



ONCE AGAIN, A VERY SATISFYING FIRST HALF FOR THE SUMMER

Investors Presentation September 2015

FORWARD-LOOKING STATEMENTS



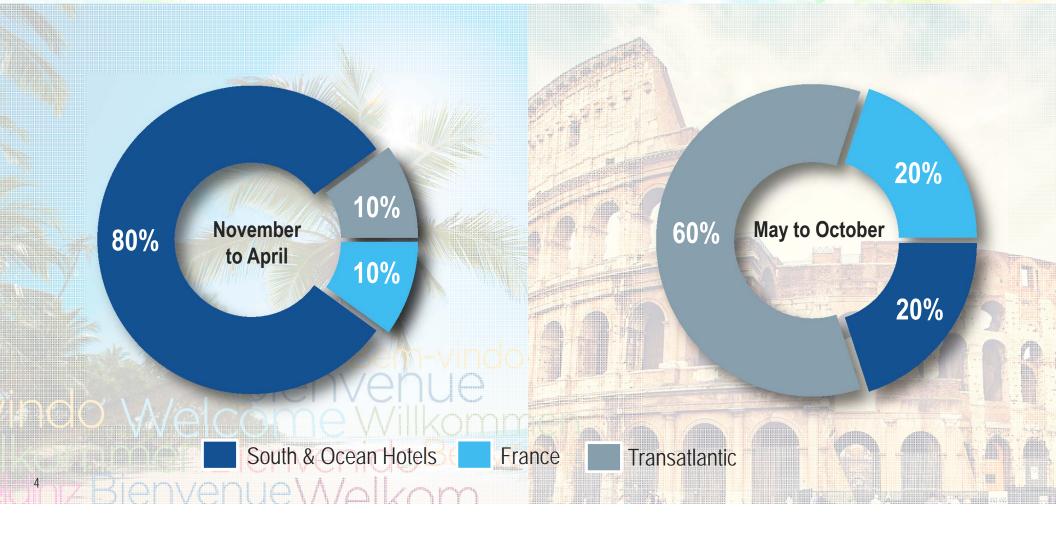
THIS PRESENTATION CONTAINS CERTAIN FORWARD-LOOKING STATEMENTS WITH RESPECT TO THE CORPORATION. THESE FORWARD-LOOKING STATEMENTS, BY THEIR NATURE, NECESSARILY INVOLVE RISKS AND UNCERTAINTIES THAT COULD CAUSE ACTUAL RESULTS TO DIFFER MATERIALLY FROM THOSE CONTEMPLATED BY THESE FORWARD-LOOKING STATEMENTS. WE CONSIDER THE ASSUMPTIONS ON WHICH THESE FORWARD-LOOKING STATEMENTS ARE BASED TO BE REASONABLE, BUT CAUTION THE READER THAT THESE ASSUMPTIONS REGARDING FUTURE EVENTS, MANY OF WHICH ARE BEYOND OUR CONTROL, MAY ULTIMATELY PROVE TO BE INCORRECT SINCE THEY ARE SUBJECT TO RISKS AND UNCERTAINTIES THAT AFFECT US. THE CORPORATION DISCLAIMS ANY INTENTION OR OBLIGATION TO UPDATE OR REVISE ANY FORWARD-LOOKING STATEMENTS, WHETHER AS A RESULT OF NEW INFORMATION, FUTURE EVENTS OR OTHERWISE, OTHER THAN AS REQUIRED BY LAW.

