

Baboo achieved sustained growth in 2009 despite the economic crisis.

Geneva, 26th January 2010 – **Baboo, the Geneva-based airline, continues to achieve significant growth despite experiencing a 2009 that was marked by the financial crisis and economic gloom. The past year notably enabled Baboo to develop its network of partnerships, to optimise the use of its fleet and to enter into a consolidation phase.**

With a turnover of CHF 73m (up 30% on 2008) and 406,000 passengers carried (up 38% on 2008), Baboo continued to achieve results in 2009 which reflect very healthy growth. The growth, while substantially less than that in 2008, is still significant in relation to market trends. 2009 was above all a year of consolidation and of establishing a coherent network based on partnerships. “In a particularly unforgiving environment we have managed to move forward and put in place a series of partnership agreements with quality airlines. We have considerably strengthened our operations and our sales presence. The services provided by Baboo and its quality of service are being recognised more and more, not only in the Geneva area but also in the destinations served. We intend to continue in this way in 2010”, comments Jacques Bankir, CEO of Baboo.

Baboo currently operates five aircraft: two 74-seat Bombardier DH8-Q400s, the fastest and most silent turboprop plane, introduced in 2007, and three 100-seat Embraer 190s, the most comfortable and best-selling regional jet, introduced in 2008.

In 2009 Baboo signed three new partnerships which enable it to operate the majority of its routes on a code-sharing basis. The partnerships with Air France (Geneva - French regions routes, July '09), Tarom (Switzerland - Romania routes, October '09) and Alitalia (Geneva/Marseille/Nice-Italy routes), December '09) were added to existing partnerships with Darwin (the Geneva-Lugano route) and Olympic (the Geneva-Athens and Nice-Athens routes). Thus, in the 2009-2010 winter season, Baboo is code-sharing 98% of its flights with one of its five partners. Furthermore, since November 2009 Baboo has been a member of Flying Blue, the loyalty programme of the Air France-KLM group, which itself is linked to all those run by SkyTeam alliance members.

Some key figures

	2007	2008	2009	Change: 2009 versus 2008
Turnover <i>(in millions of CHF)</i>	30	56	73	Up 30%
Passengers carried <i>(scheduled flights and charters)</i>	169,000	295,000	406,000	Up 38%
Number of employees <i>(as of 31st December in each year)</i>	115	200	200	0%

About Baboo

Founded in Geneva in 2003, Baboo flies from Geneva to 19 different destinations (not counting charter flights), with more than 1,200,000 passengers carried to date. Baboo offers a large range of services aimed at business and leisure travellers. Its fleet consists of two Bombardier DH8-Q400 and three Embraer 190 aircraft. Baboo employs 200 people throughout its network. For further information visit www.flybaboo.com

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