

SAS

A strong summer performance drives result improvements

Q3 IN SUMMARY

Positives

- + Currency adjusted passenger revenue up 6.4%
- + Passengers up by ~300,000
- + Ancillary and cargo revenue up MSEK 135
- + Efficiency program delivered MSEK 225
- + Improved operational quality

Negatives

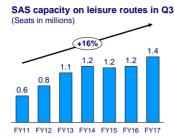
- Currency adjusted yield down 0.5%
- Norwegian aviation tax MSEK 167
- Website functionality

CHANGE Q3 VS. Q3 FY16 EBT bef. nonrecurring items MSEK 1,863 MSEK +860 Traffic, RPK in millions 10,600 +6.9% Unit cost¹, SEK 0.51 -5.9% PASK², SEK 0.71 -1.3%					
MSEK 1,863 MSEK +860 Traffic, RPK in millions 10,600 +6.9% Unit cost¹, SEK 0.51 -5.9% PASK², SEK	Q3				
Traffic, RPK in millions 10,600 +6.9% Unit cost¹, SEK 0.51 -5.9% PASK², SEK	EBT bef. nonre	BT bef. nonrecurring items			
10,600 +6.9% Unit cost ¹ , SEK 0.51 -5.9% PASK ² , SEK	MSEK 1,863	MSEK +860			
Unit cost ¹ , SEK 0.51 -5.9% PASK ² , SEK	Traffic, RPK	in millions			
0.51 -5.9% PASK ² , SEK	10,600	+6.9%			
PASK ² , SEK	Unit cos	st ¹ , SEK			
	0.51	-5.9%			
0.71 -1.3%	PASK ² , SEK				
	0.71	-1.3%			

te: 1) Excluding jet fuel and currency adjusted; 2) Currency adjusted

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Strong summer performance driven by successful network transformation



- ~2 times larger leisure production in FY17 than FY11
- >15% more passengers on leisure routes in Q3 FY17 vs. Q3 FY16
- Wet lease enables re-allocation of larger aircraft to leisure routes
- New products aimed towards leisure travelers – Plus Saver and Go Light



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Strong operational quality in Q3

Stable production

- Regularity at 99.1%, up 1.7 p.u. vs. LY
- Baggage quality up 15% vs. LY
- All time high aircraft utilization at 10.4 hours/day in Q3

Improved efficiency by MSEK 225

- Divestment of Cimber to CityJet
- Reduced cabin crew manning on long-haul flights and increased use of resource pool
- Improved pilot planning and reduction of administrative days
- · New facility agreements
- Lean processes delivering improved efficiencies in technical maintenance
- Improved planning in Ground Handling and increased work task flexibility

Notes: 1) Currency adjusted and excluding jet fuel costs; 2) Average daily # of A/C out of traffic;

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Improvements in product concept appreciated by the customers

Improved customer offer

- 4 Airbus A320neo phased in traffic during Q3 currently 11 aircraft in operation
- · Investments in Lounge concept
 - New York lounge upgraded and café lounge opened in Bergen
 - Next generation lounge at Oslo airport to open in September
- "New Nordic by SAS" food & beverage concept rolled out in May

EuroBonus 25 years anniversary – now >5 million members!

- >13% more co-branded credit cards than last year
- Growing number of partners; e.g. >400 new retail stores added in Sweden

		Q3 FY16
EB Silver, Gold, Diamond revenue		+6%
SAS Plus & Business revenue		+7%
EB members		+11%
Passengers	A	+3%

CUSTOMERS ABOUT "NEW NORDIC"

"The served meal with Nordic food is simply fantastic and tasty..."

"The new food is a clear improvement. Very good and thoughtful concept"



CHANGE VS.

