John Menzies Plc - Capital Markets Day



Menzies Aviation – Structural Growth Story



Meet the team



Forsyth Black
Managing Director
Menzies Aviation



John Redmond EVP Americas Menzies Aviation



Giles WilsonChief Financial Officer
John Menzies plc



Andy Lord EVP EMEA Menzies Aviation



John Geddes Corporate Affairs Director John Menzies plc



Alistair Reid EVP Oceania & S.E. Asia Menzies Aviation



Agenda

- Introduction & welcome
 - Forsyth Black, MD Menzies Aviation
- 2. Market dynamics
 - Giles Wilson, CFO, John Menzies plc
- 3. Products
 - Introduction Forsyth Black
 - Fuelling John Redmond, EVP Americas
 - Cargo & Executive Services Andy Lord, EVP EMEA

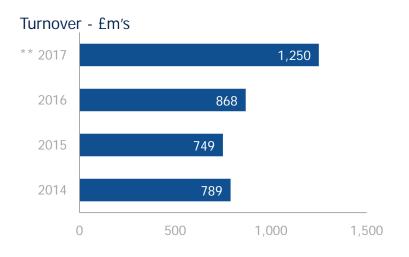
COFFEE BREAK

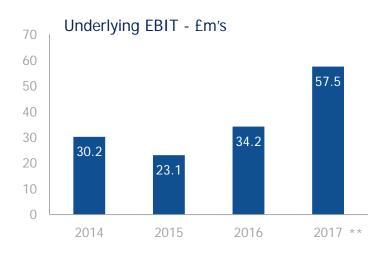
- Commercial
 - Al Reid, EVP Oceania & SE Asia
- 5. Excellence
 - John Geddes, Corporate Affairs Director
- 6. Moving forward
 - Forsyth Black, MD Menzies Aviation
- 7. Question & Answer session



Menzies Aviation at a glance

Financial Overview ** 2017 figures are independent market forecasts





Product Offering



Fuelling

Cargo handling



Executive services





Coverage

COUNTRIES

35

AIRPORTS

213

EMPLOYEES

31,600



EXCELLENCE FROM TOUCHDOWN TO TAKEOFF

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ASIG integration update





ASIG milestones





The integration of ASIG continues to be a great success.

Milestone achievements include:

- Moving from stabilisation to progress
- Unique fuel-management system, designed in-house and implemented for fuelling business on day one saving over US\$1m
- Transitional Services Agreement with BBA plc exited on 31 July 2017
- Synergy assumptions validated
- 2017 synergy target of £10.5m firmly on track
- **Excellent** customer reaction
- Further synergy opportunities being explored



Market dynamics

We are well-placed to exploit a market full of potential Giles Wilson, CFO

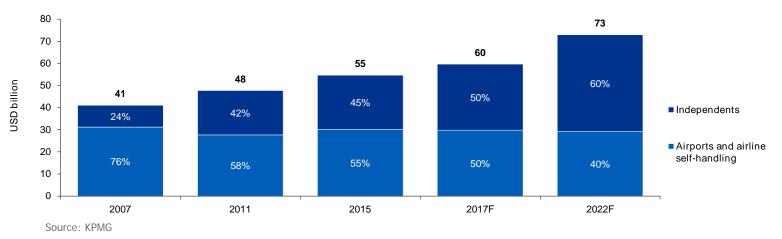




Market overview – Growth dynamics

- The global ground handling market is expected to grow at a CAGR of c4% in the near term
- Independents share is likely to increase significantly

Global ground handling market size estimates 2007-2022F (USD billion)



- There are differing estimates of market size which is influenced by what is included in the definition of "ground handling".
- The market estimate presented here is based on aircraft turnaround

"20 years ago less than 20% of all handling operations were carried out by independent handlers – the airlines were still the dominant ground handling force together with the airport handlers ... today more than 50% of all handling is carried out by independents and this growing business is estimated to be worth US\$80bn annually, with more than 1,000 ground handling players worldwide"

- Ground Handling International, 20th Anniversary Supplement – 2015



Market overview – Global Aircraft fleet

2036

Market in Increase in Aircraft movements • Narrow-bodied orders dominate

Smaller planes now flying further

34,166 New Aircraft delivered by 2036

40,120 Aircraft in



18,890 Aircraft in service, 2017 12,936 Aircraft retired by 2036

Menzies specialise in single aisle • High volume quick turnaround • Focus on hub and base activity

Of new Aircraft delivered:

24,180

8,690 Double aisle

Source: Airbus Market Estimates



Market overview - Regional traffic forecast

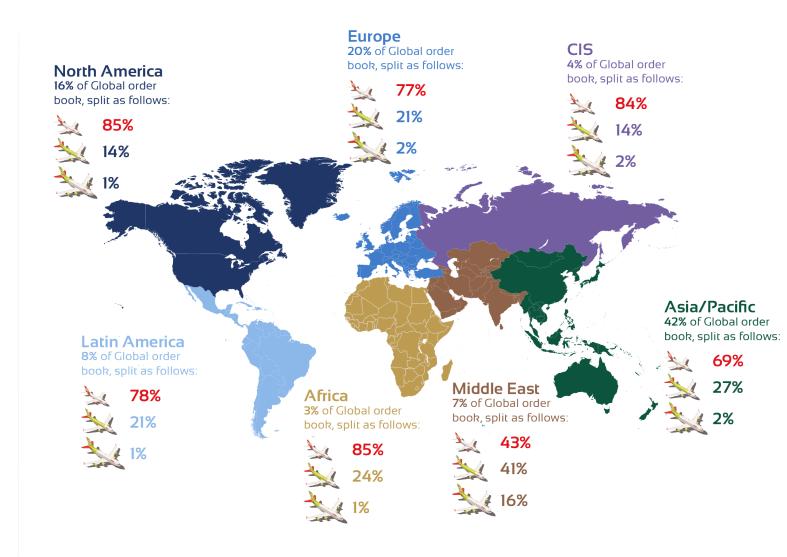




3.5% FLEET GROWTH



41,030 DELIVERIES



Source: Boeing Market Estimates

Source : Airbus Market Estimates



Market overview - Regional variations

- The industry varies according to region and market maturity
- Each has unique attributes and characteristics

