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# Al Tayyar Travel Group Holding Co (ATG) at a glance remarks

- With market capitalization of about SAR 22 billion (US\$ 5.9 billion), ATG is the leading integrated travel service provider in the MENA region
- In 2013, ATG has the largest market share in the Saudi air travel market with an approximate market share of 29%
- ATG is the leading travel management service provider for corporate and government clients in Saudi Arabia with a market share of over 50% serving over 1,500 corporates and government agencies
- Enabled by a robust technology platform, ATG serves its government, corporate and retail clients through a global network of more than 400 branches
- Recently, ATG has entered the religious tourism market in Makkah by acquiring a travel service provider, Mawasim, and a property developer and owner, Muthmerah
- ATG has consistently won prestigious awards and recognitions from its partners and leading airlines

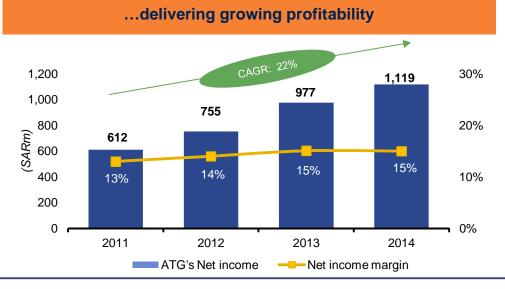


#### ATG has protected and grew its market share...

ATG's market share in Saudi Air Travel Market

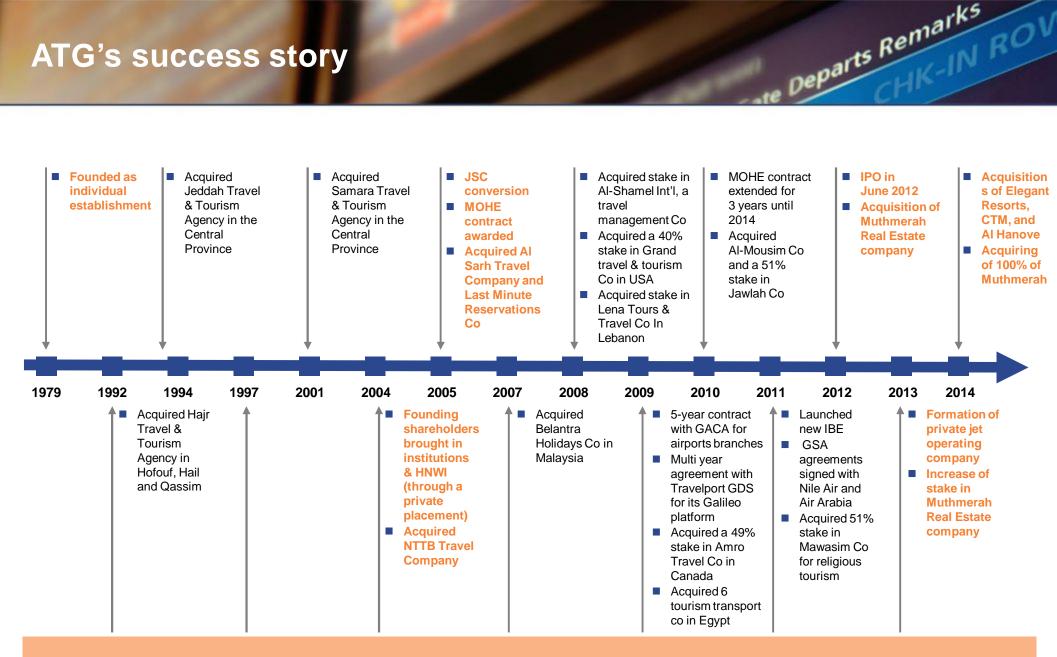


Note: It includes all outbound air travel and inbound paid by local customers *Source: BSP, ATG estimates* 





### **ATG's success story**



ATG has coupled its successful organic growth with vertical and horizontal acquisitive approach





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## ATG's business strategy revolves around four key pillars

