

easyJet

holidays

EASYJET HOLIDAYS SEMINAR

28.11.25

AGENDA

- 01 Transformed Earnings**
Structural advantages that cannot be replicated
- 02 Brilliant Holidays**
With a personalised and effortless customer experience
- 03 Delivering Growth**
The next phase to £450m PBT by FY30
- 04 Q&A**





01

TRANSFORMED EARNINGS

Structural advantages that cannot be replicated

BUSINESS MODEL THAT CANNOT BE REPLICATED



Leveraging Europe's Best Network

- > >100m seats & >1,200 routes across Europe
- > #1 UK Airline – more seat capacity than Jet2 & TUI combined



Rapidly Growing Customer Base

- > 8.7 million customers since launch
- > Strong brand recognition and awareness
- > 83% customers likely to rebook



Digitally Delivered

- > Single, scalable pan European platform
- > Digital first customer experience
- > No reps in resort



Low Overheads

- > >96% variable cost base
- > Low customer acquisition cost: c.90% bookings via unpaid channels – OTA cannot replicate



Agile, Low Risk Product

- > >8,000 hotels with no risk
- > Technology platform provides a proposition that is agile to changing demands



Long Term Strategic Relationships

- > >3,000 directly contracted hotels
- > Strong relationships with hotels, DMCs, travel agents and tourist boards

Leading customer proposition, unrivalled flexibility and unbeatable prices.



TRANSFORMING OUR EARNINGS

Scalable business model

- > Fixed costs 3.6% of total cost

Expanded product and customer base

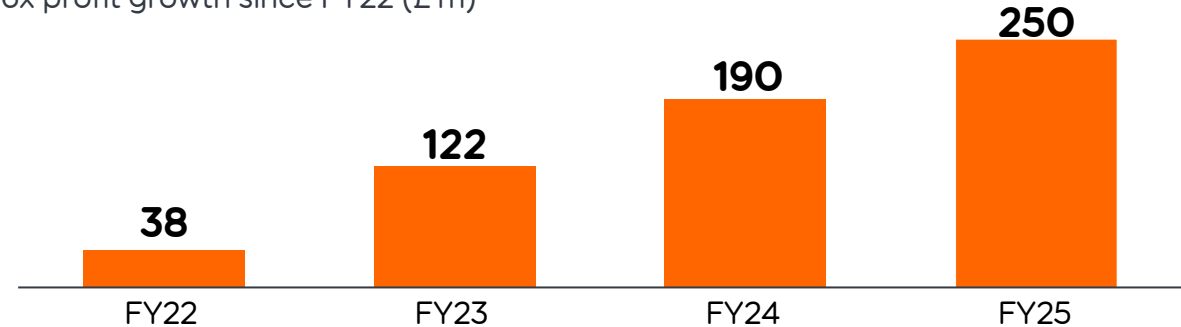
- > UK Market share taken to c.10%
- > Launched in 4 source markets
- > >8,000 hotels across 30 countries & 120 destinations
- > Luxury proposition launch

Delivered by remarkable teams

- > Sunday Times Best place to work
- > Engagement score : 9 (out of 10)

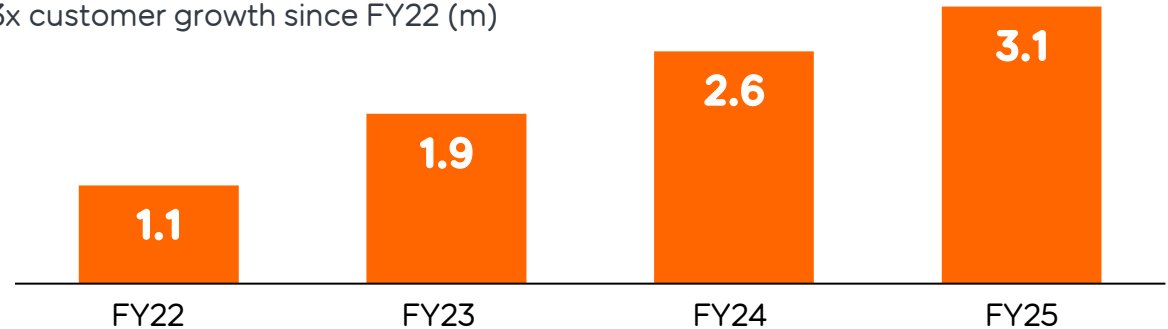
Consistent PBT growth

6x profit growth since FY22 (£'m)

