



#### JEAN-MARC EUSTACHE

President and Chief Executive Officer







### DENIS PÉTRIN

Vice-President, Finance & Administration and Chief Financial Officer



### BERNARD BUSSIÈRES

Vice-President, General Counsel and Corporate Secretary

#### **AGENDA**



- 1. Appointment of Scrutineers
- 2. Scrutineers' Report and Quorum
- 3. Election of Directors
- 4. Appointment of Auditors
- 5. Resolution: Employee Share Purchase Plan
- 6. Resolution: 2009 Stock Option Plan
- 7. Resolution: Executive Compensation
- 8. Shareholder Proposals
- 9. President's Message
- 10. Financial Report
- 11. Results of the Vote
- 12. Question Period



# APPOINTMENT OF SCRUTINEERS



# SCRUTINEERS' REPORT AND QUORUM





# ELECTION OF DIRECTORS



### RAYMOND BACHAND

Strategic Advisor Norton Rose Fulbright





# LOUIS-MARIE BEAULIEU

Chairman of the Board and CEO Groupe Desgagnés Inc.





### LINA DE CESARE

Director





#### JEAN PIERRE DELISLE

Corporate Director and Executor of Estates





#### W. BRIAN EDWARDS

Corporate Director





#### SUSAN KUDZMAN

Senior Vice-President, Human Resources Laurentian Bank





## JEAN-YVES LEBLANC

Lead Director Corporate Director





#### JACQUES SIMONEAU

President and CEO, Corporate Director Gestion Univalor, s.e.c.





### PHILIPPE SUREAU

Director





#### JEAN-MARC EUSTACHE

Chairman of the Board President and CEO Transat A.T. Inc.





# ELECTION OF DIRECTORS



# APPOINTMENT OF AUDITORS



#### RESOLUTION: EMPLOYEE SHARE PURCHASE PROGRAM



# RESOLUTION: 2009 STOCK OPTION PLAN



# RESOLUTION: EXECUTIVE COMPENSATION



### SHAREHOLDER PROPOSALS











#### PRESIDENT'S MESSAGE



#### JEAN-MARC EUSTACHE

President and Chief Executive Officer

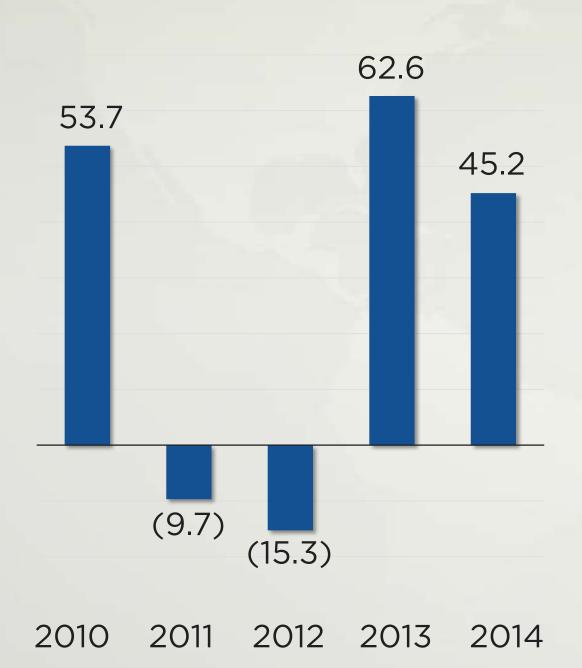


#### **ANNUAL RESULTS**



#### Adjusted net income

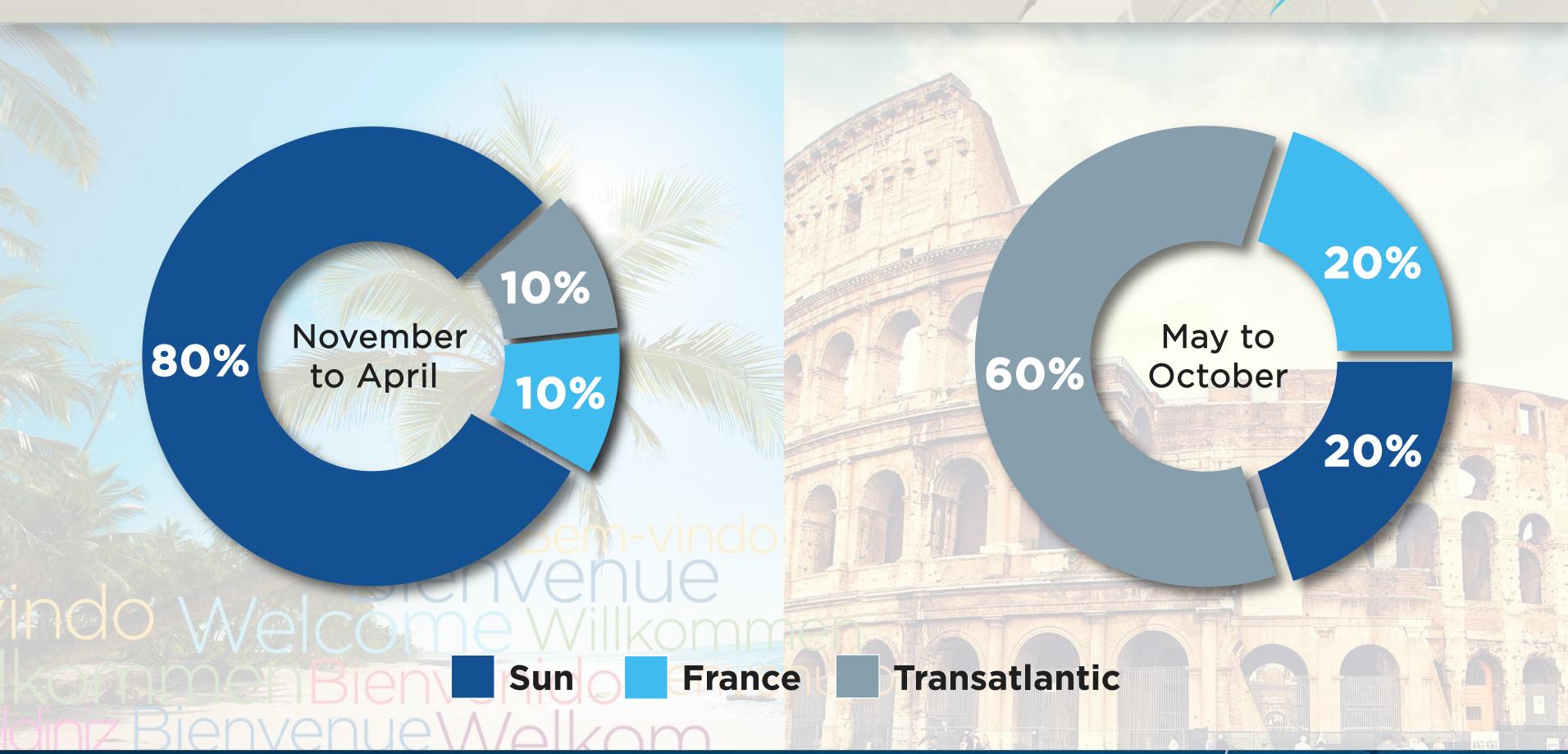
(In millions of dollars)



