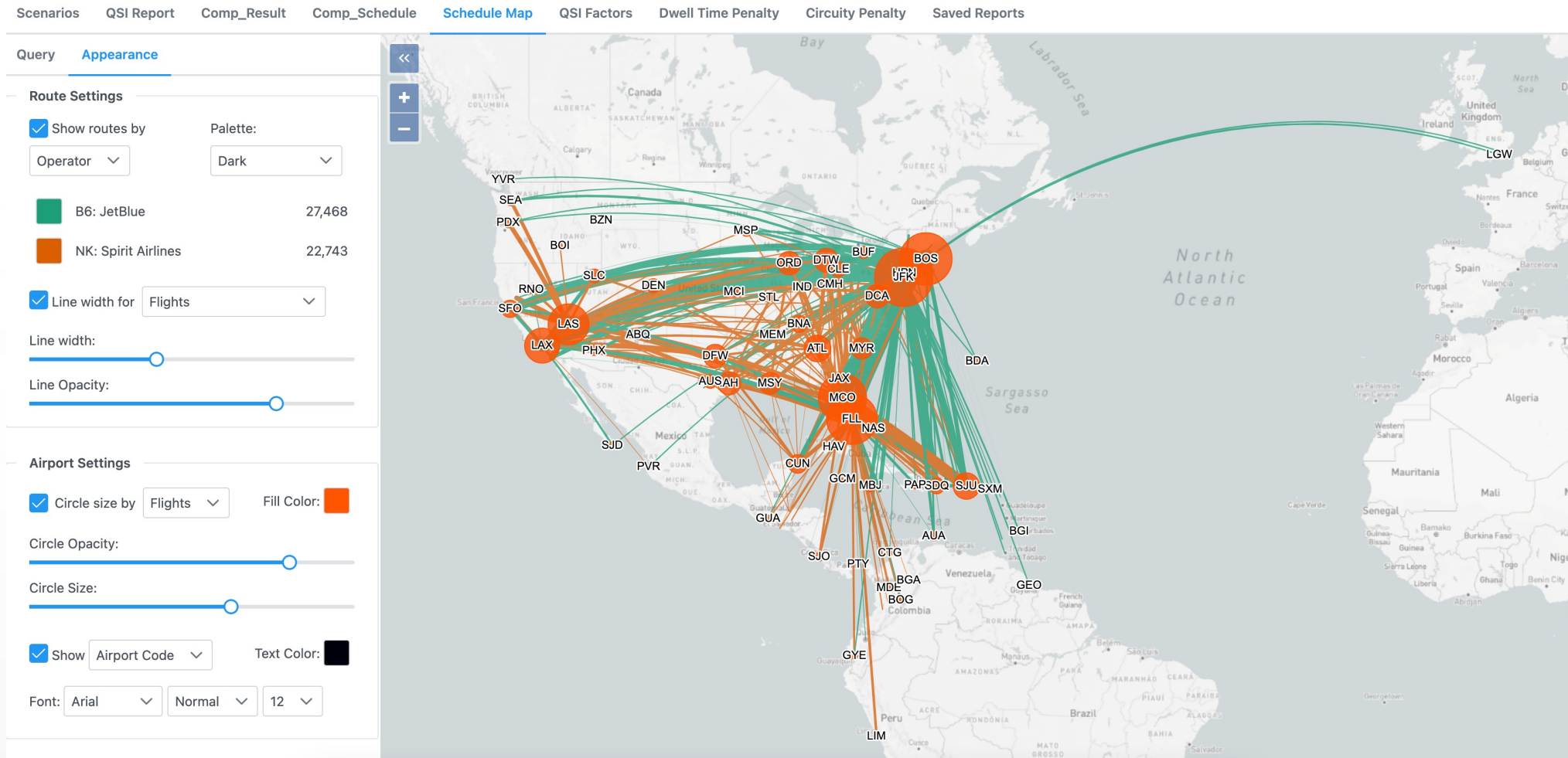




August 30th, 2022

Network Synergy for JetBlue (B6) and Spirit (NK)

A combined B6 and NK network will create more online connection services for customers



Source: B6 and NK Schedules in September 2022



If all NK flights were converted to B6's and connections are allowed ...