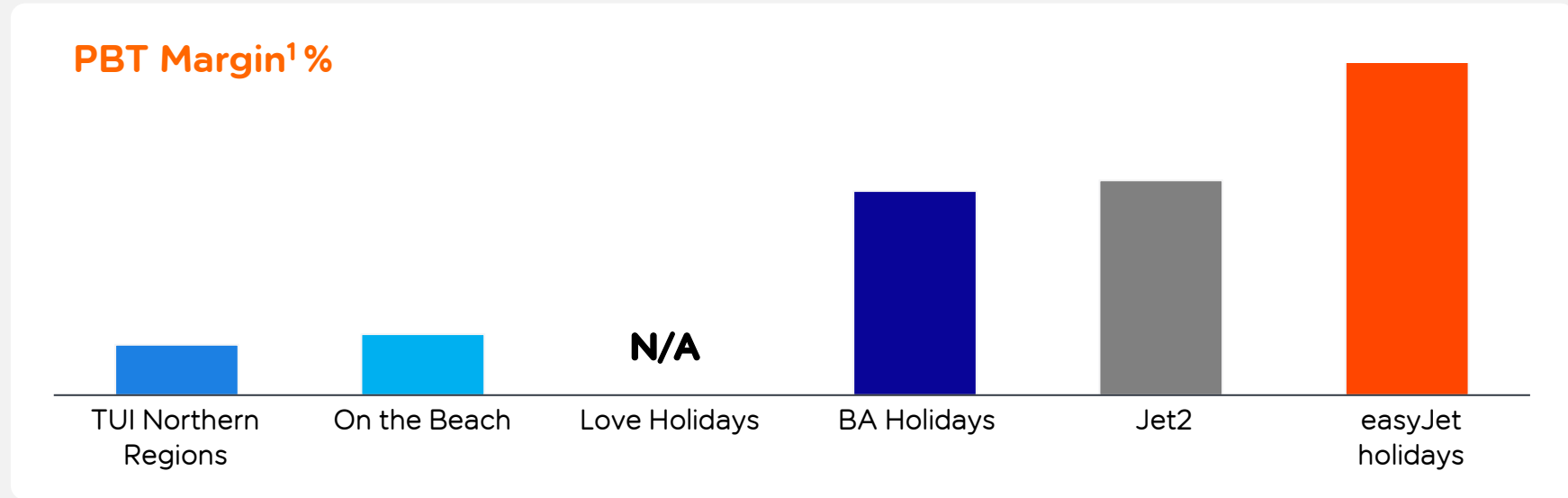


Sustained customer growth

3x customer growth since FY22 (m)



TAKING MARKET SHARE WITH INDUSTRY LEADING MARGINS



UK Market share	17%	7%	14%	3%	20%	10%
UK Market share growth since 2019²	(5)ppt	1ppt	11ppt	(1)ppt	5ppt	10ppt
CAGR Profit growth since 2019	71%	(5)%	154%	54%	42%	222%

1) Data sourced from published financial statements: easyJet holidays Limited (FY Sep'25), We love Holidays Limited (FY Oct'24), On the Beach Group plc (FY Sep'24), British Airways Holidays Limited (FY Dec'24), Jet2 Group Limited (H2' March 25 + H1' Sept 25), TUI (FY Sep'24). 2) Based on ATOL reports Sept 25



LEVERAGING EUROPE'S BEST NETWORK & BRAND

An airline network that cannot be replicated



UK's largest & Europe's second largest airline



#1 UK to Beach Airline – 23m seats



Strong City network into constrained airports – 48m seats



Opportunities from European Network – 21 bases across EU & Switzerland

A strong established pan-European brand

- > c.90% of bookings are through unpaid channels
 - c.50% from easyJet web and app
 - Re-platformed app is fastest growing booking channel
- > Growing holidays brand awareness
 - c.100m visits to easyJet holidays site in FY25
 - Unpromoted awareness increasing four-fold since 2022