	2014	2013
REVENUES	3,752	3,648
ADJUSTED OPERATING INCOME	99.9	120.3
ADJUSTED NET INCOME	45.2	62.6

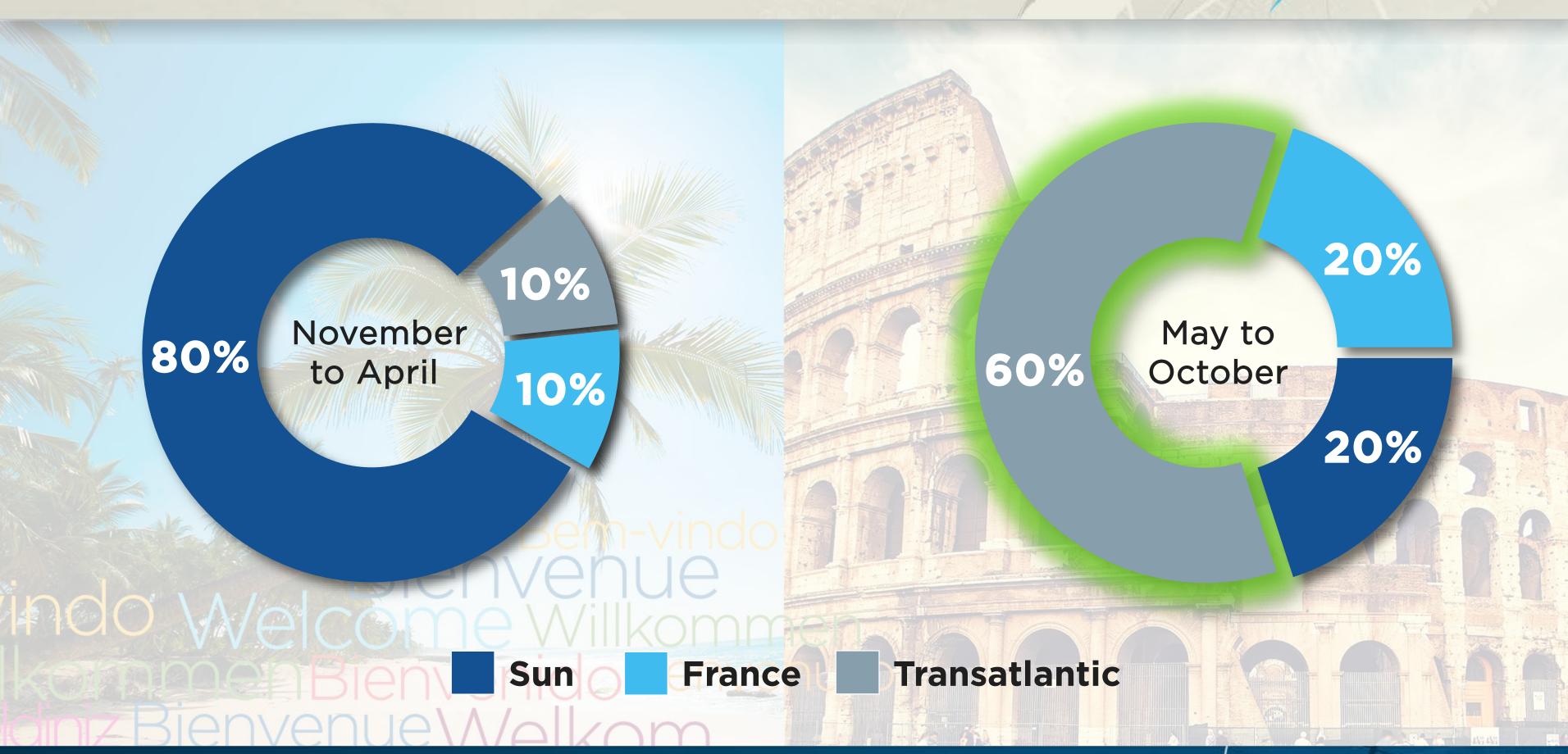
#### THE SEASONALITY CHALLENGE





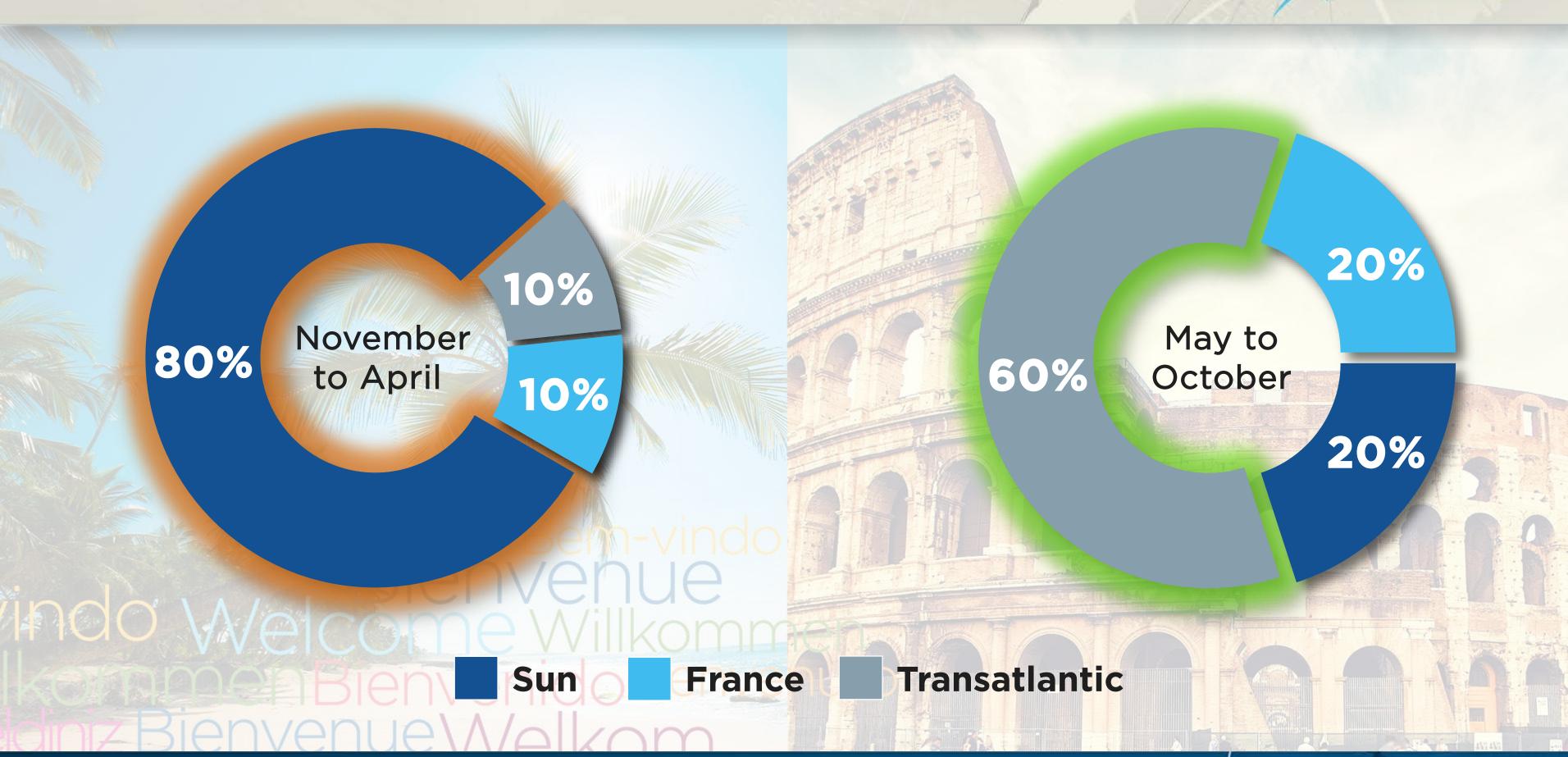
#### THE SEASONALITY CHALLENGE





#### THE SEASONALITY CHALLENGE





## FIRST QUARTER 2015



	Q1-15	Q1-14
REVENUES	788.6	847.2
ADJUSTED OPERATING LOSS	35.8	23.9
NET LOSS	64.3	25.6

#### 2015-2017 STRATEGIC PLAN



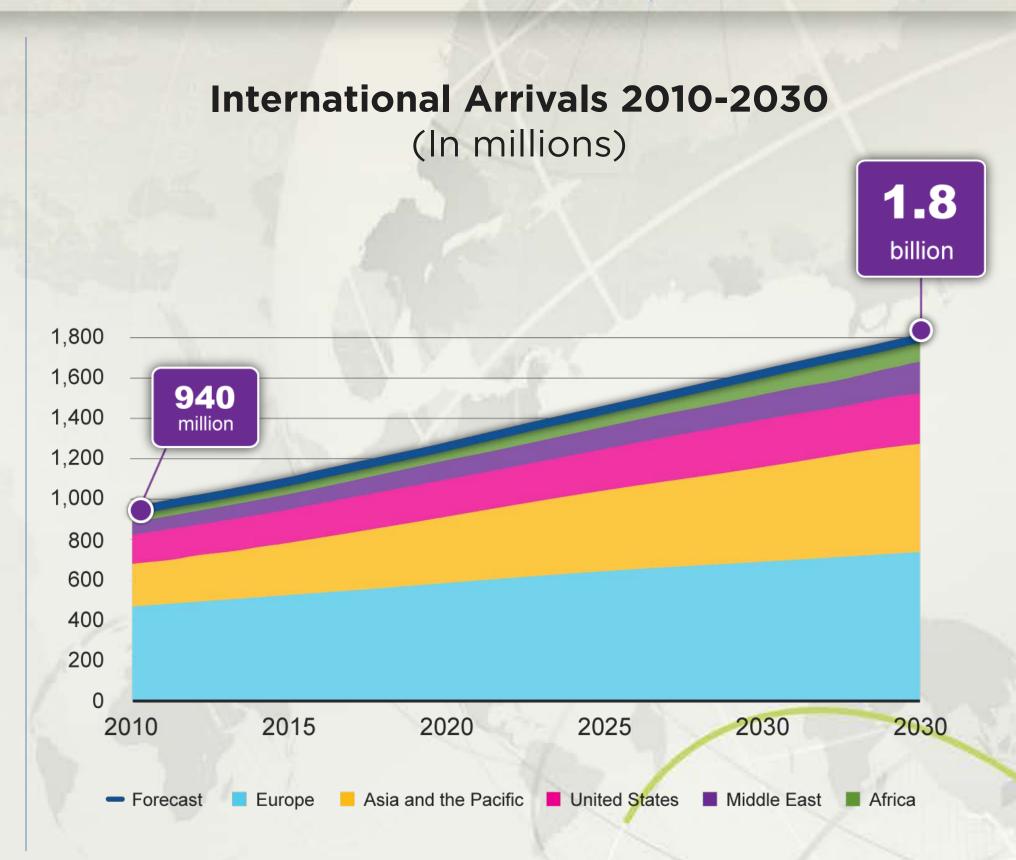
