

Safety Culture is good for business



Manage risk, maximise opportunity

Capt Dave Prior, Director of Safety and Security

Aims

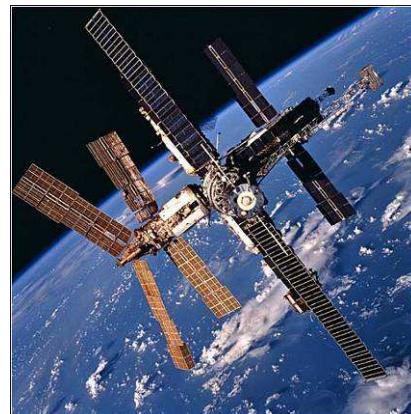


- ✈ *The aim of this presentation is to show:*
- ✈ Why easyJet embraces safety and safety culture
- ✈ Why safety makes great business sense
- ✈ Why safety gives us a competitive edge

It's 1995

Population of Europe
727,405,000

Dow Jones **Indexes**



London
Stock Exchange



You want to set up a low cost airline.....

1995

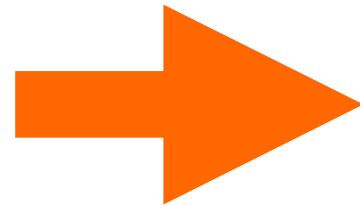
1 base

3 airports

2 routes

2 leased aircraft

Virtual airline!



2008

20 bases

103 airports

26 countries

383 routes

160 aircraft

43 million pax

7000 employees



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But you're mindful of the fact.....



In order to make a small fortune in aviation
You must first start out with a large one

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So you'll be fairly keen to follow the rules.....