AGENDA



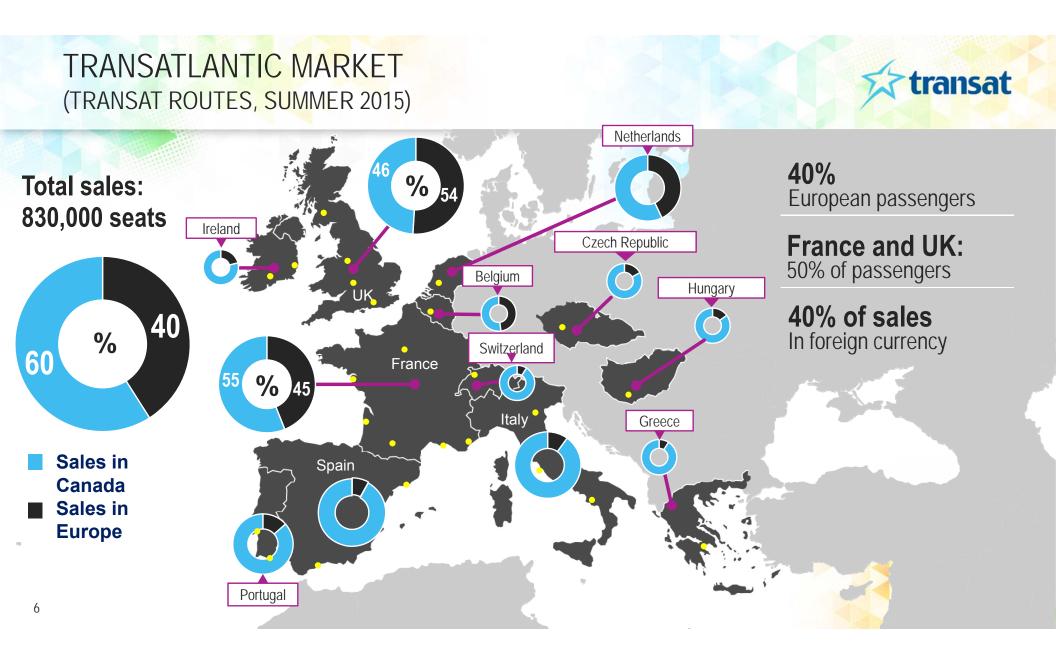
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DISTINCT WINTER AND SUMMER MARKETS



KEY FINANCIAL INFORMATION – SUMMER





TRANSATLANTIC MARKET CAPACITY AND MARKET SHARE (TRANSAT MARKETS)

1,800,000 +16% Market share -_ Summer 2014 (Actual) Transatlantic routes, Summer 2015 (Forecast) 1,600,000 TOTAL SEATS Summer 2015 **SUMMER 2014** 1,400,000 10 3,770,000 1,200,000 1,000,000 7 42 +1% % 800,000 TOTAL SEATS +7% 600,000 **SUMMER 2015** -10% 21 +11% -8% 400,000 4,035,000 200,000 +125% Air Canada Transat +7% 0 Air France - KLM British Airways AIR CANADA 🏽 🛠 transat Airfrance / Other BRITISHARM KLM Lufthansa Other

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KEY FINANCIAL INFORMATION – SUMMER THIRD QUARTER RESULTS 2015

HIGHLIGHTS (vs. 2014)

Global results similar due to :

- Despite global capacity increase, we improved our margin on transatlantic routes (lion's share of our revenue)
- Positive combined impact of fuel-cost and currency fluctuations on transatlantic flights
- Lower revenues attributable to lower fuel costs
- Softening of margins in France due to international crises and a weaker euro

Transatlantic

- Capacity similar
- Prices down by 2.3% (vs. 2.7%⁽²⁾)
- Load factor up by 0.5% (vs. 0.0%⁽²⁾)
- Cost down by 4.4% (Fuel / FX / Indexation)

France

- Passengers decreased by 14.1% due to factors out of our control
- EUR/USD decreased by 18% (1.11 vs 1.36) : Negative impact on the demand for USA tour-packages

	3 RD quarter ended July 31						
	3 ND quarter ended July 31						
(in thousands of C\$)	2015	2014	2015 vs. 2014				
	Actual	Actual	\$	%			
REVENUES	920,123	941,702	(21,579)	-2.3%			
EBITDAR incl. hotels JV	71,174	71,139	35	0.0%			
EBITDA incl. hotels JV	46,472	47,789	(1,317)	-2.8%			
As % of revenues	5.1%	5.1%					
Adjusted net income ⁽¹⁾	27,216	26,730	486	1.8%			
As % of revenues	3.0%	2.8%					
Per share	0.71	0.68					
Net income (loss) as per F/S	13,067	25,820	(12,753) ⁽²⁾	-49.4%			

 Net income attributable to shareholders before change in fair value of derivative financial instruments used for aircraft fuel purchases, gain on disposal of a subsidiary, restructuring charge, impairment of goodwill and other significant unusual items, net of related taxes
 Negative impact due to the mark-to-market on fuel derivatives contract

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8 2) As of June 9 2015

KEY FINANCIAL INFORMATION – SUMMER CURRENCIES & FUEL IMPACT ON COSTS (2015 VS. 2014)

