

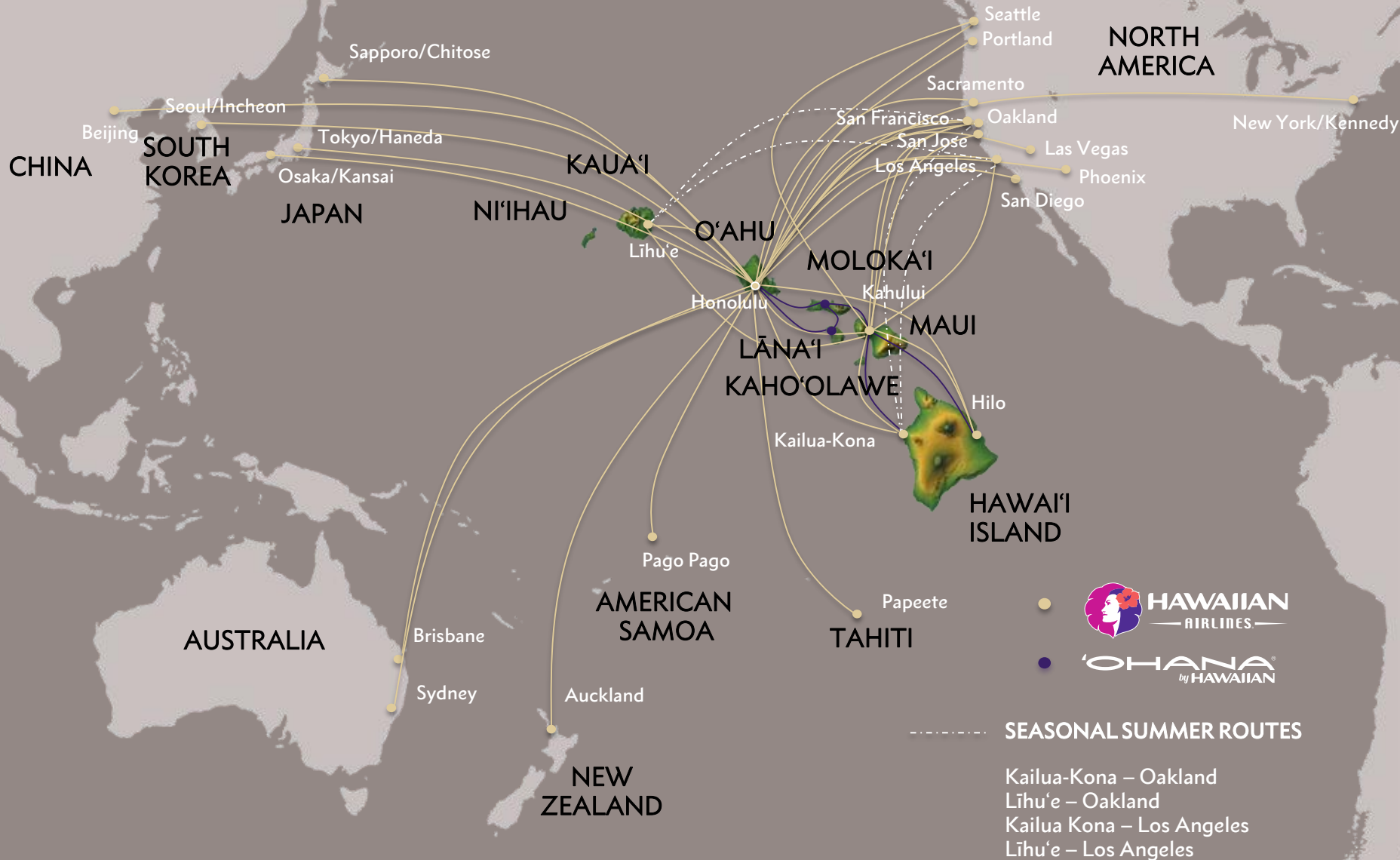


# HAWAIIAN AIRLINES UPDATE

Peter Ingram, Chief Commercial Officer

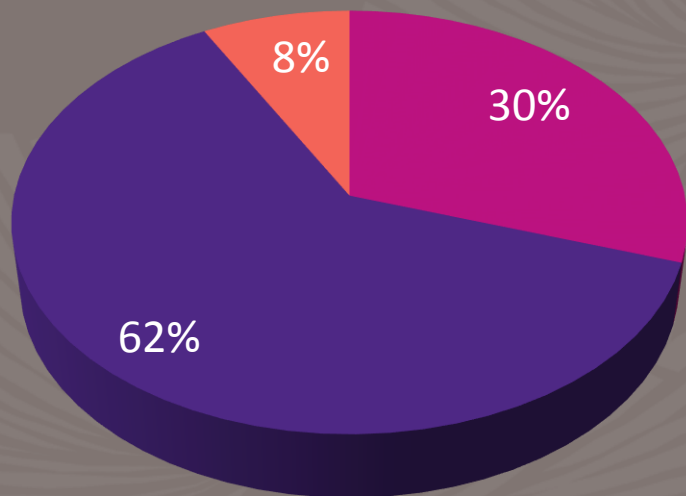


# Hawai'i's destination carrier

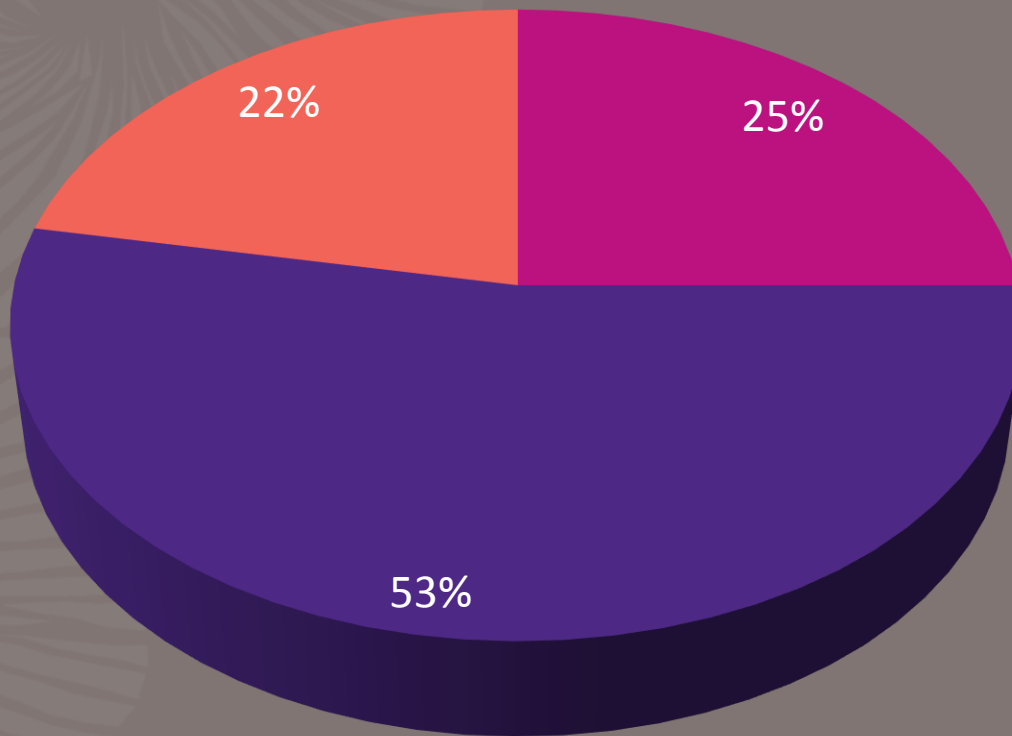


# Passenger Revenue

## 2009



## 2015



■ North America

