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ANNUAL REPORT 2010

# LETTER FROM THE PRESIDENT



Last year was another record for Air Astana in financial and operational terms. We are particularly pleased by the consistent record of profitability throughout the last three years, despite 2008 and 2009 being the worst years for the global airline industry in history. In 2010 we met or exceeded all of our goals. We enhanced our regional network by launching five additional international routes, took important decisions about upgrading our fleet, negotiated an exemption from Customs Union tariffs on civil aircraft purchases, and extended our exemption from the EU flight ban on Kazakh airlines.

Our success in 2010 was aided by numerous external factors, including the recovery of the global industry and sharp rebound of the Kazakh and many other key markets in which we operate. Record passenger numbers propelled revenues up 18% year-on-year to US\$661.5 million. Importantly, we had already introduced a lean cost structure in 2008-2009 that allowed us to achieve a record profit in 2009, despite the hugely challenging business conditions. Together with agreements to receive direct fuel shipments from Kazakh suppliers and the continued development of direct sales channels, this helped to counter two key threats to profitability in 2010: rising aviation fuel prices and overall inflation. This hard work allowed us to deliver a robust 61% increase in net profit for 2010, to US\$77.1 million, which will be re-invested in the business and distributed to shareholders.

Last year Air Astana continued to make pre-delivery payments for the six purchased Airbus 320s, delivery of which begins in early 2012. Alongside the planned introduction of six Embraer E-190s into service in 2011-2012, this will enable us to expand our route network. The new, state-of-the-art aircraft will be cheaper to maintain, have lower emissions and permit greater flexibility in developing our route network. With an average age of around seven years, our fleet is already one of the youngest in the business, and these purchases move us closer to a more efficient all-jet fleet.

Our ability to finance the purchase of aircraft, rather than continue to rely on operating leases, demonstrated our solid financial position and profitability, including low debt. Meanwhile, S&P raised our GAMMA (Governance, Accountability, Management Metrics and Analysis) score from 5+ in 2009 to 6 in 2010, underlining the strength of our corporate governance procedures. I believe that the combination of solid financial fundamentals and international corporate governance standards positions us effectively to tap debt and equity markets in the future to fuel long-term growth.

We made great progress in the creation of the workshop facility, a set of state-of-the-art component centres and workshops at our Almaty hub that represents a major step towards maintenance self-sufficiency. When it opens in 2011, the facility will be the most advanced of its kind in Central Asia, and will reduce costs substantially by enabling work to be carried out in Almaty instead of abroad. The creation of a technical base in the region reinforces one of Air Astana's most important contributions to the Kazakh economy: the creation of high-technology infrastructure.

We are also contributing to the development of the nation's human capital. In 2010 some 40 pilots underwent ab initio training and 17 cadet pilots graduated from classroom to line flying.

Meanwhile, we continued to send engineers and maintenance staff abroad for specialised training and further education, and Air Astana became the first airline in Eurasia to purchase Enhanced Virtual Procedure Trainers (EVPTs) for further training of pilots on the A320, Boeing 757/767 and Embraer E190 family. Our continued EASA Part 145 certification and work towards achieving Part 66 certification helped to ensure our continued exemption from the EU ban on Kazakh carriers, a critical business factor underpinned by the excellent training of our people.

Last year we also extended our reputation for service in Central Asia and the CIS. In a region where good customer service has not always been a hallmark of local airlines, we have made world-class service a priority since inception. Air Astana came third in the Best Airline: Eastern Europe category of Skytrax's World Airline Awards for 2010, making us the only carrier in Central Asia and the CIS to feature in the top ranks. As the Skytrax ratings are based on customer surveys, we see the score as further confirmation of the hard work of our service delivery staff, as well as an opportunity to do even better next year.

In 2010 we re-launched our business class. We introduced a new, improved in-flight entertainment product for business customers, KCTV, which uses hand-held media players to deliver a wide selection of entertainment and games content. We introduced Sleeper Business Class lie-flat seats onto our entire Boeing 757 fleet. We also expanded the range of entertainment for our economy passengers and designed attractive new rucksacks filled with in-flight games and gifts for our younger fliers. We improved the quality of food and beverages and continued to train our enthusiastic, trilingual cabin crew to deliver ever better service.

Naturally, good service and convenience begin not at the aircraft door or even the airport, but at the moment that a customer starts searching for a ticket. In August we re-launched our website. The new portal makes it easier to purchase both tickets within our network and itineraries on routes run by code-share partners, while passengers can also book hotels. The new website has already increased our share of direct sales and is leading the development of online retail in Kazakhstan. Meanwhile, we continue to work with our travel agent partners to promote Air Astana in Kazakhstan and key international destinations.

After the major turnaround for the industry last year, 2011 promises to be a far more challenging year for airlines. The geopolitical events of the first quarter suggest that rising aviation fuel prices will remain the number one cost issue. While high oil prices will benefit our local economy, they could slow demand in some destinations. Meanwhile, we will continue to help the Kazakh authorities overcome the EU flight ban by addressing the non-compliance issues highlighted by ICAO in 2009.

Still, for the reasons listed above, I believe that we are better placed than any of our competitors to weather these difficulties. In addition, we had a great start to 2011, as the official carrier of the VII Asian Winter Games in late January and early February. The event was a major success, showcased Kazakhstan's hospitality and natural beauty, and gave us a chance to bring our quality service to the many athletes, officials, spectators and sports journalists who shuttled between the twin venues of Almaty and Astana.

Our solid financial position, young, modern fleet and emphasis on world-class service had already given us significant advantages over competitors in Central Asia and the CIS. As our achievements last year show – particularly the purchase of yet more new aircraft, the work to create a regional maintenance hub, and the result in the Skytrax rating – we are moving steadily and confidently towards our goal of consolidating and strengthening our status as the leading airline in the region.

All of our staff, both in Kazakhstan and in our international offices, played a critical role in our success in 2010, and on behalf of the Board of Directors, I would like to thank them for their dedication, positive attitude and hard work. I would also like to thank our two main shareholders, Samruk-Kazyna and BAE Systems, for their support.

Best regards, Peter Foster

ANNUAL REPORT 2010





# **1783** The birth of aviation...

The first balloon was built and launched by the Montgolfier brothers, Joseph-Michel and Jacques-Etienne. Observing clouds, the inventors tried to find out the nature of their movement. Gradually, an idea emerged to create "an artificial apple" by means of vapour. After some unsuccessful attempts, on 5 June 1783, in the presence of many spectators, the brothers launched the first aerostat (with a volume of 600 cubic metres and a diameter of 11.5 metres).



# ABOUT AIR ASTANA

Air Astana, a joint-stock company, is a joint venture between the Samruk-Kazyna National Welfare Fund of Kazakhstan (51%) and the UK's BAE Systems (49%). It was founded in late 2001 and its maiden flight took place on 15 May 2002. In 2010 it carried a record 2.57 million passengers.

The airline currently serves 23 domestic and 28 international routes, including three seasonal ones. At the end of 2010 it operated one of the youngest and most modern fleets in the business, consisting of 22 Western-built aircraft with an average age of just seven years. The Company plans to expand its fleet to 26 all-jet aircraft by the end of 2015, including six Airbus 320s due for delivery in 2012.

Air Astana's partnerships give its passengers access to the world. It has code-sharing agreements with Etihad Airways, KLM Royal Dutch Airlines, Austrian Airlines, airBaltic and Asiana Airlines, as well as interline partnership agreements with more than 100 other carriers, allowing passengers to choose over 300 destinations.

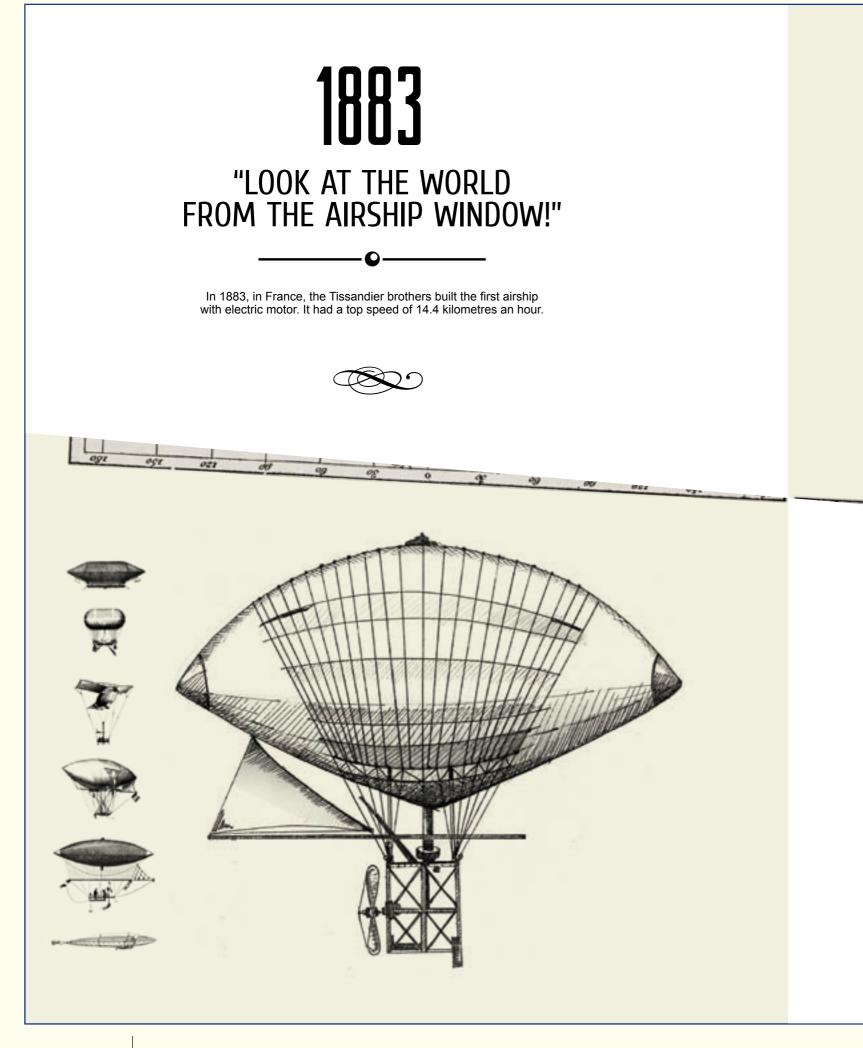
The airline's safety and technical expertise record matches that of the leading global names. Air Astana is a full member of the International Air Transport Association (IATA) and the only Kazakh carrier that is certified by the European Aviation Safety Agency (EASA) Part 145 to perform aircraft maintenance. It is also compliant with the IATA Operational Safety Audit (IOSA). The Company belongs to a group of auditors called the IATA Fuel Quality Pool (IFQP). In 2010 it was the first in Eurasia to acquire two Enhanced Virtual Procedure Trainers (EVPTs) to help prepare pilots and develop their operating abilities on the Airbus 320 series and the Boeing 757 and 767. It has also placed an order for an EVPT for the Embraer 190, which will be delivered in 2011.

In 2010 Air Astana received a GAMMA corporate governance score of six from S&P, the highest among all Kazakh companies. It came third in Skytrax's Best Airline of Eastern Europe rating rating for 2010, based on passenger surveys, making it the only CIS airline to be ranked. It was also the official carrier of the VII Asian Winter Games, held from 30 January to 6 February 2011.



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I. BUSINESS YEAR 2010

# HIGHI IGHTS

The global airline industry recovered strongly in 2010, driven by the return of economic growth to the world's major markets after a hugely challenging year in 2009. According to the International Air Transport Association (IATA), the industry recorded a profit of US\$16.0 billion for the year, compared with a US\$9.9 billion loss in 2009. The business experienced considerable disruption in Europe due to the closure of many key transatlantic air routes following the eruption of a volcano in Iceland in April and harsh winter weather in December.

Air Astana posted record results on both the top and bottom line in 2010. It benefited from a strong resurgence of growth in the Kazakh economy, where GDP increased by around 7 % in 2010, compared with 1.2 % in 20091. The spike in economic activity caused greater demand for air transportation services from both business and leisure travellers. A wider recovery in CIS markets and stronger growth in China also boosted demand for the airline's services.

Thanks to these positive macroeconomic factors and the airline's route expansion, enhanced marketing efforts and superior service, Air Astana's overall revenues rose to

The increase in the operating and profit margins was thanks to a tight rein on costs. Air Astana's work in 2009 to consolidate its fuel purchases among a smaller number of direct local suppliers, including refineries, helped to offset the impact of rising fuel prices. Fuel expenses, the largest single cost item, rose by just 15% year-on-year, despite steady gains in oil prices during 2010. High fuel prices remain a key challenge for the global industry, as world fuel prices increase steadily amid a global economic recovery, operating conditions in many oil-producing countries remain difficult. and production costs remain high.

Air Astana was also successful in controlling other key expenses, again benefiting from tight measures implemented in previous years. Spending on engineering and maintenance was up 17% year-on-year, while aircraft crew costs rose by 15% and employee expenses by 12%, all of which are either below or in line with passenger growth. A particularly strong grip was maintained on aircraft leasing costs, which gained by just 2%.

The stability of the Kazakh tenge in 2010, following the devaluation in 2009, reduced negative exchange-rate effects and allowed Air Astana to plan more easily. Inflation remained a challenge, although its effect was muted by tight cost controls. More efficient sales and marketing, including the launch of the updated website and focus on both direct and agency sales, drove a 17% increase in passenger traffic year-on-year, while the cost of sales rose by just 11%.

The dramatically improved economic situation and rapidly recovering marketplace enabled Air Astana to boost investment substantially. The Company also continued to invest in maintenance and engineering facilities, expanding the workshop facility to repair wheels and brakes, batteries and sheet metal, as well as adding a non-destructive test facility. This investment will create a regional maintenance centre, reducing future repair and engineering costs and providing an additional revenue stream through third-party maintenance contracts.

In addition, Air Astana proceeded with pre-delivery payments for the recently ordered six Airbus 320s, the first of which will be delivered in 2012. The airline also entered into the lease agreements for three Embraer E-190 regional aircraft, two of which have been delivered in the first half of 2011.

US\$661.5 million, up by 18% from the US\$559.3 million in 2009<sup>2</sup>. The number of passengers carried reached a new record of 2.57 million (compared with 2.2 million in 2009 and 2.3 million in 2008). Passenger revenue grew by 17%, while the airline carried out 27,787 flights with an average load capacity of 68%, compared with 63% a year earlier.

Capacity reached 7.456 million available seat kilometres as the airline launched new routes, including Almaty -Urumqi, Almaty - Dushanbe, Almaty - Tashkent, Almaty - Saint Petersburg and Astana - Yekaterinburg. On-time performance reduced slightly from 2009. This was due to severe winter weather in both Kazakhstan and key European destinations, which affected all carriers in the region.

The robust cost-control measures implemented over 2008-2009 continued to pay off in 2010. Operating profit soared to US\$91.4 million, up 83% compared with the US\$49.8 million in 2009, giving an operating margin of 13.8%. The net profit also climbed solidly to US\$77.1 million, 61% higher than the previous record of US\$48.0 million in 2009, equalling a net margin of 11.7%.





