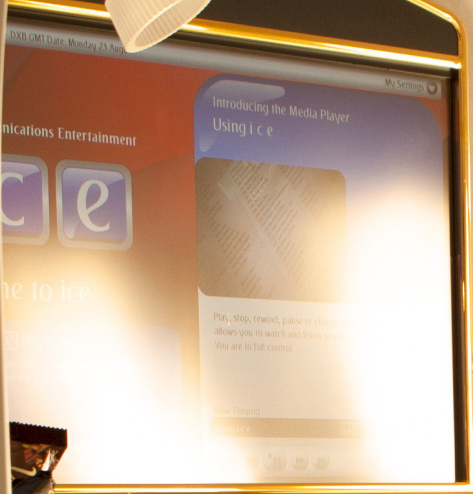


ice Media Kit

Advertising
Opportunities and
Rate Card



الرجاء إغلاق جميع المقامات قبل الإقلاع والهبوط
Close all compartments for taxi, take off and landing
الرجاء إقفال المقامات قبل الإقلاع والهبوط
Life vest in aircraft cabin
الرجاء إقفال المقامات
Fasten seat belt while seated

قم بالضغط
Press to switch

| One of the largest and fastest growing airlines | Continuously growing route network |

Emirates - one of the largest and fastest growing airlines in the world

270+ Aircraft

- › Largest A380 operator
- › Largest B777 operator
- › Average of 2 aircraft join the fleet every month

Just under 5 million captive and affluent people are exposed to your message, ... every month!



| One of the largest and fastest growing airlines | **Continuously growing route network** |

Continuously growing route network

Best Inflight Entertainment System

- › Skytrax Passenger Best IFE Award, 16 consecutive years
- › Largest screens in the airline world
- › Digital Widescreen

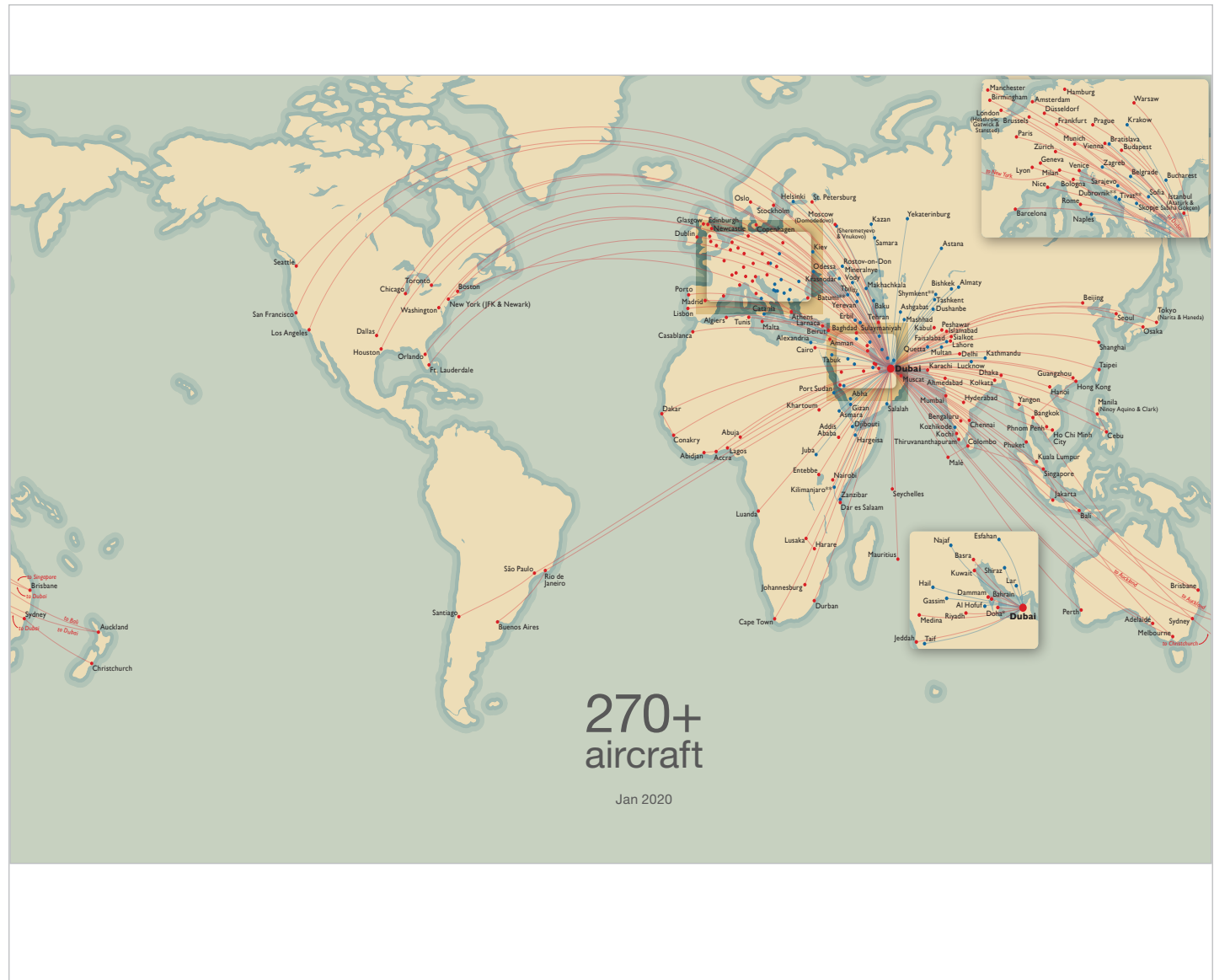


17,000+ Flights per month

- › 150 destinations and growing
- › 86 Countries and growing
- › 6 continents

Just under 5 million passengers per month

- › Loyal frequent flyers
- › Avg. of 2 people join Skywards (Frequent Flyer Program) ...every minute



| A global audience | Align your brand with Emirates | The Transumer | Your dream audience |

A global audience with a middle eastern focus

Key target market age:

Age 25-54 75%

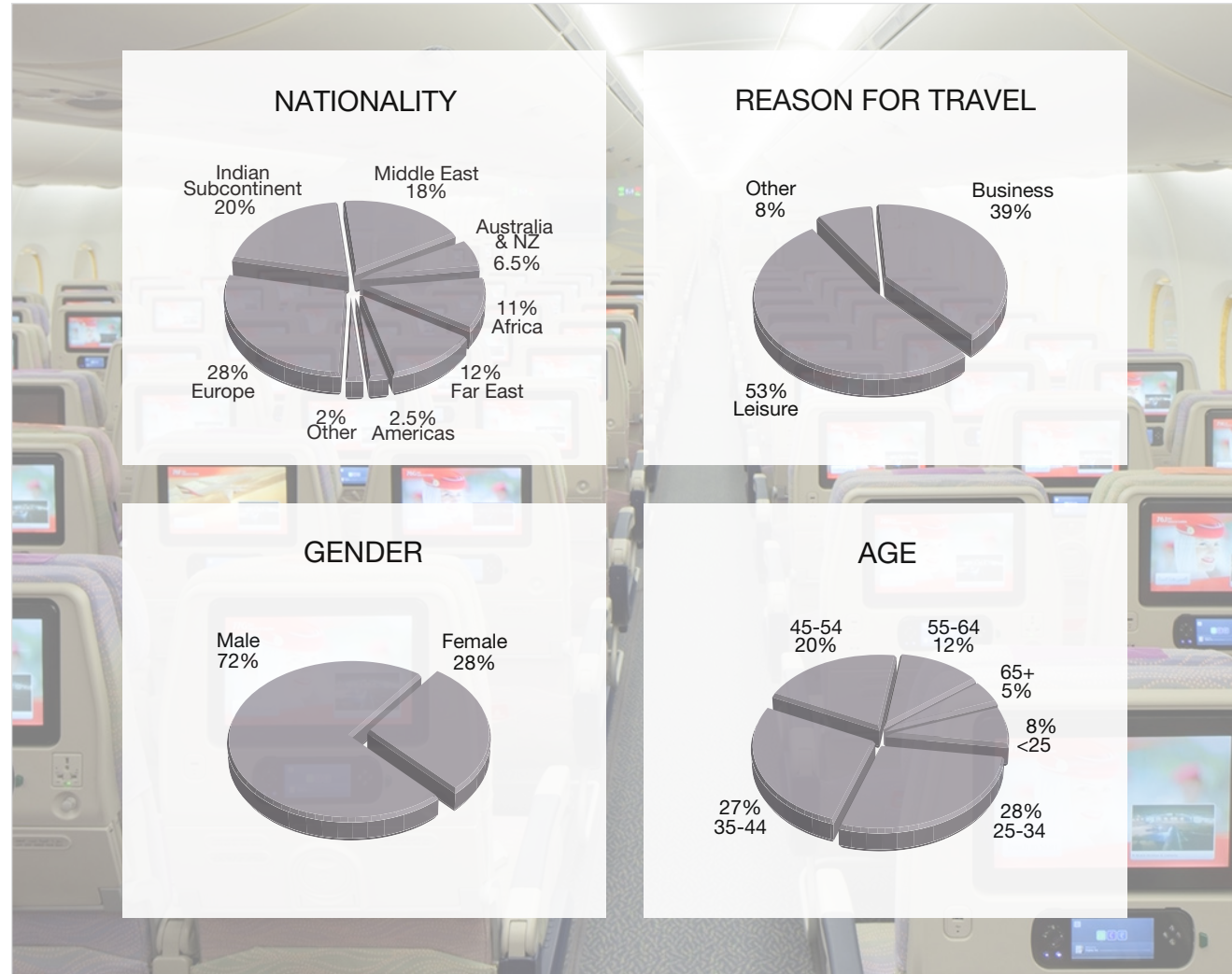
Age 25-44 55%

Passenger split:

Economy class 68%

Business class 25%

First class 7%



| A global audience | [Align your brand with Emirates](#) | The Transumer | Your dream audience |

An opportunity to align your brand with one that is globally recognised

Recent Sponsorships:

- › Arsenal
- › Real Madrid
- › F1
- › Lancashire County Cricket Club including Emirates Old Trafford
- › Paris Saint-Germain
- › Olympiacos FC
- › New York Cosmos
- › Roland Garros
- › Barcelona Open

and others....



| A global audience | Align your brand with Emirates | **The Transumer** | Your dream audience |

A Transumer ...a consumer in transit

The more people fly, the more important they are. The typical transumer has worked his way up the corporate ladder and has a high disposable income. Hard to please and on the look for the highest quality, Emirates is the obvious choice for them as we deliver the high standards in product and service they expect.

More and more difficult to reach through traditional media, this elite audience is ready to listen to your message.

3 the amount of times a frequent flier is more likely to own a designer suit or dress of over 1,000 Euro.



| A global audience | Align your brand with Emirates | **The Transumer** | Your dream audience |

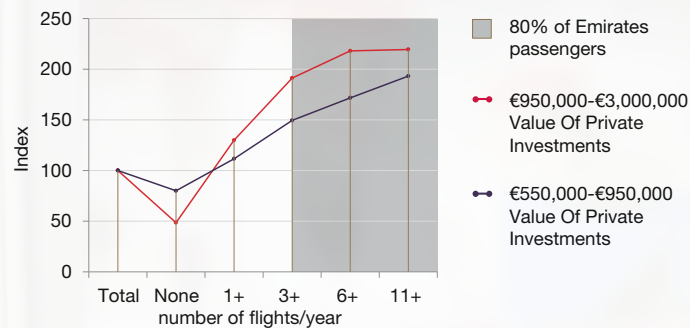
Private investments and 250+ employee companies

The frequent flyers are HNWI, with significant savings.

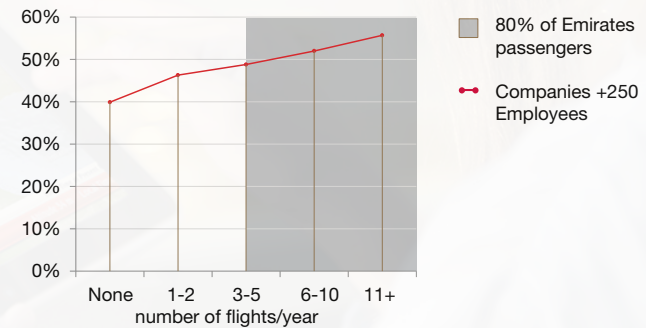
80% of Emirates passengers are 300-500% more likely to do major private investments.

