

IS THE PUBLISHER OF IN-FLIGHT MAGAZINES



For JSC **“Aeroflot-Russian Airlines”**
(hub is based in Sheremetyevo Airport, Moscow)

For the airlines
SC **“Russia Airlines”**
(hubs are based in
Moscow,
Saint-Petersburg,
Rostov-na-Don,
Sochi, Orenburg)

For **S7** airlines
(hubs are based
in Domodedovo
Airport (Moscow)
and Tolmachyovo
(Novosibirsk))

For **NORDWIND,**
PEGASFLY
airlines
and travel agency
PEGAS TURISTIK

ADVERTISING ON BOARD THE AIRPLANE INVOLVES:

- >> distributing booklets and catalogues into the pockets of seats in the economy and business class salons,
- >> promotions on-board (sampling of food and drinks))



| PASSENGER TRAFFIC

	AEROFLOT	S7	RFLIGHT	NORDWIND&PEGASFLY	
MONTH	2017	2017	2017	2017	
JANUARY	2 302 805	1 014 014	671 852	227 067	
FEBRUARY	2 206 805	903 972	625 594	188 135	
MARCH	2 505 675	1 012 202	699 653	216 676	
APRIL	2 624 321	1 033 372	774 024	235 876	
MAY	2 687 251	1 175 837	916 202	413 828	
JUNE	2 918 715	1 362 660	1 248 892	529 246	
JULY	3 300 541	1 538 042	1 426 777	635 704	
AUGUST	3 247 492	1 589 195	1 406 362	630 951	
SEPTEMBER	3 078 189	1 414 075	1 172 195	584 681	
OCTOBER	3 992 385	1 167 891	907 100	378 809	
NOVEMBER	2 650 450	976 338	776 934	365 000	
DECEMBER	2 715 323	1 042 204	836 159	387 000	
TOTAL:	33 229 952	14 158 802	11 461 744	4 789 973	PASSENGERS

| THE DESTINATIONS

AEROFLOT

IN RUSSIA		
Abakan (ABA)	Chelyabinsk	Dubai
Anapa	Yuzhno-Sakhalinsk	Dusseldorf
Arkhangelsk	Yakutsk	Geneva
Astrakhan		Zagreb
Barnaul	IN CIS	Heraklion
Belgorod	Aktau	Cairo
Vladivostok	Aktobe	Karlovy Vary
Volgograd	Almaty	Casablanca
Volgograd	Astana	Copenhagen
Voronezh (Voz)	Atyrau	Larnaca
Gelendzhik	Baku	Lisbon
Yekaterinburg	Bishkek	London
Irkutsk	Yerevan	Los Angeles
Kazan	Karaganda	Ljubljana
Kaliningrad	Kiev	Madrid
Kemerovo	Kishinev	Miami
Krasnodar	Minsk	Malaga
Krasnoyarsk	Odessa	Male
Lyon	Samarkand	Milan
Magadan	Tashkent	Munich
Magnitogorsk	Ulaanbaatar	Nice
Makhachkala	Shymkent	New York
Mineral water		Oslo
Murmansk	INTERNATIONAL	Paris
Nizhnevartovsk	Alicante	Beijing
Nizhnekamensk	Amsterdam	Prague
Nizhny Novgorod	Antalya	Phuket
Novokuznetsk	Athens	Riga
Novosibirsk	Bangkok	Rome
Novyy Urengoy	Barcelona	Thessaloniki
Omsk	Beirut	Seoul
Orenburg	Belgrade	Sofia
Perm	Berlin	Split
Petropavlovsk-	Bologna	Istanbul
Kamchatsky	Brussels	Stockholm
Rostov-on-don	Budapest	Tallinn
Samara	Bucharest	Tbilisi
Saint Petersburg	Valencia	Tehran
Salekhard	Warsaw	Tel Aviv
Simferopol	Washington	Tenerife
Sochi	Vienna	Tivat
Stavropol	Venice	Tokyo
Surgut	Vilnius	Frankfurt am main
Syktvykar (SCW)	Havana	Hanoi
Tomsk	Hamburg	Helsinki
Tyumen	Hanover	Ho Chi Minh city
Ufa	Hong Kong	Hurghada
Khanty-Mansiysk	Guangzhou	Zurich
Khabarovsk	Delhi	Shanghai
	Dresden	Sharm El Sheikh
		Stuttgart