Rule No1: Never lose money

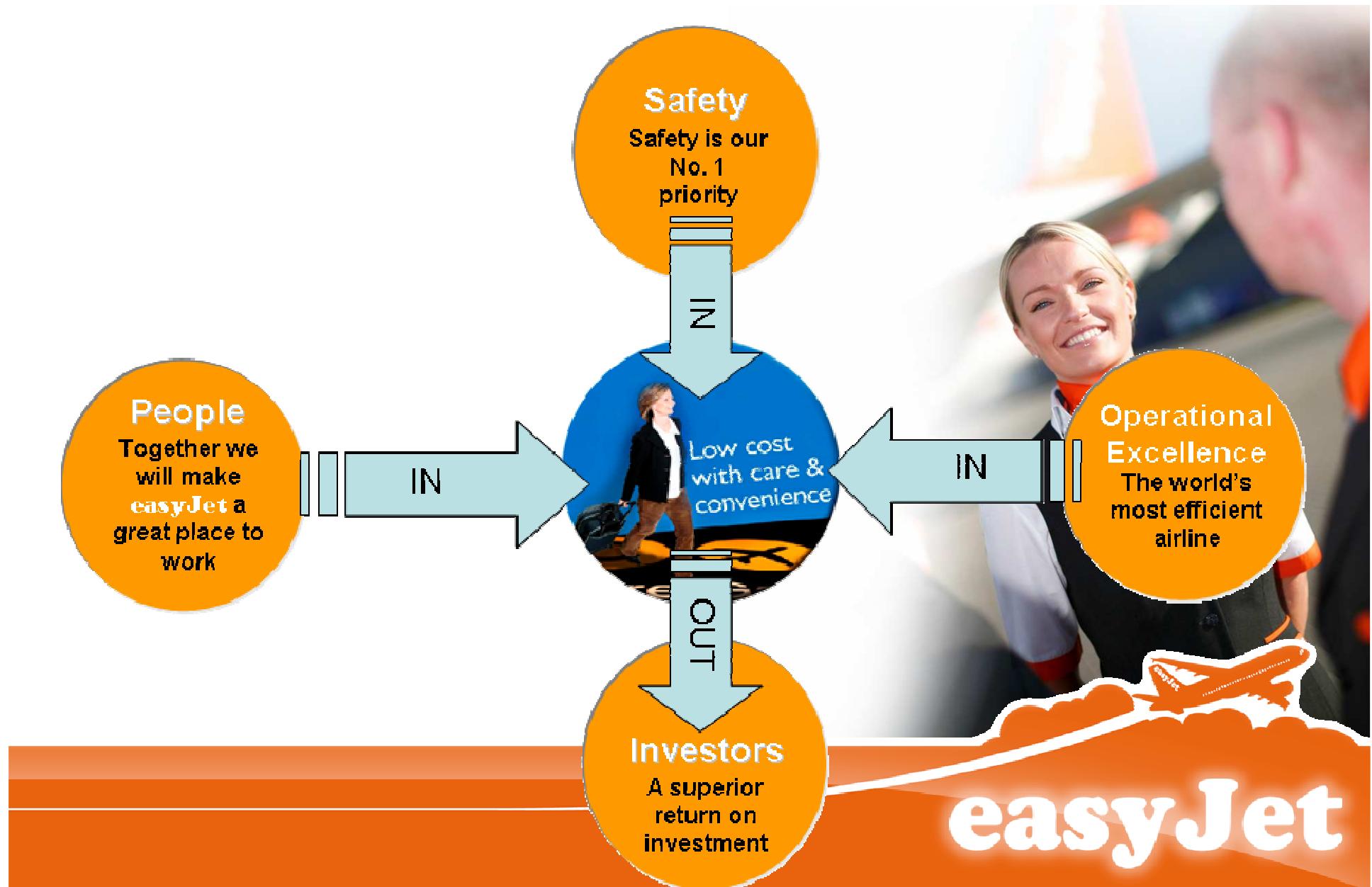
Rule No 2: Never forget rule number 1

Rule No 3: Risk stands between opportunity and profit

Rule No 4: Manage risk. Make profit

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Manage risk by making safety your No 1 priority



Safety is your number 1 priority because.....

It's more than being 'just' compliant



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Legal and political reasons.....



- ✈ It's law
- ✈ There's a regulatory requirement
- ✈ Over fly rights?
- ✈ Potential for blacklisting



Corporate manslaughter act (UK Jurisdiction)



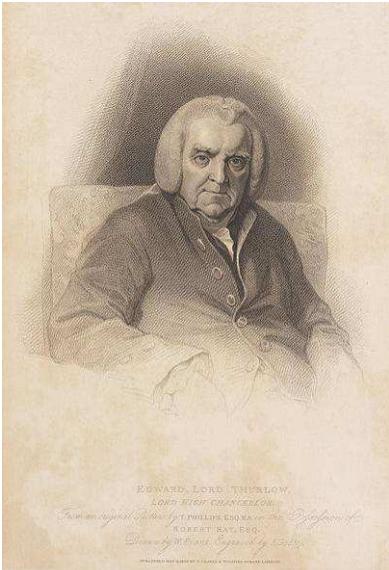
Herald of Free Enterprise
Train crashes
Piper Alpha
Barrow Council

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Baron Thurlow, 18th century English Jurist and Lord Chancellor



“Did you ever expect a corporation to have a conscience, when it has no soul to be damned and no body to be kicked?”