■ Neighbor Island

■ International



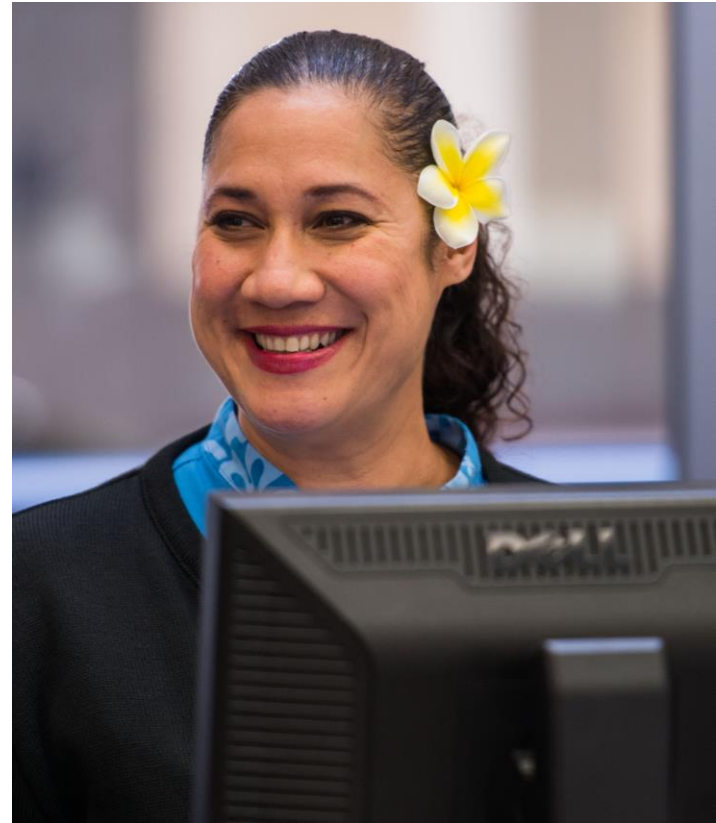




#1  
On-Time



# Our greatest asset



FLEET  
EVOLUTION

NETWORK  
EVOLUTION

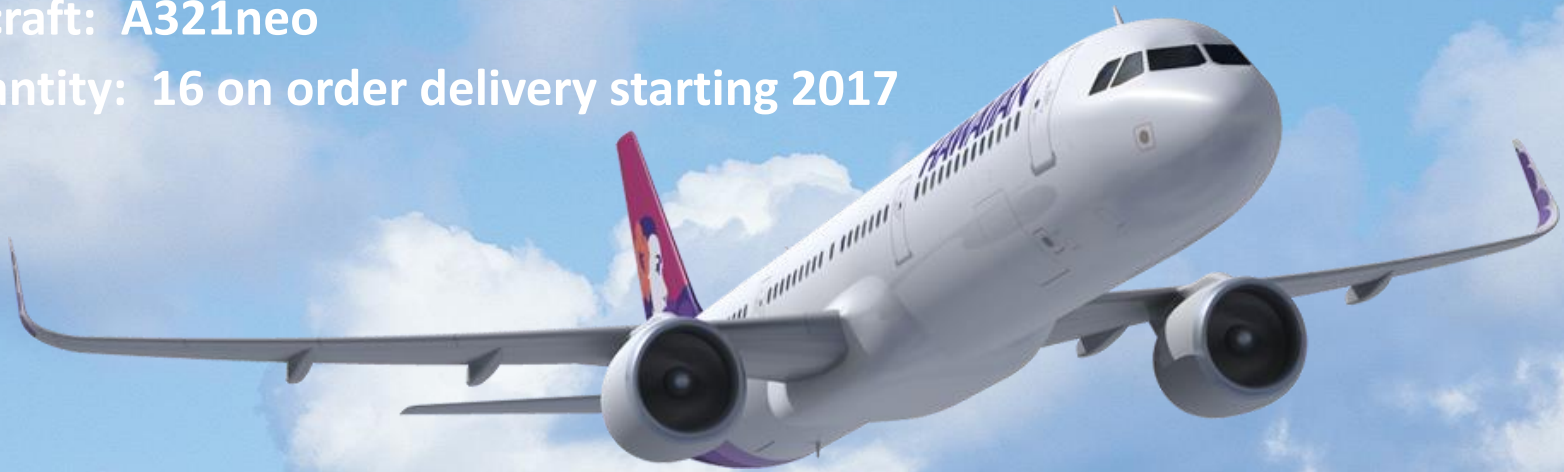
ANCILLARY /  
OTHER  
PRODUCT  
EVOLUTION

