

ACTION FIELDS DEFINE OFFER & PRICING (AS/O) SUCCESS IN 2024

PEOPLE

"We will continue to be the world's leading commercial offer & pricing function in the airline industry and are excited to play to win!"



• IMPLEMENTING THE FUTURE-FIT INITIATIVE

Transforming Vision into Action in 2024

- **EXCITEMENT**
- **HEALTH @ WORK**

PERFORMANCE

"To reach the revenue ambition of 2024 we leverage our excellence to outperform the market"

"We will focus our product and price creation based on customer spend and the value-added for our customers and the LHG"

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- **OUTPERFORM IN MARKET ENVIRONMENT**
 - **VALUE-BASED SEGMENTATION**
 - **SUSTAINABILITY OFFER**

PROCESS

"Industry-leading people with industry-leading processes lead to industry-leading performance - we are focused and efficient in what we do!"

• PROCESS EXCELLENCE WITH P/EAQ

Process Efficiency -
Automation - Quality Assurance

