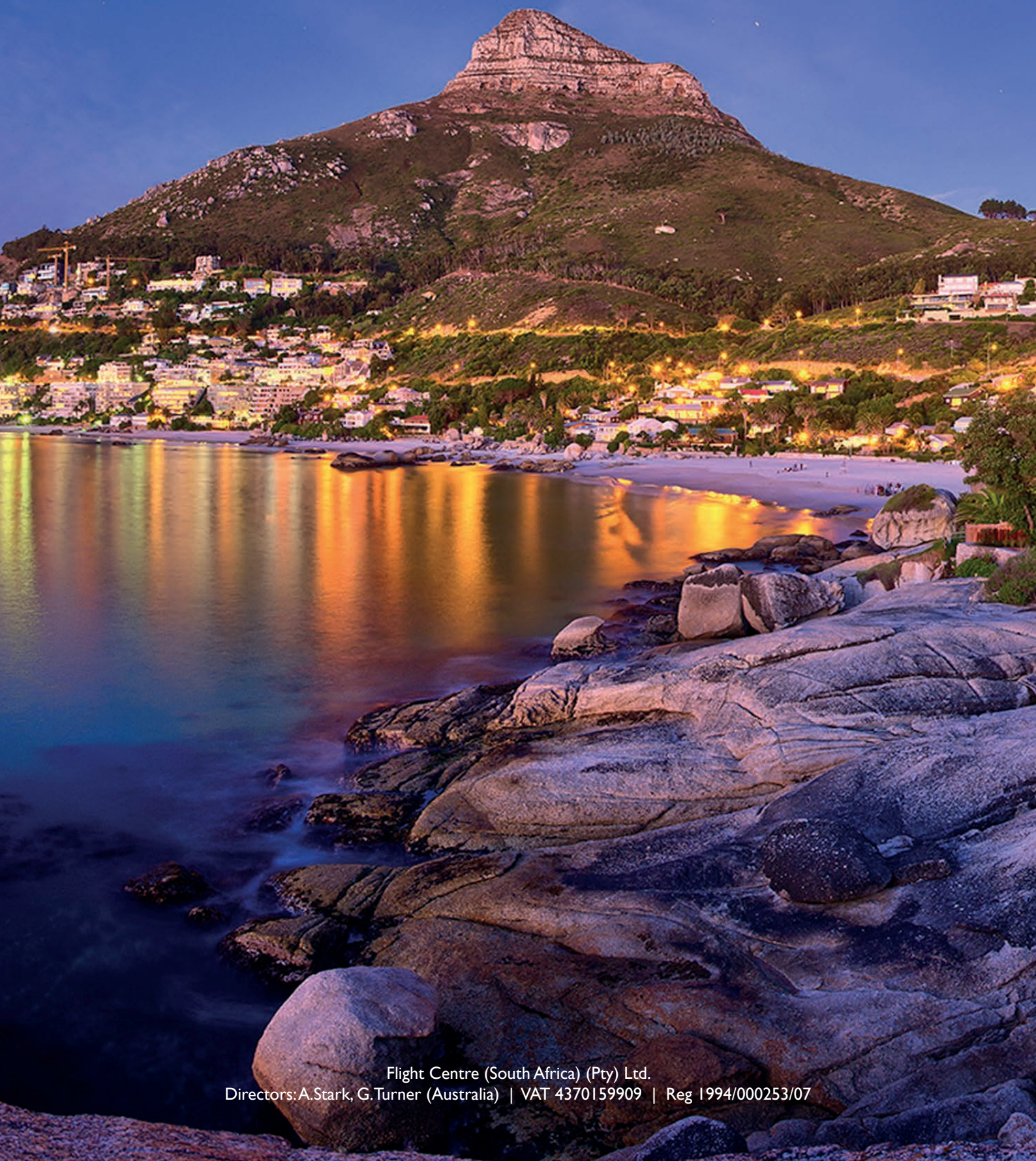




## Company Profile South Africa





# Our Vision

'To become the world's most exciting and profitable travel retailer, personally delivering amazing experiences to our people, our customers and our partners'.