Leading low-cost carrier for brand experience



#1 LCC



#1 LCC



#1 LCC



#2 LCC



Delineate Brand Tracker - data: Apr-Jun'25



LEADING CUSTOMER PROPOSITION – DIGITALLY DELIVERED

The best of both worlds

- > Effortless booking experience with a personalised digital journey
- > Unbeatable prices
- > Great quality hotels
 - 76% of booking to four or five-star hotels
 - 24% of beach bookings are for 5 star hotels and 57% are for all-inclusive
- > Unmatched flight flexibility, providing tailored holidays to your chosen destination & duration
 - Opened UK bases in Southend, Birmingham and Newcastle (for S26) +12 aircraft since FY23
 - +21 aircraft into existing UK regional bases since FY23

Efficient, cost-effective customer service model

- > Digital first customer experience
- > No in-resort reps
- > 24/7 support from our UK-based Holiday Operations Centre
- > Support model not replicated by the Online Tour Operators

Loved by our customers



83%
UK CSAT



88%
European CSAT



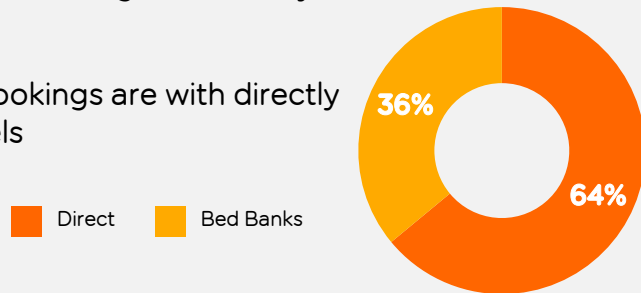
BUILDING LONG TERM STRATEGIC RELATIONSHIPS

Creating value for our hotel partners

- > Consistently increasing back-to-back occupancy
- > Unmatched growth in winter and shoulder seasons
- > Direct connectivity allows for dynamic pricing & last room availability
- > Multiple source market distribution balances hotelier risk exposure

Hotel Inventory type - FY25

- > Majority of sales with directly contracted hotels delivering margin and customer benefits
- > Grown our direct booking share via dynamic inventory
- > 83% of beach bookings are with directly contracted hotels



Strong partnerships with DMC's

- > Work with 14 DMCs
- > 350 contracted partners dedicated to easyJet holidays
- > 99% of teams local to destination
- > easyJet holidays #1 or #2 partner for majority of DMCs

Close connections with travel agents

- > c. 20% of booking through trade
- > Second largest UK trade supplier
- > Provides customers flexibility on booking channel



