Aligning Qantas and Jetstar with Asia's growth



# By 2030 Asia features increasingly prominently in the world's top ten aviation markets

The 10 largest air passenger markets over time (ranked by passenger numbers, to/from and within each country)<sup>1</sup>



1. Based on: IATA 20-year Passenger Forecast is developed by IATA and Tourism Economics

# Asian inbound traffic is growing at double the rate of other segments

International travel to/from Australia by FY27<sup>1</sup>



**1.6x** the growth in international pax (total 60m pax)



**65-70%** of all traffic to be in Asia Pacific

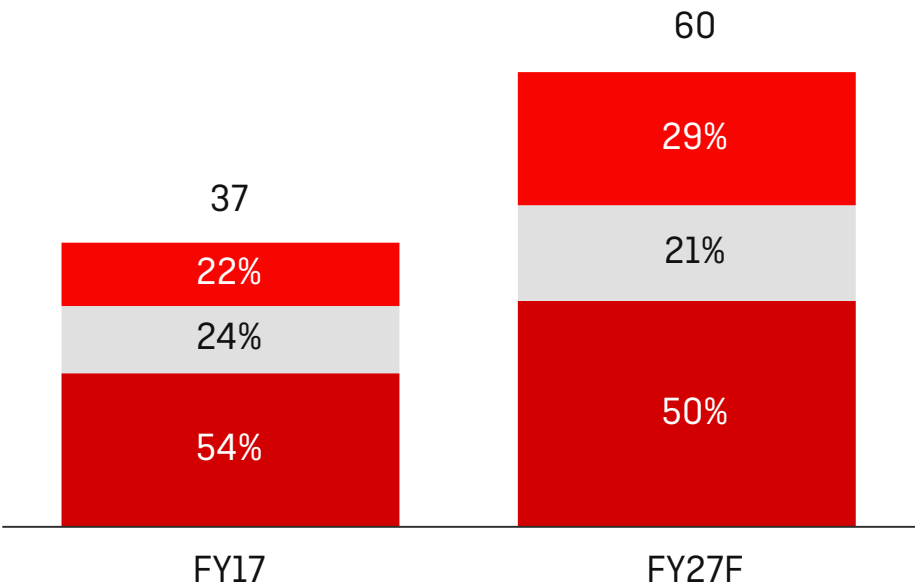


**80%** of inbound traffic to be leisure / VFR

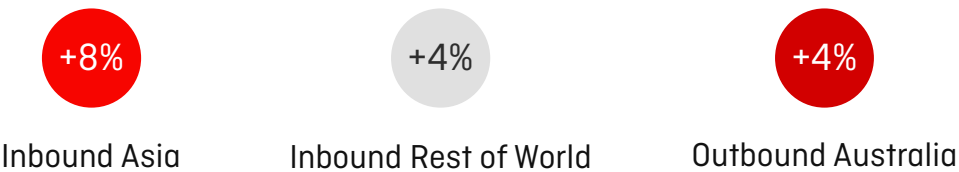


**\$173b** total tourism spend (vs \$126b in FY18)

Passenger outlook Australia international (M)<sup>1</sup>



Compound Annual Growth Rate



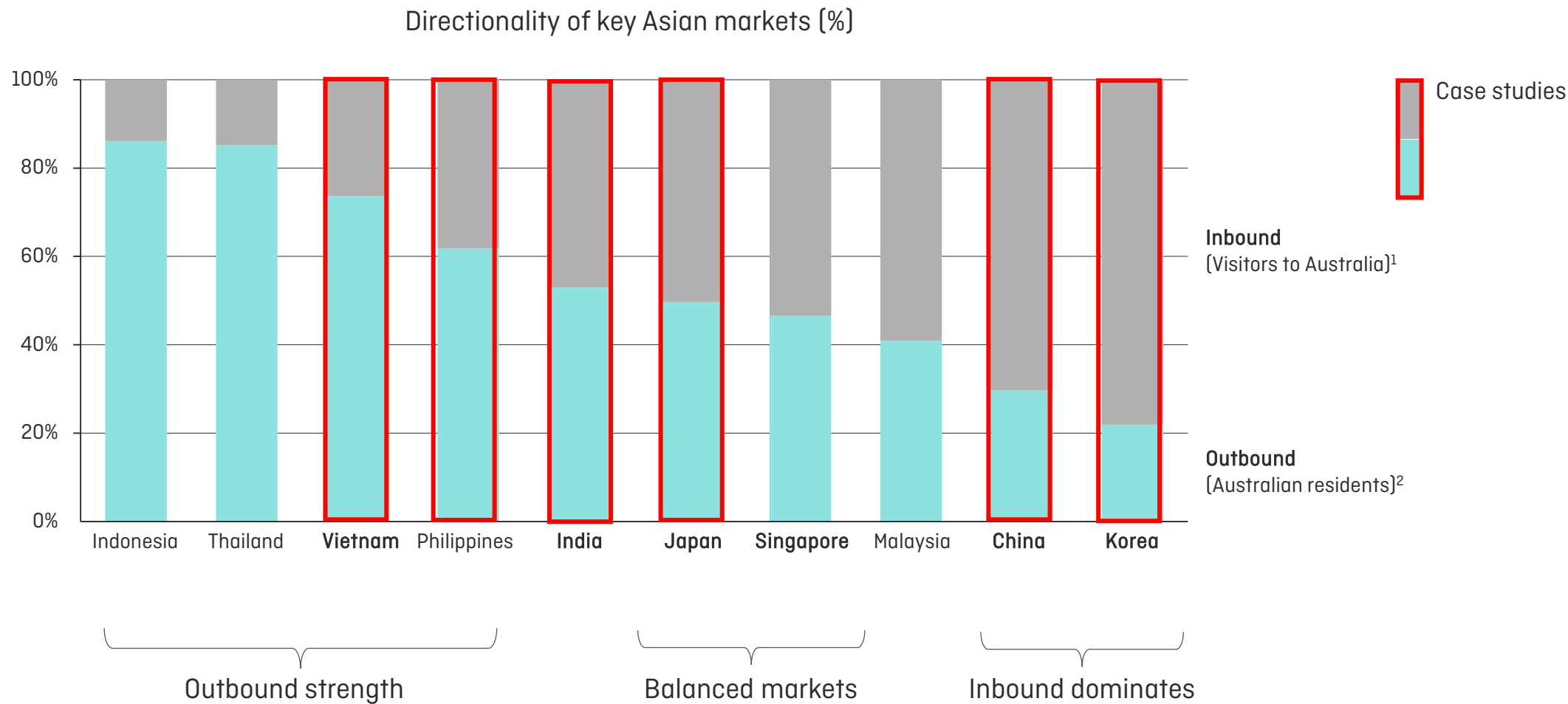
<sup>1</sup> Short term arrivals and departures. Source: Austrade – Tourism Research Australia National Tourism Forecast (2017-2027).



# The Group will play to its competitive advantages to align with Asia’s growth

Brand strength	Fly directly where Australians want to go		
Distribution	Leverage partnerships and codeshares to get reach		
Low cost and Dual Brand know-how	Export low cost model and ability to operate dual brands to inbound and outbound markets		
Flexibility	Fleet and operating models		
Domestic network	Capture greatest share of inbound passengers travelling domestically		

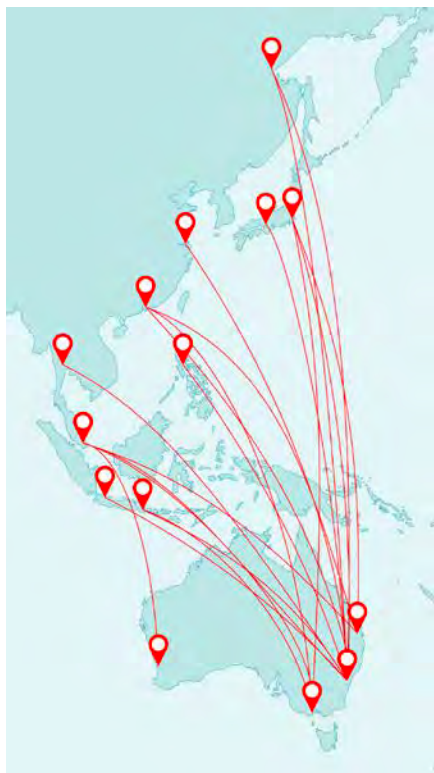
# Asia-Australia traffic has directionality and market characteristics requiring tailored strategies

































# The Group's dual brands operate key premium and price sensitive international routes to Asia



Qantas serves **business** and **premium leisure** passengers leveraging brand and distribution strength in outbound markets



Australia Outbound  
Top 20 Destinations<sup>1</sup>

	Denpasar	
	Auckland	
	Singapore	
	London	
	Hong Kong	
	Tokyo	
	Bangkok	
	Nadi	
	Los Angeles	
	Kuala Lumpur	
	Christchurch	
	Honolulu	
	Ho Chi Minh City	
	Phuket	
	Manila	
	Shanghai	
	Queenstown	
	Delhi	
	Wellington	
	Beijing	



Jetstar deploys its low cost position, pan-Asia brand strength and distribution model on outbound and inbound **price driven leisure** markets



1. Source: DDS Estimate Report.

## The Group is evolving the role of Singapore as a hub underpinned by strong point to point traffic

- Jetstar Asia is the 2<sup>nd</sup> largest low cost carrier in Singapore
- Offers bundle of food, entertainment and through-checked baggage
- Top connections from London to Kuala Lumpur, Bangkok, Bali and Phuket
- Connections with Qantas up 72%<sup>1</sup> in FY19 and growing
- London-Singapore profitable for first time in a decade
- New competitive product on Qantas A330 and A380



## Partners serve India via Singapore hub

- Fastest growing inbound market to Australia +53% in 3 years<sup>1</sup>
- Still low volumes, fragmented over many cities and low yield
- In short term South East Asian hubs remain best way to service demand
- In medium term as yields rise, Australian based aircraft could fly to key Indian cities via Singapore leveraging 5<sup>th</sup> freedom rights
- Long term potential to operate direct services from east coast Australia





## The Group participates only where it can be profitable in the Chinese market

---

- Operate Australia-China routes only where Group has competitive advantage
  - Service Australia premium customer demand to Shanghai and Hong Kong
  - Niche freight provider on the Australia/China/USA triangle and into Macau
- Operate Asian Jetstar branded airlines into China leveraging their home markets
- Leverage partnerships to service China inbound and beyond outbound gateways
  - Joint Business with China Eastern
  - Codeshare with China Southern
  - oneworld relationship including interline with Cathay Pacific



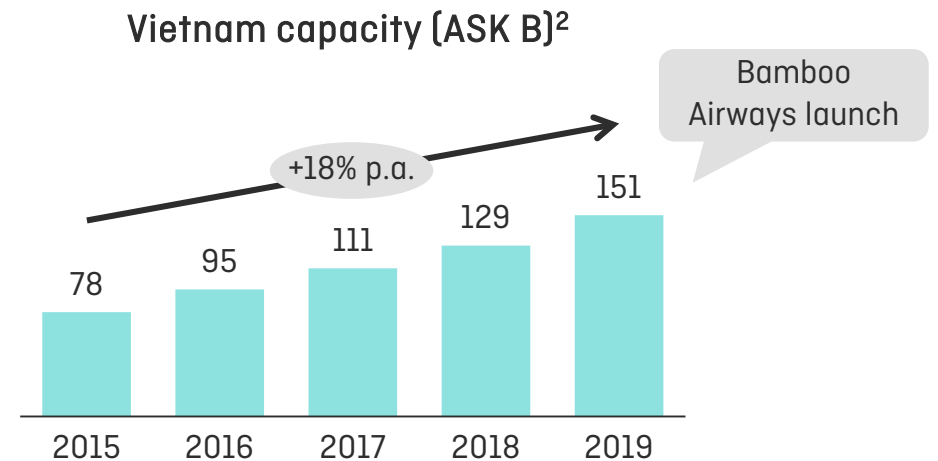
## Vietnam has substantial growth but very challenging market dynamics

### Growing substantially

- Population 97m with 70% under 35 years of age
- Rapidly increasing propensity to travel as GDP per capita rises
- Geography highly amenable to air travel
- HAN-SGN<sup>1</sup> 6<sup>th</sup> busiest route in the world
- Inbound tourism booming (especially from Korea, Japan and China notwithstanding past 12 months)
- Manufacturing boom in response to China-US trade war