Schedule Difference

Origin Airport

Dest Airport

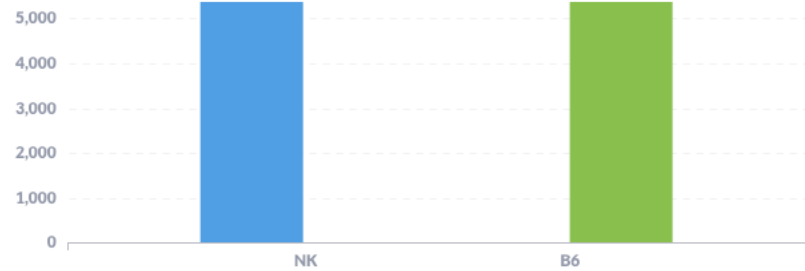
Mkt Airline

Opt Airline

Aircraft

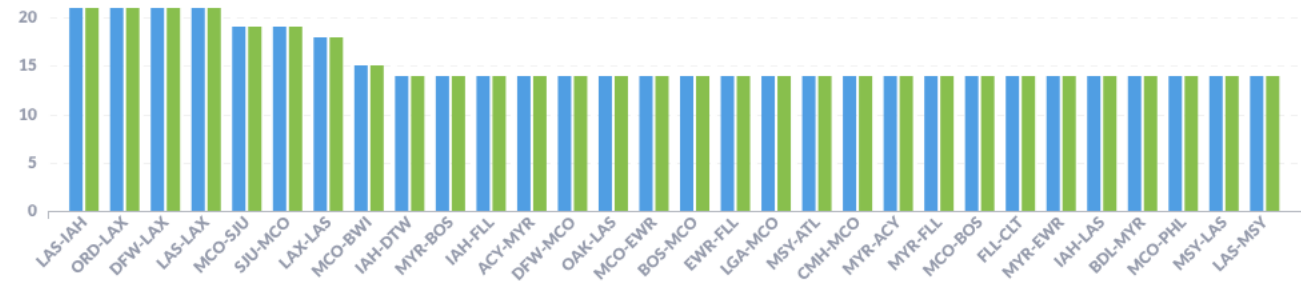
Weekly Flight Frequency Difference by Airline