02

BRILLIANT HOLIDAYS

With a personalised and
effortless customer experience



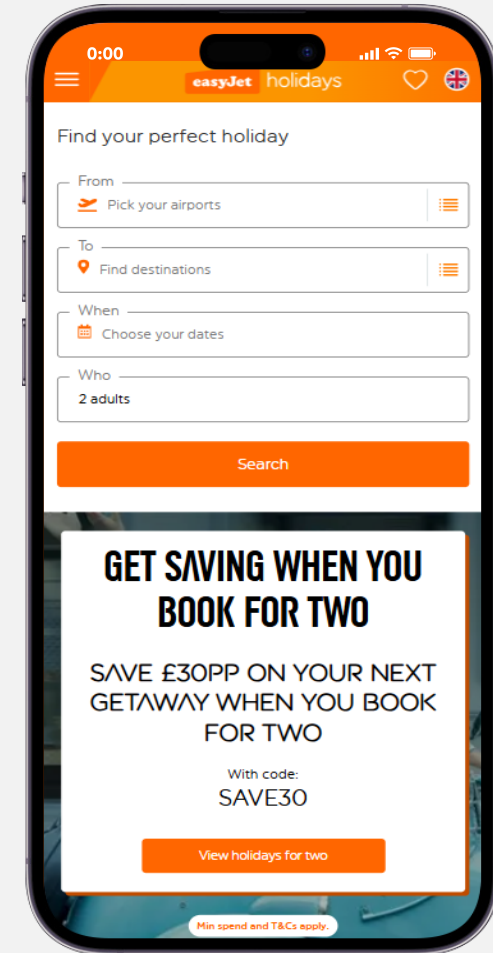
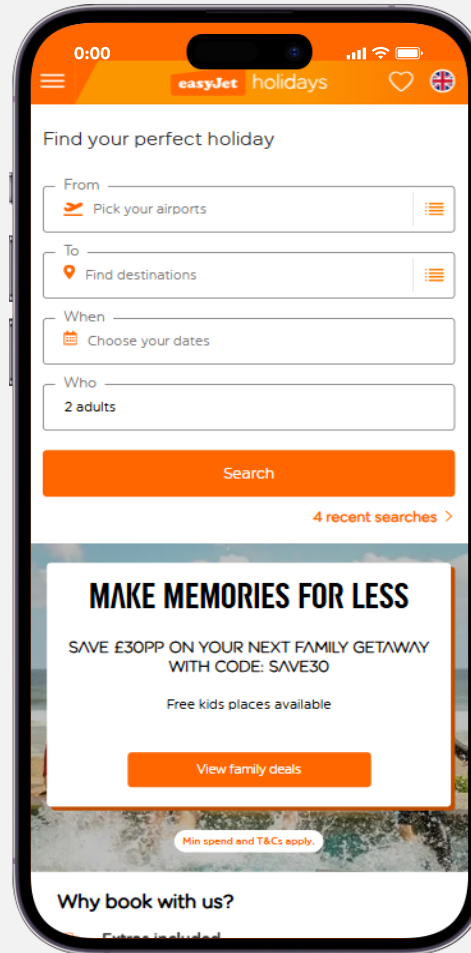
PERSONALISED DIGITAL JOURNEY

c. 100 million annual website visits to easyJet holidays



Two-thirds of customers now seeing personalised content on our homepage – driving conversion rates

- > Merchandising to target market segments, based on browse and search behavior
- > Recommendations and search results ordered based on your profile vs what others like you purchase
- > Progressing towards hyper-personalisation based on booking history & preferences



LEVERAGING AI TO BE CHEAPER, FASTER, BETTER

Low acquisition costs – leveraging our brand & focus on conversion

- > Using AI to deliver richer video content from existing hotel images – driving enhanced engagement and conversion levels
- > Personalised marketing driven by AI – accelerating speed to market & driving efficiencies
- > Conversational AI will re-shape how customers search for holidays – we're set-up to ensure we're the answer and recommendation



ENHANCING HOW WE COMMUNICATE WITH OUR CUSTOMERS

Enabling a lean, scalable & resilient business model



> AI chatbot now handling 1,500 customer interactions a day

- Chat experience - 91% positive rating
- Chat CSAT scores +8ppts higher vs phone



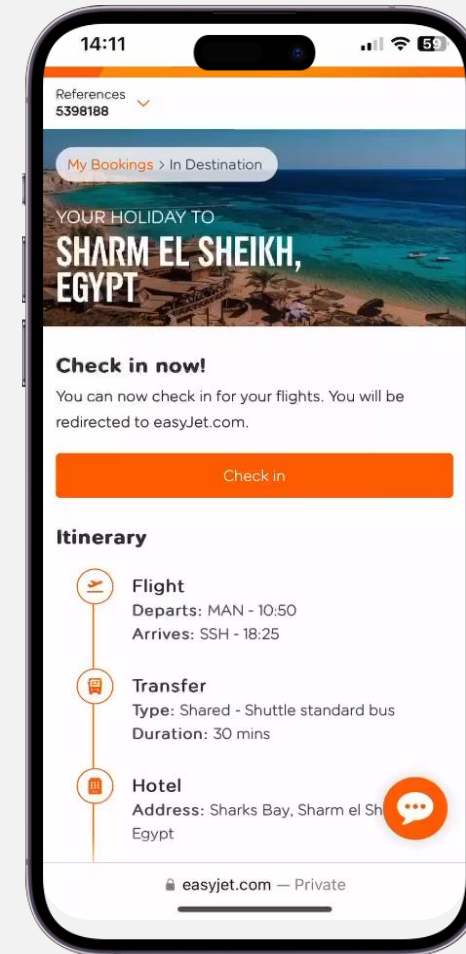
> Internet calling

- Enabling customers (especially in non-EU destinations) to contact us when they need assistance
- Customer friendly, cost-efficient solution



