

EVA AIR 



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**777-300ER**  
Sharing the World, Flying Together

## 關於長榮航空

EVA AIR   
長榮航空

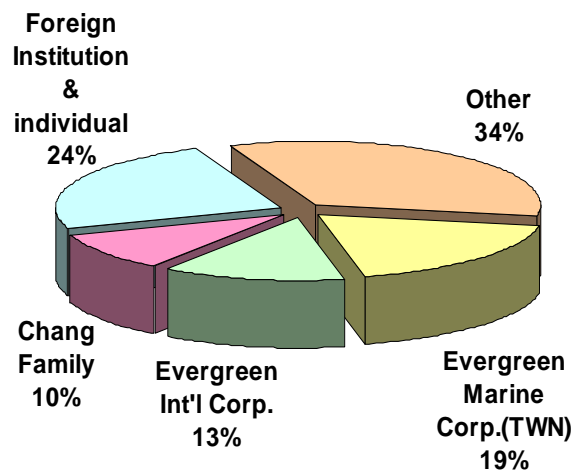
# 公司沿革

- 1989/4/7 登記成立
- 1991/7/1 首航，正式開始營運
- 1999/10/27 本公司股票於櫃臺買賣中心掛牌交易
- 2001/9/17 於台灣證券交易所掛牌買賣

3

# 股東結構

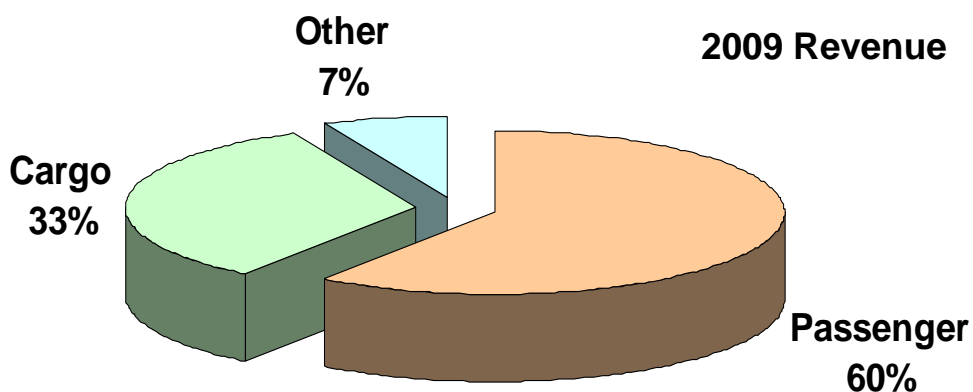
- 主要股東：  
長榮海運，長榮國際
- 市場價值：新台幣420億元。(2009年12月31日)
- 流通在外股數：29.6億股  
(2009年12月31日)