Note: 1) Currency adjusted

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Unsatisfactory performance of the new website and customer service availability

CUSTOMER FEEDBACK

- Long customer service queue time in summer
- Difficult to find information on the new website
- Navigation issues, errors and bugs

ACTIONS TAKEN

- Additional call center established in Kalmar
- · Data cleaning and bug fixing
- New FAQ function added
- Old site used as fall back
- Re-design of the booking flow ongoing
 new start and booking page to be
 launched during Fall



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Strong Q3 performance, but significant challenges remains



Three focus areas to strengthen SAS' long-term competiveness

	FOCUS AREAS	STATUS
1	Improve efficiency in core Scandinavian operation - SEK 3bn during 2017-2020	MSEK 545 earnings impact YTD SEK 0.7bn to be delivered in FY17
2	Establish complementing production bases in London & Malaga	Administration recruited First pilots & cabin crew signed AOC application with authorities
3	Capitalize on SAS strong brand and 5 million EuroBonus members	Detailed plan being developed Structure and scope finalized within one year

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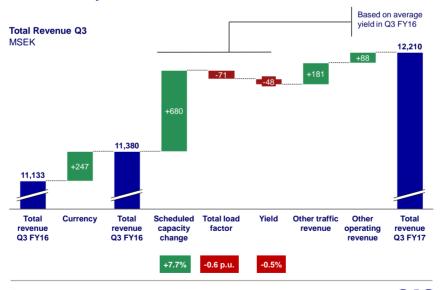
Breakdown of the income statement in Q3

Income statement	May-Jul 17	May-Jul 16	Change vs LY	Currency
Total operating revenue	12,210	11,133	+1,077	+247
Payroll expenditure	-2,293	-2,275	-18	
Jet fuel	-1,824	-1,765	-59	
Government charges	-1,148	-1,090	-58	
Other operating expenditure	-3,806	-3,829	+23	
Total operating expenses*	-9,071	-8,959	-112	-2
EBITDAR before non-recurring items	3,139	2,174	+965	+245
EBITDAR-margin*	25.7%	19.5%	+6.2 p.u.	
Leasing costs, aircraft	-808	-737	-71	
Depreciation	-343	-337	-6	
Share of income in affiliated companies	-4	25	-29	
EBIT before non-recurring items	1,984	1,125	+859	210
EBIT-margin*	16.2%	10.1%	+6.1 p.u.	
Financial items	-121	-122	+1	
EBT before non-recurring items	1,863	1,003	+860	231
Non requiring items	110	22	177	

Breakdown of the income statement 12 months rolling

Income statement	Aug 16 – Jul 17	Aug 15 – Jul 16	Change vs LY	Currency
Total operating revenue	42,145	39,227	+2,918	+988
Payroll expenditure	-9,147	-9,118	-29	
Jet fuel	-7,020	-6,254	-766	
Government charges	-4,287	-4,096	-191	
Other operating expenditure	-15,010	-13,748	-1,262	
Total operating expenses*	-35,464	-33,216	-2,248	-1,169
EBITDAR before non-recurring items	6,681	6,011	+670	-181
EBITDAR-margin*	15.9%	15.3%	+0.6 p.u.	
Leasing costs, aircraft	-3,038	-2,815	-223	
Depreciation	-1,380	-1,426	+46	
Share of income in affiliated companies	16	34	-18	
EBIT before non-recurring items	2,280	1,805	+475	-312
EBIT-margin*	5.4%	4.6%	+0.8 p.u.	
Financial items	-441	-469	+28	
EBT before non-recurring items	1,838	1,335	+503	-242

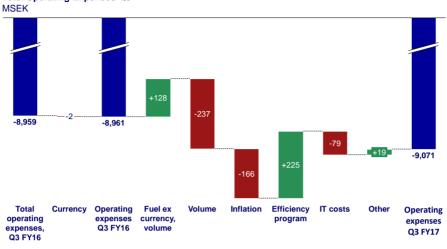
Revenue analysis



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Operating expense analysis

Total Operating Expenses Q3



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Development of SAS financial targets

Return on Invested Capital (ROIC) at 13%

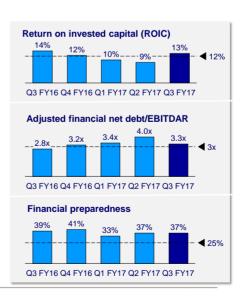
- Improved 4 p.u. during Q3
- Improved earnings
- Invested capital to increase as SAS is taking deliveries of new aircraft

Adjusted financial Net Debt/EBITDAR at 3.3x

- Improved 0.7 units during Q3
 - 12 months rolling EBITDAR up SEK 1bn
- Aircraft deliveries to increase the adj. financial net debt going forward

Financial preparedness at 37%

- Unchanged during Q3
- Cash position at SEK 8.5bn
- Unutilized credit facilities of SEK 2.8bn
- Seasonal variations of unearned transportation liability of SEK 2bn during the fiscal year



