



GREEN DEAL and KLM

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Most sustainable
airline in the world
Dow Jones
Sustainability Index
2005-2016



-KLM
The Flying Dutchman

F-GUGR

CORPORATE SOCIAL RESPONSIBILITY PILLARS

ENVIRONMENT

Reduce our environmental footprint by improving our operations, by innovating in the supply chain and by mobilizing our staff and the industry.



CUSTOMER EXPERIENCE

Integrate sustainability within the entire value chain to offer our customers sustainable and innovative products and services.



EMPLOYEE JOURNEY

Maintain a responsible social policy and encourage personal development to ensure the motivation and drive of our employees.



LOCAL DEVELOPMENT

Create economic and social value, through our network, at hubs and destinations.



Goal:

↓20%

Reduce our CO₂ footprint by 20% per passenger in 2020
(compared to 2011) by executing our Climate Action Plan

Climate Action Plan

Our Climate Action Plan embodies our strategy for further reducing our impact on climate change.



Fleet renewal



Operational efficiency



Sustainable biofuels

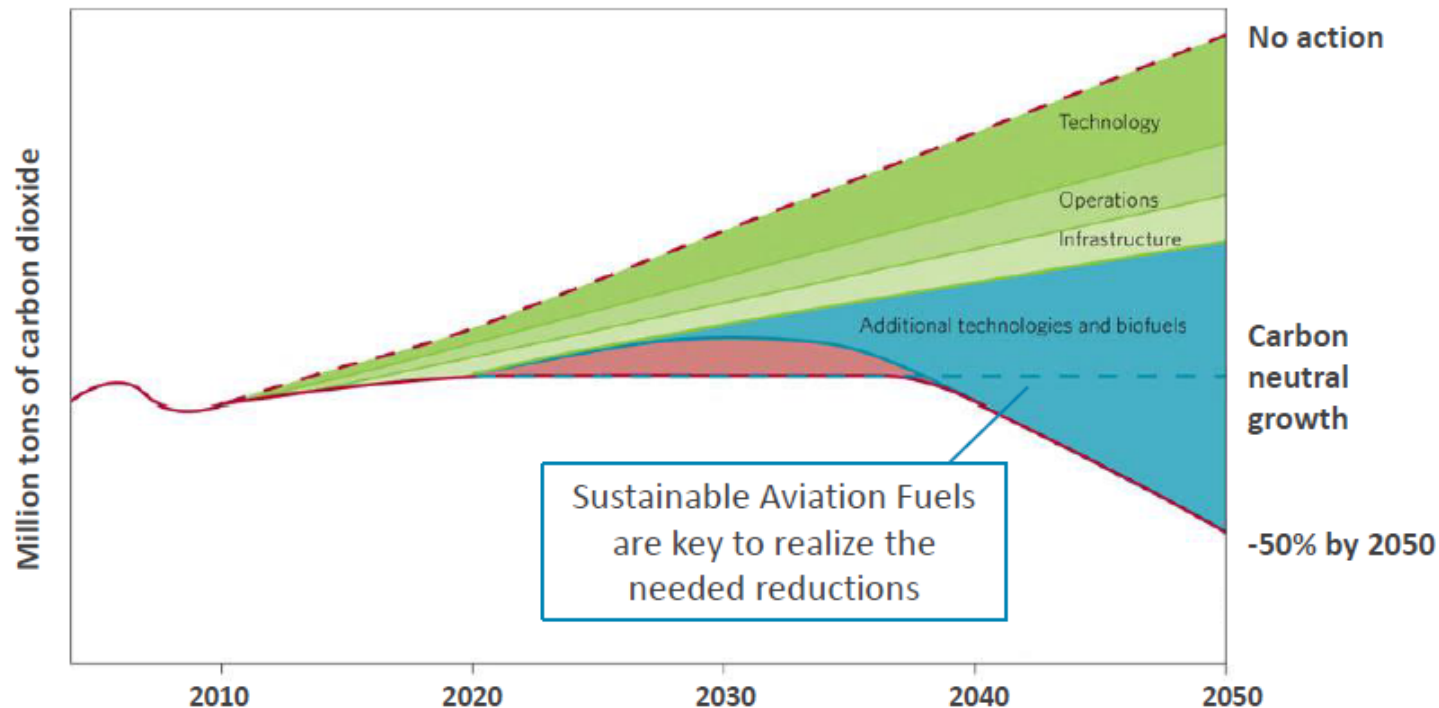


Offsetting

BIOFUEL BEST OPTION TO REDUCE FOOTPRINT

ONLY PROVEN TECHNOLOGY TO REDUCE CARBON EMISSIONS OF AVIATION

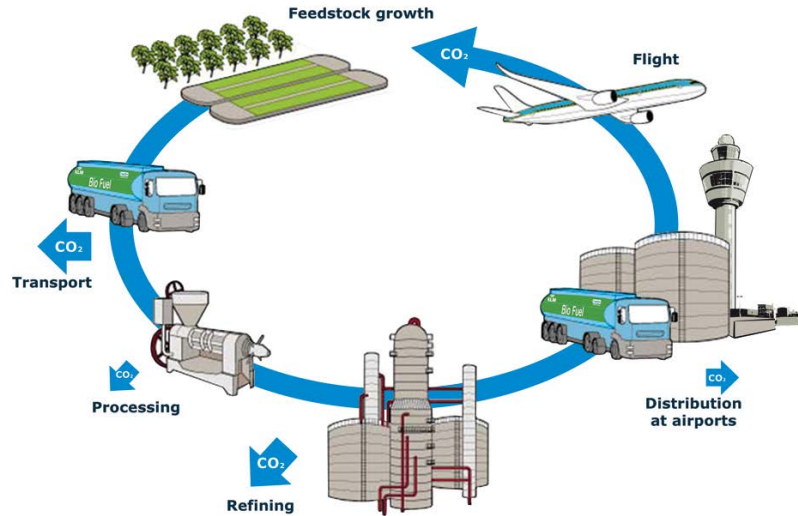
CO₂ reduction options for aviation 2005-2050



BIOFUEL IS SCARCE AND EXPENSIVE

ONLY PRODUCED IN LOS ANGELES, 2-3 TIMES MORE EXPENSIVE THAN KEROSENE

develop production & supply chain



increase demand for biofuel

KLM Corporate Biofuel Program



GREEN DEAL - TIMELINE

- 2012 – Agreement signed
- 2012 – Launched the corporate bio fuel program
- 2012 – 200 flights operated on Bio fuel between Amsterdam and Paris
- 2012 – KLM flew the longest transatlantic flight on Bio fuel from Amsterdam – Rio
- 2013 – KLM operates the New York – Amsterdam flight on Bio fuel
- 2016 – 80 flights from Oslo – Amsterdam operated on Bio fuel
- 2016 – All flights from Los Angeles – Amsterdam will be operated on Bio fuel (3year deal)