PRODUCT  
EVOLUTION

# Best fleet for our missions

Aircraft: A321neo

Quantity: 16 on order delivery starting 2017



Aircraft: A330-200

Quantity: 23



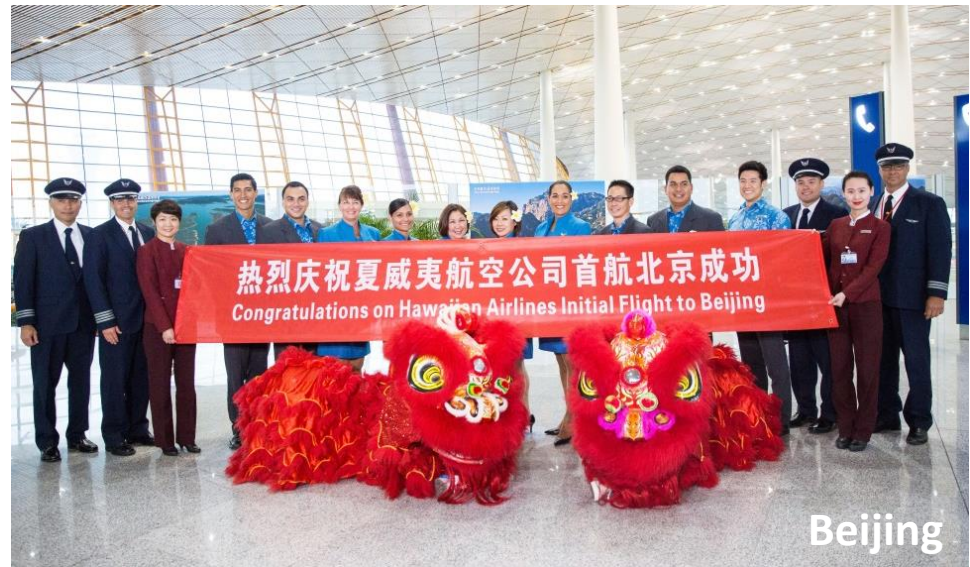
Aircraft: B717

Quantity: 20

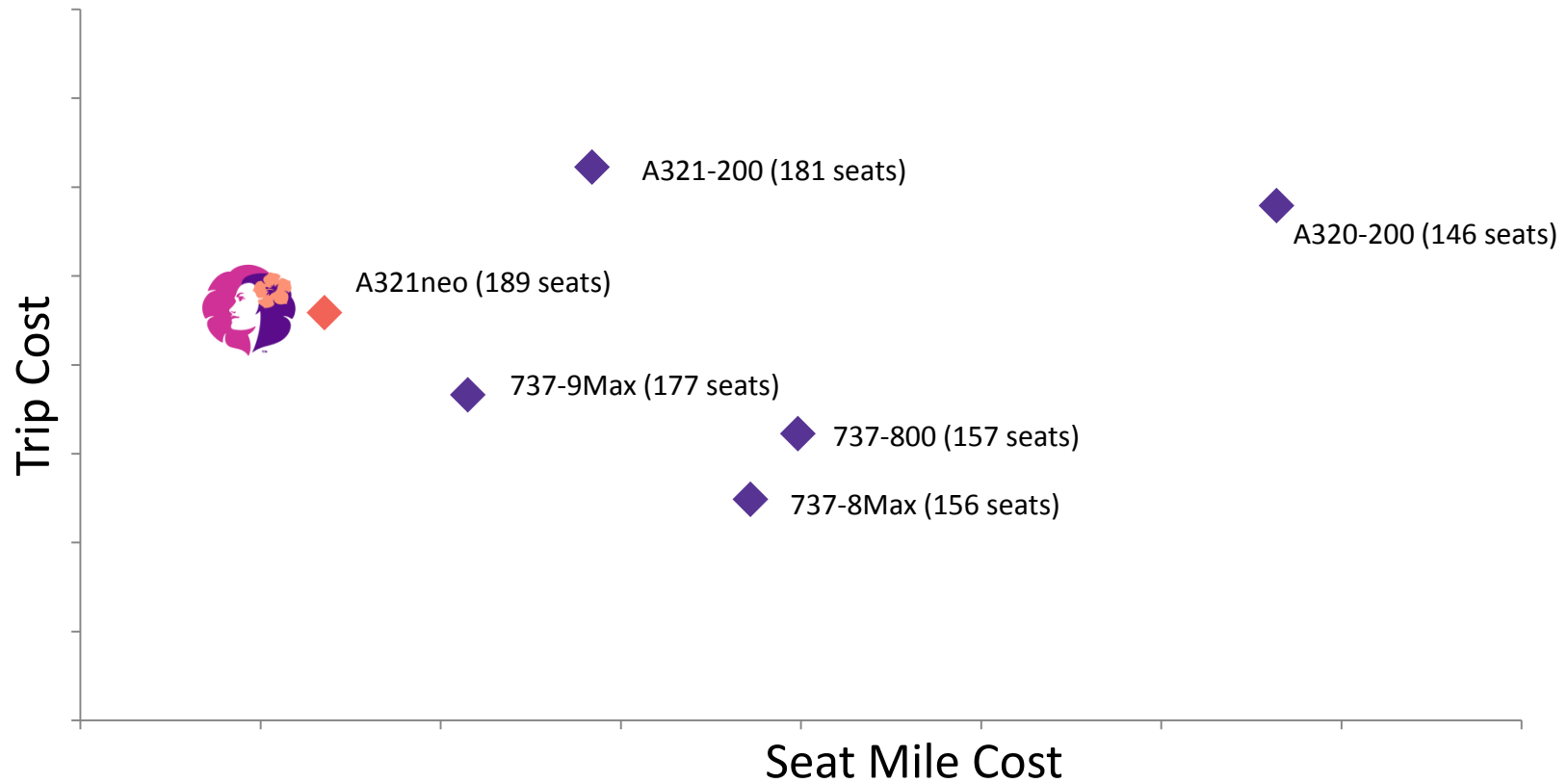




# A330 has allowed us to reach longer-haul destinations



# A321neo – most cost effective aircraft for the West Coast to Hawai‘i mission



Note: Fuel price adjusted to \$2.05 per gallon  