ATG's b four key	usiness strategy revolves pillars	around <u> </u>
Key objectives	Overview	Target/recent developments
Consolidate market position in government and corporate sector	Increase market share in the corporate and government segment from current levels of 46%	<ul> <li>Establishment of a global call center in Riyadh operating 24/7 with over 400 agents servicing ATG's clients across the world</li> <li>Acquisition of corporate focused travel management companies including CTM of Thomas Cook in the UK</li> <li>ATG has recently won 14 large contracts from new government agencies</li> <li>Replicate the successful travel solutions package offered to MOHE with similar other government entities</li> </ul>
Enhance market penetration in retail segment	Increase market share in retail segment from current level of 14%	<ul> <li>Full launch of e-commerce platform (B2C) by mid of 2015</li> <li>Acquisition of retail focus travel agents (Aljazira Travel in Jeddah, Fayfa in the Southern region)</li> <li>Commencement of franchise program</li> <li>Increase the number of "full-service" branches</li> <li>Exclusive presence in a number of airports</li> <li>Target special niches including working women and clients requiring privacy</li> </ul>
Enhance product offerings	Complement existing product offering in high margin segments such as tourism, cargo, car rental and private aviation	<ul> <li>Formation of a private aviation operating company</li> <li>Purchase of a private Jet</li> <li>Acquisition of Elegant resorts, a high-end tourism service provider in Europe</li> </ul>
Add new product offerings	Entering into new markets, primarily religious tourism in Makkah and associated business vertically and horizontally integrating the value chain in the religious tourism	<ul> <li>Acquisition of Mawasim, a service provider to foreign pilgrims</li> <li>Acquisition of Muthmerah, a real estate developer and owner</li> <li>Identify potential hospitality assets to acquire and/or manage and operate with special focus on Makkah and Madinah regions</li> <li>Acquisitions of Al Hanuve, a leading Egyptian Hajj and Umrah Company to secure distribution channels in the largest Muslim market</li> </ul>





# **Section 3**

Update on travel market position

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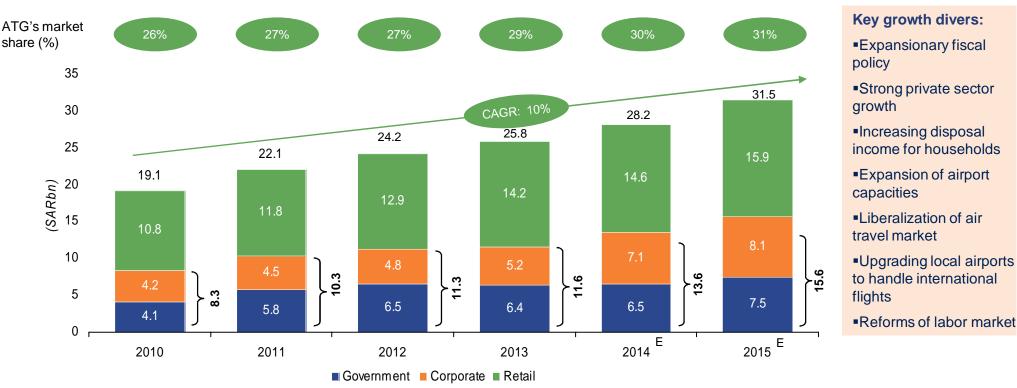
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Economic and market conditions are creating a highly remarks favorable environment for Saudi Air Travel Market

ATG's addressable Air Travel Market continues to grow at a very healthy rates



Note: ATG's addressable market includes all corporate, government and retail travel and excludes all inbound air travel except purchased through local clients Source: ATG estimates

ATG outperformed the market in terms of CAGR between 2010 and 2014 where overall market grew by about CAGR of 10% whereas ATG grew by CAGR of 19%





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# ATG offers a complete suite of travel services and products...

