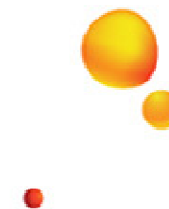


SETTING THE SCENE

Dave Bakker
President, Europe

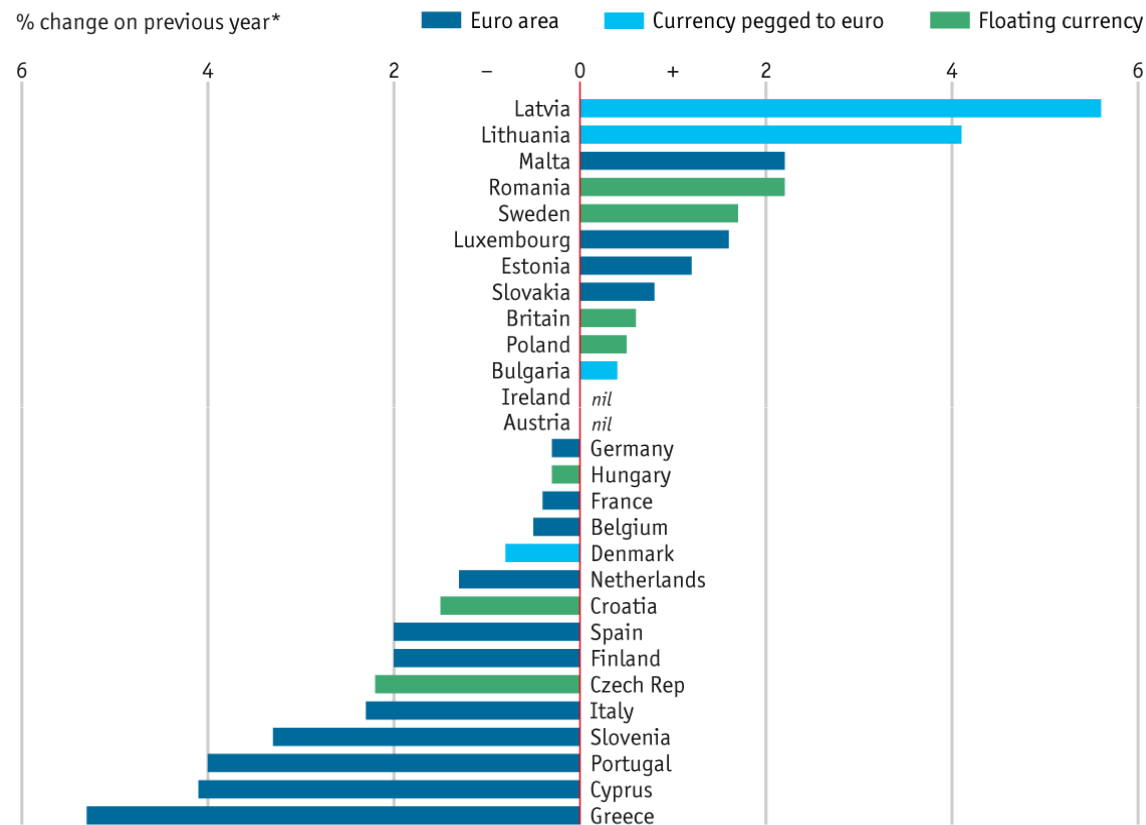