4

# 營運內容

- 經營國際運輸業務
- 主要營運機場為台灣桃園國際機場第2航廈



5

# 服務航點

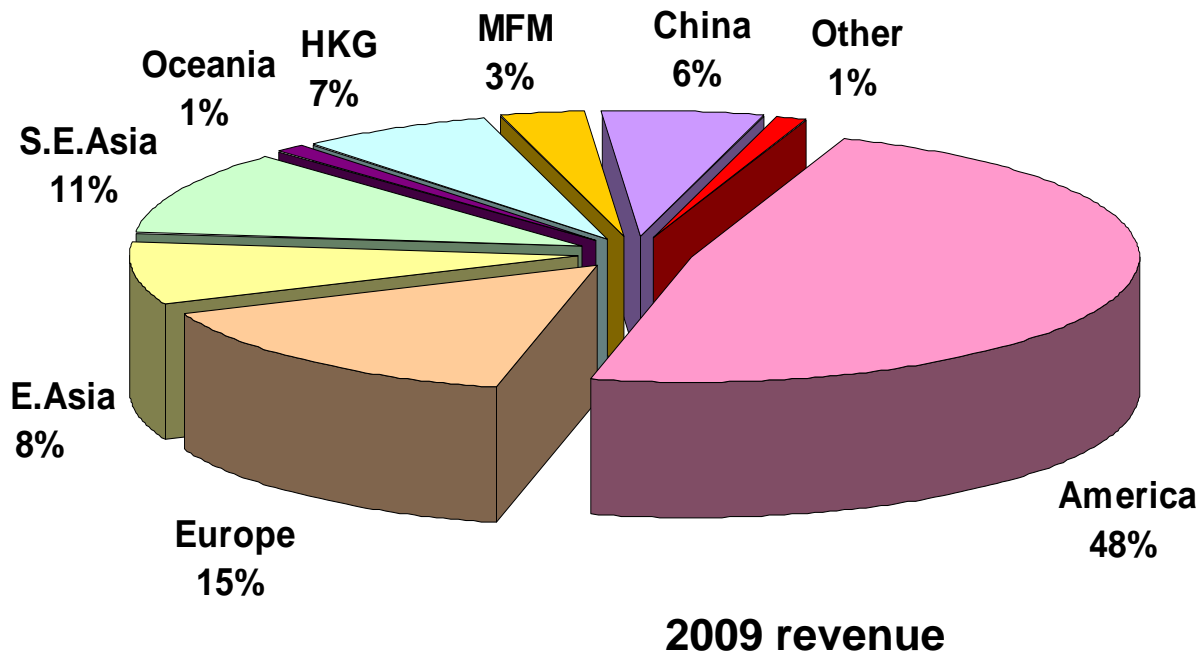
America	ANC*	ATL*	DFW*	EWR	JFK*	LAX	ORD*	SEA
	SFO	YVR	IAH*					
Oceania	BNE							
Europe	AMS	BRU*	LHR	VIE	FRA*	CDG		
Asia	BKK	CGK	CTS	DEL*	DPS	FUK	HAN	HKG
	ICN	KHH	KIX	KMQ	KUL	MFM	MNL	NRT
	NGO	PEN*	PNH	SDJ	SGN	SIN	SUB	TPE
China	PVG	PEK	CAN	HGH	TSN	NGB	CTU	
Middle East	DXB*							

\*僅提供貨運服務

共計**50**個航點

6

# 2009 營收分布

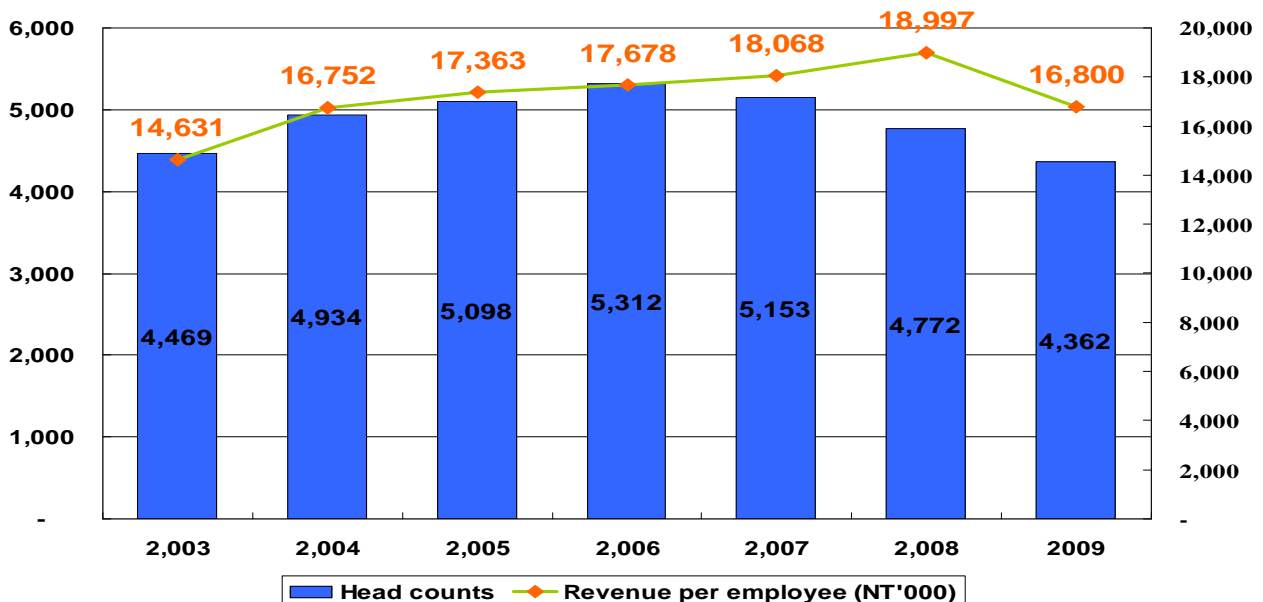


7

# 人力資源

員工人數

每位員工營收  
(新台幣仟元)