	Services	Recent developments
Corporate and retail travel services	<ul> <li>Ticketing services through state-of-the-art reservation systems: Galileo, Amadeus, Worldspan, SRS</li> <li>New E-booking system: General Sales Agent ('GSA') for several airlines</li> </ul>	<ul> <li>Establishment of global call center in Riyadh</li> <li>ATG became the general sales agent (GSA) for Sudan Air, which will further increase our retail market share for travel bound to Sudan and Africa</li> <li>Newly acquired private jet for key clients which is expected to commence commercial operation this year</li> <li>ATG became the sole GSA for Gulf Air</li> </ul>
Tourism	<ul> <li>Tourism services (booking of hotel, resort, villas and apartments)</li> <li>Holiday packages including corporate packages, car rental and visa services</li> </ul>	<ul> <li>Acquisition of Elegant resorts in UK</li> <li>signing number of supplier agreements for VIP travel</li> </ul>
Religious tourism	<ul> <li>Full range of religious travel services to domestic/foreign pilgrims</li> </ul>	<ul> <li>Acquisition of tourism service provider specializing in Hajj &amp; Umrah</li> <li>Acquisition of Muthmerah, a property owner in Makkah</li> </ul>
Cargo	<ul> <li>Air, sea and land cargo services: freight forwarding, heavy plant forwarding, storage and warehousing, customs clearance, door-to-door deliveries, authorized cargo screener, cargo insurance coverage</li> </ul>	<ul> <li>New branches in Jouf, Jeddah, Damam, King Fahad Airport</li> <li>Sole GSA for Oman Air and handling Agent for British Airways</li> <li>Significant investment in full automation for Cargo operations</li> </ul>
Transportation	<ul> <li>Long-term car rental leasing contracts</li> <li>Large fleet of vehicles in KSA (609) and Egypt (320)</li> <li>Exclusive agent of Holiday Autos</li> </ul>	<ul> <li>Agreement with Car Rental for global networking in car rentals, targeting 50% growth in 2014 business plan</li> <li>Investment in online dispatching platform</li> </ul>
Chartered Flights	<ul> <li>Domestic and International charter flights services to VIPs, corporate, government: terminal arrangement, landing permits, catering supplies, crew details, over-fly info</li> </ul>	<ul> <li>Formation of a private jet operating company</li> <li>Purchase of a private jet with commencement of commercial operation in Q1 2014</li> </ul>



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# ...through a global and domestic branch network...

Branches	2006	2007	2008	2009	2010	2011	2012	2013	2014
Travel & Tourism	70	129	124	149	169	143	151	155	165
Corporate implants	32	34	35	33	37	52	56	56	72
Government implants	23	22	32	40	44	46	53	53	63
Affiliates	30	30	30	39	62	69	69	69	87
Cargo	3	5	6	7	8	14	14	14	18
Total	158	220	227	268	311	324	343	347	405

Europe North America MENA region Asia Australia

ATG has presence in most major destinations providing high quality to its corporate and government clients



## ... New global call center based out of Riyadh ...

- Working 24/7 all the year around managing up to 1,500 calls per day
- Fully equipped building with the support of power recovery generator & data center
- Capacity 276 work stations, 828 agents on three shifts
- Current manpower 242 agents, 191 females & 51 males
- Supported by 7 hardware / software engineers, 3 females & 4 males.
- Using the latest Technology used in international huge contact centers in the world
- Covering the travel, tourism, cargo and other services
- Can accommodate all Al Tayyar **Travel Group companies**
- Fully controlled communication network infrastructure
- Rendering unique services to ATG **Government & Corporate accounts**



#### مرخز الاتصال لخدمة الطلبة المبتعثين



#### مركز الاتصال لخدمة الطلية المبتعثين



#### الظلف المبتعثين فى hlind بمختفه الاتمال بمركز عمليات مجموعة الطيار المخصص لخدمة الطلاب المبتعلين غلى الرقىم المجائى وعلى مدار الساعة وأياه الجمعة والعطنات

11-A01-AE.... For assistance scholarship students studying in

Australia can call the dedicated Al Tayyar Travel Group operations team at tall-free number

(7 days of the week) 613-851-84000

#### Mail us on البريد الالكتروني mohe@altayyargroup.com operationsairlines@altayyargroup.com

m.naeem@altayyargroup.com

#### مرخز الاثصال لخدمة الطلبة المبتعثين



#### مركز الاتصال لخدمة الطلبة المبتعثين

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The United States of America an call the dedicated Al Tayyor Travel Group. operations team at tall-free number (7 days of the week)

855-950-0100

Mail us on Using a little spirit

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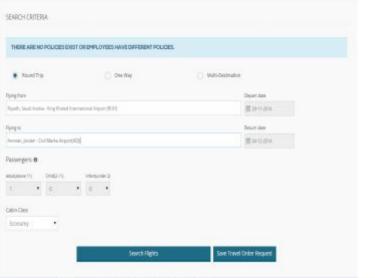
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### ... and introduction of corporate portal...