North America & Western Europe

Volume Markets

LCC model continues to expand, premium customers declining

Airline consolidation and global alliances are reducing the potential number of clients

Competitive or difficult to enter handling markets

Pricing & political pressures



Growth Markets

Ongoing liberalisation but political issues remain

M&A activity continues in sector – but partnering still often the best route

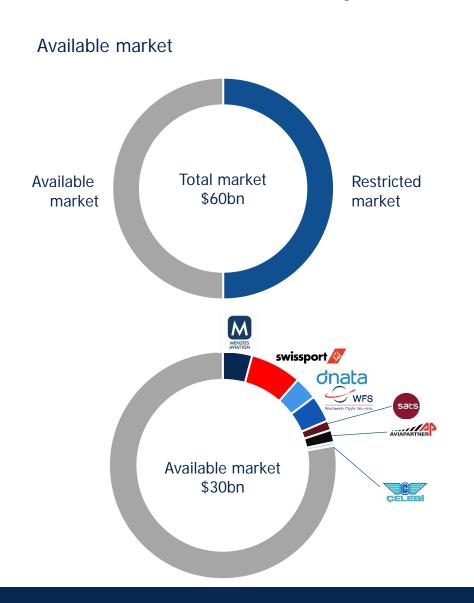
Asian and Middle Eastern players active in M&A

Growth markets provide opportunities

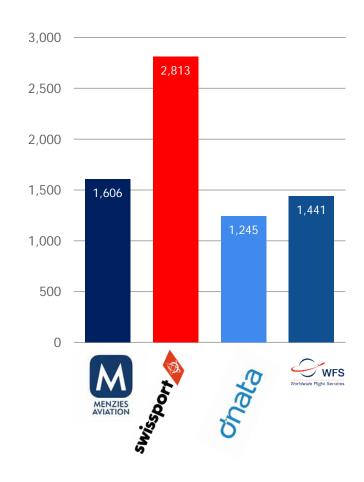
Asia, Middle East, South America, Africa & Eastern Europe



Market overview - Competitive landscape



Global players – revenue \$m's









Our product offering







PRIMARY

EXECUTIVE SERVICES



COMPLEMENTARY



Complementary services redefined

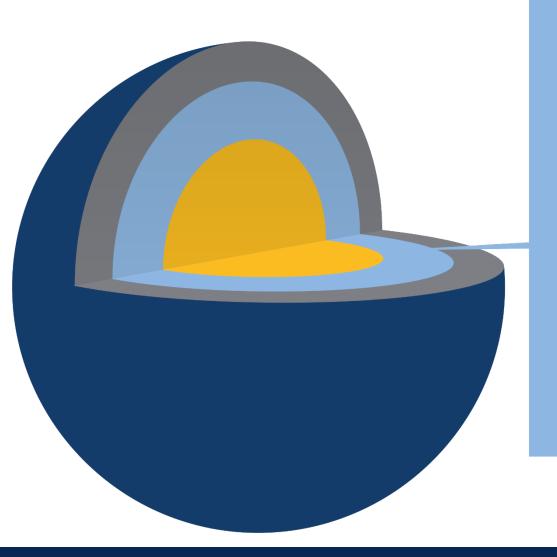
- Original strategy based on winning Ground Handling contracts and using our presence to generate opportunities in other services
- Relied on local and regional management to detect and negotiate opportunities led to a non-core approach with limited success and missed opportunities
- Our complementary services are moving towards a global, core emphasis with the introduction of product champions to drive business and product development
 - New focus on Cargo required product category has not recently been a primary focus
 - Margin accretive services such as lounges, meet & greet can be added at existing locations
 - Offline services such as maintenance, centralised load control and off ramp services can be added on an opportunistic basis





Core services

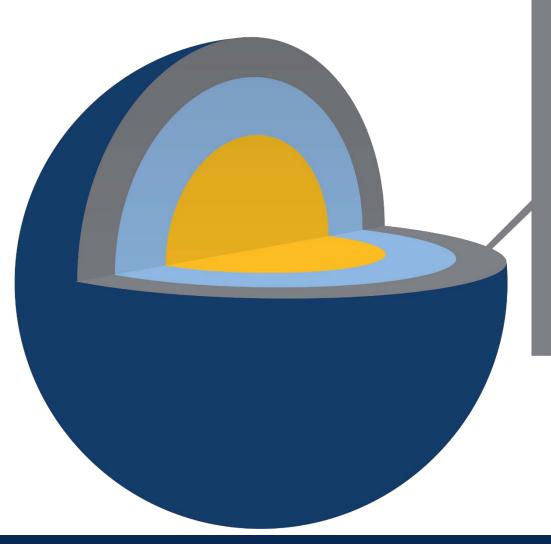




'Easy to offer' services

Aircraft deep clean Animal transport **GSE** rental services Litter & FOD picking

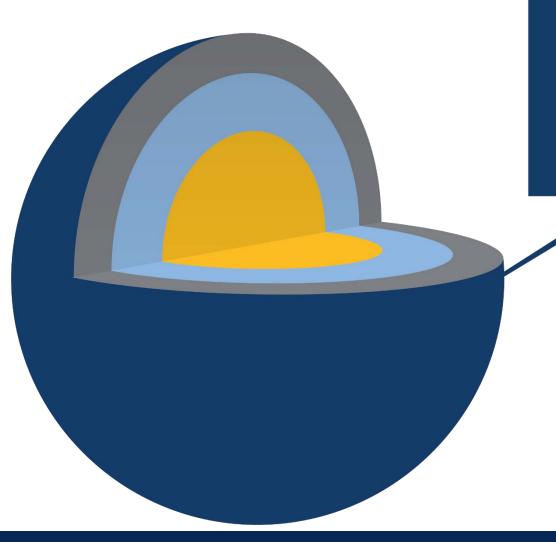




'Feasible to offer' services

Airbridge maintenance Airport gyms/spas Automated passport control Cabin crew services/uniforms Car hire fuelling, cleaning etc Catering - Airport staff Contingency/emergency planning First Aid & Defibrillators Flight information display systems (FIDS) Information desks Office & printing facilities Outsourcing/privatisation independent consultancy Seat-back screen maintenance Self bag drop Sleep pods/areas Systems development & integration Terminal hospitality services (bars, restaurants) Travel Insurance (pop-up provision) Vending machines Visa services