> Over 50% of booking amendments through customer self-service

- CSAT: +3 ppts higher
- Rebook intent: +4ppts higher
- Now enabled for travel agents



SUPPORTING OUR CUSTOMERS

On holiday support

- > UK based holidays operation centre
- > 24/7 multilingual support when our customers need assistance
- > Use of real time data through integrated systems

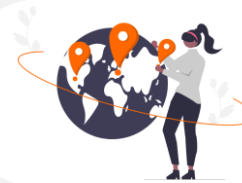
Utilising destination management companies in resort



Airport Welcome & Transfer



Incident Support



Tours & Experiences

**Speed
of answer
37 secs**

**Post-call resolution rating
4.2/5**

**Post call –Agent rating
4.7/5**



DIGITALLY DELIVERED SUPPORT FUNCTIONS

Scalable, capital light business with low fixed cost base

> Technology used across business functions

- Intelligent pricing via automated data-driven insight
- AI supported e-mail marketing
- Automated hotel contracting
- Use of AI customer relationship platform
- Automated disruption resolution

> Creating efficiency gains as we scale

- Fixed cost 3.6% of total costs
- Cost per contact reducing >35% over two years

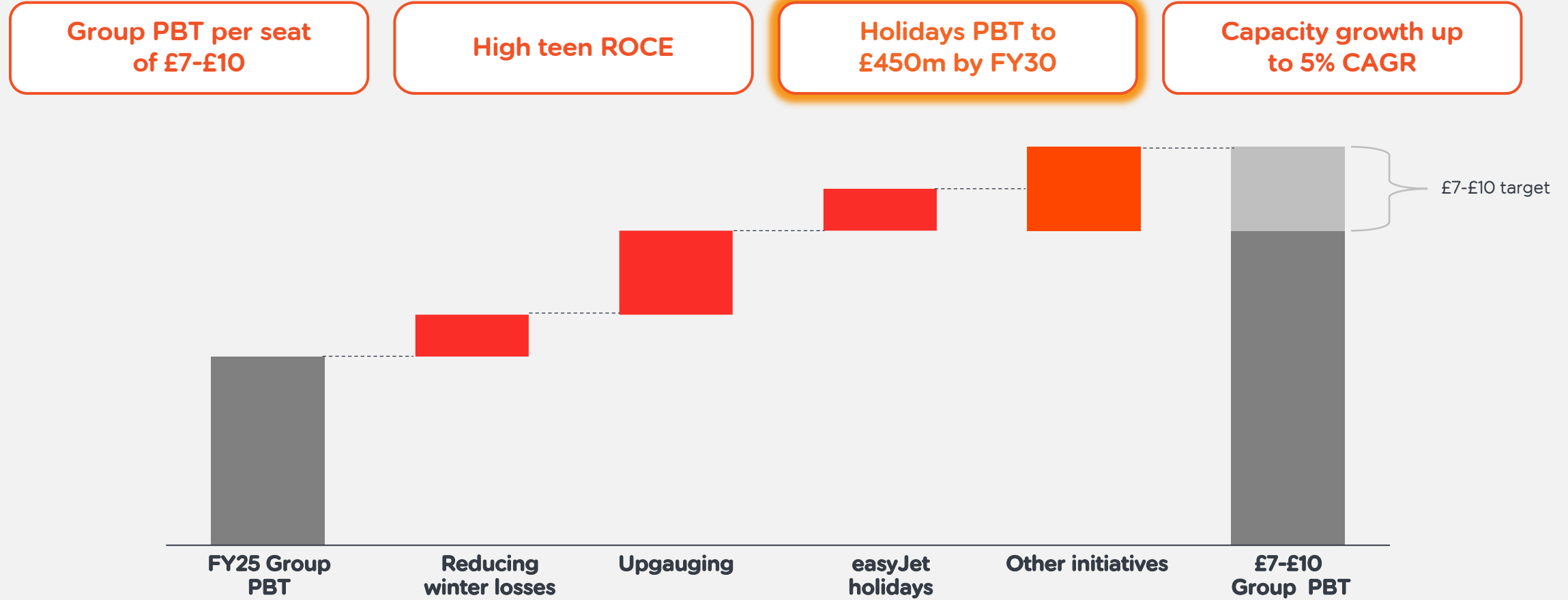


03

DELIVERING GROWTH

The next phase to £450m PBT BY FY30

MEDIUM TERM TARGETS



LONG TERM GROWTH OPPORTUNITY REMAINS

Attractive growth to continue

- > Millions of easyJet's customers continue to book their accommodation directly with hotels or through third parties
- > 15% of Airline seats sold to third parties
- > Traditional tour operators continue to offer flights, transfers and hotel accommodation but at a higher cost
- > FY26 growth to outpace all peers

Driving customer awareness

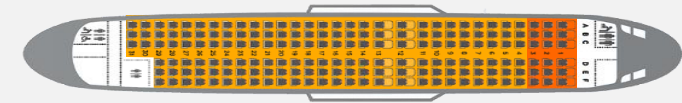
- > Brand awareness will continue to mature
 - Tesco Clubcard providing access to 23m UK households
 - easyJet holidays promotional offers on all UK and Swiss leisure flights
- > Will drive further market share growth

Material growth opportunity remains

	FY25 attachment rates ¹
UK Beach	20%
UK City	5%
EU Beach	1%
EU City	<1%
Network	7%