250+ employee companies are what **80%** of frequent flyers work for - a true global audience.

PRIVATE INVESTMENTS (excl. mortgage/home)



COMPANIES +250 EMPLOYEES



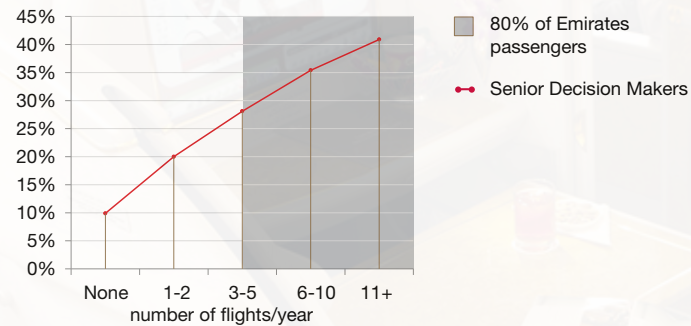
Ipsos Affluent Survey

Senior decision makers and education

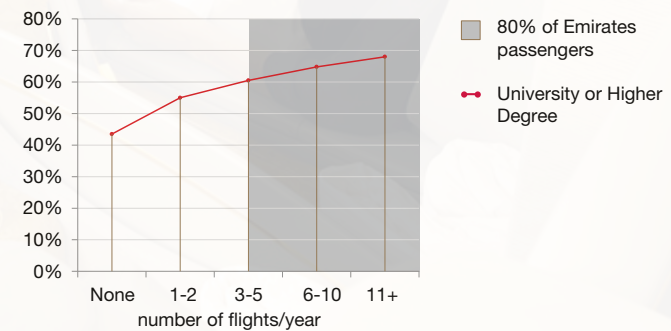
A very senior audience - out of the 80% of Emirates frequent flyers, **40%+** of them is considered Senior decision makers.

The frequent flyers are likely to have a **high degree**, which is also reflected in their level of management.

SENIOR DECISION MAKERS



UNIVERSITY OR HIGHER DEGREE



Ipsos Affluent Survey

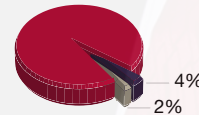
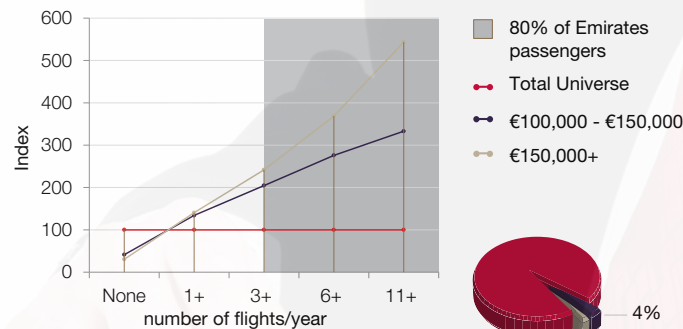
| A global audience | Align your brand with Emirates | [The Transumer](#) | Your dream audience |

Personal income and employment

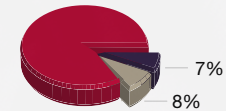
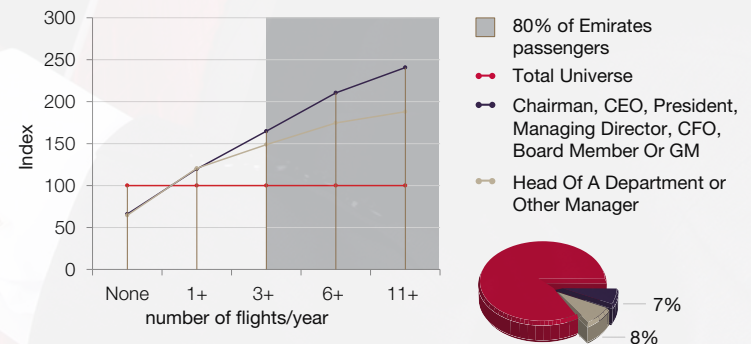
The more you fly the more you earn, there is a direct trend between number of flights and income level.

The **C-Suite** is flying all the time, typical part of their job responsibility.