'Challenging to offer' services

Air Traffic Control
Car hire
Construction consultancy cargo/terminal
Currency exchange
Fire services
Infrastructure investment & management
Parking provision/management
Road maintenance (airside & landside)
Runway lighting
Shopping e-statement management
Toilet facility
Waste management and recycling
Website solutions



Into-plane fuelling

John Redmond, EVP Americas





Into-plane fuelling – two distinct markets

1. North America



- USA and Canada model is different to the rest of the world
- Major oil companies do not participate in into-plane fuelling activities
- Airport fuel supply is managed by airline consortia
- Fuelling largely out-sourced except for some self handling at flag carrier hubs
- Three major players:







 Contracts are typically with airline customers



Into-plane fuelling – two distinct markets

2. Rest of the World

- Jet fuel supply usually managed by major oil companies
- Into-plane fuelling contracts can be held with the oil companies (UK model), airlines or airport authorities
- Subsidiaries of the oil companies are the major global players
- Regional independents exist but market share is small
- Oil companies have started to re-trench to refineries which provides a major opportunity





Into-plane fuelling – Market opportunities

Major oil companies are accelerating the out-sourcing of fuelling operations





2017 – Australia: Sells entire jet fuel business (ITP & FF) to Viva Energy for US\$250m

2010 – Ireland: Topaz Energy bought 50% of ITP/FF operations in Dublin & Belfast

2009 - Central Americas: Uno-Terra bought fuelling operations in 4 countries

ExonMobil

2016 - Canada, UK, Germany, Italy France, Australia & New Zealand:

World Fuel Services acquire operations at 83 airports for acquisition price of US\$260m.



2017 – Indonesia: Operations moved to a JV with AKR

2016 - Germany/Austria:

Swissport acquires 66.6% of largest ITP provider. Lufthansa other partner

2010 – UK: Skytanking acquires 51% of North Air



Into-plane fuelling – Existing market incumbents



Oil companies are a dominant force outside the Americas



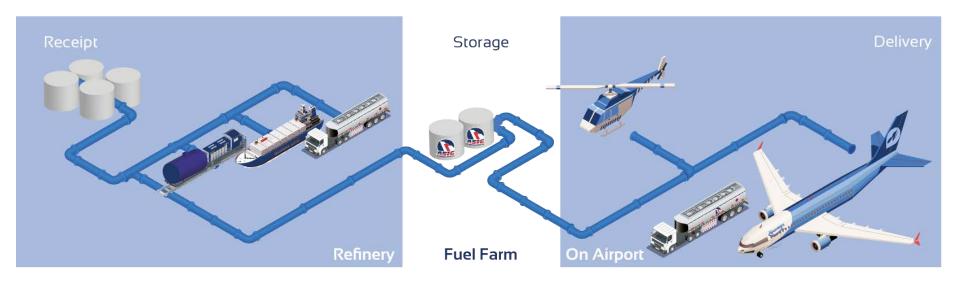
Fuel farm management

John Redmond, EVP Americas





Fuel farm management



- Fuel farm infrastructure owned by oil companies, airport authorities or airport consortia
- Menzies at no time owns any fuel inventory
- All costs relating to the maintenance of the farms borne by the owners
- Contracts are typically longer term
- Contracts typically on a maintain and operate basis



Fuel farm management

Menzies remunerated on a monthly maintain-and-operate contract

 Highly technical operations with skilled employees



Menzies key responsibilities

- Integrity of fuel quality
- Facility maintenance
- Ensuring the airport has adequate supply of fuel at any given time
- Ensuring the airports fuelling pipeline network is working to its optimum level

Expansion opportunities exist

- In partnership with infrastructure players as new farms are constructed
- As oil companies continue to out-source
- Opportunities to expand within North

 America are limited due to the mature

 market and limited contract churn; but same

 dynamic gives existing contracts security







Menzies Cargo presence

Existing footprint covers a number of primary and secondary airports



M Major Facilities at Primary Hub airports

Amsterdam, Auckland, Bangalore, Dallas, Heathrow, Hyderabad, Johannesburg, Los Angeles, Melbourne, Perth, Sydney

Secondary Facilities

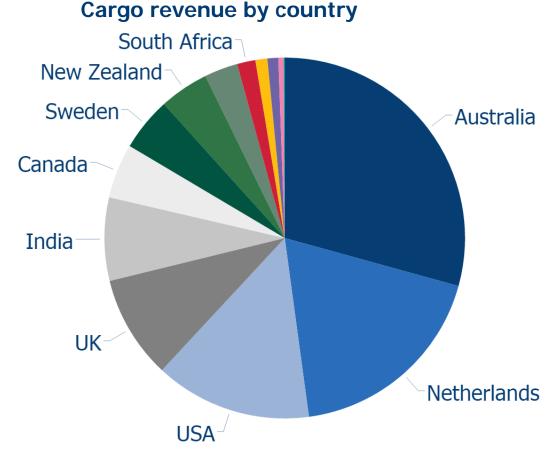
Accra, Adelaide, Amman, Bangui, Belfast, Bogota, Brisbane, Bucharest, Budapest, Calgary, Cape Town, Christchurch, Cotonou, Gold Coast, Houston, Macau, Malabo, Malmo, Montreal, Prague, Rotterdam, San Francisco, Toronto, Vancouver, Windhoek