### Very challenging market

- Several aggressive, well-funded entrants that are unconstrained by need to protect legacy businesses
- Land grab mentality - Vietjet order book of 350 aircraft, Bamboo Airways plans to triple in size
- AirAsia has wound down Vietnam entry plan for the 4<sup>th</sup> time



# The Group is very well positioned in the Japanese market

## Australia — Japan

- Qantas Group has #1 Position<sup>1</sup>
- 70 years of operation on route
- Qantas and Jetstar Dual Brand
- Haneda and 787-8 expansion
- New A321XLR markets

1. By market share, includes Qantas International and Jetstar International

## Japan Domestic

- #1 Position in Low Cost market
- JAL and Jetstar Japan Dual Brand
- Returning cost of capital
- A321LR deliveries – growth in time for 2020 Tokyo Olympics

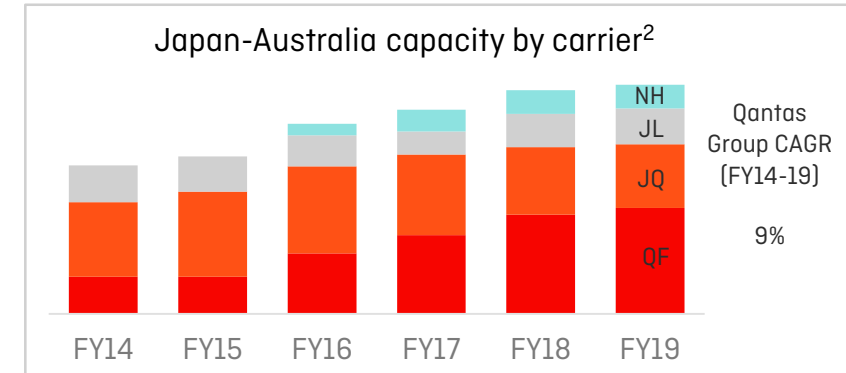
## Japan — Asia

- Focussed network
- Jetstar Japan and Jetstar Asia Pan-Asia Brand
- Asia inbound demand
- New A321LR markets

Sustainable competitive advantage in one of the largest markets in the world

## Number one position with further growth potential in Australia to Japan

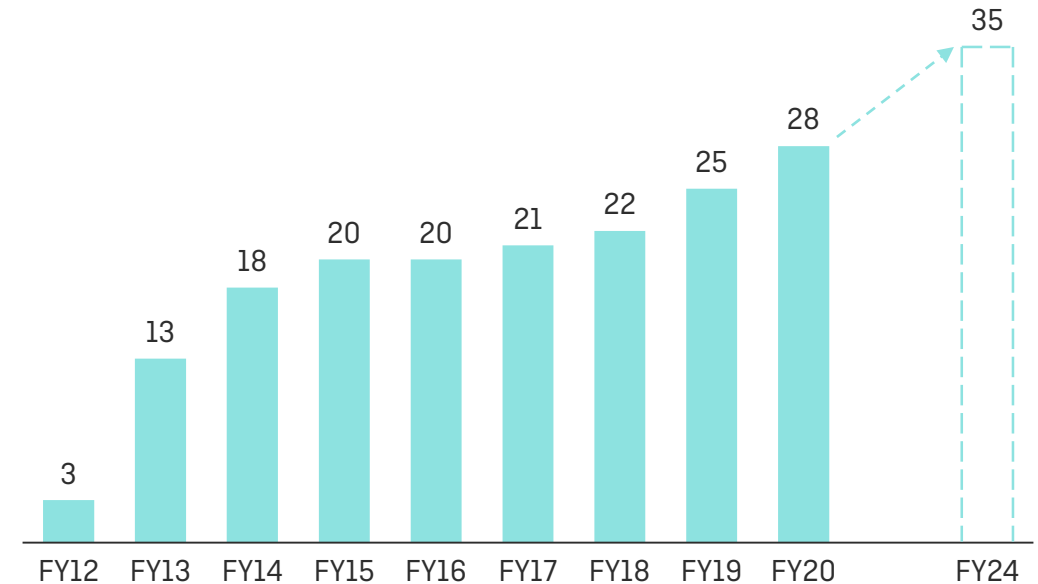
- Japan is the fastest growing North Asian inbound tourism market to Australia (faster than China)
- Also #1 fastest growing North Asia market outbound for Australians
- Dual Brand deployed on bi-directional flows
  - 75% market share FY19
  - Over 40 Qantas Group frequencies per week
  - Added Sapporo-Sydney seasonal services NW19<sup>1</sup>
- Clear growth opportunities
  - Haneda expansion
  - 787-8 redeployment following A321LR entry into service



## Japan Domestic – Competitively advantaged position in world's fifth largest aviation market

- Stable, highly profitable Japan domestic market
- Jetstar Japan is the #1 domestic low cost carrier
  - First mover advantage, in the market since 2012
  - Scale advantage with 16 destinations and 24 routes
  - Highly recognised – in the top 65 brands for Japan<sup>1</sup>
  - ROIC>10% in FY19 – able to self-fund growth
  - Leveraging Dual Brand know-how with Japan Airlines
- Room to grow low cost carrier penetration to 30% (3x growth)
  - Potential for 60+ aircraft (bigger than Jetstar in Australia)
  - Targeting 35 aircraft by FY24

Jetstar Japan A320 aircraft





## Significant growth potential in Asia region from Japan

- Japan inbound from Asia growing at 27%
  - China and ASEAN major markets
  - Post-Tokyo Olympics 'halo' expected
- Almost 1/3 of world's population in range of the A321LR from Tokyo
  - Only cherry-picking Japan to Asia routes now
  - A321LR cost base opens up new leisure markets
  - A321LR range allows overnight utilisation
  - Jetstar pan-Asian brand improves distribution reach
  - Pan-Asian operations lowers cost to serve

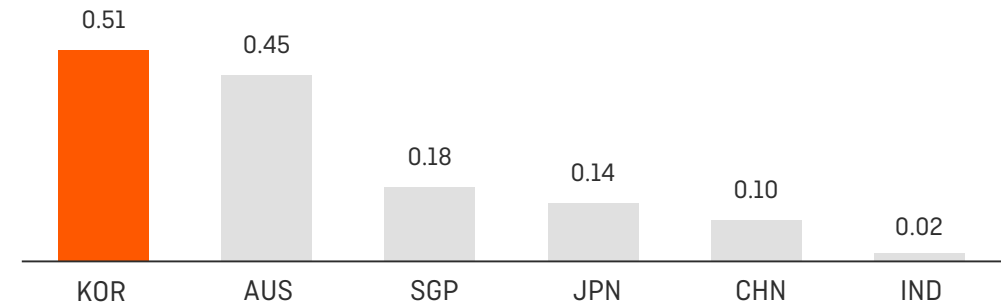
A321LR range from NRT



## Korea – new inbound Asia leisure market for Jetstar

- Jetstar will launch 3pw Incheon-Gold Coast in December 2019
- Koreans are the most frequent travellers in Asia Pacific
- Distribution strength in both Australia and South Korea
- Low cost long haul expertise
- Only low fare direct service to/from South Korea
- Government/airport support to bring tourists to Australia
- Jeju Air codeshare complements Korean distribution
- Jeju is the oldest, largest and most profitable Korean LCC<sup>1</sup>
- Similar to Jetstar positioning in Australia