Variable + Ownership Costs

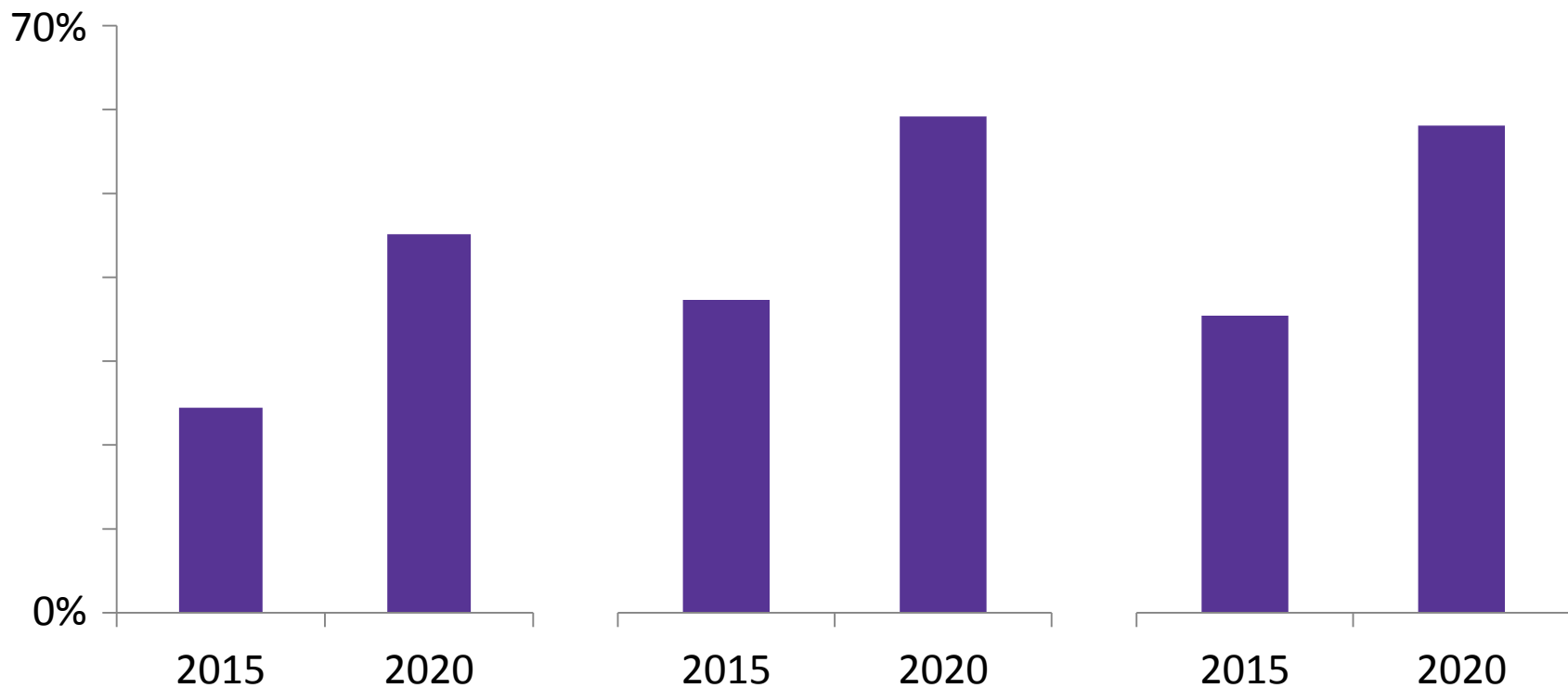


# Delivery of the A321neos allows for the A330 to be redeployed for longer-haul missions

Departures

ASMs

Block hours



■ Flights of 8 or more hours



FLEET  
EVOLUTION

NETWORK  
EVOLUTION

ANCILLARY /  
OTHER  
PRODUCT  
EVOLUTION

PRODUCT  
EVOLUTION

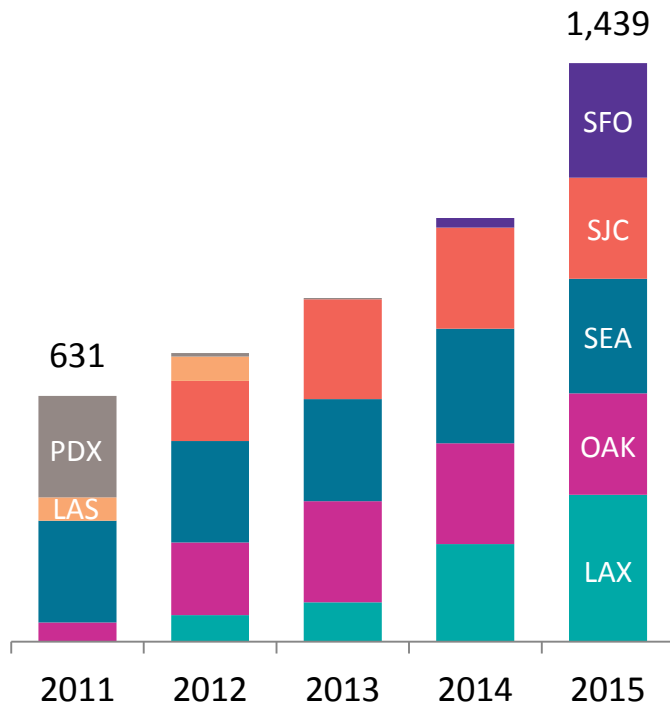
# Due to the solid demand in Japan, we are growing in Tokyo