	Trans	Transatlantic (per passenger)					
	Q3	Q4	Summer				
Average selling price 2014 ⁽¹⁾	\$870	\$930	\$900				
% Fuel expense % Other expenses in foreign currencies	31% 29% 24% 26%		30% 25%				
 2015 average FX Blended Rate Fuel Blended Price per gallon⁽²⁾ 	USD / EUR / GBP 1.18 / 1.39 / 1.87 CAD 2.55	USD / EUR / GBP 1.21 / 1.41 / 1.91 CAD 2.41	USD / EUR / GBP 1.20 / 1.40 / 1.89 CAD 2.48				
 2014 average FX Blended Rate Fuel Blended Price per gallon⁽²⁾ 	USD / EUR / GBP 1.09 / 1.47 / 1.75 CAD 3.13	USD / EUR / GBP 1.09 / 1.48 / 1.77 CAD 3.11	USD / EUR / GBP 1.09 / 1.48 / 1.76 CAD 3.12				
FX/Fuel impact on costs	(\$52)	(\$56)	(\$54)				
FX/Fuel impact in % ⁽³⁾	(5.9%)	(5.9%)	(5.9%)				

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1. Price before commission was \$1,000

2. Price based on the Jet Fuel US Golf Coast Pipeline Index in CAD

3. Impact on costs before indexation of 1.5% and only on Transatlantic market

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KEY FINANCIAL INFORMATION – SUMMER IMPACT ON ADJUSTED EBITDA INCL. OCEAN HOTELS (AS OF SEPT. 10, 2015)



Q4 OUTLOOK (vs. 2014) Slightly lower global results: 		Q3	Q4	Summer
 Similar margin on transatlantic routes despite global capacity increase Lower margins in France to continue 	Adj. EBITDA 2014 incl. hotels	48M	76M	124M
 Transatlantic Our capacity up by 3% 	Δ FX / Fuel on costs on transatlantic market (flight only)	+18M	+ 22M	+ 40M
 83% of inventory sold Prices down by 3.2% Load factor down by 1.2% 	Adj. EBITDA incl. FX / Fuel impact	66M	98M	164M
 Costs down by 4.4% (Fuel / FX / Indexation) France 	Yield management (price and load factor) on transatlantic market (flight only) ⁽³⁾	(12M)		
Difficult market conditions in France due to a weaker euro and international crises	France, Sun destinations	(7M)		
	Adj. EBITDA 2015 incl. hotels	47M		
 30% of our consolidated summer operating expenses is in USD (incl. Including the positive impact of currencies variance on revenues 	fuel)			

Including the positive impact of currencies variance on revenues 2.

Including indexation of cost around 1.5% 3.

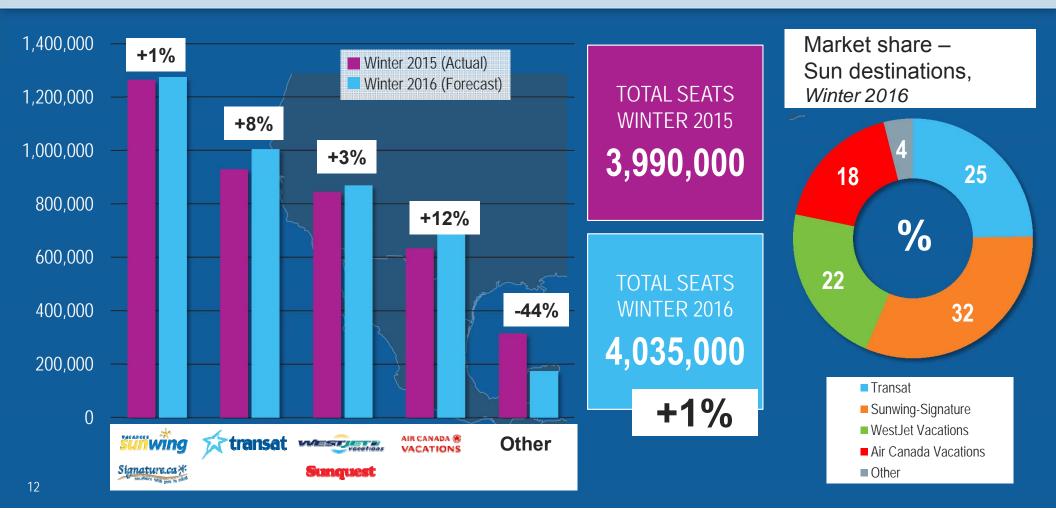
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KEY FINANCIAL INFORMATION – WINTER



SUN DESTINATIONS MARKET CAPACITY AND MARKET SHARE (TRANSAT MARKETS)