# Our Purpose

'To open up the world for those who want to see'.

# Our Philosophies

## Our Values

### 1. OUR PEOPLE

Our company is our people. We care for our colleagues' health and wellbeing, their personal and professional development and their financial security. We believe that work should be challenging and fun for everyone and through work we contribute to our community.

### 2. OUR CUSTOMER

We recognise that our customers always have a choice. We care about personally delivering amazing travel experiences. This is provided with honesty, integrity and a great attitude. It is the key to our company's success. The key measure of whether we really are personally providing our customers with an amazing experience, an amazing product and a very caring service is they will return again and again.

### 3. BRIGHTNESS OF FUTURE

We believe our people have the right to belong to a Team (family), a Village, an Area (tribe) and Nation (hierarchy) that will provide them with an exciting future and a supportive working community. They also have the right to see a clear pathway to achieving their career goals. Promotion and transfers from within will always be our first choice.

### 4. TAKING RESPONSIBILITY

We take full responsibility for our own successes or failures. We do not externalise. We accept that we have total ownership and responsibility, but not always control. As a company we recognise and celebrate our individual and collective successes.

### 5. EGALITARIANISM AND UNITY

In our company, we believe that each individual should have equal privileges and rights. In all our countries and all our businesses there should be no 'them and us'.

## Our Business Model

### 1. OWNERSHIP

We believe each individual in our company should have the opportunity to share in the company's success through outcome-based incentives, profit share, BOS (franchises) and Employee and Leadership Share Schemes. It is important that business leaders and business team members see the business they run as their business.

### 2. INCENTIVES

Incentives are based on measurable and reliable outcome-based KPIs. We believe that 'what gets rewarded, gets done'. A reward for producing the needed outcome. If the right outcomes are rewarded, our company and our people will prosper.

### 3. OUR STANDARD SYSTEMS – ONE BEST WAY

In our business there is always 'one best way' to operate. These are standard systems employed universally until a better way is shown. This improved way becomes the 'one best way system'. We value common sense over conventional wisdom.

### 4. FAMILY, VILLAGE, TRIBE

Our structure is simple, lean, flat and transparent, with accessible leaders. Our business Model is being one of the worlds best and biggest small business operators. There is a maximum of 4 and sometimes 5 layers. The village is an unfunded, self-help support group that forms an integral part of our structure.

1. Family (Teams – min 3, max 7 members) Villages (min 3, max 7 Teams).
2. Tribe (Areas – min 10, max 20 Teams).
3. Nations/Brands (min 8, max 15 Areas).
4. Regions/States/Countries.
5. Board and senior leadership team.

### 5. PROFIT

A fair margin resulting in a business profit is the key measure of whether we really are providing our customers with an amazing experience, an amazing product and a very caring service – an experience they genuinely value and will pay us for.





**Flight Centre Travel Group** is an Australian based international travel company and the largest retail travel outlet in Australia. Its global operations include stores in New Zealand, the United States, United Kingdom and Canada, as well as outlets in India, UAE, Netherlands, China, Mexico, Ireland, Singapore, and South Africa. Flight Centre Travel Group is listed on the Australian Stock Exchange with an annual total turnover of AU\$19.3 billion sales as at June 2016. It has more than 2,908 stores in 21 different equity countries with over 19,000 staff. The company is listed on the ASX, with a market cap of AU\$4.5 Billion and a current share price of AU\$30 as of Jan 2017.

**Flight Centre South Africa** was established in January 1994 and has been delivering amazing travel experiences for over 22 years. As the largest holiday company, we own over 180 businesses throughout the country incorporating both leisure, wholesale and corporate brands. Over the past four years we have consistently seen our results increase year on year with a current annual turnover of R5.8 billion in sales and over 1,200 employees. In achieving our 2021 goal of becoming a multi-African travel experience and technology company, Flight Centre South Africa aim to expand into multiple African countries over the next five year period.