PERSONAL INCOME

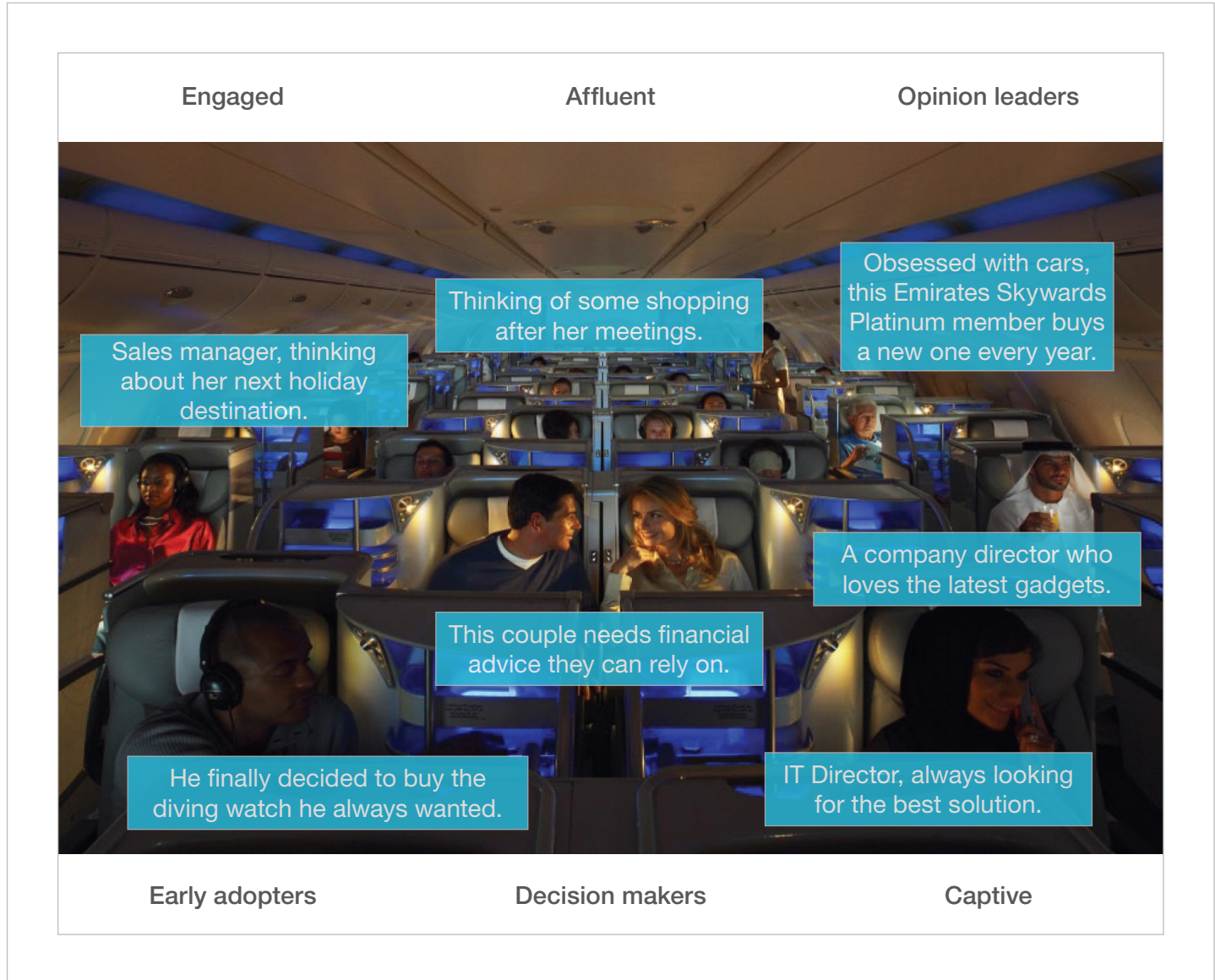


EMPLOYMENT - HIGH RANKING SENIOR MANAGEMENT



Ipsos Affluent Survey

A dream audience ready and willing to listen to you...





Inflight Entertainment Systems

ice

The biggest and best selection of entertainment in the skies:

- › Latest blockbusters
- › Movies from all over the world
- › Comedy, Drama, Sports, Documentaries and so much more
- › Over 4000 channels of premium entertainment
- › 1500 movies
- › Video On Demand



ice | Content update | Leader in inflight entertainment | Range of entertainment systems |

Content update

Content updated monthly

Binge watching made easy:
One of the largest Hollywood
movie and box set selections in
the sky

Video On Demand

Personal widescreen across entire
fleet, all seats, all classes

Emirates, the leader in inflight entertainment

Facts:

- › Best Inflight Entertainment system in the world. (Skytrax **16** consecutive years 2005-2021)
- › Emirates has won over **400** awards for excellence
- › Emirates was the first airline to offer **TV screens** in every seat in 1992
- › Emirates was the first airline to offer **SMS and email** service in every seat
- › Emirates was the **first** airline to transmit live news headlines to its aircraft
- › Emirates was the first to allow **mobile phone** use inflight



Range of entertainment systems



| Aircraft type | Entertainment System | | | # Aircraft | No. of channels |
|---------------|----------------------|----------|---------|------------|-----------------|
| | First | Business | Economy | | |
| A 380 | ice | ice | ice | 43 | 4800 |
| A 380 | ice | ice | ice | 67 | 2500 |
| B 777 | ice | ice | ice | 10 | 2500 |
| B 777 | ice | ice | ice | 15 | 1700 |
| B 777 | ice | ice | ice | 77 | 2500 |
| B 777 | ice | ice | ice | 42 | 4800 |