● OLD ● NEW



Weekly Flight Frequency Difference by Market

● OLD ● NEW



Schedule Difference

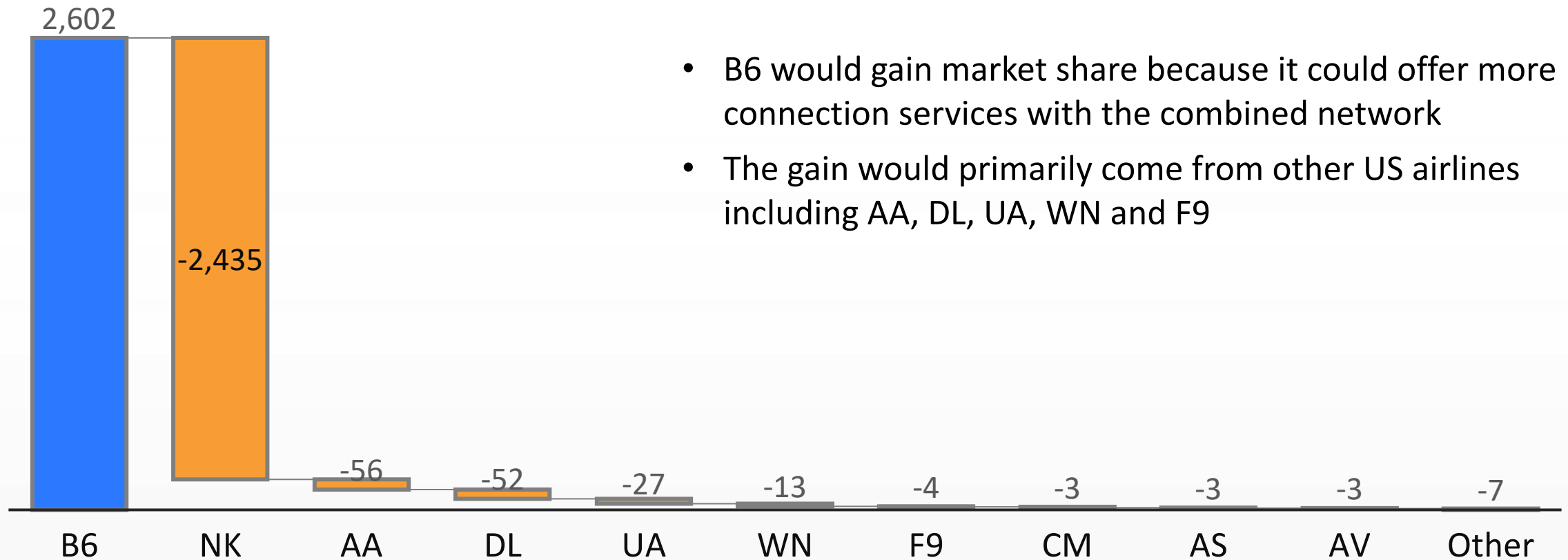
	SOURCE	MKT_AL	OPT_AL	MKT_FLIGHT_NO	OPT_FLIGHT_NO	ORG	DST	VIA	EFFECTIVE_FROM	EFFECTIVE_TO	OPT_DAYS	LOCAL_DEP_TIME	LOCAL_ARR_TIME	ARR_OFFSET	FLYING_MINS	AIRCRAFT	SEATS	RESTRICTIONS	AIRLIN
New	B6	B6	2511	2511	ABQ	LAS			2022-09-12	2022-09-18	1234567	1230	1302		92	32S	182		L
Old	NK	NK	2511	2511	ABQ	LAS			2022-09-12	2022-09-18	1234567	1230	1302		92	32S	182		L
New	B6	B6	1414	1414	ACY	FLL			2022-09-12	2022-09-18	1234567	0600	0844		164	32S	182		L
New	B6	B6	1729	1729	ACY	FLL			2022-09-12	2022-09-18	1234567	1035	1316		161	32S	182		L
Old	NK	NK	1414	1414	ACY	FLL			2022-09-12	2022-09-18	1234567	0600	0844		164	32S	182		L
Old	NK	NK	1729	1729	ACY	FLL			2022-09-12	2022-09-18	1234567	1035	1316		161	32S	182		L
New	B6	B6	1103	1103	ACY	MCO			2022-09-12	2022-09-18	1234567	1633	1902		149	32S	182		L
New	B6	B6	303	303	ACY	MCO			2022-09-12	2022-09-18	1234567	0530	0758		148	32S	182		L

Source: B6 and NK Schedules in September 2022



... B6 would gain about 167K (6.4%) pax monthly from other airlines

Total Monthly Pax Gain/Loss (in thousands)