International trips per capita<sup>2</sup>

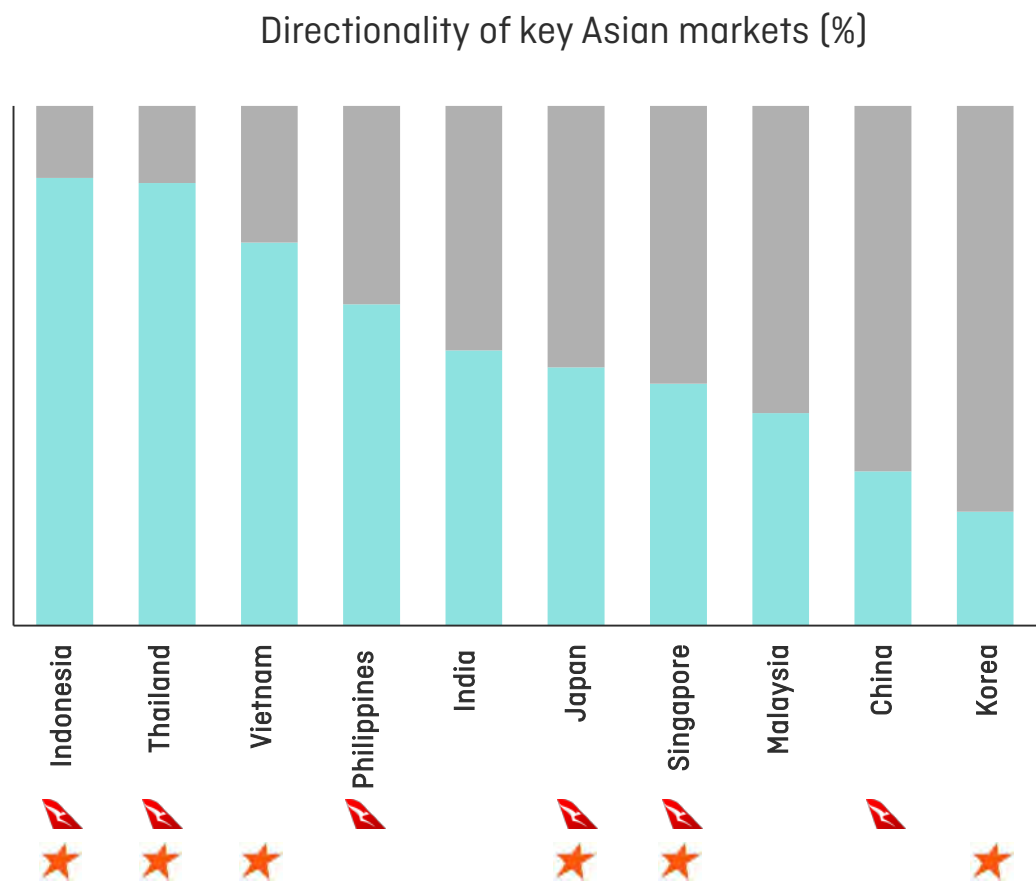


# Jetstar fleet strategy underpins profitable growth in Asian markets



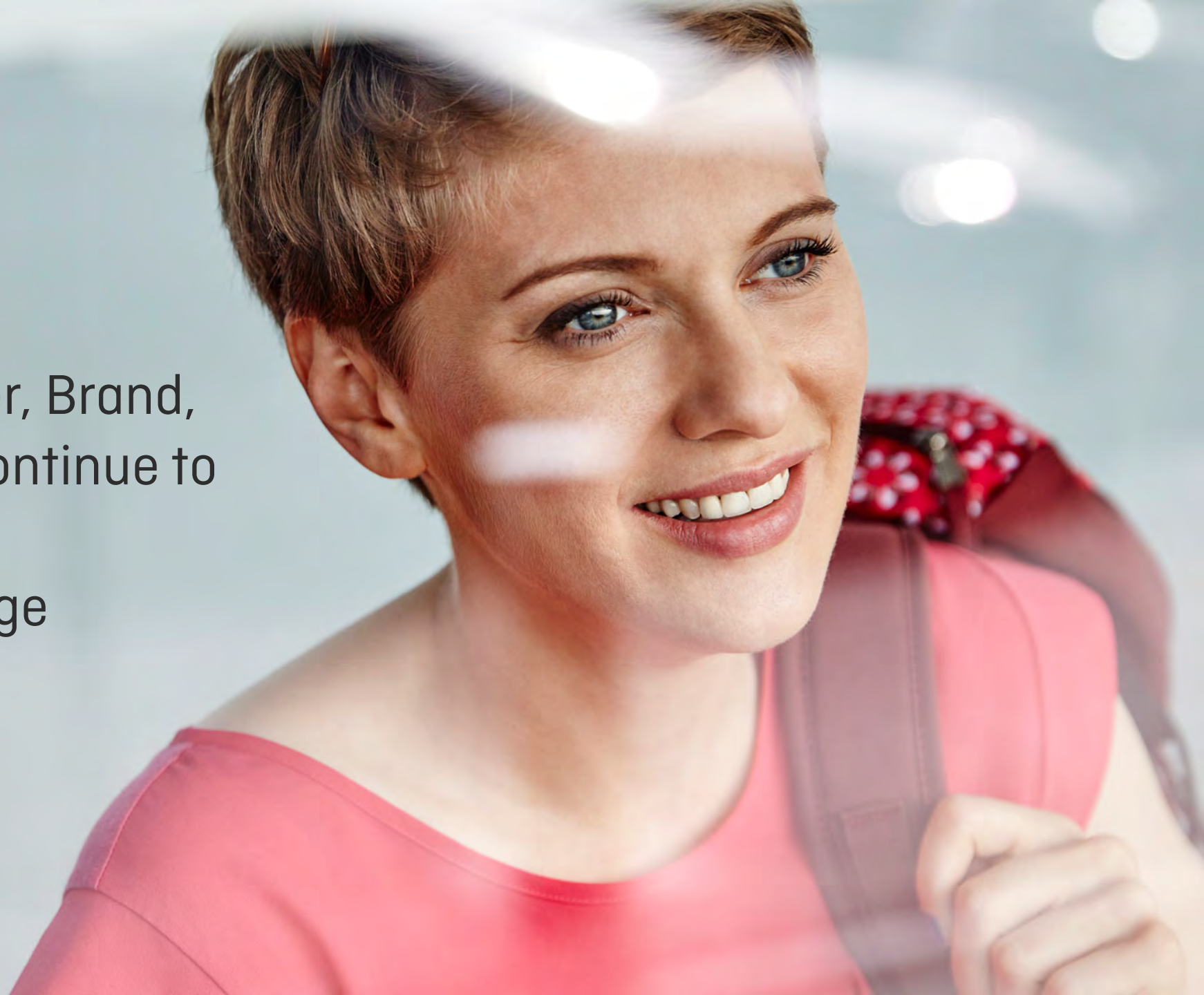
1. Jetstar International ASKs, Compound Annual Growth Rate FY20 to FY22.

# Playing where we can win in Asia



Brand strength	Fly directly where Australians want to go
Distribution	Leverage partnerships and codeshares to get reach
Low cost and Dual Brand know-how	Export low cost model and ability to operate dual brands to inbound and outbound markets
Flexibility	Fleet and operating models
Domestic network	Capture greatest share of inbound passengers travelling domestically

Investing in Customer, Brand,  
Data and Digital to continue to  
deliver a sustainable  
competitive advantage





The strength of Qantas’ brands are a key source of competitive advantage

Targeted to diverse customer segments and marketplaces



Premium business and  
premium leisure travel segment



13m QFF members  
273,000 QBR members

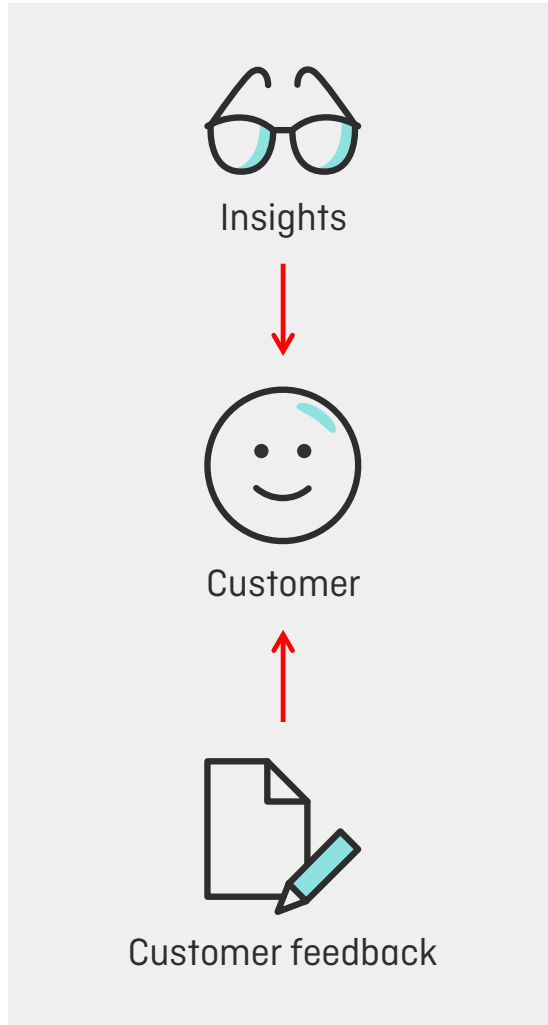


Jetstar (Australia & New Zealand)  
Jetstar Asia  
Jetstar Japan  
Jetstar Pacific

Low fares price sensitive  
segment (business and leisure)

## Customers are at the centre of our thinking

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### Trust<sup>1</sup>

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- **Qantas:** Most trusted corporate brand in Australia
- **Jetstar:** Most trusted low cost carrier in Australia
- Half of Australians claim **Qantas** as the #1 business supporting the Australian Community

### NPS

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- **Qantas and Qantas Frequent Flyer:** Significant advantage in NPS over domestic competitors
- **Qantas:** Record NPS results for 787 international flights, particularly Perth-London
- **Jetstar:** Record NPS results in Australia and Asia

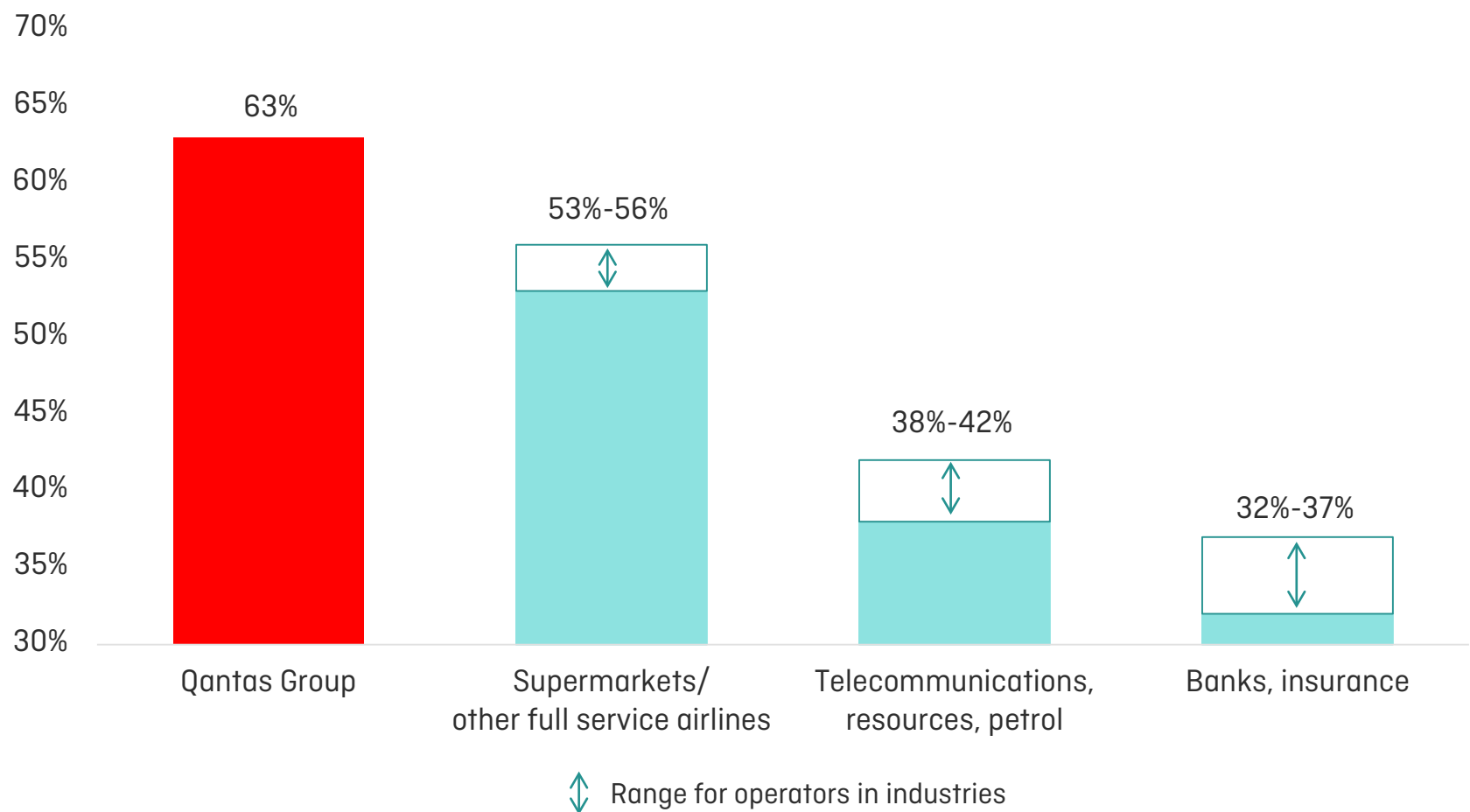
### Preference

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- **Jetstar:** Most preferred LCC in Australia for domestic and international travel
- **Qantas:** Most preferred carrier for domestic and international travel

# Qantas continues to be in a unique position for trust in Australian businesses

Trust in the Qantas brand remains a key competitive advantage<sup>1</sup>



1. Source: Dynata, Q4FY19, Corporate Trust Research (Jun 2019). Respondents who scored 7-10 on the question "Overall, how much do you trust the following individual businesses operating in Australia today, where '1' means you don't trust them at all, and '10' means you have a lot of trust in them?".

# Focussing on listening to our customers and responding



Three pillars: Identification, Prevention and Remediation, Customer Advocacy enable an objective voice when things go wrong or customers are not satisfied



Integration of customer and complaints reporting and governance



Successful resolution of over 90% of complaints in seven days through improved complaints management disciplines



Chatbots solving millions of interactions across Qantas and Jetstar



Technology facilitates a more comprehensive view of customers across touch points





Our strategic customer pillars are our competitive advantage





# Continued investment in our product and service on the ground and in the air



## ON THE GROUND



Melbourne Qantas Club and Lounges redesign



Singapore First Class Lounge  
Plus upcoming lounge investments:  
Sydney, Hobart and Alice Springs

## IN THE AIR



A380 Refurbishments



Jetstar new A321LR



95% of Qantas Wi-Fi domestic aircraft embodied by Dec 2019<sup>1</sup>



Additional 787-9s



Qantas Project Sunrise

Service focus including frontline training

Digital success lies in the strength of our own channels



60%

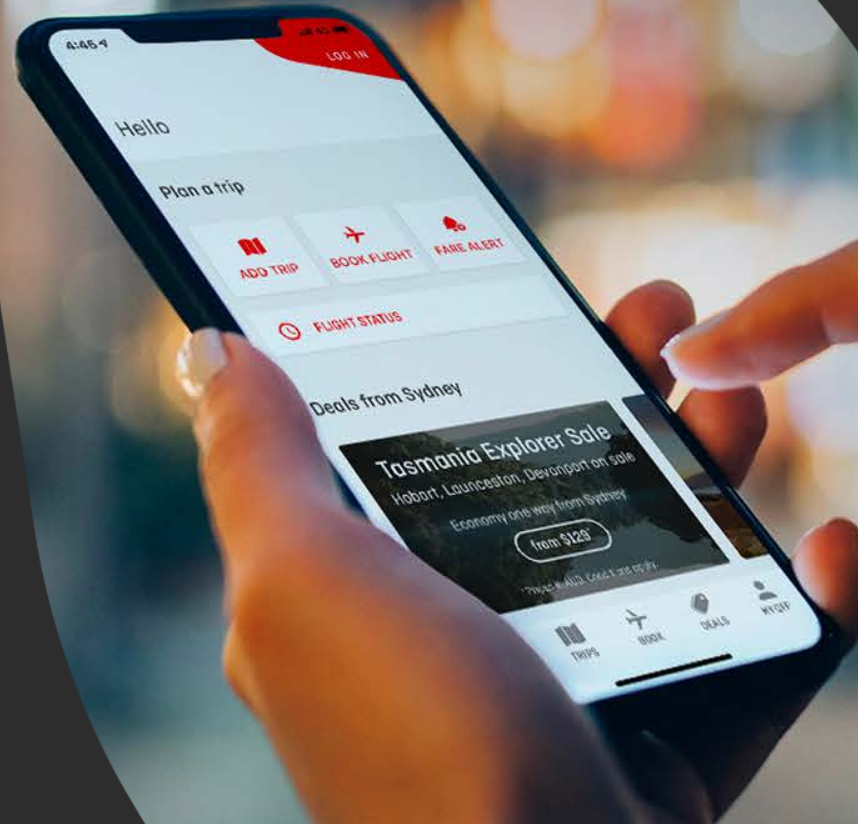
Direct Channel share<sup>1</sup>

235 million

Visits to website and app  
per annum (+8%<sup>2</sup>)