S7

IN RUSSIA	IN CIS	INTERNATIONAL
Abakan (ABA)	Alma-ATA	Abu Dhabi
Anapa	Ashgabat	Alicante
Astrakhan	Baku	Amman
Barnaul	Yerevan	Athens
Bratsk (BTK)	Kiev	Bangkok(BKK)
Vladikavkaz (ogz)	Chisinau	Barcelona
Volgograd (VOG)	Kulob	Batumi
Voronezh (Voz)	Kutaisi	Berlin
Gorno-Altaysk (RGK)	Minsk	Burgas
Yekaterinburg (SVX)	Odessa	Valencia
Irkutsk (IKT)	Osh	Varna
Kazan (KZN)	Pavlodar	Vienna
Kaliningrad (KGD))	Plovdiv	Verona
Kaluga	Taraz	Genoa
Kemerovo	Semipalatinsk	Hong Kong (HKG)
Krasnodar	Uralsk	Doha
Krasnoyarsk	Urgench	Dubai
Mineral water	Ust-Kamenogorsk	Dublin
Mirmii	Fergana	Dubrovnik
Moscow	Khujand	Dusseldorf
Nizhnevartovsk		Salzburg
Nizhny Novgorod		Ibiza
Novokuznetsk		Innsbruck
Novosibirsk		KOs
Novyy Urengoy		Heraklion
Norilsk		Catania
Omsk		Kutaisi
Perm		Larnaca
Petrozavodsk		Lisbon
Rostov-on-don		London
Salekhard (sly)		Madrid
Samara (KUF)		Malaga
Saint Petersburg		Munich
(LED)		Naples
Simferopol (SIP)		Osaka
Sochi (AER)		Palma de Mallorca
Stavropol (STW)		Paphos
Syktvykar (SCW)		Pisa
Tomsk (TOF)		Beijing(PEK)
Tyumen (TJM)		Prague (PRG)
Ulan-Ude (UUD)		Pool
Usinsk (USK)		Phuket(HKT)
Ufa (Ufa)		Rhodes
Khabarovsk		Thessaloniki
Chelyabinsk (CEK)		Seoul
Chita (HTA)		Split
Yakutsk (yks)		Tbilisi
Yaroslavl		Tel Aviv
		Tivat
		Tokyo
		Urumqi (URC)
		Frankfurt am main
		Shanghai

RFLIGHT

IN RUSSIA	IN CIS	INTERNATIONAL
Anapa	Almaty	Antalya
Arkhangelsk	Astana	Bangkok
Vladivostok	Baku	Barcelona
Volgograd	Bishkek	Baku
Gelendzhik	Bukhara	Berlin
Yekaterinburg	Dushanbe	Burgas
Kazan	Yerevan	Varna
Kaliningrad	Karaganda	Vienna
Krasnodar	Karshi	Hamburg
Krasnoyarsk	Kiev	Goa
Magadan	Minsk	Dalaman
Makhachkala	Navoi	Dubai
Mineral water	Namangan	Dusseldorf
Moscow (Vnukovo)	Odessa	Yerevan
Murmansk	Pavlodar	Geneva
Nizhny Novgorod	Samarkand	Heraklion
Novosibirsk	Tashkent	KOs
Omsk	Urgench	Corfu
Orenburg	Khujand	Larnaca
Perm		Milan
Petropavlovsk		Munich
Rostov-on-don		Nice
Samara		Ovda
Saint Petersburg		Paris
Simferopol		Beijing
Sochi		Podgorica
Surgut		Prague
Syktvykar		Phuket
Tyumen		Pool
Ufa		Punta Cana
Khabarovsk		Rome
Chelyabinsk		Rimini
Yuzhno-Sakhalinsk		Rhodes
		Istanbul
		Stockholm
		Tel Aviv
		Tenerife
		Tivat
		Frankfurt am main
		Enfidha



