We’ve designed these official display guidelines to help you, our valued partner, sell our products in the very best way possible. They’ll allow you to present all the information your customers expect to see correctly, so they can make their selections easily and confidently when they’re shopping for a flight.

Our goal as a joint venture (JV) is to provide the same level of transparency and choice to customers, regardless of where they shop. Once you’ve read them through, you’ll be able to display our fares, product features and benefits accurately in any customer facing channel.

To make things easier, we’ve split it into two categories:

**Product**
You’ll find clear definitions of product names, attributes and characteristics to enable customers to understand each of their unique value propositions

**Presentation**
We’ve included examples of how to display multiple airline products to enable customers to compare offers across flights and carriers clearly and easily
How we do that

Customers know there are multiple products available on every flight and if they are unavailable in their channel of choice customers will look elsewhere. Therefore, it is imperative that customers be presented with all relevant products at flight selection, with the ability to easily understand how each of these offers compare to each other across single and multiple carriers.

1. Unbiased comparison (multiple shelves) of all products by carrier at flight selection. See page 11
2. The ability to show additional product offers (eg. drawers). See page 12
3. Additional capabilities to display more options (eg. seat maps). See page 19
4. Rich media to enhance the customer booking experience. See page 21

We understand that improving your shopping experience can take some investment. But when retailers help consumers to find the best airline products to match their needs, they will reward them for it.

By following these display guidelines, you’ll demonstrate that as a trusted partner you share our focus on meeting customers’ expectations. And you’ll also share the benefits.

<table>
<thead>
<tr>
<th>Time</th>
<th>Flight Details</th>
<th>AF / DL / VN Options</th>
</tr>
</thead>
<tbody>
<tr>
<td>10:20am</td>
<td>CDG to JFK</td>
<td>Standard (V) / Standard Plus / Flex</td>
</tr>
<tr>
<td>1:00pm</td>
<td>AMS to JFK</td>
<td>Standard (V) / Standard Plus / Flex</td>
</tr>
<tr>
<td>3:00pm</td>
<td>AMS to JFK</td>
<td>Standard (V) / Standard Plus / Flex</td>
</tr>
<tr>
<td>6:50pm</td>
<td>CDG to LHR</td>
<td>Standard (V) / Standard Plus / Flex</td>
</tr>
</tbody>
</table>

Illustrative: Standard Plus - offered in drawers for Air France is a dynamic bundle. Please refer to the slide dedicated to “Product Bundles” for more information. Dynamic bundles can have various names, depending on the context.
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1.4 Ancillary Products
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2.12 Corporate Experience

## 3 Benefits to Retailers

Appendix
1.1 Product Names

Each of the JV carriers' branded products have been designed with their own distinct attributes and names.

Air France:
- Economy Light
- Economy Standard
- Premium Economy
- Business
- La Premiere

Delta Air Lines:
- Basic Economy
- Main Cabin
- Comfort+®
- Delta Premium Select®, First and Delta One®

KLM:
- Economy Light
- Economy Standard
- Economy Comfort
- World Business Class

Virgin Atlantic:
- Economy Light
- Economy Classic
- Economy Delight
- Premium
- Upper Class

Each JV carrier offers additional fare options (eg. flexible, refundable) on the above products.

We use these product names throughout the customer journey, including in shopping channels, at the airport and onboard the aircraft.

To keep customers informed and the experience consistent, all products must be displayed with the correct name. Please don’t use generic names for branded products (eg. Business Class for Delta One).

The correct branded product names must be used throughout the shopping process, starting at flight selection.

See Appendix
1.2 Product Attributes and Restrictions

The characteristics of all JV branded products and bundles are easily identifiable through their unique brand features and corresponding product attributes, as well as colors and amenity icons.

Proper descriptions and any legal restrictions must be clearly shown.

Due to the unique nature of Basic Economy/Economy Light, it's critical for customers to understand these restrictions before they make their first selection.

Other products, attributes and restrictions must be presented before the final purchase.

Examples of these product attributes and restrictions are: Advance seat selection, changes, carry-on baggage, checked baggage, priority boarding, extra legroom and refundability. As these attributes can differ over time, carrier and destination, it’s even more important to clearly communicate them at the time of purchase.

