AIRSHOWS: HOW TO SUCCESSFULLY NAVIGATE THE “FLYING CIRCUS”

September 08, 2016

SAFRAN

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Agenda

INTRODUCTION
PURPOSE
3 STAGES
KEY TAKEAWAYS
QUESTIONS

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SAFRAN
AN INTERNATIONAL
HIGH-TECHNOLOGY GROUP

May 2016

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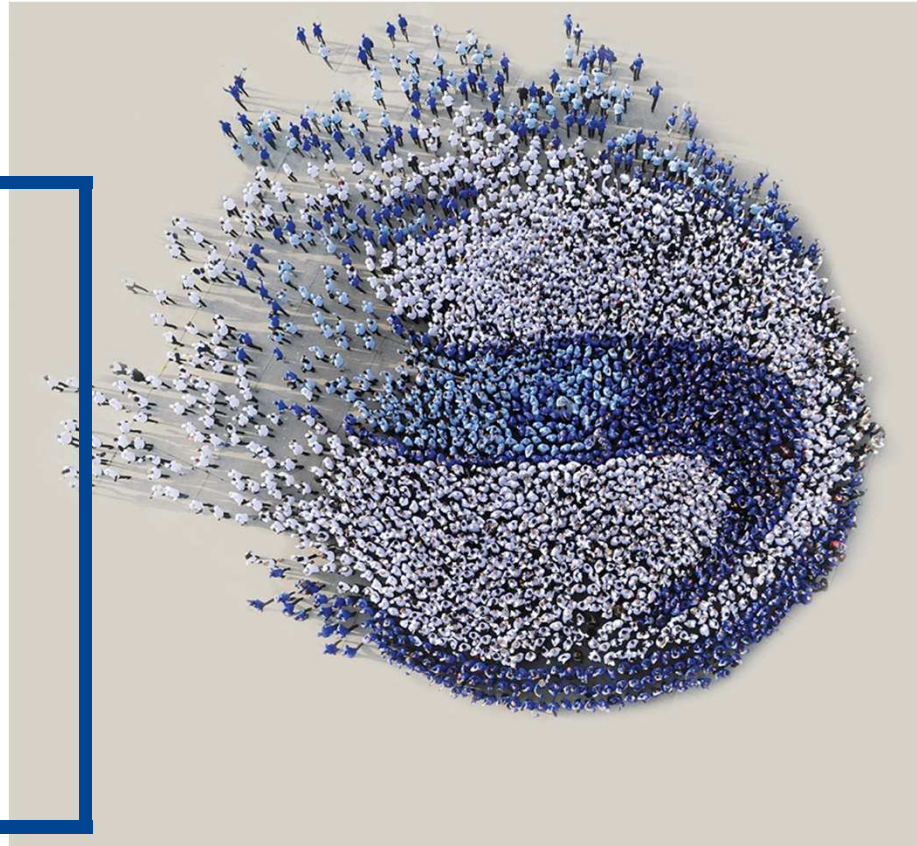
1