Transat: a travel brand that is well known and recognized by customers, suppliers, and at destination as a trusted partner that distributes the products travellers are looking for



#### 2015-2017 STRATEGIC PLAN



Transat: a travel brand that is well known and recognized by customers, suppliers, and at destination as a trusted partner that distributes the products travellers are looking for



#### 2015-2017 STRATEGIC PLAN









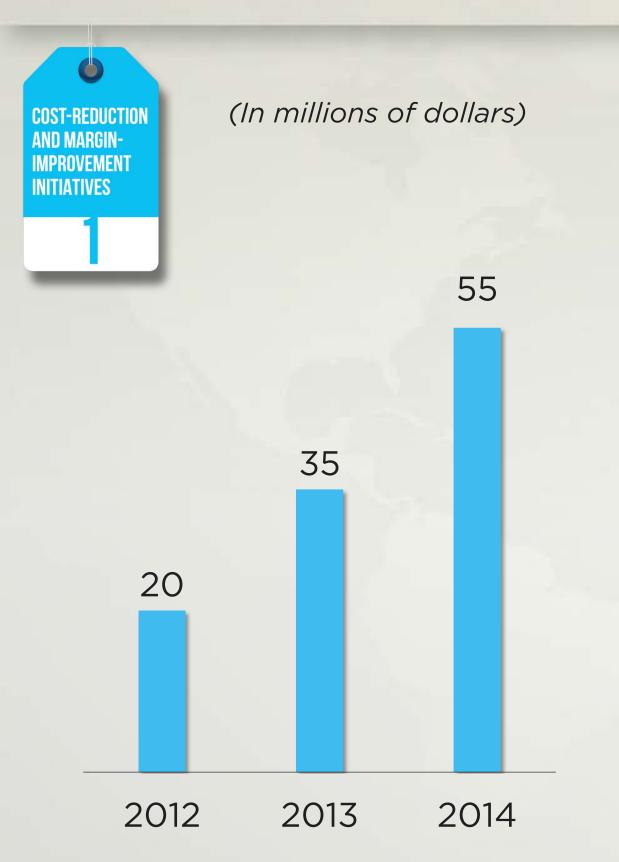
**MARKET** DEVELOPMENT AND CONTINUED **VERTICAL** INTEGRATION



#### **COST REDUCTIONS 2012-2014**

(Compared to 2011)