<sup>&</sup>lt;sup>1</sup> Real GDP growth; Source: National Bank of Kazakhstan

<sup>&</sup>lt;sup>2</sup> Based on an average annual KZT/US\$ exchange rate of 147.35 in 2010 and 147.50 in 2009

# 1. KEY INDICATORS OF ACTIVITIES IN 2010

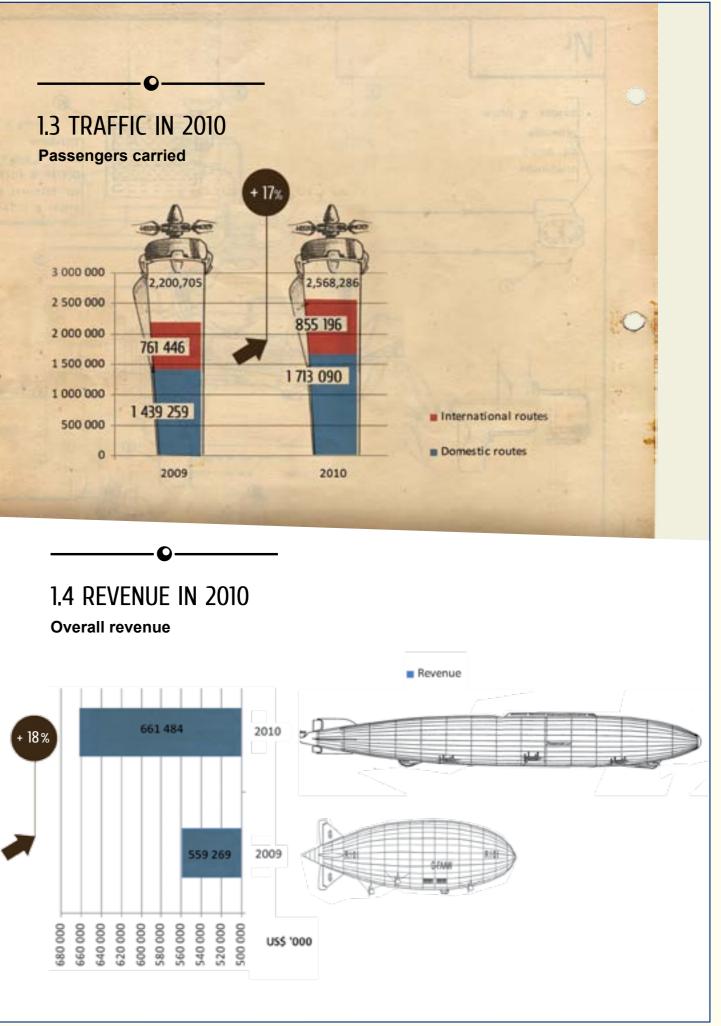
# 1.1 STATISTICS FOR 2010

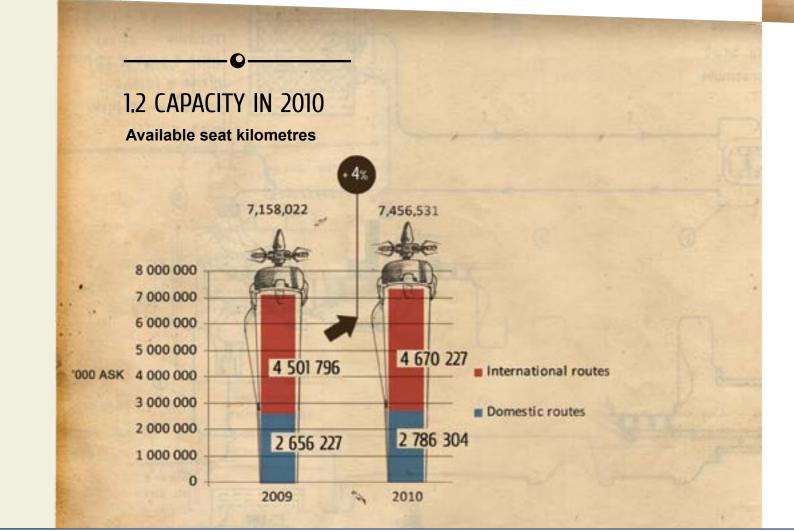
#### Financial Statistics ('000 US\$)

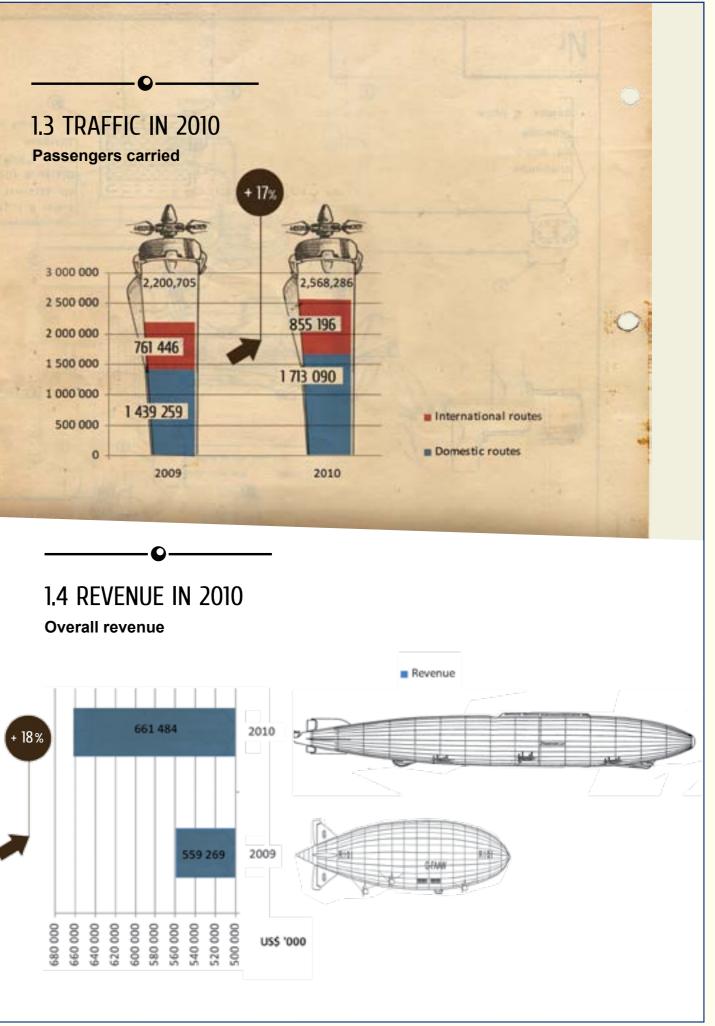
Item	2010	2009
Revenue	661,484	559,269
Operating expenses	570,109	509,453
Operating profit	91,375	49,816
Income before profit tax	97,120	61,021
Net profit	77,116	47,985
Non-current assets (excluding bank deposits)	71,852	56,256
Current assets, including:	261,486	175,572
Cash and equivalents (including bank deposits)	160,998	91,456
Shareholders' equity	203,914	142,724
Non-current liabilities	13,836	6,124
Current liabilities	115,588	82,980

#### **Operating Statistics**

Item	Unit	2010	2009	
Aircraft flight time	hours	69,294	66,512	4%
Aircraft landings	number	27,787	26,253	6%
Passengers carried	'000 pax	2,568	2,201	17%
on domestic routes	'000 pax	1,713	1,439	19%
on international routes	'000 pax	855	761	12%
Cargo, baggage and mail	tonnes	16,392	14,169	16%
Revenue passenger kilometres	mIn RPK	5,082	4,525	12%
Available seat kilometres	mIn ASK	7,457	7,158	4%
Passenger load factor	percent	68%	63%	5%

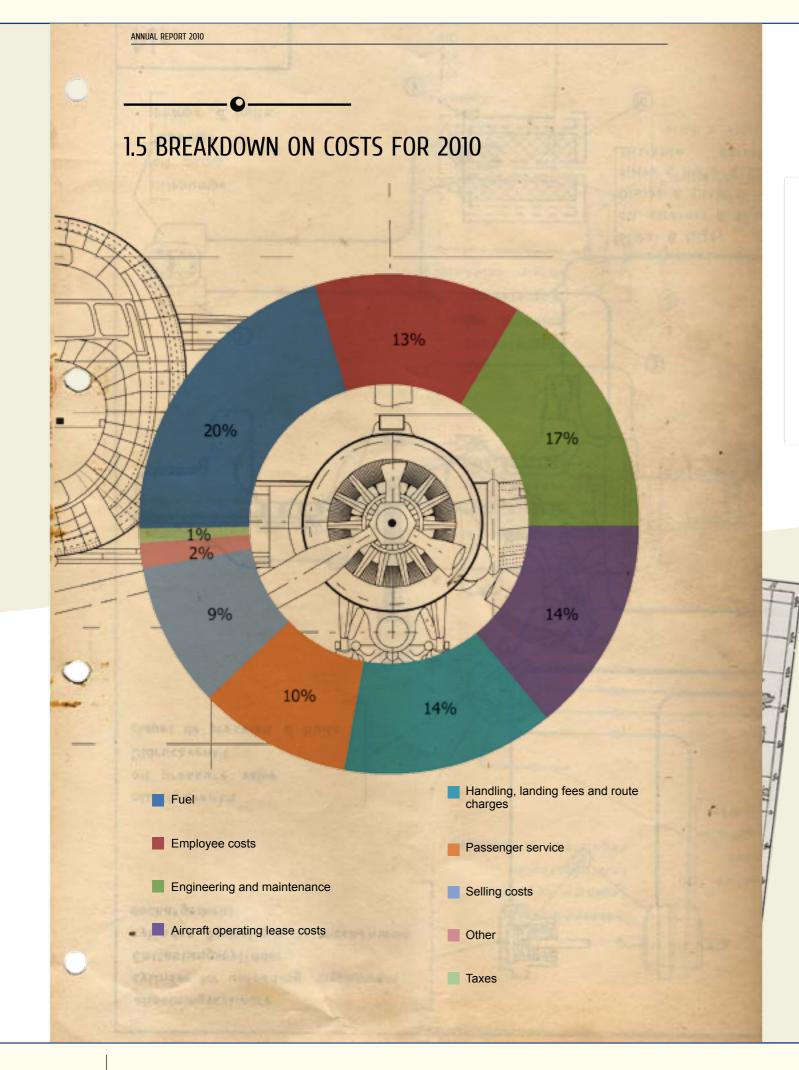




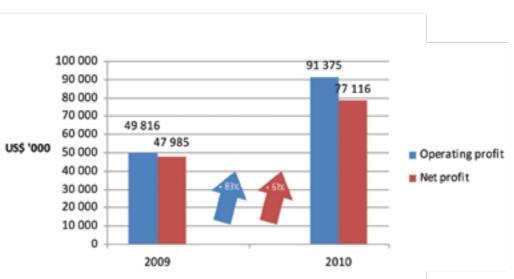


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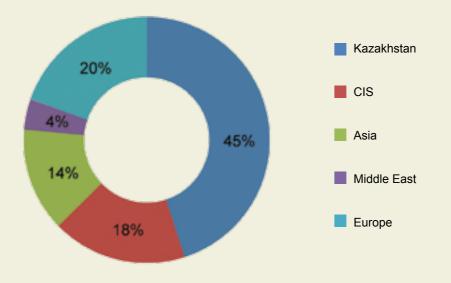


# 1.6 FINANCIAL RESULTS FOR 2010



# **1.7 STRUCTURE OF NETWORK BY REGION**

In 2010 Air Astana served 23 domestic and 28 international routes, including three seasonal ones. The regions to which the airline operates flights include Kazakhstan, the wider Commonwealth of Independent States, Asia, the Middle East and Europe.



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# 2. ACHIEVING KEY STRATEGIC TARGETS

In 2009 Air Astana set specific targets for 2010. Below is a review of the progress in achieving them.

# EU OPERATING BAN

Objective: Maintaining Air Astana's exemption from the EU operating ban on Kazakh carriers was essential.

Result: Exemption from the ban continued thanks to the airline's high safety standards and performance as well as its EASA Part 145 re-certification by the UK Civil Aviation Authority. The Company remains in an ongoing dialogue with the Kazakh Civil Aviation Authority to address the shortcomings in the civil aviation system.

# COMMON **CUSTOMS TARIFF**

Objective: Air Astana sought, through dialogue with government bodies and the Customs Union countries, an exemption of civil aircraft from customs duties for all carriers in the Customs Union.

Result: This exemption was granted during 2010, helping to pave the way for Air Astana's landmark purchase of six Airbus 320 aircraft for delivery beginning in 2012.



Embraer E-190

# STRATEGIC PLAN OF THE COMPANY

Objective: Update of the Strategic Plan of the Company.

Result: The previous Strategic Plan for 2006-2015 was approved in 2005. The new Strategic Plan covering period 2011-2020 was developed and approved in January 2011 by the decision of the General Meeting of Shareholders. This plan sets out the Company's intended direction over the next 10 years, fleet and network expansion, describes the business and economic environment of the Company's operations, indicates the possible trends over a ten year time frame and identifies potential opportunities and threats.

### FLEET DECISIONS

Objectives: Air Astana made pre-delivery payments for new Airbus 320s; introduced a sixth Fokker F50 to enhance connections for cities in Western Kazakhstan and feed passengers to connections in Atyrau; looked at replacing the Fokker F50 fleet in 2012 to complete the transition to an all-jet fleet; and prepared for the introduction of new Embraer E190 aircraft in 2011.

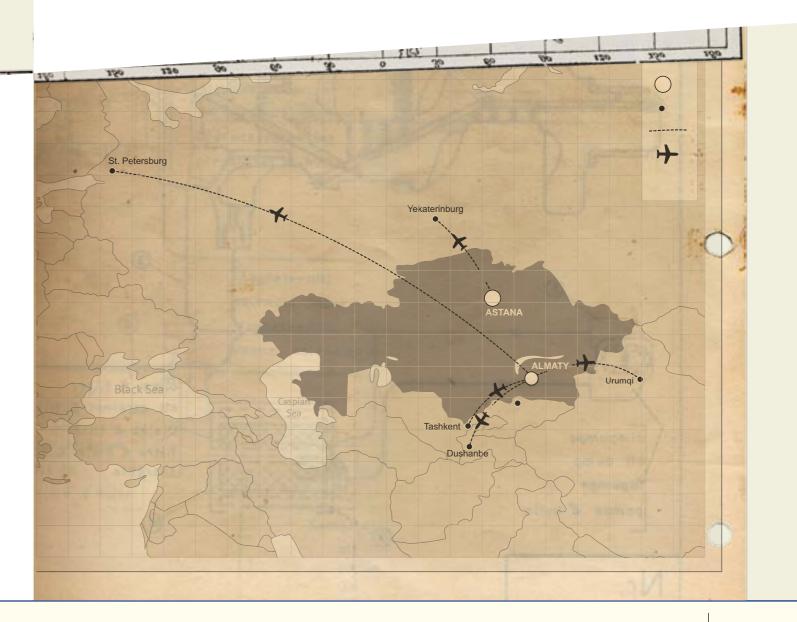
Results: The Company successfully carried out all of its plans for its fleet in 2010. It was making the progress payments towards the purchase of six Airbus 320s, while the sixth Fokker aircraft was brought into service. The plans to replace the Fokker F50 fleet by the end of 2012 were advanced. Ahead of the arrival of the new Embraer E190s, the airline made the corresponding organisational changes in its flight operations to accommodate the new aircraft. In addition, first group of pilots went to France for advanced training on the aircraft.

# NETWORK DEVELOPMENT

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Objective: Launch new routes to Tashkent and Dushanbe as part of expansion in Central Asia.

Result: Air Astana achieved more than it had planned, or hoped for, in terms of network development, opening several new routes, including: Almaty - Urumqi, Almaty - Dushanbe, Almaty - Tashkent, Almaty - St Petersburg and Astana - Yekaterinburg. The airline also started preparations for the launch of a new Almaty - Tbilisi and Almaty - Samara services in 2011.







#### ANNUAL REPORT 2010

# 3. KEY EVENTS OF 2010

Air Astana announces the purchase of its first Enhanced Virtual Procedure Trainer (EVPT) for pilot training on the

Airbus 320. Further deliveries of EVPTs for training on the

Boeing 757/767 and Embraer E-190 are planned for later

in the year. The Company is the first carrier in Eurasia to

The airline launches its pilot instructor programme,

with training at Delta Air Lines' world headquarters in

Atlanta, Georgia, the US. Pilot instructors trained in the programme will help form a core for Air Astana's future

### MARCH

acquire EVPTs.

planned pilot training centre.



Enhanced Virtual Procedure Trainer

(EVPT)

### MAY

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Air Astana celebrates the eighth anniversary of its maiden voyage, a flight from Almaty to Astana on 15 May 2002. How times have changed: just eight years later the airline is the leading operator in the region, has more than 3,000 employees, and carries over 2.5 million passengers a year.

Air Astana comes third in the Best Airline of Eastern Europe category of the Skytrax World Airline Star Rating Programme for 2010, reflects its hard work. The carrier was the only one rated among the top three in the wider CIS, demonstrating yet again that it is head and shoulders above regional competitors.

### Air Astana 3rd in the category BEST AIRLINE: EASTERN EUROPE



# AUGUST

Air Astana re-launches its website, www.airastana.com, in five languages. The new site is not only visually more appealing, but also provides an easy-to-use booking tool for flights with Air Astana and partners. It also allows passengers to book at more than 250,000 hotels using an application developed in partnership with the Hotel Reservation System.

The business-class service is upgraded further with the launch of KCTV. Using hand-held units, the state-of-the-art in-flight entertainment system provides a huge range of content on demand, including films, TV shows, games and music. The deployment of KCTV underlines Air Astana's commitment to providing a world-class in-flight experience for customers.

As part of its continual investment in local talent, Air Astana announces plans to provide initial pilot training for up to 60 Kazakh cadets each year under its "Ab Initio" programme. The expanded programme will provide the airline with skilled pilots to meet its ambitious growth plans and is another example of Air Astana contributing to the development of Kazakhstan's human potential.

International ratings agency Standard & Poor's assigns Air Astana a GAMMA corporate governance score of 6, up from 5+ a year earlier. The rating is the highest among Kazakh companies. The airline's continual improvements of its corporate governance systems and the presence of independent directors contribute to a long-term track record ahead of future fundraising in equity and debt markets.

# SEPTEMBER

Air Astana's European Air Safety Association (EASA) Part 145 line maintenance certification is renewed following an inspection by the UK's Civil Aviation Authority. The certification helps to ensure that the airline remains the only local one that is exempt from the EU ban on Kazakh carriers.

## OCTOBER

Air Astana is pleased to announce that it has been named the official air carrier of the VII Asian Winter Games, to be held in Almaty and Astana between 30 January and 6 February 2011. The event provides the airline with a valuable marketing opportunity, as Kazakhstan gears up to host delegations from 27 countries and thousands of visitors, as well as the chance to showcase its superior service and the nation's hospitality.

# NOVEMBER

The airline announces the launch of new services to Russia, Central Asia and Turkey, as it takes advantage of growth and expands its route network even faster than planned. The new routes include: Almaty – Dushanbe, Aktau – Istanbul, Almaty – Tashkent, Almaty – St Petersburg, and Astana – Yekaterinburg.

