

## FACT SHEET: GOL & DELTA – 5 YEARS OF PARTNERSHIP



The strategic alliance between GOL Linhas Aéreas Inteligentes and Delta Air Lines was conceived with the goal of becoming the leading alliance in the region, offering the best products, schedules, connections, destinations, services and value for customers from Brazil and the United States.

### **Customer Benefits**

- Customers from both airlines can enjoy a top-notch network of business and leisure destinations between the U.S. and Brazil.
- The Delta-GOL partnership offers customers access to over 321 destinations in more than 56 countries, meeting 99 percent of Brazilian and U.S. customer demand between the two countries.
- Customers of both airlines can enjoy a streamlined purchasing process that allows them to book travel through to their final destinations. When buying with GOL or Delta, customers can book flights with either of the two airlines.
- The airlines' coordinated sales team offers joint contracting to corporate customers, allowing enhanced access to the combined network.
- Delta and GOL both invested heavily in product and technology, providing an enhanced customers experience with benefits at every stage of their journey.

## Key Milestones in the Relationship



July 2007: Interline electronic Ticket Agreement.

July 2010: Reciprocal Frequent Fly Program implementation.

**February 2011:** One-Way codeshare agreement.

**December 2011:** Delta announced alliance with GOL Linhas Aereas Inteligentes:

- ✓ Delta invested US\$100 million in GOL, receiving a seat on its Board of Directors.
- ✓ Partnership accounts for approximately 40 percent of Brazil's market share.
- ✓ Reciprocal loyalty program.
- ✓ Codeshare expansion program.
- ✓ Joint City Ticket Office (CTO) in Sao Paulo.



**December 2014**: Codeshare partnership expanded. GOL offered flights to Canada, Toronto and Montreal, as well as new options for connections in the U.S. Flights depart from São Paulo (GRU), Rio de Janeiro (GIG) and Brasilia (BSB), with connections in Delta's main hubs in Atlanta (ATL), Detroit (DTW) and New York (JFK).

**July 2015:** Delta invested US\$56 million in GOL's newly-issued preferred shares, also guaranteeing third-party loans to GOL of up to US\$300 million, deepening its existing partnership with GOL to enhance Brazilian carrier's financial position and liquidity.

December 2016 – More than 700,000 clients transported through the Delta and GOL alliance.

## Codeshares and Extended Networks



#### **GOL's and Delta's Routes:**

Delta and GOL offer their customers access to over 321 destinations in more than 56 countries, serving 99 percent of Brazilian and U.S. demanded destinations between the countries.

- ✓ More than 500 codeshare flights
- ✓ GOL offers 395 flights to 35 destinations served by Delta, while the U.S. airline offers 118 flights to 33 destinations served by GOL.

## Sales and Marketing

#### • Joint advertising and promotions in both markets

Joint advertising campaigns showcase the competitive advantages, benefits and coverage the extended networks and codeshare agreements provide.

# **Loyalty Programs**



**Additional benefits** that continue contributing to the alliance value:

- Members can earn miles/kilometers through both frequent flyer programs.
- Redeem miles/kilometers online at <u>www.smiles.com.br</u> and www.skymiles.com.
- Preferred seating assignments at <u>www.voegol.com.br</u> and <u>www.delta.com</u>, as well as point-of-contact destinations.

## **Operations and Airports**

- Co-location and customer service standardization at airports.
- Passenger documentation and baggage transported to its final destination.
- Enhanced connection processes at major GOL and Delta airports.
- Enhanced experience at Delta and GOL airport VIP lounges across the system.



By the numbers

- Brazil's most innovative airline, with 15 years of history in the market.
- Approximately 800 daily flights to 63 domestic and international destinations in South America and the Caribbean.
- 13 codeshare agreements (Delta Air Lines, Air France, KLM, Aerolineas Argentinas, Aeromexico, Alitalia, Etihad, Iberia, Qatar, TAP, Copa Airlines, Korean Air and Emirates) and more than 70 interline partnerships.
- New and modern operating fleet, which includes 135 Boeing 737-700 and 737-800 Next Generation aircraft.
- Leading airline in number of customers transported in 2015 and 2016 in Brazil in leisure and business (ANAC and Abracorp).
- Leading airline in comfort in Brazil with the largest number of category "A" seats of ANAC.
- Smiles frequent flyer program allows members to accumulate miles and redeem them for tickets to more than 800 destinations in 160 countries.
- Gollog cargo service available in more than 2,500 Brazilian cities and 10 cities abroad.



- Leading airline in the U.S. and worldwide.
- Main subsidiaries/specialized divisions: Delta, Delta Connection, Tech-ops, Private Jets, Delta Global Services, MLT Vacations and Monroe Energy.
- Operates 15,000 daily flights together with its partners.
- Delta Air Lines serves more than 180 million customers each year.
- Top U.S. Hubs in Atlanta, Boston, Detroit, Los Angeles, Minneapolis/St. Paul, New York JFK, New York – La Guardia, Salt Lake City and Seattle.
- Delta operates a mainline fleet of more than 800 aircraft.
- Broad network and global connectivity, with 312 destinations in 54 countries.
- Awards and Honors: Delta was named to Fortune's top 50 Most Admired Companies in addition
  to being named the most admired airline for the fifth time in six years. Delta was also ranked
  No.1 in the Business Travel News Annual Airline survey for an unprecedented six consecutive
  years. It has been honored with five World Travel Awards in 2016 in the categories of North
  America's Leading Airline and Leading U.S. Airline to Central America, to South America, to
  Caribbean and to Mexico for the second year in a row.

For more information, please visit www.voegol.com.br or www.delta.com.