Menzies Cargo

Cargo handling

- Menzies overall portfolio is currently sub-scale after years of retrenchment
- Previous portfolio had a number of facilities in over supplied markets
- Current revenue split is dominated by three countries
- Australia has a long standing strong cargo business with facilities in all the major ports
- Emerging regions tend to offer long term licences with restricted markets
 - Bangalore, India 20 year
 licence in a two handler market

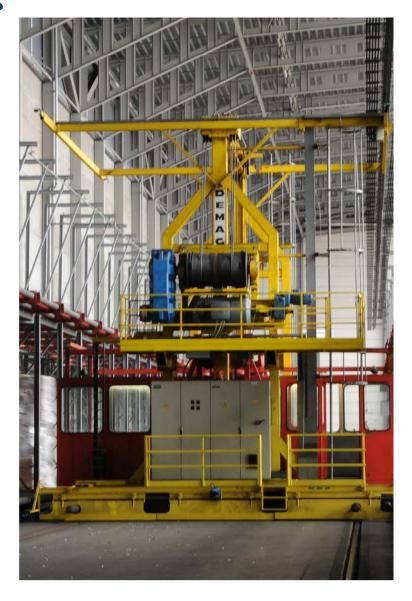


- Total cargo revenue of £178m
- Over half generated in Australia, Netherlands and USA

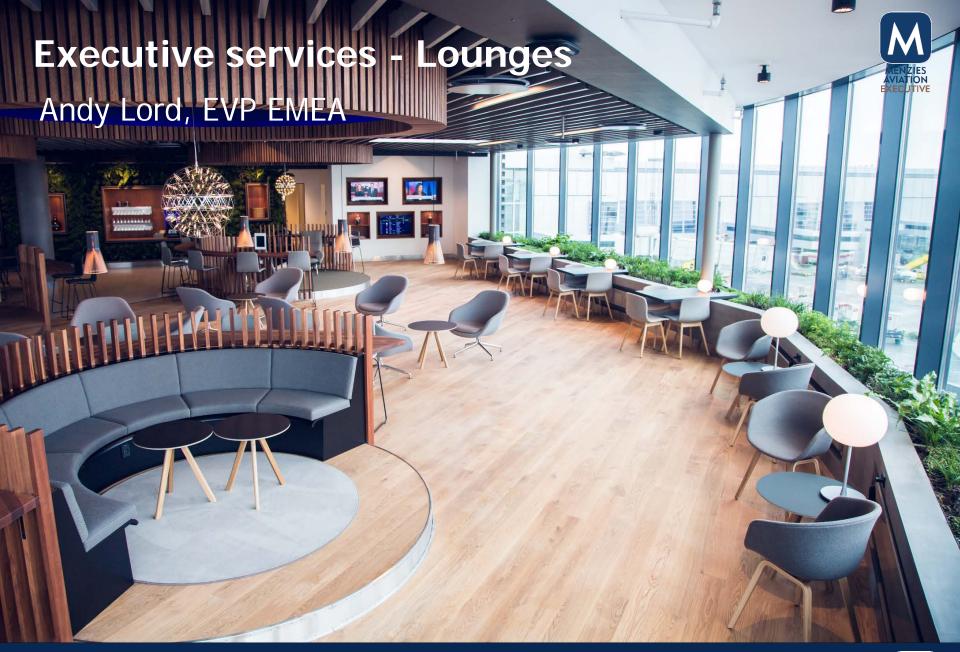


Menzies Cargo – Good margin business

- World air cargo is projected to more than double over the next 20 years, with growth rates between 4% to 5.5% p.a.
- Cargo volume is closely correlated with world trade
- Strong margins are generated when the market dynamics are right:
 - Market that is not over supplied
 - Off airport facilities do not create over supply
 - International wide bodied traffic
 - Sustainable yields
 - Flexible labour markets
- Opportunities exist to selectively grow our offering
 - Coast Cargo, Gold Coast, Australia 2016
 - Farnair, Budapest, Hungary 2017
- Airlines now looking to do network deals
 - Preferred supplier status with Cathay Pacific
 - Menzies must therefore retain a strong presence across each geographical region



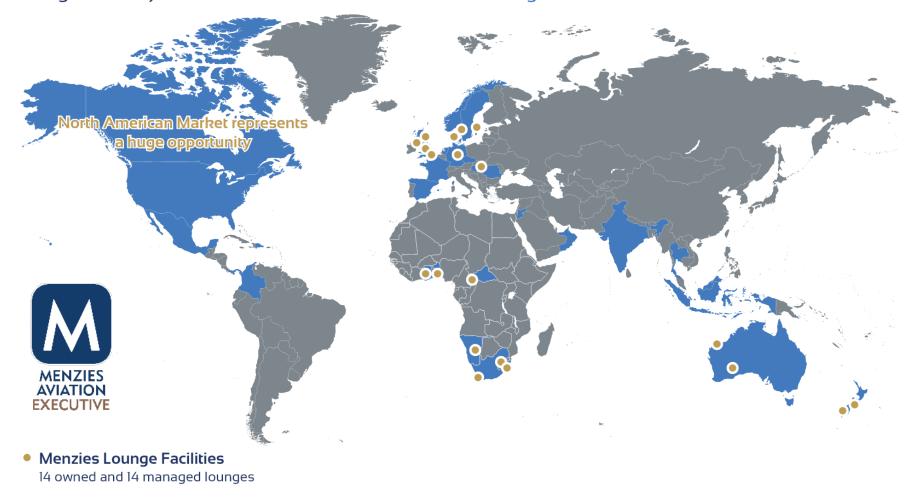






Current Lounge portfolio

Existing offering has grown opportunistically • Need for structured approach to growth • High margin activity in the correct locations • Airlines looking to out-source owned facilities





Lounges - Opportunities

- We have a high quality brand offering
 - Our lounges in South Africa have won multiple industry awards
- Airlines are now beginning to out-source 'owned' lounges
- Producing high quality environments for premium passengers
 - This market is ripe for improvement of facilities and customer offering
- Lounge business on top of an existing operation is margin accretive