easyJet
holidays

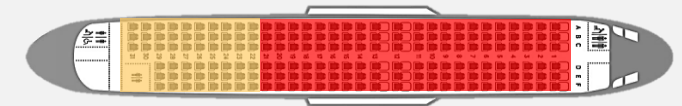
Est. 2019



7%

Jet2holidays
Package holidays you can trust

Est. 2007



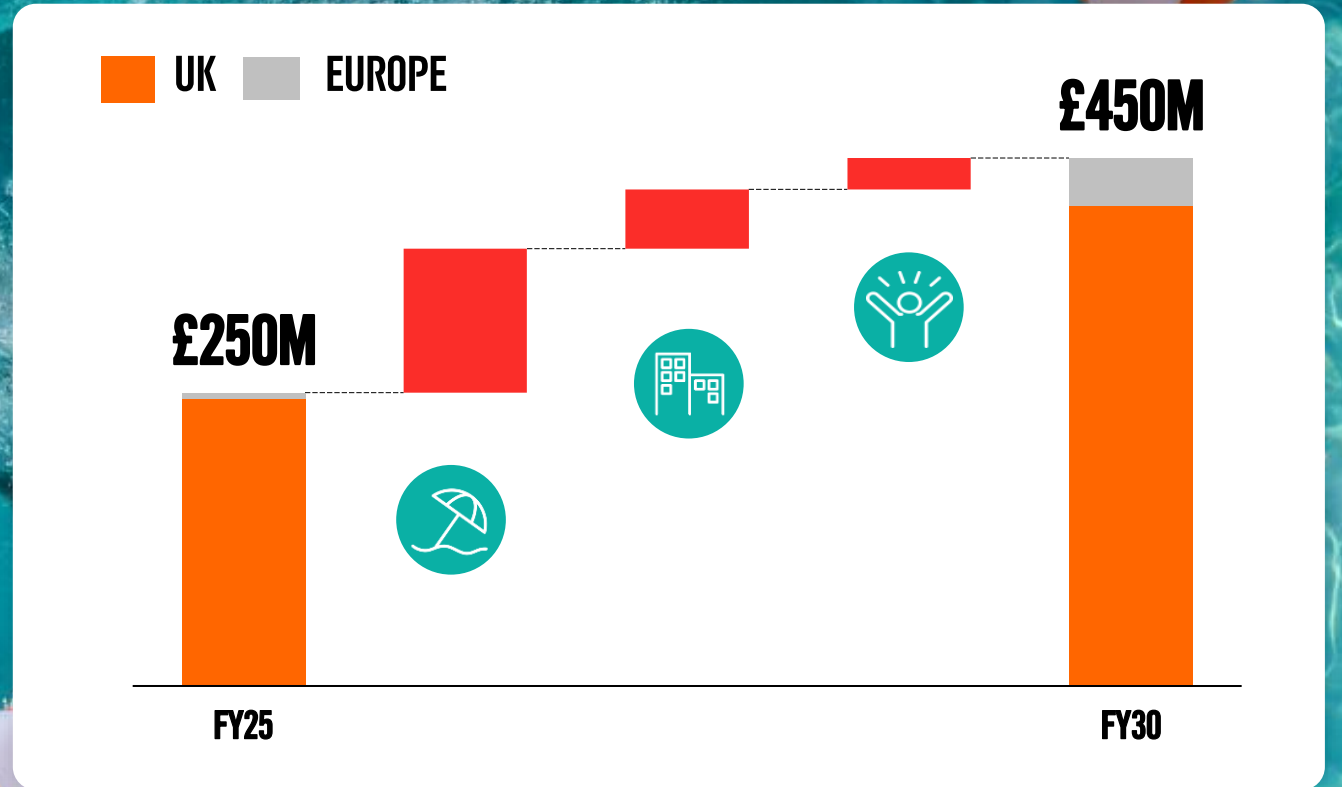
c.70%

- > Jet2 constrained by capacity – limited package holiday growth opportunity

¹) FY25 Network excluding domestics



DELIVERING £450M PBT BY FY30



**Going Bigger
on the Beach**



**Transforming
City Breaks**



**New
Propositions**



GOING BIGGER ON BEACH

Growing UK Market from c. 10% to c. mid-high teen %

- > **Strong repeat bookings, driving a resilient and less cyclical Group business model**
- > **Continued conversion of flight only customers**
 - Attractive pricing and security of ATOL protection - leveraging easyJet's economies of scale
 - Single point of booking convenience
- > **Winning customers from OTA's**
 - OTAs cannot compete on cost – c.90% of eJ holidays through non-paid channels
 - Single booking – full customer experience with one company
- > **Winning customers from traditional legacy tour operators**
 - Greater flexibility, choice & market-leading pricing
- > **Opportunity to grow family bookings**
 - 30% lower conversion for families
 - Increasing free kids' places

- > UK's largest airline
- > 22.6m Leisure seats
- > #1 UK to Greece, Egypt, Portugal