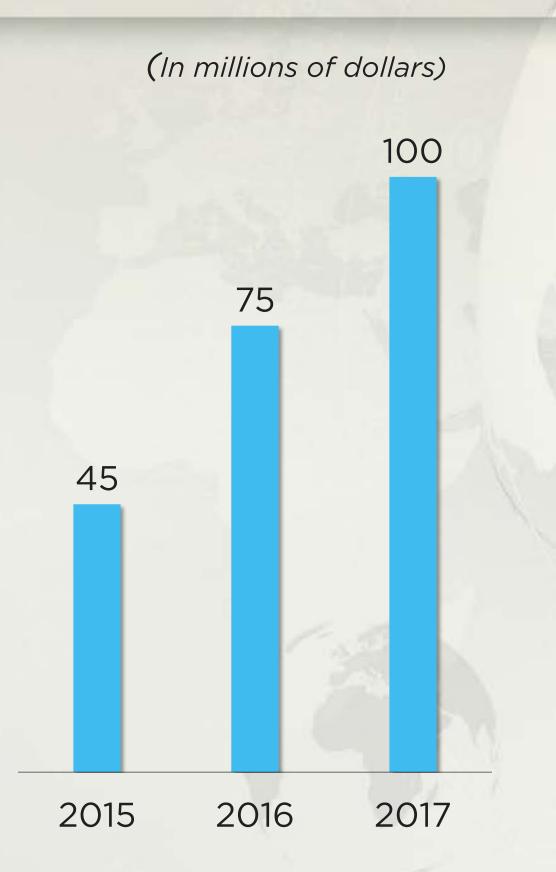
- Staff reductions and administrative measures
- Changes to policies and processes at Air Transat
- Start of narrow-body internalization
- Cumulative savings: \$55 million

#### **COST REDUCTIONS AND MARGIN IMPROVEMENTS 2015-2017**

(Compared 2014)