1 million

Monthly active  
app users (+21%<sup>2</sup>)



70%

Direct Channel share

216 million

Visits to website and app  
per annum (+0.4%<sup>2</sup>)

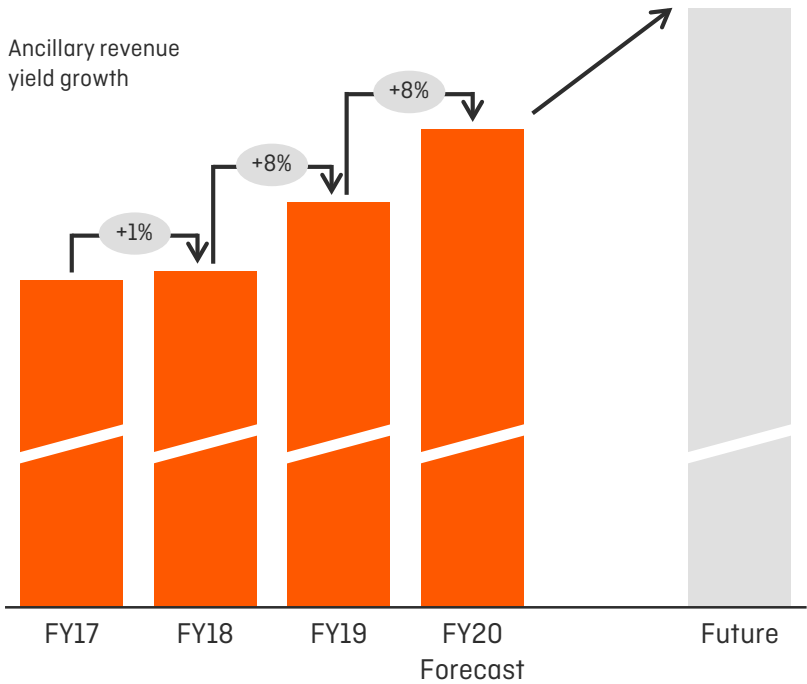
800,000

Monthly active  
app users (+14%<sup>2</sup>)

# Case study: Jetstar Ancillary revenue growth



Ancillary revenue growth enabled through digital website enhancements allowing us to personalise the information we provide our customers and introduce new products and services that better suit their needs



+3kg carry-on baggage (upgrade from the standard 7kg carry-on baggage to 10kg), 600,000 customers taken up



372,000 Club Jetstar members (+37% growth), saving members \$30m in fares, seat selection and baggage



Optimised and improved bundles — optimised bag, meal, seat selection and flex options

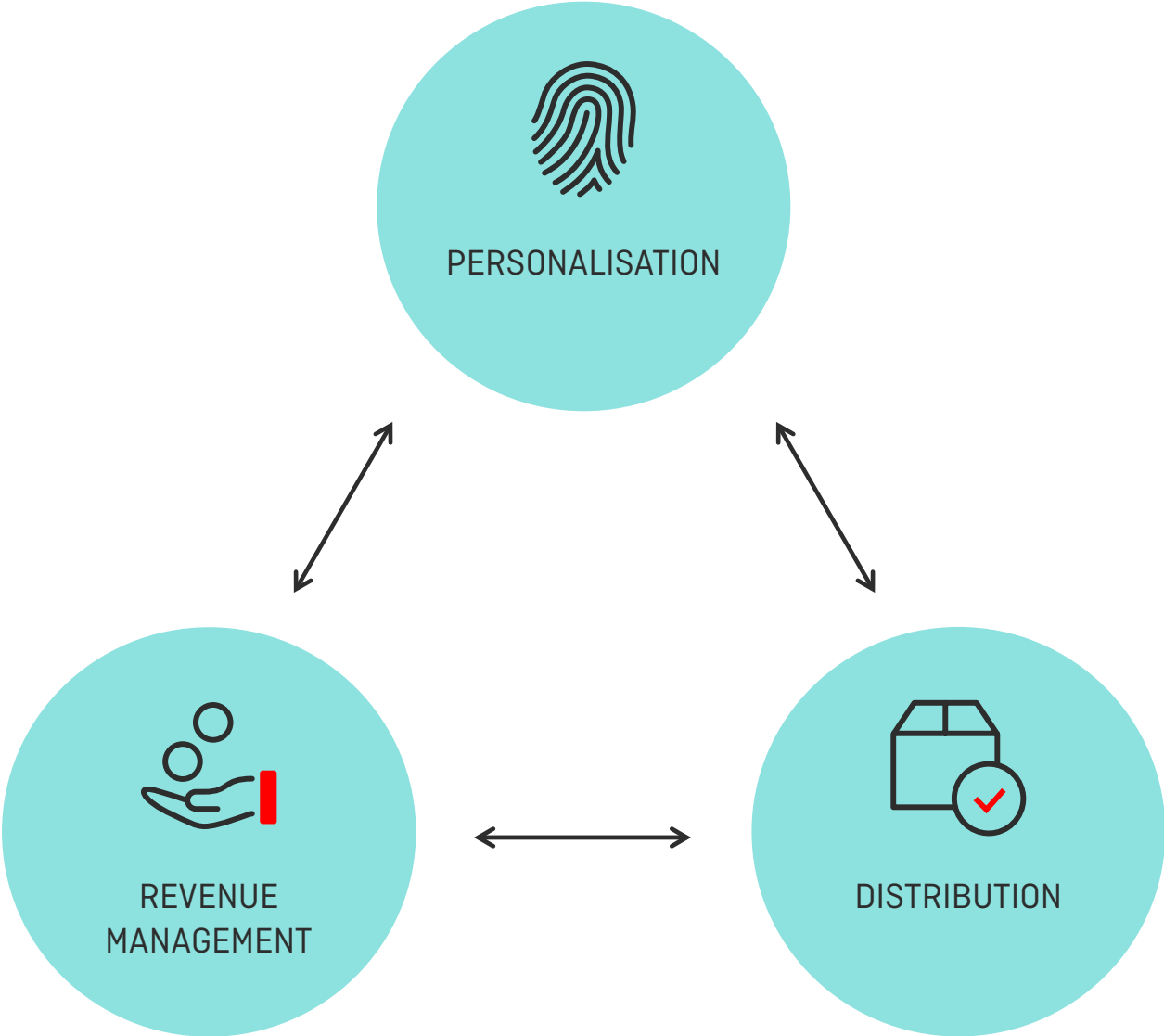


Relaunch Manage My Booking to optimise post booking and journey management



73% of bookings with Jetstar add an Ancillary Product




“Know me” framework: Working together to drive greater value



# Personalisation and Distribution are seeing momentum and success



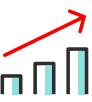


## For our customer

-  Customer led offers over product led
-  Overall satisfaction with communications increased
-  Greater relevance with increased engagement




## For our business

-  2x revenue return versus target in the last quarter
-  Agility to respond to the market quicker
-  Consistent airline intake and revenue out performance versus control group since launch



## For our team

-  Speed to market through increased offer output












# Personalisation and Distribution are seeing momentum and success






## For our customer

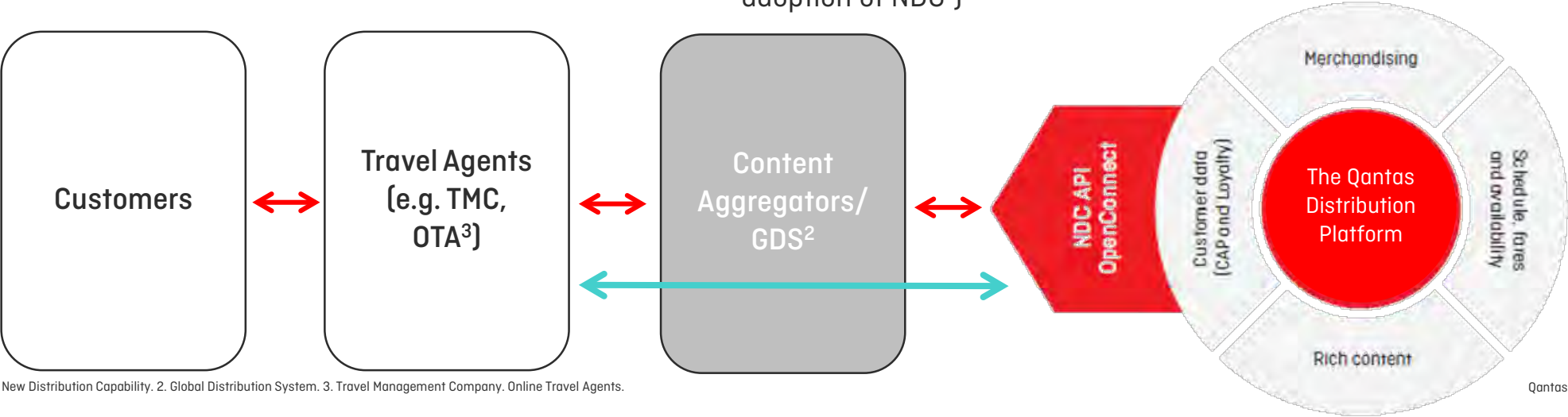
-  Content innovation for the customer is at the heart of our distribution change
-  Broaden customer offering within the indirect channel
-  Increased visibility of the end customer at time of booking allows us to enhance their journey experience

## For our business

-  Compliance and greater guardrails on our content
-  Ability to respond and participate in digital disruption
-  Best offers are curated and controlled by Qantas
-  17,000 Qantas Channel members, covering 90% of revenue (ensuring rapid adoption of NDC<sup>1</sup>)

## For our team

-  Qantas can support multiple distribution models (Direct, via new aggregators or GDS<sup>2</sup>)
-  Improved commercial decisions (shopping and booking data)
-  Less restrictions on speed of innovation within our direct channel



## Case study: Disruption management and servicing



Unmatched commitment to go above-and-beyond when making things right for our disrupted customers. Focus on **building, enhancing and optimising our digital solutions** to keep customers informed and empowered and **training our people** to deliver exceptional service in these moments that matter



Operational investments delivering faster recoveries and tangible customer outcomes



Continued investment in our digital ecosystem giving customers choice and flexibility in how they manage their booking in a disruption



