

**Special Edition:
MOMBASA - KENYA**



Kenya-Qatar Relations: Mombasa is the right way forward to fostering collaboration

Qatar Airways service to Mombasa is very popular with tourists interested in exploring Kenya's beautiful tropical beaches and Indian Ocean coastline

Qatar-Kenya aeropolitical relations	2
Qatar Airways sees Kenya as an important market for Tourism and economical growth	3
Actual market share to/from Mombasa	4
Qatar Airways' request for daily frequencies to Mombasa	5
Delivering our social responsibility to Kenya.....	6
No Borders, Only Horizons.....	7



QATAR AND KENYA PARTNERS IN TOURISM AND ECONOMIC GROWTH



Qatar commitment to the Kenya is undeniable.



14 years
of Qatar-Kenya
aviation relationship



\$41 Million¹
of Qatar-Kenya trade
volume in 2018



30,000
Kenyan nationals
in Qatar



25%²

of participating interest made by Qatar Petroleum in Kenyan offshore oil project in 2019

¹ <https://comtrade.un.org/data/>

² <https://qp.com.qa/en/MediaCentre/Pages/ViewNews.aspx?NType=News>

Kenya Travel & Tourism exceeding global and regional levels in 2018³

Tourism contributed 8.8% to Kenya's GDP, valued at US\$7.9 billion.

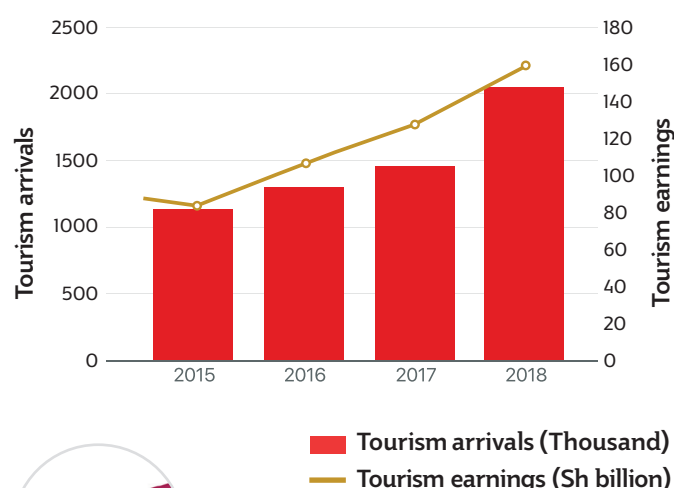
Travel & Tourism is responsible for 8.3% of all Kenya's employment, or 1.1 million jobs

Drivers for Tourism Growth in 2018

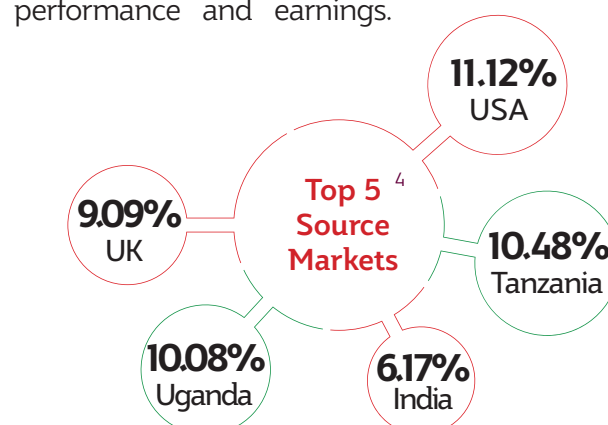


Kenya's tourism performance for the year 2018 has seen a substantial improvement compared to 2017 in both tourism arrivals, domestic tourism performance and earnings.

Kenya's tourism arrivals and earnings



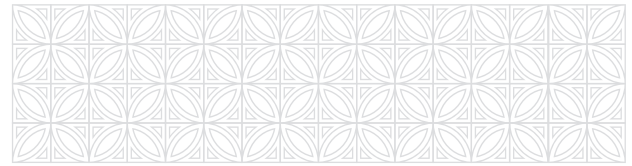
³ <https://data.worldbank.org/country/kenya>



Tourism arrivals for the year 2018 are at 2,025,206. There is significant growth of 37.33% compared to 2017 where there were 1,474,671 international arrivals.