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Debt profile and capex



Maturity profile

- SEK 5.1bn in maturities until Oct 2019
- To be addressed through a combination of payback, roll over and issue new debt
- Issue of new bond to replace maturing bond in November being considered
- · Options to redeem the preference share being considered

Net investments

- · Guidance for FY17: around zero
- Overhaul of engine program during FY17-FY18 will negatively affect working capital



Outlook and upcoming highlights

Market update

- · Aviation industry undergoes significant change
- · Geo-political uncertainty
- Introduction of aviation taxes

Assumptions for FY17

- ASK to increase by 8% and frequencies up ~1%
- · Lower PASK and unit cost
- · Higher jet fuel costs
- · Net investments to be close to zero
- · Lower load factors during the autumn
- · No industrial actions

Updated outlook FY17

SAS expects EBT before non-recurring items for FY17 to be higher than FY16.





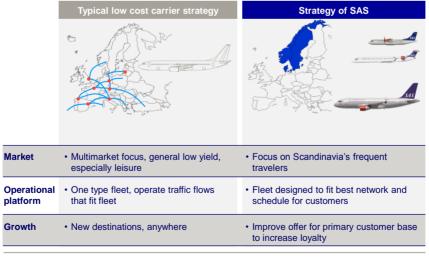
SAS indicative

projection to increase ASK by 1-3% in FY18





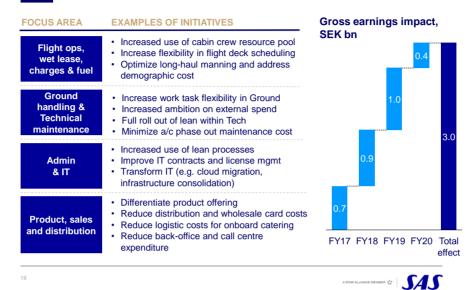
SAS strategy is to focus on Scandinavia's frequent travelers



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SAS is implementing efficiency measures of SEK 3bn with full effect in FY20



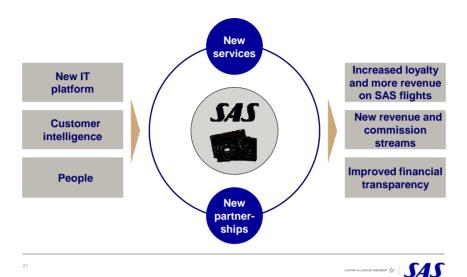
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Comprehensive efficiency improvements throughout SAS

FOCUS AREA	EXAMPLES OF IMPLEMENTED INITIATIVES	ACHIEVED	EST. POTENTIAL
Flight ops, wet lease, charges & fuel	Increase use of resource pool Increase flexibility in flight deck scheduling Align manning on long-haul and address demographic cost	SEK ~0.19bn	SEK ~1.2bn
Ground handling & Technical maintenance	Increase work task flexibility and mobility Increased ambition on external spend Full role out of lean within Tech Minimize aircraft phase out maintenance cost	SEK ~0.18bn	SEK ~0.9bn
Admin & IT	Increased use of lean processes and system improvements Improve IT contracts and license management Transform IT (e.g. cloud migration, infrastructure)	SEK ~0.14bn	SEK ~0.4bn
Product, sales and distribution	Differentiate product offering to increase individualization Reduce distribution and wholesale card costs Reduce logistic costs for onboard catering Reduce back-office and call centre expenditure	SEK ~0.03bn	SEK ~0.5bn

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New revenue streams to be generated through capitalization on SAS's strong brand and EuroBonus



As a complement to SAS's Scandinavian-based production, a new company with headquarters in Ireland is being established

KEY PRINCIPLES

- To secure competitiveness and capture the growing leisure market
- New bases to be set up in London & Malaga
- · Fleet of A320neo
- Local crew
- Safety standard comparable to SAS
- 1st flight during winter program 2017/2018