8

# 策略



9

## 策略規劃

- 機隊現代化與一致化
- 持續投入客機營運於高利潤之地點，如美洲、東北亞與中國大陸
- 持續擴張東南亞與中國大陸之貨運市場

10

# 公司策略

- 長期經營計劃
  - 藉由直航經營大陸航線
  - 投資航空相關事業
  - 與當地業者合作建立運輸網路
- 風險管理
  - 油價波動
  - 廉價航空競爭
  - 台灣航空貨運業衰退

11

展望

12

## 2010展望

- 世界景氣不確定性
- 直航效益視高效益航點之航次數而定，如上海、北京
- 持續成本控制與流程檢討，預期將增加利潤與提升效率

13

## 2010展望

- 2010年接收3架全新B777-300ER客機，將投入大陸航線與長程航線營運
- 2010年3月開航台北-多倫多航線，每週營運3班
- 台北-曼谷-倫敦將由目前之每週6班增加為每週7班

14

## 直航議題

### ■ 需求成長潛力大

- 2008年台灣前往中國大陸旅客為439萬人次，同年度台灣出國人數847萬人次，前往中國大陸旅客佔總出國人數52%。
- 2008年中國大陸前往台灣之旅客人數為29萬人次，同年度前往台灣旅客人數為385萬人次，前往台灣旅客佔台灣總訪客7.6%。

15

## 直航議題

### ■ 直航發展

- 持續與中國大陸協商，包括增加航次數、增加航點或轉口貨相關議題
- 航次數由原本每週之135班增加為每週270班
- 預期大陸來台觀光客增加為單日10,000人次

16



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## **About EVA**



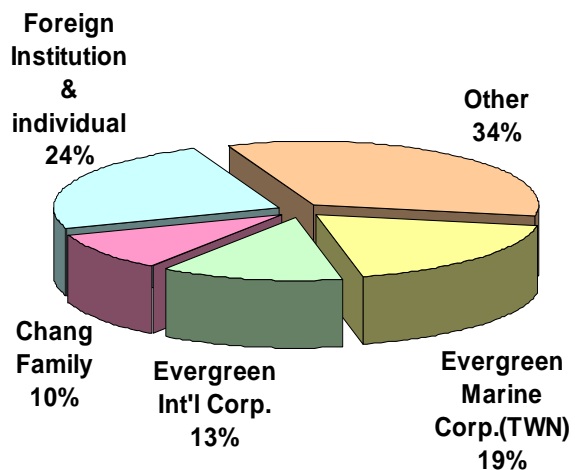
# Major Milestones

- Established on April 7, 1989
- Maiden Flight on July 1, 1991
- Listed on OTC Market on October 27, 1999
- Listed on Taiwan Stock Exchange (TWSE) on September 17, 2001

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# Shareholding Structure

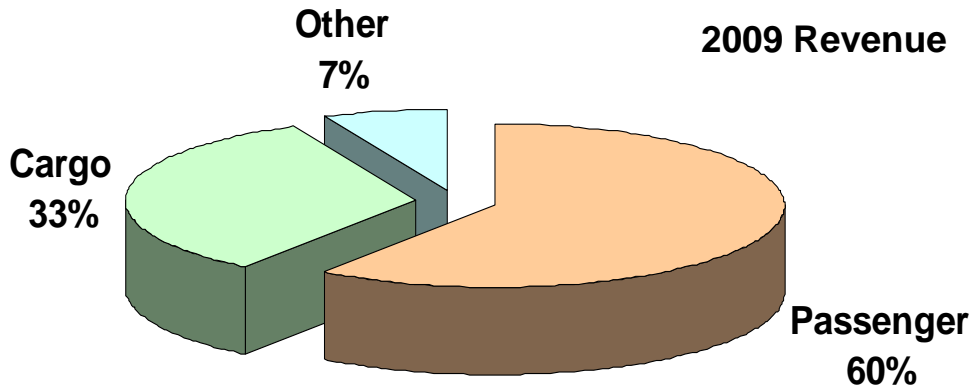
- 100% privately owned
- An affiliate of Evergreen Marine Corp., a prestigious container carrier
- Market Cap: NT\$ 42 billion
- Shares Outstanding : 2.96 billion shares