- User friendly corporate portal launched during the 1<sup>st</sup> Q 2015 (soft opening)
- Rendering unique services to ATG **Government & Corporate accounts**
- Once activated, each corporate client will be provided with a unique user name and password
- The companies authorized personal can upload the employees data in this portal
- After entering the employees data the authorized personal can
- Issuing online travel order -
- Online authorization of travel order -
- Avail the requested service online -
- Covering the travel, tourism and other relevant services
- Corporate clients can, access and print the online invoices, statement of accounts and other general statistics

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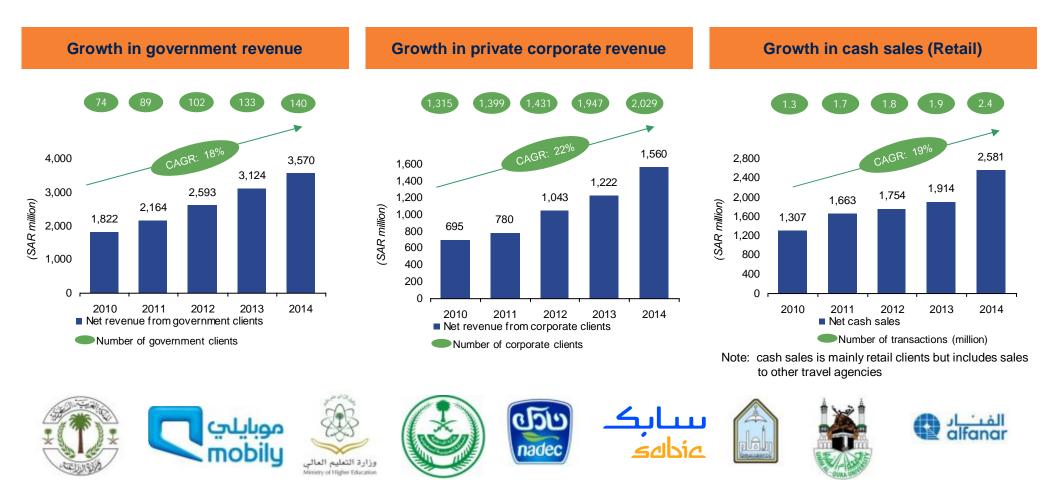
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# ...delivering ATG's full suite for products and services remarks to highly valued client base



ATG's services are extended to a large number of established corporates and government agencies. Additionally ATG's foreign subsidiaries are serving more than 750 government and corporate clients in respective countries.





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# The Saudi government is looking to massively increase Remarks Makkah capacity...

#### Religious tourism is a key growth area

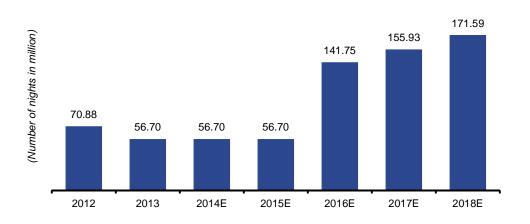
- Religious tourism accounts for almost 37% of all inbound trips into Saudi Arabia, and more than 50% of all inbound travel expenditures into the Kingdom
- Kingdom of Saudi Arabia is more than doubling the existing capacity of the holy mosque to reach 2.2 millions non-GCC pilgrims by 2015.
- For instance, the capacity of Tawaf area is being expanded from 40,000 individual/hour to more than 105,000 individual/hour which is expected to be completed in 2016
- King Abdulaziz Airport phase I expansion is expected to be completed by end of 2015, with capacity reaching 30 million visitors per year
- Religious visitors to the holy cities of Makkah and Maddinah stay in hotels on average 11.6 nights per trip
- Air travel is the most common mode of travel into KSA, accounting for over 93%
- The government of KSA has reduced the number of visas issued for religious tourism by 20% for 2013, 2014 and 2015
- KSA targets more than doubling the number of inbound Umrah and Hajj pilgrims by 2016 to accommodate increasing number of Muslims worldwide, which has reached more than 2.08 billion and growing at 1.84% p.a.

Sources: MAS 2012/2-13; Ministry of Hajj and Umrah.; GACA

#### Government is looking to triple the number of visas granted ...



#### ... which requires significant increase in rooms available



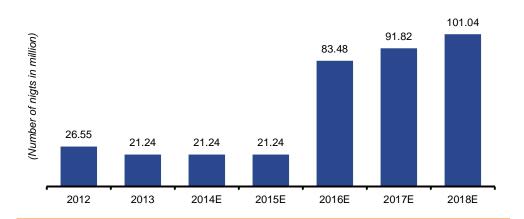


# ...which requires significant increase in room capacitys Remarks

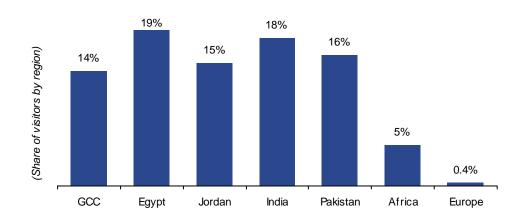
#### Religious tourism is a key growth area