Key account management

Focus on Key account management in 2016 brought new standards of customer engagement

- Significant investment into people and systems
- All key accounts now "man-marked"
- CRM system has been developed and rolled out in 2017
- Strategic approach to customer engagement
 - team attendance at global conferences including IGHC, GHI and IATA Fuels conference
- Utilising operational excellence initiatives is growing partnerships through data sharing, innovation and strategic conversations
- We are moving towards being a key logistics partner for airlines





















































Key accounts – Global coverage





Key account management - Case studies

KEY CUSTOMER









PAST RELATIONSHIP HISTORY

Good local relationship in Europe; no coverage elsewhere

Good local relationship in Oceania; difficult relationship in other regions

Difficult relationship eroding with service issues in UK

Difficult relationship culminating in unilateral cancellation of contract at AMS

KAM ACTIVITY

Collaboration CE & Americas led to global solution for USA & Mexico expansion

Key account focus led to more positive engagement; global agreement in place

Key account focus led to a healthier conversation about service

Key Account manager in regular contact

CURRENT RELATIONSHIP

Global relationship developed further; innovative solutions make us stand out

New business at Heathrow, Perth, Adelaide and Christchurch

New business in Germany and renewals in Eastern Europe & Others

Renewals secured in Oceania + new business at Oslo & Hyderabad



Strategic priorities - Hubs & bases: have we moved on?



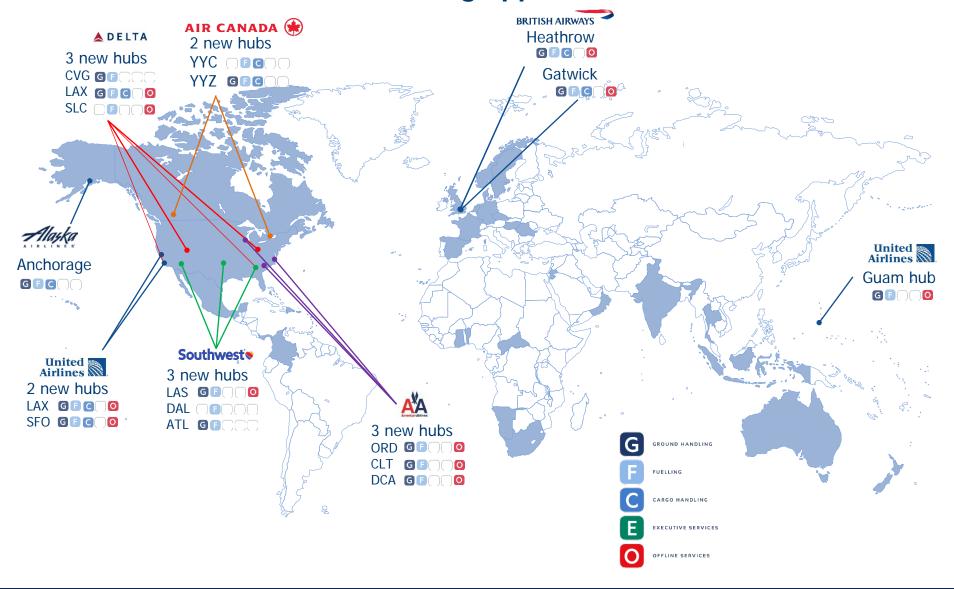


New hubs & bases - Post-ASIG acquisition





New hubs & bases – Cross-selling opportunities





Commercial – Keeping abreast of developments

- Development of a wide-body solution for low cost carriers
- Project kicked off to formulate response to market movements
- Issues to consider:
 - Transfer bags & transfer passengers
 - Tail to tail bags and passengers
 - Ouicker aircraft turnaround
 - Develop LCC practices on wide-body aircraft
 - Onward demand Lounges, bag wrapping, security clearance

Innovation in the Market Low cost · Long haul · Wide body





Carriers exploring this space include:







Low cost, long haul, wide-body - Our current status





Commercial strategy – Strategic business development

- New team created to explore business development opportunities
- Identify and pursue large scale investment and funding opportunities
- Maintaining oversight on overall capital investment in line with strategic objectives
- Investment and infrastructure partnerships can allow access to a diversified range of opportunities all over the world especially in Fuelling
- Tactical and opportunistic business development and M&A activity still led by regional structures
- Large scale acquisition opportunities reviewed and kept under consideration



Grant East SVP Strategic Business Development

Commercial - China strategy

- Entry into mainland China: partnership with large international carrier
- Start in International hubs before addressing domestic market
- Swissport relationship with Hainan may disqualify them from other partnerships



Current relationships with Chinese carriers









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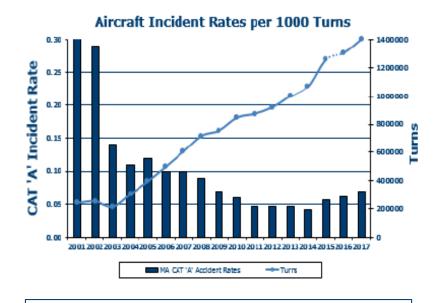




Operational excellence - Safety

- Safety and security will always be our top priority
- Real time Safety Management System (SMS) in place driving data analysis
- We monitor and analyse all incidents to identify trends, learn from mistakes and make process improvements





The Menzies Aviation incident rate of c.0.05 per 1,000 turns is a fraction of the IATA global average of 0.3 per 1,000 turns recorded in 2015

(Data: IATA Ground Damage Database)



Operational excellence – Security

- Group Security specialist team created in 2015 under Group Chief Security Officer
- Current heightened risk around airport operations means basic security breaches can become high profile with impact on our brand
- Investment in SeMS, has yielded benefits: an 11% reduction in security incident rates in 2016 vs 2015