SAFRAN AT A GLANCE



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SAFRAN

AN INTERNATIONAL HIGH-TECHNOLOGY GROUP

3 CORE BUSINESSES:
Aerospace
Defense
Security

Over **70,000 EMPLOYEES**
in more than
60 COUNTRIES

€17.4 BILLION
in sales*

€2.4 BILLION
in adjusted recurring operating income*

€2.1 BILLION
in R&D expenditures*, equal to nearly 12% of sales

Over **900 INITIAL PATENTS**
filed in 2015

*2015

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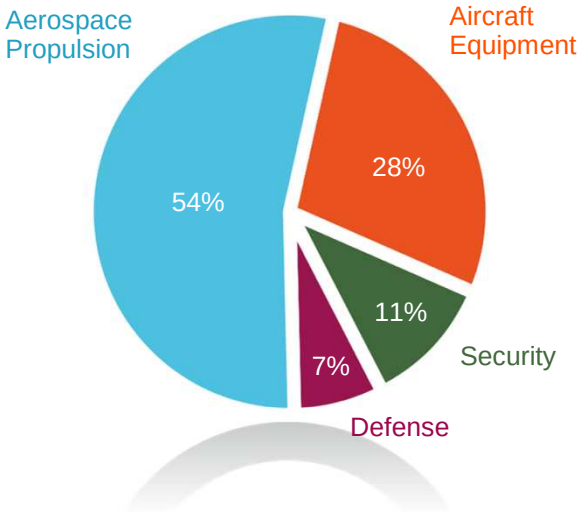
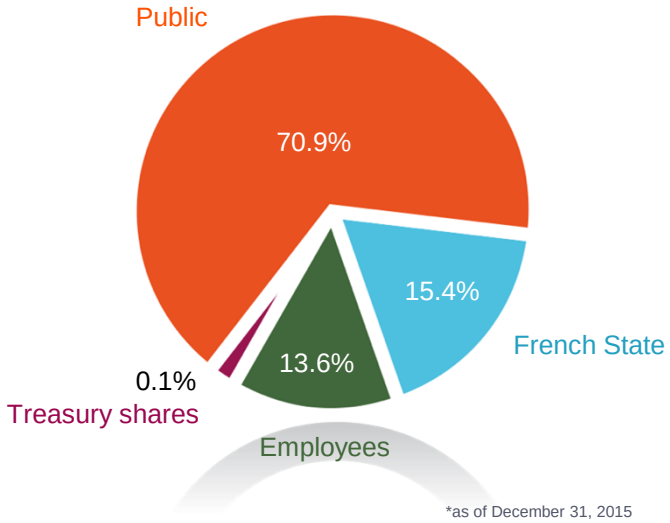
FINANCIAL AND STOCK MARKET DATA

SALES BY BUSINESS SECTOR (2015)



CAPITAL SHAREHOLDING STRUCTURE*



*as of December 31, 2015

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SAFRAN: TECHNOLOGY THAT BENEFITS OUR DAILY LIVES

1 SINGLE-AISLE COMMERCIAL JET TAKES OFF every **2 SECONDS,** powered by our engines*

MORE THAN 40,000 LANDINGS a day using our equipment

MORE THAN 70 SUCCESSFUL ARIANE 5 LAUNCHES in a row**

3,000 MILITARY AIRCRAFT fitted with our inertial navigation systems

1 OUT OF EVERY 3 HELICOPTER TURBINE ENGINES sold worldwide

2.8 BILLION ID DOCUMENTS delivered worldwide

OVER 35,000 POWER TRANSMISSIONS totaling over 850 million flight-hours

17,300 NACELLE COMPONENTS in service

500 KM OF ELECTRICAL WIRING on an Airbus A380

*in partnership with GE, through CFM International
**in partnership with Airbus Group, through Airbus Safran Launchers