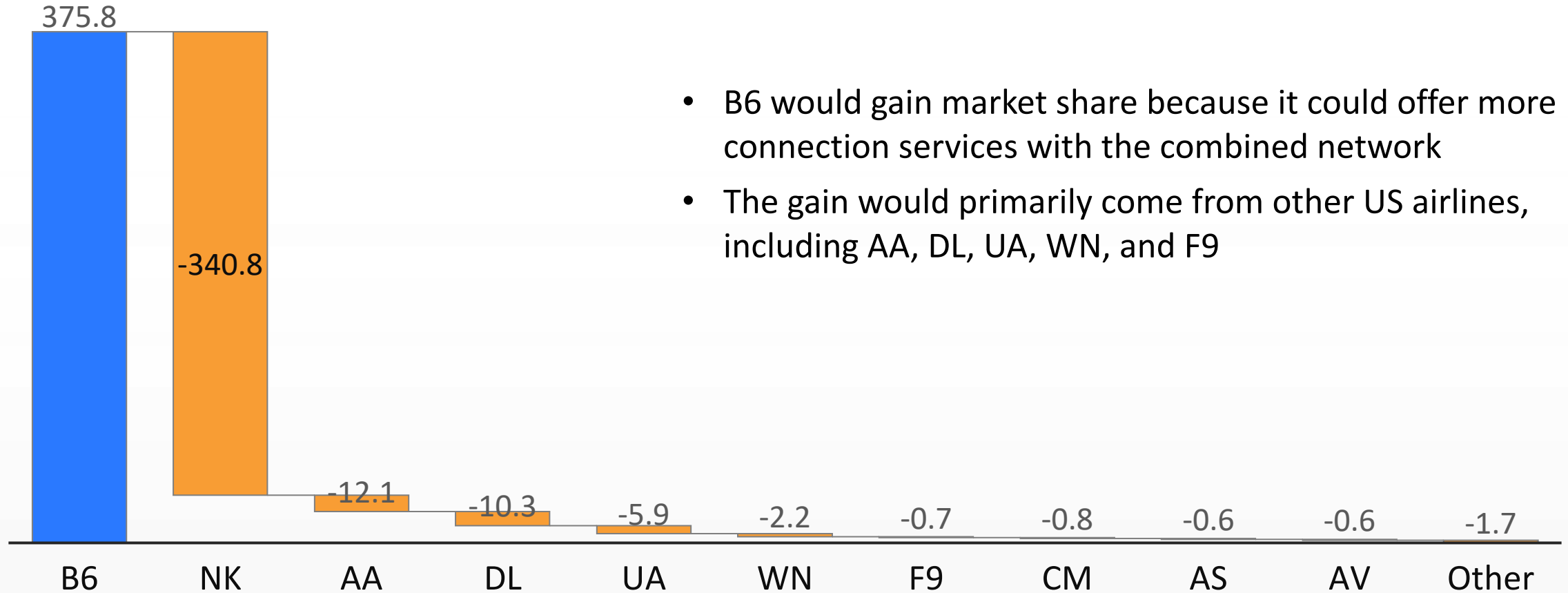


- B6 would gain market share because it could offer more connection services with the combined network
- The gain would primarily come from other US airlines including AA, DL, UA, WN and F9



The synergy would be about \$35 million per month or \$420 million per year if the total market size were constant

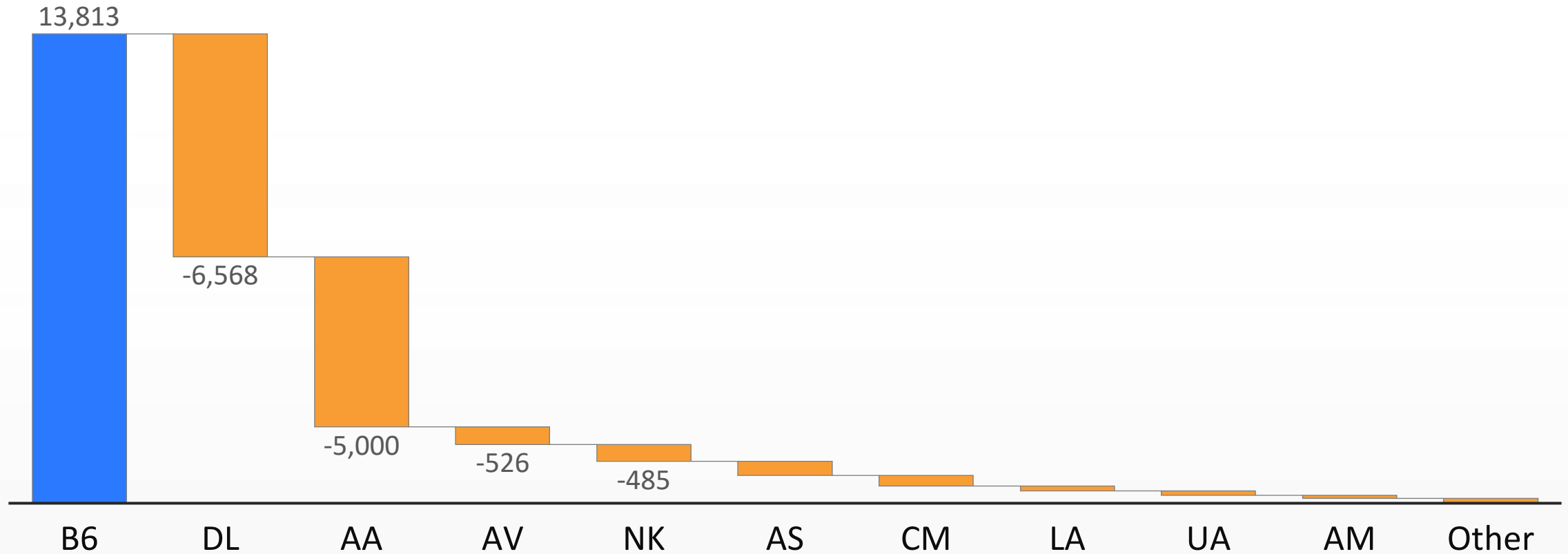
Total Monthly Revenue Gain/Loss (\$ in millions)



