Boston
May 7, 2014
Caution Regarding Forward-looking Information

Air Canada’s public communications may include forward-looking statements within the meaning of applicable securities laws. Such statements may be included in this presentation and may be included in other communications, including filings with regulatory authorities and securities regulators. Forward-looking statements may be based on forecasts of future results and estimates of amounts not yet determinable. These statements may involve, but are not limited to, comments relating to strategies, expectations, planned operations or future actions. Forward-looking statements are identified by the use of terms and phrases such as “anticipate”, “believe”, “could”, “estimate”, “expect”, “intend”, “may”, “plan”, “predict”, “project”, “will”, “would”, and similar terms and phrases, including references to assumptions.

Forward-looking statements, by their nature, are based on assumptions and are subject to important risks and uncertainties. Forecasts or forward-looking predictions or statements cannot be relied upon due to, amongst other things, changing external events and general uncertainties of the business. Actual results may differ materially from results indicated in forward-looking statements due to a number of factors, including without limitation, industry, market, credit and economic conditions, the ability to reduce operating costs and secure financing, energy prices, currency exchange and interest rates, employee and labour relations, competition, pension issues, war, terrorist acts, epidemic diseases, environmental factors (including weather systems and other natural phenomena and factors arising from man-made sources), insurance issues and costs, changes in demand due to the seasonal nature of the business, supply issues, changes in laws, regulatory developments or proceedings, pending and future litigation and actions by third parties as well as the factors identified throughout Air Canada's public disclosure file available at www.sedar.com, including section 18, Risk Factors, of Air Canada’s 2013 Management’s Discussion and Analysis of Results of Operations and Financial Condition dated February 12, 2014.

Any forward-looking statements contained in this presentation represent Air Canada's expectations as of the date of this presentation (or as of the date they are otherwise stated to be made) and are subject to change after such date. However, Air Canada disclaims any intention or obligation to update or revise any forward-looking statements whether as a result of new information, future events or otherwise, except as required under applicable securities regulations.
Air Canada Achieved Record Earnings in 2013 and is...

...among the 20 largest airlines in the world

...the only international carrier in North America to receive a four-star ranking by Skytrax

...the best airline in North America

...a founding member of Star Alliance

...one of Canada's top 100 employers
Domestic accounts for 38% of passenger revenue

Transborder accounts for 20% of passenger revenue

International accounts for 42% of passenger revenue

- Source: OAG data, based on full year 2013 available seat miles (ASMs)
- AC Revenue Split based on 2013 full year revenues
Growth Directed at International Markets and at Lower Unit Costs

181 Direct Destinations:
- 60 in Canada
- 49 in the U.S.
- 72 internationally

Among the 20 largest airlines globally
- >350 aircraft
- ~1,500 daily flights
- ~36M passengers carried

Powerful Global Network

Air Canada/Air Canada Jazz and Air Canada rouge routes spring-summer 2014
Enhancing Market Presence Through Star Alliance, Commercial Agreements & Joint Venture

- 26 Members
- 193 Countries Served
- 1,269 Airports
- >18,000 Daily Departures
- >727M Passengers/year
- >4,300 Aircraft
- >1000 Lounges
A++ Partnership with United and Lufthansa Delivers Tangible Benefits to Air Canada

- Global market presence leveraging each carriers’ strengths in their home markets
- Coordinated approach to pricing, inventory management and capacity in this market segment
- Access to corporate contracts in all markets where offered by A++ partners
- Results have been impressive:
  - Increased U.S. sixth freedom traffic and revenue
  - Growth in all POS U.S. sales channels
  - Increased corporate revenue on all services
  - Growth in LHA/UAL traffic on Air Canada's Atlantic services
  - Improved average fares for local and behind/beyond traffic
Other Award Winning Services Contribute to Profitability

Canada's largest provider of air cargo services

One of Canada's leading tour operators

Won 2014 "Excellence in Innovation" award at the Canadian International Freight Forwarders' Association