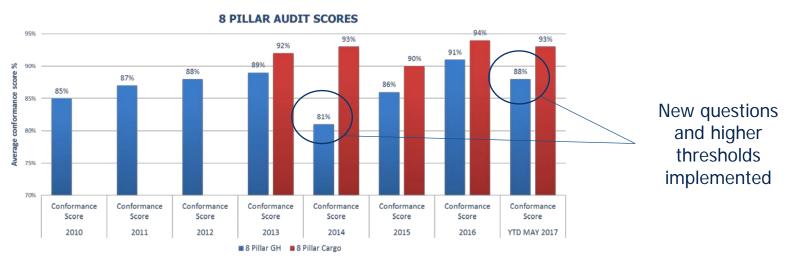






Operational excellence – Performance

- Our internal audit process is industry-recognised, assessing our operations against strict measures
- Constantly evolving and improving, there is a strong correlation between increasing 8
 Pillar compliance and lower incident rates











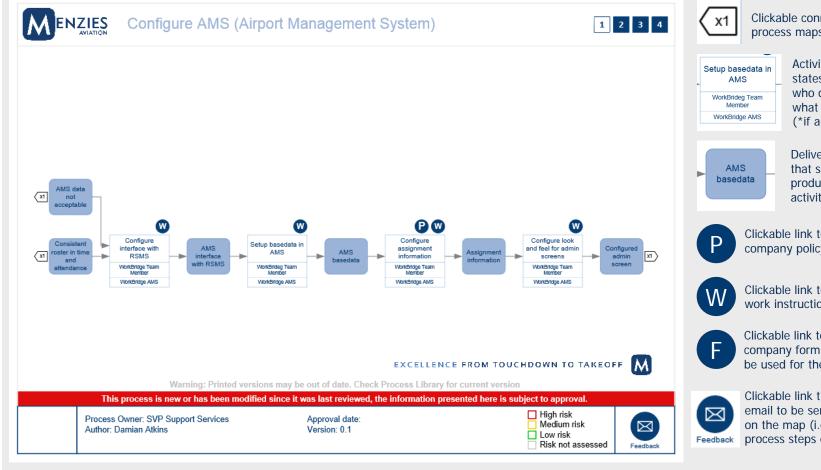
Operational excellence – Systems leadership

- Our investment of time and resources into developing operational and support systems has set us apart from our competitors
- RSMS FMS : unique to Menzies, powerful operations, contract management and invoicing system
- Workbridge: Leading edge rostering tool which stabilises operations and provides a foundation to greater efficiency
- IT Outsource : Sungard data centres bolstering business resilience
- IT Service Desk : Consistent, professional delivery of IT support worldwide





Operational excellence – Business process library





Activity shape that states what happens who does it and with what *system (*if applicable)

Deliverable shape that states what is produced from the activity

Clickable link to an associated company policy or regulation

Clickable link to an associated work instruction (Procedure)

Clickable link to an associated company form or template to be used for the activity.

Clickable link that enables an email to be sent as feedback on the map (i.e. incorrect process steps etc...)

Process owner = The relevant Stakeholder (i.e. the Map approver)

Author = The author of the map



Operational excellence – Business intelligence

- New focus on using non-financial data to drive decision making at all levels of the business
- Sharing of data with customers/partners commoditising powerful operational data and metrics
- Empowering operational managers to proactively arrange the utilisation of resources to address predictable events
- Instant access to detailed, real-time data to develop early-warning systems
- Allows benchmarking across the network to analyse performance
- Step by step approach to rollout over the medium term

Digital Boardroom



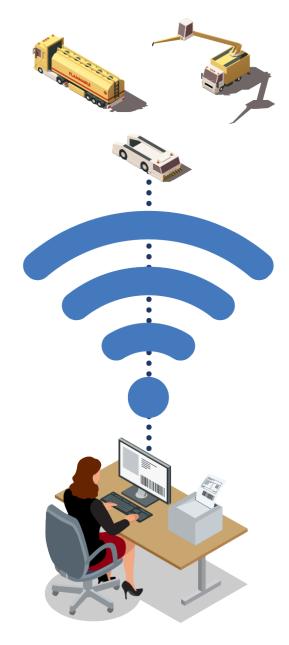


- 1 Total Transparency from a single, trusted information source
- 2 Real time, data driven insights to answer ad-hoc questions
- Analytics and Insights across all areas of the business



Operational excellence - GSE

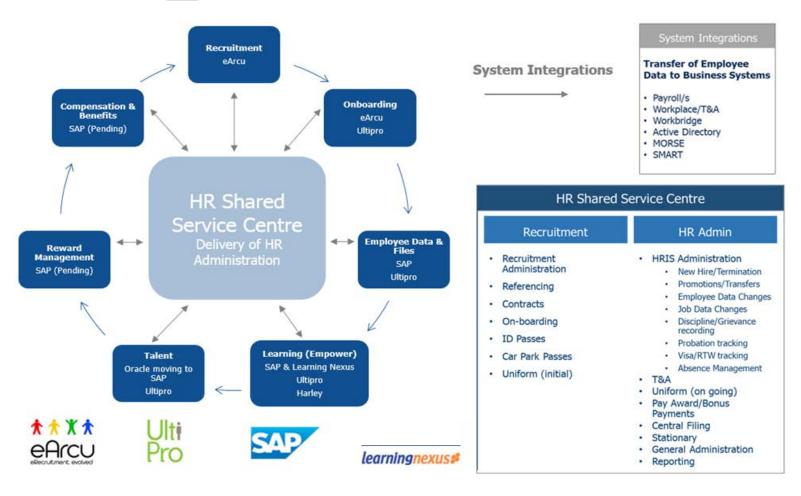
- New VP of Technical Services recruited to raise the global standards of our equipment and to drive innovation and value for money from our suppliers
- Telematics programme being rolled out
- GSE analysts working proactively on efficient asset utilisation
- Monitoring equipment leads to more efficient utilisation and reduced misuse and damage, lowering costs
- Hold our suppliers to account regarding equipment maintenance and appearance
- Be the handler of choice for equipment R&D





