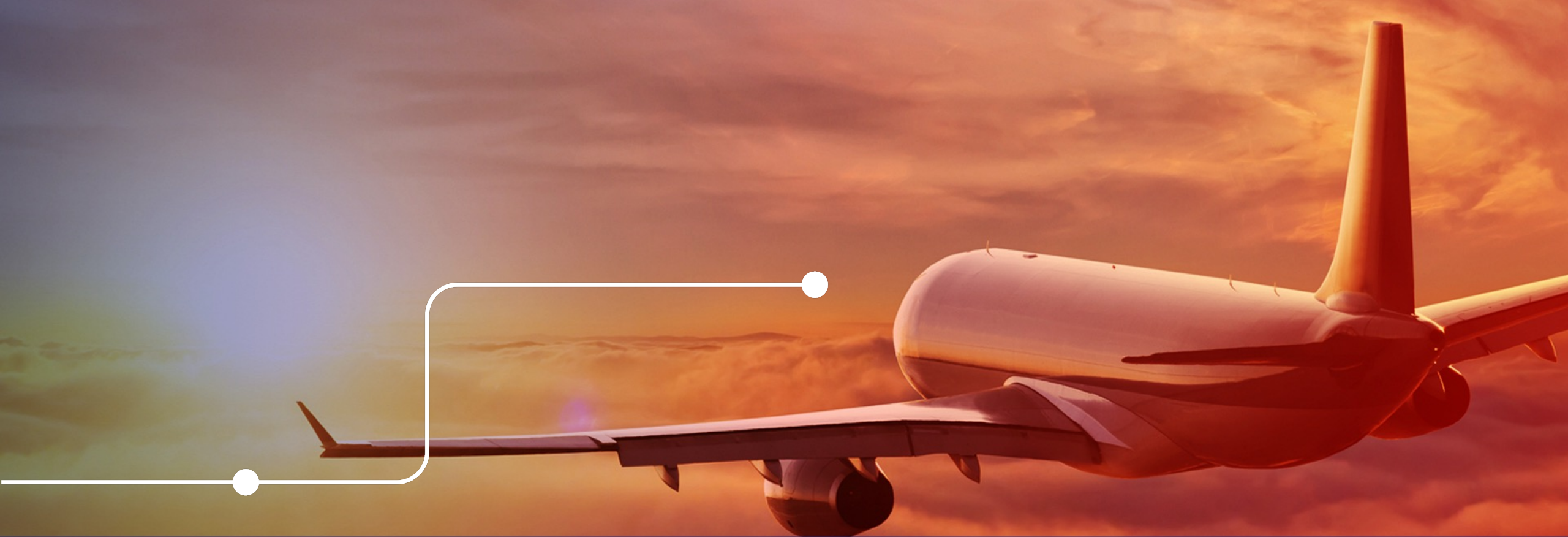




Business Development at AirlinePros

Turning every partner relationship into an airline introduction



Access.
Connect.
Fly.

Who is doing Business Development?... Us below but also...



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...you all!



What is Business Development?

At its core, BD is simple:

- Spotting a relationship that could become an opportunity
- Making a warm connection between two people who should talk
- Opening a door — not closing the deal

You do not need a sales title to do this.

If you have a relationship, you can do Business Development — anyone on any team can.



Anybody Can Do BD

Business Development is not a department — it is a mindset. Every one of us already talks to people who know people at airlines.

Why this Matters



70

Partners Worldwide

Each with their own network of relationships across the industry



A Built-In Network

Every partner already has a relationship with at least one airline contact.



One Warm Introduction

A single introduction can open a conversation we could never start cold.



Our Biggest Growth Lever

70 partners means over 70 potential doors into new airline partnerships.

The 3 Ingredients of Great BD

Master these three, and any introduction becomes a strong one.



Warmth

People connect people they trust.
Show genuine interest — it makes
the introduction feel natural, not
transactional.
Asking questions shows interest
and care!



Confidence

Speak about AirlinePros with
conviction. Confidence signals that
the introduction is worth their
contact's time.



Competence

Know what we do and who we help.
You do not need every detail — just
enough to make the ask credible.

The BD Steps

From a conversation to a signed airline partnership



Spot the Contact

Think of who you know at an airline — or who your partner knows.



Make the Ask

Bring warmth, confidence and competence to a simple introduction request.



Introduce Us

Connect your contact with the AirlinePros BD team — that is your part done.



We Take It From There

Our team runs the conversation, the pitch, and the partnership close.

The Ask: Introduce Us – We will take it from there



What We Do?

- Take the conversation from there
- Build and deliver the full pitch: data analysis, competitor analysis, market overview.
- Negotiate and close the partnership



Commercial Solutions

Representation & Sales Management

Distribution Development

Cost Management

Professional Advisory Services

GSA: Sales, Marketing, Distribution

- Airline representation (B2B & B2C)
- Online and offline go-to-market strategies
- Sales (existing and new customer development)
- Marketing (preparation and execution)
- Advertising (traditional and digital)
 - Social media campaigns
 - PR campaigns, affiliate marketing, and partnerships
- Call Center (B2B and B2C)
- ARC/BSP services (as required)

BSP | ARC Services

- ARC Participation Coordination Program
- BSP Participation Coordination Program
- Legal representation for service of due process
- Credit card and forms of payment setup
- Interface with IATA or ARC
- Travel trade relationships (existing and new customer development)
- Call Center (B2B)
- Financial weekly & monthly reporting
- Form of payment reconciliations
- Commission audits
- ADM & ACM administration
- Compliances & More

Advisory Services

- Direct Sales Optimization
- Pricing & Revenue Protection
- Fare Filing Services
- Interline & Alliance Development
- Distribution Planning
- GDS Optimization
- On-Demand Representation Services
- Passenger Upsell Management
- Payment & Protection Solutions
- Passenger Traffic Analysis
- Market Assessment
- Network Planning