Product attributes, amenity icons (eg. meals and drinks, Wi-Fi, power outlet) and restrictions should be visible and highlighted next to a product’s name. This can be achieved with a mouse hover pop-up, a drop-down menu or after the initial product selection.

### 1.2.1 Attributes of products can differ per carrier, market and destination

Attributes of products can differ per carrier, market and destination.

---

**Economy Class**

<table>
<thead>
<tr>
<th>Light</th>
<th>Standard</th>
<th>Flex</th>
</tr>
</thead>
<tbody>
<tr>
<td>Included per passenger</td>
<td>Included per passenger</td>
<td>Included per passenger</td>
</tr>
<tr>
<td>✓ 1 hand baggage and 1 personal item (12 kg total)*</td>
<td>✓ 1 hand baggage and 1 personal item (12 kg total)*</td>
<td>✓ 1 hand baggage and 1 personal item (12 kg total)*</td>
</tr>
<tr>
<td>✗ No checked baggage included</td>
<td>✗ No checked baggage included</td>
<td>✗ No checked baggage included</td>
</tr>
<tr>
<td>✗ No in-flight seat selection before check-in</td>
<td>✗ No SkyPriority benefits</td>
<td>✗ No SkyPriority benefits</td>
</tr>
<tr>
<td>✗ No SkyPriority benefits</td>
<td>✗ Ticket changes permitted (only pay possible fare difference)</td>
<td>✗ Ticket changes permitted (only pay possible fare difference)</td>
</tr>
<tr>
<td>✗ Flights scheduled on or after 1 April 2022: non-refundable.</td>
<td>✗ Flights scheduled on or before 31 March 2022: refundable.**</td>
<td>✗ Flights scheduled on or before 31 March 2022: refundable.**</td>
</tr>
</tbody>
</table>

**GBP 249**

Select

**GBP 347**

Select

**GBP 601**

Select
1.3 Product Bundles

We offer static and dynamic bundles as a new type of branded product to introduce attributes and personalise the offer, such as paid seats, checked bags or lounge access. Dynamic bundle names can vary based on content and the shopping request.

For transparency, these should be displayed at the flight selection stage. Please use the proper bundle names to avoid any confusion.

By giving your customers the ability to enter their frequent flyer number, you can make sure that their preferences and benefits are taken into account (such as seat and bag discounts in bundles).
JV customers can also choose to personalise their flight by buying separate ancillary products, like paid seats and bags, instead of a product bundle.

We highly recommend you make these options available in the booking flow.

1.4 Ancillary Products

- **Seats**
  - Select your seat
  - From EUR 21.85

- **Baggage**
  - To Bangkok: 1 x check-in bags
  - To Amsterdam: 1 x check-in bags

- **CO2 Impact Programme**
  - Reduce your CO2 emissions and gain XP
  - From EUR 7.68

- **Lounge access**
  - Discover your lounge options
  - From EUR 47.20

- **Meals**
  - Experience our fine cuisine on board
  - From EUR 16.30
1.5 Displaying the Operating Carrier

Our joint venture partnership provides customers with expanded global access in a single transaction. This can mean one JV carrier selling a ticket on another JV carrier. It’s very important that customers understand the unique brands and differences between the JV partners, and which joint venture partner airline they’re flying on.

Using the correct branded product name of the operating carrier - not the marketing carrier - throughout the shopping process will ensure customer awareness.

Illustrative
KLM marketed DL operated
Our customers expect transparency and choice when they shop for flights, and to do that, they must be able to view and compare all airline products clearly in a single shop.

You can use your discretion in determining shelf definitions, as long as they create unbiased and accurate product comparison across carriers.

On the flight selection page, you should show multiple products which can be compared to similar product types across other carriers. Additional products should be displayed at some point in the shopping flow.