- B6 would gain market share because it could offer more connection services with the combined network
- The gain would primarily come from other US airlines, including AA, DL, UA, WN, and F9

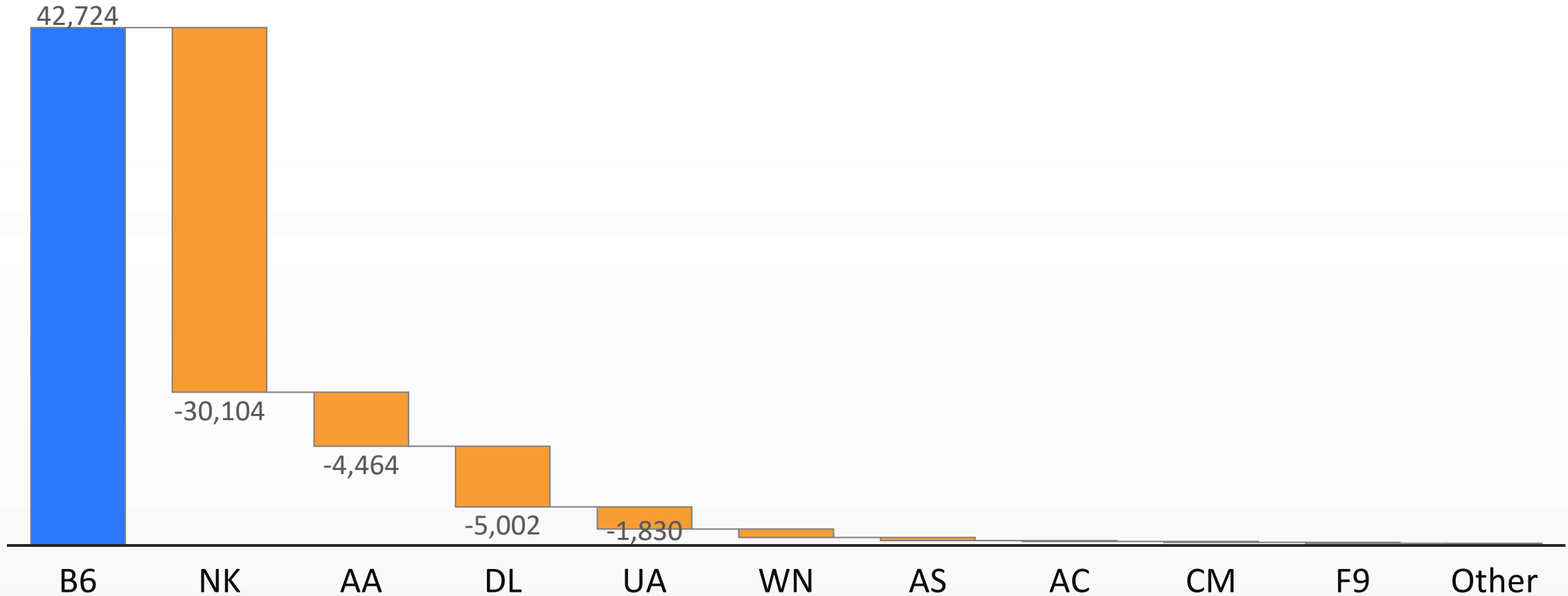
B6 would gain about 12K pax monthly from DL, AA, and AV in the JFK outbound markets