- 47.7% of all religious pilgrims stayed in hotels in 2011 and 2012 according to the 2012 report published by Center of Tourism Research and Information
- In 2012, Makkah city had a total of 31.5 million room nights and 70 million beds
- The current expansion plan of Makkah will result in a marked increase in the number of hotel rooms at the expense of furnished apartments
- We expect hotels to account for over 70% of accommodation capacity in Makkah by 2016 and beyond
- Total number of nights is expected to increase by almost four folds in 2016 when the expansion of the holy mosque and transportation infrastructure are expected to be completed
- GCC, Arab, and South Asia account for over 90% of all religious inbound travel into KSA
- ATG is well-positioned to capitalize on the massive opportunity in religious tourism with its own branches and associated network around the globe

... and massive number of room nights



#### Close to half of visitors originate from Arab countries





Sources: MAS 2012/2-13; Ministry of Hajj and Umrah.; GACA

### ...representing a substantial growth market

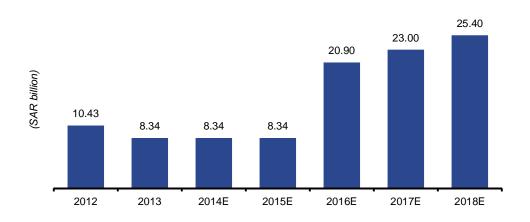
#### Religious tourism is a key growth area

- Air travel and accommodation account for over 50% of all inbound travel expenditures into the Kingdom of Saudi Arabia and in particular the religious visitors
- Religious visitors to the holy cities of Makkah and Madinah spent on average SR 154 per room per night (which includes hotels all categories as well as other furnished apartments)
- The average room rates for 1 person ranges from SAR 250 for 3 star hotels to over SAR 1500 for five stars hotels in the central area of the Makkah but goes at much higher rates during peak seasons of Ramadan and Hajj
- According to the Tourism Information and Research Center, religious visitors spend on average SAR 4,152 (USD 1,107) per trip, of which SAR 1,779 (USD 475) is spent on accommodation, SAR 390 (USD 104) on food and beverages and SAR 818 (USD 218) on ground transportation

Translating into large inbound annual air travel spending ...



... annual accommodation spending





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Sources: MAS 2012/2-13; Ministry of Hajj and Umrah.; GACA

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# ATG's strategy for religious tourism in Makkah is based marks on complete vertical integration of the value chain

		Description	Current portfolio
Build indigenous operating capabilities	;	ATG has acquired Mawasim, a leading travel and tourism service provider in Makkah Mawasim buys rooms in the wholesale market to provide accommodation to its pilgrim clients in Makkah and Madinah Mawasim has expanded its scope of operations to include operating 4 and 3 star hotels	Applud Limites
Control accommodation supply	i	Fully and majority owned hospitality assets in Makkah and potentially Madinah; and Long-term leased hospitality assets with tenors no less than 3 years	
Transportation logistics	1	ATG has just obtained a ground transportation license in Makkah ATG is the General Sales Agent (GSA) for a number of regional and international airlines including Fly Dubai, Arabian Airline, Gulf Air, Aljazeera Airline and Nile Air among many others	النيل للطيران NILE AIR
Capture customer base from major originating jurisdictions	;	Acquiring controlling stake in established tour operators in key jurisdictions; and Building strong affiliations with others as well	تعديد المانوف للسياحة

- Religious inbound tourism is largely excluded from ATG addressable air travel and accommodation market segments
- Room control is the most important component of the Umrah/Hajj package and traditionally, accommodation providers dictate the pricing of rooms, with tour operators exerting little control
- When Muthmerah towers are completed in 2016, ATG will have over 400,000 room nights available for bundling with other ATG's services
- The inventory of rooms will give ATG more negotiation leverage with accommodation suppliers, thus shifting control of pricing to ATG



ATG's strategy for religious tourism in Makkah is based marks on complete horizontal & vertical integration of the value chain