People – Global standardisation







People – Training

- Standardised approach to training improves performance and underlines focus on safety and security
- Global foundation with regional variations to allow for local laws and practices
- An opportunity to teach our values and philosophy to each employee
- Delivered in crew and training rooms at airports around the world in e-learning and classroom formats
- Station Manager training is key to new managers being successful
- Opportunity to share training expectations with customers to achieve mutual aims





Operational excellence

OUR OBJECTIVE IS TO BE THE MARKET LEADER, NOT IN SIZE BUT IN THE QUALITY OF AVIATION SERVICES WE OFFER OUR CUSTOMERS: THE UNDISPUTED PREMIUM HANDLER IN THE INDUSTRY

- Continuous improvement to force standardisation across the network
- Bring our customers closer we'll take care of the ground support, they can take care of flying planes
- Drive innovation and disruptive thinking
- Develop the analytical data required to make more informed decisions













Margin improvement

Embedding a culture of constant improvement

- Internal standard of 10% margin at a station level
- Current management team targeted to improve margin across the network
 - The best stations can also improve
- Challenge to do more where the market dynamics allow
 - Executive and Offline Services drive margin

10% TARGET MARGIN

Current position

- Fix or close list benefiting from management focus
 - Win or re-negotiate contracts
 - Plans are in place and being worked through
- Margin improvement programmes in place where necessary
 - Specific margin improvement plan for each station on the list
- Significant progress being made
- New product categories being added
 - Aircraft washing, MRO Services, Meet & Greet



Implementing product development



Current state



Driving
Operational
Excellence

Living Operational Excellence

Future state







Continuous Improvement Industry-leading
Products 8
Portfolio





Sharpening Sales message

Preferred Supplier of major KAs



Become the logistics partner of choice for Airlines



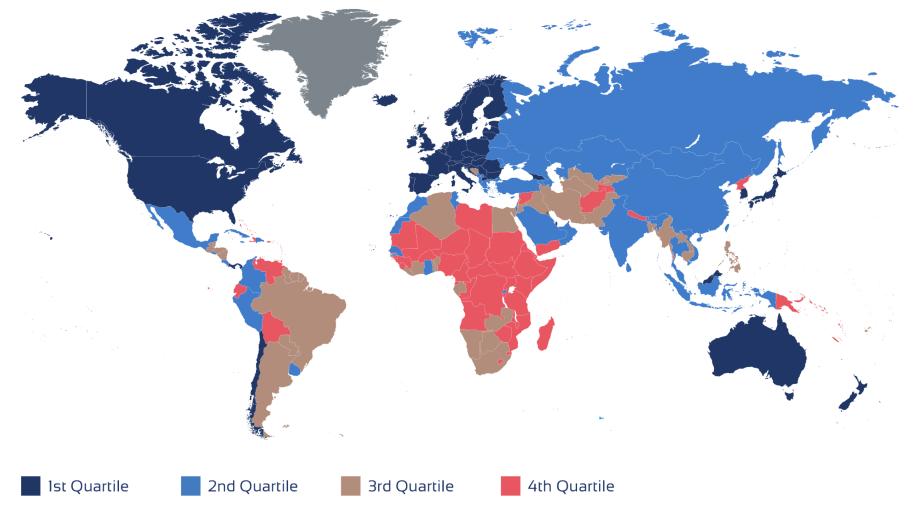
Targeted approach to growth

Choosing winning positions

- Detailed geographical analysis on potential markets has been undertaken to provide an overlay of our expansion plans
 - High level analysis of economic and political factors provides a snapshot of an everchanging landscape
 - 1. State stability
 - Composite indicator of country stability
 - 2. Corruption
 - Measurements made using the Corruption Perception Index (CPI)
 - 3. Growing Middle Class
 - Measurements made by the Human Development Index (HDI)
 - 4. Conditions of Business and Legal System
 - World Bank were used to look at the ease of starting a business and local legal system
 - 5. <u>Involvement in trade</u>
 - A measure from the world bank which values exports as a % of GDP
 - 6. <u>5 year Average Aviation Growth & Economic (GDP) Growth</u>
 - Combined data from the World Bank and OAG (Air Travel Intelligence)



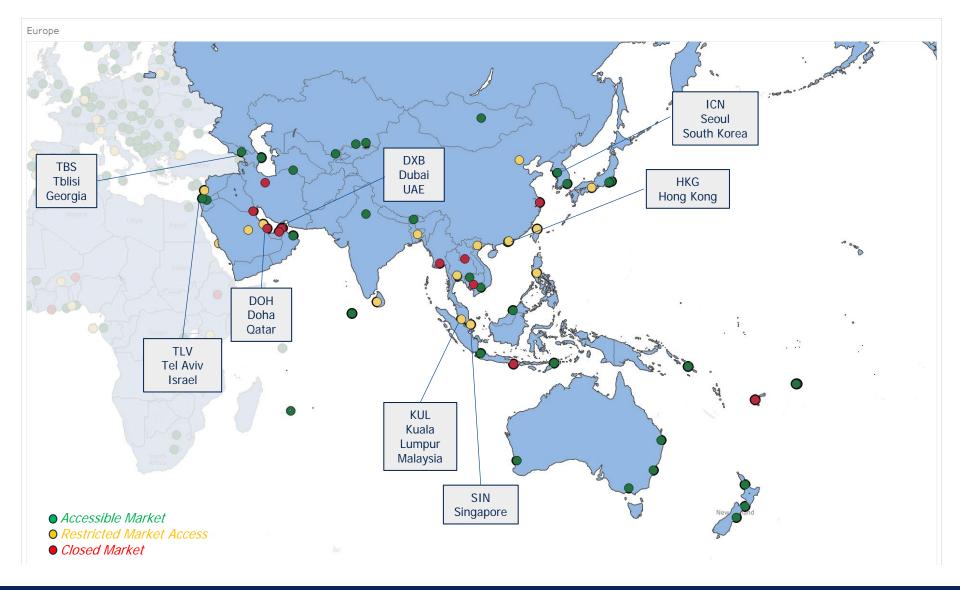
Variables combined: Total country score



The metrics are guidelines rather than rules;
A country scoring poorly does not mean that we could not build a profitable business