- 2018 – KLM launches it's most sustainable flight. Växjö – Amsterdam is 100% CO2 compensated

SÖDRA LEADING THE WAY IN SWEDEN

FIRST PARTICIPANT IN CORPORATE BIOFUEL PROGRAM IN SWEDEN

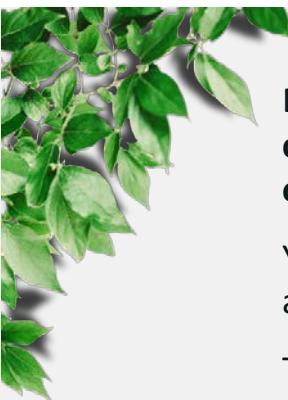


WE MAKE TRANSPORT CLEANER



NORDIC CORPORATE BIOFUEL PROGRAM

HOW DOES IT WORK?



Depending on sustainability ambitions, your company chooses to allocate an **annual contribution** to the Nordic Corporate Biofuel Programme to **reduce the carbon footprint of your employees travel**.


Your companies contribution **bridges the price difference** between traditional fossil fuel and sustainable biofuel. We use the fee to purchase sustainable biofuel.

The general aim is to create a stable production and **reduce price for biofuel** to an acceptable level and make it widely available and accessible.

Based on annual contribution, your company receives the associated volume of sustainable biofuel and CO₂ emission reduction. This is detailed in your **annual Sustainability Report**.

NORDIC CORPORATE BIOFUEL PROGRAM

BENEFITS FOR BIOFUEL CUSTOMERS




By flying on sustainable biofuel, your company can **reduce its business travel footprint** up to 80% and set an example for other companies. The CO2 reduction will be detailed in your Annual Sustainability Report.

By joining the program, your company helps to **support the development of sustainable aviation biofuels** by stimulating new technologies and supply chains.

Every year, your company receives **more sustainable biofuel for the same budget**, due to the price decrease that is enabled by the program.

The program connects your company to a **community of other front runners** that demonstrate leadership in the field of sustainability.

The Air France - KLM CBP offers **exposure, events and media coverage** such as news articles and advertisements.



**"The best time to plant
a tree was 20 years
ago. The second best
time is now"**

Chinese Proverb