KEY FINANCIAL INFORMATION – WINTER WINTER RESULTS 2016 (AS OF SEPTEMBER 10, 2015)



Perspectives and Initiatives

- 20% of inventory sold
- More flexible fleet :
 - More seasonal B737
 - More A330 sub-leased
- Improve our exclusive collection hotels (higher margins)
- Develop new routes and connecting flight

	Winter season ended April 30						
(in thousands of C\$)	2016	2015	2014	Avg. 2011-2015			
	Outlook	Actual	Actual	Actual			
REVENUES		1,807,079	1,965,841	1,927,689			
EBITDAR ⁽¹⁾ incl. hotels JV		15,494	15,135	12,785			
EBITDA ⁽¹⁾ incl. hotels JV		(32,357)	(23,888)	(26,039)			
As % of revenues		-1.8%	-1.2%	-1.4%			
Adjusted net income (loss) ⁽²⁾		(39,069)	(30,841)	(33,455)			
As % of revenues		-2.2%	-1.6%	-1.7%			
Per share		(1.01)	(0.80)	(0.87)			
Net income (loss) as per FS		(39,609)	(33,552)	(31,682)			
Impact FX/Fuel on costs		(30,000)	(36,000)				

1) Before restructuring charge

 Net income (loss) excluding change in fair value of derivative financial instruments used for aircraft fuel purchases, non-monetary gain on investments in ABCP, goodwill impairment and restructuring charge



FINANCIAL POSITION AS OF JULY 31, 2015

HIGHLIGHTS

Free Cash: + \$18M vs. July 2014

- Results of the last 12 months, working cap, net of Capex
- ABCP tax assessments (\$18M)
- Share buyback (\$4M)

Debt

- Unused credit facilities of \$66M
- Off balanced sheet (aircraft leases) increase in the last 12-month period due to USD appreciation

2015 CAPEX: \$55M

NCIB program active since April 15

D Net investment in hotels JV⁽¹⁾

- Held 35% (65% held by H10 Hotels)
- 3 hotels owned, 2 hotels managed
- Manage 2,200 rooms
- \$96M on balanced sheet as of July 31

Trade and other payables	466,644	463,785	2,859
Customer deposits	527,868	485,867	42,001
Working capital ratio	1.04	1.06	(0.02)
Balance sheet debt	0	0	0
Obligations under operating leases	624,047	583,858	61,226
Net investment (Ocean hotels)	96,453	78,026	18,427
Capital expenditures (TTM)	61,460	58,436	3,024
Free cash Flow (TTM)	28,829	100,580	(71,751)

Jul. 31,

2015

Actual

515,552

266,700

(in thousands of C\$, except ratios)

Cash in trust or otherwise reserved

Free cash



2015 vs. 2014

%

3.7%

1.5%

0.6%

8.6%

-2.0%

0.0%

10.9%

23.6%

5.2%

-71.3%

\$

18.480

3,897

As at

July. 31,

2014

Actual

497.072

262,803

TRANSAT: THE GLOBAL INVESTMENT PROPOSITION

SUMMER: TRANSATLANTIC MARKET

- Lowest-cost producer with strong brand and award-winning service
- Invested in our fleet to improve customer experience and expanded our offering through connecting flights strategy (new destinations)
- Solid distribution network in Canada and Europe
- WINTER: SUN DESTINATIONS
 - Flexible aircraft fleet lowering our costs
 - Ongoing work on hotel offering and market segmentation (collections)
 - Profitable investment in hotel company with growth strategy
- \$100 million cost-reduction and margin improvement program over 3 years (2015-2017)
- Sound balance sheet providing the foundation to execute the plan (profitability and growth)





ANNEX – FINANCIAL MARKET HIGHLIGHTS

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ANNEX: USD/CAD SPOT RATE

Resistance 1,34 1.34 Winter 2015-16 1.32 hedging program start USD/CAD spot rate : 1.12 1.30 1.28 Winter 2014-15 Summer 2015 1.26 hedging program start hedging program start 1.24 USD/CAD spot rate : 1.08 USD/CAD spot rate : 1.04 1.22 1.20 1.18 1.16 1.14 1.12 1.10 1.08 Second quarter 2015 results release 1.06 USD/CAD: 1.23 1.04 Summer 2015 Inventory sold : 65% (% hedge higher) 1.02 Winter 2015/16 Inventory sold : ≈ 10% (% hedge higher) 1.00 0.98 May-13 Feb-14 May-14 Feb-15 May-15 Aug-15 Nov-12 Feb-13 Aug-13 Nov-13 Aug-14 Nov-14 USD/CAD 200 days moving average