## A MAJOR INNOVATION: THE FLEXIBLE FLEET

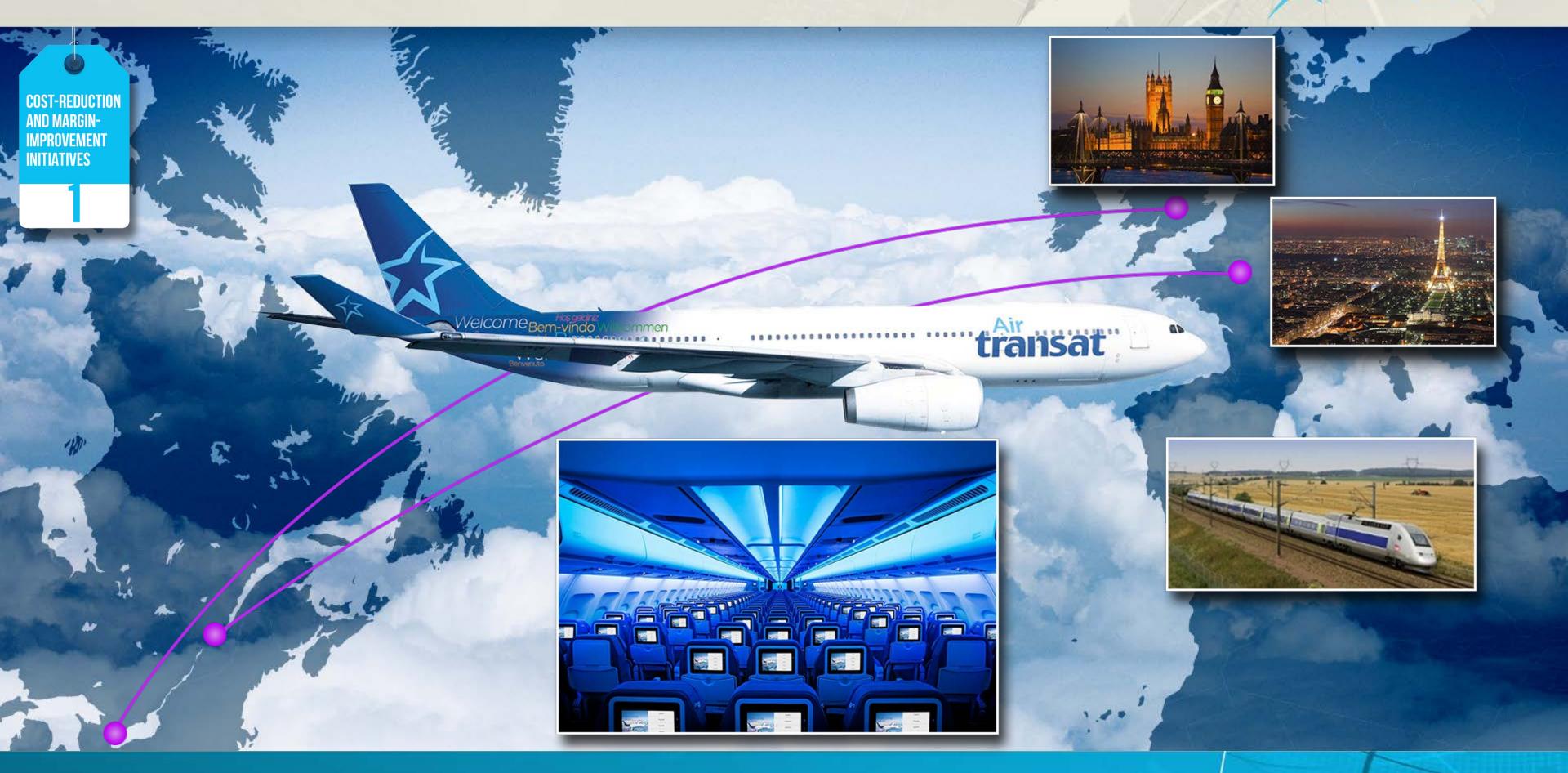




summer: 21

## **DENSIFICATION OF THREE AIRBUS A330-300s**





## **CONNECTING-FLIGHTS STRATEGY**





#### **ECO-FARES**





ECO

Eco extra Eco

Club







#### **INCREASE IN ANCILLARY REVENUES**







\$60 M



\$49 M

#### **NUMBER OF FLIGHT ATTENDANTS**

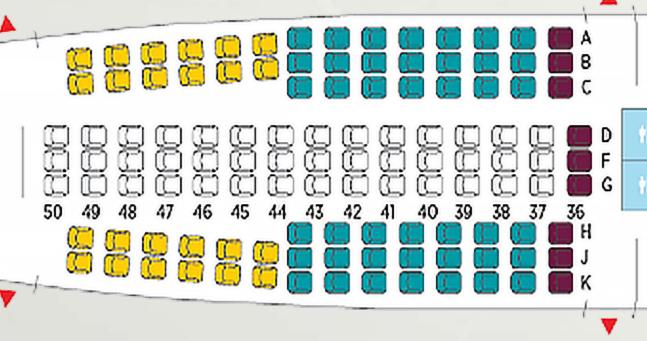


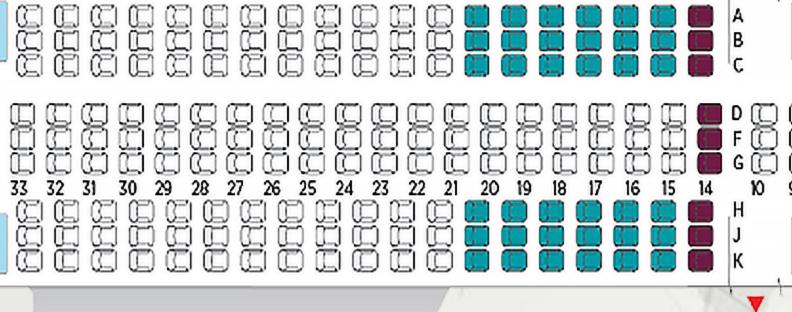


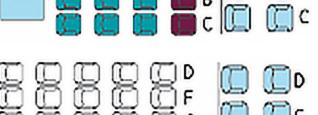


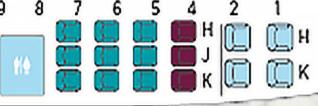




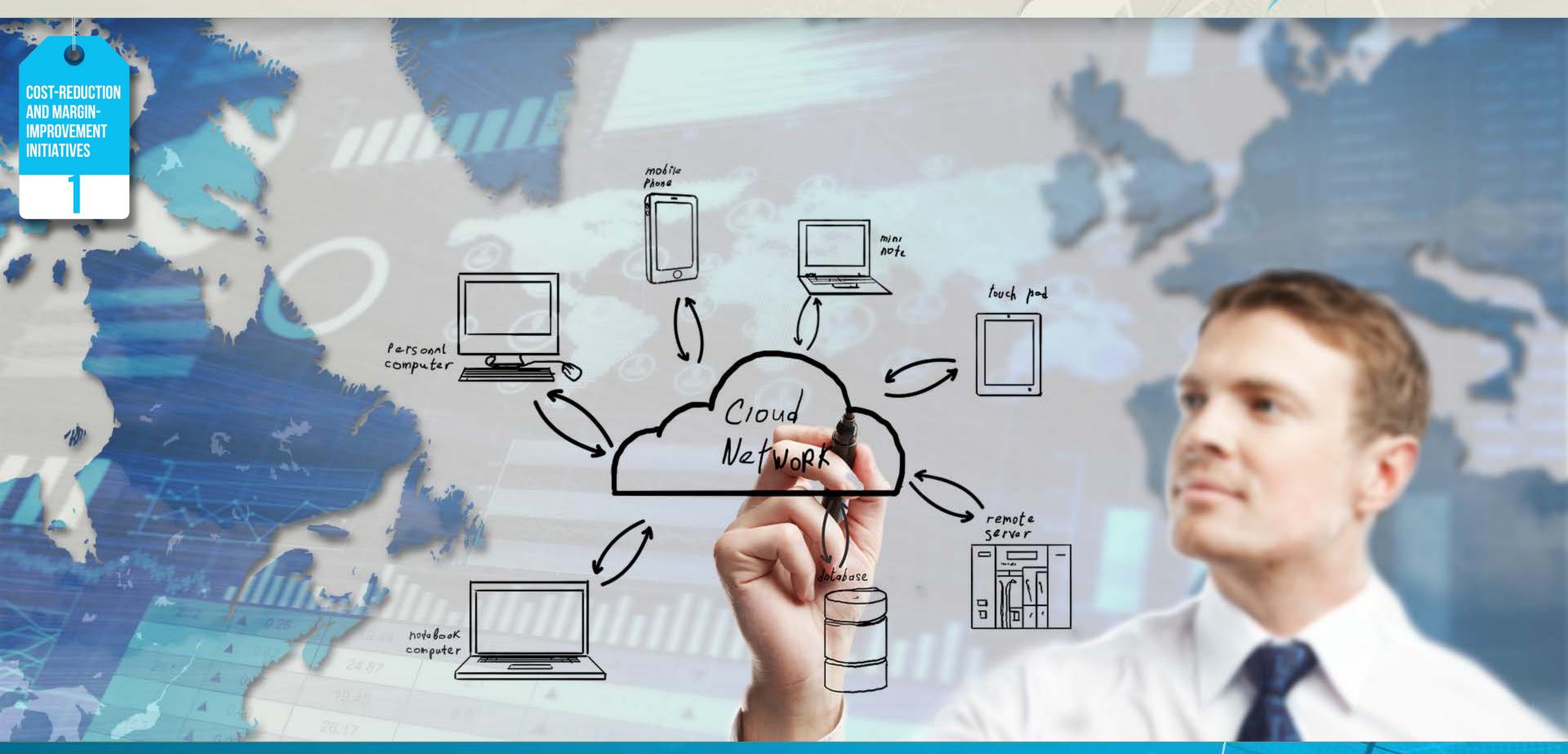




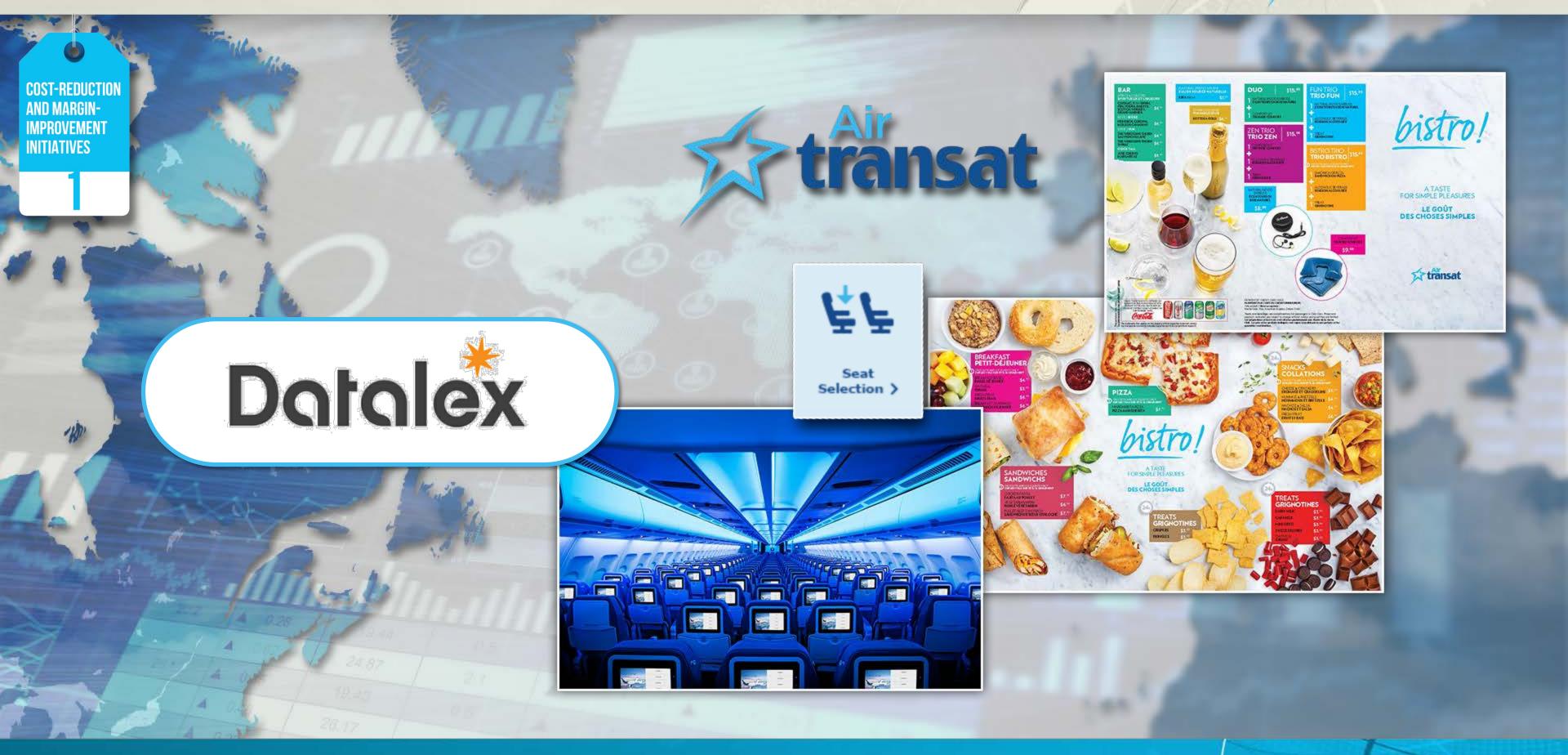
























- Reduce time-to-market for new products
- Improve our responsiveness
- Effectively control distribution channels
- Facilitate cross-selling
- Introduce new functionalities



## **EUROPEAN DESTINATIONS**





#### **SUN MARKET**





#### THREE MAIN COLLECTIONS









HOTELS **2015 2017** 21 30





Sun Savvy
Collection



## **FRANCE MARKET**





## **FRANCE MARKET**























## **FRANCE MARKET**







#### TRANSAT DISTRIBUTION CANADA: RENAISSANCE PLAN





- Performance optimization
- Profitability improvements
- Relocations
- Improvements to key processes