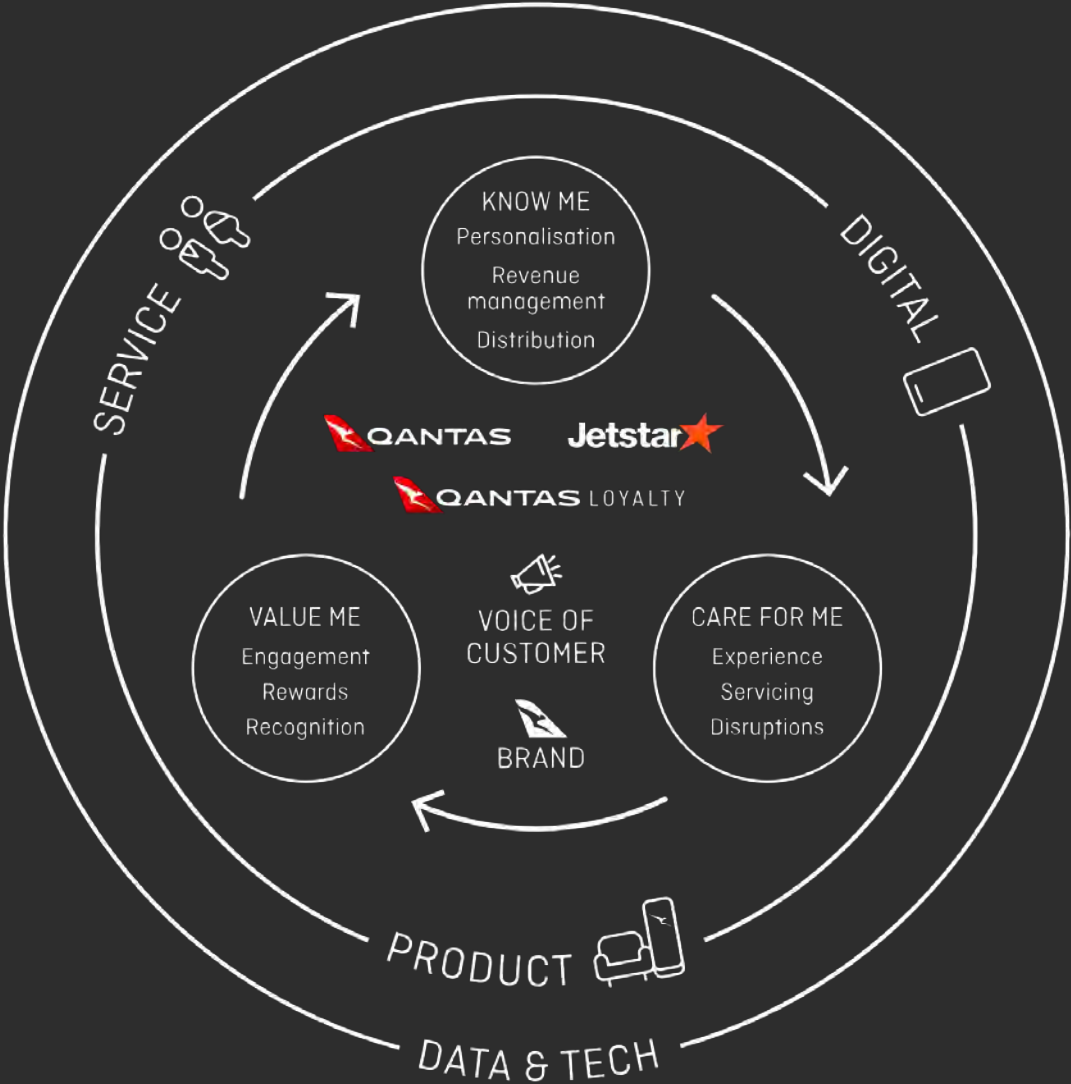
Automating manual processes so our people can focus on assisting our customers



Customers empowered to self serve via Facebook Messenger, SMS and In-App chat, as well as chatting with Virtual Assistants “Jess” on jetstar.com and “Matilda” on qantas.com



# Evolving our operating model to create customers for life





The Qantas Loyalty roadmap  
to FY22: Accelerating  
towards \$500-600m



# Qantas Loyalty is uniquely advantaged compared to local and global loyalty programs

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## Engaged audience

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12.9m<sup>1</sup>

members, representing ~50% penetration across Australian population<sup>2</sup>

2.7m<sup>1</sup>

Qantas App downloads

~5m<sup>1</sup>

flight rewards redeemed annually

~30pts

advocacy premium over competitors<sup>3</sup>

## Unique assets

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>30 years

of innovation and loyalty experience, longest running loyalty program in Australia

1,200<sup>4</sup>

destinations provide unrivalled network reach

## Quality partners

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Only

loyalty program globally in partnership with all major banks in local market

500+

partners across ~65 industries

~35%<sup>5</sup>

of all credit card spend in Australia is on Qantas Points earning credit cards

>50%<sup>6</sup>

more airline partners than nearest loyalty competitor



## Evolved from a traditional frequent flyer program to a sophisticated consumer loyalty ecosystem

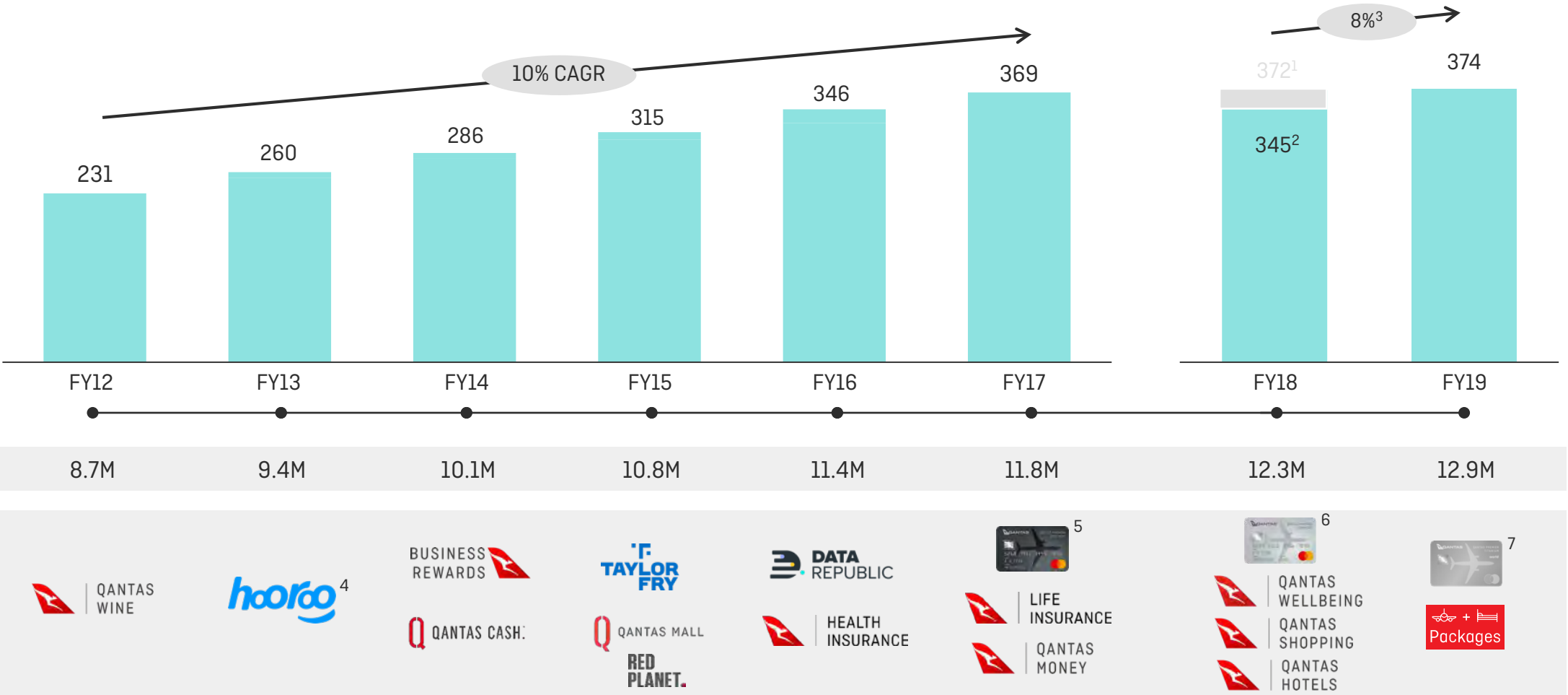


A mutually-reinforcing ecosystem, driving a network effect by:

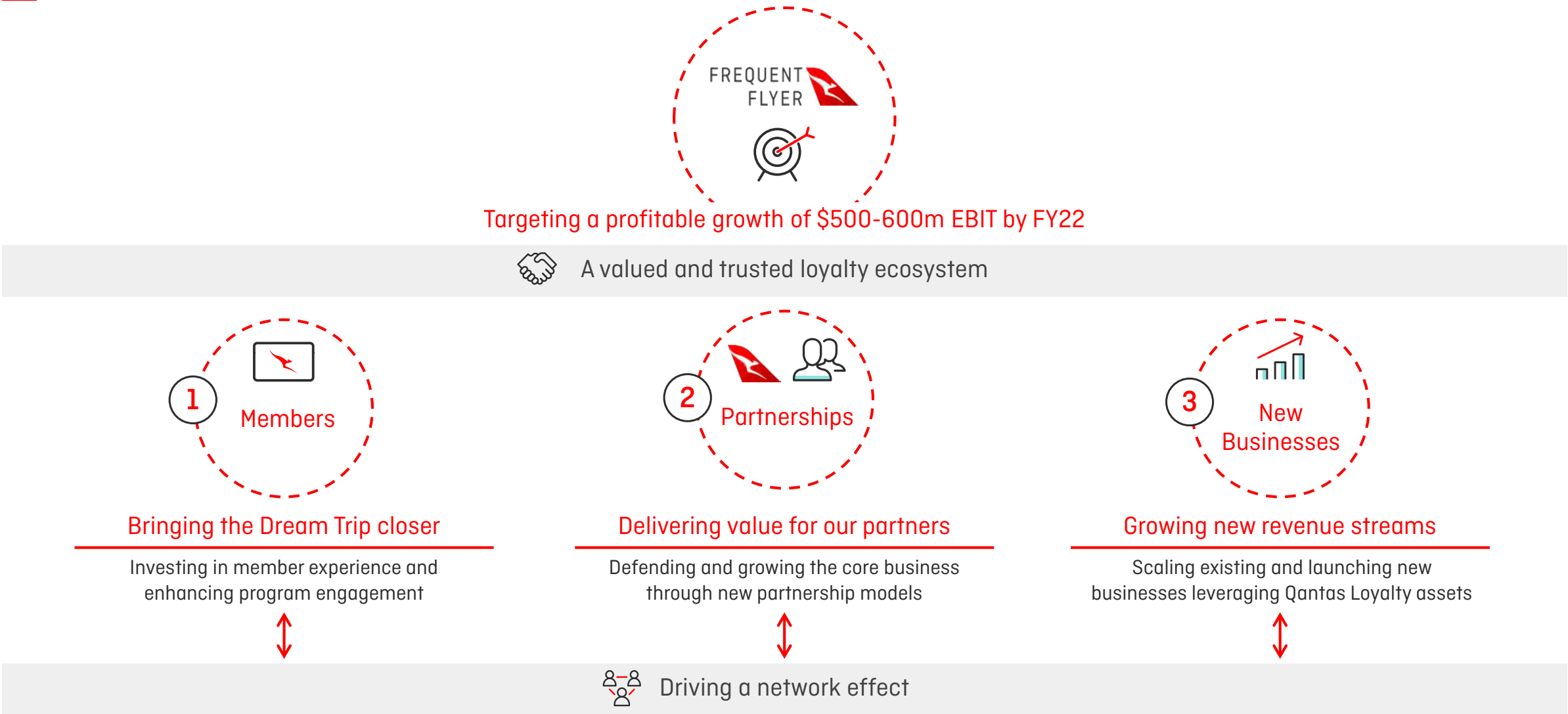
- Rewarding members across multiple categories
- Generating value for partners by driving repeat engagement
- Supporting launch and scale of New Businesses