Won 2013 "Carrier of the Year" award in all regions of Canada for 2nd consecutive year – Forwarders Choice Awards

Won 2013 "Favourite Tour Operator" award for the 4th year at Baxter Travel Media's Agents' Choice Awards
Leveraging Air Canada's Competitive Advantages

- Widely-recognized and respected brand
- Extensive and expanding global network
- Flexible fleet mix including high-density Boeing 777 and Boeing 787s
- Air Canada rouge with its lower cost structure
- Maple Leaf Lounges – Concierge Program – lie-flat beds
- Strong airport infrastructure – Toronto, Montreal, Vancouver, Calgary
- World-class loyalty program – Air Canada Altitude
- Star Alliance Membership – Joint Ventures – Codeshare Agreements
- Numerous bilateral air agreements with other countries
Record 2013 Financial Results

- Adjusted net income of $340M or $1.20 per diluted share, an improvement of $285M or $1.00 per diluted share
- EBITDAR of $1.433B, an increase of $113M or 8.6%
- EBITDAR margin of 11.6%, an improvement of 0.7 PP
- Record passenger load factor of 82.8%
- Unit passenger revenue (P-RASM) up 0.6%
- Adjusted CASM improved 1.5%

Excludes benefit plan amendments
Focused on Four Core Priorities

- **COST REDUCTION AND TRANSFORMATION**
- **INTERNATIONAL GROWTH**
- **CUSTOMER ENGAGEMENT**
- **CULTURE CHANGE**
Fleet Revenue and Cost Initiatives

- Fleet changes provide flexibility and lower Air Canada's overall cost structure
- Air Canada rouge can operate up to 50 aircraft (30 A319 and 20 Boeing 767 aircraft) and is allowing Air Canada to enhance margins on leisure routes
- Introduced new class of service (Premium Economy Class) on mainline and rouge fleets which is aimed at higher-end customers seeking additional comfort
- Continued focus on optimizing revenue stream through new technology, product offering and segmentation
In 2015, Air Canada plans to replace 20 Embraer 190 aircraft with 10 larger narrowbody leased aircraft. The type of replacement aircraft has not yet been determined, however, solely for illustrative purposes, Air Canada has assumed these to be five Airbus A320 and five Airbus A321 aircraft.
High-density Boeing 777s and 787s Provide Significant Cost Advantages

- All five new high-density Boeing 777s have been delivered and are in service – estimated CASM reduction of 21% compared to Boeing 777s in current mainline fleet
- Taking delivery of 37 Boeing 787 aircraft starting in spring 2014 to replace less efficient Boeing 767s and to pursue international growth opportunities – estimated CASM reduction of 29% compared to Boeing 767-300ER aircraft
Boeing 737 MAX to Replace Mainline Narrowbody

- Air Canada concluded an agreement which includes firm orders for 33 737 MAX 8 and 28 737 MAX 9 aircraft and provides for options for 18 aircraft and rights to purchase an additional 30 – deliveries are scheduled to begin in 2017

- The 737 MAX incorporates the latest-technology engines to deliver high efficiency, reliability and passenger comfort in the single-aisle market
Air Canada rouge™ is Designed to Position Air Canada Profitably in the Leisure Market

- Air Canada rouge offers significantly lower seat cost than mainline – Airbus A319 and Boeing 767 CASM reduction estimated at 21% and 29% vs. mainline, respectively
- Air Canada rouge to pursue opportunities in markets made viable by its lower operating cost structure, and subject to market conditions, will expand to other destinations as Air Canada takes delivery of new Boeing 787 aircraft
- Recently announced Air Canada rouge expansion which will include routes from Vancouver and Calgary to Los Angeles, San Francisco, Las Vegas and Anchorage bringing Air Canada rouge's total operating routes to 54
- Air Canada rouge's four Boeing 767-300 aircraft and select Airbus A319 aircraft feature three customer comfort options: rouge™, rouge Plus™ with preferred seating with additional legroom, and Premium rouge™
Improving Premium Revenues With New Premium Economy Class