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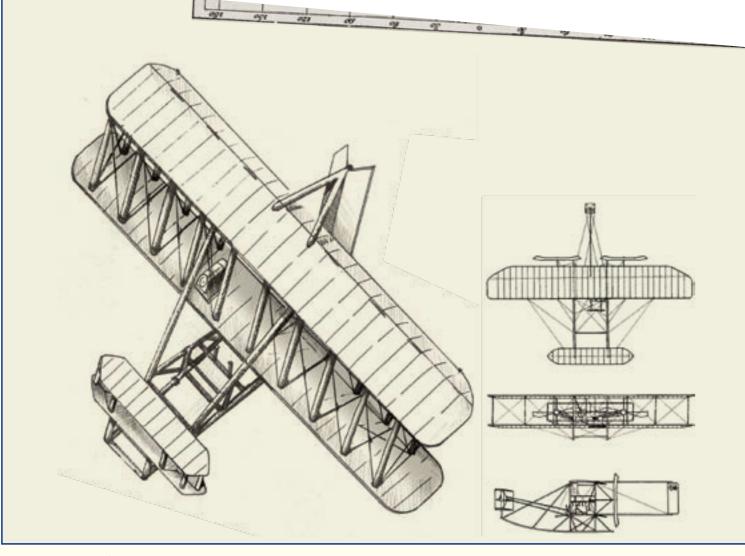




# **1903** FIRST SUCCESSES OF CIVIL AVIATION

The first aeroplane flight took place on 17 December 1903 in the American town of Kitty Hawk, in North Carolina. It was the first manned steady motor flight. The aeroplane was designed by the Wright brothers. Aviation appeared in the early 20th century. At the beginning, planes were a curious wonder; they were more a fashionable hobby than a means of transportation.





### II. OPERATIONAL ACTIVITY

### 1. SAFETY

#### EU operational certification

In 2010 Air Astana remained the only Kazakh airline flying into the European Union. This follows the decision by the European Commission in July 2009 to ban all Kazakh carriers, except Air Astana, from flying into the region until the civil aviation authorities rectify the safety oversight deficiencies revealed by the ICAO audit. Air Astana continues to fly into the EU at the same frequency as in the past.

The EU authorities exempted Air Astana due to several factors: oversight by the Department of Civil Aviation of Aruba (where the airline aircraft are registered) and the UK Civil Aviation Authority (the EASA Part 145 maintenance standards), and safety and performance record. The Company remains in an ongoing dialogue with the Kazakh Civil Aviation Authority to address the shortcomings in the civil aviation system.

#### Audits

In September Air Astana had its European Air Safety Association (EASA) Part 145 line maintenance approval renewed. The Part 145 regulation establishes a series of technical and procedural requirements for aircraft and component maintenance that must be met by a carrier and certified by an approved auditor.

The EASA renewed Air Astana's status following a successful inspection by the UK's CAA. As part of its investment in state-of-the art line maintenance, the airline has now established a comprehensive wheel and brake overhaul workshop, a battery workshop, and a dedicated non-destructive testing facility. An application for approval of the additional capabilities has been sent to the EASA. Audits were carried out in September and November 2010, and the company successfully passed them and obtained the EU authority approval for such works. The airline also has plans to create a new, dedicated sheet metal repair workshop certified by the EASA. Together, these steps mean that Air Astana is building one of the largest aircraft and component maintenance centre in Central Asia.

Meanwhile, the Company launched a training programme for engineers to obtain EASA Part 66 certification. The Part 66 regulation establishes requirements for issuing licences to common aircraft maintenance engineers working within a Part 145-certified organisation.

Air Astana also successfully completed the IOSA audit on 16-20 May 2011.

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#### Training

Air Astana underlined its unwavering commitment to the highest international safety standards by continuing ongoing intensive safety and quality training of operations managers, flight staff, ground personnel and maintenance personnel in 2010. The airline further expanded its inhouse training capacity, while sending a record number of staff abroad for instruction at leading international aviation organisations and companies.

During the year Air Astana's senior operational management attended a Safety Management Systems course at the UK Civil Aviation Authority International, while its quality auditors completed International Air Transport Association (IATA) auditor training. In addition, safety and quality specialists received on-the-job training in de-icing procedures by Austria's AeroTech Consulting.

In November Air Astana hosted a regional Airbus Flight Operations Safety Awareness seminar involving Airbus experts, national regulators and flight crew from regional carriers. Staff also attended several specific safety seminars conducted by such leading international organisations as the International Civil Aviation Organisation (ICAO), Airbus, the UK National Air Traffic Service (NATS) and the CIS Interstate Aviation Committee (MAK).



#### Staff

In the reporting year Air Astana's Corporate Safety and Quality department continued to invest in recruiting highly experienced and qualified staff alongside training its existing experts. A former manager from the UK's CAA was recruited as a Quality Manager for Engineering and Continued Airworthiness and a senior UK-licensed engineer was hired as a Quality Assurance Consultant. An instructor pilot was appointed as a new Safety Programme Manager and two Maintenance Safety Coordinators joined. The department's Flight Data Monitoring section was also expanded with the appointment of an additional Flight Data Analyst.



# 2, FLIGHT OPERATIONS

Air Astana's investments in flight operations and pilot training are leading a revolution in pilot skills and safety levels in Kazakhstan. The airline funds the training of local pilots to world-class standards and provides ongoing training for existing crews.



Ab-initio cadets Pilot Training Colledge, Florida Training Centre Melbourne, Florida, USA

In 2010 the Company implemented an enhanced simulator, line training and standards programme for

all pilots, developed in partnership with Delta Air Lines. As a key part of this, a pilot instructor programme was

launched and training is taking place at the headquarters

of Delta Air Lines in Atlanta, Georgia, the US. Air Astana has future plans to create a full-fledged pilot training

centre in Kazakhstan, the first of its kind in Central Asia.

The carrier has already certified 11 Airbus 320 and 12 Boeing 757/767 pilots as instructors and plans to train

another 30. The programme was launched to address the lack of local training opportunities and systems that

meet the highest international standards. This enables Air Astana to train world-class pilots in Kazakhstan and

is another excellent example of the carrier's contribution

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to the country's professional skill base and economic diversification.

In addition, Air Astana continues to recruit and train cadets with the Pilot Training College, one of Europe's leading pilot training providers, with bases in Waterford, Ireland, and Florida, the US. Under the arrangement, 29 new cadets were recruited and sent by Air Astana in 2010 as part of its "Ab Initio" programme, launched back in 2008, while 17 cadets sent in 2009 completed the programme and returned to Kazakhstan.

In March, meanwhile, Air Astana became the first carrier in Eurasia to acquire Enhanced Virtual Procedure Trainers (EVPTs) for training and developing flight operations for pilots on the Airbus 320. They were

developed in partnership with Aerosim Technologies, an internationally recognised leader in the market. In May additional training devices for the Boeing 757/767 were installed. In 2011 EVPTs for training on the Embraer E-190 will be added.

In May, in recognition of the airline's rapid growth and increasing complexity as an organisation, the Flight Operations department was split into three separate bodies: Operational Training and Standards, Operations Control and Flight Operations. The latter now encompasses the Chief Pilots, Administration and Library divisions.

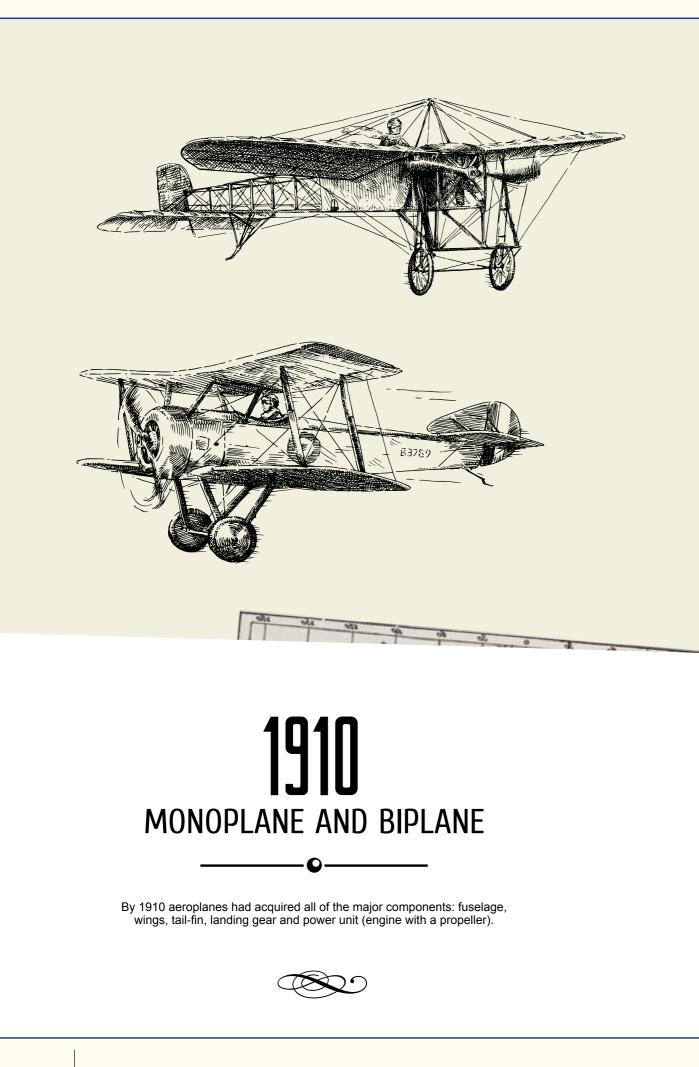


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In late 2010, ahead of the new Embraer E-190 mediumrange jets being introduced to the fleet in 2011-2012, Air Astana made new appointments, including Director of Operational Training and Standards, Director of Flight Operations, Chief Pilot (Embraer) and Technical Pilot (Embraer). In December, the carrier sent its first group of pilots, led by the chief pilot, for a type conversion course in Flight Safety at Le Bourget Airport in France.







# **3. ENGINEERING AND MAINTENANCE**

In 2010 Air Astana made significant investments in developing its in-house engineering and maintenance capabilities. It also carried out successful major maintenance of its fleet. At the same time, the departmental management team was strengthened with the appointment of a new Base Maintenance Manager, Line Maintenance Manager, Engineering Manager, and Director of Engineering and Maintenance. The department's organisational structure was also changed.

Meanwhile, work continued at the workshop facility. Air Astana is developing there a set of facilities - including a wheel and brake shop, battery shop, non-destructive testing lab, and sheet metal repair shop - to allow full independence in these areas. An application for approval of the additional capabilities was sent to the EASA, and the Company successfully passed audits in September and November 2010, receiving EU approval.

The new centre is unique and the most advanced of its kind in Central Asia. It will allow Air Astana not only to carry out work in Almaty instead of sending aircraft abroad, but also to service other carriers in the region, creating an additional source of revenue.

In February Air Astana carried out its first in-house B767 engine change in Almaty. The aircraft, which had suffered a bird strike, returned to service within 24 hours. Between January and May the UK's ATC Lasham carried out a set of C-checks - extensive maintenance procedures - on the A320 fleet, all of which were returned on schedule. In July the company requested C-checks on the B757s. Furthermore, in the first five months of 2010 Fokker Services in the Netherlands carried out D-checks, the most extensive heavy maintenance procedures for the Fokker 50 fleet.

The Engineering and Maintenance department is gradually developing the list of equipment needed to



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maintain aircraft in Almaty and Astana more effectively. The Company has purchased a baggage truck for transporting equipment, slides. In addition, a large tow tractor was delivered to Almaty and drivers were trained by the manufacturer, vastly reducing the time to move an aircraft from the parking area to the hanger for maintenance.

The department continued to invest in training. Four engineers continued studying at Brunel University in the UK and training at a UK aircraft maintenance facility. They are expected to return to Kazakhstan in 2011 as EASA Part 145-certified and fully qualified maintenance personnel. Air Astana engineers also underwent successful training on A330s and B747-800s to support third-party maintenance, and they are now qualified on the latest B747-400, in close cooperation with Cargolux.

In September Air Astana had its European Air Safety Association (EASA) Part 145 line maintenance approval renewed. The Part 145 regulation establishes a series of technical and procedural requirements for aircraft and component maintenance that must be met by a carrier and certified by an approved auditor. The certification underlines the Company's status as the leading CIS carrier for both in-house and third-party aircraft maintenance.



# 4. IN-FLIGHT SERVICES

In 2010 Air Astana's achievements in in-flight services continued to set the airline apart from regional peers and place it alongside top international players.

In August the carrier launched KCTV, a new in-flight entertainment product for business-class customers using hand-held media players. KCTV provides passengers with the latest international and local releases, classic films, television, music and games. In economy class, the airline expanded its international selection of films to include German, Korean, Chinese, Arabic and Indian releases.

In business class on the Boeing 757, the Company upgraded the toilets and seats, which now turn into a flat bed at the touch of a button. A similar business-class sleeper seat is expected to be introduced on the Boeing 767 in 2011. Air Astana continued to increase revenues from in-flight advertising, signing contracts with well known Kazakh and international brands. A sample distribution campaign was carried out with international cosmetics brand Mary Kay.

Elsewhere, the Company continued to upgrade its in-flight products with a new pack for boys: a rucksack shaped like an Air Astana plane and stuffed with toys, puzzles and takeaway items aimed at both junior flyers and their parents. It complements the hugely popular "Happy Hippo" pack for girls, launched in 2009. After the reporting period, in February 2011 the kits won the award for Best Travel Kit for Children in the international TravelPlus Airline Amenity Bag Awards for 2010, Air Astana beating notable global competitors. Meanwhile, for adults, Air Astana updated the economy-class amenity kits with a striking new blue design featuring its eye-catching corporate logo.





The Catering team implemented further quality improvements while controlling costs. Tenders were conducted for all European catering service provision contracts and two new uplift stations were added in Abu Dhabi and St Petersburg. Throughout 2010 Air Astana worked closely with its Kazakh catering providers to improve quality and service standards, while reducing service costs per passenger by 6 % year-on-year.

The reporting year was also successful for the Cabin Crew division, as recruitment resumed following the consolidation and hiring freeze in 2008 and 2009, and some 108 new team members came on board. Alongside recruiting and inducting them, the Training and Standardisation team completed three-year, recurrent

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Safety and Emergency Procedures (SEP) accreditation for every crew member, as well as conducting a full programme of Customer Relationship Management (CRM) training. The Training and Standardisation team also established a new role, Leadership Trainer, to focus on building leadership and coaching skills for in-flight supervisors and their managers. In addition, four members of In-flight Services joined the "Air Astana Talents" MBA programme.

Air Astana's total commitment to customer service was reflected by SkyTrax, which ranked the carrier third in its Best Airline in Eastern Europe rating for 2010, on the basis of passenger surveys, and assigned cabin and catering crew four stars out of five.





After the First World War it became possible to use military aircraft for peaceful purposes. In 1919 regular flights were opened between major European cities. In February of that year German planes took off on the Berlin-Weimar route, and on March 22 French company Farman Airlines connected Paris and Brussels. This flight was the debut of the Farman F-60 "Goliath" aircraft.







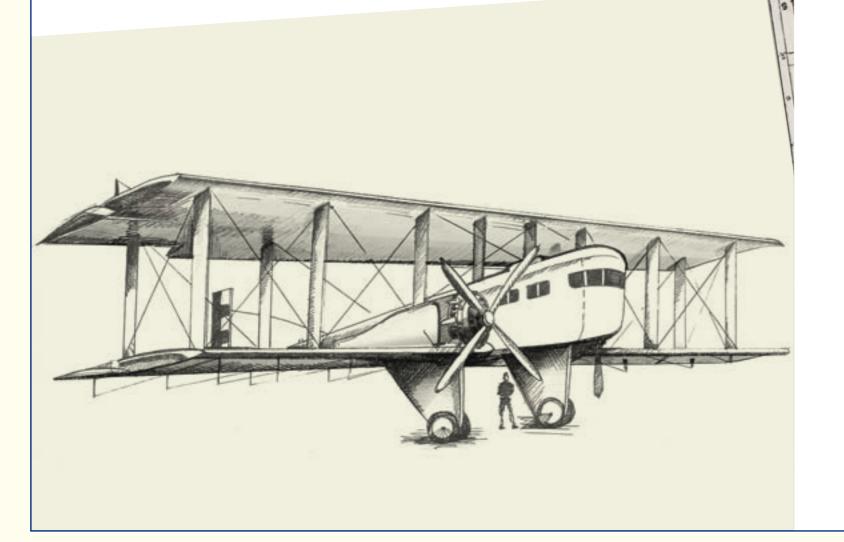
In 2010 Air Astana invested in upgrading the airport

experience for passengers throughout its expanding network, easing check-in procedures, speeding up transfers and improving lounges for Business Class and Nomad Club Gold Card members.

New ground service stations were opened in Yekaterinburg, Kuala Lumpur, Pulkovo St Petersburg, Tashkent and Dushanbe. The stations serve Air Astana's newest destinations, are overseen by station managers and meet top international standards. The airline plans to open new stations in Samara and Tbilisi in 2011.

Air Astana has invested in upgrading the airport experience by introducing new, high-class services at international destinations capable of providing passengers with them. In 2010 these included fast-track immigration and security services for Business Class and NC Gold Card members at Bangkok, Kuala Lumpur, London Heathrow and Istanbul. In addition, businessclass lounges were upgraded to first-class ones at Beijing Capital International, Bangkok and Kuala Lumpur. In Astana, the airline plans to open a new business-class lounge in 2011.

Elsewhere, the Company signed new cooperation agreements permitting the full through check-in of passengers - easing connections and smoothing travel with the following airlines: Etihad, via Abu Dhabi; Turkish Airlines, via Istanbul; Malaysia Airlines, via Kuala Lumpur; and Alitalia, via several European airports. These are in addition to existing agreements with Lufthansa, Austrian Airlines, BMI, British Airways, KLM, Delta Air Lines, Continental Airlines, Thai Airways, Bangkok Airways and Asiana Airlines.