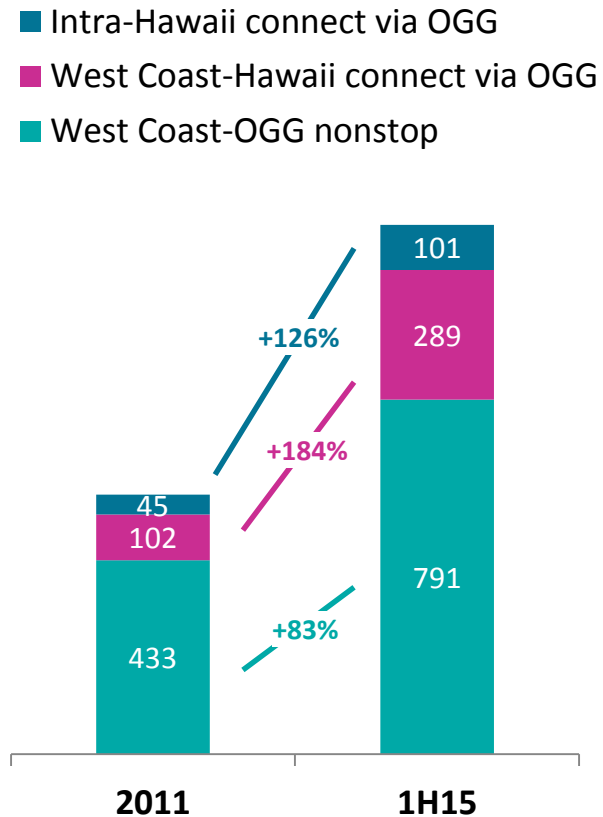
- Launched daily Narita-Honolulu service in July
- Non-stop Tokyo-Kona service begins in December, with 3-daily Haneda flights
- Our Haneda-Honolulu route averages >90% load factor
- With the new additions, we will have over 20% seat share in the Japan-Hawai'i market

# Successful development of the Maui hub

HA West Coast-OGG Daily Seats



HA PDEW to/via OGG, YE2Q15



Source: Innovata schedules, USDOT DB1B



# A321neos give us flexibility to serve more markets with the right size aircraft

O&D PDEW in Top West Coast Markets, YE2Q15

|            | <b>HNL</b> | <b>OGG</b> | <b>LIH</b> | <b>KOA</b> | <b>ITO</b> | <b>Total</b> |
|------------|------------|------------|------------|------------|------------|--------------|
| <b>LAX</b> | 1562       | 707        | 353        | 306        | 57         | 2985         |
| <b>SEA</b> | 541        | 390        | 193        | 169        | 18         | 1311         |
| <b>SFO</b> | 561        | 242        | 118        | 131        | 12         | 1064         |
| <b>OAK</b> | 321        | 289        | 135        | 149        | 17         | 911          |
| <b>SJC</b> | 317        | 262        | 115        | 95         | 12         | 802          |
| <b>LAS</b> | 649        | 83         | 40         | 30         | 25         | 827          |
| <b>SAN</b> | 398        | 202        | 108        | 53         | 9          | 770          |
| <b>PDX</b> | 297        | 213        | 109        | 83         | 15         | 717          |
| <b>PHX</b> | 244        | 122        | 67         | 53         | 8          | 495          |
| <b>SMF</b> | 157        | 155        | 40         | 29         | 9          | 390          |

HA service – year-round  
 HA service – seasonal

# A321neos give us flexibility to serve more markets with the right size aircraft

O&D PDEW in Top West Coast Markets, YE2Q15

|     | HNL  | OGG | LIH | KOA | ITO | Total |
|-----|------|-----|-----|-----|-----|-------|
| LAX | 1562 | 707 | 353 | 306 | 57  | 2985  |
| SEA | 541  | 390 | 102 | 160 | 18  | 1211  |
| SFO | 561  | 242 |     |     |     |       |
| OAK | 321  | 289 |     |     |     |       |
| SJC | 317  | 262 |     |     |     |       |
| LAS | 649  | 83  |     |     |     |       |
| SAN | 398  | 202 |     |     |     |       |
| PDX | 297  | 213 |     |     |     |       |
| PHX | 244  | 122 |     |     |     |       |
| SMF | 157  | 155 |     |     |     |       |

A330 still optimal for largest markets

- Deepest markets
- Large cargo markets

A321 enables

- Smaller growth increments
- Seasonal flexing
- Balance HNL / OGG service

- HA service – year-round
- HA service – seasonal



# A321neos give us flexibility to serve more markets with the right size aircraft

O&D PDEW in Top West Coast Markets, YE2Q15

|            | HNL  | OGG        | LIH        | KOA       | ITO       | Total |
|------------|------|------------|------------|-----------|-----------|-------|
| LAX        | 1562 | 707        | 353        | 306       | 57        | 2985  |
| SEA        |      |            |            |           |           | 11    |
| SFO        |      |            |            |           |           | 54    |
| OAK        |      |            |            |           |           | 1     |
| SJC        | 317  | 262        | 115        | 95        | 12        | 802   |
| <b>LAS</b> | 649  | <b>83</b>  | <b>40</b>  | <b>30</b> | <b>25</b> | 827   |
| <b>SAN</b> | 398  | <b>202</b> | <b>108</b> | <b>53</b> | <b>9</b>  | 770   |
| <b>PDX</b> | 297  | <b>213</b> | <b>109</b> | <b>83</b> | <b>15</b> | 717   |
| <b>PHX</b> | 244  | <b>122</b> | <b>67</b>  | <b>53</b> | <b>8</b>  | 495   |
| <b>SMF</b> | 157  | <b>155</b> | <b>40</b>  | <b>29</b> | <b>9</b>  | 390   |