Preventing Corporate Accidents, Whittington and Burlington

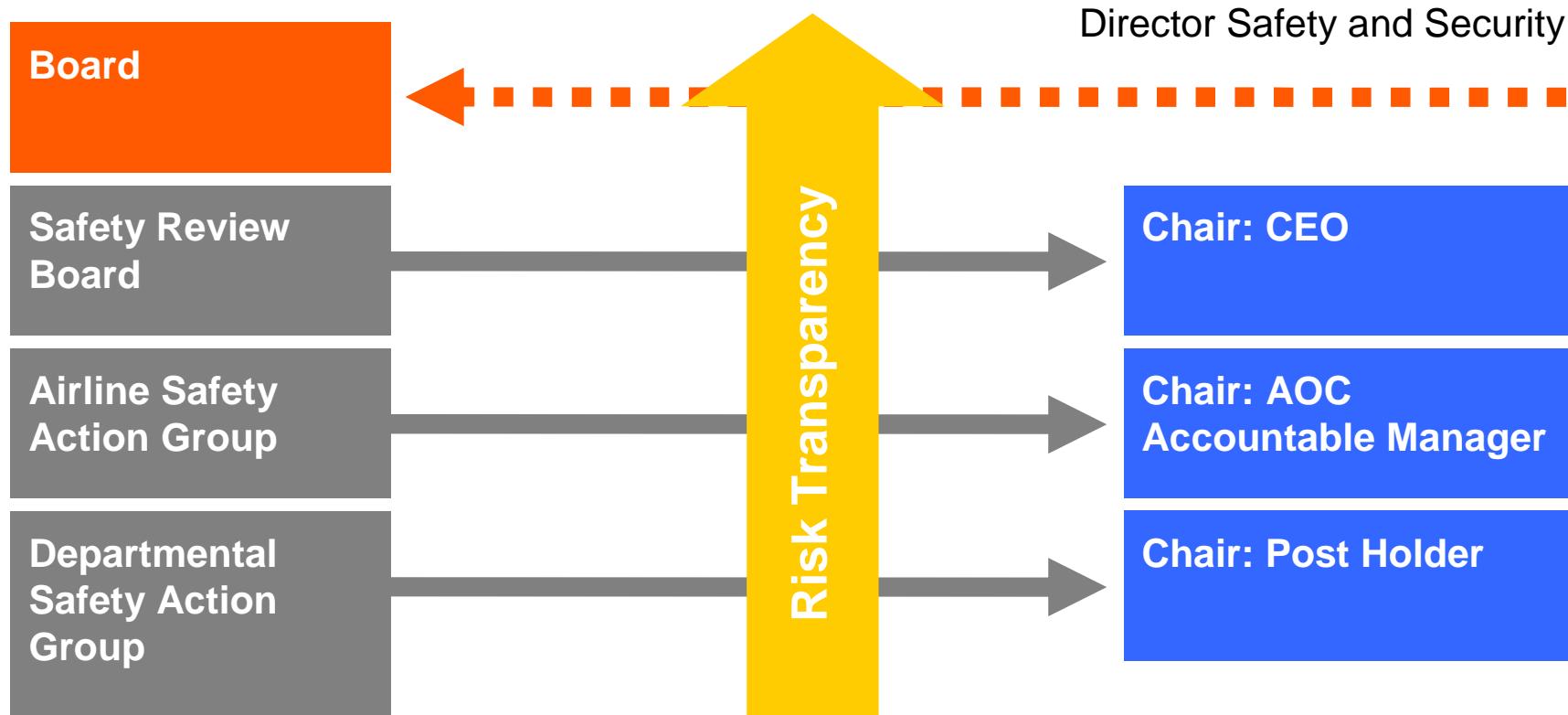
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What senior managers need to know.....



- ✈ What could go wrong?
- ✈ Why won't that happen?
 - ✈ today?
 - ✈ tomorrow?
- ✈ What else should we do?
- ✈ What else could we do?
- ✈ Are we improving?
- ✈ Is the Safety Management System working as it should?

Risk visibility, how you get to know



Just Culture

Reputation.....



- ➔ Brand protection
- ➔ Consumer confidence
- ➔ Regulator/Rule Maker perceptions
 - ➔ UK ANO Article 6 Compliance
- ➔ Political

Our reputation and our brand....



Set safety standards----and stick to them

- ✈ “In a consumer facing business, such as aviation or shipping for passengers, whether cruise liner or ferry boat, you basically live or die by your reputation. With very few exceptions, people don’t have to use your product or your services. “If you have a good reputation, they will use your product. If you destroy your reputation, you pretty much go out of business. In the kind of industry where neither the provider of the service nor the buyer has a brand, reputation tends to matter less.”

Sir Stelios Haji-Ioannou



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Safety through intelligent risk management



“Safety is our business”

- Everyone committed to maintaining a safe and secure operational environment for our customers, our staff, and our shareholders
- Our goal is more than just regulatory compliance, our focus is proactive risk management, underpinning the needs of the business
- It's safe delivery of the company business strategy

Andy Harrison, CEO easyJet



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Safety is your number 1 priority because.....