- New class of service on both mainline and rouge fleets
- Provides more seating pitch and width than economy class
- Segmented product aimed at higher-end customers seeking to improve comfort and travel experience
- Enhanced travel experience (priority check-in, baggage allowance, onboard meals, bar, etc.)
### Air Canada Express – An Important Part of N.A. Strategy

*Express provides feeder traffic to Air Canada's scheduled routes*

<table>
<thead>
<tr>
<th>Aircraft Type</th>
<th>Seats</th>
</tr>
</thead>
<tbody>
<tr>
<td>CRJ (41)</td>
<td>50-75</td>
</tr>
<tr>
<td>Dash 8 (60)/Q-400 (26)</td>
<td>37-74</td>
</tr>
<tr>
<td>Embraer (15)</td>
<td>73</td>
</tr>
<tr>
<td>Beech (17)</td>
<td>18</td>
</tr>
</tbody>
</table>

- **Jazz fleet at 122 aircraft** (including 21 Q-400 aircraft)
  - Replaced CRJ 100/200 with Q400s in western Canada
  - Q-400 aircraft are optimized for short-haul operations and deliver fuel efficiency, passenger comfort and lower operating costs than the aircraft they replace

- Collective agreement with ACPA gives Air Canada flexibility to transfer jets/prop of less than 76 seats to regional carriers

- All 15 of Air Canada's smallest aircraft type, Embraer 175 aircraft, have been transferred to Sky Regional, a lower cost regional provider – reduction in Embraer 175 CASM estimated at 11% vs. Embraer 175 at mainline

- Selected new regional airline to operate a number of regional routes, including U.S. transborder routes, starting in mid-2014
Other Opportunities for Revenue Growth

• Growing ancillary revenues through various passenger-related fees, such as baggage, paid upgrades and seat selection

• Re-launched loyalty program – Air Canada Altitude – and launched Air Canada Corporate Rewards program

• Introducing new Revenue Management System (RMS) – expecting incremental annual revenues in excess of $100M beginning in 2015

• Implementing customer centricity system (CRM) – platform will allow a 360° view of the customer, targeted campaign management and allow advanced analytics of customer insights

• Agreement with GTAA, over time, should grow international traffic flows on a more cost effective basis
Engaging Our Customers

- Improved on-time performance and reliability
- Improved international connections through major hubs by not having to re-claim luggage
- Improved on-board offerings and consistency of service especially on long-haul international flights
- Streamlined boarding process
- Launched Air Canada rouge giving customers a wider choice in leisure travel
- Continued improvements to provide the highest levels of customer service
### Awards & Recognition

#### 2013 Skytrax World Airline Awards – 4<sup>th</sup> consecutive year

- **Best Airline in North America**
- **Ranked the only international Four-Star Airline in North America**

#### Global Traveler magazine – 2013

- **5<sup>th</sup> consecutive year**
- **Best Airline in North America**

#### Executive Travel Magazine – 2013 Leading Edge Awards – 6<sup>th</sup> consecutive year

- **Best Flight Experience to Canada**

#### Business Traveler magazine – 2013

- **6<sup>th</sup> consecutive year**
- **Best North American Airline for International Travel**
- **Best North American Airline Inflight Experience**

#### 2013 Baxter Travel Media Agents' Choice Award

- **4<sup>th</sup> consecutive year**
- **Favourite Scheduled Airline**

#### Premier Travel magazine – Best of 2013

- **2<sup>nd</sup> consecutive year**
- **Best North American Airline for International Travel**
- **Best Flight Attendants in North America**

#### AirlineRatings.com – 2014

- **Best Long Haul Airline (Americas)**

#### 2013 Ipsos Reid Business Traveller Survey

- **Canada's Favourite Airline for Business Travel**

#### TTG Asia Travel Awards – 2013

- **Best North American Airline**

#### Mediacorp's Top 100 Employers Project

- **One of Canada's top 100 employers**

#### 2013 Canadian Occupational Safety Magazine

- **Silver Medal Employer**
Culture Change

• Promoting
  – Entrepreneurship
  – Engagement
  – Empowerment
  – Earnings for performance