Monthly Pax Gain/Loss from JFK



Most new traffic from BOS would be switched from NK, but B6 could also gain about 12K monthly pax from AA, DL, UA, and WN

Monthly Pax Gain/Loss from BOS



The merge would make B6 a new leader in markets like EWR-MCO

Scenarios **QSI Report** Comp_Result Comp_Schedule Schedule Map QSI Factors Dwell Time Penalty Circuitry Penalty Saved Reports

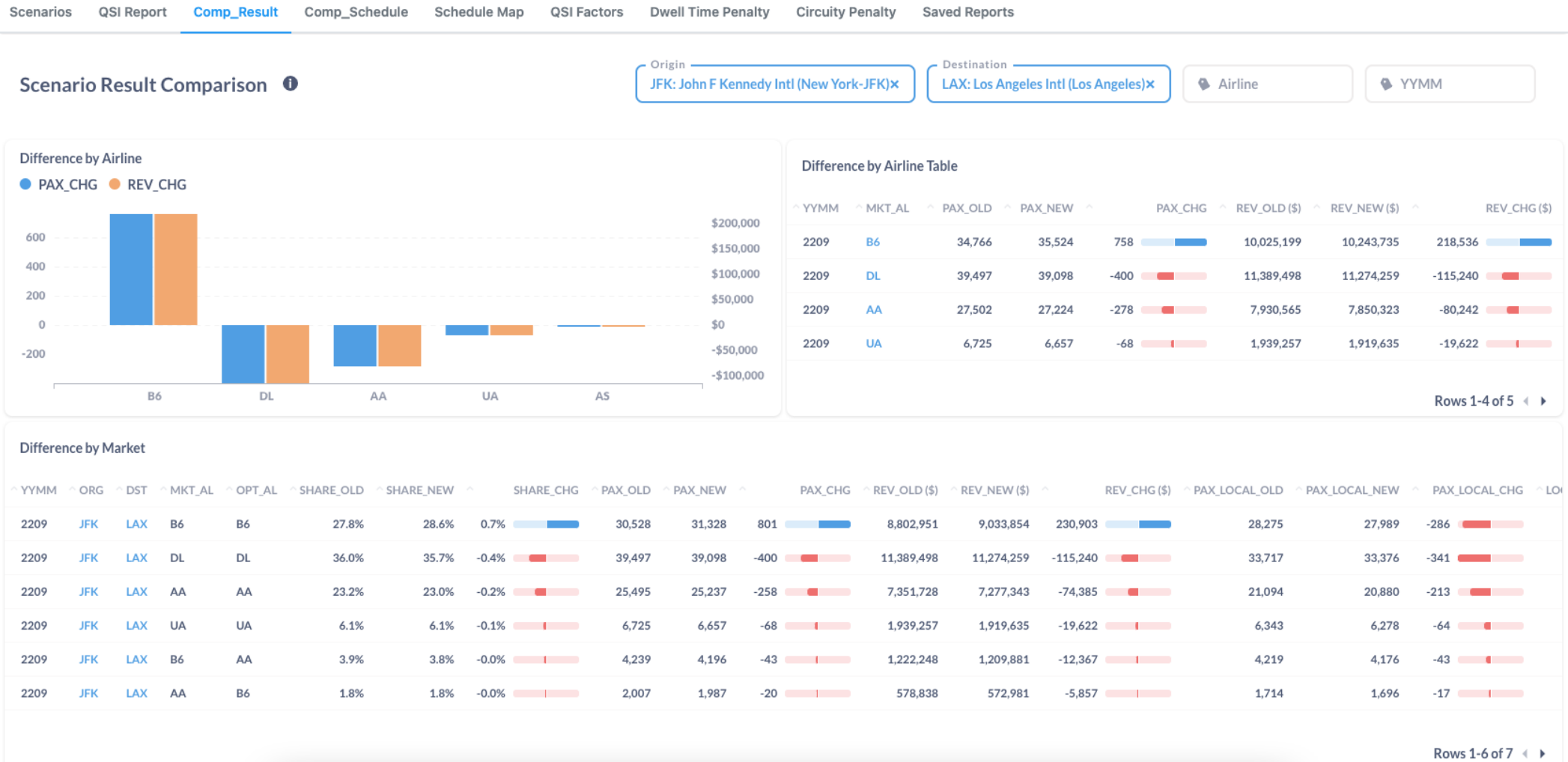
Origins: EWR Destinations: MCO Travel Month: 09/2022