Use shelf display logic to show all available products at this stage. See Appendix

### 2.1 Comparison Displays

<table>
<thead>
<tr>
<th>Time</th>
<th>Origin</th>
<th>Destination</th>
<th>Airline</th>
<th>Class</th>
<th>Round Trip fare</th>
</tr>
</thead>
<tbody>
<tr>
<td>10.20am</td>
<td>CDG</td>
<td>JFK</td>
<td>Air France</td>
<td>Economy</td>
<td>$362</td>
</tr>
<tr>
<td>12.50pm</td>
<td>JFK</td>
<td>CDG</td>
<td>Delta</td>
<td>Economy</td>
<td>$381</td>
</tr>
<tr>
<td>1.00pm</td>
<td>JFK</td>
<td>CDG</td>
<td>Delta</td>
<td>Main</td>
<td>$511</td>
</tr>
<tr>
<td>3.00pm</td>
<td>AMS</td>
<td>JFK</td>
<td>KLM</td>
<td>Light</td>
<td>$356</td>
</tr>
<tr>
<td>9.30pm</td>
<td>LHR</td>
<td>JFK</td>
<td>Virgin Atlantic</td>
<td>Class</td>
<td>$342</td>
</tr>
</tbody>
</table>
2.2 Drawers

We offer different branded products and bundles (eg. products with additional attributes like preferred seats, checked bags, meals, Wi-Fi or lounge access) in each cabin.

These products should be displayed in shelves at flight selection, or in “drawers” that expand below the respective branded fare product. This allows the customer to see the maximum amount of available offers on the flight selection page, while maintaining cross-carrier comparability.

If that’s not possible, you can offer these products on the next page immediately after flight selection.

<table>
<thead>
<tr>
<th>10.20am</th>
<th>CDG</th>
<th>12.50pm</th>
<th>JFK</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nonstop</td>
<td>Light (V)</td>
<td>Round Trip from</td>
<td>$362</td>
</tr>
<tr>
<td></td>
<td>Standard (V)</td>
<td>Round Trip from</td>
<td>$501</td>
</tr>
<tr>
<td></td>
<td>Comfort</td>
<td>Round Trip from</td>
<td>$527</td>
</tr>
<tr>
<td></td>
<td>Premiere Economy</td>
<td>Round Trip from</td>
<td>$730</td>
</tr>
<tr>
<td></td>
<td>Business</td>
<td>Round Trip from</td>
<td>$1632</td>
</tr>
<tr>
<td></td>
<td>Le Preseil</td>
<td>Round Trip from</td>
<td>$3245</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>10.25am</th>
<th>CDG</th>
<th>1.00pm</th>
<th>JFK</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nonstop</td>
<td>Light (V)</td>
<td>Round Trip from</td>
<td>$381</td>
</tr>
<tr>
<td></td>
<td>Standard</td>
<td>Round Trip from</td>
<td>$511</td>
</tr>
<tr>
<td></td>
<td>Comfort</td>
<td>Round Trip from</td>
<td>$577</td>
</tr>
<tr>
<td></td>
<td>Premium Select</td>
<td>Round Trip from</td>
<td>$730</td>
</tr>
<tr>
<td></td>
<td>Delta One</td>
<td>Round Trip from</td>
<td>$2632</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>1.20pm</th>
<th>CDG</th>
<th>3.00pm</th>
<th>JFK</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Stop</td>
<td>Amsterdam</td>
<td>Light (V)</td>
<td>$356</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Standard</td>
<td>$541</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Comfort</td>
<td>$556</td>
</tr>
<tr>
<td></td>
<td></td>
<td>World Business Class</td>
<td>$2783</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>06.50pm</th>
<th>CDG</th>
<th>9.30pm</th>
<th>JFK</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Stop</td>
<td>Light (V)</td>
<td>Round Trip from</td>
<td>$342</td>
</tr>
<tr>
<td></td>
<td>Classics</td>
<td>Round Trip from</td>
<td>$546</td>
</tr>
<tr>
<td></td>
<td>Delight</td>
<td>Round Trip from</td>
<td>$583</td>
</tr>
<tr>
<td></td>
<td>Premium</td>
<td>Round Trip from</td>
<td>$760</td>
</tr>
<tr>
<td></td>
<td>Upper Class</td>
<td>Round Trip from</td>
<td>$1547</td>
</tr>
</tbody>
</table>

Illustrative

Standard Plus - offered in drawers for Air France is a dynamic bundle. Please refer to the slide dedicated to “Product Bundles” for more information. Dynamic bundles can have various names, depending on the context.
2.3 Displaying Basic Economy/Economy Light

Basic Economy or Economy Light is for customers who are willing to choose a more restrictive product for a lower price.

You must display and sell Basic Economy/Economy Light at all times to remain competitive at entry-level price points. If you choose not to display Basic Economy/Economy Light, this would need to apply to all airlines.

