# Strategic Review (cont'd)



# UNITING ASEAN AND BEYOND

**10 KEY PRIORITIES FOR THE NEXT 5 YEARS 2022 ACHIEVEMENTS 2023 FOCUS** Brought back 99% of furloughed 1 airasia, 1 brand, 1 Accelerating high performance Allstars people, 1 culture culture among Allstars Integrate Muslim-friendly travel **Full integration of** Introduced and lifestyle platform into airasia Community and all services onto a SUPER+; Super App; increase collaboration integrated airasia single consumer rewards into airasia Super App between airasia Super App and facing platform **BigPay** Expand aviation group into **Connecting and** Cambodia; Asia Digital making available Completed airasia Super App Engineering into Philippines and Asean expansion our products in all Indonesia; and Teleport's delivery cities across Asean network coverage Named World's Best Low Cost Introduce Ask Bo to provide a Airline for the 13th consecutive proactive, attentive and hassleyear at Skytrax World Airline free customer service with Awards 2022; Asia's Leading personalised experiences Low-Cost Airline Cabin Crew for the sixth consecutive year and Offer the best Asia's Leading Low-Cost Airline customer for the seventh year in a row, at experience across the 29<sup>th</sup> World Travel Awards all channels 2022; Best IR Website at the IR Magazine Forum & Awards South East Asia 2022; World's Best Low-Cost Airline App 2022 & World's Best Low-Cost Airline Website 2022 at World Travel Tech Awards

Innovated and enhanced existing systems such as FACES and Super App features to provide seamless travel experience



Be the most efficient in everything we do

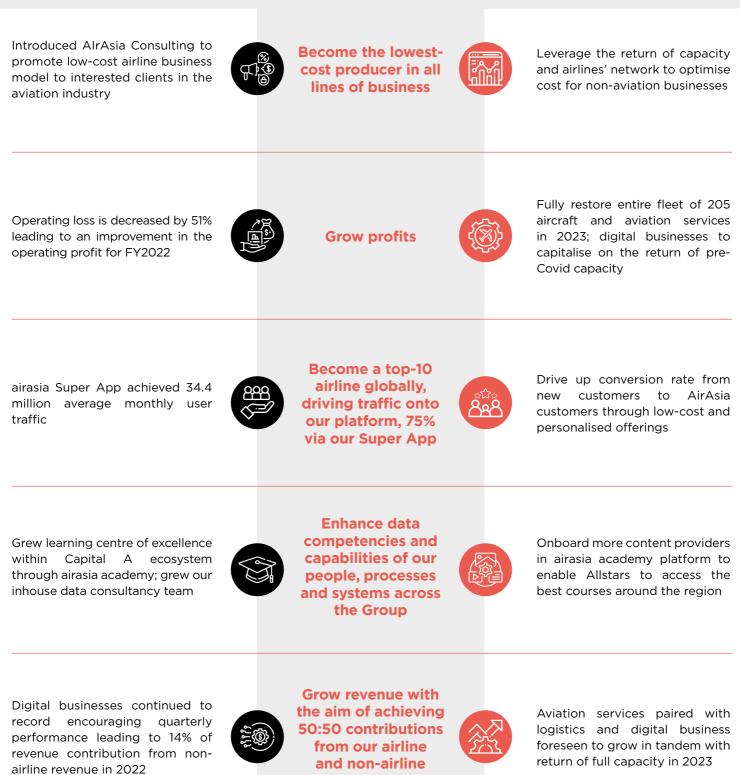


Simplify details update process for guests through advanced Ask Bo features; improve airlines' ontime performance

# 2022 ACHIEVEMENTS

# **10 KEY PRIORITIES FOR THE NEXT 5 YEARS**

# 2023 FOCUS



**businesses** 

# Strategic Review (cont'd)

# **Our Strategy/Blueprint**





# **AIRASIA AVIATION GROUP**

To be among the Top-10 global airlines and continue to be the best and the largest airline group in Asean

## **Mission:**

To connect over 1 billion people throughout Asean by 2026



# **AVIATION SERVICES**

# **ASIA DIGITAL ENGINEERING**

To be the best & largest Maintenance, Repair & Overhaul (MRO) service provider in Southeast Asia by providing high quality, innovative products and services at competitive rates

## **Mission:**

To provide best-in-class MRO services and the best digital solutions in Asean and beyond

# **AIRASIA CONSULTING**

Our vision is to be the preferred, world class aviation consulting firm globally, recognised for our commitment in delivering exceptional results that drive growth, profitability and operational excellence for our clients.

# Mission:

To provide the best in class consulting services by leveraging our aviation industry expertise, handson experience, passion and deep understanding of the low cost airline business.

# **GROUND TEAM RED**

To be Asean's first choice ground handling service provider

# **Mission:**

- To create a globally recognised Asean brand through innovation, value and passion
- Maintain the highest quality product, embracing technology to improve productivity and enhance service delivery quality

To be the leading Asean fast food chain, bringing nasi lemak to the world

# Mission:

**SANTAN** 

To provide the best value for money Malaysian and Asian favourites including nasi lemak in the air and on the ground



# LOGISTICS

# TELEPORT

The go-to choice to move anything for everyone in Southeast Asia

#### **Mission:**

To move things across Southeast Asia better than anyone else

# DIGITAL

# AIRASIA SUPER APP

To be the superapp of choice in Asean

## **Mission:**

To connect our customers with everything, everywhere & to provide our customers with value, togetherness, affordability, accessibility and inclusivity



# VENTURES

# **REDBEAT CAPITAL**

To be a venture arm that builds and nurtures new businesses with the goal of enhancing the value of the ecosystem in Capital A

#### Mission:

To develop, incubate and accelerate leading innovative products and services for the Capital A ecosystem & to transform Capital A Group into a global digital corporation by building businesses through innovations and connecting with tech startups across the globe

## BIGPAY

To be the lifelong best value financial partner for Southeast Asians

#### **Mission:**

Giving Southeast Asians the financial services they need to level up their lives, one transaction at a time

# **IKHLAS**

To become the leading global Shariah lifestyle platform

# **Mission:**

To enrich the lives of Muslims through focusing on improving communities, convenience, education, affordability and also support through digitalisation

# AIRASIA ACADEMY

To be the leading edutech provider in Asean

#### **Mission:**

Fulfilling all of your education and employment needs on one platform. Disrupting education across Asean

# **AIRASIA GROCER**

To be a RM0.5 billion revenue company by end of 2026

# **Mission:**

Asia's leader in cross-border airflown food trade