# Business growth through a proven track record of membership growth, innovation and resilience

Qantas Loyalty EBIT evolution and key drivers, \$M



# We have a clear pathway to deliver the FY22 profit target and core member goals



# Investing in member experience to drive program-wide engagement

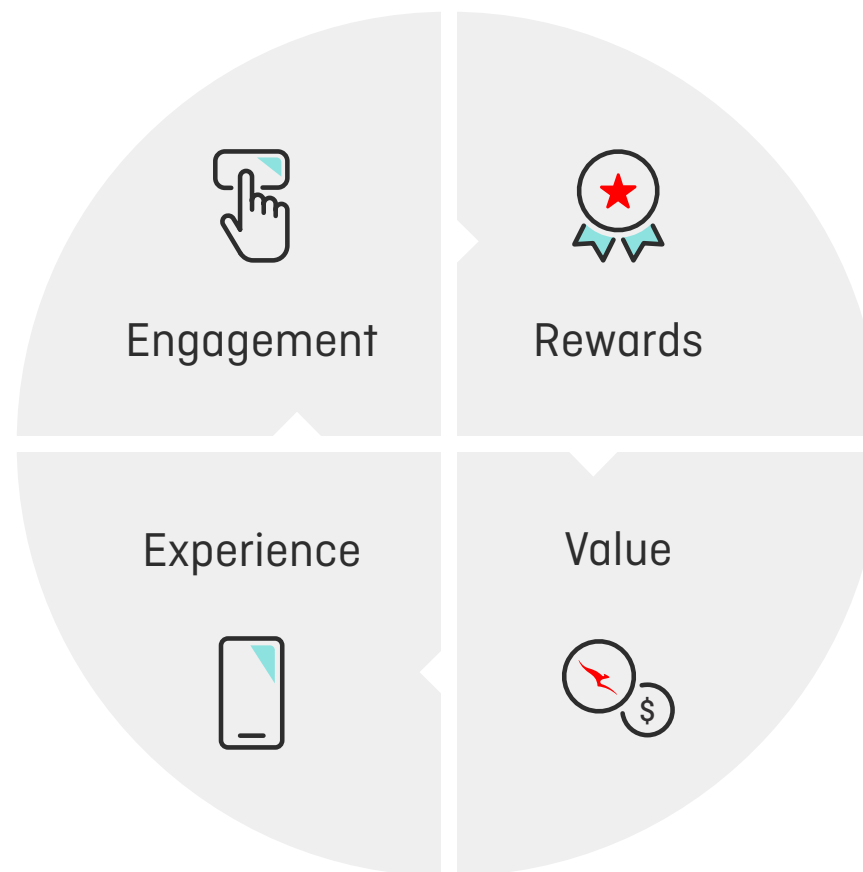
Our program is built around the member at its heart

## Ongoing link between our customers and the Qantas brand

- Network of Qantas, Jetstar and 50+ airline partners providing global relevance
- Unrivalled everyday earn coalition links non-flying spend to aspiration of travel

## Contextual and personalised interactions

- Tailored offers and digital experience based on member preferences and engagement
- Investment in self-service and automation to remove friction



## Rewards that drive strive and create an emotional connection

- Extending recognition of QFF through partner network
- New, cohort-driven program constructs to reward high buyers, career flyers, new joiners

## Investing in what matters most to members — The Dream Trip

- More reward seats and lower charges
- >100b Qantas Points expected to be redeemed in FY20 with >80% on highly aspirational flights and hotels

# Investing in member experience to drive program-wide engagement

1

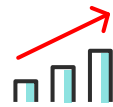
\$25m investment to underpin program health and continued member growth



Member-centric initiatives to drive engagement

## Biggest program overhaul in 32 years

- >1m<sup>1</sup> additional Classic Flight reward seats
- Reduced fees, rebalanced Qantas Points pricing
- Lifetime Platinum for career flyers; 'Points Club' for high-buyers
- New digital home for members delivering tailored content and utility



Underpinning long-term business growth

## Increasing member lifetime value

- Higher share of flying wallet
- Higher adoption of Qantas and partner products
- Increased customer advocacy from removing program pain points
- Payback of investment expected within 12 months



Strong uplift in member engagement<sup>2</sup>

- 20% growth in Classic Reward flight redemptions
- 28% growth in high-value international premium cabins redemptions
- ~300k seats redeemed by members with no Classic Reward activity in the prior 18 months

Bringing the Dream Trip closer for our members



## Defending and growing the partnership coalition – the core of our business

Outperforming market and diversifying our core financial services offerings

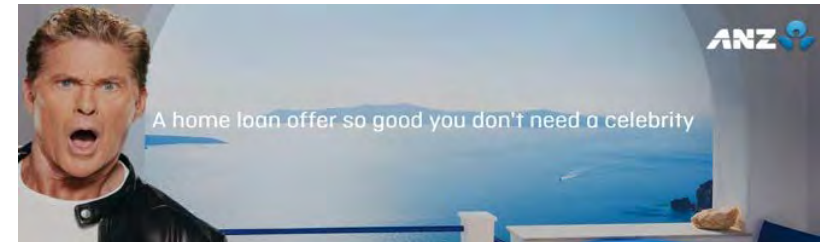


### Stable growth in co-branded credit cards instilling confidence

- >50 Qantas Points earning credit cards in collaboration with ~20 financial institutions, including all major Australian banks
- Qantas Points earning credit cards continue to outpace the market despite softer industry operating environment
- Strong growth in international financial services; growth in partners from 4 to 12<sup>1</sup>, ~80% growth in partner revenue<sup>1</sup>

### Diversification in partner offerings extending core financial services offer

- **Launch of new mortgage product offer with ANZ**
  - Higher than expected application volume during the campaign
- **New earn category; Superannuation — AustralianSuper**
  - ~15k members made the switch during first six months of the campaign<sup>2</sup>



Enabling ~5% EBIT CAGR from core coalition through expansion and evolution of partnership models

# Defending and growing the partnership coalition – the core of our business

2

Scale and frequency of engagement reinforcing value for our members and coalition partners

## – Market leading coalition in Australia

- ~500+ coalition partners<sup>1</sup>

## – Key 'everyday earn' partners across pharmacy, fuel, energy, department store and grocery

- Retail partnerships delivering members opportunities to earn everyday; ~25k Qantas Points earning transactions<sup>3</sup> per day
- Qantas Points issuance from retail partnerships to increase by ~30%<sup>4</sup> driven by newly announced partnerships

## – Future growth from better serving our partners and members beyond points



Enabling ~5% EBIT CAGR from core coalition through expansion and evolution of partnership models

# Defending and growing the partnership coalition – the core of our business






2

Growth from diversification into SME<sup>1</sup> sector with Qantas Business Rewards

## Rewarding Australian small businesses

- Qantas' B2B<sup>2</sup> loyalty program that rewards SMEs<sup>1</sup> with Qantas Points and savings on their business expenses

## Delivering value to Qantas Loyalty and the Qantas Group

-  Strong **revenue growth** from partners (over 80%<sup>3</sup>)
-  Growth in membership to **270,000+ members**
-  **60+ partners** across a wide range of spend categories
-  Successful launch of **new B2B<sup>2</sup> Online Mall**
-  Significant **contribution to airline revenue** (>\$1b p.a.)

## Qantas Business Rewards member benefits



Earn Qantas Points



Save \$\$\$ on flights

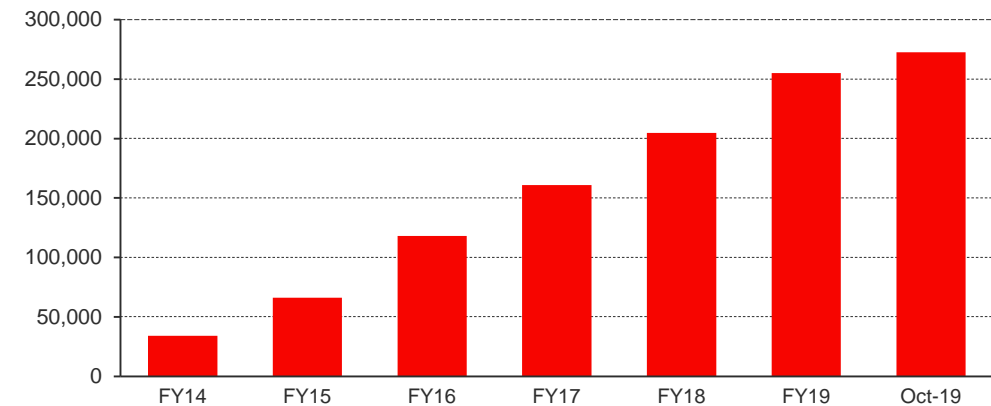


Enjoy exclusive Qantas Club and member offers



Redeem Qantas Points for rewards

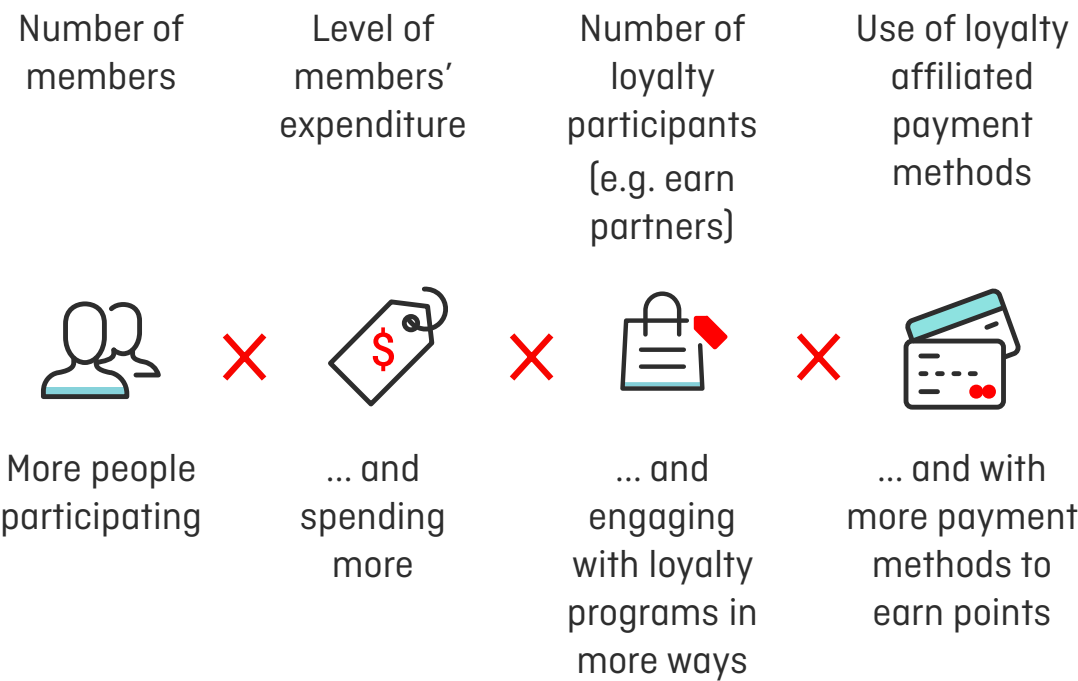
## Consistent membership growth



Australia's most successful business loyalty program with a strong growth profile

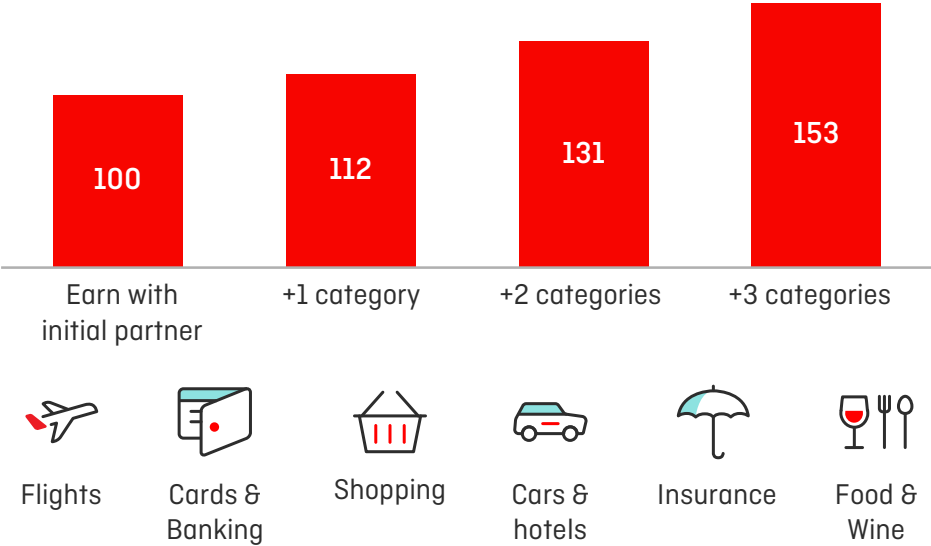
# Broader engagement has a multiplier effect for partners and Qantas

Breadth of program engagement multiplies points on offer



Generating an uplift in partner earn<sup>1</sup>

Index of member points earn with initial partner as engagement evolves across other categories



The initial partner earns more as the member engages across multiple categories, resulting in a benefit for the initial partner and a benefit for Qantas Loyalty

Increasing breadth of the Qantas Frequent Flyer ecosystem reinforces existing partner earn benefits

## Scale and launch New Businesses

3

Proven track record of developing and scaling new businesses

### Continued double digit growth in health insurance

- #2 for growth in net persons insured for past two years<sup>1</sup>
- ~45% growth in FY19<sup>2</sup>