	Description	
Hotel Overview	<ul> <li>ATG has acquired a new 5 star hotel in Makkah to provide accommodation to its pilgrim clients in Makkah and Madinah.</li> <li>The hotel is located at Jabal El Kaaba and in a few steps away from King Abdullah new extension of the Holy mosque.</li> <li>In addition to guestrooms, the hotel has facilities of three luxurious restaurants, coffee shop and a prayer area.</li> </ul>	
Location	<ul> <li>50 meters distance from King Abdullah Gate and</li> <li>290 meters distance from King Fahad Gate</li> </ul>	
Rooms	<ul> <li>24 story hotel that accommodates 759 rooms.</li> <li>24 Delux Double (Holy Mosque View), 168 Delux triple (HM View) and 72 Delux Quad (HM view)</li> <li>70 Standard Double (City View), 305 Standard triple (with city view) and 120 standard Quad (city view)</li> </ul>	
Capital Structure	<ul> <li>The property is acquired for SAR 1.5 billion</li> <li>SAR 270 million paid in cash by ATG and</li> <li>SAR 1,230 million is to be paid in 20 equal (half yearly) installments.</li> </ul>	
Expected rental	The property is expected to start at cash operating profit of SAR 110 million for the 1 <sup>st</sup> year of operation in 2016.	

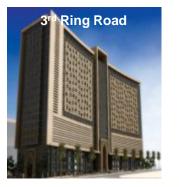
• This property represents an addition of a new product to ATG's portfolio in Makkah.



# Muthmerah is a leading real estate developer and owner in Makkah

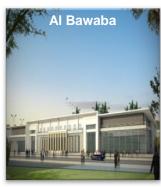
Muthmerah has developed residential and commercial towers								
Tower Name:	3rd Ring Road	Masafi Hotel	Beer Balela	Albawaba 1 & 2	Sheabquresh Hotel	New Jarwal Hotel		
Property use:	Offices	Hotel	Hotel	Retail	Hotel	Hotel		
Distance from Haram:	4 KM	0.3KM	0.3KM	NA	0.45KM	0.75KM		
No of rooms (residential) / GLA (office and retail):	31,300 sqm	192	555	6,500 sqm	581	290		
Expected Rental income p.a (SAR mn):	20	12	30	3	30	12		
Expected delivery:	Q2 2015	Q2 2015	Delivered	Delivered	Q3 2016	Q3 2016		
Expected market value (SAR mn):	350	160	550	33	350	120		

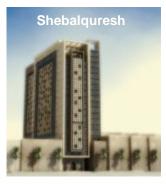
Note: Muthmerah owns two parcels of land that have been under compulsory purchase order by the government which their book value is over SAR 360 million















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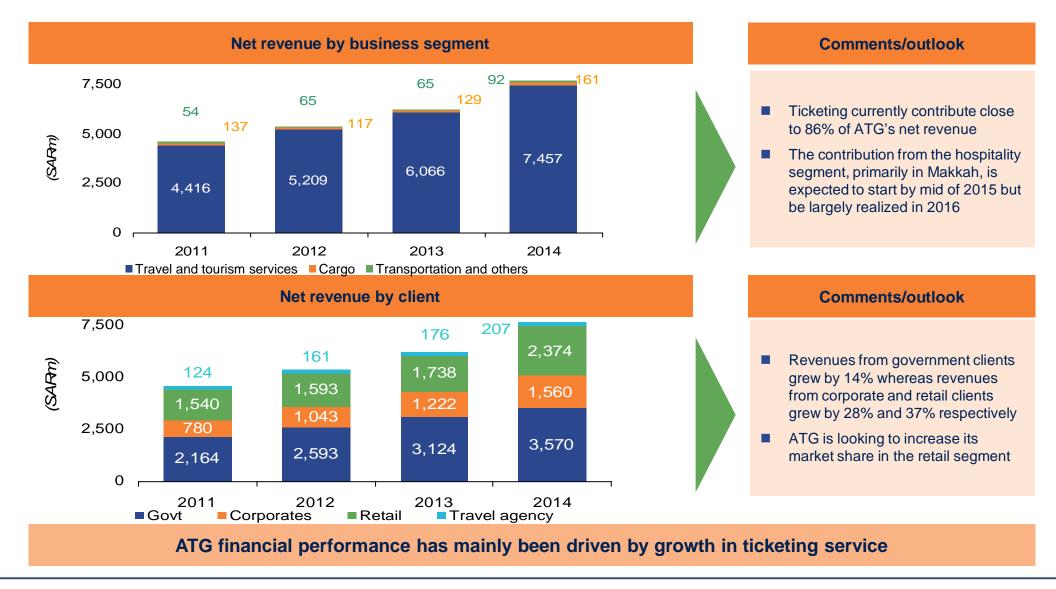
# Departs Remain RO ATG has registered consistently strong financial performance over the past three years ...