MAIN ACHIEVEMENTS UP TO DATE



 AOC application submitted to the Irish authorities



 Malaga chosen as location for the Spanish base

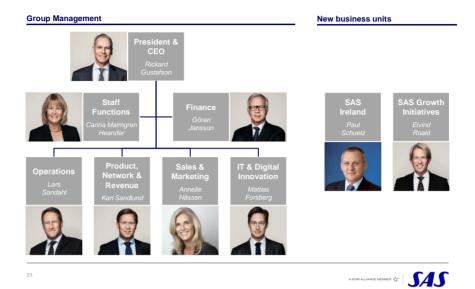


- Management team in Ireland secured
- Recruitment of crew initiated

OUTCOME: Underlying CASK in line with key competitors

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SAS Group Management and heads of business units



Appendices

Fleet & productivity
 Unit revenue (yield & PASK) & Unit cost
 Traffic & capacity outlook
 Financial update
 Currency & Fuel

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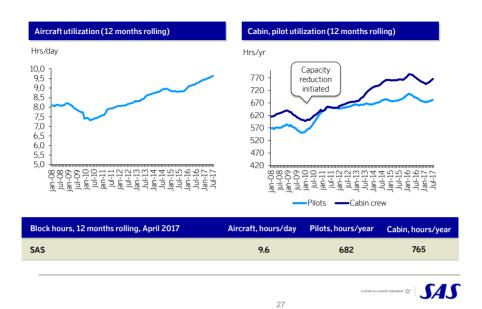
SAS fleet - July 2017

Aircraft in traffic under SK traffic license	Age	Owned	Leased	Total	Firm order	Lease order
Airbus A330/A340/A350	12.1	10	6	16	8	
Airbus A321/A320/A319 Boeing 737 NG	8.8 14.0	8 25	26 51	34 76	20	
Total	12.5	43	83	126	28	
Aircraft in service under a license other than SAS's (SK)	Age	Owned	Wet lease	Total	Wet lease order	
Boeing 737-700 BBJ	11.9		1	1		
boeing /3/-/00 bbJ	11.7		1	1		
Bombardier CRJ900	4.4	3	22 10	25 10	8	
5	4.4	3 3	22	25	8 8	
Bombardier CRJ900 ATR-72	4.4 2.7		22 10	25 10		Parked

SAS investing in renewal and simplification of the aircraft fleet



Productivity development

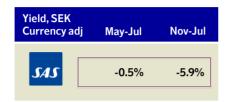


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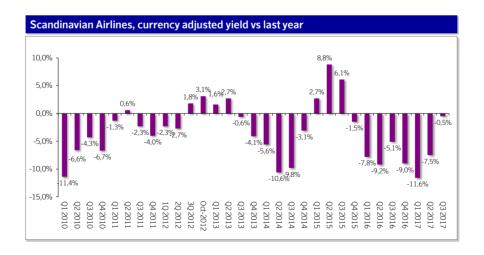
Yield and PASK development vs. last year



PASK, SEK currency adj	May-Jul	Nov-Jul
SAS	-1.3%	-3.2%

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Quarterly yield development



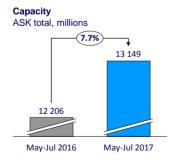
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Long term yield and passenger load development



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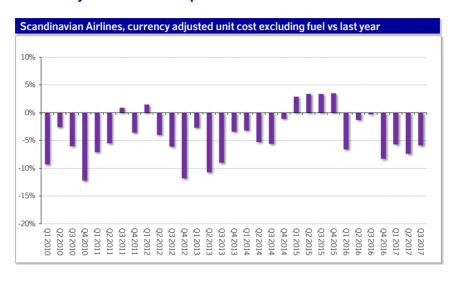
Capacity and FTE





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Quarterly unit cost development



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Breakdown of unit cost, May - Jul 2017

SAS, SEK, currency adjusted

Unit cost breakdown	May – Jul 2017	May – Jul 2016	Var, %	Share of total var, %
Payroll expenses Jet fuel Government user fees Selling and distribution costs Handling costs Technical aircraft maint. Net other operating expenses	-2,285 -1,824 -1,148 -608 -681 -761 -850	-2,498 -1,987 -1,201 -652 -715 -888 -805	-8.5% -8.2% -4.4% -6.8% -4.7% -14.3% +5.6%	-2.1% -1.6% -0.5% -0.4% -0.3% -1.3% +0.5%
Operating expenses	-8,156	-8,744	-6.7%	-5.9%
Leasing costs for aircraft Depreciation	-808 -342	-831 -363	-2.7% -5.6%	-0.2% -0.2%
Cost base for CASK	-9,306	-9,938	-6.4%	-6.4%