⁴ <http://ktb.go.ke>

QATAR-KENYA AEROPOLITICAL RELATIONS



December 2018, Qatar Airways launched direct flights to Kenya's second city, Mombasa, opening up the country's beautiful Indian ocean coast to international holiday-makers

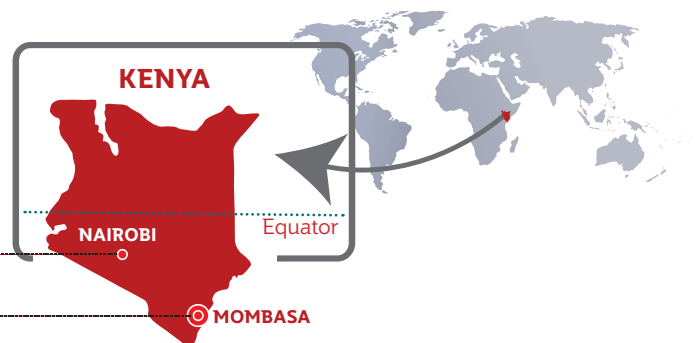


As Kenya focuses on growing its arrivals, Qatar Airways' increased passenger capacity will help to accelerate the achievement of this goal. Visitors from Europe, the MENA region, Far East and Asia Pacific will now have increased options and better connections than ever before.

The proposed seven-times weekly flights between Doha and Mombasa (MBA) will increase the number of tourists and economic activity to the city.

Qatar Airways current operations

- 21 weekly passenger services
- 5 weekly for all-cargo services to Nairobi
- 4 weekly passenger services

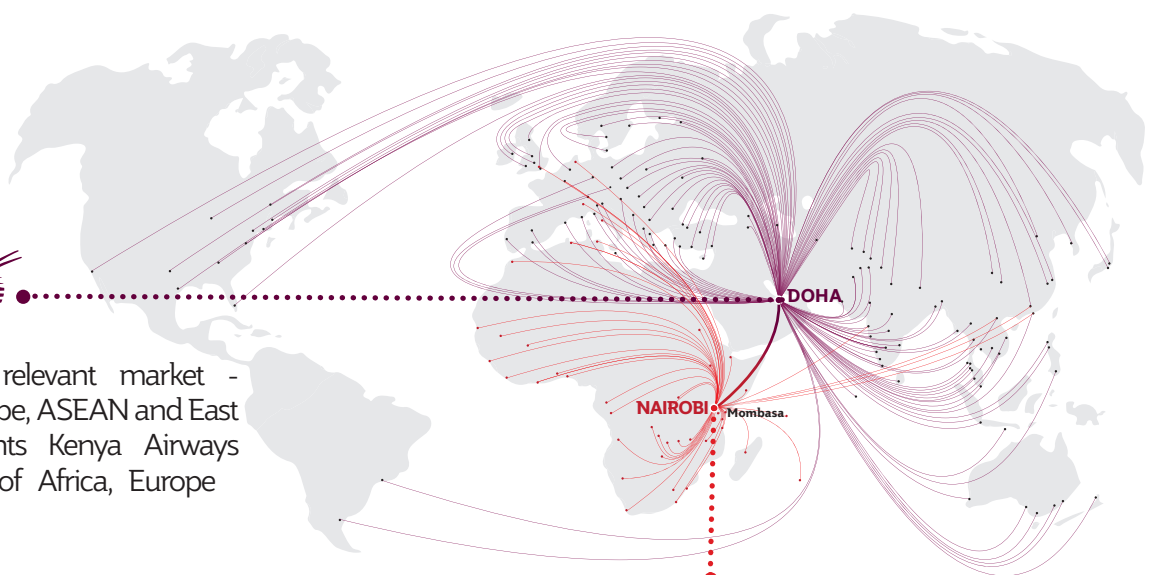


On 15 December 2019, Qatar Airways will commence the 5th passenger flight to Mombasa