#### TRANSAT TRAVEL





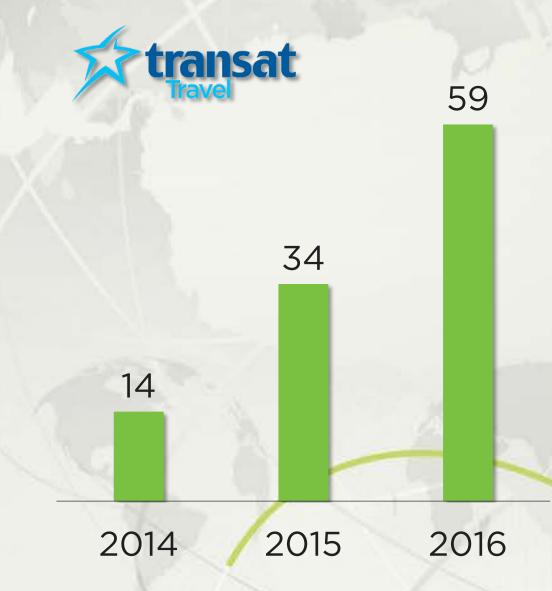




More customers, more Transat sales

Hoş geldiniz Bienvenue Welkom Benvenuto















## **ACQUISITIONS**

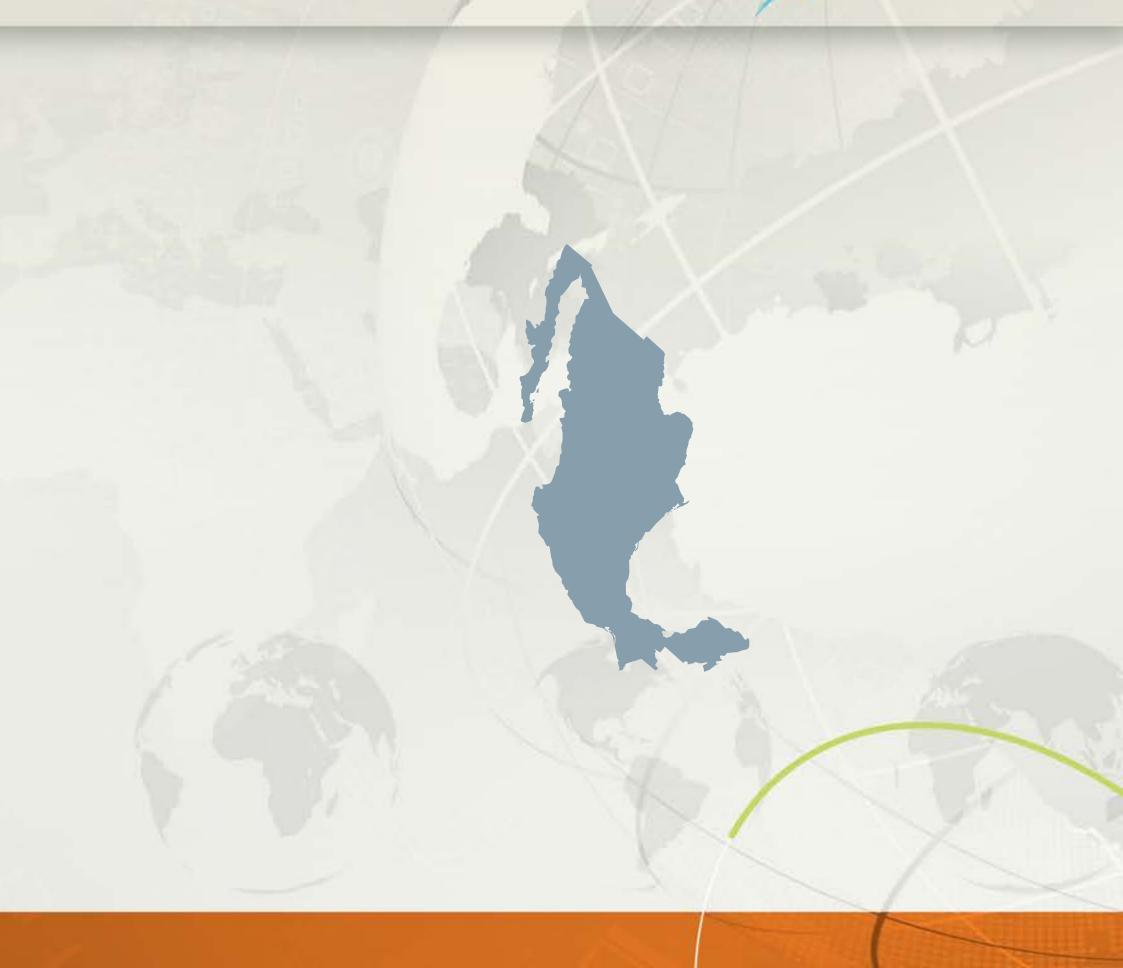




## **EXPANSION OF OUR INTERNATIONAL FOOTPRINT**







#### HOTEL DEVELOPMENT

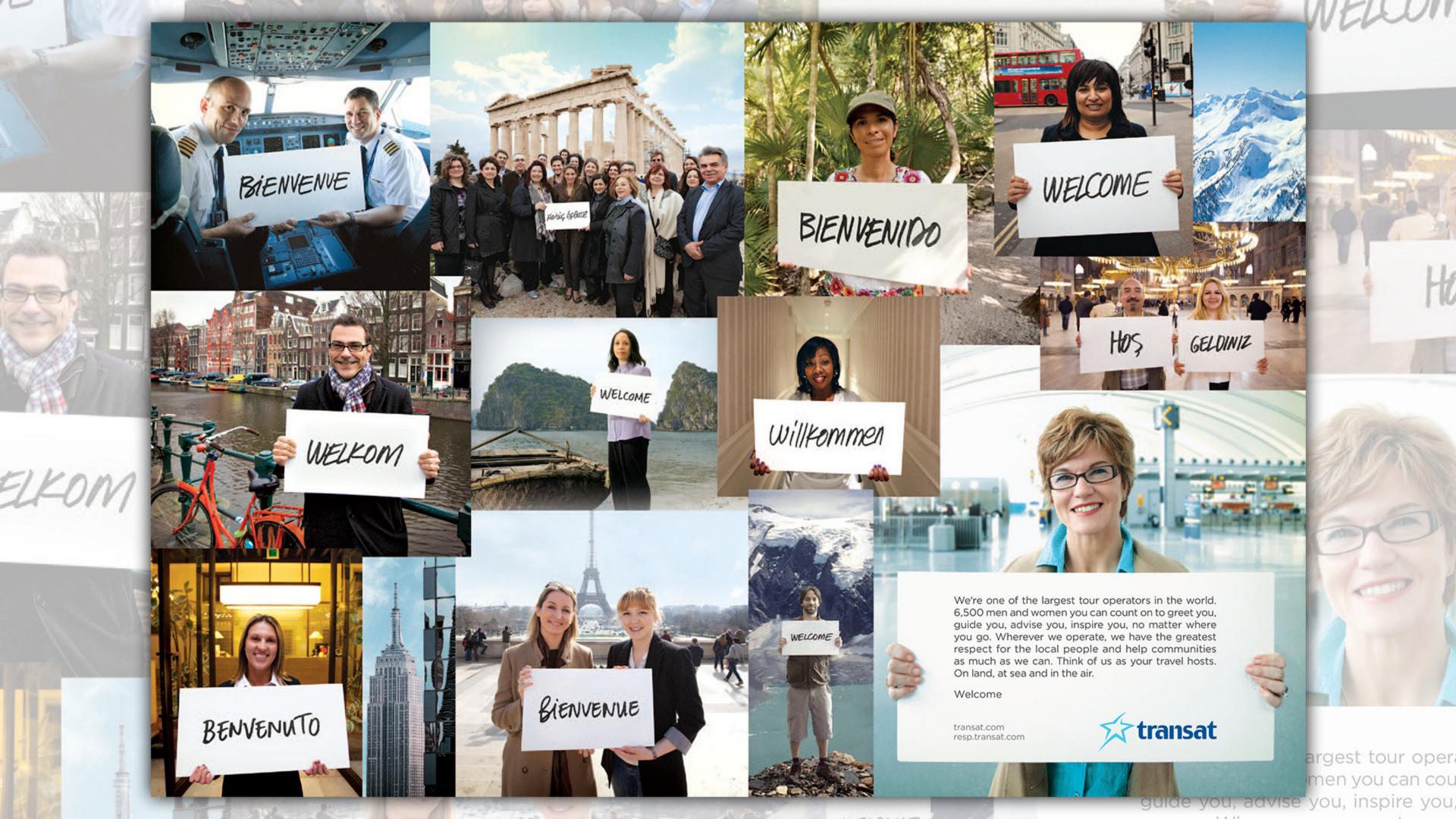




# Ocean By H<sub>10</sub> Hotels









Annual and Special Meeting of Shareholders

## JEAN-MARC EUSTACHE

President and Chief Executive Officer





Annual and Special Meeting of Shareholders

## DENIS PÉTRIN

Vice-President, Finance & Administration and Chief Financial Officer

Welcome αλώς ήρθατε<sub>Bienvenido</sub> Bienvenue Bem-vindo Welcome Willkommen om Willkommen Bienvenido Benvenuto Hoş geldiniz Bienvenue Welkom Benvenuto

## CONSOLIDATED STATEMENTS OF INCOME

(MILLIONS OF DOLLARS)







Adjusted operating income

Adjusted net income

	2014	2013
REVENUES	3,752.2	3,648.2
ADJUSTED OPERATING INCOME	99.9	120.3
ADJUSTED NET INCOME	45.2	62.6
NET INCOME ATTRIBUTABLE TO SHAREHOLDERS	22.9	58.0
ADJUSTED NET INCOME PER SHARE (\$)	1.16	1.63

## 1ST QUARTER RESULTS



### **Variance of Canadian dollar**

August 2014-January 2015



2015	2014		
788.6	847.2		
35.8	23.9		
32.4	23.3		
64.3	25.6		
0.84	0.60		
	788.6 35.8 32.4 64.3		

## 1ST QUARTER RESULTS



- Weakened Canadian dollar
- Non-correlated drop in fuel cost at airports
- Increase in operating expenses resulting from fuel and FX
- Overcapacity
- Slump in France
- Aircraft subleasing

(In millions de dollars)		
	2015	2014
REVENUES	788.6	847.2
ADJUSTED OPERATING LOSS	35.8	23.9
ADJUSTED NET LOSS	32.4	23.3
NET LOSS ATTRIBUTABLE TO SHAREHOLDERS	64.3	25.6
ADJUSTED NET LOSS PER SHARE (\$)	0.84	0.60

## OUTLOOK



## Second quarter

- **Sun:** capacity 6% lower, 75% sold, load factors similar, selling prices up 1%
- Transatlantic: capacity 6% lower,
   74% sold, load factors and selling prices similar
- France: bookings lower by 8%
- 2.2% increase in operating expenses

### Summer 2015

- Transatlantic: capacity down 2%,
   32% sold
- Selling prices and operating expenses down





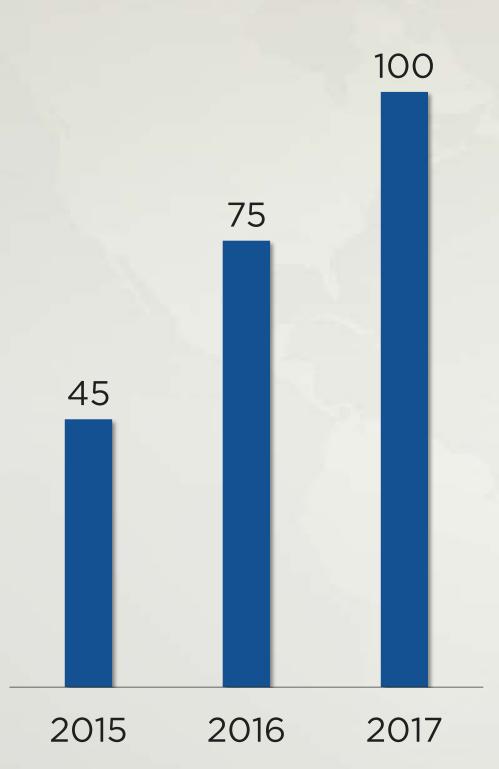
## STRATEGIC PLAN



# COST AND MARGIN IMPROVEMENTS (2015-2017)



(In millions of dollars)