Highlights of the income statement								
In SAR million	2012	2013	2014	Comments				
Net revenue	5,390	6,260	7,711	ATG has achieved consistent top line growth of				
Revenue growth	17%	16%	23%	about 18% from core ticketing segment				
COGS	(4,241)	(4,919)	(6,091)	Gross margin has been maintained around 21%				
Gross profit	1,149	1,341	1,621	with +/- 0.5% fluctuation which is considered normal in the business				
Gross margin	21%	21%	21%	normal in the business				
Marketing expenses	(184)	(196)	(242)	Slight increase in marketing expenses and				
SG&A	(189)	(250)	(311)	SG&A in 2013 is attributed to adjustment in wages and one-time off legal provision of SAR				
Other operating income	92	96	111	25mn (foot note 23 and 24) and increase in 2014 is due to consolidation of new subsidiaries				
Other income (expense)	(42)	42	11	acquired during the year 2014 (e.g.CTM,ER,				
EBIT	817	1,027	1,177	CTS, Hanove, Fayfa)				
EBIT margin	15%	16%	15%	<ul> <li>Other operating income mainly consist of</li> </ul>				
Interest	(30)	(13)	(16)	incentives received from airlines and GDSs (i.e.				
Zakat	(32)	(36)	(42)	Amadeus, Galileo),				
<b>Minority interests</b>	(9)	(6)	(13)	• Other income/expense numbers decreased due				
Net income	755	977	1,119	to negative impact of impairments (SR 35 M) for one of the Group's equity investment.				
Net income margin	14%	16%	15%					
Net income growth	23%	29%	15%	Lower Net Income growth is attributed to impairment loss recorded for equity investment.				

#### ATG's financial performance was largely driven by growth in air travel demand and increase in market share



## ... driven primarily by organic growth in ATG's core business ...

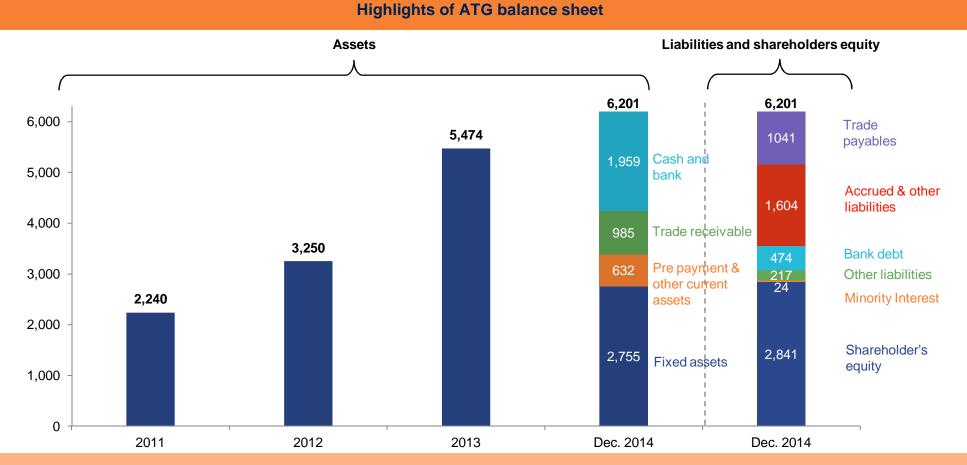




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## ... with robust balance sheet ...



## The vast majority of ATG's assets are in working capital related to its core operations of ticketing and in fixed assets largely related to its hospitality segment



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# ...coupled with strong cash flow generation capacity rs. Remarks