Qatar Airways' wide network supports Kenya Airways passengers world wide travel

160+ destinations

Qatar Airways' relevant market - Middle East, Europe, ASEAN and East Asia complements Kenya Airways relevant market of Africa, Europe



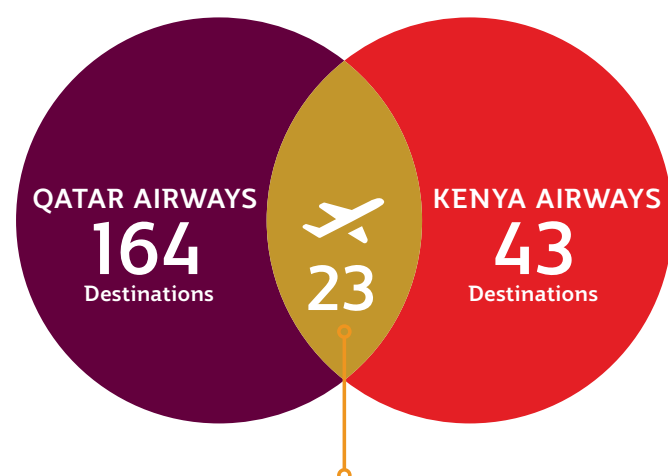
Kenya Airways "The Pride of Africa" aims to be the airline of choice, connecting the World to Africa



ACTUAL MARKET SHARE TO/FROM MOMBASA



Qatar Airways has three times the number of destinations as Kenya Airways (KQ), spread globally.



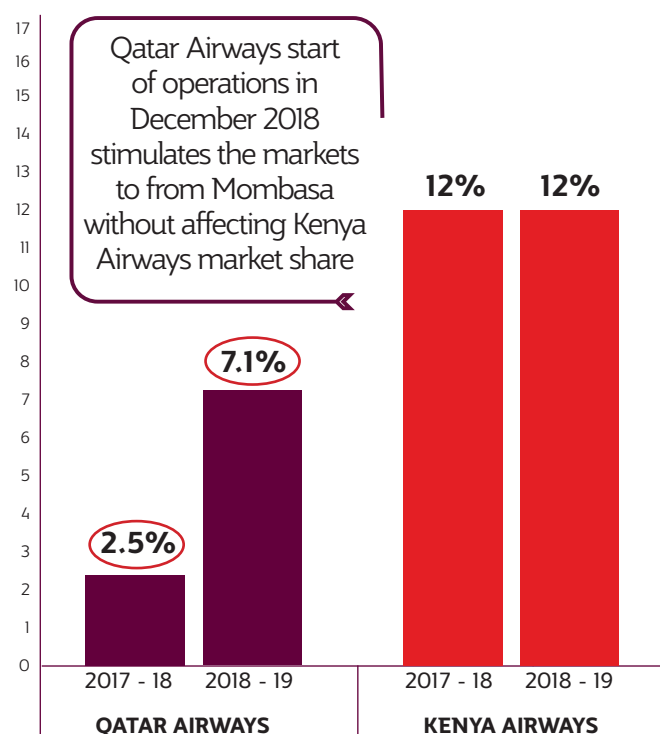
- 43 unique international destinations for KQ, all within Africa
- Qatar Airways has more than three times the number of destinations as KQ, spread globally.

Both Qatar Airways and Kenya Airways fly directly to their respective hubs from Mombasa