### Continued growth in the Qantas Money portfolio

- \$4.4b spent on Qantas Premier credit cards since launch<sup>3</sup>
- ~110% growth in total cards issued over the last 12 months



### Rapid scaling of Qantas Hotels

- Continues to grow at double the OTA industry growth rate<sup>4</sup>
- 36% growth in revenue<sup>2</sup>, from >700k guest bookings across >330k available properties

### Qantas Wine growing at double the rate of online liquor industry

- Top five online players<sup>5</sup>

More than doubling<sup>6</sup> New Businesses earnings contribution to 15-20% in FY22



# Scale and launch New Businesses

3

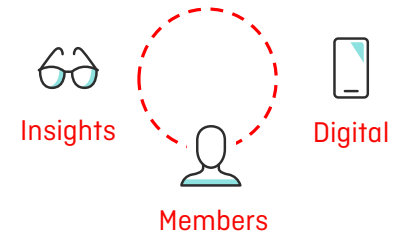
Our latest launch extends our Insurance portfolio

## Evolution of the Qantas Insurance portfolio



1. Based on industry gross earned premium in FY19. Source: The Australian Prudential Regulation Authority.

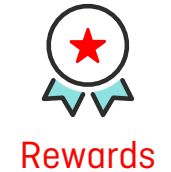
## Understanding our latest venture



**Compelling member experience**  
— drives effective member acquisition and engagement leveraging QFF data and digital capabilities



**Disruptive growth partner**  
— Auto and General is Australia's fastest growing motor and home insurer. They bring their expertise, underwriting of risk and claims management to the partnership in this \$10b<sup>1</sup> industry



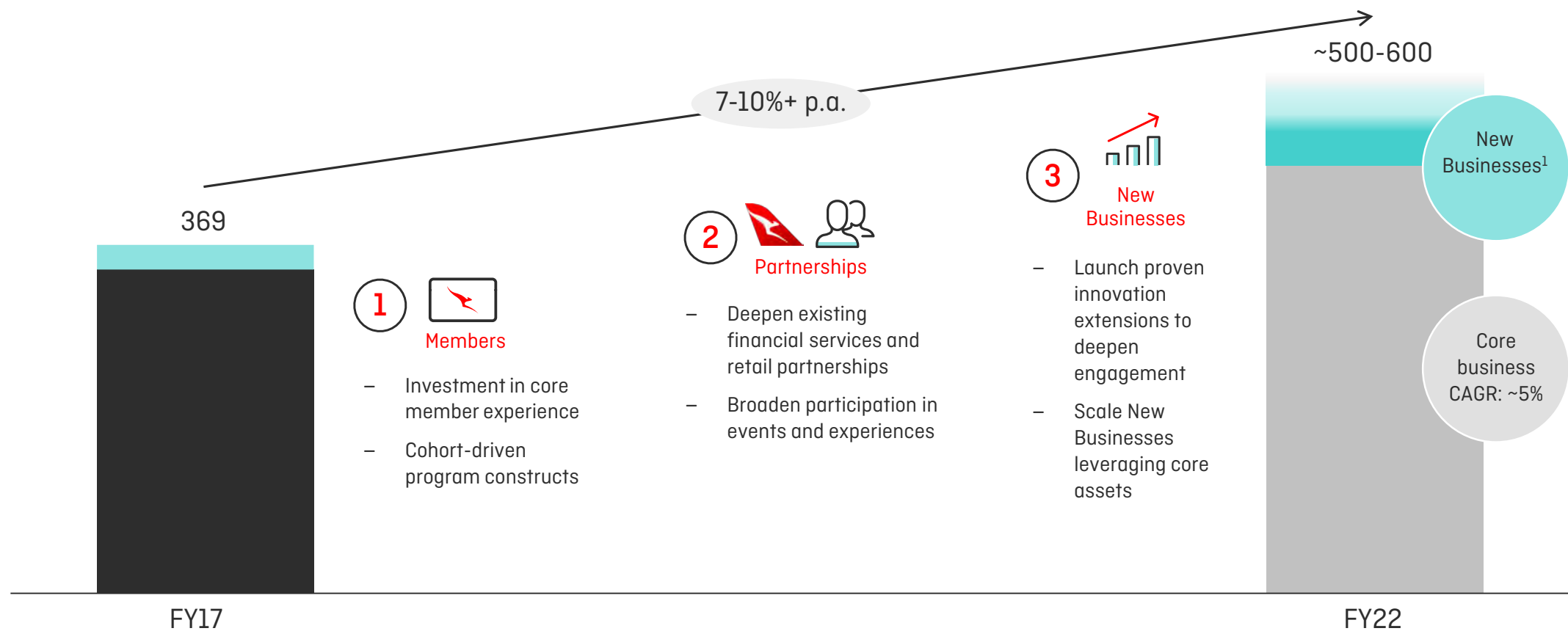
**Market differentiated proposition** driving positive behaviour in an engaged manner (e.g. Qantas Points for safety)



**Price competitive** position in market

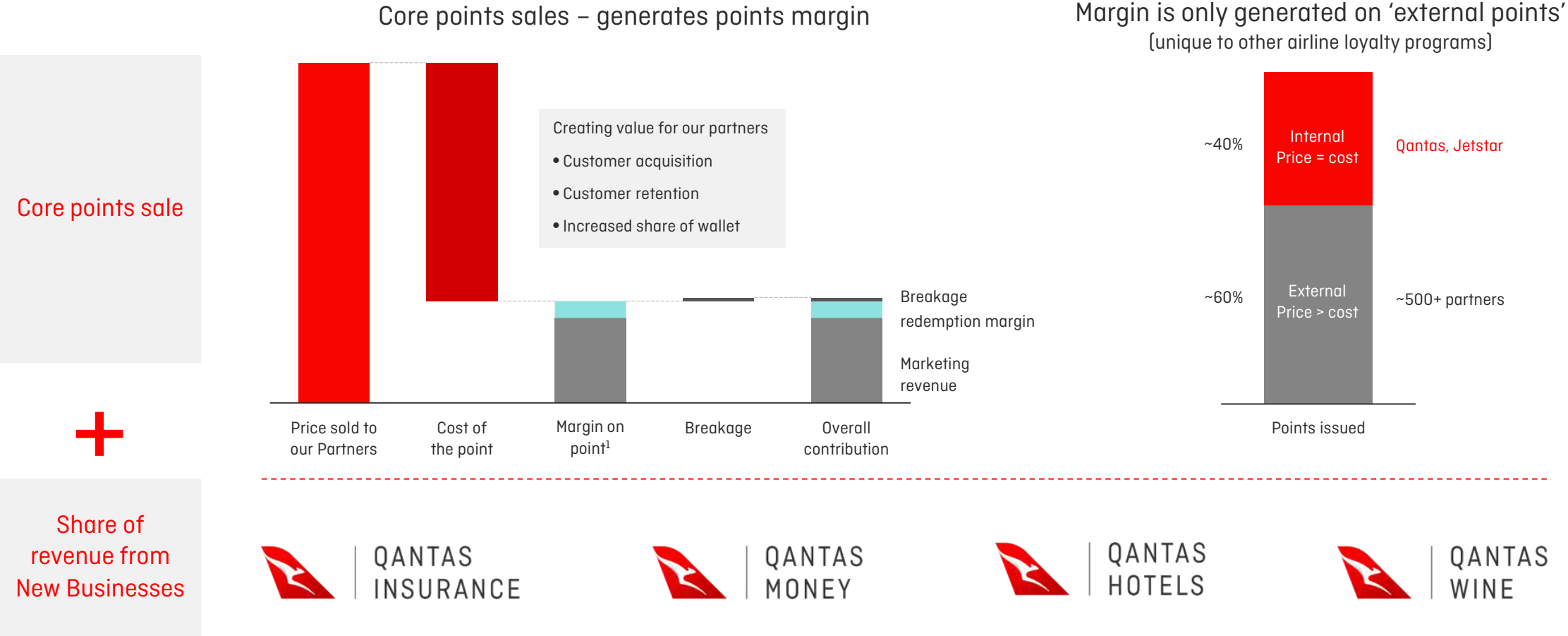
We are confident we have the track record and momentum to achieve our FY22 goal

Qantas Loyalty EBIT evolution and key drivers, \$M



Strong earnings growth momentum from 2H19 continuing with expected double digit EBIT growth in 1H20

# Unique assets and capabilities have enabled diversified sources of value



1. Recognition is split across time of issuance and time of redemption.

# People and Culture



# Global forces are shaping our People and Culture strategy



New centres of customer demand and geopolitical influence



Asian heritage

Asian cultural competency

Workforce flexibility

Rapid digitalisation and the rise of Big Data



Digital capabilities

Automation and impact on nature of work

Competition for talent

Shifting customer and workforce preferences



Mimic customer expectations

Reflect employee values

New ways of working and methodologies

Resource constraints and climate change



Environmental impact

Alternative energy sources

Protect employees from extreme weather



We have a diverse and experienced workforce

Gender	
Male	58%
Female	42%

Languages spoken
31+
onboard our aircraft <sup>1</sup>

Female senior leadership
36%

Australia-based
88%

Country of birth
160+

Aboriginal and Torres Strait Islanders (ATSI)
400+

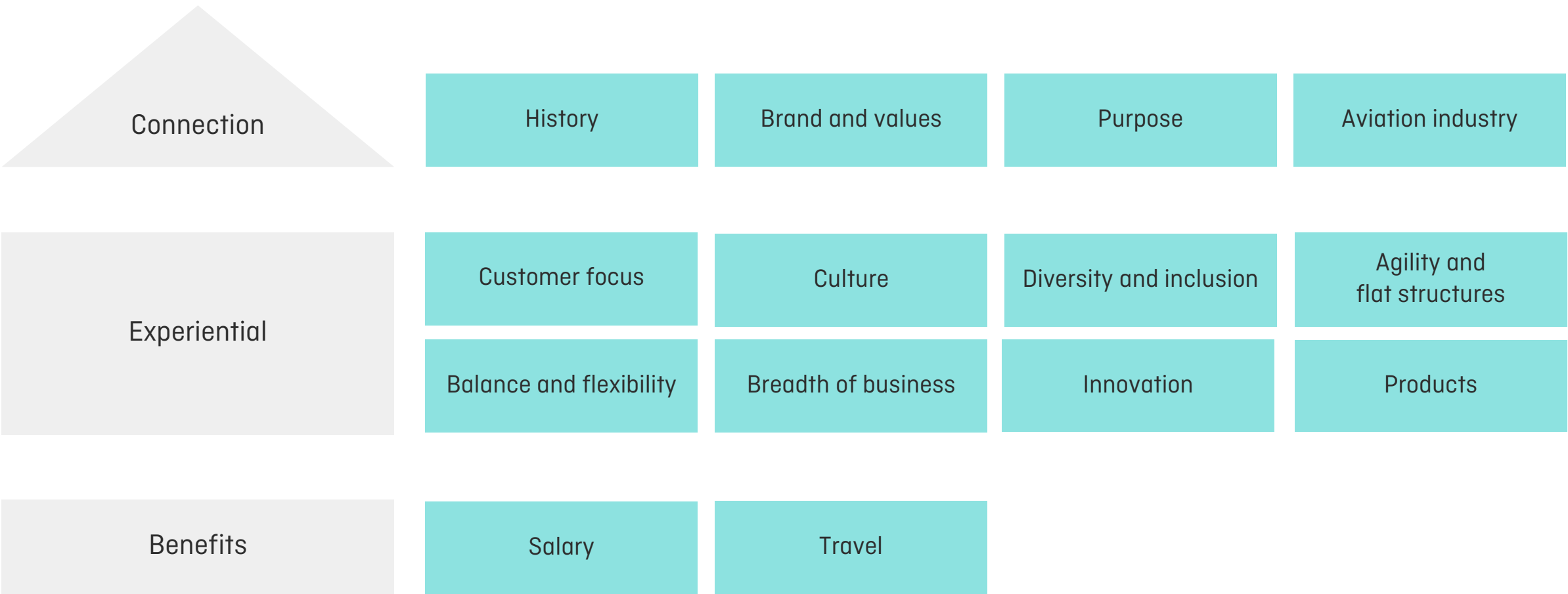
By type	
Employees (FTE)	29,000+
Contractors	1,600+
Employees under EBA	80%