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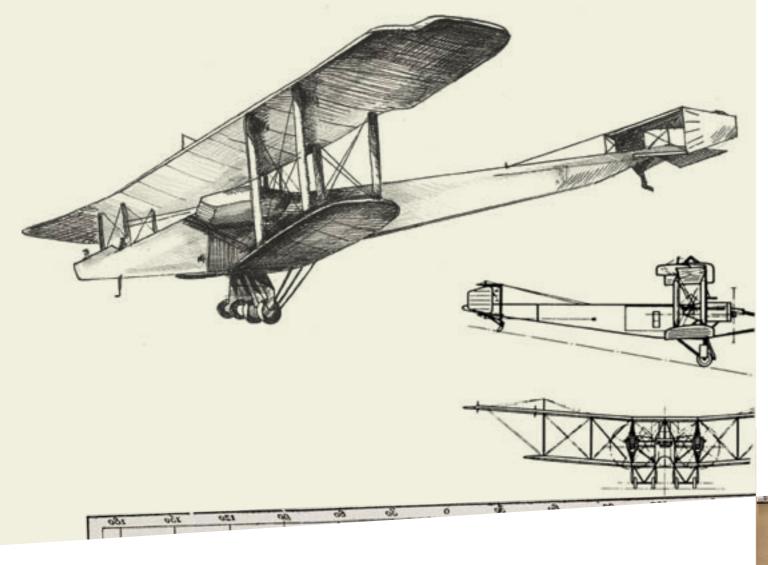
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Air Astana also continued to find ways to improve the transit of guests through Almaty. It worked with customs and immigration to ease and speed up procedures for passengers transferring through its hub. All guests can now check-in for any Air Astana flights via Almaty and pick up boarding passes and check through luggage at the departure airport, without having to check in again at Almaty. A transfer desk to assist passengers was also set up in the arrivals area of the airport. Since procedures were eased, the number of passengers transferring via Almaty to final destinations elsewhere has already grown. In addition, the carrier continues to invest in training personnel at regional airports in Kazakhstan and assisted in the publication of the first IATA Dangerous Goods Handling Manual in Russian, an important initiative for the entire CIS aviation community.

In Moscow, the Company moved to Sheremetyevo's new Terminal E, offering customers a much more comfortable and convenient journey to and from the Russian capital via a direct link to the AeroExpress train.

In Delhi, Air Astana moved into the new Terminal 3, a state-of-the-art facility with world-class services. It enables easy transfers to Indian destinations on domestic flights by Kingfisher, Jet Airways and others from the same terminal.





# 6. SALES AND MARKETING

#### Sales channels

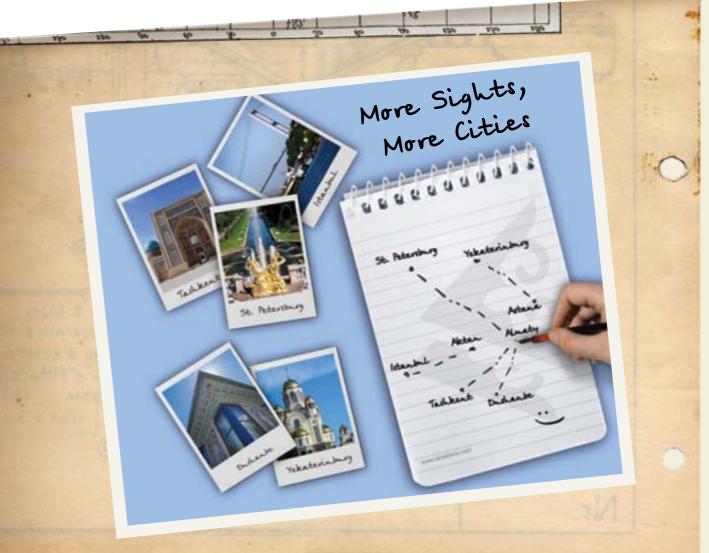
The reporting year was a record one for Air Astana in terms of passenger numbers and revenue, and growth was seen across all distribution channels, especially the direct sales ones in place since 2009. By the end of the year 15% of passengers who booked in Kazakhstan were doing so via direct sources, increasing margins for the airline.

The greater demand for direct bookings led the carrier to open a new, larger flagship office in Almaty, in the Nurly Tau Business Centre. Alongside being able to help more passengers with reservations and ticketing, the new centre has facilities enabling the office to sell branded merchandise and thus develop sources of additional revenue.



In May 1919 a route between London and Manchester was opened featuring the Handley Page 0/400, which was used as a bomber in the war.





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The re-launch of Air Astana's website in August helped to drive online sales in both relative and absolute terms. The new website is both more visually appealing and easier to navigate. Additional functionality includes a "low fare finder" application, guiding passengers to the best available prices rather than directing them to specific dates or flights, improving visitor satisfaction. This application has been crucial in supporting lead-in, "advance purchase" fare types promoted by Air Astana. Furthermore, interline routes with selected partners were made available online, expanding the product range significantly. A hotel reservation portal was also developed in partnership with the Hotel Reservation System (HRS), offering access to more than 250,000 properties worldwide, with special discounts available to Nomad Club members.



#### Distribution

At the same time, travel agencies remained fundamental to generating sales in 2010. Air Astana expanded its Travel Agency Initiative Scheme (TAIS) to cover more agents in Kazakhstan, and similar programmes were run again in Germany, Turkey, Korea and Thailand. As well as continued account management of key agents, numerous agency workshops and seminars were arranged nationally, and the airline was a partner in strategic social events, such as the Thai and Korean food festivals, in support of key routes and organised in partnership with embassies and major hotels.

Air Astana's sales and marketing teams participated in major international trade exhibitions, as well as regional trade fairs, including ITB in Berlin, COTTM in Beijing, TTAA in Thailand, Urumgi Trade Fair, KITF in Almaty, KIOGE in Almaty, and the Mangystau Oil and Gas Exhibition. The airline also played a leading role in hosting major trade events, such as the Indo-Kazakh Travel and Tourism Fair, as well as press trips. The Company continued to be a headline sponsor of major cultural events in Kazakhstan, including the Digital Conference and Jazzystan Jazz Festival. The airline is the official carrier for several sports federations, including the Kazakhstan Rugby Union and national team. and again sponsored the Kazakhstan Open Golf Tournament. In addition, it was the official carrier of the VII Asian Winter Games 2011, the highest-profile sporting event in the region in recent years.

As chair of the Agency Programme Joint Council (APJC), Air Astana played a central role in negotiating with the travel agent community to set and revise the local financial criteria for membership of the Billing and Settlement Plan (BSP) in Kazakhstan in a manner that safeguarded both the finances of participating airlines and the interests of IATA agents. The agreement was made by the APJC in October and ratified at the IATA's Passenger Conference in November.

Following the deregulation of Global Distribution System (GDS) services (also known as Reservation Systems) in the US in 2005 and EU in 2009, airlines can negotiate reservation services and optimise distribution costs. In 2010 Air Astana started the negotiation process with its key distribution partners and successfully completed it.



#### **Expanded route network**

In 2010 Air Astana launched an unprecedented number of new routes. It marketed them actively in Kazakhstan and abroad using a strong mix of consumer print, radio and outdoor advertising, as well as in the trade, industry and political media.

In July the domestic network in Western Kazakhstan was enhanced with the addition of a sixth Fokker 50 aircraft to the fleet. This allows more frequent flights between Aktau and Atyrau, with the express aim of connecting oil and gas personnel based in Aktau to Amsterdam and beyond, via Atyrau. To support the launch, Air Astana contracted key corporate accounts to use the service and sales teams hosted agency seminars. New and additional routes were also launched from Atyrau, to Uralsk and to Aktobe.

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Additional regional routes further enhanced Air Astana's status as Central Asia's leading carrier. In July a new thrice-weekly service was launched between Almaty and Urumqi. In the autumn and winter two routes were opened ahead of the arrival of new Embraer E-190 regional jet in the first half of 2011, including Almaty to Tashkent in Uzbekistan and to Dushanbe in Tajikistan. The new regional routes have been key in developing transit traffic within Central Asia, using Almaty as a hub.

Meanwhile, the Almaty-Kuala Lumpur route, developed in cooperation with Tourism Malaysia and initially intended as a winter-only service, proved so successful that it was extended into the summer season from April. From October the frequency to Kuala Lumpur was increased to twice a week, strengthening connections to the Almaty - Moscow services and thus opening new markets between Russia and Malaysia. In December further routes were launched between Kazakhstan and Russia, from Almaty to St Petersburg and from Astana to Yekaterinburg.

Air Astana's services to the United Arab Emirates were significantly impacted by the failure to secure traffic rights due to bilateral disagreements with the Dubai Civil Aviation Authority. Nonetheless, traffic rights were promptly secured to operate into the capital of the UAE, Abu Dhabi, which subsequently replaced services to Dubai. In support of this new route, interline e-ticketing and special pro-rate agreements were quickly arranged with UAE carrier Etihad Airways. Further areas of cooperation with Etihad have been identified for development in 2011, including Air Astana's first free-flow dynamic code-share, which was implemented in February.

#### **Frequent flyers**



In 2010 membership of the Nomad Club frequent flyer programme reached 74,361 people, including over 4,000 Elite members. Key partnership agreements were implemented with numerous hotels and restaurants in Kazakhstan, including the Radisson SAS and Rixos in Astana, the Rixos and Dostyk hotels in Almaty, the Grand Victoria Hotel in Aktau, and the Line Brew restaurant in Almaty, as well as the Rixos hotel network internationally. These agreements have generated additional revenue for Air Astana and provided members with valuable benefits.

The benefits were further enhanced by increasing the baggage allowance for Silver and Gold members and by allowing transfers of upgrade awards to nominated individuals.



# 7. INFORMATION TECHNOLOGY AND E-COMMERCE

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Air Astana continued to invest in information technology in 2010, to implement major corporate IT platforms and enhancing the existing systems.

The year began with the implementation of a new revenue accounting system MonaLisa which replaced Mercury system. Two additional languages were added to the website, which was later revamped, with a new look and feel on an enhanced modern platform. The new portal includes facilities for booking hotels and a special tool to reserve special fares easily. Interline bookings were then added to boost online distribution by adding 24 offline stations, while new measures to prevent online fraud were introduced. In line with the policy of cutting costs wherever possible, the iCargo contract was renegotiated. A new application, integrated with the Trax engineering system, was introduced to handle customs clearance work by the Technical Supply department.

As part of the staff development plan, employees received various certifications: for supporting the Oracle database on the Linux platform, Microsoft Certified IT Personnel, Microsoft Certified Technology Specialist, Cisco Certified Network Associate, and IT Infrastructure Library (ITIL).

The largest challenge for 2010 was the implementation of the Enterprise Resource Planning (ERP) system, which





began in late March at the initiative of Samruk-Kazyna. It covers the finance, budget and planning, procurement, inventory, payroll and HR functional processes across the entire airline. Other software implemented included the E-ticket itinerary receipt in Kazakh, Russian and English, enhanced SMS notification, and an online application for registering CVs.

Meanwhile, the first phase of implementing the backup call centre was completed, the work to introduce 2D barcode boarding continued, and a new IT literacy

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programme was launched. This course aims to contribute to the ongoing process of employee development and increase the efficiency of day-to-day work by providing the necessary awareness about using IT in a corporate environment. In support of the initiatives to boost auxiliary revenue, an agreement was signed with HSBC Bank Kazakhstan to introduce a co-branded credit card, the HSBC Nomad Club credit card, in May 2011. Cardholders of the card will earn additional points for free tickets and upgrades with every purchase they make, in addition to the regular benefits of the Nomad Club.

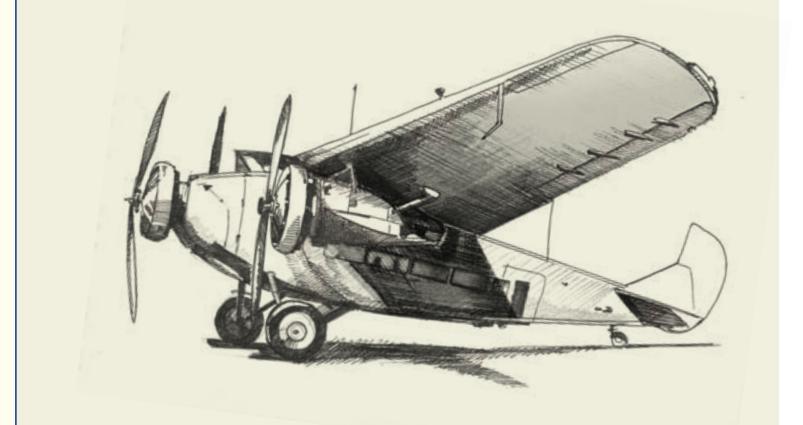




In 1925 "The Most Reliable Passenger Aircraft" competition was held in the US, and the winner was the Dutch Fokker aircraft. A few weeks earlier engineers had converted the single-engine passenger Fokker F.VIIa aircraft into a three-engine Fokker F.VII/3m. This increased the reliability of the liner: the failure of one engine did not lead to inevitable disaster, as the pilot could use the two others to land at the airport or a location for a forced landing.







# **III. RISK MANAGEMENT**

In the reporting year the global aviation industry experienced a major recovery, following the extremely turbulent 2009. As demonstrated by the sharp rise in oil prices, and consequent increases in the cost of jet fuel in early 2011, Air Astana, like all industry peers, faces a diverse set of risks. It maintains a risk management system to identify and, where possible, minimise threats to its financial and operating activities.

Below is a list of risks that the management has identified as the primary ones to the airline's business. At the same time, it is not exhaustive, and future unforeseen events and/or factors could have a negative effect on the Company's performance.

The key threats are:

- Risk of a safety or security incident
- Risk of deterioration in economic conditions
- Risk of an extension of the ban on Kazakh carriers flying to and from the EU
- Counterparty risk
- Risk of a sudden drop in passenger traffic
- Risk of volatility in aviation fuel prices

# Risk of a safety or security incident

The safety and security of all customers and employees are Air Astana's paramount concern. Any failure to prevent or respond adequately to a major incident could have an adverse impact on the Company's financial and operating performance. The airline maintains an integrated safety, security and quality management system, including regular safety forums and training sessions as well as audits of policies, procedures and processes designed to maximise the care of passengers and staff. In case of an incident, the airline maintains an emergency response centre that is trained to manage its actions and coordinate with any external authorities.

#### Risk of an extension of the ban on Kazakh carriers flying to and from the EU

In July 2009 the European Aviation Safety Agency imposed a ban on flights over its territory for all Kazakh airlines due to shortfalls in domestic civil aviation regulation identified by the International Civil Aviation Organisation (ICAO). However, Air Astana received an exemption from the ban, because it was able to demonstrate that it has taken and continues to take all of the necessary measures to comply with international flight safety standards. In addition, the Department of Civil Aviation of Aruba (as the state of aircraft registration) and the UK Civil Aviation Authority (which audits the Company's EASA Part 145 compliance) oversee the airline. Air Astana remains in an ongoing dialogue with the Kazakh Civil Aviation Authority to address the shortcomings in the civil aviation system.

# Risk of a sudden drop in passenger traffic

The markets of Central Asia, Air Astana's home region, and many others that the airline operates in and depends on for passenger traffic, are classified as emerging ones. As such, the political and economic uncertainty in them is greater than in developed markets. Any political or economic turbulence in the Company's destinations, or the outbreak of an epidemic or other unforeseen event, could adversely affect financial and operating performance.

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# Risk of deterioration in economic conditions

Air Astana's revenue streams are highly sensitive to the economic conditions in the markets in which it operates. In particular, deterioration in the global and/or the Kazakh economy could cause a drop in demand for its services. The management regularly reviews revenue forecasts and takes any necessary corrective measures, including optimising the route network and reducing costs.

The Company receives 70% of its revenue in tenge, while more than 45% of costs are denominated in foreign currencies. To mitigate this effect, Air Astana works constantly to increase the share of revenue in foreign currencies and reduce the proportion of imports in overall purchases.