AEROFLOT IS THE LEADER OF RUSSIA'S AIRLINE INDUSTRY AND THE CURRENT MEMBER OF THE GLOBAL AVIATION ALLIANCE SKYTEAM

The Alliance's total network of routes accounts for over 983 airports in 178 countries. According to the latest forecasts, in 2018 Aeroflot will carry 36 mln passengers.

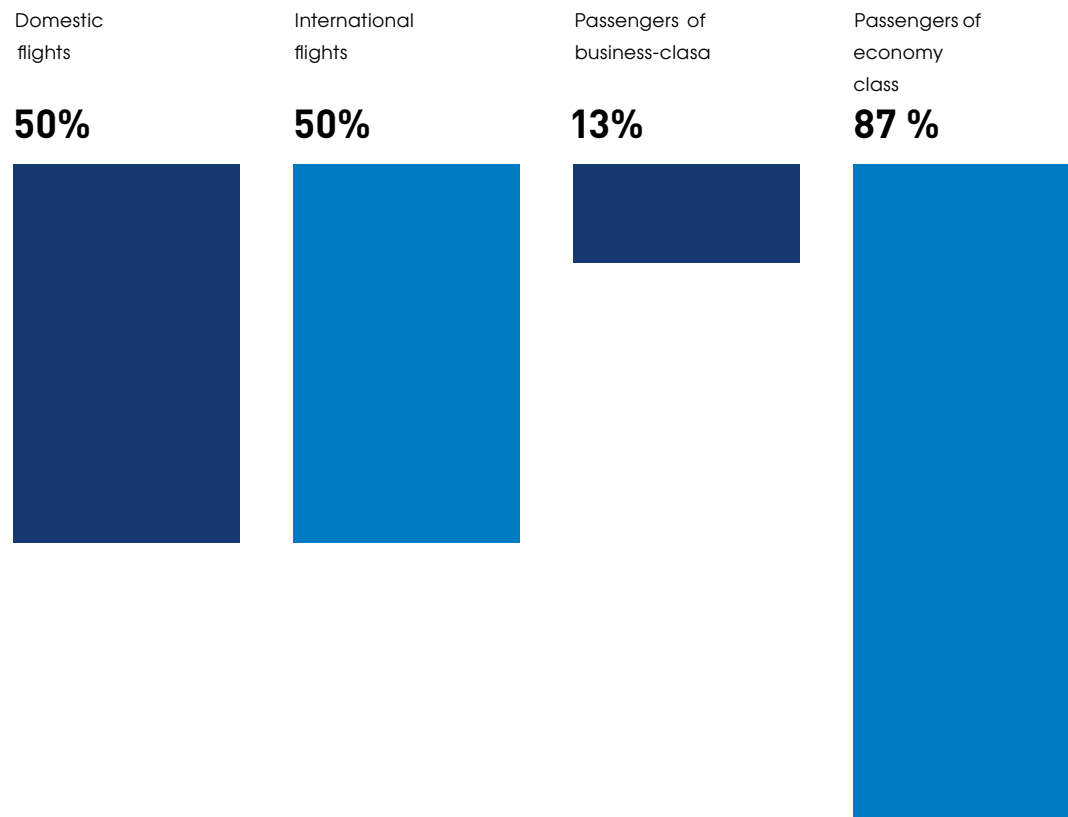
AEROFLOT was among the first the Russian carriers to enter the IOSA operators registry and it maintained the compliance with the certification ever since. Also the airline has successfully passed the ground services safety audit ISAGO and obtained ISO 9001:2008 quality certification.