One way to clearly indicate that these are more restricted fares is to add prominent badges (e.g. No changes).
2.4 Basic Economy/ Economy Light Reconfirmation

One of the most important features of the Basic Economy/Economy Light product offering is the acknowledgement of restrictions.

Clearly explaining that these are more restrictive products, and providing one or more alternatives, is essential to ensuring customer awareness and purchase satisfaction.

<table>
<thead>
<tr>
<th>Basic</th>
<th>Main Cabin</th>
</tr>
</thead>
<tbody>
<tr>
<td>Changes permitted for travel through Dec. 31, 2021²</td>
<td>Changes allowed with no change fees</td>
</tr>
<tr>
<td>No seat(s) assigned until after check-in, not together²</td>
<td>Select &amp; change seats at any time</td>
</tr>
<tr>
<td>Not eligible for upgrades</td>
<td>Check 1st bag free</td>
</tr>
<tr>
<td>No ticket value when canceled for travel after Dec. 31, 2021²</td>
<td>Eligible to purchase upgrades</td>
</tr>
</tbody>
</table>

$606

For $150 more, add freedom to choose your seats in Main Cabin.

Terms and Conditions

delta.com
For peace of mind and consistency, customers shopping for JV flights must see the same, correct logos and branding of the airlines across all channels. It’s critical that these identities are displayed clearly and within each carrier’s brand guidelines. If you need further guidance or access to logo files, visit the airline’s brand support page or contact your account manager.

news.delta.com/delta-logos-brand-guidelines
flywith.virginatlantic.com/gb/en/partner-hub.html
afkl.biz

AIRFRANCE

DELTA

KLM Royal Dutch Airlines

virgin atlantic
A customer's purchase decision may center around specific flight information details, so it's vital you display them correctly. Crucial flight information may include:

- Flight numbers
- Origin and destination airports
- Departure and arrival time
- Non-stop vs connecting itineraries
- Connection layover time
- Operating carrier and marketing carrier
- Government restrictions

All flights must be displayed at flight selection with complete and correct flight information.
2.7 Price Information

The price displayed should be the total price for the product, with no hidden fees. It should be clearly broken down and displayed to the customer which part of the total price is associated to the flight product, taxes and booking fees.
2.8 Sort and Filter Options

Your default sorting should be to the customer’s advantage (for instance by travel duration) and airline neutral.

Customers should be able to sort and filter for their own needs, for example:
• Travel duration
• Direct flights or number of stops
• Preferred airline(s) chosen by the customer
• Cabin

Attribute based shopping allows customers to personalise their search and only see results that suit their specific needs, saving them time and giving them confidence in their selection.
Customers appreciate being able to view actual seat availability and select their seats early in the booking flow. A seat map also gives them the opportunity to validate their initial choice by displaying all branded products and associated amenities on their flight.

A seat map feature should be made available to the customer in the shopping flow, displaying the available and unavailable seats of the chosen product.

In addition to the above, the seat map should show all seats and products, and provide the customer the option to change the initial product selection. Furthermore, the seat map feature should display the amenities of the branded products.
2.10 Product Confirmation

When shopping for flights, customers need to be able to find the experiences that best fit their needs. To do that, you must not only provide them with a full range of products at the initial flight selection, but also show at least one additional branded product further along the flow. This gives them the opportunity to confirm their original selection or modify their choice.

An additional branded product must be displayed at least once during shopping, giving customers an opportunity to view more than one product and confirm their choice.

All branded products should be displayed at flight selection so customers are able to view the full suite of available products. Additional options should be presented to customers after flight selection to confirm their choice.
2.11 Rich Media

We’re visual beings, and customers are increasingly reliant on imagery and video to help facilitate their buying decisions. We’ve created dedicated rich media content for branded products, ancillary products, airport dedicated services, and more to help your customers better understand the options on offer. These include photography, animation, movies, and infographics, and provide additional information to customers on our cabins, product attributes, and inflight amenities.

By visually enhancing your shopping process you can remind customers of the benefits associated with products available, and increase their engagement.

Whether you’re with us for business or pleasure, travelling in Virgin Atlantic Upper Class makes your journey something to look forward to.