Nonstop
Connecting flows

A321 non-stops to mid-size Maui markets, supported by KOA/LIH/ITO connections

- HA service – year-round
- HA service – seasonal

# A321neos give us flexibility to serve more markets with the right size aircraft

O&D PDEW in Top West Coast Markets, YE2Q15

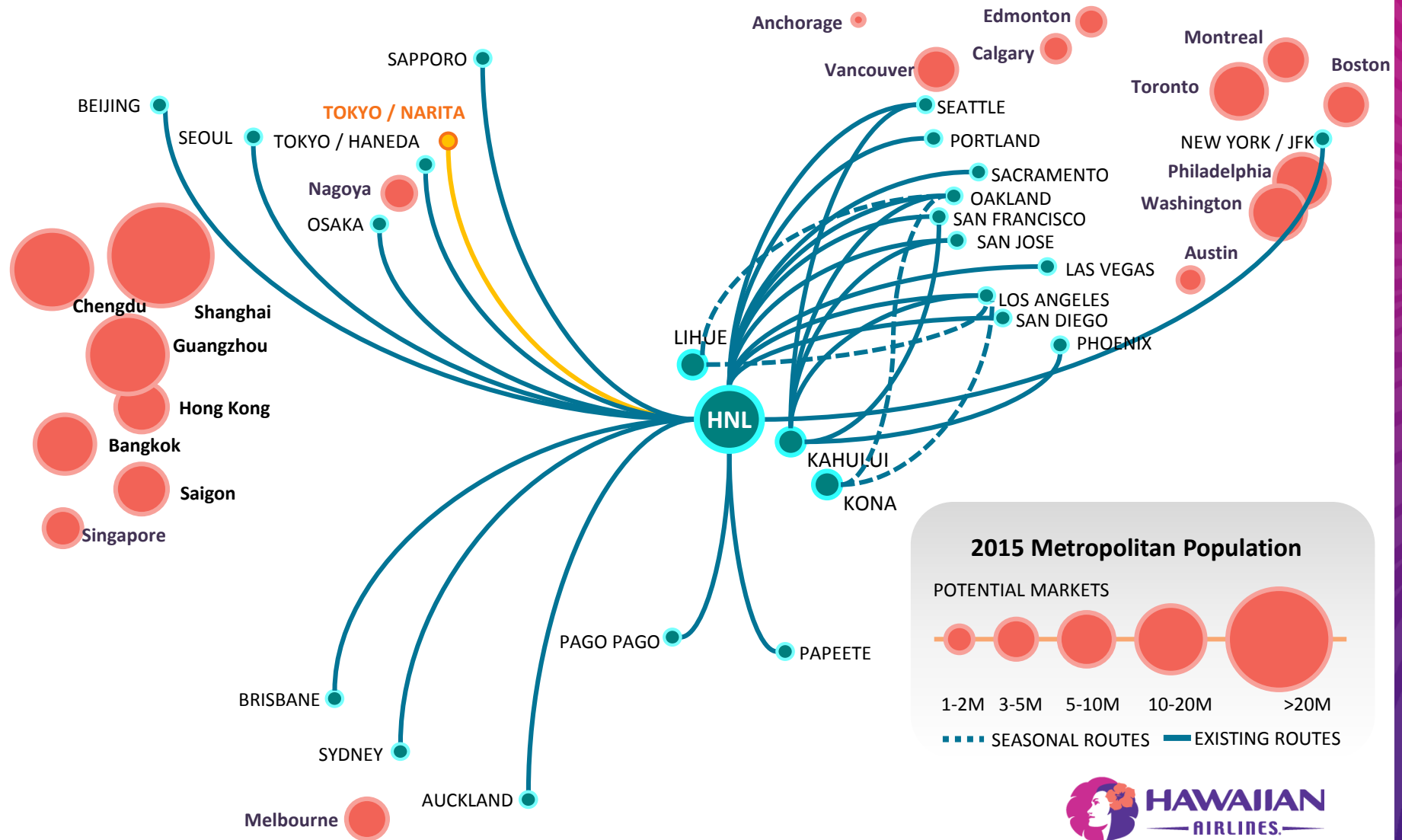
|     | HNL  | OGG | LIH | KOA | ITO | Total |
|-----|------|-----|-----|-----|-----|-------|
| LAX | 1562 | 707 | 353 | 306 | 57  | 2985  |
| SEA | 541  | 390 | 193 | 169 | 18  | 1311  |
| SFO | 561  | 242 | 118 | 131 | 12  | 1064  |
| OAK | 321  | 289 | 135 | 149 | 17  | 911   |
| SJC | 317  | 262 | 115 | 95  | 12  | 802   |
| LAS | 64   |     |     |     |     | 64    |
| SAN | 31   |     |     |     |     | 31    |
| PDX | 25   |     |     |     |     | 25    |
| PHX | 2    |     |     |     |     | 2     |
| SMF | 1    |     |     |     |     | 1     |

A321 helps us:

- Convert seasonal and sub-daily KOA/LIH service to year-round and daily
- Grow into additional KOA/LIH markets