It's actually cost effective



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First principles

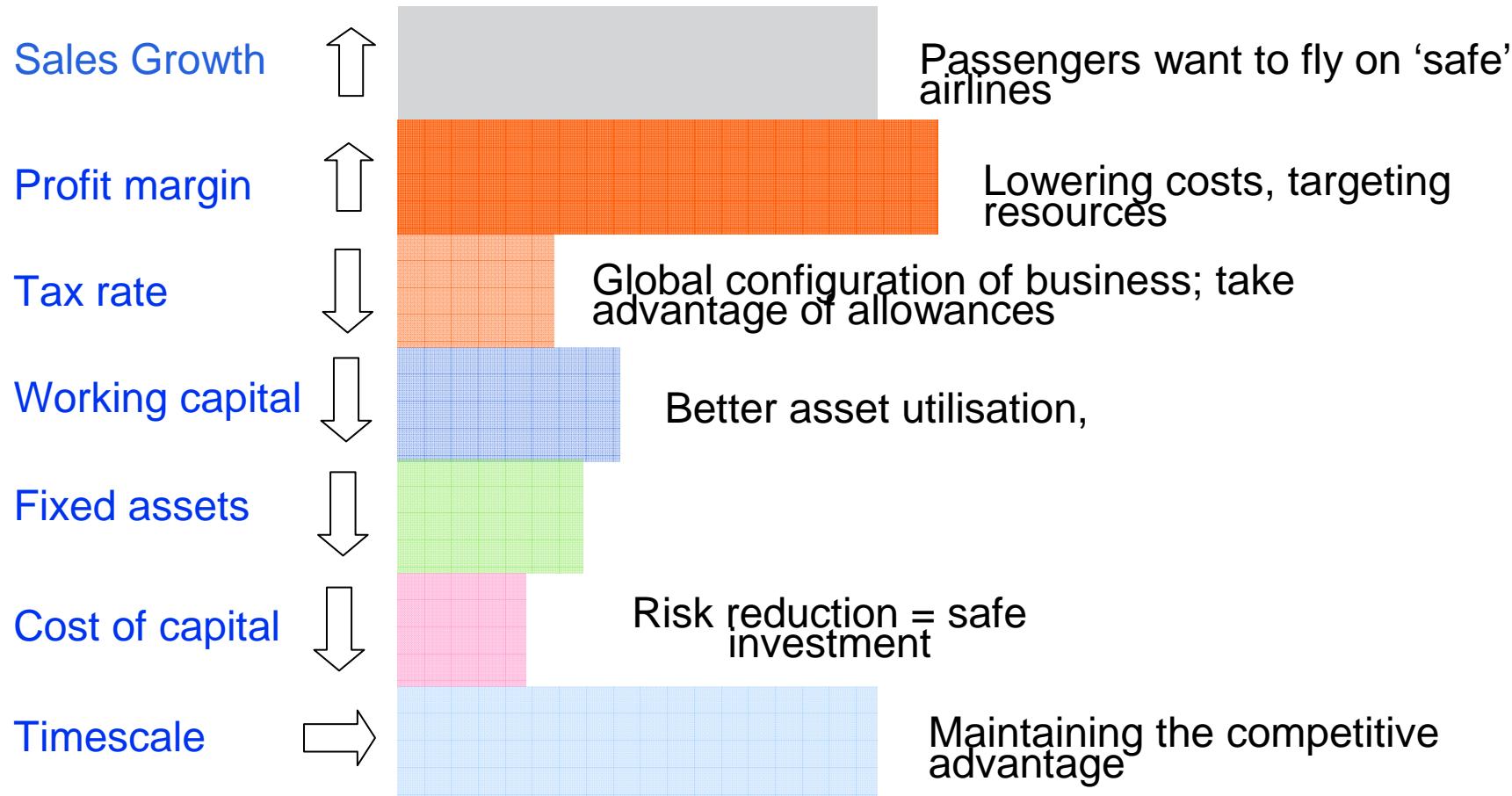


- You want more profit
 - + Sales Growth
 - + Operating profit margin
 - - Cash tax rate
- Out of fewer assets
 - - Investment in working capital
 - - Incremental capital expenditure
- At lower risk
 - - Cost of capital
- For as long as possible
 - + Competitive advantage period

Rappaport - Creating shareholder value

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Driving shareholder value – the safety case



Good safety systems enhance business efficiency



- Because they require more detailed planning of the processes
- Processes become more consistent and efficient
- Because organisationally you are always then on the leading edge of the knowledge curve

Safety is your number 1 priority because.....

It gives you the competitive advantage



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Through intelligent risk management



- ✈ Facilitates effective resource allocation
- ✈ Provides lower risk exposure for investors
- ✈ Allows greater exploitation of opportunities