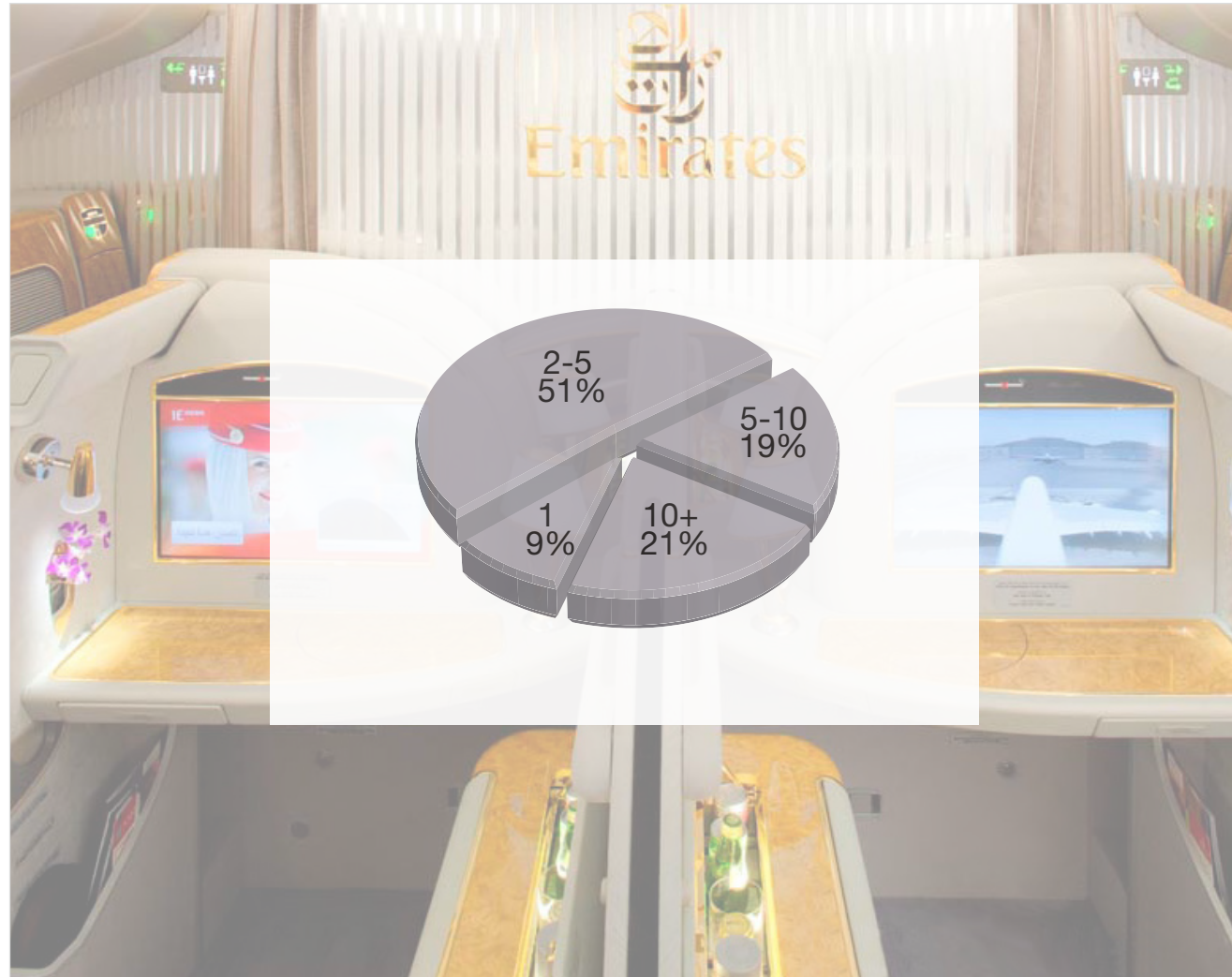
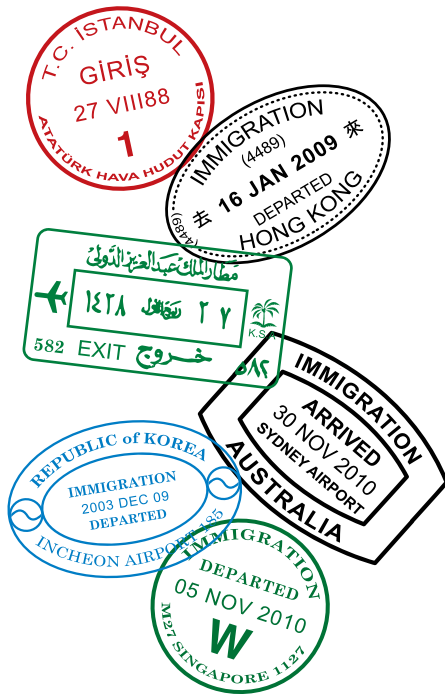
Inflight Advertising Survey

| Survey 1 | Survey 2 | Survey 3 | Survey 4 | Survey 5 | Survey 6 | Survey 7 |

How many return flights do you make a year on average?

The Emirates customer base predominantly consists of frequent travellers.

80% of these passengers can be considered very intensive travellers.

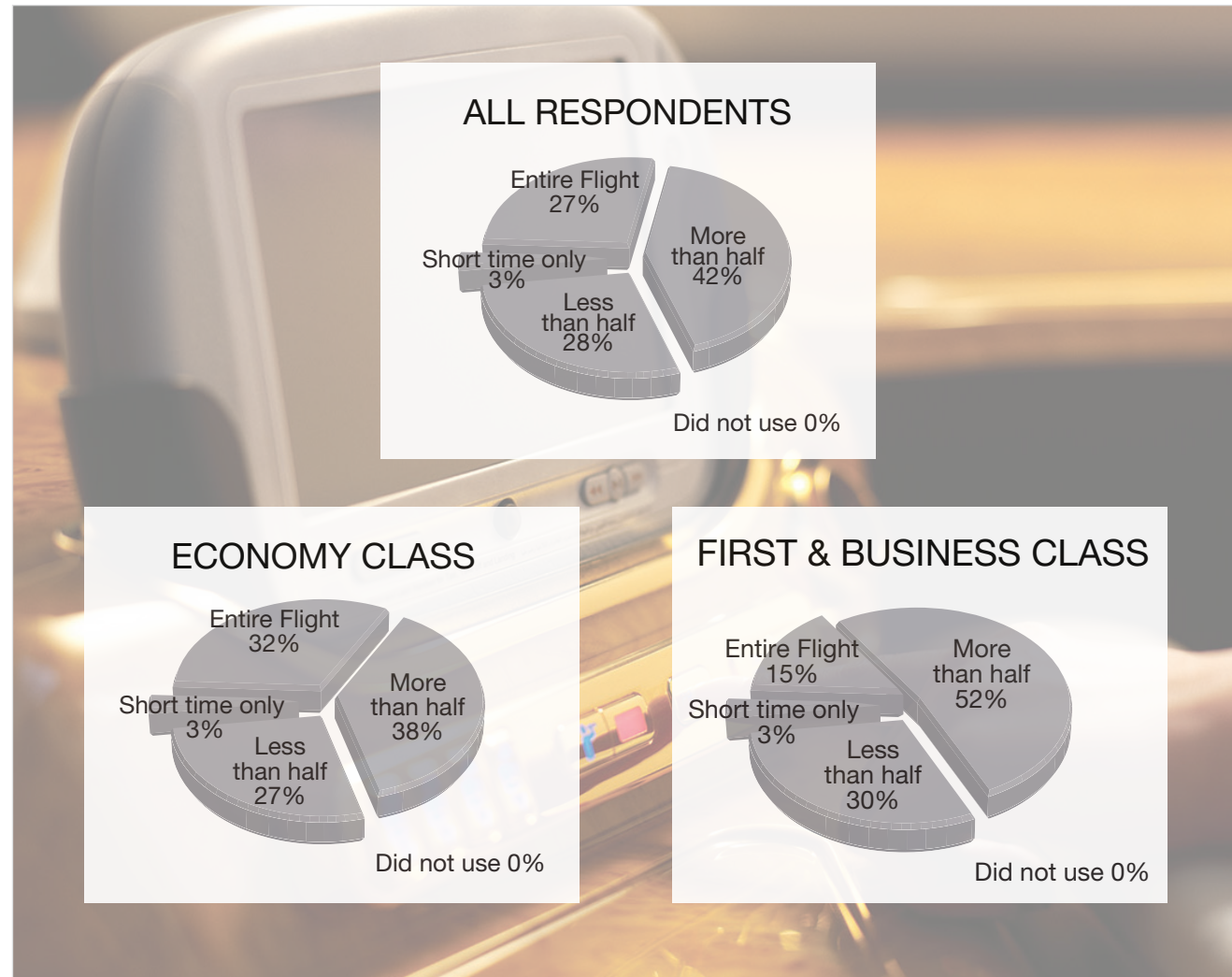


How long did you use the Entertainment System?