	2015	2016	2017
COSTS			
Narrow-body flexible fleet	18	20	20
Reduction in the number of flight attendants	2	5	6
Buy-on-board (Sun destinations)	3	3	3
Optimization of hotel costs (Sun destinations)	2	9	12
Optimization of distribution costs	11	13	16
Other projects and initiatives identified	3	4	5
To be identified and wide-body sub-leasing		6	15
Subtotal costs	39	60	77
MARGINS			
Ancillary Revenues and Cargo	6	9	11
Densification of three A330-300s	2	5	5
Online sales of third-party products	(2)	1	7
Subtotal margins	6	15	23
GRAND TOTAL	45	75	100

# COST AND MARGIN IMPROVEMENTS (2015-2017)



## Operating expenses: \$3.7 billion

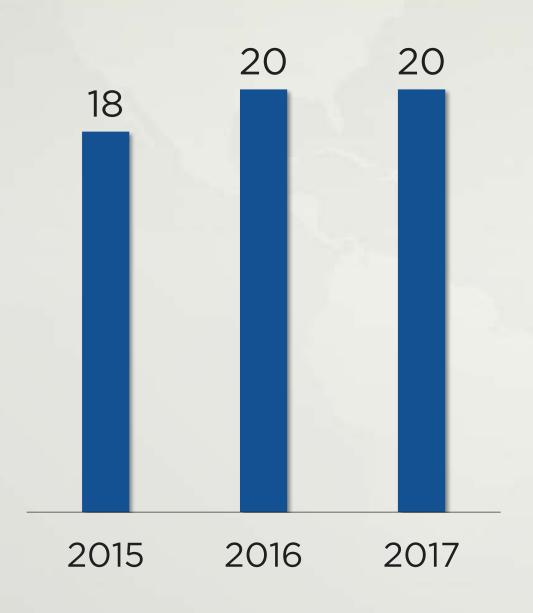


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## **FLEXIBLE FLEET**



Financial impact narrow-body (achieved) (In millions of dollars)







WINTER: 14

SUMMER: 21

WINTER: 14

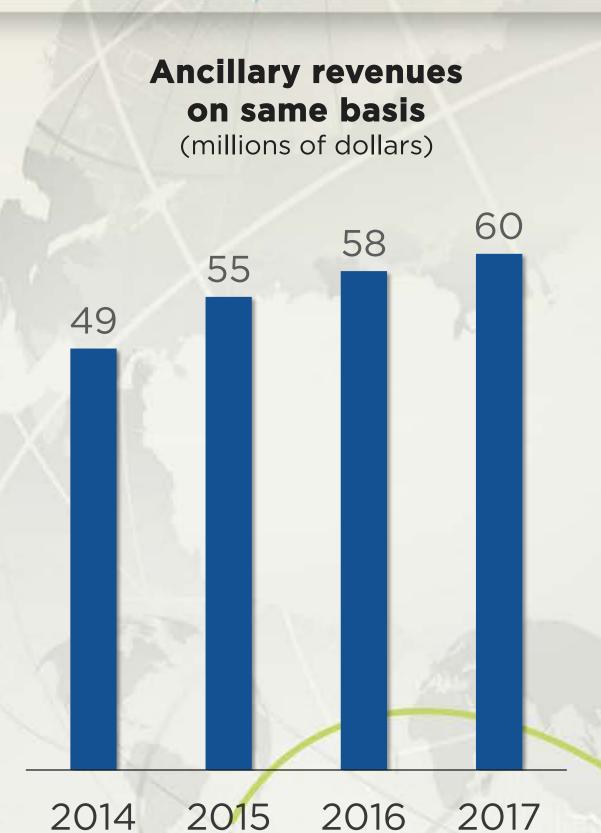
SUMMER: 5

## **ANCILLARY REVENUES**

**ON SAME BASIS** 





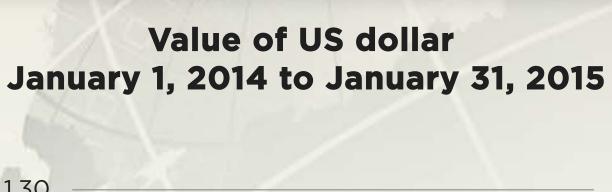


## **HOTELS**





\$650 M





## **HOTELS**





### Number of travellers to Mexico and Caribbean (2005-2013)

(thousands of visitors)

#### **Americans**



#### **Canadians**



### Value of US dollar January 1, 2014 to January 31, 2015



## **HOTELS 2005-2013**



## Ocean By H10 Hotels



## Number of travellers to Mexico and Caribbean (2005-2013)

(thousands of visitors)

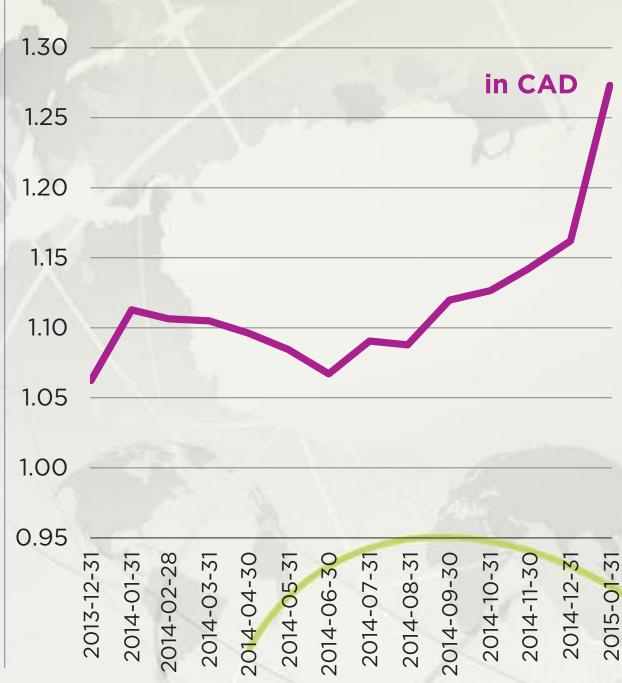
#### **Americans**



#### **Canadians**



### Value of US dollar January 1, 2014 to January 31, 2015



## **IN SUMMARY**







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GRAND TOTAL	45	75	100

## **CONSOLIDATED BALANCE SHEET - AS AT JANUARY 31**



(In millions of dollars)

	2015	2014
CASH	394	360
TOTAL ASSETS	1,683	1,585
INVESTMENT IN OCEAN	85	75
BALANCE SHEET DEBT	0	O
WORKING CAPITAL RATIO	1.05	1.07



## DENIS PÉTRIN

Vice-President, Finance & Administration and Chief Financial Officer



## JEAN-MARC EUSTACHE

President and Chief Executive Officer





## RESULTS OF THE VOTE



## **QUESTION PERIOD**



## ADJOURNMENT OF MEETING