#### **Counterparty risk**

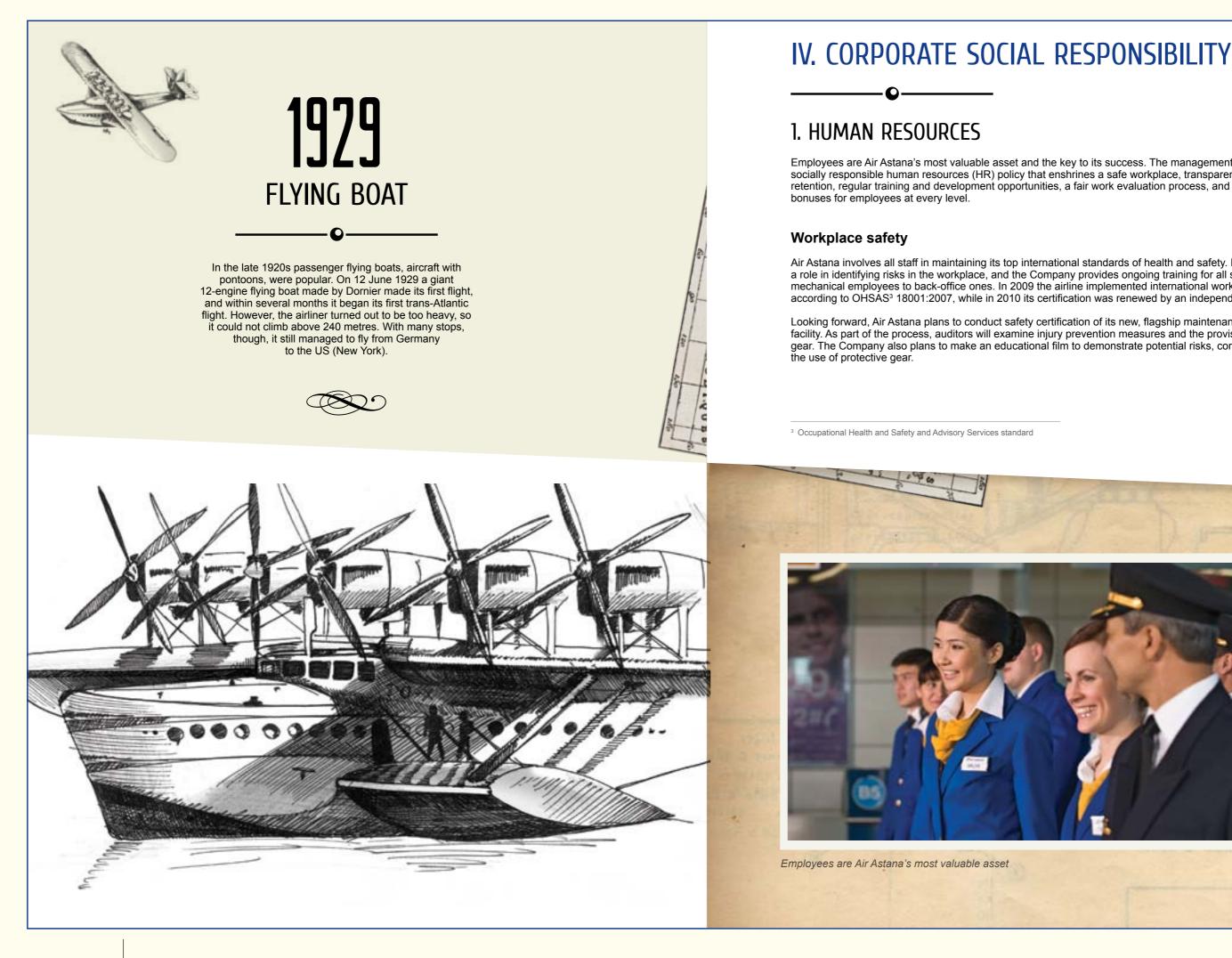
In its operating activities, Air Astana has counterparties – such as ticket sales agents, suppliers of goods and services, and banks and financial institutions – in several countries. Should any of these parties experience any business issues, or cease to operate, this could have an adverse effect on the Company's financial and operating performance. To minimise this risk, the airline has taken numerous measures, including:

- Setting limits on deposits with commercial banks where temporarily free funds are placed
- Establishing bank guarantees with ticket sales agents
- Increasing the volume of internet and direct sales to reduce exposure to agents and intermediaries
- · Diversifying supply channels

#### Risk of volatility in aviation fuel prices

Air Astana uses around 185,000 tonnes of jet fuel annually. As such, volatility in the price of oil and petroleum products can have a material impact on its results. For fuel sourced locally, the airline negotiates prices on a competitive basis with Kazakh suppliers. For fuel bought elsewhere, the price risk is partly hedged using oil and petroleum derivatives.





Employees are Air Astana's most valuable asset and the key to its success. The management has implemented a socially responsible human resources (HR) policy that enshrines a safe workplace, transparency in recruitment and retention, regular training and development opportunities, a fair work evaluation process, and additional benefits and

Air Astana involves all staff in maintaining its top international standards of health and safety. Every employee plays a role in identifying risks in the workplace, and the Company provides ongoing training for all staff, from front-line and mechanical employees to back-office ones. In 2009 the airline implemented international workplace safety standards according to OHSAS<sup>3</sup> 18001:2007, while in 2010 its certification was renewed by an independent auditor.

Looking forward, Air Astana plans to conduct safety certification of its new, flagship maintenance facility, the workshop facility. As part of the process, auditors will examine injury prevention measures and the provision of individual protective gear. The Company also plans to make an educational film to demonstrate potential risks, correct working methods and





#### Recruitment

Air Astana seeks to recruit and retain the best talent in Kazakhstan, which is a highly competitive market for skilled labour. In 2010 it continued to use a wide array of methods to identify candidates and assess their technical and interpersonal skills.

In the reporting year Air Astana also began accepting online applications through its revamped website. A centralised database of candidates has been established. allowing the airline accelerate the process of identifying the best people for positions as they emerge. In October the airline introduced electronic testing and tabulation of candidate results.

The Company works with the leading Kazakh universities and specialist institutes to identify and recruit promising young managers and technicians. In the reporting year 86 students underwent internships and 25 were successfully recruited to various departments.

Cooperation agreements are in place with the following educational institutions:

- · Kazakh Institute of Management, Economics and Forecasting
- Ryskulov University of Economics
- · Abylai Khan University of International Relations and World Languages
- Civil Aviation Academy
- Gumilev Eurasian National University
- · Almaty Institute of Energy and Communications

In addition, Air Astana intends to sign cooperation deals with the Suleyman Demirel University and the International Academy of Business in 2011. There are also plans to develop a reserve pool of engineering and technical staff in collaboration with the Academy of Civil Aviation. For its part, the Company will provide educational materials for the institute and scholarships to highly qualified candidates.

#### **Collective bargaining**

In September 2010 Air Astana signed a new collective bargaining agreement with the Union of Flight Crews and Union of Aviation Workers. Meanwhile, members of the HR and Administration department played an active role in raising awareness about the collective bargaining process. The airline's union relations were recognised in December, when the President of the Republic of Kazakhstan Nursultan Nazarbayev awarded Air Astana president, Peter Foster, a prize for Best Collective Agreement.



#### Training and development opportunities

Air Astana is committed to helping all employees to reach their full potential through access to training and further education. It uses both internal and external resources for training. New employees undergo induction courses to acquaint them with the Company's history, mission, goals, values, and internal policies.

The airline has developed a general skills improvement curriculum aimed at all employees, who may be referred for specific training on the basis of their annual appraisal. The aim of this is to fill gaps in the knowledge and skill base of staff. In 2010 the Company conducted training in 30 different subjects under the programme.

Since 2009 Air Astana has provided line managers with instruction under the Common Ground training programme (fundamentals of managerial skills) including courses such as "Air Astanology", Manager Up To Date, Team Resource Management, Monitoring and Feedback, Mentoring and Coaching, and Leadership. In December 2010, following months of planning by the HR and PR departments, the airline carried out its second Corporate Management Forum for line managers to discuss the qualities and practice of leadership. Some 150 people took part in the event, which included a novel

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session held in a talk-show format with leading Kazakh businesspeople and athletes.

A particular area of focus is language training, in particular English and Kazakh. An ongoing priority is the introduction of Kazakh in-house - including basic, informal and business use - and annual contests are held to identify and celebrate knowledge of the language at various levels. Looking forward, in 2011, the airline plans to introduce a distance-learning programme for English.

In the reporting year the "Air Astana Talents" programme was implemented. The first 10 high potential employees were selected to join the SMART MBA programme at the Samruk-Kazyna Corporate University. The airline supports the development of participants through coaching, regular group and one-on-one meetings to develop skills and carry out projects for credit at the university.

In 2011 Air Astana intends to continue expanding the range of internal courses open to staff and focus more on training and organising seminars for different categories of employees.



#### Employee benefits and bonuses

Air Astana continued to offer employees a comprehensive range of benefits as part of its overall compensation package in 2010, and it plans to extend the coverage further in 2011. To improve the HR services, including the provision of benefits, the airline implemented a new HR system within Enterprise Resource Planning (ERP) IT platform.

Depending on their category, employees receive medical insurance beyond the statutory coverage, including medicine and dental services.

Annually employees are eligible for year-end and profitshare bonuses based on individual and the Company's overall performance, and 2010 was a record year. In addition, Air Astana provides airline tickets at special rates to all staff on its routes, as well as on routes operated by partners. Air Astana's HR policy is built in part on the idea that employees perform better if they are not worried about the future. Arrangements are in place with banks to provide Company employees loans for purchases at low interest rates.

To increase corporate spirit, Air Astana organises major corporate events for employees and their families. In 2010 these included a summer family picnic and New Year staff party.

Employees are also provided with daily transportation to and from work.



#### **Performance reviews**

Air Astana believes that annual performance appraisal provides employees with transparency about what is expected of them in their work, as well as an opportunity to provide constructive feedback and highlight potential problems. Appraisal is an integral part of the career planning process, as they help to identify further training and educational opportunities to ensure that all team members can reach their full potential with the airline.

The Company conducted annual performance appraisal for all employees in October 2010. To hone the evaluation process, a series of open-format training seminars for managers and consultations with senior management were held beforehand.

In addition, every year Air Astana conducts an employee satisfaction survey to identify its strengths and weaknesses based on employees' personal opinions. The results of the 2010 survey were published on the intranet and in a special issue of the corporate newspaper, On Air. To better understand the results of the survey, the most problematic questions were discussed in focus groups, and employees from different departments were invited to discuss them and make recommendations to the management. Together with the management, a final plan to continue improving employment conditions was devised.

#### Sport and fitness

Sport develops teamwork and promotes a healthy lifestyle, reducing stress and improving performance. Air Astana's HR and Administration department provides sport and fitness opportunities for employees. In 2010 the Company signed or extended agreements with local fitness clubs, extended its lease on a football field, and rented a basketball court for employees.

In football, the airline's team participated in the sixth annual Eurobak mini football tournament, finishing third overall, while Ruslan Zhakhanov, a baggage services loader, was named the best player. The team also came second in the IFF Almaty Mini Soccer League Autumn Championship and reached the final eight in the IFF Winter Cup. In rafting, the women's team came fourth in its tournament, and the men finished fifth.

Meanwhile, the airline's runners took part in the 2010 Berlin Marathon and in the five- and ten-kilometre World Airline Road Race. Vassily Sivolapov, a member of the IT department, won third place in his age category in London. The airline also participated in a ten-kilometre charity race in Astana to mark the anniversary of the victory in the Great Patriotic War.

# **1934** SYMBOL OF THE INCREDIBLE 1930s

On 3 April 1934 Soviet aircraft designers built the "Maxim Gorky", the largest and most fashionable aircraft in the USSR at that time. One feature of its design was the unusual position of the engines: there were three on each wing and two on the axis on top of the fuselage, one a propulsion type. In addition, there were even passenger seats in the wings, and the aircraft could carry up to 72 passengers. The total operating area of the aircraft compartments was around 100 square metres.

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# 2. SOCIAL RESPONSIBILITY

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Air Astana is committed to responsible corporate citizenship. As the leading airline in Kazakhstan and Central Asia, it can use its financial resources and reputation for quality and service to benefit society. The Company's understanding of social responsibility encompasses principles of responsibility to society, attention to social problems, and support to those in need.

#### Charity

Since its creation in 2002 the airline has provided the Great Patriotic War veterans with free tickets for flights in Kazakhstan and the wider CIS, in commemoration of the service and sacrifice of millions of veterans and their families from Kazakhstan.

In 2010 Air Astana continued its work with the Miloserdiye (Mercy) charity. It transferred children with serious cardiac conditions from different regions of Kazakhstan to Moscow and European countries for specialist, state-of-the-art treatment. Independently and in collaboration with Miloserdiye, it provided more than 60 tickets for ill children and their parents.

In addition, the airline and Miloserdiye produced a documentary film highlighting charitable work with children and the important achievements of Kazakh and Russian doctors with disadvantaged children and their parents.



Air Astana congratulates veterans of the Great Patriotic War on Victory Day

In 2010 the Company donated KZT2.5 million to restore a special tram called "Childhood" in Almaty. Foster children from Almaty School No.8 painted the tram, which can be seen on the streets of Almaty as part of the "Road of Life" project sponsored by the Victory charitable organisation and the city government.



Air Astana also supported Kazakhstan's first major international conference on philanthropy, "Charity in Kazakhstan", held in May 2010. The event provided a valuable forum for discussing the practice and challenges of conducting charitable and philanthropic work in Kazakhstan. It included representatives of leading local and international charities as well as top scholars in the field.

In March 2010 Air Astana was the official carrier of the Spot Relief charity run in Astana to support children with special needs.

In the reporting year the airline also joined the administration of Medeu district in Almaty and Colgate-Palmolive to sponsor the "Miles for Smiles" charity run to coincide with the international Olympic Day run. The money raised went to orphanages in Almaty.

In September it co-sponsored a 10-kilometre run in Astana, organised by the British-Kazakh Society and the city administration. The funds raised went to the Great Patriotic War Veterans' Fund.

The above events are just a glimpse of Air Astana's charitable efforts in 2010. The airline also sponsored a wide range of events, including children's art fairs, provided additional support to veterans' organisations, and sponsored the presentation of awards for outstanding service to the country.

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#### Sponsorship

In 2010 Air Astana was a key sponsor of several major cultural events in Kazakhstan and abroad, including the Treasures of Kazakhstan exhibition at Christie's, Digital Conference, Kazakhstan Internet Week in Almaty, the World Forum of Spiritual Culture in Astana, and the Jazzystan Jazz Festival. It remained the official carrier for several sports federations, including the Kazakhstan Rugby Union and the national team as well as the Kazakhstan Triathlon Federation. The airline sponsored the Kazakhstan Open Golf Tournament, one of the most prolific international tournaments held in the country each year. It also sponsored several individual sporting events, including a professional boxing match in Russia and the Memorial of Gusman Kosanov tournament. The Company works closely with the Astana-based Barys ice hockey team and supported the opening of the 2010-2011 hockey season in the capital.



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Open Golf Tournament (Almaty, September 2010)



In addition, Air Astana was named the official air carrier for the VII Asian Winter Games, which took place in Almaty and Astana between 30 January and 6 February 2011. Delegations from 27 countries took part in the major international sporting event, and thousands of visitors travelled to Kazakhstan to watch the games. The successful event played a major role in enhancing Kazakhstan's positive image internationally and promoted the country's hospitality and natural beauty, which is expected to boost future tourist flows.

In the cultural sphere, the airline sponsored several classical music events, including chamber music concerts in Almaty and Astana, the Imperial Russian Ballet in Almaty, and a Romeo and Juliet musical in Almaty. It was also a sponsor of the Martini May Fashion event and ball in Almaty.

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# 3. ENVIRONMENTAL RESPONSIBILITY

Air Astana's environmental policy is based on the vision of developing a corporate culture that fully integrates sustainable environmental practices into business practices, while providing safe, reliable air transportation and the best in-class service and customer experience possible. The management also recognises that environmental responsibility can translate into stronger profitability, as resources are used more efficiently, risks and liability exposure are lowered, and the Company's image is improved.

The airline promotes sustainable practices across its business. Two core areas of focus are reducing carbon emissions and carbon footprint, as well as reducing the use of materials and waste in all operations.





#### **Reducing carbon emissions**

Air Astana estimates that around 99% of its carbon dioxide (C02) emissions are from the use of aviation fuel, while the remainder comes from the ground fleet and facilities. While the International Air Transport Association (IATA) has calculated that the airline industry is a minimal contributor to global environmental pollution, the Company has made a strong commitment to reducing its carbon footprint.

As with other airlines, Air Astana seeks to reduce emissions through four primary methods:

- Changing to more fuel-efficient aircraft
- Modifying current aircraft
- · Flying more efficiently
- Seeking an alternative or more carbon-efficient fuel, while recognising that such alternatives are not available or commercially viable at present

The Company also participates in the European Union Emissions Trading Scheme (ETS). Its emissions monitoring plan was approved by the German Emissions Trading Authority. Verification covered the completeness of Air Astana's submitted flight and emissions data, consistency between reported data and documented mass, and balance and consistency between aggregated fuel consumption and purchase records.

One important way of reducing emissions is maintaining a young and fuel-efficient fleet. Air Astana has the most fuel-efficient fleet in Eurasia today, and one of the youngest among major airlines. The steps taken to modernise the fleet in 2010 – including the purchase of

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Airbus A320s and lease and purchase of Embraer E190 aircraft – gives the Company an even more fuel-efficient fleet for the future.

Meanwhile, the airline has installed winglets – turned-up extensions on the tips of wings – on its Boeing B757-200s, which can increase fuel efficiency by 5-10%. Other initiatives include modifying some aircraft to increase aerodynamics and reducing the weight of equipment wherever operationally feasible. The Company has also launched an airspace modernisation programme aimed at finding optimal routes between destinations to reduce fuel consumption.

#### Waste reduction

While consumption of aviation fuel and C02 emissions are a central area of concern for its environmental policies, Air Astana also took important steps to reduce the consumption of all materials and consequent production of solid waste in 2010.

The launch of the new website and easy-to-use online check-in facilities will vastly reduce the volume of paper ticketing, while paper ticket jackets were eliminated in the reporting year. In addition, the Company continues to reduce the amount of printed material that it produces by switching to electronic formats where possible and condensing printed material. Current IT initiatives are designed to create paper-free systems throughout the business. Looking forward, the airline is studying procurement policies that will introduce sustainability criteria in purchasing products and services.





# V. CORPORATE GOVERNANCE

Air Astana is a recognised leader in corporate governance in Kazakhstan and the wider region. S&P assigned the company a GAMMA (Governance, Accountability, Management Metrics and Analysis) score of 6 in 2010, up from 5+ in 2009. This is the highest among Kazakh companies and reflects the airline's commitment since day one to creating a streamlined, transparent system of corporate governance that both respects shareholders' interests and maximises shareholder value over the long term.

## SHAREHOLDERS

#### Samruk-Kazyna National Welfare Fund JSC

owns 51% of the shares of Air Astana.