- HA service – year-round
- HA service – seasonal

# Many Growth Opportunities Remain



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NETWORK  
EVOLUTION

ANCILLARY /  
OTHER  
PRODUCT  
EVOLUTION

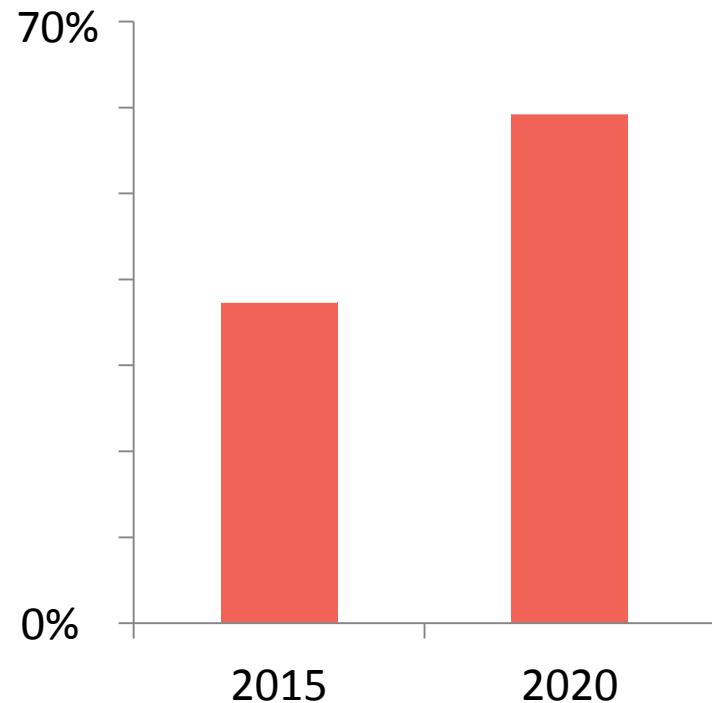
PRODUCT  
EVOLUTION

# A330 premium product investment responds to evolving customer expectations

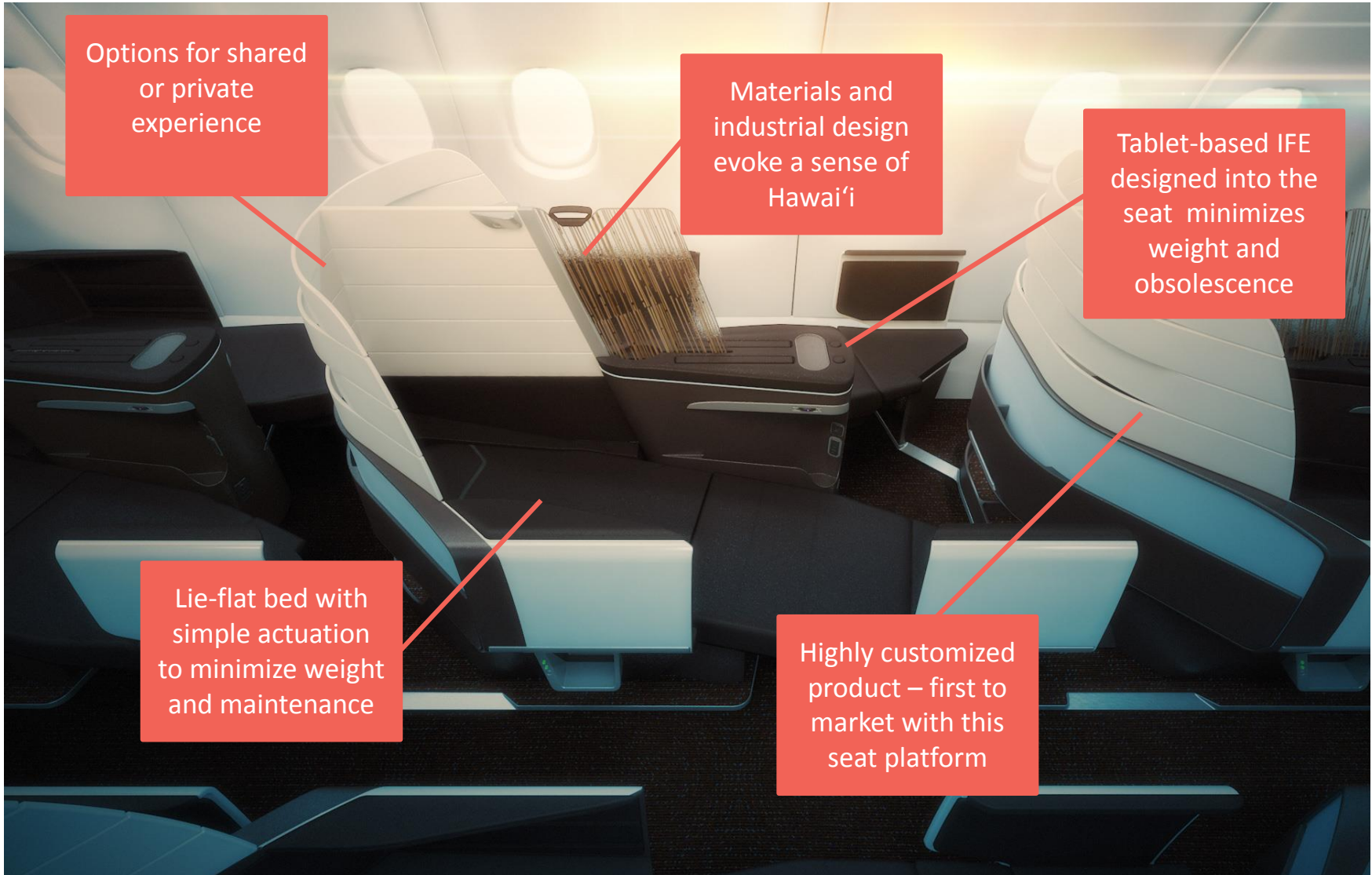
Significant demand for lie-flat product on leisure routes >8 hrs

- Our competitors are increasingly operating lie-flat products on their long-haul wide-body services
- Customers will increasingly expect lie flat business class product on lie flat routes
- Varies by route and competitor