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 **GB AIRWAYS**

Lowering the incident profile



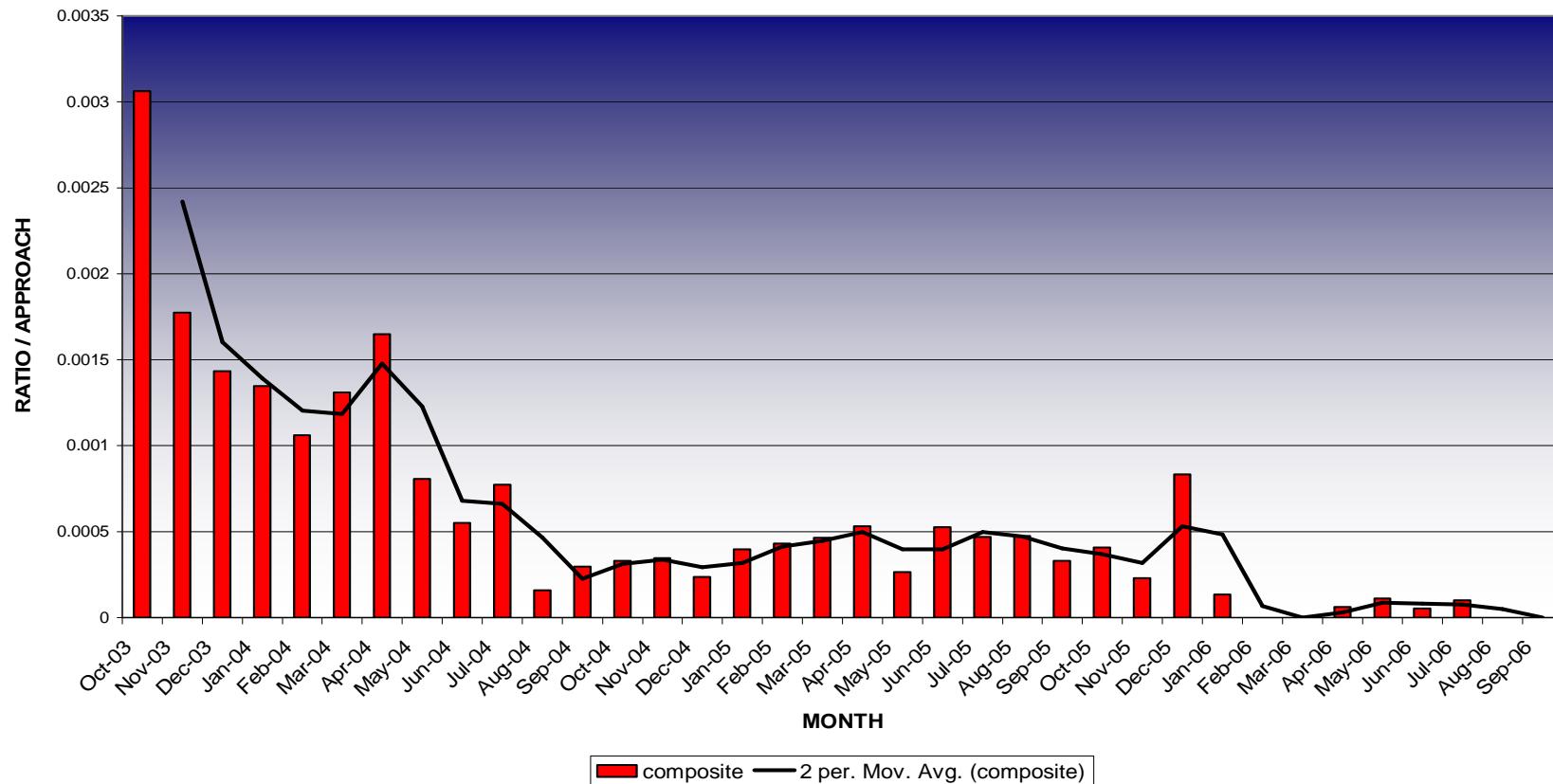
RISK IDENTIFICATION

Phase 1 6/3 study Oct 03-Jan 04

Phase 2 5254 Implementation Apr 05

Phase 3 FRMS Implementation

HIGH RISK EVENT TREND



People efficiencies



- Encourages greater staff engagement
- Promotes job satisfaction
- Better working environment
- Reduced staff attrition rates



Operational efficiencies



- ✈ Crew utilisation through FRMS
- ✈ Fuel optimisation profiles
- ✈ Engineering reliability
- ✈ Ground handling (damage)



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The acid test



Acid test ratio:

$$= \frac{(\text{Cash} + \text{Accounts Receivable} + \text{Short-term Investments})}{\text{Current Liabilities}}$$

Rule No 4: Manage risk. Make profit

Visibility ← → **Reports** ← → **Confidence**

Safety Culture

Conclusion

It is axiomatic that an efficient safety system, underpinned by an embedded safety culture, can help to drive shareholder value