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Breakdown of unit cost, Nov 2016 - Jul 2017

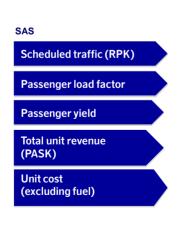
SAS, SEK, currency adjusted

Unit cost breakdown	Nov 2016 – Jul 2017	Nov 2015 – Jul 2016	Var, %	Share of total var, %
Payroll expenses Jet fuel Government user fees Selling and distribution costs Handling costs Technical aircraft maint. Net other operating expenses	-6,968 -5,061 -3,159 -1,761 -2,041 -2,446 -2,119	-7,776 -5,166 -3,346 -1,956 -2,026 -2,742 -1,961	-10.4% -2.0% -5.6% -10.0% +0.7% -10.8% +8.1%	-2.8% -0.4% -0.7% -0.7% +0.1% -1.0% +0.6%
Operating expenses	-23,556	-24,972	-5.7%	-5.0%
Leasing costs for aircraft Depreciation	-2,342 -1,058	-2,468 -1,078	-5.1% -1.9%	-0.4% -0.1%
Cost base for CASK	-26,955	-28,518	-5.5%	-5.5%

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Summary of key drivers





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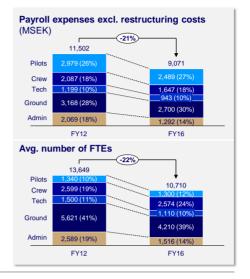
Breakdown of payroll expenses

Payroll expenses significantly reduced

- New pension and remuneration agreements in November 2012
- Outsourcing significant parts of operation and administration
- · Increased productivity in all areas

Opportunities going forward

 Digitalization and automation of operation on the ground and administration and where possible also for flying personal



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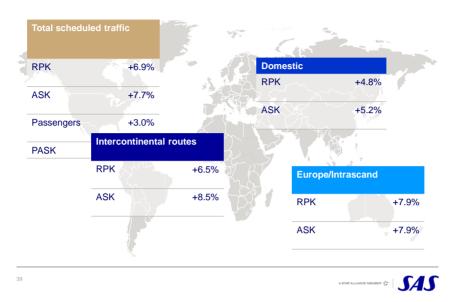


Appendices

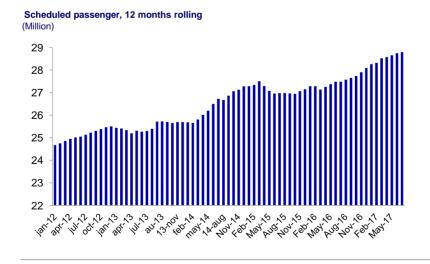
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SAS geographical traffic development in Q3 FY17

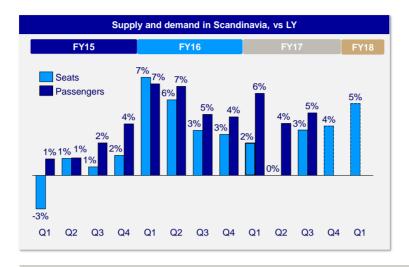


SAS passenger development



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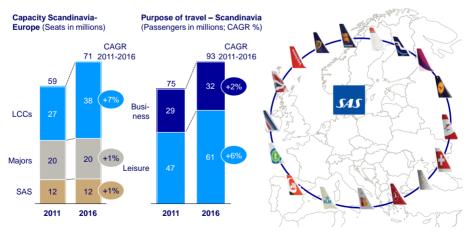
Market seat capacity



Source: Innovata Schedule data, June 2017

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In recent years, growth has come from the leisure segment driven by increased LCC capacity



Source: Innovata schedule data; airport statistics from Swedavia, Avinor and Copenhagen Airport (sub-set of total market

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ASK outlook for 2016/2017 and 2017/2018

ASK outlook for November 2016 – October 2017	
SAS – scheduled	+8%
Number of flights	Circa +1%
ASK outlook for November 2017 – October 2018	
SAS – scheduled	+1-3%

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Financial targets

SAS's overriding goal is to create value for its shareholders		
Return on Invested Capital (ROIC) (EBIT+(1/3) aircraft leasing costs) / (Equity+Financial net debt+capitalized aircraft leasing costs (x7))	>12% over a cycle	
Adj. financial net debt/EBITDAR (Financial net debt incl. capitalized aircraft leasing costs/EBITDAR)	<3x	
Financial preparedness Cash & unutilized credit facilities / Annual fixed cost	>25%	

To reach this, SAS pursues three strategic priorities to meet trends and industry developments, ensure competitiveness and create the prerequisites for long-term sustainable profitability.