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# Core Business

- Operate only international business.
- Main hub is Terminal 2, Taoyuan International Airport, Taipei.



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# Network

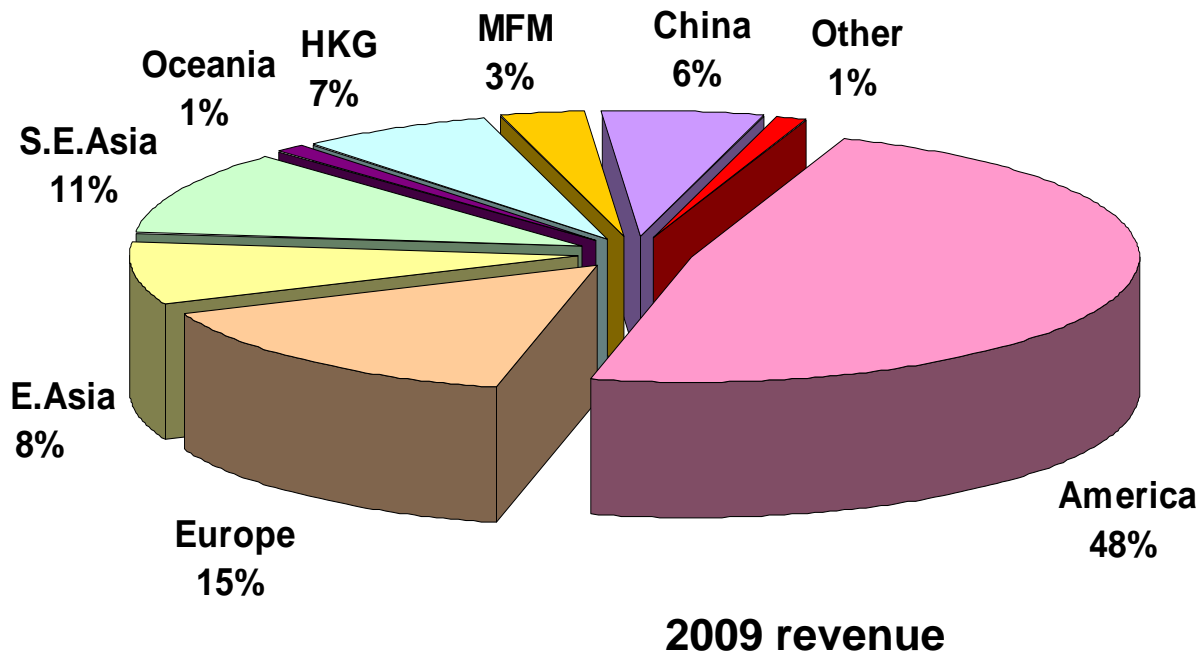
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Europe	AMS	BRU*	LHR	VIE	FRA*	CDG		
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	ICN	KHH	KIX	KMQ	KUL	MFM	MNL	NRT
	NGO	PEN*	PNH	SDJ	SGN	SIN	SUB	TPE
China	PVG	PEK	CAN	HGH	TSN	NGB	CTU	
Middle East	DXB*							