GOING BIGGER ON BEACH – EUROPE

Growing in European Markets

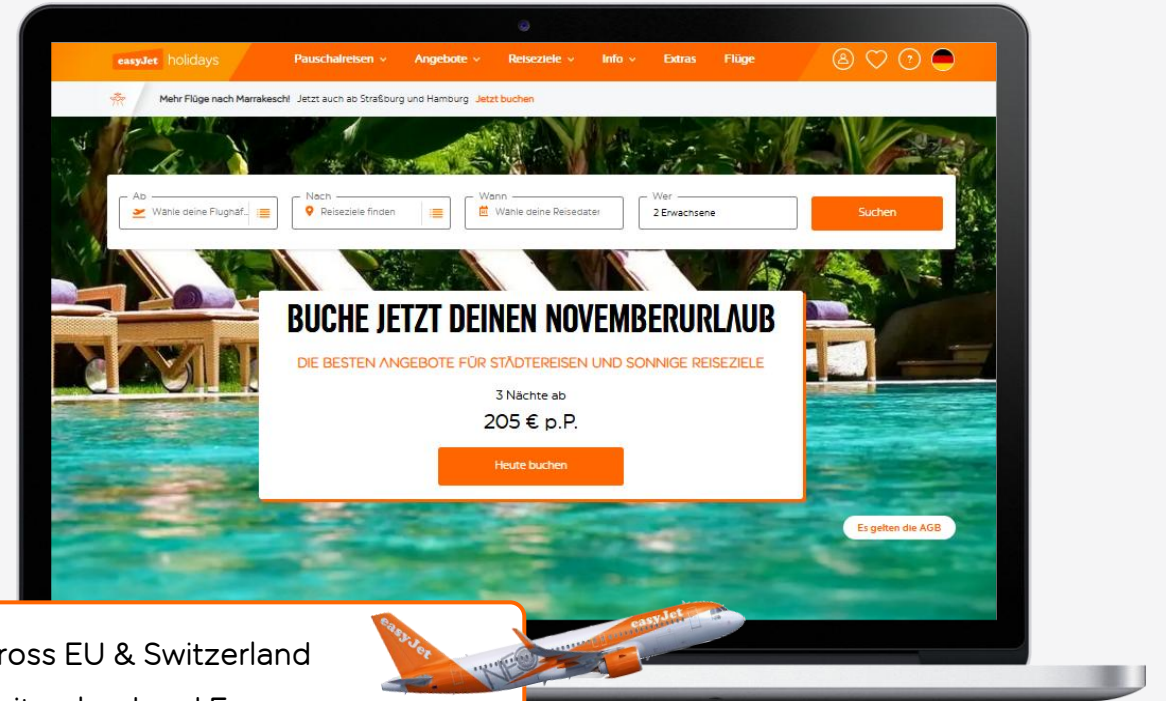
> Untapped opportunity

- Current attachment rate in European markets is 1%
- 12.6m easyJet leisure customers per year across the three European source markets

> Widening our customer base using shared infrastructure

> Separate team with specific expertise focused on European distribution

- Building our offering – right hotels at the right destinations
- Optimising trade distribution
- Driving customer bookings via targeted media



- > 21 bases across EU & Switzerland
- > #1 LCC in Switzerland and France
- > #2 Airline in Berlin



TRANSFORMING CITY BREAKS

Significant growth opportunity

> Current attachment is c.3%

- Already number one provider of City breaks in UK
- High proportion of city passengers book hotel accommodation

> Winning customers within the airline booking flow

- Customers book flights before booking accommodation
- Implementing an attractive proposition and customer booking journey to take a greater share of customers wallet