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Breakdown of the income statement

Income statement	Nov 16-Jul 17	Nov 15-Jul 16	Change vs LY	Currency
Total operating revenue	31,010	28,324	+2,686	+922
Payroll expenditure	-6,993	-6,917	-76	
Jet fuel	-5,062	-4,490	-572	
Government charges	-3,159	-2,978	-181	
Other operating expenditure	-11,148	-10,461	-687	
Total operating expenses*	-26,362	-24,846	-1,516	-655
EBITDAR before non-recurring items	4,648	3,478	+1,170	+267
EBITDAR-margin*	15.0%	12.3%	+2.7 p.u.	
Leasing costs, aircraft	-2,342	-2,143	-199	
Depreciation	-1,058	-990	-68	
Share of income in affiliated companies	-12	11	-23	
EBIT before non-recurring items	1,236	356	+880	+144
EBIT-margin*	4.0%	1.3%	+2.7 p.u.	
Financial items	-339	-358	+19	
EBT before non-recurring items	897	-2	+899	+177
Non-recurring items	171	956	-695	

Overview of credit facilities - July 2017

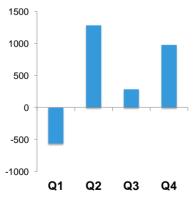
Available funds, SEK	billion	July 2017	Maturity
Undrawn portion of credit facilities	Revolving Credit Facility, MEUR 150 Credit facility, MUSD 137 & 35 Credit facility, MUSD 38 Credit facility, MUSD 51 Credit facility, MUSD 27 Credit facility, MUSD 74	1.4 1.1 0.0 0.0 0.0 0.0	Jan 2019 Jun 2018, Dec 2020 Sep 2021 Feb 2020 Jun 2018 Jan 2023
Total undrawn credit	facilities	2.8	
Drawn portion of cre	dit facilities	1.6	
Total credit facilities		4.4	

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Cash seasonality

Seasonality of SAS cash flow from operating activities, MSEK*



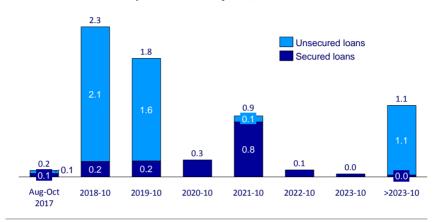
- · Cash flow from operating activities strongest in Q2 and Q4
- · Seasonality has increased
 - Leisure travelling generates a higher degree of early bookings
 - Business bookings closer to departure

* Average between 2010 and 2017

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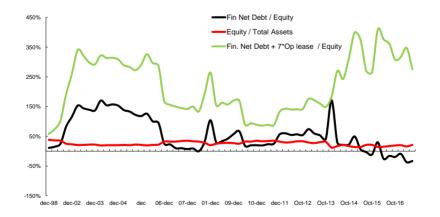
Amortization profile

Scheduled amortization profile as of 31 July 2017, SEK billion



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Gearing ratios



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SAS Group Financial Net November- July

MSEK	May 17 – Jul 17	May 16- Jul 16	Difference
Interest net and others Exchange rate differences	-144 +23	-124 +2	-20 +21
Financial net	-121	-122	+1

MSEK	Nov 16 – Jul 17	Nov 15 – Jul 16	Difference
Interest net and others Exchange rate differences	-372 +32	-358 -1	-14 +33
Financial net	-340	-359	+19

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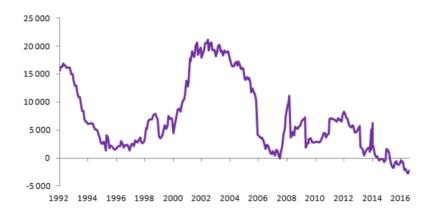
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Development and Break Down Financial Net Debt

MSEK	31 Jul 2017	31 Oct 2016	Difference
Cash Other interest bearing assets Interest bearing liabilities	8,620 2,428 -8,823	8,370 2,676 -9,880	+250 -248 +1,057
Financial net debt	+2,225	+1,166	+1,059