1-in-3 passengers uses the entertainment system from take off to landing

100% of the respondents uses the inflight entertainment system at some time during the flight

67% of all First Class and Business Class passengers use the system for more than half of the flight



How would you rate the overall choice of entertainment

7 out of 10 passengers give the choice of entertainment the highest possible score

Emirates has won best inflight entertainment awards from Skytrax for the **last 16 years**



Did you try to skip TV advertising using fast forward during today's flight?

Almost **6 out of 10** passengers never fast forward any advertising

Only **23%** of the passengers try to skip the advertising sometimes

20% of the passengers try only once



Advertising recall: HSBC Impact

Recall: 47%

% of the passengers who recall to have seen the ad

Base: all passengers

Attribution: 81%

% of the passengers who can attribute the correct brand to the ad

Base: passengers who recalled the ad

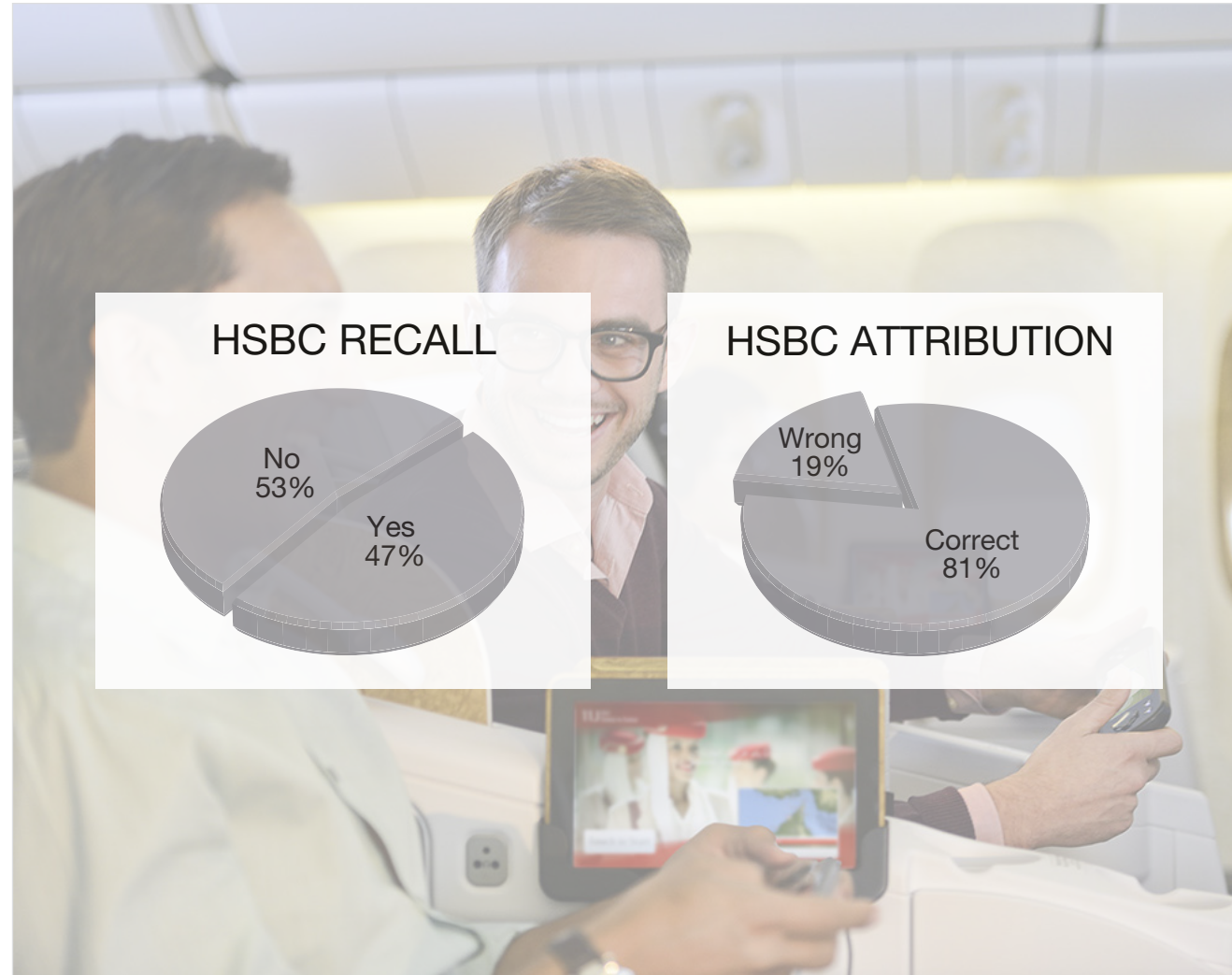
Impact: 38%

% of the passengers who have seen the ad and can attribute the correct brand

Base: all passengers

4 out of 10 passengers had seen the commercial and named HSBC as the correct advertiser

In other words, over **2.5 million passengers** could leave the airport with **your brand** on their mind.



What do you think about the amount of advertising before movies and TV ?

87% of Emirates passengers are comfortable with the amount of advertising that is shown onboard.



Did you work during the flight?*

Ordering process:

Only **5%** of business travellers do a substantial amount of work during the flight. Many business travellers value their time onboard Emirates to catch up on movies and TV.