Standard Custom **QSI** ShareGap ▶ Run Report




QSI Market Share Report 10 columns selected Show Details > 0.0% Search keyword

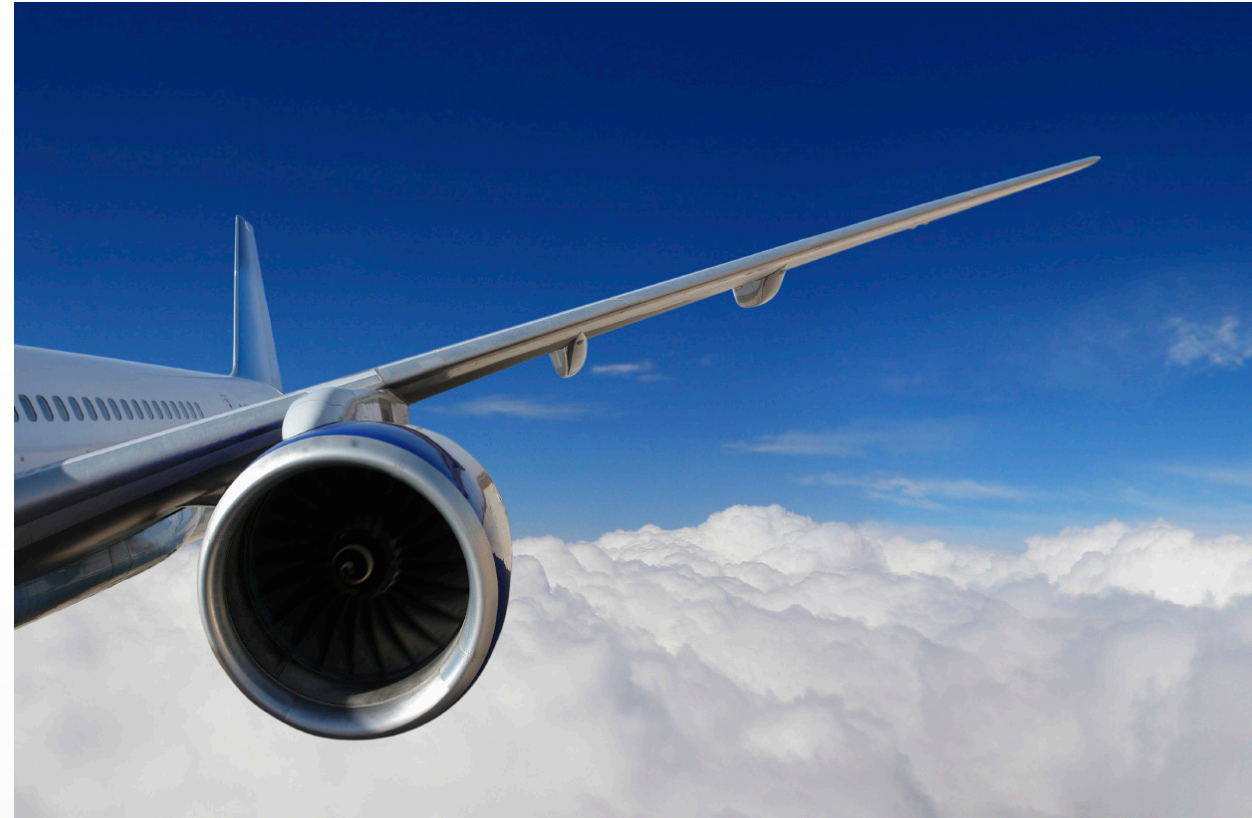
DOM MKT AL	DOM OPT AL	ORG Country	DST Country	ORG	DST	Service Type	QSI Point	QSI Share
B6	B6	US	US	EWR	MCO	Non-stop	63.84	46.55%
UA	UA	US	US	EWR	MCO	Non-stop	50.24	36.64%
AA	AA	US	US	EWR	MCO	Single Connect	7.52	5.49%
DL	DL	US	US	EWR	MCO	Single Connect	7.26	5.29%
UA	UA	US	US	EWR	MCO	Single Connect	5.74	4.19%
B6	B6	US	US	EWR	MCO	Single Connect	2.23	1.63%
AA	B6	US	US	EWR	MCO	Single Connect	0.13	0.09%
AS	AA	US	US	EWR	MCO	Single Connect	0.10	0.07%
HA	B6	US	US	EWR	MCO	Single Connect	0.08	0.06%
							137.13	100.00%