Samruk-Kazyna was created on 3 November 2008 through a presidential decree of the Republic of Kazakhstan dated 13 October 2008 and a government decree of the Republic of Kazakhstan dated 17 October 2008, which merged the Kazyna Sustainable Development Fund and the Kazakhstan Holding Company for State Asset Management.

Registered address: 23 Kabanbai Batyr Avenue Astana 010000 Kazakhstan

# SYSTEM OF CORPORATE GOVERNANCE

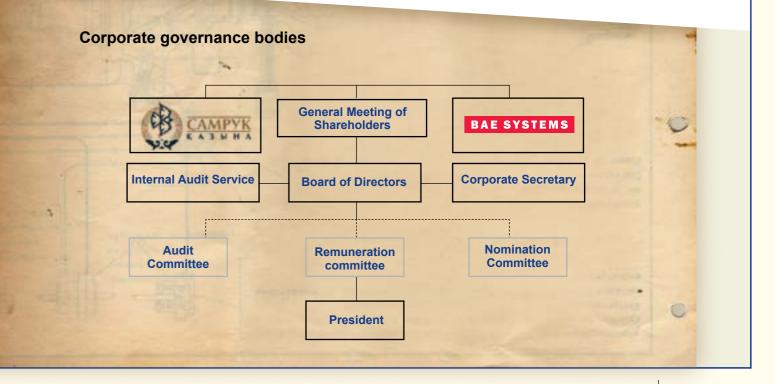
Air Astana prides itself on having a streamlined and transparent corporate governance structure. The airline is ultimately run by its shareholders, represented by the General Meeting of Shareholders, which elects the Board of Directors. In turn, they oversee the general management of the Company, ensure efficient and transparent financial reporting, and monitor the activity of the executive body.



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After World War II the era of large and long-ranged four-engine aircraft began. In 1946 Douglas produced the DC-4 passenger aircraft.





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#### **BAE Systems**

owns 49% of the shares of Air Astana.

UK-registered BAE Systems is global company engaged in the development, delivery and support of advanced defence, security and aerospace systems on land, at sea, in the air, and in space.

Registered address: PO Box 87 Warwick House Farnborough Aerospace Centre Farnborough Hampshire GU14 6YU United Kingdom



# **BOARD OF DIRECTORS**

The current board was elected at the General Meeting of Shareholders on 22 January 2010. It consists of six directors: two nominated by each of the shareholders and two independent directors.

#### **Composition of the Board of Directors** as of 31 December 2010

#### **Mr Nurzhan Baidauletov**

- Chairman of the Board of Directors
- Member of the Nomination Committee
- Managing Director, Samruk-Kazyna National Welfare Fund JSC

#### Mr Yerkyn Dyusembayev

- Member of the Board of Directors
- Vice Minister of Transport and Communications of the Republic of Kazakhstan

#### **Mr Nigel Bradley**

- Member of the Board of Directors
- Member of the Nomination Committee
- Commercial and Procurement Director. Programmes and Support and International, BAE Systems

#### Mr David Brent

- Member of the Board of Directors
- Group Treasurer, BAE Systems

#### **Mr Dmitriy Larionov**

- Independent Director
- Chairman of the Audit Committee
- Chairman of the Nomination Committee
- Member of the Remuneration Committee
- Partner BDO and IFRS, BDO Kazakhstanaudit

#### Lord Thomas Alexander Hesketh

- Independent Director
- Chairman of the Remuneration Committee
- Member of the Audit Committee
- Non-Executive Deputy Chairman, Babcock International Group



Chairman of the Board of Directors

Nurzhan Baidauletov has been the Chairman of the Board of Directors of Air Astana since 2008. He is a member of the Nomination Committee.

Mr Baidauletov is Managing Director of the Samruk-Kazyna National Welfare Fund and a member of the Board of Directors of JSC "NC "Kazakhstan Temir Zholy". He has a distinguished career in the transportation industry in Kazakhstan that spans more than two decades and his previous roles include:

Mr Baidauletov is a recipient of the Kurmet Medal.

### YERKYN DYUSEMBAYEV Director

Yerkyn Dyusembayev has been a member of the Board of Directors since 2009.

Mr Dyusembayev is Vice Minister of Transport and Communications of the Republic of Kazakhstan. He has served in several senior government posts and has a long track record as an expert on economic issues and standardisation, with past roles including:

2000-2009 – President of the National Centre of Expertise a
999-2000 – General Director of the Centre of Standardisat Kazakhstan
999 – Counsellor, CIS Department of the Ministry of Foreig
998-1999 – Senior Deputy to the General Director of the D
Ministry of Foreign Affairs of the Republic of Ka
996-1998 – Manager, State Investment Committee
993-1996 – Director of the Rayimbek Branch Office of Kaz
991-1993 – General Director of the Kazakhinterart Republi
Culture of the Republic of Kazakhstan
989-1991 – Deputy to the General Director of the Kazvideo
of Culture (Kazakh Soviet Socialist Republic)
988-1989 – Head of Planning and Economic Department, I
Socialist Republic)
986-1988 – Head of the Talgar Regional Information Comp
Central Statistics Administration (Kazakh Sovie
<b>`</b>
982-1986 – Engineer, then Head of the Dzambyl Regional Computer Centre of the Central Statistics Adm
980-1982 – Engineer, Institute of Mathematics and Mechan
Ar Duusambayay is a reginight of the Kurmat Madel
Ir Dyusembayev is a recipient of the Kurmet Medal.

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nal Welfare Fund Samruk Holding nittee of the Ministry of Transport and Communications of the

ons of the Republic of Kazakhstan of the Ministry of Transport and Communications of the

n Temir Zholy Pavlodar Branch of Railways Tselinnaya Railways

ent of the Pavlodar Branch of Tselinnaya Railways avlodar outy Officer of Ekibastuz station of Tselinnaya Railways



and Certification tion, Metrology and Certification of the Republic of

gn Affairs of the Republic of Kazakhstan Department for Relations with Diplomatic Missions of the azakhstan

zcredsocbank lican Trade and Production Association of the Ministry of

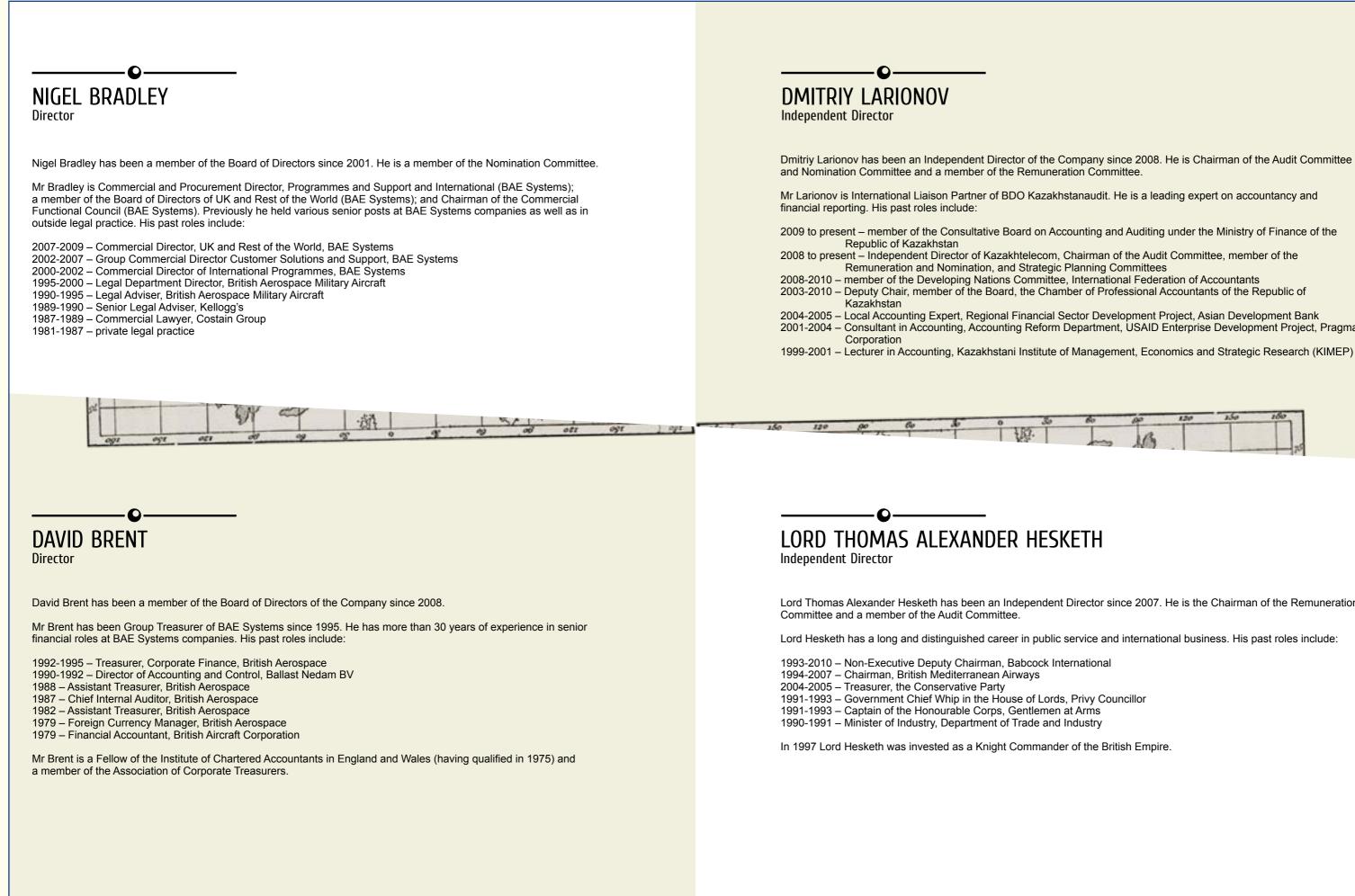
o Republican Trade and Production Association of the Ministry

Regional Film Distribution, State Film (Kazakh Soviet

puter Centre, Republican Information Computer Centre of the iet Socialist Republic)

Information Computer Centre, Republican Information ninistration (Kazakh Soviet Socialist Republic) anics (Kazakh Soviet Socialist Republic)





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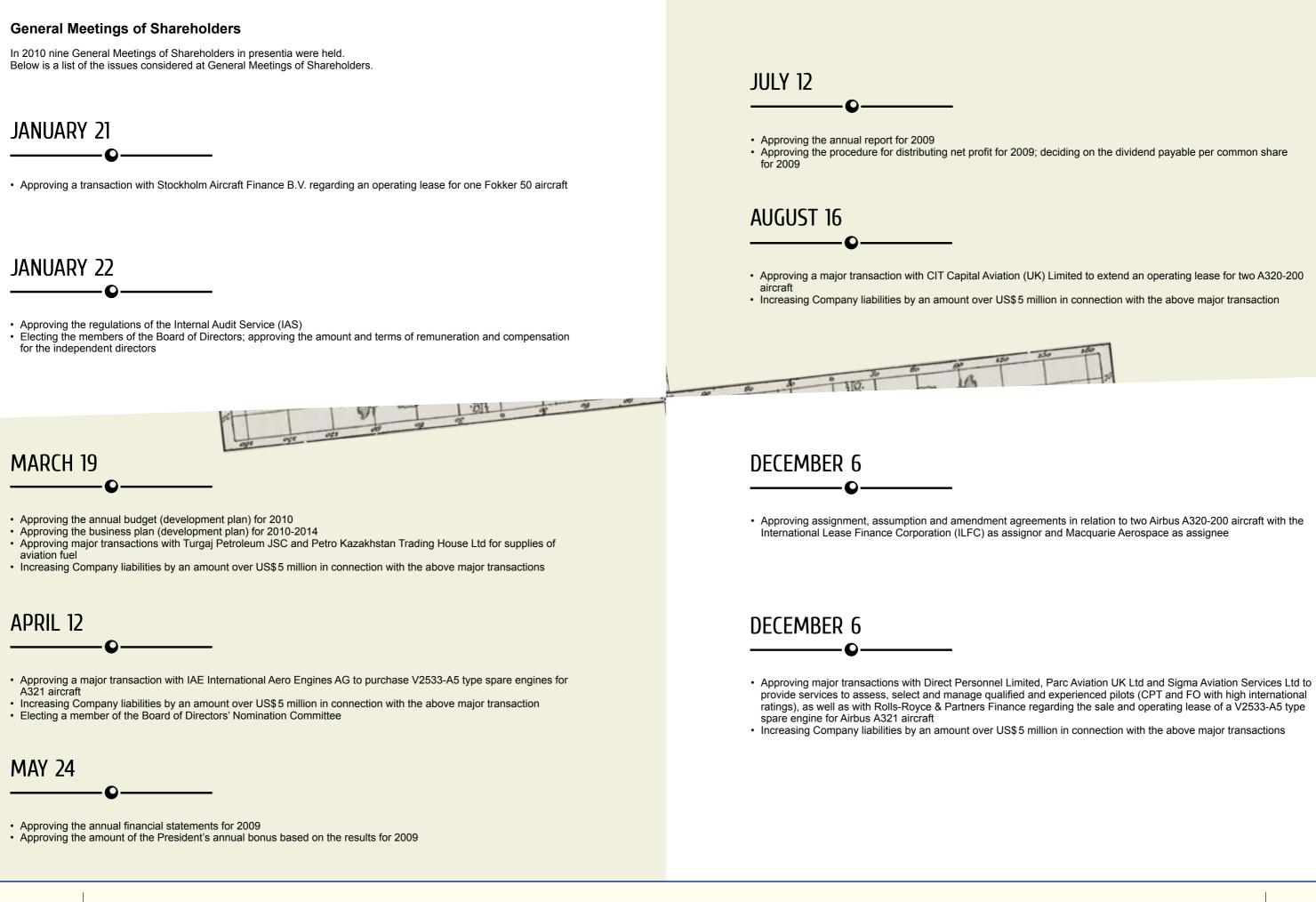
Dmitriy Larionov has been an Independent Director of the Company since 2008. He is Chairman of the Audit Committee

2001-2004 - Consultant in Accounting, Accounting Reform Department, USAID Enterprise Development Project, Pragma

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Lord Thomas Alexander Hesketh has been an Independent Director since 2007. He is the Chairman of the Remuneration





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#### Meetings of the Board of Directors

In 2010 the Board of Directors held 11 meetings, including four in presentia. Below is a list of the issues considered at meetings of the Board of Directors.

# **FEBRUARY 19**

- · Approving the annual budget for 2010 preliminarily
- Approving the business plan for 2010-2014 preliminarily
- · Approving major transactions with Turgaj Petroleum JSC and Petro Kazakhstan Trading House Ltd for supplies of aviation fuel
- · Increasing Company liabilities by an amount over US\$5 million in connection with the above major transactions
- Amending the decision of the Board of Directors dated 18 December 2009
- Approving the management report to shareholders

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# MARCH 11

- · Approving the President's report on the preliminary results of the financial and operational activities for 2009
- Reviewing the market update and other key issues for 2010
- · Reviewing the update on the regulatory situation regarding the ICAO and EU Aviation Safety Committee
- Reviewing the President's proposal for selecting an engine type for the new A320 aircraft and additional options
- Approving a major transaction with IAE International Aero Engines AG to purchase V2533-A5 type spare engines for A321 aircraft
- · Increasing Company liabilities by an amount over US\$5 million in connection with the above major transaction
- · Reviewing the report from the head of the Internal Audit Service (IAS) on its activity in 2009
- Determining the amount of the annual bonus for the IAS head and employees based on the results for 2009
- Approving the amended IAS annual audit plan for 2010
- Approving the President's decision regarding opening bank accounts
- Electing the member of the Board of Directors' Nomination Committee
- · Approving new regulations for the representative office in Turkey; amending regulations for the representative offices in Russia, Azerbaijan and China (Beijing and Urumgi)

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· Approving the annual financial statements for 2009 preliminarily

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- Making proposals to the General Meeting of Shareholders regarding the procedure for distributing net profit for 2009 and the dividend payable per common share for 2009
- Determining the amount of the annual bonus for the IAS head and employees based on the results for 2009
- · Making recommendations to the General Meeting of Shareholders regarding the President's annual bonus based on the results for 2009

# JUNE 10

- 2009 and the dividend payable per common share for 2009 months of 2010
- · Reviewing the update on the regulatory situation regarding the ICAO and EU Aviation Safety Committee
- Reviewing the report from the head of the IAS on its activity in the first quarter of 2010
- Approving the risk management policy
- in Astana

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- Approving a major transaction with CIT Capital Aviation (UK) Limited to extend an operating lease for two A320-200 aircraft
- · Approving the amended procurement manual

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### SEPTEMBER 2

- · Approving the President's report on the results of the financial and operational activities for the first seven months of 2010
- Reviewing the update on the regulatory situation regarding the ICAO and EU Aviation Safety Committee
- · Considering the risk map
- · Reviewing the report from the head of the IAS on its activity in the second guarter of 2010
- · Reviewing the President's report on the status of decisions by the Board of Directors in the first eight months of 2010
- · Amending the Charter in connection with the Company's expected tourist activity, for consideration by the General Meeting of Shareholders



• Approving the President's report on the preliminary results of the financial and operational activities for 2009 · Reviewing the proposals to the General Meeting of Shareholders regarding the procedure for distributing net profits for

Approving the President's report on the preliminary results of the financial and operational activities for the first four

· Approving new flight destinations outside Kazakhstan; deciding on the creation of representative offices in Tashkent (Uzbekistan), Dushanbe (Tajikistan) and Astana (Kazakhstan); approving regulations for the representative office



Increasing Company liabilities by an amount over US\$5 million in connection with the above major transaction