ECONOMICAL ENVIRONMENT



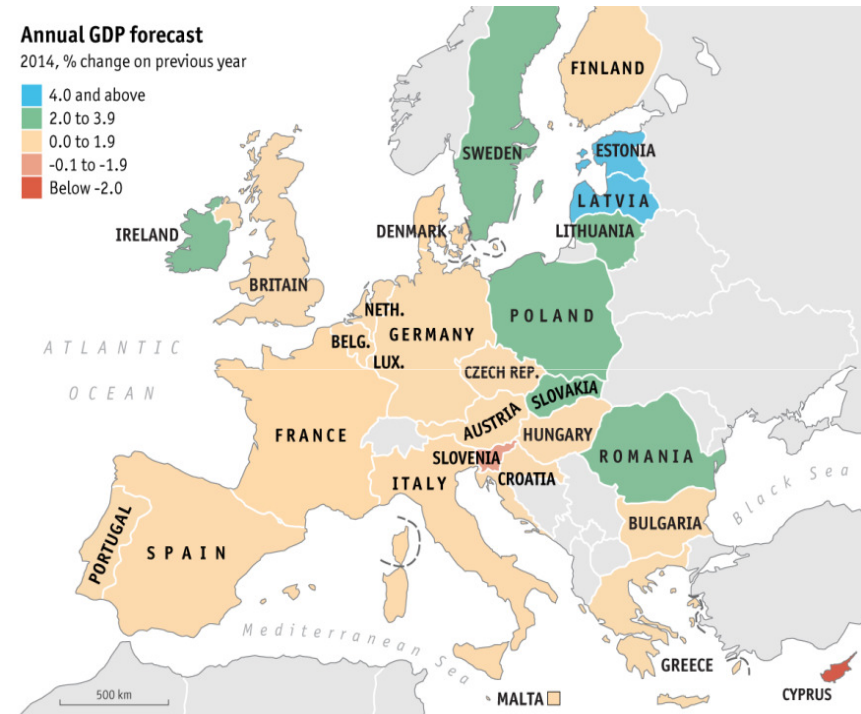
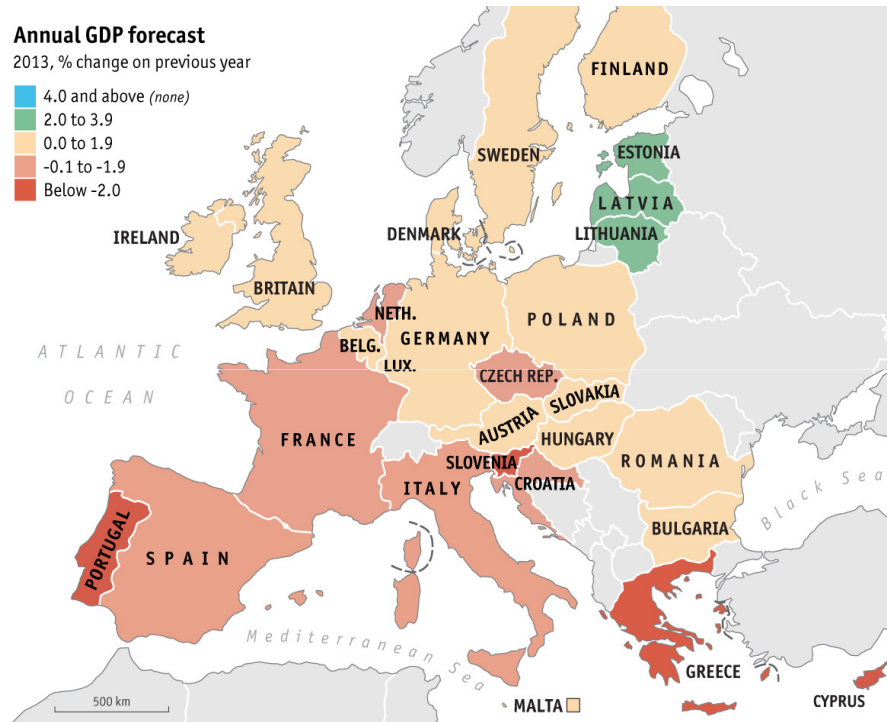
Latest GDP

