



Emirates - MasterCard

E-Commerce Program 2016

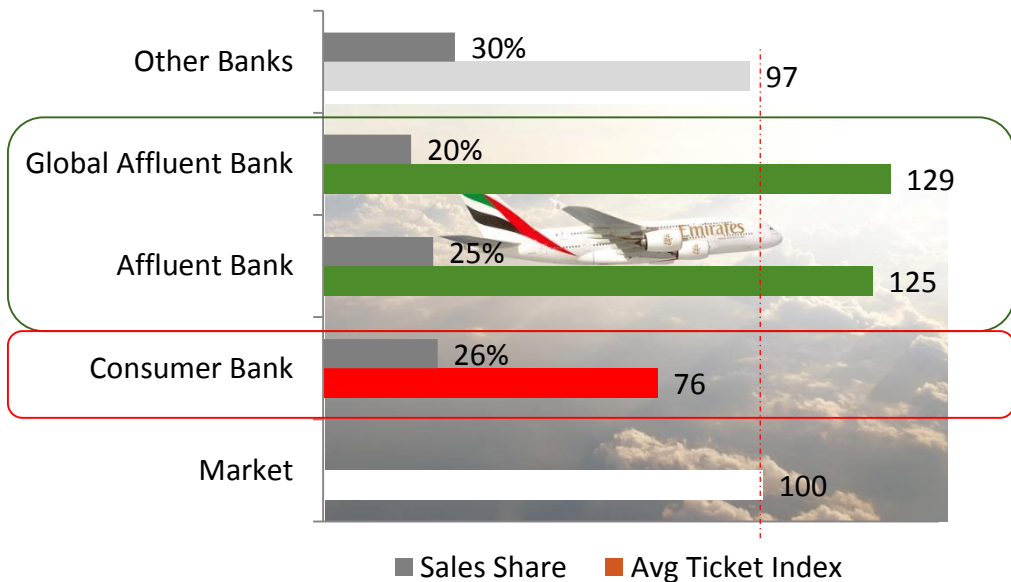
Market Development
June 10, 2016

About Emirates

- Emirates is the biggest Middle East based airline with hub in Dubai, United Arab Emirates.
- With a fleet of more than 230 aircraft, Emirates currently flies to over 140 destinations in more than 80 countries around the world. Over 1,500 Emirates flights depart Dubai each week on their way to destinations on six continents
- Emirates is no member of any airline alliance, but operates closely with Qantas to cover the Australasia market. Emirates runs the powerful rewards program Skywards
- Emirates is focusing on building a stronger sales online sales channel and shifting consumer to book directly. The consumer has the benefit of promotional fares and the opportunity to select more value added services than through a traditional travel agent.



Emirates – an excellent Airline partnership to increase Cross Border Card Utilization



Emirates runs an attractive sales and pricing strategy for every segment:

- very competitive in the **mass market segment and SME segment** (economy cabin)
- attractive fares to the **affluent market** in premium cabin (business)



The Online Offer (Thailand)

Promotion:

- Up to 10% off fares for bookings made online with MasterCard in Economy Class & Business Class to Europe and USA:
 - 5% off Saver fares
 - 10% off Flex & Flex+ fares,
- Sale period:
 - 1 June – 31 August 2016
- Outbound travel period:
 - 6 June – 13 December 2016

Booking URL:

- www.emirates.com/mastercardth

Terms&Conditions:

- Offer is only valid for bookings made on www.emirates.com/mastercardth using a MasterCard for bookings made between 1 June and 31 August 2016 for departures between 6 June and 13 December 2016.
- Offer is valid for purchase of return tickets originating from Bangkok and Phuket to all Emirates-operated destinations in Europe and USA, including Qantas-operated flights promoted by Emirates.
- Amendment and cancellation penalties may apply for date changes/rerouting and will vary depending on destination and class of travel. Check 'Fare Conditions' from an online quote to view these and other applicable fare conditions.
- Passengers can contact Emirates at +662-6641040 for further enquiries.



The Online Offer (Singapore)

Promotion:

- Up to 10% off fares for bookings made online with MasterCard in Economy Class & Business Class to Melbourne, Brisbane, Colombo, Dubai, Rome, Barcelona, Amsterdam, Paris, Copenhagen, Zurich, London, New York:
 - 5% off Saver fares
 - 10% off Flex & Flex+ fares,
- Sale period:
 - 1 April – 30 September 2016
- Outbound travel period:
 - 6 April – 31 December 2016

Booking URL:

- www.emirates.com/sg/sgmast1

Terms&Conditions:

- This offer is only valid for MasterCard credit or debit cardholders. All bookings must be made online using promo code SGMAST1.
- Offer is valid for purchase of return tickets originating from Singapore to selected Emirates-operated destinations.
- Sales period: until 30 September 2016.
- Travel period: until 31 December 2016.
- Discount is applicable for child fares, not for infant fares.
- Payment must be made online during the booking process using only MasterCard credit or debit cards.
- All flight sectors must be confirmed prior to ticketing.
- Amendment and cancellation penalties may apply for date changes/rerouting and will vary depending on destination and class of travel. Check 'Fare Conditions' from an online quote to view these and other applicable fare conditions.
- Please contact Emirates at 6622 1770 for further enquiries

MasterCard Issuer Communication Support

- The following assets are available for download from GMC :
 - Program details
 - Terms and conditions
 - Emirates logo and image
 - Statement insert template
 - eDM templates
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- Issuers submit collaterals for prior Emirates approval (5 business days required).



GMC Links

Emirates SG program: [DOWNLOAD HERE](#)

Emirates TH program: [DOWNLOAD HERE](#)