Italy Market Potential | Italy Market Analysis | Traffic to Malaysia Airlines

POS Italy

TOP O&D

Origin-Destination	Traffic
KUL-SIN	19,412
KBR-KUL	7,821
KUL-ED	3,857
KUL-DPS	3,580
KQZ-KUL	3,092
KUL-CDG	3,060
KUL-BKK	2,726
KUL-LHR	2,073
KUL-TGO	1,804
KUL-COK	1,765
KUL-MED	1,765
KUL-LGK	1,723

TOP AIRLINES

Airline	Share
Rest	20%
SK: Jetstar Asia	6%
SV: Saudia	7%
TR: Scoot	9%
AK: AirAsia	10%
OD: Batik Air Malaysia	27%
MH: Malaysia Airlines	21%

- The traffic potential Ex-Italy to Malaysia Airlines POS Italy is approx. 68K based on latest 2025 passenger survey.
- There exists potential for MH to penetrate, build its brand position, seize incremental traffic opportunity with continued growth opportunities.
- AirlinePros is committed to collaborating closely with Malaysia to bolster the brand, cultivate trade relations, particularly laying the groundwork and operational expansion in the market.

Action Plan

Focus areas for Malaysia Airlines		
Distribution Channel	Strategy	Actions
Tour Operators / IATA agents (Idossat viaggiare Alidays Quality Alpitour etc)	- Increase the number of Italian Travel Agents and Tour Operators booking Malaysia Airlines in GDS. - Negotiate net fares, Fare Loading in GDS - Ensure tour operators are including Malaysia and multi-countries trips in their programs - Provide training to front line staff to ensure confidence in selling connections and building combined itineraries.	- Educate Trade to use MH via interline - Sales calls and visits - Lunch & Learn to educate on product and routes - Newsletter e-mail marketing - Inside sales activities
Consolidators (Bcd Travel Gattinoni Welcome Cisalpina etc OTA (Lastminute Trip Expedia Edreams etc)	- Ensure Malaysia Airlines negotiated fares are loaded in each Italian consolidator - Leverage consolidators' capacity to boost distribution. - Negotiate B2B net fares for consolidators, OTAs, and high-volume agencies.	- Sales calls and visits. - Educational events (webinars, seminars). - Email marketing - Inside sales activities - Negotiation of back-end agreements to shift share where applicable
Other Luxury Travel Media African Associations etc	- Maximise brand awareness across the Italian market via regular news on routes/product - Build relationships with Tailor travel designers to maximise visibility for Malaysia	- Attend networking events both B2B and B2C to position MH as the airline of choice for regional travel across Malaysia - Leverage attendance at networking events in the Italian market - Attend key trade shows

Passenger General Sales and Services Agency Agreement

Between,

AIR ALGERIE EPE/SPA a corporation duly organized and existing under and by virtue of Algeria's laws, having its head office at Quartier d'Affaires, Alger Ilot N1, Lot N1 Bab El Bhar, Algiers, Algeria (hereinafter referred to as the "Principal")

And

AIRLINEPROS INCORPORATED, a corporation duly incorporated, validly existing and in good standing under the laws of the United States of America, having its principal office at 14 Penn Plaza, 225 West 34th Street, 9th Floor, Suite No. 74, New York, NY 10122-0901, USA, and having full corporate power and authority to enter into and perform its obligations under this Agreement, hereinafter referred to as the "GSSA".

Whereby it is agreed as follows:

Article 1
Appointment of General Sales and Services Agent

The principal appoints the GSSA as its sole Passenger Sales & Services Agent in Kuwait (Herein after referred to as the Territory) to the extent of and in accordance with the terms and conditions contained in this agreement

During the suspension of Air Algérie's flights, GSSA shall act as an **offline GSSA**, continuing to support commercial representation, client servicing, and pre-sales activities, while refraining from any direct flight-related operations.

Article 2
Separation of function

The GSSA shall not be accredited or have a location approved as an IATA Approved Location in any country included in whole or in part in the territory for which it is appointed by the principal under this agreement. In the event that the GSSA applies for accreditation as an IATA agent in that country, it shall immediately notify the principal. In the further event that it is subsequently accredited, the GSSA shall relinquish its appointment under this agreement forthwith.

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AirlinePros™
Access New Horizons

Access.
Connect.
Fly.

Real Examples & Success Stories

Remember you get **a commission** on any new airline you bring to our network.



Jerry Max Theophile

introduced to

Sunrise Airways

USA and 9 BSP markets
From Aug 2023 to Jun 2026



Karin Matodes

introduced to

Norse Atlantic Airways

South Africa



Patricio Aylwin

introduced to

Avianca/GOL

AUS/NZ

And many others... but it could also be you!

This is your turn!

This is the single ask of today's session:



**If you know anyone at an airline — a contact, a friend, a former colleague —
Let's talk!**

1

Think of one name

Even a single airline contact counts.

2

Reach out to us

3

We will guide you from there

No selling required on your part.



Reach us directly at

Hcornet@airlinepros.com

See you soon!



Living it, loving it
The AirlinePros Way
Coaching | Cohesion | Collaboration



Venue: Lima, Peru
Date: October 23-25, 2026



Living it, loving it
The AirlinePros Way
Coaching | Cohesion | Collaboration



📍 Istanbul, Turkey
📅 November 6-8, 2026



Living it, loving it
The AirlinePros Way
Coaching | Cohesion | Collaboration



📍 Tokyo, Japan
📅 November 18-20, 2026



Thank You

Questions? Let's open the floor.

Global Business Development Team | AirlinePros

AirlinePros International

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