

Press Release

For immediate release

Schiphol, 21 December 2018

Air France KLM Martinair Cargo is reaching a digital milestone in Europe

Since the launch of our online booking tool myCargo about 2.5 years ago, many upgrades have been released to enhance its booking and service facilities. MyCargo is the portal where our customers request quotes and make bookings, but also where we offer services like track & trace, claims, notify-me, etc. We are developing myCargo in an agile manner, which means we continually monitor our customers' needs in order to improve and develop the portal where they do business with us.

Most recently we added the option of making 24/7 instant bookings of up to 4 tonnes and the option of booking pharma shipments. In addition, we launched an API (Application Programming Interface) capability that will enable our customers to directly connect our "Quote & Book" online booking tool into their systems, which will offer them all sorts of efficiency gains. This API capability is unique in the industry.

"We are very pleased with myCargo's degree of adaptability and its customer satisfaction ratings. We get a lot of positive responses from customers. This month we reached a milestone in Europe by having 52% of the quotes requested online. This means, in practice, that about every 20 seconds a quote is requested online during a working day!" says GertJan Roelands, Vice President Europe at Air France KLM Martinair Cargo.

We promote our digital approach with our GoSurfing campaign, which we recently introduced in Germany and will be rolling out further in Europe in the weeks ahead. Another development driving online sales is our new programme for small and medium-sized forwarders called "WHAT COUNTS".

WHAT COUNTS creates value for our customers in three ways. Firstly, it gives customers the opportunity of saving Blue Credits for the cargo flown. Customers can spend these Blue Credits on airline tickets, thereby saving on travel expenses. Secondly, we give these customers access to MyCargo, allowing them to book and manage shipments 24/7. Thirdly, the WHAT COUNTS approach is largely based on big data. We know the level of specialisation of our customers. This enables us to send targeted offers to customers, based on their specific needs. We began rolling out this programme in the Netherlands last year, which led to higher customer satisfaction ratings and increased sales. That is why we decided to roll out the programme throughout Europe. We are very pleased to announce that we have now rolled out the WHAT COUNTS programme Europe-wide, allowing all our small and medium-sized customers to access this improved service proposition.

"Growing digital initiatives or generating online sales are not goals in themselves. Digital initiatives allow us to further improve our service to customers, leading to greater customer satisfaction, and that's what counts," says GertJan Roelands.

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Company profile

The Air France KLM Group is a global airline group with a strong European base. Its main areas of business are passenger transport, cargo transport and aeronautical maintenance.

AIR FRANCE KLM MARTINAIR Cargo is the Air France KLM Group's dedicated air cargo business. Our three airlines offer the industry more than 1,060 weekly frequencies to 124 destinations. In 2017, AIR FRANCE KLM MARTINAIR Cargo transported 1.1 million tonnes of cargo. In addition to the Group's global network of passenger aircraft, we offer cargo main deck capacity on 2 Boeing 777 Freighters, 4 Boeing 747-400 Freighters and 6 Boeing 747-400 Combi aircraft.

Air France Cargo and KLM Cargo and our hubs (CDG and AMS) are IATA CEIV certified, providing service excellence to the pharmaceutical industry.

Air France KLM Cargo is a member of SkyTeam Cargo (www.skyteamcargo.com) offering an even larger network coverage.

Special partnerships include China Southern Cargo, Delta Cargo, Jet Airways Cargo and Kenya Airways Cargo.

Please visit www.afklcargo.com for more information about AIR FRANCE KLM MARTINAIR Cargo.

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