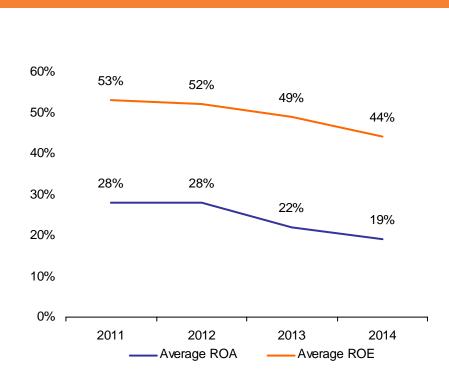
Highlights of cash flow statement					
In SAR million	2011	2012	2013	2014	Comments
Cash flow from operations	800	934	1,087	1,261	
Cash from change in working capital	184	281	1,070	(98)	
Net Cash flow from operating activities	<u>616</u>	<u>1,215</u>	<u>2,157</u>	<u>1,163</u>	<ul> <li>ATG has achieved relatively high cash conversion results</li> </ul>
Cash flow used in investing activities (net)	(77)	(472)	(370)	(735)	<ul> <li>Cash flow generated from reduction in working capital is largely attributed to pre- payment from key government clients</li> <li>The majority of investments is related to the acquisition of the additional stake in Muthmerah, CTM and ER.</li> </ul>
Cash flow from financing activities	(20)	(96)	23	(47)	
Dividend paid	(493)	(307)	(440)	(540)	
Increase/decrease in cash	<u>27</u>	<u>339</u>	<u>1,370</u>	<u>(159)</u>	
Cash at beginning	380	407	747	2,117	
Cash in hand	407	747	2,117	1,959	

ATG generates substantial operating cash flow enabling it to make significant discretionary investments in its core business and more importantly in new business segments



### ...delivering strong returns to shareholders

(SARm)



**RoA and RoE** 

Average returns on assets and shareholders equity have seen some decline due to the addition of hospitality assets and increase in capital

Net profit and dividends 65% 27% 53% 45% 1,200 70% 1,119 977 60% 1,000 50% 755 800 612 40% 600 30% 400 20% 200 10% 0% 0 2011 2012 2013 2014 Net profit Dividend pay out

Note: The board has announced a dividends of SAR300m (SAR2/share) for H1 2014, paid in August 2014. dividend for the H2 2014 has not been yet approved

ATG has adopted a balanced dividend policy and future dividends will be subject to ATG's expansion opportunities.



Departs Remain ROL



CHK-IN ROW

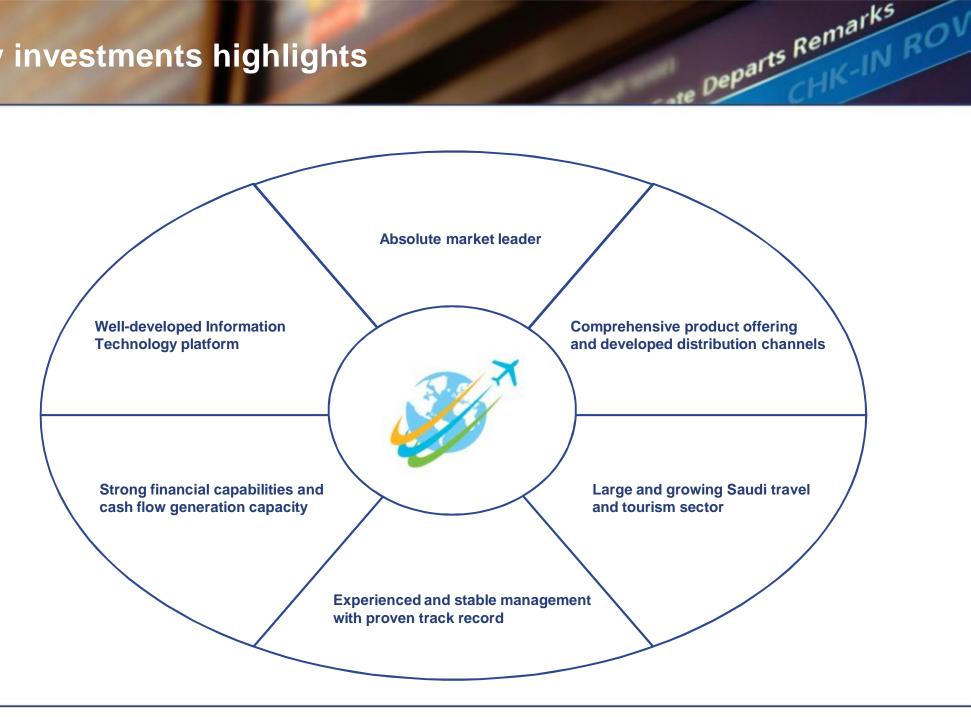
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CHK-IN ROW

CHK-IN ROW

## Key investments highlights





# Q&A



The Departs Remains