% change on previous year*



*Q1 2013 or latest
Source: Eurostat

GDP FORECAST



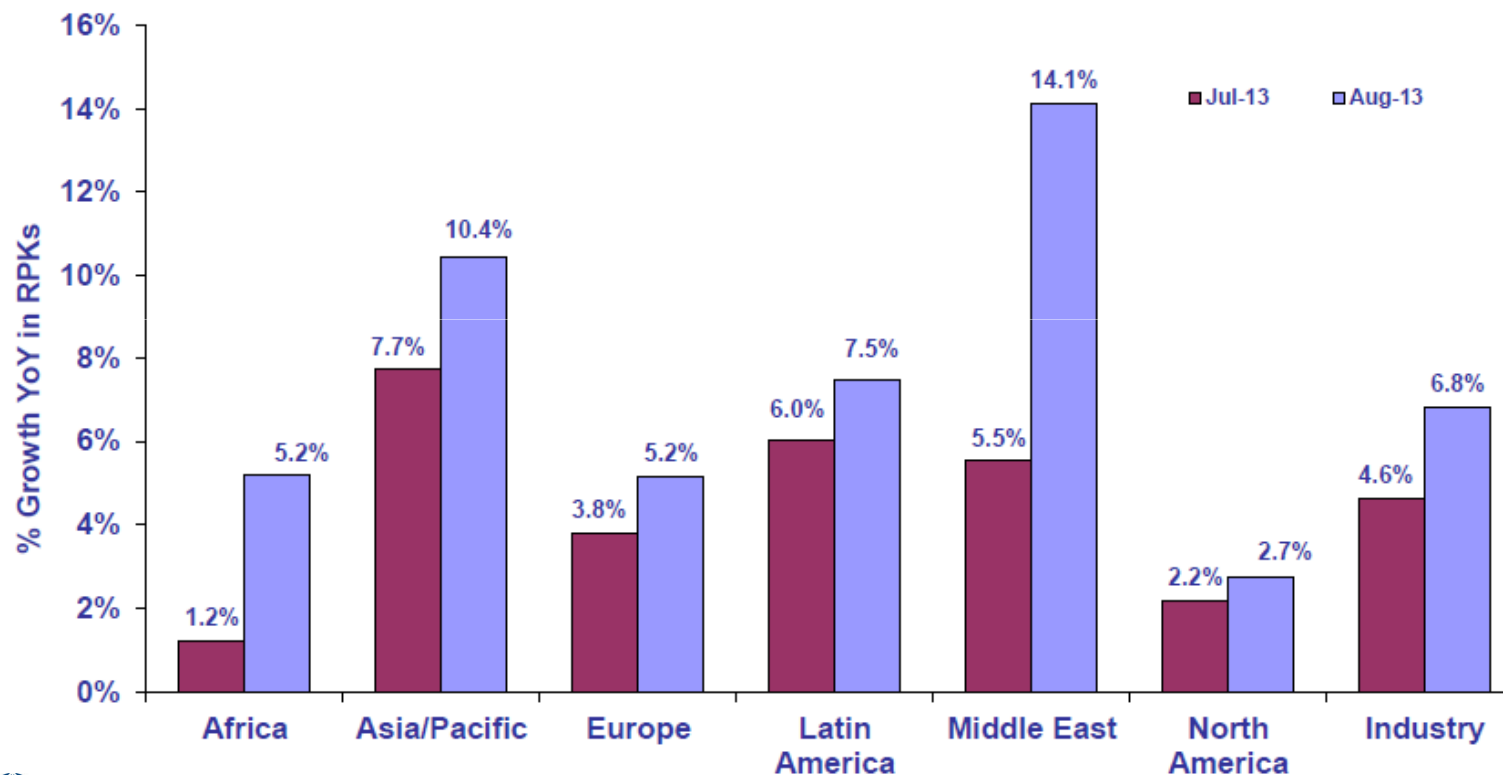
Source: European Commission

AIR TRAVEL MARKETS EXPANDED IN AUGUST



Total Passenger Growth by Region

Source: IATA

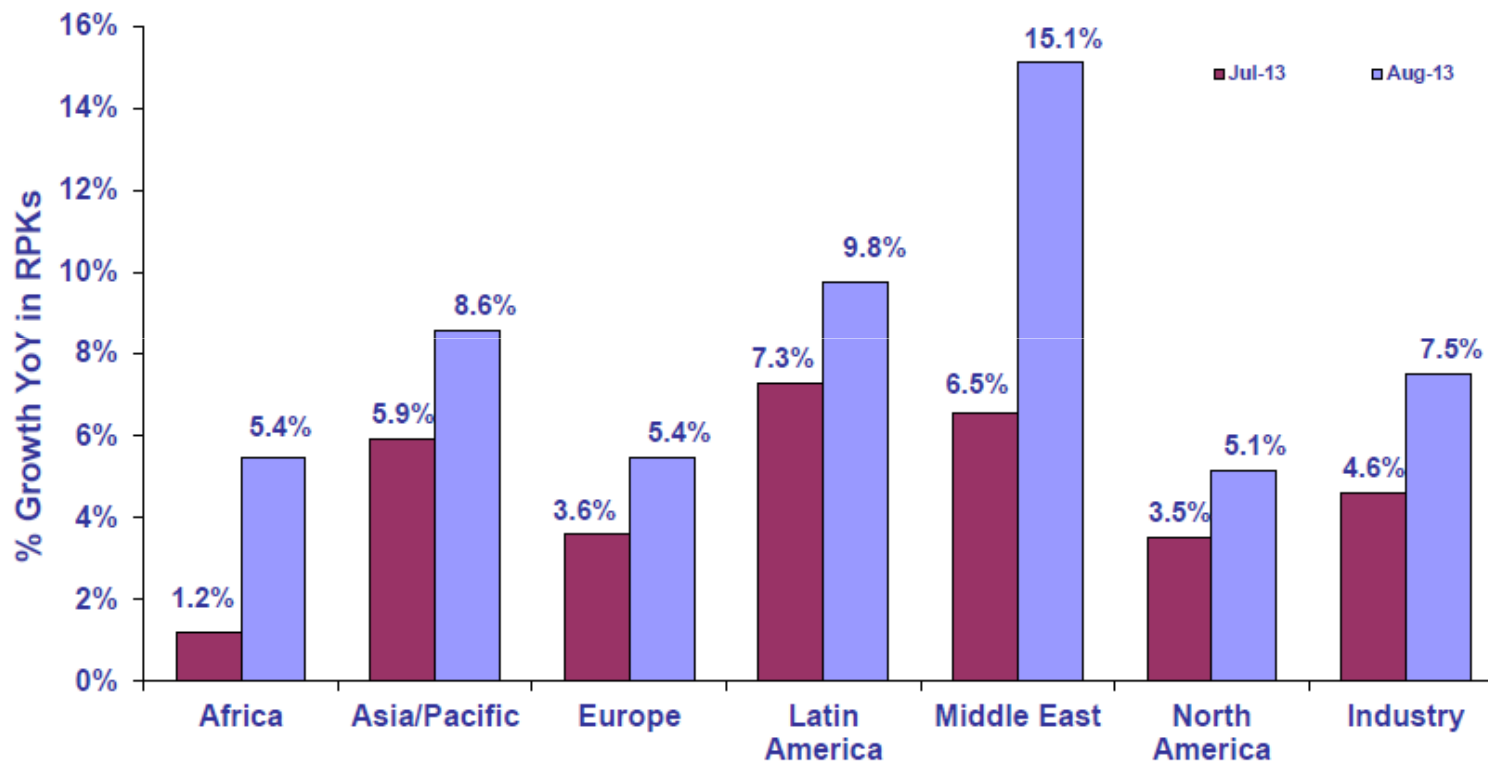


AIR TRAVEL MARKETS EXPANDED IN AUGUST



International Passenger Growth by Region

Source: IATA

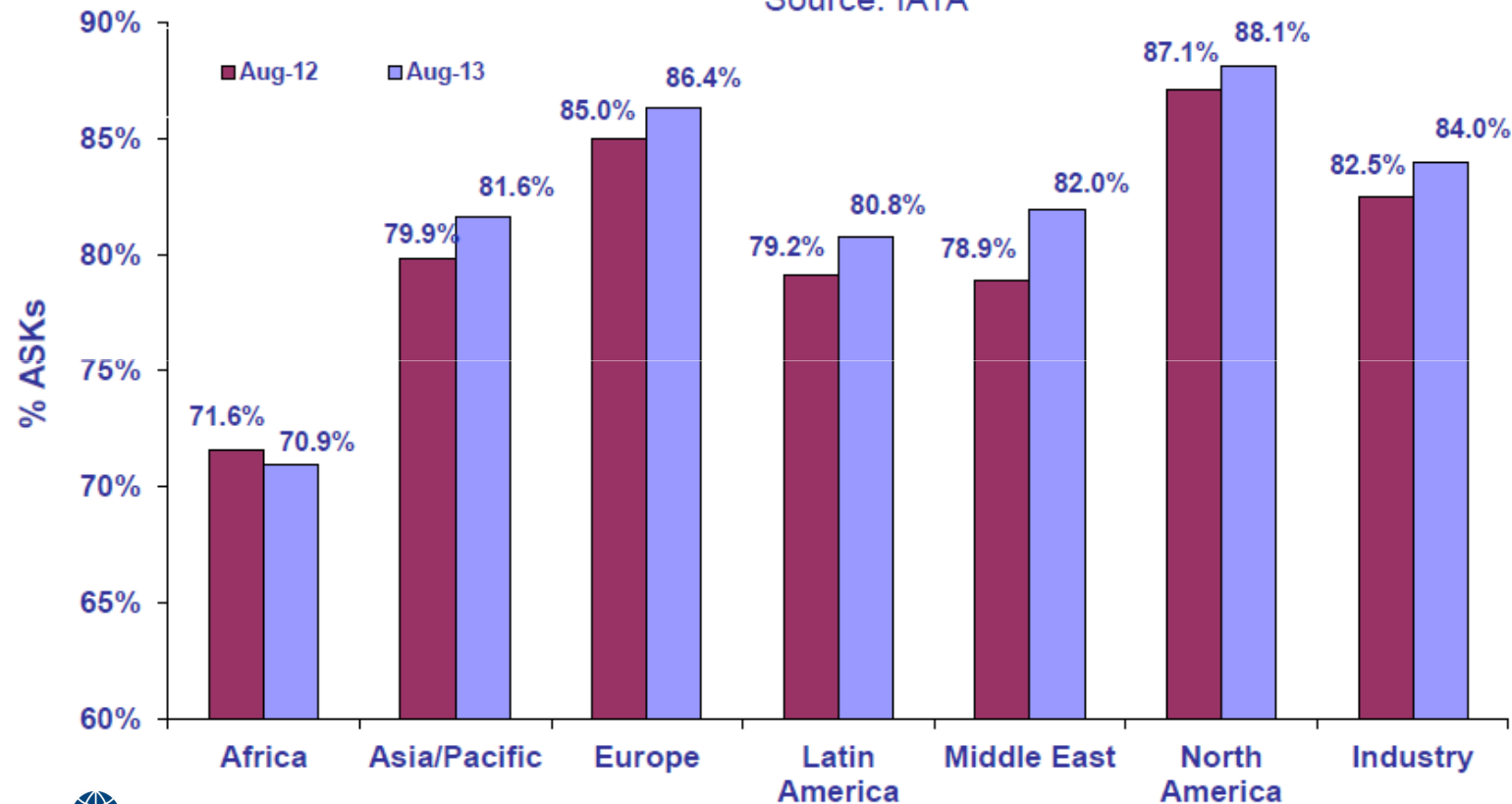