AEROFLOT entered the prestigious list of ten world's best Travel and Tourism companies published by The Boston Consulting Group, leaving behind many other industry leaders.

According to the research carried out by In Sites Consulting, **AEROFLOT** scored highly by its passengers in the categories such as "Ground services – check in" and "On-board service". The survey had been carried out between October 2011 and March 2012 among the SkyTeam passengers. 70% of the passengers highly appraised Aeroflot's check-in process and 57% gave the highest marks to Aeroflot's on-board service. Such a high rating brought Aeroflot to the first place among the 15 SkyTeam members.

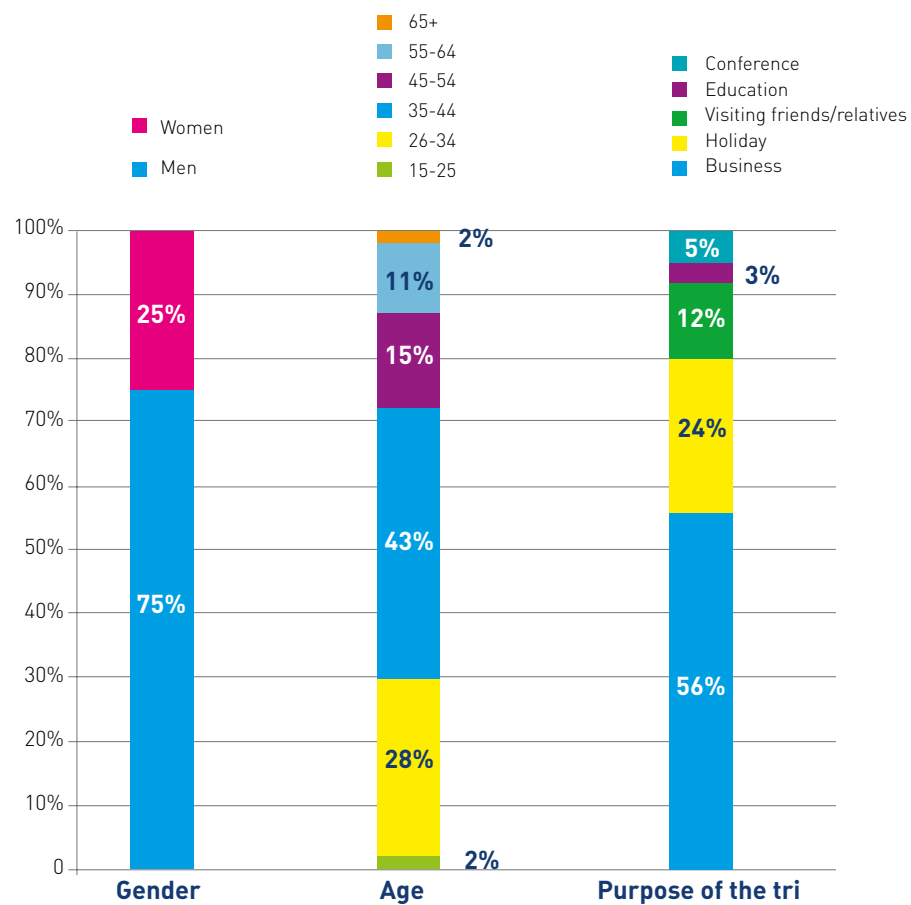
The airline's fleet is one of the most modern and fast-growing in Europe. **AEROFLOT** currently owns 236 planes, majority of which belong to the classes A320, A321, A330 and SSJ-100.