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Development of financial net debt 1992-2017 as reported on a quarterly basis

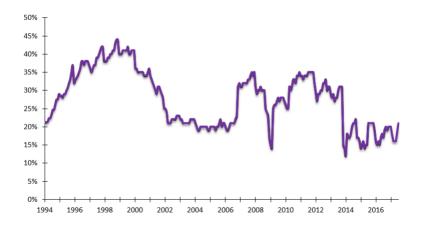


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Equity / Assets Ratio

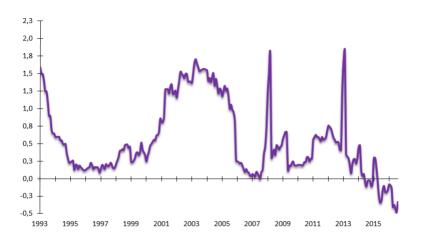
1993-2017 as report on a quarterly basis



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Financial Net Debt / Equity 1993-2017 as reported on a quarterly basis



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Breakdown of currency effects SAS Group

Total revenues & costs o	urrency effects	May-Jul 2017 vs LY	Nov 2016-Jul 2017 vs LY
Total revenues & costs	USD	- 129	- 429
	DKK	3	- 17
	NOK	44	215
	EUR	- 20	72
	Asian currencies	3	30
	All other	5	7
	Total	- 54	- 122
Forward cover costs	2016	- 26	95
	2017	- 42	101
	Difference	- 16	6
Working capital	2016	- 102	- 24
	2017	178	236
	Difference	280	260
Financial items	2016	2	-1
	2017	23	32
	Difference	21	33
Total currency effects		231	177

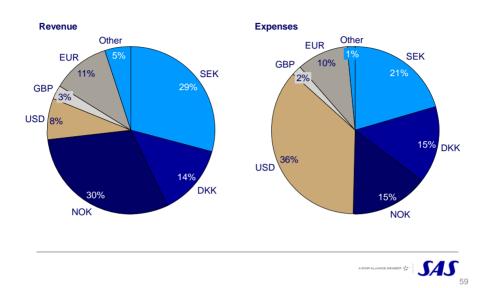


Changes in currency exchange rates affected the result by MSEK 177 in Nov 2016-Jul 2017 vs Nov 2015-Jul 2016

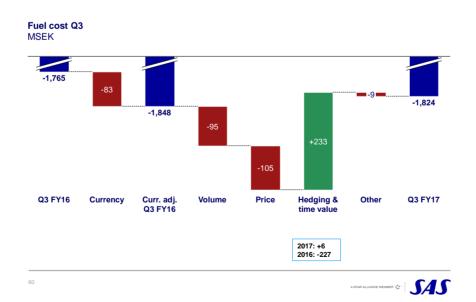
Currency effects MSEK on SAS Group 2016/2017 vs 2015/2016		May-Jul 17	Nov 16-Jul 17
Positive impact on revenue due to the weaker SFK.	Total revenue	247	922
Negative impact on other operating	Total costs	- 301	-1044
costs due to the weaker SEK.	Forward cover costs & working capital	264	266
	Income before depreciation	210	144
	Financial items	21	33
	Income before tax	231	177



SAS currency distribution - Nov 2015 - Oct 2016



Jet fuel costs increased MSEK 59 in Q3



Jet fuel and currencies

Jet fuel

- Policy to hedge 40-80% of expected fuel consumption for the next 12 months and up to 50% for the following six months
- Hedge position as at July 2017
- -52% of expected jet fuel consumption hedged next 12 months
- Mixture of call options and swaps

Currency

 Policy to hedge 40-80% of expected currency deficit/surplus for the next 12 months

Jet fuel cost sensitivity FY17, SEK bn*					
Average spot price	8.0 SEK/USD	9.0 SEK/USD	10.0 SEK/USD		
USD 400/MT	6.6	6.8	7.0		
Currency hedges*					
USD 600/MT 6.8 7.0 7.2 59% of USD hedged next twelve months 60% of NOK hedged next twelve months Based on hedge position as at 31 July 2017					

Max jet fuel price	Q4 FY17	Q1 FY18	Q2 FY18	Q3 FY18
\$480-510/MT	95%	67%	45%	-

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