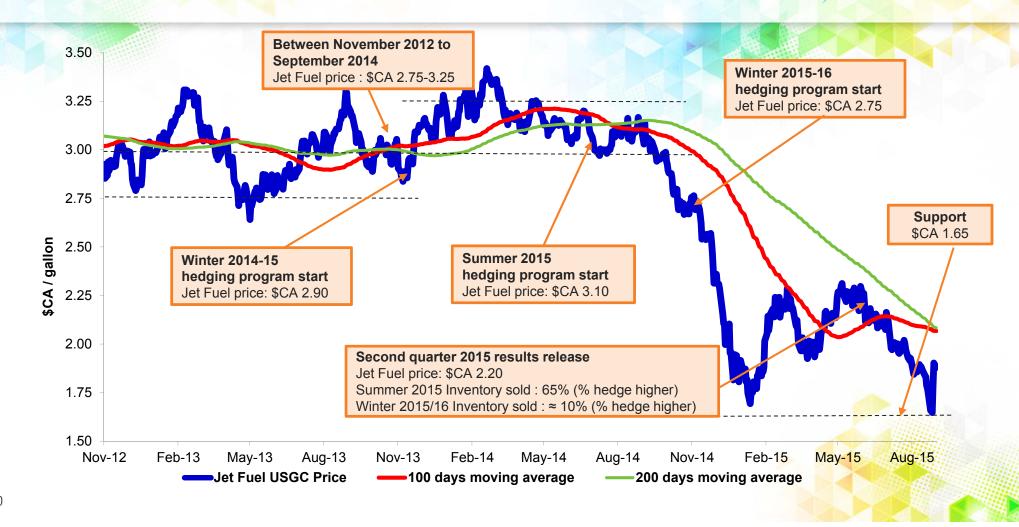
ANNEX: JET FUEL MARKET PRICE (IN USD) THIRD QUARTER 2015

3.50 Between November 2012 to September 2014 Jet Fuel price : \$US 2.75-3.00 3.25 Winter 2015-16 hedging program start Jet Fuel price: \$US 2.40 3.00 2.75 2.50 Support \$US 1.25 \$US / gallon 2.25 **Summer 2015** Winter 2014-15 hedging program start hedging program start 2.00 Jet Fuel price: \$US 2.85 Jet Fuel price: \$US 2.80 1.75 Second quarter 2015 results release Jet Fuel price: \$US 1.70 1.50 Summer 2015 Inventory sold : 65% (% hedge higher) Winter 2015/16 Inventory sold : \approx 10% (% hedge higher) 1.25 1.00 Feb-13 May-13 Feb-15 May-15 Aug-15 Nov-12 Aug-13 Nov-13 Feb-14 May-14 Aug-14 Nov-14 Jet Fuel USGC Price -100 days moving average 200 days moving average

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ANNEX: JET FUEL MARKET PRICE (IN CAD)



ANNEX – HISTORICAL FINANCIAL RESULTS

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ANNEX: WINTER FINANCIAL RESULTS (5-YEAR HISTORICAL)

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	Winter						
(in thousands of CAD)	2015	2014	2013	2012	2011	Avg. 2004 2008	
REVENUES	1,807,079	1,965,842	1,912,538	2,041,722	1,911,263	1,482,107	
EBITDAR incl. hotels JV ⁽¹⁾	15,494	15,135	26,312	(14,255)	21,238	112,871	
EBITDA incl. hotels JV ⁽¹⁾	(32,357)	(23,288)	(14,663)	(55,726)	(4,159)	87,262	
As % of revenues	-1.8%	-1.2%	-0.8%	-2.7%	-0.,%	6.0%	
Adjusted net income (loss) ⁽²⁾	(39,069)	(30,841)	(22,996)	(54,477)	(19,894)	45,102	
As % of revenues	-2.2%	-1.6%	-1.2%	-2.7%	-1.0%	3.1%	
Net income (loss) as per F/S	(39,609)	(33,552)	(37,897)	(42,688)	(4,663)	43,836	
Adjustments net of tax :	(540)	(2,711)	(14,901)	11,789	15,231	(1,266)	
Change in fair value of derivative financial instruments used for aircraft fuel purchases	(665)	(1,480)	(16,440)	6,025	11,993	5,603	
Non-monetary gain on investments in ABCP		-		8,032	6,637	(6,427)	
Gain on disposal of a subsidiary		-	-	-	-	-	
Goodwill impairment	-	-	-	-	-	-	
Restructuring (Charge) / Gain	-	(2,226)	(3,915)	-	-	-	
Tax Impact	125	995	5,454	(2,268)	(3,399)	(442)	