And more of our A330 fleet will be serving these routes



# We designed a fully lie-flat product uniquely suited to our leisure mission



# And a unique brand statement



# Success of the Extra Comfort seat product



- Extra comfort has been a smash hit with our long haul guests
- Redesigned A330 cabin provides additional Extra Comfort seating





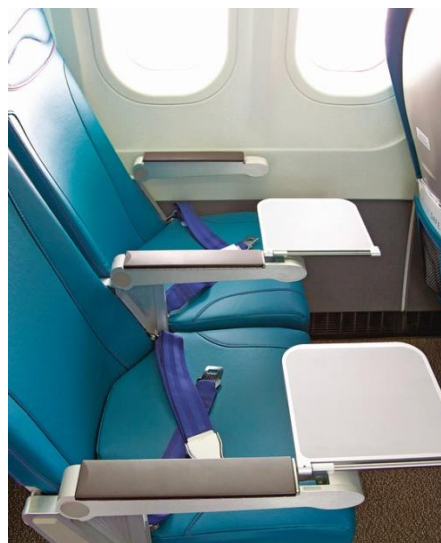
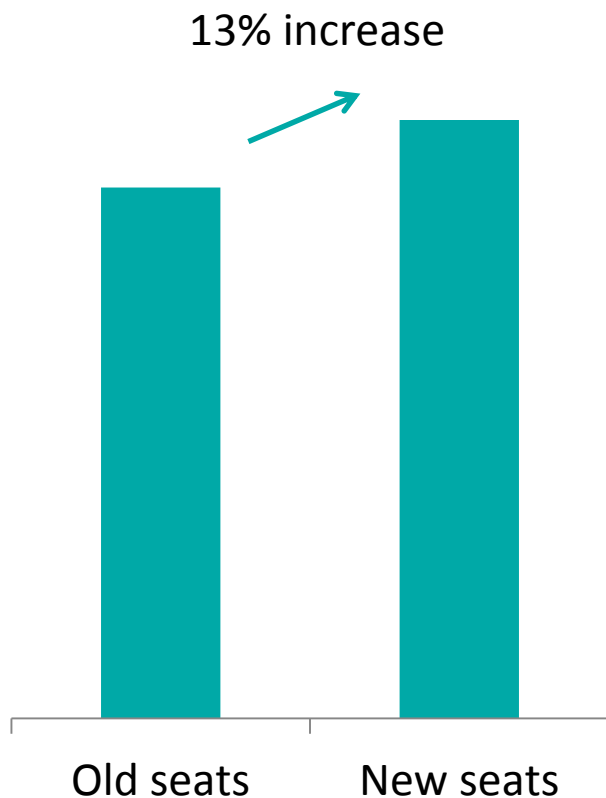
# A321-NEO cabins will be ideally configured for their mission



- Bringing our award-winning wide-body guest service to the A321neo
- 189 seats (16F / 45 PY / 128 Y)
- Comfortable seats and living space in the main cabin
- Streaming IFE— no seat-back screens
- Cabin aesthetics that extend our unique design language

# B717 cabin renovations have been well-received by consumers

**Customer satisfaction survey, Aircraft Comfort and Condition**



- Aircraft modifications completed in 2015
- Positive customer response



FLEET  
EVOLUTION

NETWORK  
EVOLUTION

ANCILLARY /  
OTHER  
PRODUCT  
EVOLUTION

PRODUCT  
EVOLUTION

# Product introductions in recent years continue to attract strong demand



EXTRA  COMFORT



# And we continue to evolve our customer offerings

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1 Submit Your Offer

2 Enter Your Payment Info

3 Review & Submit

### BID\* FOR A CHANCE TO INDULGE IN OUR FIRST-CLASS EXPERIENCE!

Welcome to Plusgrade, TEST! Here's how Plusgrade works:

1. Name your price: Make a price offer to upgrade each of your eligible flight segments, then click Continue.
2. We will notify you via email if your offer for an upgrade has been accepted.

If your offer is accepted, you'll be charged for the upgrade based on the "Offer Total" for each flight segment shown in the Review & Submit page. If not, you pay nothing and keep your original seat.

\*Please note that your bid applies to all guests in your party.

Guest(s): TEST AMY, TEST JACK

| Your Flight Information  | Upgrade Type | Your Offer(s)                                | Offer Strength |
|--|--------------|--|----------------|
| Honolulu (HNL) → San Francisco (SFO)<br>25 Jun 2016 Hawaiian Airlines Flight 12<br>8 hrs 10 mins | First Class  | \$465 USD Per Guest (2)<br>No Offer<br>\$750 | Good           |

- Get upgraded! Make an offer to fly in First Class to experience additional comfort and benefit!
- Two (2) complimentary checked bags with priority baggage handling
  - Faster check-in via our First Class check-in lines
  - Access to our Hawaiian Airlines-operated Premier Clubs (where available)
  - Priority pre-boarding
  - Generously-sized seats with extra legroom
  - Award-winning Hawaii regional cuisine from acclaimed Chef Chai Chaowasaree
  - Unlimited in-flight beverage service
  - Free access to hours of movies, TV and music, either via In-Seat Entertainment System or In-Flight Entertainment Tablet along with a complimentary headset



|  |             |  |      |
|--|-------------|--|------|
| San Francisco (SFO) → Honolulu (HNL)<br>17 Jul 2016 Hawaiian Airlines Flight 11<br>8 hrs 38 mins | First Class | \$465 USD Per Guest (2)<br>No Offer<br>\$750 | Good |
|--|-------------|--|------|

(Note: Prices shown are in U.S. Dollars)

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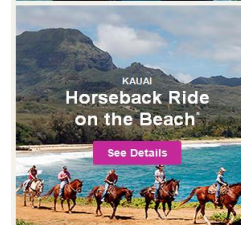


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Mahalo.