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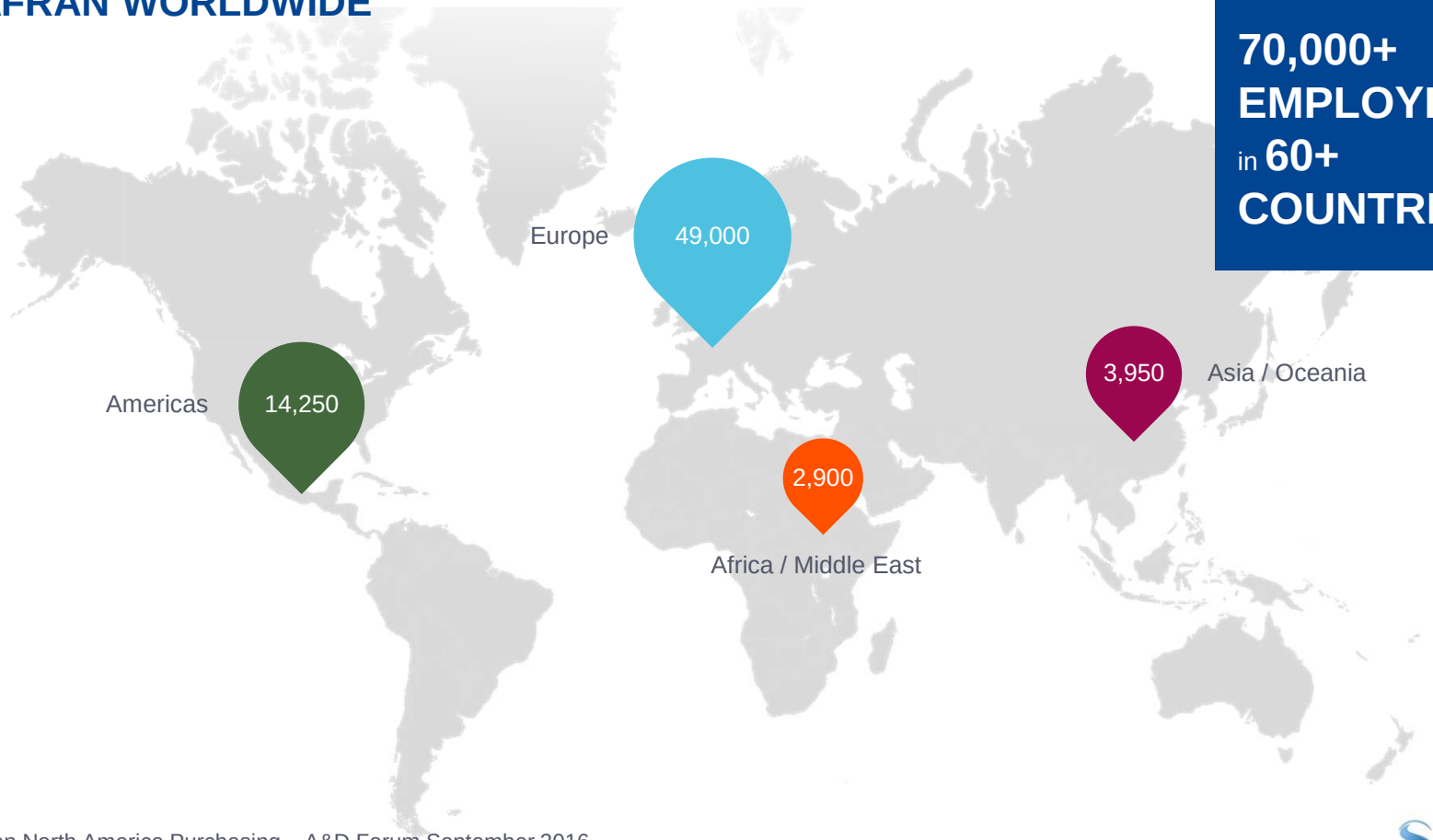
SAFRAN WORLDWIDE



70,000+ EMPLOYEES in **60+ COUNTRIES**

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OUR MISSIONS

BOOSTING AIR TRANSPORT PERFORMANCE

ENHANCING PROTECTION FOR CITIZENS

MAKING OUR LIVES SAFER AND EASIER

FACILITATING ACCESS TO SPACE

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A QUICK VIDEO

https://www.youtube.com/watch?v=h818_ZVj4WM

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Welcome to the “Flying Circus”…

- Airshows
- Tradeshows
- Conferences
- Supply Chain Events
- Associations
- Industry Organization Meetings
- B2B / One-to-One
- Symposiums & Summits

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The big picture…

2013 key statistics

132,000 sqm
of exhibition space sold:
- 52,000 sqm for Halls,
- 37,000 sqm for chalets,
- 43,000 for exterior spaces.

192,000 sqm
of exhibition space for aircraft.

315,572
visitors (including 139,273 trade visitors and 176,299 general public).

340
chalet units.

3,100
accredited journalists from **62** countries.

2,215
exhibitors from **44** countries (up 5% vs 2011).

285
official delegations from 102 countries.

150
aircraft present. Among them **40** gave flying displays.