THE PERCENTAGE OF RUSSIANS WHO REGARD AEROFLOT AS "RELIABLE", "SAFE" AND "PRESTIGIOUS" ON:

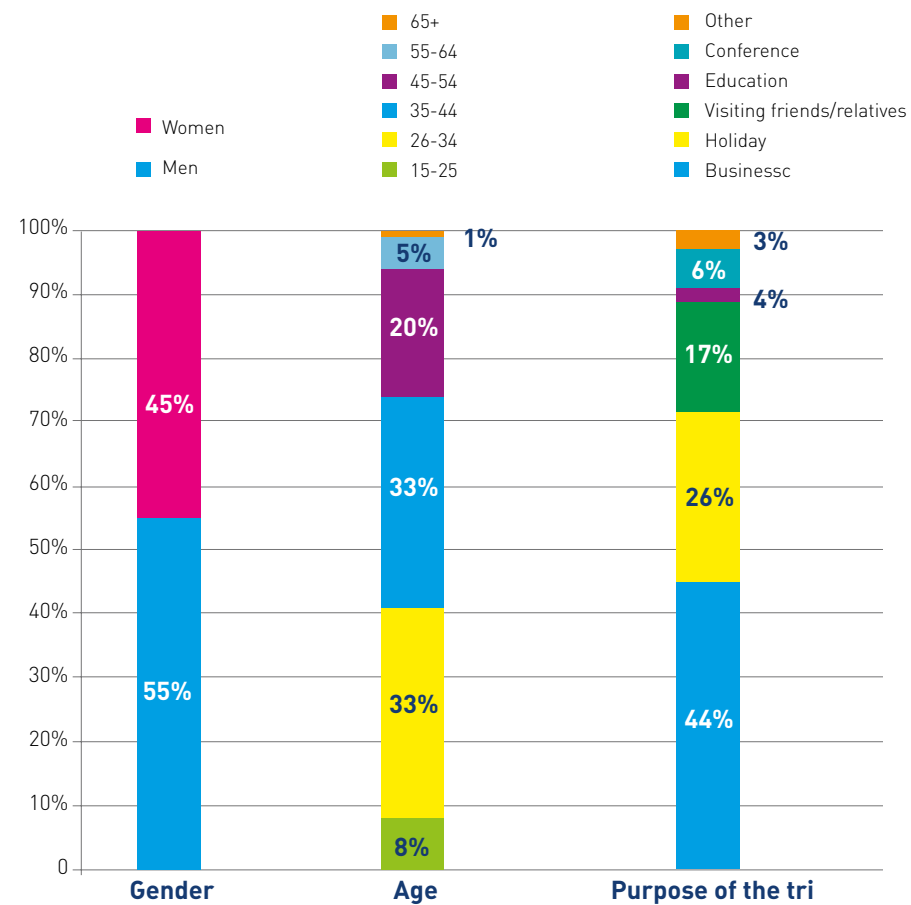


THE AUDIENCE

BUSINESS CLASS PASSENGERS



ECONOMY CLASS PASSENGERS





AEROFLOT IS COMPELLING AND CONTEMPORARY MAGAZINE FOR THE PASSENGERS OF RUSSIA'S LARGEST AIRLINE



Circulation- 120 000 copies
An average monthly audience –
2 353 788 readers

Of which 55% – are men,
45% – are women



Number of issues per year – 12
Volume– 240–320 columns



Distribution: on all flights inside the seat
pockets of Economy class cabin and at
the airline' VIP rooms

АЭРОФЛОТ *Premium*

AEROFLOT PREMIUM IS THE MONTHLY
ON-BOARD MAGAZINE FOR BUSINESS CLASS PASSENGERS



Circulation—25 000 copies
An average monthly audience –
415 375 readers

Of which 75% – are men,
25% – are women



Number of issues per year – 12
Volume– 144–320 columns



Distribution: in the seat pockets of
Business class cabin and
at the airline' VIP rooms

АЭРОФЛОТ STYLE

AEROFLOT STYLE IS THE MONTHLY WOMEN'S GLOSSY MAGAZINE



Circulation – 85 000 copies
An average monthly audience –
1 592 269 readers

Market positioning – fashion and beauty
Readers – 80% women



Number of issues per year – 12
Volume – 146–176 columns



Distribution: in the seat pockets of
Business class cabin and in the pockets
of every second seat of Economy class
cabin and at the airline' VIP rooms

AEROFLOT

MAGAZINE FOR FOREIGN PASSENGERS



Circulation – 75 000 copies

An average audience of one issue – 440 000 чел.