· Deciding on the creation of a representative office in Malaysia and approving regulations for it



# OCTOBER 7

· Approving regulations for the representative office in Tashkent Approving the creation of a representative office in Kyrgyzstan

### OCTOBER 29 · O ·

· Approving assignment, assumption and amendment agreements in relation to two Airbus A320-200 aircraft with the International Lease Finance Corporation (ILFC) as assignor and Macquarie Aerospace as assignee

### **NOVEMBER 5** Ω

- Approving major transactions with Direct Personnel Limited, Parc Aviation UK Ltd and Sigma Aviation Services Ltd to provide services to assess, select and manage qualified and experienced pilots (CPT and FO with high international ratings)
- Increasing Company liabilities by an amount over US\$5 million in connection with the above major transactions

# **NOVEMBER 22**

- Determining the number of personnel and changing the structure of the Internal Audit Service
- · Approving a major transaction by Rolls-Royce & Partners Finance regarding the sale and operating lease of a V2533-A5 type spare engine for Airbus A321 aircraft
- Increasing Company liabilities by an amount over US\$5 million in connection with the above major transaction
- Approving new flight destinations outside Kazakhstan
- Amending the Labour Contract with the President of the Company



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- Approving the President's report on the results of the financial and operational activities for the first 10 months of 2010
- Reviewing the update on the regulatory situation regarding the ICAO and EU Aviation Safety Committee
- Establishing an EU-based, EASA-approved AOC for the Company
- Approving the annual budget for 2011 preliminarily

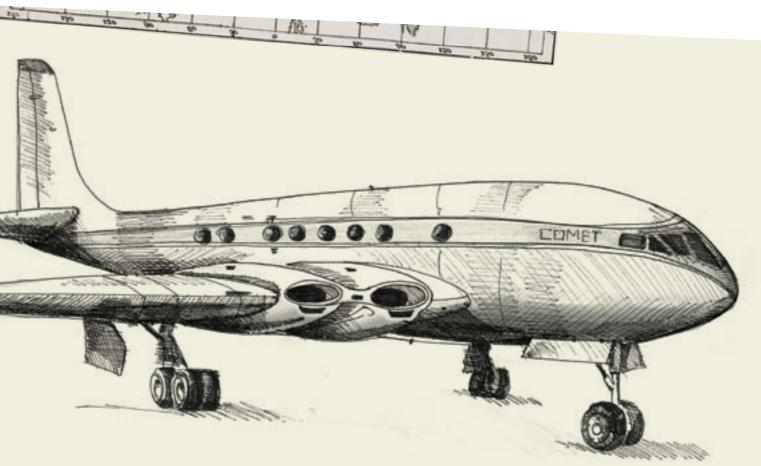
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- Approving the business plan (development plan) for 2011-2015 preliminarily
- Approving the long-term development strategy for 2011-2020 preliminarily
  Considering the risk map for October 2010 to October 2011
- Reviewing the report from the head of the IAS on its activity in the third quarter of 2010
- Approving the IAS annual audit plan for 2011
- Determining the amount of the annual bonus for the IAS head and employees based on the results for 2010
- Approving the Board of Directors' work plan and meeting schedule for 2011
- Reviewing corporate governance issues
- Approving the remuneration system and provision of incentives for employees
- Approving the procedure for and terms of reimbursing expenses to employees travelling on business; the eligibility requirements for Company cars and standard accommodation for administrative personnel; and limits for mobile communication and representation expenses
- · Approving a major transaction with Air Lease Corporation regarding an operating lease for one Embraer ERJ190-100 LR aircraft
- · Increasing Company liabilities by an amount over US\$5 million in connection with the above major transaction
- · Making recommendations to the General Meeting of Shareholders about terminating the authorities of and appointing the Vice President of Engineering and Maintenance

# 1949 THE ERA OF THE JET ENGINE

In the 1950s it became clear that future belonged to aircraft with jet engines. The first nation to create passenger jet aircraft were the English. In 1949 De Havilland's new DH 106 "Comet" successfully passed its tests.

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Work of the Audit Committee In 2010		WORK OF THE NOMINATION CO
<b>O</b>		<b>o</b>
Below is a list of the issues considered at meetings of the Au	udit Committee in 2010.	<ul> <li>Below is a list of the issues considered at meetings of th</li> <li>Making recommendations about terminating the author and Maintenance</li> </ul>
<ul> <li>Reviewing Deloitte's update on the Company's external audit status</li> </ul>	<ul> <li>Considering the management report on an external inspection of the Company by the Kazakh Accounts Committee for Controlling Republican Budget Execution</li> </ul>	<ul> <li>Making recommendations about the procedure for app its members, executive body, and the IAS and its head</li> </ul>
Approving the Audit Committee's work plan for 2010 Reviewing the report from the head of the Internal Audit	<ul> <li>Reviewing the management report on implementing the risk management policy and considering the risk map for June 2010 to June 2011</li> </ul>	WORK OF THE REMUNERATION IN 2010
Service (IAS) on its activity in 2009	<ul> <li>Reviewing the report from the head of the IAS on its</li> </ul>	o
Reviewing the amount of the annual bonus for the IAS head and employees based on the results for 2009	activity in the second quarter of 2010	Below is a list of the issues considered at meetings of the
Approving the amended IAS annual audit plan for 2010 preliminarily	<ul> <li>Approving preliminarily the budget for the continuing professional development (CPD) and training of IAS employees in 2011</li> </ul>	<ul> <li>Approving the Remuneration Committee's work plan for</li> <li>Making recommendations about the amount of the and for 2009</li> <li>Making recommendations about the amount of the pro-</li> </ul>
Approving the number of IAS personnel preliminarily	<ul> <li>Approving preliminarily the number of personnel and changing the structure of the IAS</li> </ul>	<ul> <li>results for 2009</li> <li>Making recommendations about the President's annual</li> <li>Making recommendations about the amount of the annual for 2010</li> </ul>
Reviewing Deloitte's report on the audit of the Company's financial statements for 2009	<ul> <li>Reviewing Deloitte's update on the external audit of the financial statements for 2010</li> </ul>	<ul> <li>Making recommendations about the policy and structure</li> </ul>
Considering the management letter following the audit of the financial statements	Considering the risk map for October 2010 to     October 2011	
Making recommendations to the Board of Directors about the preliminary approval of the financial	<ul> <li>Reviewing the report from the head of the IAS on its</li> </ul>	REMUNERATION TO MEMBERS
statements for 2009	activity in the third quarter of 2010	AND EXECUTIVE BODY
Approving preliminarily the amount of the profit share bonus for the IAS head and employees based on the results for 2009	Approving the IAS annual audit plan for 2011     preliminarily	Directors who represent the shareholders do not receive
Reviewing the report from the head of the IAS on its activity in the first quarter of 2010	<ul> <li>Approving the amount of the annual bonus for the IAS head and employees based on the results for 2010</li> </ul>	remunerated; the amount is determined by the General I Board of Directors and the Remuneration Committee. Th Meeting of Shareholders, based on recommendations by
Approving the risk management policy preliminarily	Approving the Audit Committee's work plan for 2011	In 2010 the overall remuneration paid to independent dir KZT 38,462,519 (thirty eight million four hundred sixty tw

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# OMMITTEE

the Nomination Committee in 2010.

horities of and appointing the Vice President of Engineering

appraising the performance of the Company, Board of Directors and ead, to be conducted by the Board of Directors

# N COMMITTEE

the Remuneration Committee in 2010.

ofor 2010 for the IAS head and employees based on the results

profit-share bonus for the IAS head and employees based on the

nual bonus based on the results for 2009 annual bonus for the IAS head and employees based on the results

cture of remuneration for the Board of Directors

# S OF THE BOARD OF DIRECTORS

ive remuneration for their work. Independent directors are al Meeting of Shareholders, based on recommendations by the The amount paid to the executive body is also set by the General s by the Remuneration Committee.

directors and the executive body totalled two thousand five hundred nineteen), including taxes.

### PRINCIPLES OF CORPORATE GOVERNANCE



In matters of corporate governance, the airline is committed to maintaining transparency and disclosure as well as ensuring that the rights of all shareholders are respected and that the management is both effective and open. This system is designed to foster constructive dialogue among stakeholders and identify and mitigate any internal risks to the Company's financial standing or operations.

As such, Air Astana has identified the following key principles underpinning its corporate governance:

Shareholders' rights and interests must be protected. Air Astana pledges to protect and respect the rights and legal interests of shareholders, as stipulated both in legislation and by best international practice. Practically, this involves making sure its business is run effectively, the value of assets grow, and financial stability and profitability are maintained. The Company is transparent about its dividend policy and generally makes itself open to all stakeholders, including shareholders, potential investors and the general public of Kazakhstan.

The Board of Directors must manage effectively. In doing its duties, the Board of Directors undertakes to ensure that the interests of shareholders are fully observed, its own deliberations and actions are carried out openly, and the mechanisms for setting and paying dividends are clear.

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#### The executive body must manage effectively.

Responsible for the day-to-day management of the Company, the executive body is tasked with fulfilling the goals set by the Board of Directors while always adhering to the highest ethical standards. The relationships among the shareholders, Board of Directors and executive body are based on mutual trust, respect, accountability and control.

Information about activities must be disclosed in a transparent and objective manner. The Company discloses, in a timely manner, accurate information about its activities to all stakeholders, including all issues that have a material impact on performance. This includes information about the Company's financial situation, economic indicators, operational results, and details about any changes in the ownership and management structure.

Responsibility must be taken. As an upstanding corporate citizen, Air Astana takes responsibility for its employees and society as a whole. It respects the rights of employees as enshrined in and protected by legislation in Kazakhstan and other jurisdictions where the Company operates. Moreover, the airline undertakes to provide additional benefits to staff, including social benefits and further training and educational opportunities. It also takes responsibility for the environment and is working to mitigate any negative impact of its activity. Finally, it remains a leading sponsor of charitable, cultural and sporting events in Kazakhstan and elsewhere.



#### Issue of independent auditor's report on financial statements for 2010 Preliminary approval of financial statements for 2010 by the Board of directors Approval of financial statements for 2010 by the General Meeting of Shareholders

#### Share registrar

Fondovy Centre JSC Registered address: 92 Maulenov Street, Almaty 050012, Kazakhstan Location: 79a Zheltoksan Street, Almaty 050091, Kazakhstan Tel.: +7 (727) 250 89 60/61, Fax: +7 (727) 250 16 96

#### Independent auditor

Deloitte LLP Location: Building B, 36 Al Farabi Avenue, Almaty 050059, Kazakhstan Tel.: +7 (727) 258 13 40, Fax: +7 (727) 258 13 41





28 March 2011 28 April 2011 31 May 2011



**ANNUAL REPORT 2010** 





# VI. TO SHAREHOLDERS AND INVESTORS

#### Dividends

According to Company's dividend policy, the amount allocated for dividends is 25% of net income based on results prepared in accordance with International Financial Reporting Standards (IFRS). The exception is when otherwise decided by shareholders, taking into account the actual circumstances, investment plans and financial position of the Company at that point.

At the moment when this Annual Report was prepared, based on the financial results for 2010, the Annual General Meeting of Shareholders decided to allocate not less than 25% of the net income for 2010. In the near future there are plans for an additional General Meeting of Shareholders to decide the final amount payable for the reporting year.



In 1969 Concorde (UK/France) completed its work on the world's only supersonic passenger aircraft. On one occasion Concorde and one of Air France's Boeing-747 set off towards each other simultaneously from Boston and Paris, respectively. Concorde landed in Paris, spent 68 minutes there and headed back to Boston, where it arrived 11 minutes earlier than the Boeing-747.



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# **VII. FINANCIAL STATEMENTS**

These statements are prepared on the basis of audited financial statements. Audited financial statements are available at *www.airastana.com* 

#### Statement of Comprehensive Income

for the Year Ended 31 December 2010 (in thousands of USD)

	2010	2009
Revenue		
Passenger	626,069	533,261
Cargo and mail	18,561	15,332
Other	16,854	10,676
Total revenue	661,484	559,269
Operating expenses		2 2 10
Fuel	(105,760)	(92,304)
Engineering and maintenance	(85,394)	(72,746)
Aircraft operating lease costs	(73,268)	(71,982)
Handling, landing fees and route charges	(69,989)	(66,240)
Employee costs	(69,089)	(61,753)
Passenger service	(52,453)	(45,317)
Selling costs	(48,855)	(44,143)
Aircraft crew costs	(32,861)	(28,495)
Depreciation and amortisation	(5,480)	(6,792)
Taxes	(4,638)	(4,363)
Insurance	(5,306)	(4,247)
Property lease cost	(5,252)	(4,084)
Information technology	(2,328)	(2,369)
Consultancy, legal and professional services	(1,656)	(1,158)
Other	(7,780)	(3,460)
Total operating expenses	(570,109)	(509,453)
Operating profit	91,375	49,816
		-/
Finance income	7,455	4,328
Finance costs	(954)	(650)
Foreign exchange (loss)/gain, net	(756)	7,527
Profit before tax	97,120	61,021
Income tax expense	(20,004)	(13,036)
Net profit for the year	77,116	47,985
Other comprehensive income/(loss):		100
Foreign currency translation gain/(loss)	864	(22,824)
Total comprehensive income for the year	77,980	25,161
Basic and diluted earnings per share (in USD)	4,587	2,823
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#### Statement of Financial Position as at 31 December 2010

(in thousands of USD)

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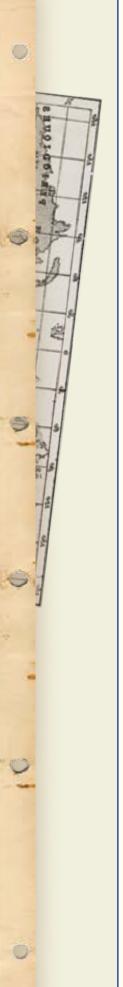
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thousands of USD)		
	2010	2009
SSETS		
Ion-current assets		Contraction of the second
Property, plant and equipment	31,537	27,047
ntangible assets	3,096	2,262
Prepayments for long-term assets	16,418	8,868
Guarantee deposits	15,038	14,967
Deferred tax assets	5,763	3,112
Bank deposits	113,435	49,720
	185,287	105,976
Current assets		
nventories	20,730	20,921
Prepayments	21,059	11,581
ncome tax prepaid	3,694	4,081
rade and other receivables	49,958	35,291
Other taxes prepaid	2,774	8,554
Guarantee deposits	1,177	2,327
Bank deposits	6,018	19,728
Cash and bank balances	41,545	22,008
inancial assets at fair value through profit or loss	1,096	1,361
	148,051	125,852
otal assets	333,338	231,828
		the second s
QUITY AND LIABILITIES		
quity		and the second second
Share capital	17,000	17,000
oreign currency translation reserve	(13,628)	(14,492)
Retained earnings	200,542	140,216
otal equity	203,914	142,724
and the second	The second s	and the second
Ion-current liabilities		
Provision for aircraft maintenance	13,836	6,124
	13,836	6,124
Current liabilities		
inance lease liabilities	-	311
Deferred revenue	61,471	43,923
Provision for aircraft maintenance	10,896	10,351
rade and other payables	43,102	28,059
inancial liabilities at fair value through profit or loss	119	336
	115,588	82,980
otal liabilities	129,424	89,104
otal equity and liabilities	333,338	231,828
and the second s	Contra Artist 1- month	strength a sub-straining straining

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#### Statement of Changes in Equity for the Year Ended 31 December 2010 (in thousands of USD)

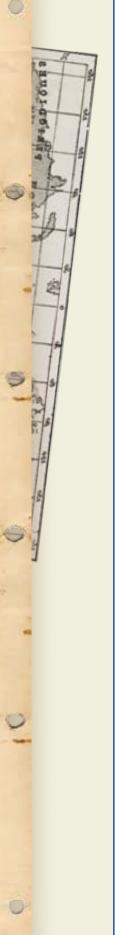
	Share capital	Foreign currency translation reserve	Retained earnings	Total equity
At 1 January 2009	17,000	8,332	95,638	120,970
Net profit for the year	-	-	47,985	47,985
Other comprehensive income for the year	-	(22,824)	-	(22,824)
Total comprehensive income for the year	-	(22,824)	47,985	25,161
Dividends declared		-	(3,407)	(3,407)
At 31 December 2009	17,000	(14,492)	140,216	142,724
Net profit for the year	-	-	77,116	77,116
Other comprehensive income for the year		864		864
Total comprehensive income for the year	-	864	77,116	77,980
Dividends declared	-	-	(16,790)	(16,790)
At 31 December 2010	17,000	(13,628)	200,542	203,914

### Statement of Cash Flows

for the Year Ended 31 December 2010 (in thousands of USD)

(in thousands of USD)			
	2010	2009	
OPERATING ACTIVITIES:		and the second second	
Profit before tax	97,120	61,021	6
Adjustments for:		(0)	
Depreciation and amortisation of property, plant and equipment and intangible assets	5,480	6,792	
(Gain)/loss on disposal of property, plant and equipment	(1,027)	1,778	
Change in allowance for doubtful debts	2,898	1,535	
Change in allowance for obsolete and slow-moving inventories	-	330	
Foreign exchange loss/(gain)	755	(7,527)	_
Finance income	(7,455)	(4,328)	
Interest expense on finance lease	1	41	
Net unrealised loss on financial assets and liabilities at fair value through profit or loss	386	138	
Operating cash flow before movements in working capital	98,158	59,780	
Increase in accounts receivable	(14,205)	(3,228)	
(Increase)/decrease in other receivables and prepaid expenses	(4,883)	3,555	
Increase in inventories	(410)	(3,872)	
Decrease in guarantee deposits	-	602	
Increase in accounts payable, accrued expenses and other current liabilities	22,768	6,307	
Increase in deferred revenue	17,050	13,295	
Cash generated from operations	118,478	76,439	
Income tax paid	(22,027)	(16,306)	
Interest paid	(11)	(30)	1
Net cash generated from operating activities	96,440	60,103	
INVESTING ACTIVITIES:			
Pre-delivery payments	(8,913)	(3,429)	_
Purchase of property, plant and equipment	(19,023)	(8,149)	
Proceeds from disposal of property, plant and equipment	11,700	-	_
Purchase of intangible assets	(1,526)	(825)	
Bank term deposits made	(87,772)	(78,487)	_
Maturities of bank term deposits	40,964	26,156	_
Interest received	3,753	2,327	_
Net cash used in investing activities	(60,817)	(62,407)	
FINANCING ACTIVITIES:	(10.010)	(0.400)	
Dividends paid	(16,812)	(3,482)	_
Principal payments on finance lease	(303)	(933)	_
Net cash used in financing activities	(17,115)	(4,415)	-
NET INCREASE/(DECREASE) IN CASH AND BANK BALANCES	18,508	(6,719)	
Effect of exchange rate changes on cash and bank balances held in foreign currencies	1,029	(5,975)	
CASH AND BANK BALANCES, at the beginning of the year	22,008	34,702	
	44 545	22.000	
CASH AND BANK BALANCES, at the end of the year	41,545	22,008	

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# VIII. MAIN TASKS FOR 2011 Ω

#### Maintaining the EU flight ban exemption

One essential task for 2011 is to ensure that Air Astana remains exempt from the European Union's ban on Kazakh carriers operating in its territory. The airline's exemption is based on several factors, one of the most important being compliance with EASA Part 145 maintenance standards.

