

## Media Release



### **BERLIN – ETIHAD AIRWAYS OPENS NEW EUROPEAN HEADQUARTERS**

Etihad Airways, the national airline of the United Arab Emirates (UAE), has unveiled its new European headquarters in Berlin, enhancing the airline's presence in the German domestic market and further cementing its strategic relationship with airberlin.

Located in the heart of Berlin's historic Potsdamer Platz, the new office houses both Etihad Airways' European and Germany sales and marketing teams, and includes joint Etihad Airways-airberlin reservation and ticketing counters.

The office is located on the eighth floor of an iconic Richard Rogers-designed building on Linkstrasse, the architect who is also known for his work on the Pompidou Centre in Paris, and both the Lloyds building and Millennium dome in London.

In Berlin for the official opening, Etihad Airways President and Chief Executive Officer, James Hogan, said: "Germany remains a critically important part of Etihad Airways' growing passenger and cargo network, and while much of Europe continues to face challenges linked to the prevailing euro crisis, the German inbound and outbound travel is performing well for us."

Mr Hogan said the new central Berlin office would benefit both the Etihad Airways and airberlin commercial teams, as they work ever closer to drive value for both airlines. "It makes sound business sense to be based in Berlin, and close to our strategic equity partner."

Etihad Airways' Vice President Europe, Joost den Hartog and Etihad Airways' General Manager Germany, Philip Lewin will lead the respective Etihad Airways Europe and Germany teams at the new Berlin office.



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In total, 35 Etihad Airways employees will work in the new facility, 25 of whom are German, with the rest coming from the UAE, the Netherlands, Egypt, India, Italy, Pakistan, Morocco, the UK, and Switzerland.

Mr Hogan concluded: “2013 marks our ninth year of operations to Germany, the largest outbound travel market in Europe.

“Last year, we carried 47 per cent more guests (530,351) to and from Germany compared to 2011, and that was due to better load factors to and from Frankfurt and Munich, the launch of our daily Dusseldorf service, and strong feeder traffic coming from airberlin. Cargo also proved resilient as tonnage carried to and from Germany was up 18 per cent to 52,000 tons.”

He said the most popular destinations for German travellers continue to be Abu Dhabi, Bangkok, Sydney, Melbourne, Shanghai and Kuala Lumpur, and noted this quarter was shaping up to be one of the busiest on record.

“Looking ahead we are on target to hit our numbers for 2013, and with the opening of this new office, there is no doubt that we’re in Europe and Berlin for the long haul.”

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## Etihad Airways in Germany - Key facts

- 219 Germans work for Etihad Airways, including 44 cabin crew and 54 pilots.
  - 77 Etihad staff based in Germany
- 28 flights per week from Abu Dhabi to 3 German cities
  - Munich, daily, launched June 2004
  - Frankfurt, double daily, launched June 2006
  - Dusseldorf daily, launched December 2011
- 14,524 seats per week to/from Germany
- Fleet: 2 and 3 class Airbus A330s, and 3-class Airbus A340s.
- 2 million passengers carried to/from Germany
  - For 2012, 530,351 passengers carried, up 47.6% on 2011 [359,226], due to:
    - higher load factors for Frankfurt and Munich
    - start of daily Dusseldorf service
    - network feeds from airberlin
- Most popular destinations for German travellers:
  - Abu Dhabi, Bangkok, Sydney, Melbourne, Shanghai and Kuala Lumpur
- 5 weekly freighters to Frankfurt. Mix of B747-F, B777F and A330F
  - To date 256,000 tons carried to/from Germany
  - 2012 figure = 52,000 tons, 18% up on 2011 (43,553 tons)
  - Germany imports from Asia Pacific region, the Indian subcontinent and the GCC

## Key dates

- 26 September 2013, Etihad's new European regional HQ at Berlin's Potsdamer Platz opens.
  - 35 staff based in the new office, 25 are German
- 19 December 2011, Etihad Airways acquires a 29.21% stake in airberlin
- 16 July 2009, Etihad Airways opens its first premium lounge outside Abu Dhabi in Frankfurt