BUSINESS MEETINGS

This year, the Show once again organised the Business Meetings event. The aim of this initiative is to use targeted meetings to make it easier for SMBs, trade visitors and purchasers to meet.
This year, the event brought together:

4,938 scheduled appointments

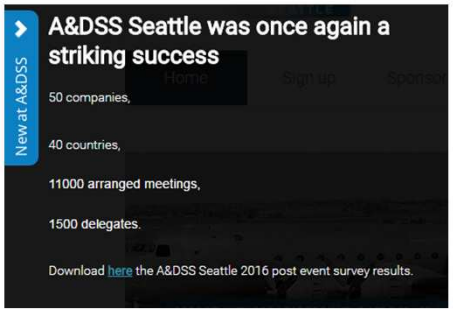
236 trade visitors and **383** exhibitors

Participants from **39** countries

4 buyers' conferences

REGISTER FOR THE WORLD'S LARGEST BUSINESS AVIATION EVENT

Join 27,000 industry professionals for the most important three days of business aviation. Ranked as the sixth largest trade show in the United States, the Business Aviation Convention & Exhibition (NBAA-BACE) will be held Nov. 1–3, 2016, in Orlando, Florida, bringing together current and prospective aircraft owners, manufacturers and customers into one meeting place to get critical work accomplished.



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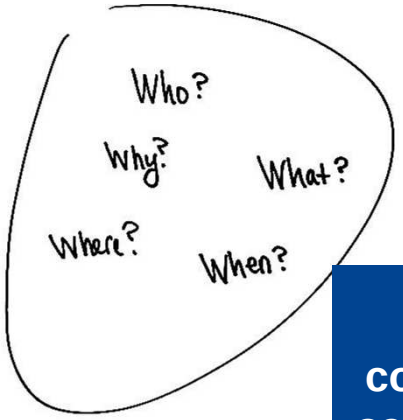
The big picture…



"…**all those companies in the same place** for 2 days really represent an **advantage** for us."
- Bombardier

"Aeromart Toulouse is an **absolutely essential event** for us. **All of the major aeronautic players around the world are here**…"
- Latecoere

"For us Aeromart is **scheduled two years in advance**"
- Honeywell

"To have companies like SAFRAN, AIRBUS, BOEING, and AVIC, **OEMs under the same roof and conferences** is not an easy job to do."
- TA1

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3 Key Elements to Maximize Your Return at Aerospace & Defense Events

1. STRATEGY & PREPARATION

2. SUCCESSFUL EVENT PARTICIPATION

3. FOLLOWING-UP AND MAINTAINING THE INERTIA

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1 STRATEGY & PREPARATION

Most important part of your experience and maximizing your ROI

- **Define your strategy**
  - Define your annual airshow & event plan
  - Participants list
  - Budget
- **On-Site Presence**
  - Booth or No Booth
  - Materials, Documents, Publications, USB's?
- **Logistics**
  - Hotels, Flights, Badges, Transportation
- **Meeting Scheduling & Preparation**
  - Research
  - Scheduling
  - Timeline

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SUCCESSFUL EVENT PARTICIPATION

You've done the hard work… now its time to have a successful AND enjoyable event!

- **Be Flexible and Prepare for the Worst**
- **Stay Connected**
- **Manage your Health & Security**
- **Familiarize Yourself with the Floor Plan**
- **Have a Robust Meeting Preparation Plan**
- **Use Networking, Receptions, Associations & Economic Development Forums**

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3 FOLLOWING-UP AND MAINTAINING THE INERTIA

How to maximize your investment and maintain the inertia

- **Follow-Up**
- **Create Closure**
- **Sustaining or Recovering**

The true value of the airshow is realized weeks… even months afterward… but it is wholly dependent upon the investment you put into sustaining your initial investment.

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1
Enjoy the Show!

2
Energy / Health

3
Flexibility / Agility

4
Stay Connected

5
3 Phases

6
Set Clear Objectives

7
Start Early

8
ROI ∝ Follow-up

9
Branding Visibility Relationships

10
Essential part of your business

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THANK YOU

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