



Route Promotion Scheme

at Kraków Airport

John Paul II International Airport Kraków – Balice Ltd. is introducing a Route Promotion Scheme aimed to develop the network of direct regular connections to / from Kraków (further referred to as Scheme) as of 29 April 2011.

This Scheme covers timetable seasons Summer 2011 and Winter 2011/12.

The Scheme is understood as a joint implementation by an air carrier and John Paul II International Airport Kraków – Balice Ltd. of advertising campaigns to promote:



new routes



**increased frequency
on existing routes**

The Airport's maximum share in the total cost of the campaigns has been specified in Appendix 1 (for all-year-round connections) and Appendix 2 (for seasonal connections).

Definitions:

NEW ROUTE

a direct connection that has not been (and is not being offered) from Kraków Airport within last two timetable seasons preceding the planned date of launching operations on that route, or a connection that has been offered from Kraków Airport by a different carrier but is not being offered by that carrier any longer.

INCREASED FREQUENCY

increasing weekly number of operations on a particular route by a particular carrier for an entire timetable season, as compared to the same season in the previous year. The number of seats on a particular route offered by a carrier participating in the Scheme during a particular season may not be smaller than the number of seats offered in the same season in the previous year.

KEY DESTINATIONS

a market (country, region or city) of special importance to Kraków Airport: Amsterdam, Athens, Cologne, Dubrovnik, Duesseldorf, Faro, Geneva, Goeteborg, Helsinki, Istanbul, Kiev, Lisbon, Lviv, Lyon, Marseilles, Moscow, Nice, Poland, Porto, Sofia, St. Petersburg, Thessaloniki, Varna, Zagreb, Zurich.

LONG DISTANCE ROUTES

a one-stage flight on a distance that takes at least 8 hours for an aircraft to travel.

Scheme Terms and Conditions:

1. Airline participating in the Scheme will launch a new direct route to / from Kraków Airport or increase frequency on a currently offered route within the Scheme's duration.
2. The airline will organise an advertising campaign to promote the new route or the increased frequency.
3. Airline intending to participate in the Scheme is required to make a written application to the Board of John Paul II International Airport Kraków – Balice Ltd. The application should include a proposal to open a new route or increase frequency on a currently offered route, with a description and cost-estimate of a promotional campaign for such a route.
4. Airline participating in the Scheme is obliged to operate the new route or maintain the increased frequency during the entire declared period. In the case of operations lasting shorter than the declared period, the Airport's share in the Promotion Scheme may be calculated proportionally to the period during which a given route was operated.
5. Airline can enter the Scheme on the condition that a separate agreement is signed between the airline and John Paul II International Airport Kraków – Balice Ltd., content of the agreement to be given by the Airport.
6. John Paul II International Airport Kraków – Balice Ltd. reserves the right to decide about the amount of financial involvement in the above-mentioned campaign.
7. John Paul II International Airport Kraków – Balice Ltd. reserves the right to amend the Promotion Scheme at any time, this reservation being limited to only those promotional activities for which no agreement has yet been concluded.
8. The Promotion Scheme does not apply to charter flights.
9. John Paul II International Airport Kraków – Balice Ltd. reserves the right to refuse participation in the Scheme to any airline without specifying any reason.

Appendix 1



| | | PAX CAPACITY | | | |
|----------------------------|-----------------------|--------------|----------|-----------|-----------|
| | | 0-45 | 46-100 | 101-200 | >200 |
| NEW ROUTE (freq 2-3/7*) | New Market | 7 000 € | 20 000 € | 70 000 € | 80 000 € |
| | Key Developing Market | 10 000 € | 30 000 € | 80 000 € | 90 000 € |
| | Long Haul | | | 90 000 € | 100 000 € |
| NEW ROUTE (freq ≥ 4/7) | New Market | 15 000 € | 50 000 € | 130 000 € | 160 000 € |
| | Key Developing Market | 20 000 € | 60 000 € | 160 000 € | 180 000 € |
| | Long Haul | | | 180 000 € | 200 000 € |
| Existing Route | Increased Frequency | 5 000 € | 13 000 € | 35 000 € | 60 000 € |

* for frequency 1/7 - Airport's participation established individually for each route

Appendix 2



| | | PAX CAPACITY | | | |
|----------------------------|-----------------------|--------------|----------|----------|-----------|
| | | 0-45 | 46-100 | 101-200 | >200 |
| NEW ROUTE (freq 2-3/7*) | New Market | 3 500 € | 10 000 € | 35 000 € | 40 000 € |
| | Key Developing Market | 5 000 € | 15 000 € | 40 000 € | 45 000 € |
| | Long Haul | | | 45 000 € | 50 000 € |
| NEW ROUTE (freq ≥ 4/7) | New Market | 75 000 € | 25 000 € | 65 000 € | 80 000 € |
| | Key Developing Market | 10 000 € | 30 000 € | 80 000 € | 90 000 € |
| | Long Haul | | | 90 000 € | 100 000 € |
| Existing Route | Increased Frequency | 2 500 € | 6 500 € | 17 500 € | 30 000 € |

* for frequency 1/7 - Airport's participation established individually for each route