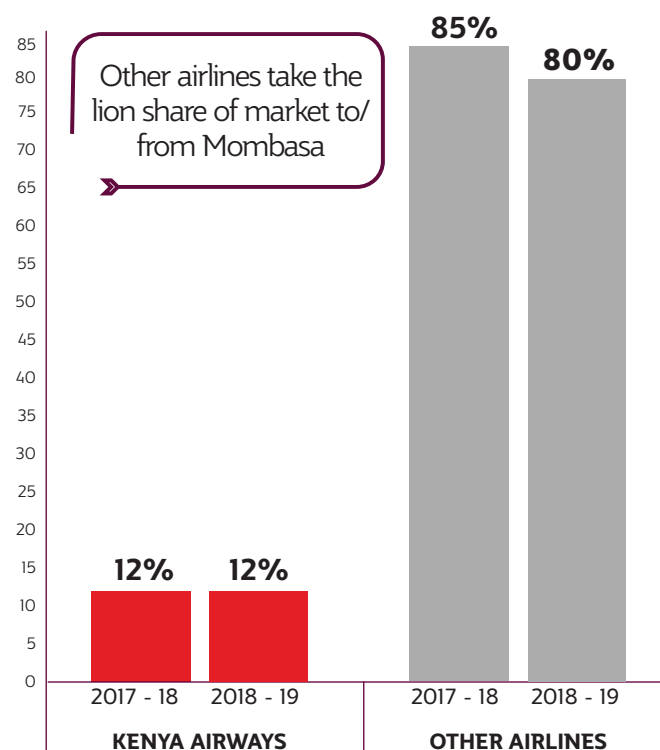
Destinations in common for both carriers, mostly outside Africa

Market share before and after Qatar Airways launch to Mombasa

Qatar Airways Vs Kenya Airways



Kenya Airways Vs Other Airlines



Source: PaxIS Dec18-Mar19 vLY Note: data seems to underestimate the market



QATAR AIRWAYS' REQUEST FOR DAILY FREQUENCIES TO MOMBASA



Qatar Airways' potential impact to Kenya's economy is significant

Primary focus areas are increase in number of tourists to Mombasa, cargo export, visitors spending and employment. Contribution to total jobs which includes direct, indirect & catalytic, tourism effects on the economy will be further increased.

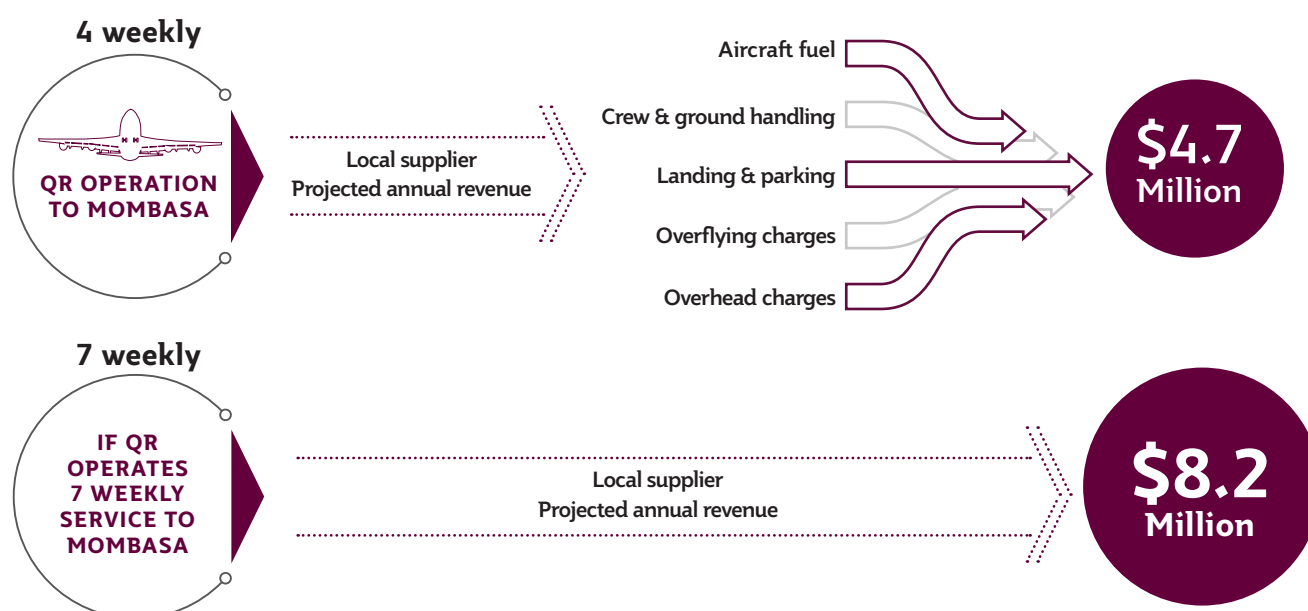


MOMBASA

ADDITIONAL 2 WEEKLY FREQUENCIES TO MOMBASA (FOR A TOTAL OF 7 WEEKLY)

Qatar Airways' expanding network to the major second city in Kenya will provide connectivity and complements Kenya Airways network.