\* Destinations served by freighter only

Total: 50 Destinations

6

# Revenue by regions

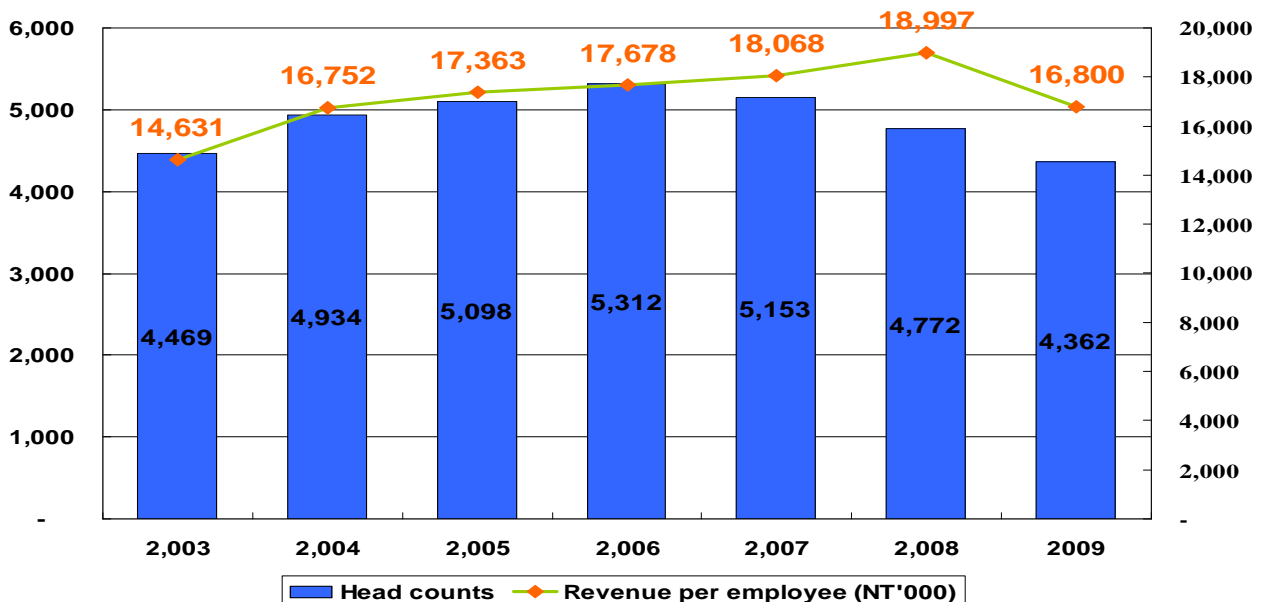


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# Human Resource

Head counts

Revenue per employee (NT'000)



8

# ***Strategies***



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## **Strategic Planning**

- **Fleet modernization and uniformity**
- **Business Mix**
  - **Optimizing passenger fleet for lucrative US, Northeast Asia and Mainland China markets**
  - **Continuing cargo expansion in Southeast Asia, Mainland China.**

10

# Corporate Strategy

- Long term Business Plan
  - Capture China market through direct link
  - Target investment-related business in China
  - Establish local network with all partners
- Risk Management
  - Fuel price volatility
  - Growing threats from low cost carriers
  - Declining trend of Taiwan air cargo business

11

## *Outlook*



12

# 2010 Outlook

- **Uncertainty on Global economic**
- **The advantage of Cross Strait Direct Link depends on the frequencies limitation on the more lucrative destinations, i.e, Shanghai and Beijing.**
- **Yield on passenger takes time to resume to higher level as in 2008.**
- **The implementation of cost down measures and organization & process reengineering are expected to lift profitability and efficiency.**

13

# 2010 Outlook

- **Three additional B777-300s have been delivered in turn and deployed on Transpacific routes and Mainland China.**
- **Launch new Taipei-Toronto v.v. service for three weekly flights in March.**
- **Taipei-Bangkok-London v.v. will be added as daily services from 6/w.**

14

# Direct Link

- **Enormous demand and great potential**
- **In 2008, Taiwanese traveling to Mainland decline 5.2% to 4.39 million which accounted for 52% of 8.47million overall Taiwanese outbound travelers.**
- **For counterpart, the 2008 arrival of Mainland citizens stood at 291,696 which accounted only for 7.63% of 3.85 million overall inbound arrival.**

15

## Direct Link (Cont.)

- **Going Forward**
- **Negotiate extended scope of direct link, including frequency increase, transit cargo, route profile optimization.**
- **Implement regular services from 135 flights to 270 flights per week.**
- **Visas granted to mainland visitors will ultimately increase to 10,000 per day.**

16