Market positioning – magazine for foreign passengers

Readers – 55% are men, 45% are women



Number of issues per year – 6
Volume – from 100 columns



Distribution: in the seat pockets of Business class cabin and in the pockets of every second seat of Economy class cabin and at the airline' VIP rooms



AEROFLOT WORLD – THE MONTHLY GLOSSY MAGAZINE

NEW AIRLINE “ROSSIYA” IS THE RESULT OF THE INTEGRATION OF LEADING RUSSIAN COMPANIES.

The carrier has combined the best practices and traditions of the national civil aviation, highly professional teams in different regions of the country and a modern fleet. The united “Rossiya” was established on the basis of the three subsidiaries of PJSC “Aeroflot” – “Russian”, “Donavia”, “Orenburg Airlines”. One of the priorities of the new airline is to develop transport accessibility of regions and to increase mobility of the population.

The main city of the registration of the new “Rossiya” is historically the city of St. Petersburg.

The company also has branches in Moscow, Rostov-on-Don and Orenburg. Main home airports of the carrier are Pulkovo (St. Petersburg), Vnukovo (Moscow), Rostov-on-Don. Direct flights are also carried out from airports in Orenburg, Simferopol, Sochi and Yekaterinburg.

The fleet consists of modern aircraft - the Airbus A319, Airbus A320, Boeing 737 NG, Boeing 747, Boeing 777. The nearest carrier development plan is to increase the fleet to 80 aircraft.

The destinations network of the united airline “Rossiya” in the spring-summer season 2016 includes 80 regular destinations in the regions of Russia, including the socially important and highly demanded destinations to the cities in the Far East and South of the country, and as well as overseas flight points in 15 countries world.

Together with consolidation the Airline started rebranding. The main task in development of a new corporate identity of “Rossiya” was to create new bright, recognizable, memorable style of the Airline and its new size.





RFLIGHT – THE MONTHLY GLOSSY MAGAZINE



Circulation – 90 000 copies
An average monthly audience –
955 145 readers

Number of issues per year – 12
Volume – 146–176 columns





S7 Airlines (the brand of Siberian Airlines was founded in 1992 and since then had built the largest in Russia network of domestic routes, operated from 3 major hubs in Moscow (Domodedovo), Novosibirsk (Tolmachevo) and Irkutsk. **S7 Airlines** also operates regular international flights to CIS countries, Europe, Middle East, South-East Asia and the countries of South Pacific region.

S7 Airlines is the member of the Global Aviation Alliance Oneworld, which unites the global leaders in quality passenger service. Oneworld members represent countries on all continents and perform flights to 141 country of the world. Together the members of Oneworld offer their passengers more services and advantages than any single airline. **S7 Airlines** membership in Oneworld once more confirms the airline's conformity with the international standards of quality and safety.

In 2001 S7 joined IATA and in 2007, after the completion of the full IATA Operational Safety Audit, was granted IOSA certificate of compliance.

S7 CUSTOMERS ARE MAINLY YOUNG, SUCCESSFUL AND ACTIVE PEOPLE

Managers and
professionals

66%



With income
above the
average

36%



Aged 25-44

55%



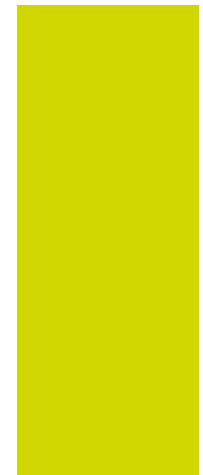
Highly
educated

58%



Employed
in public
or private
sectors

78%



* Source TNS, M-Index Russia, 1/2011; passengers of S7 airline.



S7 MONTHLY GLOSSY MAGAZINE



Circulation – 100 000 copies
An average monthly audience –
1 179 900 readers





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