Qatar Airways forecast revenue to local supplier



Qatar Airways can play a key role in connecting the global community to Kenya's tourist hub Mombasa. Our plan for incremental market access supports Kenya's local trade revenue and promotes tourism with our global network.

“We are thrilled to be the first Middle East airline to offer direct flights to Mombasa, our second gateway into Kenya. The people of Mombasa will now be able to access Qatar Airways' extensive global network of more than 164 destinations around the world, while enjoying its award-winning service.”

H.E. Akbar Al Baker, **Qatar Airways CEO**

A multiple award-winning airline - Qatar Airways

The national carrier of the State of Qatar becomes the first airline to win 'Best Airline' prize for a 5th time in what are widely regarded as the 'the Oscars of the aviation industry'



DELIVERING OUR SOCIAL RESPONSIBILITY TO KENYA



Qatar Airways' role in protecting endangered species

The illegal trade in wild animals and animal products is one of the biggest threats to the survival of some of the world's most endangered species. Qatar Airways contributes to sustainable development in Africa by preventing illegal wildlife trade.

Qatar Airways has a zero tolerance policy towards the illegal trade of endangered wildlife and is actively engaged in stopping illegal wildlife transportation.



Our objective for wildlife is to:

- Manage wildlife sensitively and invest in conservation projects

**united
for
wildlife**

United for Wildlife's Transport Industry Declaration brings together wildlife charities, government agencies and private companies to fight the illegal trade and trafficking of wildlife.

Qatar Airways signed the Declaration in March 2016



USAID's Reducing Opportunities for Unlawful Transport of Endangered Species (ROUTES) Partnership is a select group of private sector, non-government organisations and government agencies collaborating to combat wildlife crime across transportation networks.

Education and Culture

Qatar Airways is honoured to partner with Educate A Child, and to support the Education Above All Foundation to achieve its goal to provide 10 million children with primary education by the end of the 2015/2016 school year.

Qatar Airways has supported Educate A Child since 2013 by lending its comprehensive suite of communication platforms to raise awareness and showcase the initiative to our global passenger base.

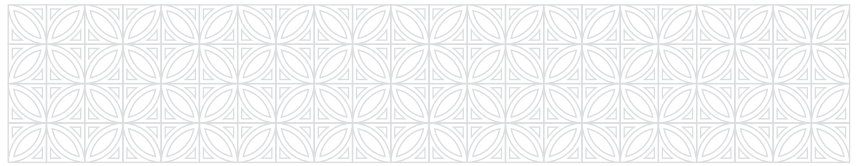
Our customers are able to donate when purchasing tickets online, and when on board Qatar Airways' aircraft. Qatar Airways matches all funds donated on board.



"Educate A Child Foundation has partnered with United Nations High Commissioner for Refugees in building primary schools in Kakuma Refugee Camp and among the surrounding Turkana communities."



NO BORDERS, ONLY HORIZONS



On 5 June 2017, Qatar Airways ceased being just a commercial airline and overnight became the only humanitarian bridge connecting the State of Qatar to the world.

Qatar's only land bridge and lifeline was shut down without warning leaving approximately 3.2 million residents without access to new shipments of food, medicines, and other critical supplies. Qatar Airways quickly mobilised to provide the humanitarian care required of its international residents while continuing to deliver our five-star customer service, for which we are renowned.

“

As an airline, we do not believe in boundaries. We believe in bringing people together. The world is better that way.

We believe it is a right of all of us to go where we need to go, to feel the things we want to feel, to see the people we want to see.

That is why we will continue to fly the skies, providing our passengers with everything we can and treating everyone how they deserve to be treated.

We do this because we know that travel goes beyond borders and prejudice...

That travel teaches compassion.

That travel is a necessity.

That travel is a right for all.

There should be no borders in the sky, only horizons.

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