- > 45 m seats to City destination across Europe
- > #1 Airline for UK to France and Portugal
- > #1 Airline for UK to Amsterdam, Prague & Berlin
- > #1 LCC in Switzerland, France and Berlin to City
- > > 7 times more volume in UK than Jet2 and TUI combined



NEW PROPOSITIONS – LUXURY

- > c. 100 ultra -high end beach holidays
- > Key differentiators on ancillaries and service
- > Average booking value >£5,700



LUXURY
COLLECTION



Fast Track UK Security



Large Cabin Bags & 26Kg Hold Bag



Speedy Boarding



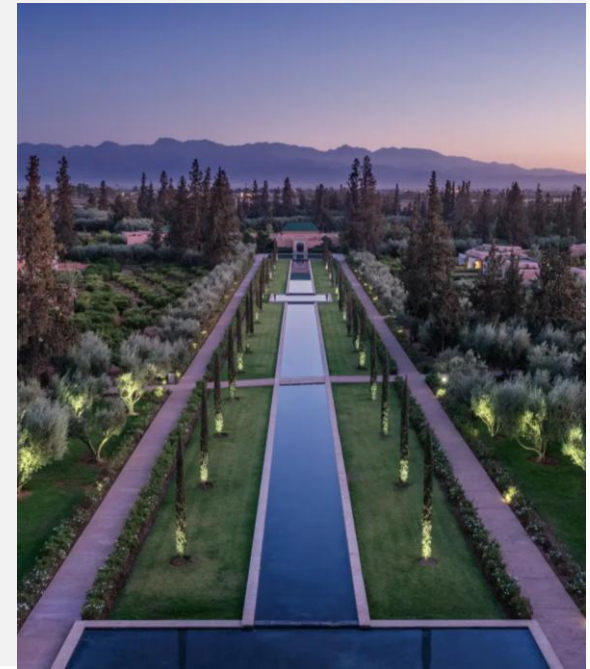
Free Seat Selection



Private Transfer



Dedicated Customer Service



THE STRUCTURAL PAN - EUROPEAN WINNER

//
Leveraging our low-cost airline, digitally delivered business model and brand strength to provide brilliant holidays at unbeatable prices.

//



Asset Light Model



Strong brand with airline synergies



Digital first customer centric approach



Unbeatable prices



Expanding Beach Customer Base



Transformed City Breaks



New Propositions