• Cross-functional approach motivates employees

• Renewed focus on constructive and transparent dialogue

• Talent management and training

• Better understanding of competitive landscape

• Recent industry awards are proof that employees are participating in transformation

• Recognized as one of “Canada’s Top 100 Employers” in Mediacorp Canada Inc's annual national competition
Looking Ahead
Focused on Improving ROIC and Sustainable Profitability

- EBITDAR, adjusted net income and ROIC improvement
  - Execute strategic initiatives
  - Lower cost structure
  - Targeted deployment of growth capital

- Stronger balance sheet
  - Lower risk profile
  - New financing arrangements

- Create shareholder value
  - Increase earnings and ROIC leading to a higher multiple and lower risk profile
If implemented today, cost reduction initiatives would be expected to decrease CASM by an estimated 15%.

* Assumes that all other cost drivers remain at 2012 levels
Increase return on invested capital ("ROIC") through strategic investments in aircraft and technology, lower CASM and debt reduction.

- Return is calculated based on adjusted net income, excluding interest expense and implicit interest on operating leases.
- Invested capital includes average long-term debt and finance leases, average market capitalization and capitalized aircraft operating leases.
Maintaining Strong Liquidity Position – Well Above Target Minimum Level of $1.7B

- Refers to cash, short term investments and the amount of available credit under revolving credit facilities
Managing Financial Leverage

Adjusted Net debt to EBITDAR ratio

(Year) 2007 2008 2009 2010 2011 2012 2013
Adjusted Net debt to EBITDAR ratio 4.1 6.8 8.0 3.5 3.7 3.1 3.0

• Reflects adjusted net debt to trailing 12-month normalized EBITDAR ratio

Target ceiling 3.5 times
Driving Long-term Sustained Profitability Through Investment in Aircraft

- Debt levels increasing due to investment in Boeing 777 and 787 aircraft
- Investments are fundamental to strategy of transforming costs, expanding internationally, pursuing revenue enhancements and driving long-term sustainability and shareholder value
- Increase in adjusted net debt in 2013 almost entirely due to unfavourable impact of weaker Canadian dollar on U.S. dollar denominated debt
New Financing Arrangements

- Concluded a private offering of US$400M of 7.75% senior unsecured notes due in 2021

- Refinanced 2010 notes ($1.1B principal amount) with US$400 million senior secured first lien notes; C$300M senior secured first lien notes; US$300M secured second lien notes; and a US$400M senior secured credit facility, comprised of US$300M term loan, and a US$100M revolving credit facility (which has not been drawn upon)
  - Refinancing transaction extends the maturity of Air Canada long-term debt to 2019 and lowers the effective interest rate by approximately 300 basis points

- Implementation of Cape Town Convention (CTC) in Canada provides new and attractive source of aircraft financing and a level playing field with U.S. airlines

- Concluded a private offering of enhanced trust certificates (EETCs) with an aggregate face value of US$715M to finance five new Boeing 777-300ER aircraft – blended coupon rate for all tranches of 4.7% for a maximum term of 12 years
Concrete Actions Taken to Reduce Pension Deficit and Manage Future Risk Profile

As at January 1, 2014, based on preliminary estimates, Canadian registered pension plans are in a small surplus position.

All New employees join the defined contribution plan versus historical defined benefit plan.

Made changes to defined benefit pension plans which lowered the pension solvency deficit by close to $1B as of January 1, 2014.

Concluded an agreement with the Government of Canada on extending special pension funding arrangement to December 31, 2020.
Our Investment Proposition

- Strong brand, extensive and powerful network and award-winning products and services
- Investing in fleet and products for the future
- Leveraging opportunities for revenue growth
- Unrelenting on costs and creatively responding to competition
- Strong financial performance
- Engaged employees and profit and results-driven management team
- On track to execute strategy and well-positioned for earnings growth