1) Before restructuring charges

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2) Net income (loss) excluding change in fair value of derivative financial instruments used for aircraft fuel purchases, non-monetary gain on investments in ABCP, goodwill impairment and restructuring charges

ANNEX: SUMMER FINANCIAL RESULTS (5-YEAR HISTORICAL)

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	Summer					
(in thousands of CAD)	2014	2013	2012	2011	2010	Avg. 2009- 2014
REVENUES	1,786,357	1,735,620	1,672,497	1,742,904	1,645,929	1,687,053
EBITDAR incl. hotels JV ⁽¹⁾	172,023	175,280	123,066	81,465	154,310	132,144
EBITDA incl. hotels JV ⁽¹⁾	123,817	134,985	76,176	38,012	128,958	93,550
As % of revenues	6.9%	7.8%	4.6%	2.2%	7.8%	5.5%
Adjusted net income (loss) ⁽²⁾	76,083	85,563	39,205	10,192	74,555	51,741
As % of revenues	4.3%	4.9%	2.3%	0.6%	4.5%	3.0%
Net income (loss) as per F/S	56,427	95,852	26,019	(10,048)	73,281	48,438
Adjustments net of tax :	(19,656)	10,289	(13,186)	(20,240)	(1,274)	(3,303)
Change in fair value of derivative financial instruments used for aircraft fuel purchases	(22,342)	15,947	(5,324)	(13,271)	(977)	5,564
Non-monetary gain on investments in ABCP	-	-	(96)	1,476	(746)	(819)
Gain on disposal of a subsidiary	•	-	5,655	-	-	943
Goodwill impairment	(369)	-	(15,000)	-	-	(2,529)
Restructuring (Charge) / Gain	(4,161)	(1,825)	-	(16,543)	197	(5,749)
Tax Impact	7,216	(3,833)	1,579	8,098	252	(713)

1) Before restructuring charges

2) Net income (loss) excluding change in fair value of derivative financial instruments used for aircraft fuel purchases, non-monetary gain on investments in ABCP, goodwill impairment and restructuring charges

ANNEX: ANNUAL FINANCIAL RESULTS (5-YEAR HISTORICAL)

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	Annual					
(in thousands of CAD)	2014	2013	2012	2011	2010	Avg. 2004 2014
REVENUES	3,752,198	3,648,158	3,714,219	3,654,167	3,498,877	3,230,889
EBITDAR incl. hotels JV ⁽¹⁾	187,158	201,592	108,811	102,703	180,041	169,190
EBITDA incl. hotels JV ⁽¹⁾	99,929	120,322	20,450	33,853	127,092	106,369
As % of revenues	2.7%	3.3%	0.6%	0.9%	3.6%	3.6%
Adjusted net income (loss) ⁽²⁾	45,242	62,567	(15,272)	(9,702)	56,663	45,155
As % of revenues	1.2%	1.7%	-0.4%	-0.3%	1.5%	1.4%
Net income (loss) as per F/S	22,875	57,955	(16,669)	(14,711)	65,607	36,258
Adjustments net of tax :	(22,367)	(4,612)	(1,397)	(5,009)	11,944	(8,276)
Change in fair value of derivative financial instruments used for aircraft fuel purchases	(23,822)	(493)	701	(1,278)	9,341	(2,467)
Non-monetary gain on investments in ABCP	-	-	7,936	8,113	4,648	(3,944)
Gain on disposal of a subsidiary	-	-	5,655	-	-	514
Goodwill impairment	(369)	-	(15,000)	-	-	(1,292)
Restructuring (Charge) / Gain	(6,387)	(5,740)	-	(16,543)	1,157	(3,964)
Tax Impact	8,211	1,621	(689)	4,699	(3,202)	2,620

1) Before restructuring charges

2) Net income (loss) excluding change in fair value of derivative financial instruments used for aircraft fuel purchases, non-monetary gain on investments in ABCP, goodwill impairment and restructuring charges

ANNEX: WINTER FINANCIAL POSITION (5-YEAR HISTORICAL)