AIR TRAVEL MARKETS EXPANDED IN AUGUST



International Passenger Load Factor by Region

Source: IATA



SITA

Create success. Together

EUROPEAN AIRPORTS

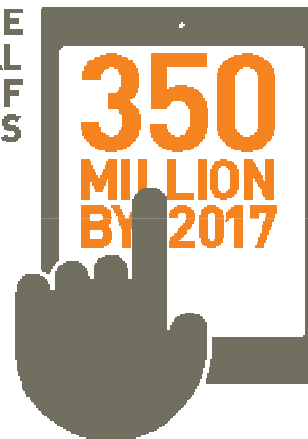


RETAIL ENABLEMENT



THE ADVENT OF SMARTPHONES, AND THE WIDESPREAD DEPLOYMENT OF MOBILE BROADBAND NETWORKS, HAS LED TO AN EXPLOSION OF MOBILE DATA SERVICES – WITH MORE MOBILE TRAFFIC IN 2012 THAN IN ALL PRECEDING YEARS COMBINED.

WORLDWIDE
ANNUAL
SALES OF
TABLETS



UP FROM
191 MILLION
UNITS IN 2013

EXPLOSION IN MOBILE TECHNOLOGY





BIG DATA

IN A SINGLE DAY ONLINE

ENOUGH INFORMATION IS CONSUMED TO FILL

168 MILLION DVDS

294bn E-MAILS
ARE SENT

MINUTES SPENT
ON FACEBOOK **4.7M**

2 MILLION BLOG POSTS
ARE WRITTEN

VIDEO UPLOADED TO
YOUTUBE **864,000 HRS**

MORE IPHONES
ARE SOLD THAN BABIES BORN



THANK YOU

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