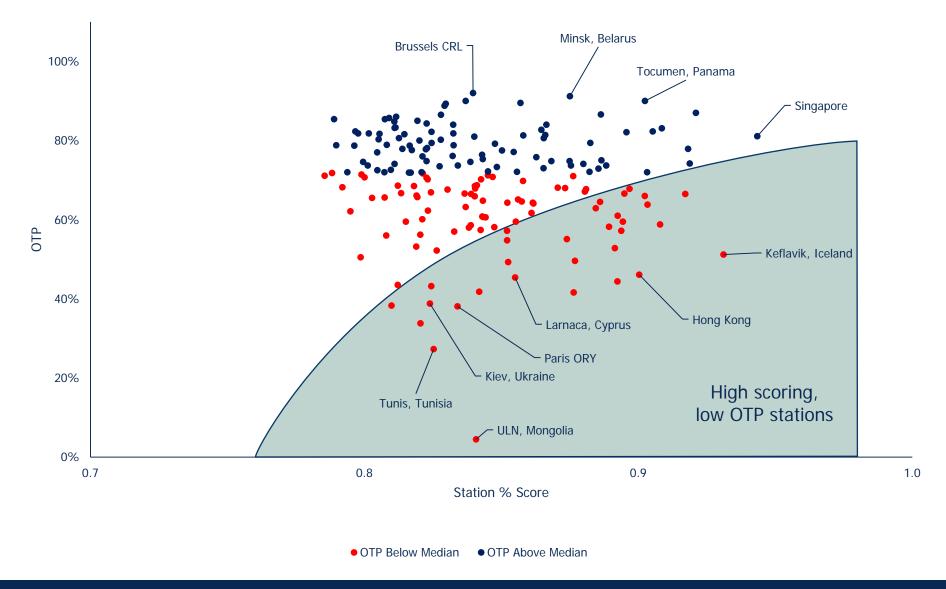


Top 200: Asia & Oceania – an example



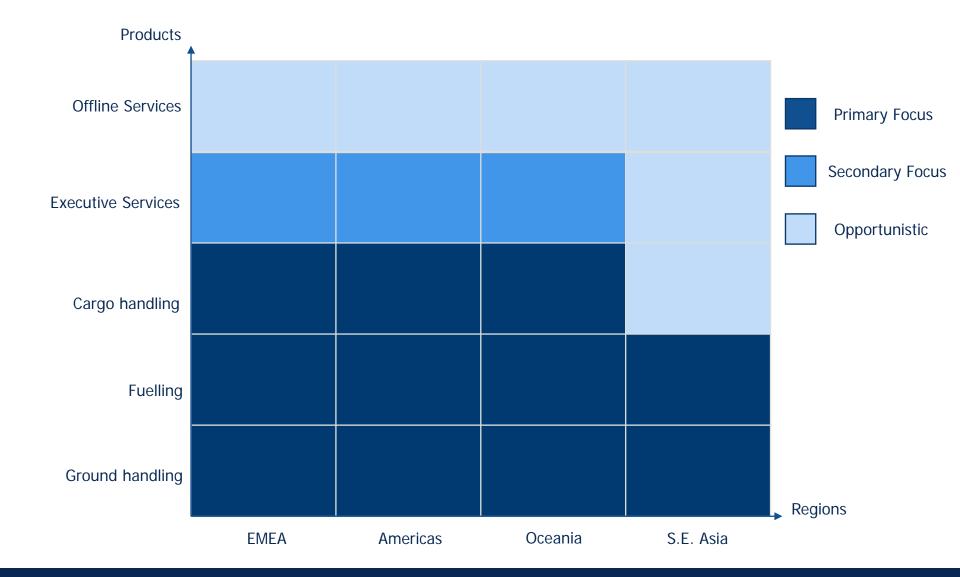


On time performance (OTP) in top 200 stations





Strategy – Prioritising products and geographies





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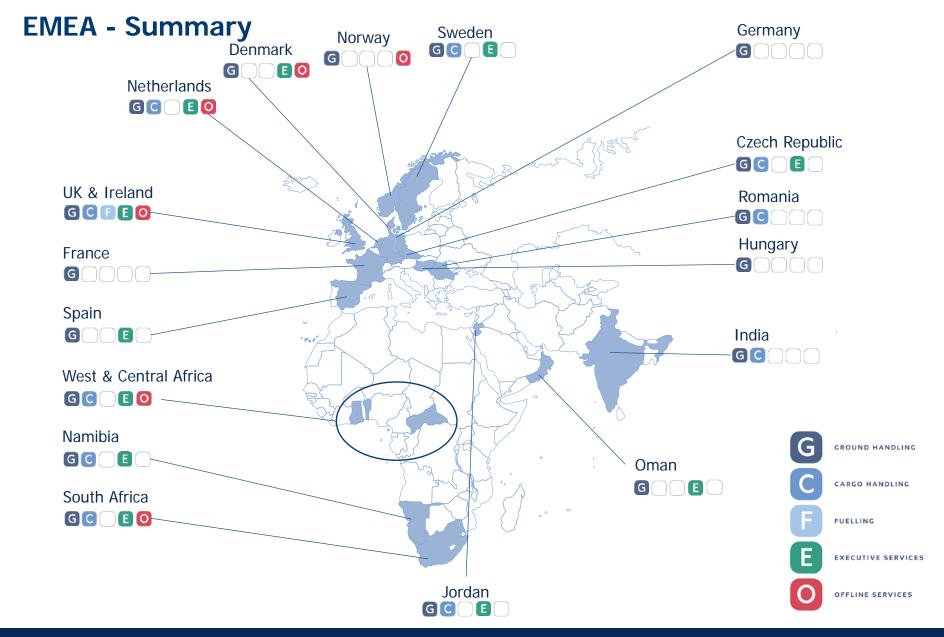
APPENDIX 1 – FURTHER INFORMATION



Americas - Summary









Oceania & SE Asia – Summary