By age	
Gen Z (< 23)	4%
Millennials (23 – 38)	33%
Gen X (39 – 54)	43%
Baby Boomers (55 – 73)	20%



1. International Cabin Crew with 'Advanced Proficiency' languages as at 1 Oct 2019.

# Our employee value proposition is unique and differentiated

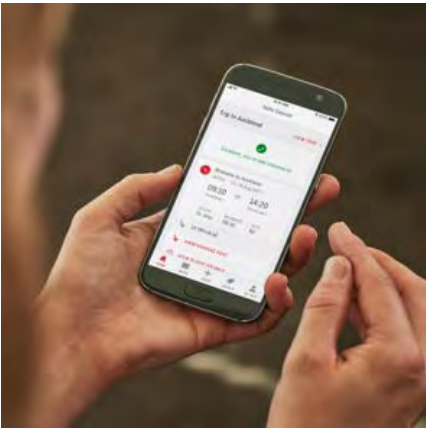


# Nurturing a healthy culture strengthens our business

Clear Purpose

We take the Spirit of Australia further

Healthy culture



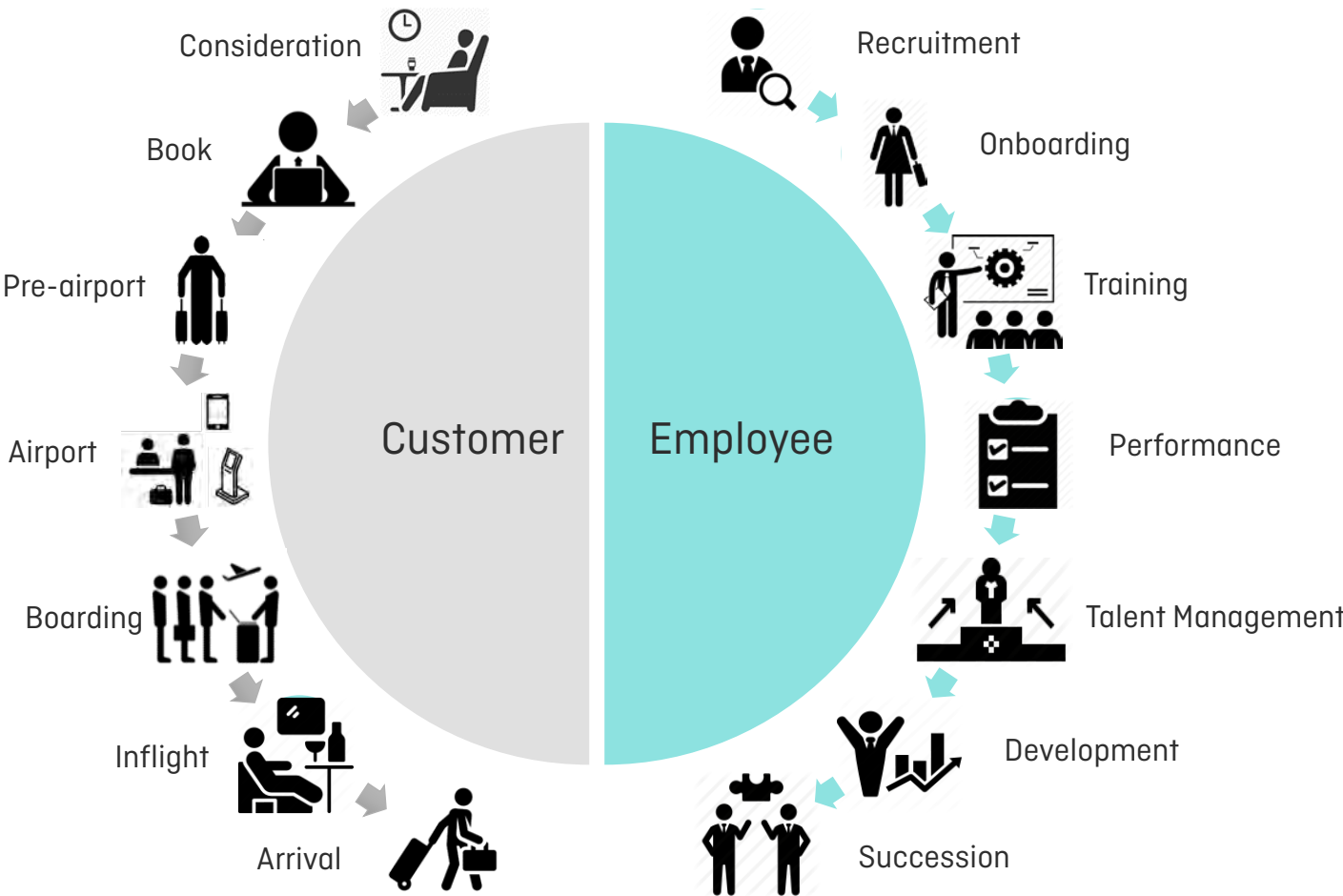
Clear behaviours, goal setting and accountability

Investment in leadership and our people

Agile, innovative ways of working

Strong sense of community and appreciation

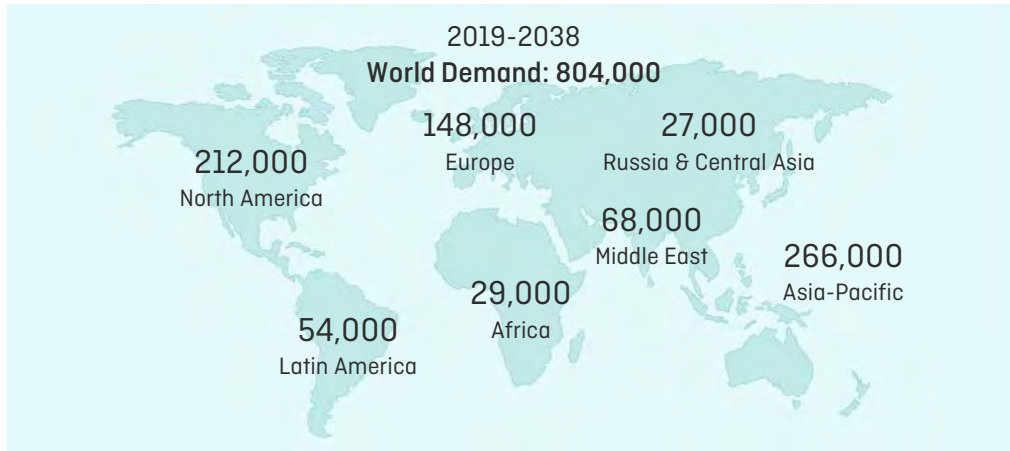
# We have mapped out the employee experience, mirroring the customer experience



- Understand the 'moments that matter'
- Utilise listening and behavioural data
- Leverage frequent pulse surveys
- React and adapt to ongoing feedback

## We are actively pursuing employee growth in areas aligned to global forces

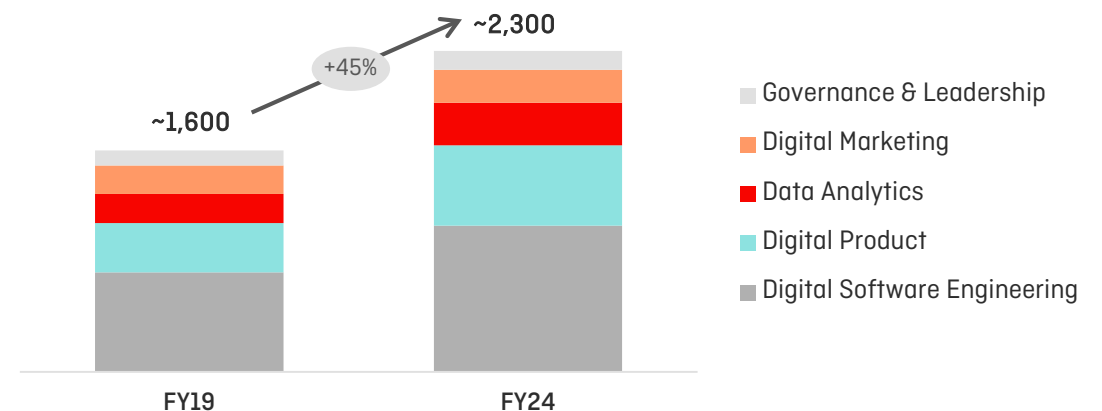
Global pilot incremental demand<sup>1</sup>



- Pilot demand driven by rapid growth in Asia
- Increasing competition for talent from other industries
- Pilot Academy established to grow supply and encourage careers in industry
- Opportunity to leverage geography, Australian operating environment and Qantas brand to train pilots for other airlines, particularly in Asia-Pacific

- High demand driven by digitalisation and the rise of Big Data
- Competition for talent for digitally capable workforce
- Digital workers tend to be Millennials with different expectations of the employee experience and career progression
- Requirement for reskilling to ensure sufficient supply
- Specific employee value proposition developed to recruit and retain capabilities

Qantas Group digital workforce





## Enabling our people to do their best work will drive extraordinary outcomes



- Right capabilities aligned with needs and growth
- Understand 'moments that matter' in employee lifecycle
- Support with technology, training and leadership
- Cost competitive, flexible and productive workforce



# CEO Wrap Up



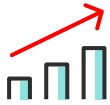
100 Years of The Spirit of Australia

## Key messages you should take away from today

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Positioned to deliver higher domestic operating margins



Building a resilient Qantas International delivering ROIC > 10%



Jetstar's International and Asian portfolio are positioned deliver ROIC > 15%



Qantas Loyalty will deliver on its growth target



Investing to drive superior customer experiences



Transformation will continue to drive valuable outcomes across the business



Enabling our people to be their best



We have sufficient planned capex to maintain competitive fleet



The Group is a leader in acting responsibly to maintain our social licence to operate



Disciplined application of our Financial Framework maintains balance sheet strength

Building on our sustainable competitive advantage



# Disclaimer and ASIC guidance

This Presentation has been prepared by Qantas Airways Limited (ABN 16 009 661 901) (Qantas). While every effort has been made to check the accuracy of the information in this document, it may not be free from errors and you should make your own enquiries to verify any information you wish to rely on, as appropriate for your own requirements.

## Summary information

This Presentation contains a general summary of information about Qantas and its subsidiaries (Qantas Group) and their activities as at 19 November 2019, or as otherwise stated. The information in this Presentation does not purport to be complete. It should be read in conjunction with the Qantas Group's other periodic and continuous disclosure announcements lodged with the Australian Securities Exchange, which are available at [www.asx.com.au](http://www.asx.com.au).

## Not financial product advice

This Presentation is for information purposes only and is not financial product or investment advice or a recommendation to acquire Qantas shares. It has been prepared without taking into account the objectives, financial situation or needs of individuals. Before making an investment decision prospective investors should consider the appropriateness of the information having regard to their own objectives, financial situation and needs and should seek independent legal and taxation advice appropriate to their jurisdiction. Qantas is not licensed to provide financial product advice in respect of Qantas shares. Cooling off rights do not apply to the acquisition of Qantas shares.

## Not tax advice

Tax implications for individual shareholders will depend on the circumstances of the particular shareholder. Shareholders should therefore seek their own professional advice in relation to their tax position. Neither Qantas nor any of its officers, employees, agents, affiliates or advisers assumes any liability or responsibility the tax consequences of shareholder decisions or actions.

## Financial data

All dollar values are in Australian dollars (A\$) and financial data is presented within the six months ended 30 June 2019 unless otherwise stated.

## Future performance

To the extent that the information in this Presentation contains any forward-looking statements, opinions and estimates, these are the reasonably held, subjective views of Qantas as at the relevant date, and may be based on assumptions and contingencies which are subject to unforeseen change. Any statements about market and industry trends are based on interpretations of current market conditions. This information is presented as a general guide only and should not be relied upon as an indication or guarantee of future projections, earnings or performance.

Investment in shares are subject to investment risks and other known and unknown risks, many of which are outside the control of the Qantas Group.

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Before making an investment decision, you should consider, whether the investment is appropriate in light of your particular investment needs, objectives and circumstances and seek independent professional tax, financial or legal advice as appropriate.

## Past performance

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