

Press Release



SCHIPHOL, 27 JULY 2020

Air France KLM Martinair Cargo's digital transformation drives record online sales in June

Over the past five years, we have transformed our commercial business model based on the changing behaviour and demands of our customers and the industry. Initially, customers used our Quote and Book engine to make bookings on our website. In recent years, we moved to the online portal 'myCargo', where customer can make bookings, track & trace shipments, manage claims, and access all sorts of other services. Our aim is to cover the full customer journey in myCargo, including all relevant services. We are also developing a wide array of new services, which we expect to launch in the near future.

Our aim is ensure that it's easy to do business with us. We believe our online solutions, supported by the expertise of local teams, are instrumental in achieving this.

In terms of distribution, we want to be where our customers are. Customers can access myCargo directly via our website. We have also started connecting our online services directly with the systems of our customers, via API technology. This direct connection makes it very easy for customers to make bookings and access other services, ensuring great efficiency and optimum time-to-market. We are also exploring further connectivity with stakeholders in the logistics value chain, including third party-portals.

Changing customer needs driven by the corona crisis

The percentage of online sales has increased rapidly in recent years. Faced with the challenges of the corona crisis, it is essential to offer timely logistics solutions, based on customers' commercial needs. There is clear evidence that our online proposition is meeting our customers' demands. In June, we recorded online bookings above 60% for the first time. In the US, our online sales percentage was over 50%, which is an all-time record! Visits to our myCargo portal were up 40% in the past two months.

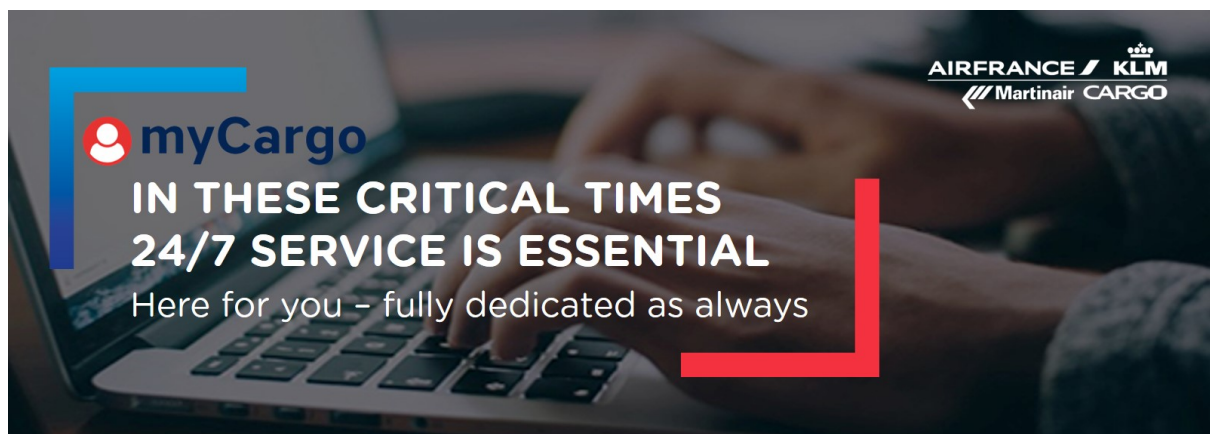
Our cargo network keeps expanding

Our cargo network, which we have been re-building since March, is obviously also essential in terms of the services we offer. Thanks to increasing customer demand, we have been able to keep expanding our cargo network via our hubs at Paris Charles de Gaulle and Amsterdam Schiphol. Recently, we resumed flights between Paris CDG and Vancouver, Toronto, San Francisco, Miami and Santiago de Chile. We also resumed operations between Amsterdam Schiphol and Washington DC, San Francisco, Vancouver and Calgary.

Last week, we've added Paris to Lima and Amsterdam to Jakarta, Cartagena and Montreal. We'll also be increasing flight frequency to numerous destinations, including Atlanta, Vancouver, Mexico City, Lima, Sao Paulo, Bangkok, Bangalore, Delhi, Réunion, Fort-de-France, Pointe-à-Pitre and Cayenne.

Our network expansion has reached a new milestone in that we now offer 534 weekly frequencies to 93 unique long-haul destinations.

GertJan Roelands, SVP of Sales & Distribution at AFKLMP Cargo: *"At Air France KLM Martinair Cargo, we will keep striving to enhance the service we offer customers, regularly adding new destinations and frequencies to our cargo network and enhancing our range of digital services. Our ambition is to offer an optimum customer experience and to be industry leader in this regard."*



About Air France KLM Martinair Cargo

The Air France-KLM Group is a global airline group with a strong European base. Its main areas of business are passenger transport, cargo transport and aeronautical maintenance.

Air France KLM Martinair Cargo is the Air France-KLM Group's dedicated air cargo business. Air France KLM Martinair Cargo is a member of SkyTeam Cargo (www.skyteamcargo.com) offering an even larger network coverage.

Please visit www.afklcargo.com for more information about Air France KLM Martinair Cargo.

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