

Emirates and Norway



194 thousand passengers on Emirates' flights to and from Oslo in 2017-18

22 thousand tonnes of cargo carried on Emirates' flights to and from Oslo in 2017-18

644 thousand passengers on Emirates' flights to and from Oslo since 2014

NOK 4.3 billion bilateral trade between the UAE and Norway in 2017

1,200 Norwegian nationals living in the UAE

42 Norwegian nationals employed by the Emirates Group

70 Norwegian companies operating in the UAE

Emirates began daily non-stop passenger flights to Oslo in September 2014 and remains the only carrier serving flights between Norway and the UAE.

Emirates launched the Dubai-Oslo route with a three-class Boeing 777-300ER in September 2014. In 2017-18, over 194,000 passengers flew on Emirates' flights to and from Oslo, having grown by 18% over the previous period. Since its launch in 2014, over 644,000 passengers have travelled on Emirates' Dubai-Oslo route.

In fact, Emirates is the only carrier serving flights between Norway and the UAE. Hence without Emirates' flights to Oslo, passengers bound for Dubai would need to use at least a one-stop connection.

"The new direct route with Emirates facilitates for a host of new travel opportunities to Asia and Australia with only one stop, and provides faster connections to destinations such as Sydney, Brisbane and Adelaide."

– Dag Falk-Petersen, CEO Avinor Airports

Emirates' unique connectivity

Connectivity plays an important role in enabling tourism, international business relationships, Foreign Direct Investment and international trade. In Europe, connectivity is mainly provided by a few large hub airports such as Frankfurt and Paris, as a result of which intercontinental connections from other cities in Europe often require an additional stopover. This creates a connectivity gap. Emirates helps bridge that gap by serving more non-hub centres through its global network.

Norway-UAE trade relations

The UAE continues to be a key trading partner for Norway in the Middle East region. In 2017 alone, total bilateral trade between the two countries exceeded NOK 4.3 billion. Norwegian exports to the UAE totalled NOK 3.9 billion, having almost doubled from

Emirates contributes to Norway's connectivity needs in the Middle East, Africa, Asia and Australasia



the previous year with 92% growth and generating a positive trade balance of NOK 3.5 billion for Norway. An estimated 70 Norwegian companies are active in Dubai, which acts as a hub for their operations in the Middle East, Africa and Asia.

Air cargo plays a vital role in many industries' global supply chains. Emirates helps develop new opportunities for major Norwegian industries such as its oil, gas, maritime and telecom sectors by enhancing connectivity to underserved regions in the Middle East, Asia, Africa and Australasia. Emirates SkyCargo helps strengthen Norway's position as the world's second largest seafood exporter by regularly transporting salmon from Norway to Copenhagen, Stockholm, Hamburg, Dusseldorf and Amsterdam, as well as other products such as live king crabs, pharmaceuticals and electronics to other destinations on Emirates' global network.

In 2017-18, Emirates transported over 17,200 tonnes of seafood products, mainly salmon, out of Norway. The fish is harvested the day before uplift and trucked to Oslo and transported onto Emirates' global passenger and freighter network. Emirates' unique product advantage due to its global network,

fast connection times and logistics solutions in Dubai makes it the favoured choice for shippers in Norway.

In addition to the belly-hold capacity on the daily passenger service to Oslo, Emirates also operates a weekly dedicated freighter service with 100 tonnes of cargo capacity to facilitate Norwegian exports.

Investing in modern and efficient aircraft

Emirates continues to invest in the most modern, efficient aircraft and engine technology available. In 2017-18, Emirates added 17 new aircraft to its fleet, including eight A380s and nine Boeing 777-300ERs. Emirates has one of the youngest aircraft fleets in the industry with an average fleet age of 68 months (5.7 years) – which is significantly lower than the industry average of 140 months.

Investing in modern, wide-body aircraft has always been the cornerstone of Emirates' strategy, because these are more fuel-efficient to operate and also allow us to provide our customers with a better onboard experience.

The importance of international aviation competition

International aviation competition is currently high on the European agenda. Open markets with main trading partners is an important element when seeking to ensure connectivity with the rest of the world. Liberalised aviation markets create new routes for people to travel, work and goods to be exchanged. It is not surprising therefore that representative bodies, including Airports Council International (ACI Europe) with 46 Norwegian airports among its members and the European Travel Commission which is supported by Innovation Norway, recently called on policy-makers to prioritise free aviation market access, including with Gulf countries. Some European legacy carriers in France and Germany disagree with this. But why should valuable direct international air links, which are so important for business and tourism, be limited to a few European airlines and a few European hubs with higher ticket prices, longer travel times and passenger inconvenience as consequences?

About Emirates

Emirates was established in 1985 and since then, the company's growth has been measured in line with market demand. With 269 efficient aircraft in service today, Emirates operates a global network of over 160 destinations in 86 countries, independently of the three traditional alliances. Emirates launched passenger services to three new destinations in 2017 – Newark in the US, Phnom Penh in Cambodia and Zagreb in Croatia, and launches services to London Stansted, Santiago de Chile and Edinburgh in 2018.



Myth vs. Fact: Setting the record straight



Some of our competitors claim that Emirates competes unfairly or negatively impacts the aviation market. Such misconceptions, when repeated often enough, can ultimately be accepted as fact. Below we aim to address some of these allegations levelled against Emirates.

Myth: Emirates is heavily subsidised by the Dubai Government.

Fact: Emirates is a consumer-focused, commercial airline, operating a financially transparent and non-subsidised business model. Our funds are raised on a fully commercial basis through a wide range of sources including operating leases, commercial asset-backed debt and equity from investors. Our financial accounts are audited by PricewaterhouseCoopers in full compliance with International Financial Reporting Standards, and are publicly available at <https://www.emirates.com/english/about-us/business-model/financial-transparency.aspx> and have been since 1993-94.

Emirates has been profitable for the last 30 years and rather than receive subsidies as erroneously alleged, Emirates has in fact paid its state shareholder over US\$4.2 billion in dividends up to and including its 2017-18 financial year.

Myth: Emirates receives free fuel and does not pay to use infrastructure in Dubai.

Fact: In the 2017-18 financial year, Emirates' fuel costs totalled US\$6.7 billion and comprised 28% of operating costs, wholly comparable with other large long-haul carriers. Shell, one of Emirates' main fuel suppliers in Dubai and abroad, recently confirmed that it does not give Emirates preferential treatment. Emirates also pays the full published landing charges at Dubai International Airport – as do the 100 other airlines that fly to and from this airport. Similarly, Emirates pays the same airport handling fees to the ground-handling agent as would a similar high volume airline customer.

Myth: The social conditions in which some of Emirates' employees work are unacceptable.

Fact: As a responsible multinational company, Emirates complies with the labour laws in each of the countries that we operate in. To attract and retain top talent Emirates offers competitive salaries and benefits. Emirates currently employs over 62,000 staff of over 170 nationalities worldwide. The Emirates Group's status as an excellent employer is shown by its high staff retention rates with more than 17,000 staff having worked for the company for 10 years or longer, of which 3,200 have worked for over 20 years.

Please visit www.emirates.com to read more on "Airlines and Subsidy: Our position"