As at January 31 As at April 30 2013 2012 2011 2015 2013 2012 (in thousands of CAD) 2014 2014 2011 2015 Free cash + ABCP investment (fair value) 291,234 349,457 393,631 359,596 247,877 274,009 441,536 404,554 336,148 356,430 Cash in trust or otherwise reserved 394,896 300,848 289,806 418,504 407,153 426,671 474,661 291,300 296,747 337,487 372,094 Trade and other payables 402,516 351,866 380,712 421,172 352,040 358,539 373,840 366,742 333,477 Customer deposits 636,303 621,618 591,969 598,424 537.034 578.449 540,293 514,674 464,722 464,660 Working capital ratio 1.05 1.07 1.02 0.99 1.04 1.01 1.04 0.98 0.93 1.03 Balance sheet debt 0 0 0 0 0 13,762 0 0 0 6,867 Obligations under operating leases 684,551 633,475 504,374 612,374 602.241 624,156 626,816 480,199 576,346 614,888 Net investment (Ocean hotels) 85,322 74,579 60,689 94,532 77,510 62,651 64,011 59,173 68,300 58,665 Capital expenditures (TTM) 62,203 56,089 34,918 62,822 63,239 61,561 57,265 68,406 54,463 44,424 (5,778) Free cash flow (TTM) 37,588 104,940 (42,695) 37,745 54,745 3,261 153,048 52,527 120,212

ANNEX: SUMMER FINANCIAL POSITION (5-YEAR HISTORICAL)

As at July 31 As at October 31 2014 2013 2012 2012 (in thousands of CAD) 2011 2014 2013 2011 2010 2015 Free cash + ABCP investment (fair value) 515,552 497,072 389,337 318,692 385,777 308,887 265,818 198,525 260,327 252,973 Cash in trust or otherwise reserved 262,803 290,558 268,287 323,314 266,700 301,759 340,704 361,743 331,172 320,428 Trade and other payables 383,557 466,644 463,785 443,189 419,918 338,633 326,687 307,219 381,748 300,239 Customer deposits 527,868 485,867 456,215 395,862 386,703 424.468 410,340 382,823 347,957 326,589 Working capital ratio 1.04 1.06 1.02 0.99 1.02 1.12 1.10 1.00 0.97 1.07 Balance sheet debt 6,879 0 0 0 0 0 0 0 0 29,059 Obligations under operating leases 624,047 562,821 658,885 552,287 594,067 657,639 632,804 530,907 636,618 637,520 Net investment (Ocean hotels) 78,026 69,281 65,356 61,239 96,453 58,625 83,949 70,041 64,189 60,612 Capital expenditures (TTM) 61,460 58,436 62,029 65,416 51,042 64,976 55,457 64,639 54,194 26,122 Free cash flow (TTM) 36,479 28,829 100,580 71,220 (59,984) 110,804 41,264 67,582 (55,767) 93,009

ANNEX – STRATEGIC PLAN INITIATIVES

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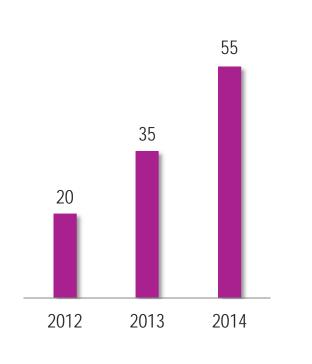
2015-2017 STRATEGIC PLAN

\$100-million cost reduction and margin improvement program

- Improvement of the offering
- Evolution of our distribution strategy and ecosystem
- Market development and integration



RECAP OF THE 2012-2014 COST REDUCTION PLAN



(In millions of dollars)

2012: Achieved targeted costs reduction of \$20M, mainly through headcount adjustments and general expenses.

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- **2013:** Achieved targeted costs reduction of \$15M, stemming in part from new operational processes at Air Transat, including the removal of one flight attendant on A330s.
- **2014:** Achieved targeted costs reduction of \$20M from several initiatives, including the first phase of the internalization of narrow-body aircraft and the first phase of a more flexible wide-body fleet.