*(Only passengers travelling for business purposes)



A photograph of two women in an airplane cabin. They are both wearing large headphones and smiling as they look at a screen on the seatback. The woman on the left is wearing a dark polka-dot top, and the woman on the right is wearing a yellow top. The cabin interior, including the window and seatback, is visible in the background.

Advertising Opportunities and Rates

Advertising Opportunities

ice Package:

100% of seats

ice, ice Digital Widescreen
and ice OnDemand

1 month cycle

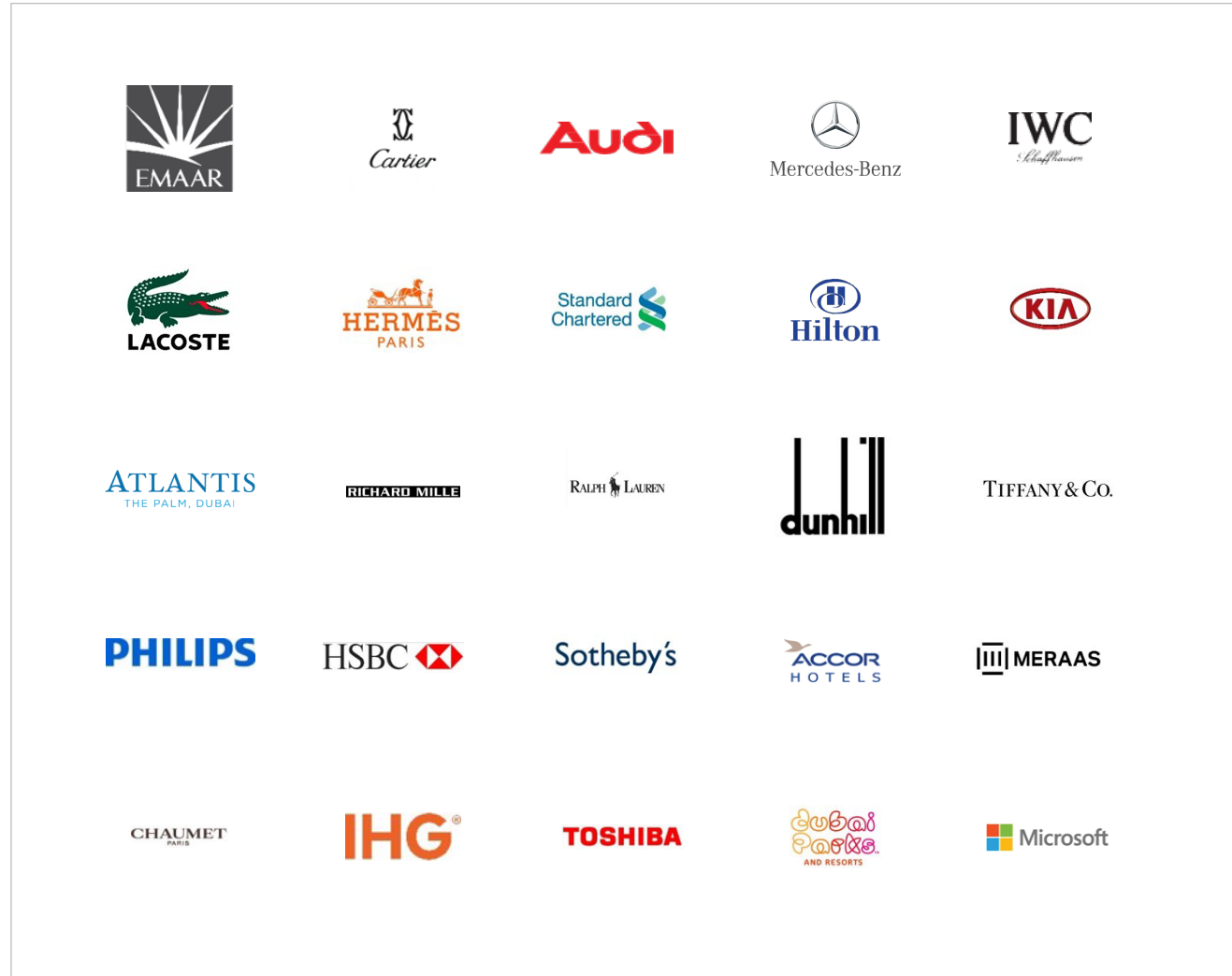
5,000,000 passengers

8,500,000+ exposures



Famous brands on Emirates

- Chaumet
- Lacoste
- Standard Chartered
- Meraas
- Audemars Piguet
- Messika
- Azizi
- Sotheby's
- Ralph Lauren
- Toshiba
- Chopard
- Damac
- Phillips
- Bulgari
- Falcon Bank
- Cartier
- Only Lyon
- Piaget
- Armani
- Van Cleef & Arpels
- Microsoft
- Tiffany
- Bank of Singapore
- Emaar
- Hilton
- Audi
- IHG
- Hitachi
- Hermes
- Richard Mille
- Kia
- Nakheel
- Accor
- Marriott
- And more ...



Rate Card

Terms and conditions:

All rates are in US\$

Rates for special packages on request

Booking deadline: 2 months prior to broadcasting month

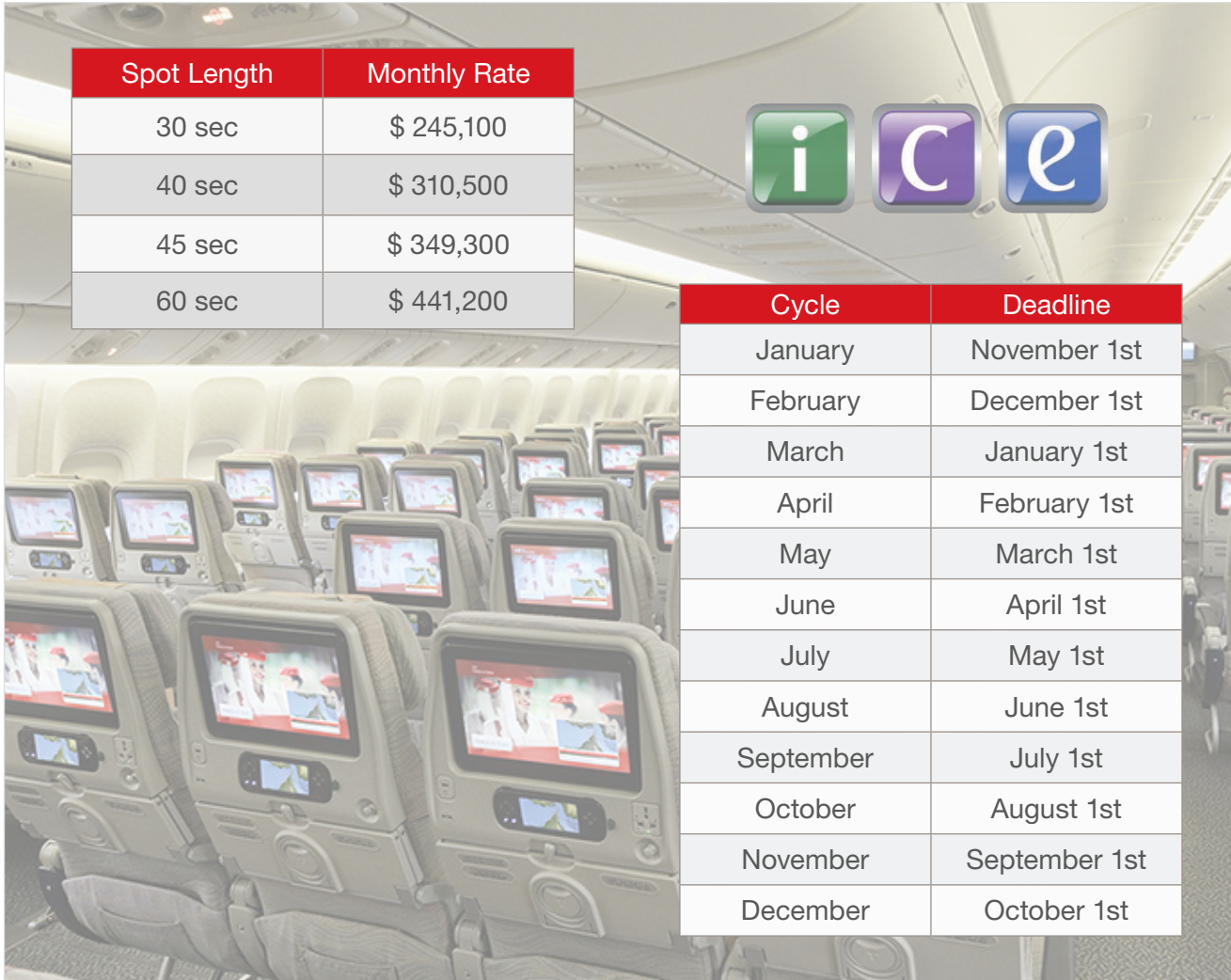
Material deadline: 7 weeks prior to broadcasting month

All Advertisements are to be in English. Arabic versions can be supplied for the corresponding channels

All advertisements are subject to approval by Emirates

Volume discount:

| | |
|------------|-------|
| 3-5 months | : 5% |
| 6-9 months | : 10% |
| 10+ months | : 15% |



| Spot Length | Monthly Rate |
|-------------|--------------|
| 30 sec | \$ 245,100 |
| 40 sec | \$ 310,500 |
| 45 sec | \$ 349,300 |
| 60 sec | \$ 441,200 |

| Cycle | Deadline |
|-----------|---------------|
| January | November 1st |
| February | December 1st |
| March | January 1st |
| April | February 1st |
| May | March 1st |
| June | April 1st |
| July | May 1st |
| August | June 1st |
| September | July 1st |
| October | August 1st |
| November | September 1st |
| December | October 1st |

Digital Material Specifications

Creative approval guidelines:

At least one TVC supplied must be in English. TV Commercials to be placed before English content must be in English. In addition to this, we can accept Arabic and other language creative which will be played out before same language content.

For languages other than English, translation of the voice over and subtitles must be provided for the airline to review.

The creative needs to appeal to a broad international audience.

Artwork quality needs to be of the highest standard, as would be expected of International brands.

TVC needs to adhere to Middle East / Arabic cultural values.

No images of airlines allowed.

Note: The points mentioned above are to be taken as rough guidelines. We encourage clients to submit storyboards prior to production. The airline reserves the right to reject creative.

LOW RES: To Spafax Dubai

.avi or .mpg digital files via e-mail or providing a url where the files can be downloaded (max 6MB)

Email: fdesouza@spafax.com

TVC INFO: To Spafax Dubai

Name of the ad :

Language of voice over :

Subtitles (if present) :

Runtime :

Play period (please specify dates) :

Master aspect ratio (16x9 or/and 4x3):

Email: fdesouza@spafax.com

HIGH RES:

Technical Details

ProRes 422: (Audio:48kHz,16bit depth), H264 (Bitrate not less than 12Mbps from the master source file – ideal for low bandwidth upload), FRAME SIZE: as original source, (if 4x3 required to be caption safe) (SD or 720p preferred), FRAME RATE: 25, 23.98 or 29.97 (23.98 or 29.97 preferred), PROGRESSIVE video if possible.

All media to be Caption safe.

Audio Layout:

1x Stereo Mix, If providing multiple audio .wav, Please make sure they are synchronised to the

master video file provided and clearly labelled with the language

File Layout:

- › Include 2 seconds black at start of the TVC
- › No Bars/tone
- › 1 second black at end of TVC
- › No elements

File Delivery:

To be sent via a Hightail / Wetransfer link or a similar site. FTP's take too long to download.

Email: fdesouza@spafax.com

Contact Details

Enquiries:

Edouard Berthier
Sales Director MENA
Tel: +971 4 423 4704
Mobile: +971 50 948 2511
edouard.berthier@spafax.com

Christoph Elsener
Account Manager
Tel: +971 4 423 4781
rahul.joseph@spafax.com

Rahul Joseph
Account Manager
Tel: +971 4 423 769
rahul.joseph@spafax.com

Spafax Dubai
33rd floor, Tiffany Tower
Jumeirah Lakes Towers
United Arab Emirates
P.O. Box 62615

www.spafax.com