The UK Civil Aviation Authority carried out an EASA Part 145 audit in September 2010 and the next is expected in August 2011. Also the Company successfully completed the IOSA audit on 16-20 May 2011. Meanwhile, Air Astana continues to invest in training and technology to enhance its already world-class safety standards.

The Company remains in an ongoing dialogue with the Kazakh Civil Aviation Authority to address the shortcomings in the civil aviation system. It is committed to supporting the local authorities in taking the appropriate action to eliminate the areas of non-compliance in civil aviation regulation, as identified by the International Civil Aviation Organisation (ICAO).

#### Developing the network further

Air Astana is committed to expanding its network in Eurasia in 2011, following the faster than expected expansion in 2010. The entry of three new Embraer E-190 regional jets into its fleet in 2011 will enable the launch of new routes, including Almaty - Tbilisi and Almaty - Samara. In addition, Air Astana's code-share agreement with Etihad Airways, signed in February 2011, provides passengers with access to a wide range of international destinations through the ultra-modern Abu Dhabi airport hub.

#### Implementing the fleet upgrade

Another priority task for 2011 is to implement the decisions about upgrading the fleet made in the reporting year, including buying new aircraft and gradually phasing out the remaining turboprop aircraft. In 2011 Air Astana proceeded with payments for six Airbus 320s, the first of which will be delivered in 2012. After the reporting period, the airline received its first two Embraer E-190 aircraft, which will serve domestic and regional routes. The third Embraer E-190 will be delivered in the fourth quarter of 2011. The decisions on either purchase or lease of three more Embraer E-190 aircraft will be made in 2011.

# 2002 **AIR ASTANA** FIRST FLIGHT

On 15 May 2002 Air Astana carried out its first flight on the Almaty – Astana route on a Boeing 737-800, which marked a new stage in the development of the Kazakh aviation industry.



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The airline has prepared for the delivery of the new aircraft. The measures taken include sending pilots and maintenance crew abroad for training and purchasing Enhanced Virtual Procedure Trainers (EVPTs) for training on A320s and Boeing 757/767s. An EVPT for the Embraer E-190 is to be delivered in 2011.

#### Launching the maintenance centre

The launch of the workshop facility will be a transformational event for Air Astana. The centre includes a wheel and brake shop, battery shop, nondestructive testing lab and sheet metal repair shop, permitting the airline to be fully independent in these areas of maintenance. The centre will be the most advanced of its type in Central Asia and will reduce the Company's costs substantially by enabling work to be carried out in Almaty instead of abroad. In addition, servicing can be carried out for other regional carriers, creating an additional source of revenue.



Air Astana is a shining example of how an organisation can evolve to respond to changes in the market by rapidly adopting new technologies and expertise.

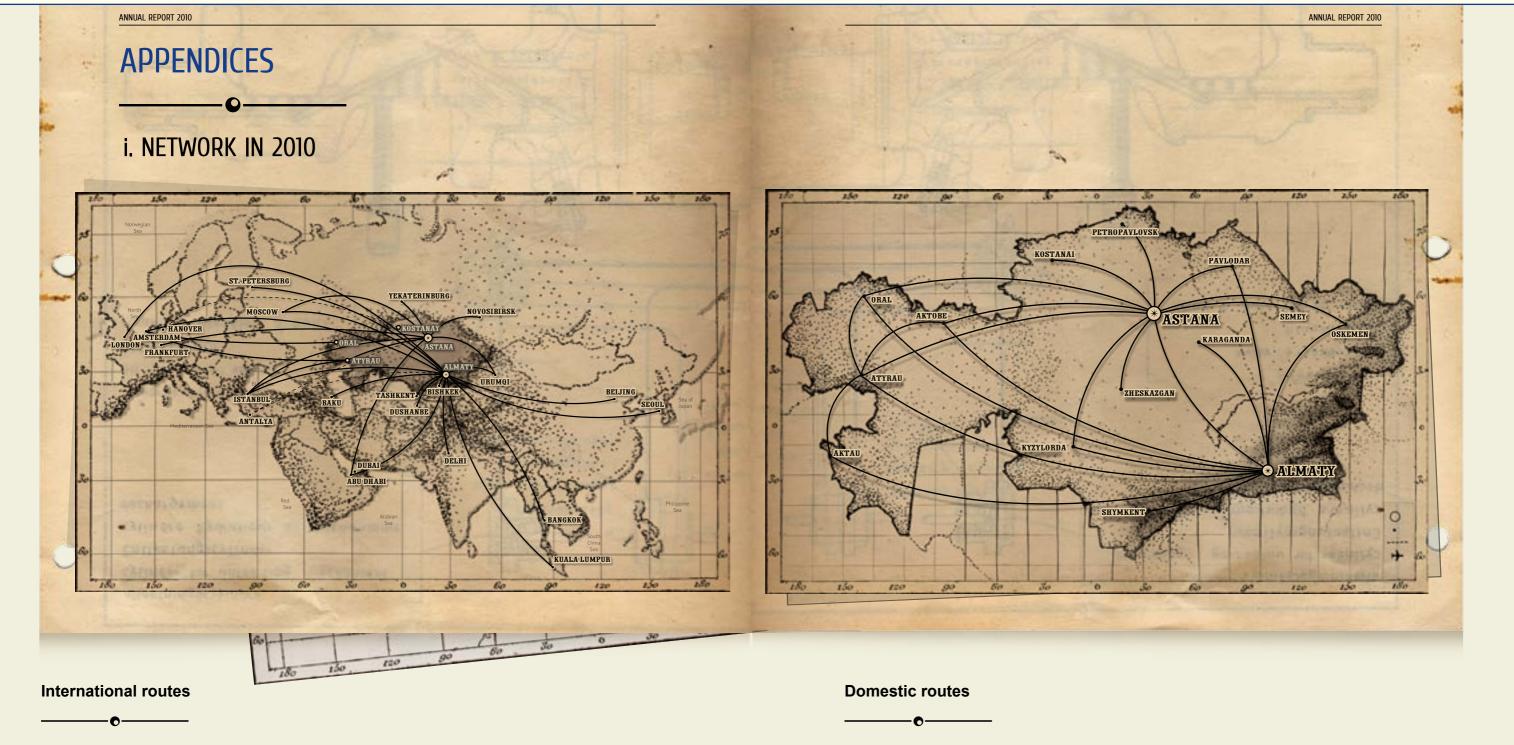
# AIR ASTANA: MAN-MADE WINGS FLYING TOWARDS PERFECTION





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#### Asia and Middle East

Almaty – Abu Dhabi (since 31 October 2010) Almaty – Bangkok Almaty – Beijing Almaty – Delhi Almaty – Dubai (until 31 October 2010) Almaty – Kuala Lumpur Almaty – Kuala Lumpur Almaty – Vrumqi Almaty – Seoul Astana – Abu Dhabi (since 31 October 2010) Astana – Dubai (until 31 October 2010) Astana – Urumqi

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#### CIS

Almaty – Baku Almaty – Bishkek Almaty – Dushanbe Almaty – Moscow Almaty – St Petersburg Almaty – Tashkent Astana – Moscow Astana – Novosibirsk Astana – Yekaterinburg

#### Europe

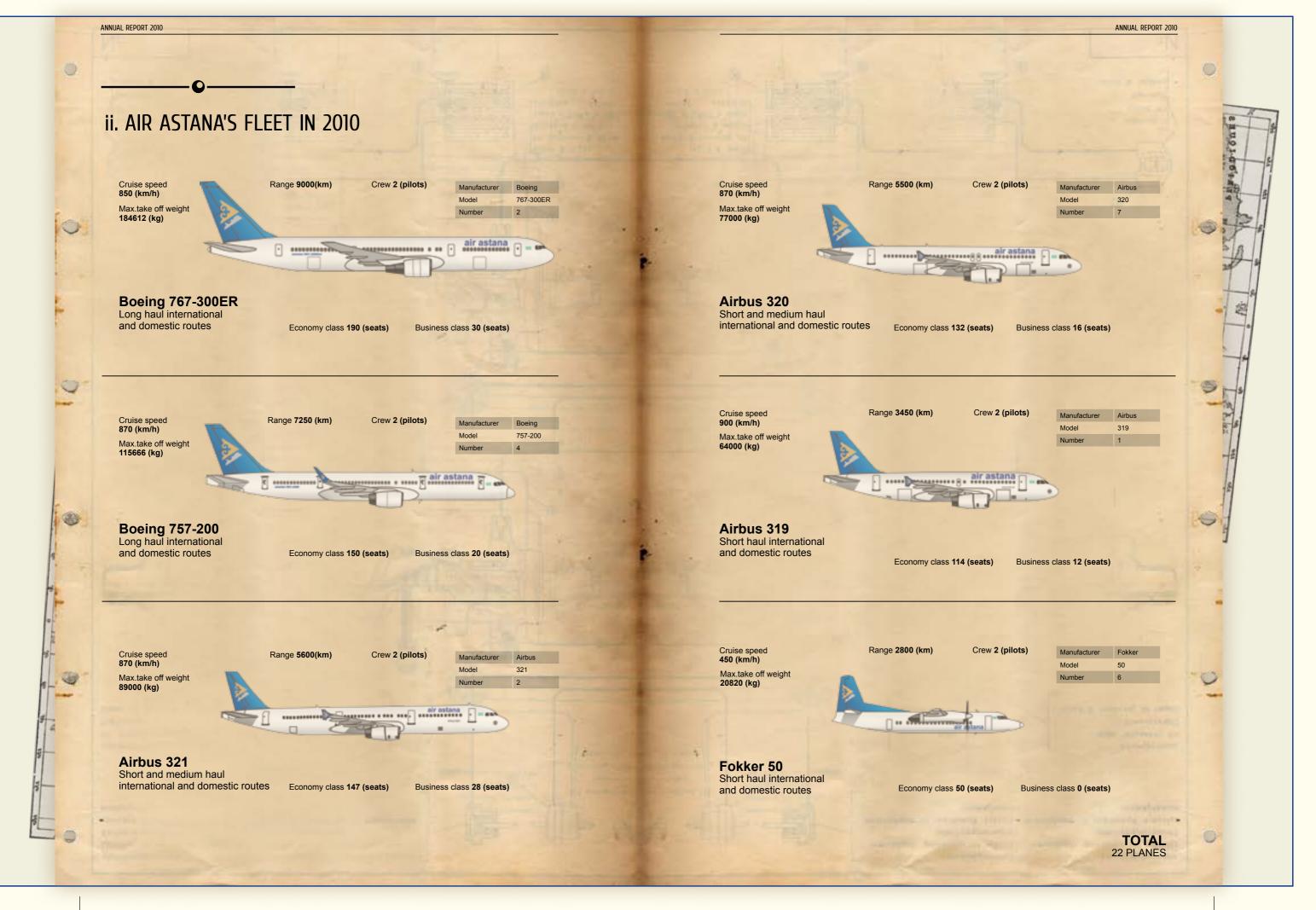
Almaty – Istanbul Almaty – London Astana – Istanbul Astana – Frankfurt Atyrau – Amsterdam Atyrau – Istanbul Oral – Amsterdam

#### Seasonal routes

Almaty – Antalya Astana – Antalya Kostanay – Hanover Almaty – Aktau Almaty – Aktobe Almaty – Astana Almaty – Atyrau Almaty – Karaganda Almaty – Kyzylorda Almaty – Oral Almaty – Oskemen Almaty – Pavlodar Almaty – Shymkent Astana – Aktobe Astana – Atyrau

Astana – Kostanay Astana – Kyzylorda Astana – Oral Astana – Oskemen Astana – Pavlodar Astana – Petropavlovsk Astana – Semey Astana – Zhezkazgan Atyrau – Aktau Atyrau – Aktobe Atyrau – Oral





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### **iii. REPRESENTATIVE OFFICES**

# CIS

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**1. Baku, Azerbaijan** Air Astana City Office Caspian Plaza 1, 1st Floor C. Cabbarli, 44 AZ-1065, Baku Tel: +994 (0)12 497 49 96

#### 2. Dushanbe, Tajikistan Air Astana Business centre "SAS", 1st floor Ayni Street 24A

Tel: +992 37 601 8200

#### 3. Moscow, Russia

Air Astana City Office 3rd Tverskaya-Yamskaya Street, 26, Office 2 Tel: +7 (495) 980 24 30; (499) 251 16 05

#### 4. St Petersburg, Russia

Air Astana Representative Check-in Desk Pulkovo 2 International Terminal, **Departure Hall** Tel: +7 981 846 25 44 Opening time: 3 hours before scheduled time of departure

#### 5. Tashkent, Uzbekistan

Air Astana 4a Afrosiab Street, Mirobad District 100031, Tashkent Tel: +998 (71) 140 30 02

#### 6. Yekaterinburg, Russia

Airport Ticket Office, Koltsovo International Airport Air Astana Ticket Desk at Check-in Desk International Terminal B, Departure Hall Tel: +7 912 657 90 80 Opening time: 3 hours before scheduled time of departure

## Asia and the Middle East

#### 7. Abu Dhabi, **United Arab Emirates** Abu Dhabi International Airport Terminal 1 1st floor, Office no.2209 Tel: +971 2 5052089 Fax: +971 2 5052088

Air Astana Abu Dhabi City Office Al ain Tower, Hamdan Street PO Box 111441, Abu Dhabi, UAE Tel: +9712 674 4488 Fax: +9712 672 2366 Direct: +9712 674 1179

#### 8. Beijing, China

Air Astana Beijing Office 517, 50 Liangmaqiao Road Chaoyang District, Beijing, 100016 PRC (Kempinski Hotel, Beijing Lufthansa Centre) Tel: +86 1064651030, 64665067

#### 9. Delhi, India

Delhi Airport Office Room no.44, Office Level 4 Indira Gandhi International Airport, Terminal 3 New Delhi 110037 Tel: +91 11 49639960 Fax: +91 11 49639960

Delhi City Office 207, 2nd Floor, N-1, BMC House Middle Circle, Connaught Place New Delhi 110001 Tel: +91 11 41521425, 23711225 Fax: +91 11 2371126

#### 10. Dubai,

**United Arab Emirates** Air Astana Dubai City Office Dnata Travel Centre

Sheikh Zayed Road, Ground Floor Dubai, United Arab Emirates Tel: +9714 3166572 Fax: +9714 3211059

#### 11. Kuala-Lumpur, Malaysia

Global Alliance Travel Services Sdn. Bhd Suite 1502, Level 15, Central Plaza 34 Jalan Sultan Ismail 50250 Kuala Lumpur, Malaysia Tel: +603 2144 1571 Fax: +603 2148 9033

#### 12. Seoul, South Korea

Air Astana Seoul 3rd Floor, Donghwa B/D, 58-7 Seosomun-Dong, Chung-Ku, Seoul Tel: +82 (0)2 3788 0211

#### 13. Urumqi, China

Room No.3B-28, Terminal 3, Urumgi International Airport Xinshi district, Yingbing Street 46 Tel: +86-991-3800466

Air Astana Istanbul City Office Cumhuriyet str. 61/1, Bingul Han Elmadag, Sisli, Istanbul Tel: +90 212 343 49 60/61 Fax: +90 212 343 49 63 Opening hours: 08.00 - 17.00

Istanbul Airport Office Atatürk Airport International Terminal Departure Level Tel: +90 212 465 53 93 Fax: +90 212 465 53 92 Opening time: 3 hours before scheduled time of departure

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### Europe

#### 14. Frankfurt, Germany

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#### 15. Istanbul, Turkey

#### 16. London, United Kingdom

Air Astana Ticketing Office 52, Grosvenor Gardens London SW1W 0AU Tel: +44 20 7333 0196



# **CONTACT INFORMATION**

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#### Nomad Club frequent flyer programme

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