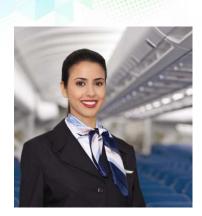
2012-2014: Cumulative impact of \$55M

COST AND MARGINS INITIATIVES 2015-2017

(In millions of dollars)

	2015	2016	2017
COST REDUCTIONS (in millions)			
Narrow-body flexible fleet	18	20	20
Reduction in the number of flight attendants	2	5	6
Buy-on-Board (sun destinations)	3	3	3
Optimization of hotel costs (sun destinations)	2	9	12
Optimization of distribution costs	11	13	16
Other projects and initiatives (identified)	3	4	5
To be identified and wide-body sub-leasing		6	15
Sub-total COSTS	39	60	77
MARGIN IMPROVEMENT (in millions)			
Ancillary Revenues and Cargo	6	9	11
Densification of three A330-300s	2	5	5
Online sales of third-party products	(2)	1	7
Sub-total MARGIN	6	15	23
TOTAL	45	75	100

FLEET STRATEGY AIR TRANSAT PROJECTED FLEET BY SEASON





				A 44		
WIDE-BODY	W15	S15	W16	S16	W17	S17
Air Transat Base Fleet	21	21	21	21	21	21
Less:Temporarily withdrawn ⁽¹⁾	(6)	-	(6)	-	(6)	-
Less:Sub-Lease	(1)	-	(3)	-	(3)	-
Total	14	21	12	21	12	21

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1) Thanks to improved leasing terms, three A330s are withdrawn from the fleet in winter. In addition, Transat has flexibility on the A310s it owns.

NARROW-BODY	W15	S15	W16	S16	W17	S17
Air Transat Base Fleet	4	4	4	6	6	6
Plus:CanJet	2	1	-	-	-	-
Plus:Seasonal Lease	8	-	15	-	14	-
Total	14	5	19	6	20	6

CONNECTING FLIGHTS STRATEGY

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 Expansion of destinations offered in Toronto, Montreal, Vancouver and Quebec City through connecting flights to our Toronto or Montreal hubs, synchronized with a wide range of European destinations with return direct or open jaw

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DENSIFICATION OF 3 AIRBUS A330-300

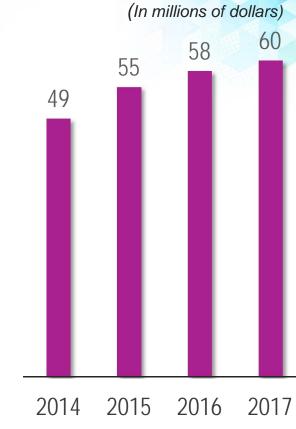


- 30 additional seats in eco on three A330-300
- From 345 to 375 seats
- No compromise on customer experience (same pitch)
- Dedicated to London and Paris from Toronto and Montreal on a yearly basis
- Investment of \$2M, expected annual margin of \$4.7M



ANCILLARY REVENUES

<complex-block>



Crow ancillary revenues to

- Grow ancillary revenues to \$60M by 2017 (on same basis as today)
- Introduction of the Datalex software to facilitate the sale of optional services
- New cargo agreement



SUN DESTINATIONS: EXCLUSIVITIES AND COLLECTIONS

- Strategy of securing rooms and differentiating product through exclusive deals
- Improved collections, in-sync with customer expectations
- Grow Ocean Hotels from 2,200 to 5,000 rooms









LUXURY 21 resorts in 2015, **30** in 2017

transat



DISTINCTION 27 resorts in 2015, 40 in 2017



SUN-SAVVY 23 resorts in 2015, 30 in 2017

35 *Based on Winter 2014

A RENEWED DISTRIBUTION STRATEGY AND ECOSYSTEM

transat



Create a fully-integrated distribution ecosystem comprised of a new Transat Travel website, connected to our call centers and travel agencies

Make online tools fully responsive to mobile devices

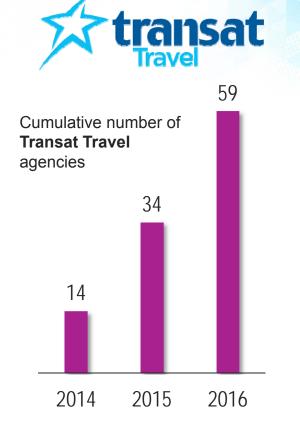
Enhance offering with third-party products so as to nurture repeat business and customer loyalty

Improved CRM (customer relationship management)



TRANSAT TRAVEL

- By 2017, we will have migrated our corporate travel agencies under the Transat Travel brand
- The brand change comes with a revamping of agencies
- Results so far are very positive:
 - More sales
 - More new customers
 - More sales of Transat products
 - Positive feedback from agents
 and customers





transat

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