A place to call your own

Enjoy creature comforts in your own personal space, with loads of leg room, suites of entertainment and drinks delivered on demand. And when it’s time to hit the sack, your seat transforms into a fully flat bed, designed to give to you a fresh start in the morning.
2.12 Corporate Experience

Corporate travellers often have different needs and requirements when it comes to choosing and purchasing flights. If that’s your core market, you’ll need to adapt your shopping experience accordingly.

Corporate policy
When thinking about which products to display, it’s important to respect corporate travel programs with clear labeling of which products are ‘in’ and ‘out’ of policy. For example, many businesses don’t allow travelers to book Basic Economy or Economy Light.

Corporate benefits
Corporate benefits programs include many unique offers, which are available to all customers with a valid Corporate ID.

Three important benefits to highlight are:

- Priority boarding
- Preferred seating / free seat selection
- Priority service recovery (corporate rebooking)
3.0 Benefits to Retailers

Thank you for taking the time to read our joint venture display guidelines. By following them closely, you'll achieve a ‘best in class’ shopping experience that customers enjoy - and will return to again and again.

Transparency: Customers will see clear and consistent offers and related information across all channels, increasing customer trust and reducing confusion and purchase dissatisfaction.

Best-In-Class Experience: Enhanced shopping displays enable industry leading retailing, selling products and services that fully meet customers’ varying needs.

Relevance: Offering the full suite of products and ancillaries throughout the shopping experience will ensure you remain a viable and relevant retailer for your customers.
### Airline Branded Products

<table>
<thead>
<tr>
<th>Air France</th>
<th>Delta Air Lines</th>
<th>KLM</th>
<th>Virgin Atlantic</th>
</tr>
</thead>
<tbody>
<tr>
<td>Economy Light</td>
<td>Basic Economy</td>
<td>Economy Light</td>
<td>Economy Light</td>
</tr>
<tr>
<td>Economy Standard</td>
<td>Main Cabin</td>
<td>Economy Standard</td>
<td>Economy Classic</td>
</tr>
<tr>
<td>Economy Flex</td>
<td>Refurbish Main Cabin</td>
<td>Economy Flex</td>
<td>Economy Delight</td>
</tr>
<tr>
<td>Premium Economy Standard</td>
<td>Delta Comfort +</td>
<td>Economy Comfort</td>
<td>Premium</td>
</tr>
<tr>
<td>Premium Economy Flex</td>
<td>Refurbish Delta Comfort +</td>
<td>Europe Business Standard</td>
<td>Upper Class</td>
</tr>
<tr>
<td>Business Standard</td>
<td>Delta Premium Select</td>
<td>Europe Business Flex</td>
<td></td>
</tr>
<tr>
<td>Business Flex</td>
<td>Refurbish Delta Premium Select</td>
<td>World Business Standard</td>
<td></td>
</tr>
<tr>
<td>La Première</td>
<td>First Class</td>
<td>World Business Flex</td>
<td></td>
</tr>
<tr>
<td>Refurbish First Class</td>
<td>Refurbish Delta One</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Delta One</td>
<td>Refurbish Delta One</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Shelf Display Definition Example

<table>
<thead>
<tr>
<th>Shelf 1</th>
<th>Shelf 2</th>
<th>Shelf 3</th>
<th>Shelf 4</th>
<th>Shelf 5</th>
<th>Shelf 6</th>
</tr>
</thead>
<tbody>
<tr>
<td>Description</td>
<td>Economy Restricted</td>
<td>Economy Traditional</td>
<td>Economy Extra Legroom</td>
<td>Premium</td>
<td>Lie-Flat</td>
</tr>
<tr>
<td>Definition</td>
<td>Seat Pitch &lt; 34 with Restrictions</td>
<td>Examples: no seat assignment, no changes, no carry-on bag or other restrictions as compared to Economy Traditional</td>
<td>Seat Pitch &gt; 34</td>
<td>Seat Pitch &gt; 34</td>
<td>Dedicated Cabin, Recliner Seat</td>
</tr>
</tbody>
</table>
AIRFRANCE

KLM Royal Dutch Airlines

For Air France:
ECONOMY
PREMIUM ECONOMY
BUSINESS
LA PREMIERE

For KLM:
KLM Economy
KLM Economy Comfort
KLM World Business Class

For KLM:
Thank you