and make B6 more competitive in the long-haul markets like JFK-LAX



Why Fligence Planning? Everything is in the Cloud and scalable.

- Fligence¹ Planning is an airline network planning tool using the QSI (Quality Service Index) method to assess the impact of any airline schedule changes.
- With Fligence Planning, you can
 -  Run all scenario analyses anywhere on any devices with an internet connection;
 -  Rebuild connections and assess impact in minutes rather than waiting for hours;
 -  Evaluate the scenario result visually using your own comparison templates.



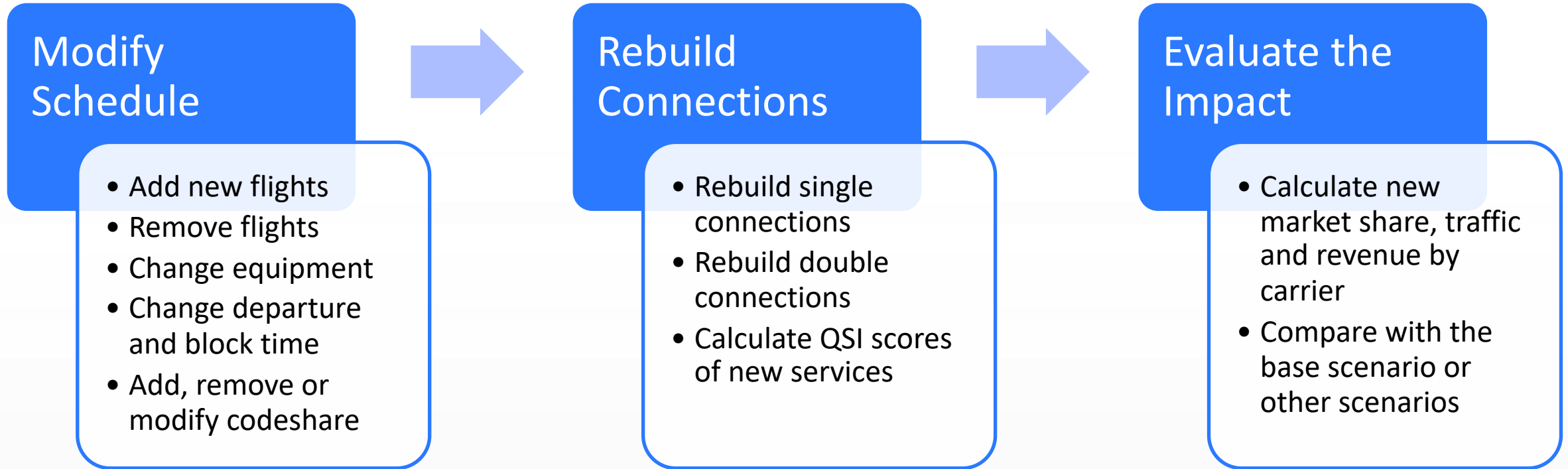
The sky is the limit.

Notes:

1. Fligence is our product brand, which stands for Flight Intelligence.



Wise decisions come from data-driven “What-if” analyses



Please get in touch with us if you want to learn more

Flight BI is a Business Intelligence (BI) solution provider for the global aviation industry. We build data warehouse products and web applications to help air operators, airports, OEMs, and other travel-related businesses make data-driven strategic and operational decisions intuitively.

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