## Our Brands



**Flight Centre's** world class retail travel network comprising of 110 outlets, is committed to bringing you best priced holiday deals. From local to International flights to unbeatable packaged holidays all around the world, our highly skilled experts are commitment to finding our customers value for money in every booking. The Flight Centre brand offers an online booking solution or an over the phone or in store personal experience never to be forgotten. "Lowest Airfare Guaranteed".



**Corporate Traveller** focuses on the needs of the growing SME market. Since its establishment in 1999, the brand has partnered with clients throughout South Africa to provide tailor-made business travel solutions at industry-leading rates. Corporate Traveller offers customers a unique combination of expert advice, local personal service and global negotiating strength to maximise business travel cost savings. At Corporate Traveller we strongly believe that it's our people that make the world of difference and that when it comes to business travel nothing beats having an expert on board. "No contract. No obligation".



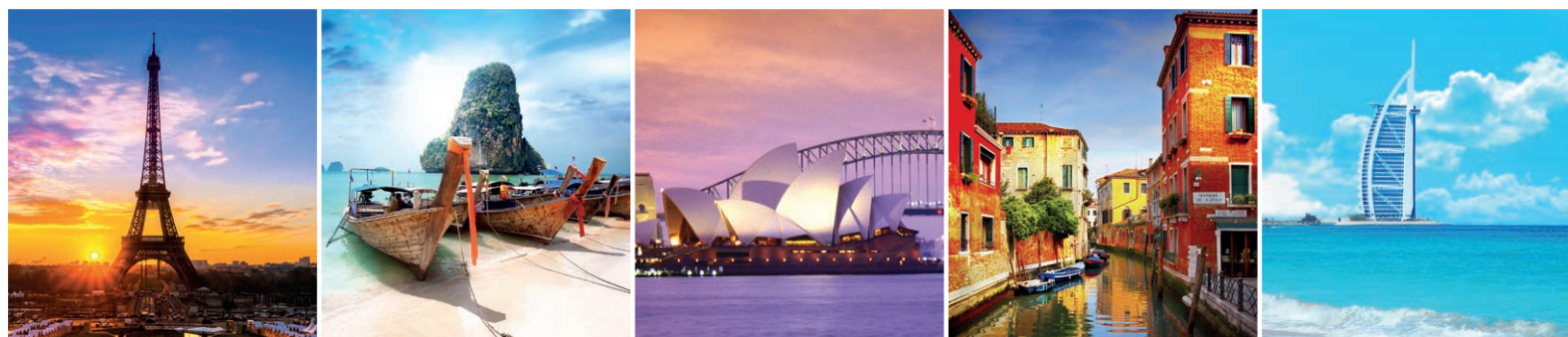
**Flight Centre Holidays** is Flight Centre Travel Groups internal wholesale brand providing accommodation, packages, car hire, tours and in-depth product knowledge to the 15 FCTG brands. To remain Flight Centre's first choice for land product, Flight Centre Holidays provides exclusive offers on hotel rooms and airfares and creates dedicated holiday brochures for our stores.



**FCM Travel Solutions** named the World's Leading Travel Management Company as part of the 2015 World Travel Awards. This is the fifth year in a row that FCM has been named the top global corporate travel management company. FCM's global business spans more than 90 countries. FCM Travel Solutions is one of the only travel management consultancies with management and operational structures focused on seven regions including North America, Latin America, Asia-Pacific, Western Europe, Central Europe, Middle East/India and Africa. Our world-wide reach means we have a global network of experts and coordinated systems in place to provide clients with world-best prices for any travel route at any time of the year.



With over 20 years' experience bringing you the best value holiday products, your trusted name in retail travel can now deliver a business travel solution to meet your needs. **Flight Centre Business Travel** also carried the iconic slogan "lowest airfares guaranteed". They target entrepreneurs, small businesses and customers who are synonymous with the Flight Centre brand. FCBT has a large sales force working on Bleisure (Leisure and corporate spend) leads from leisure consultants, referrals and stores from 10 - 60 days out.





## Company Profile



**Flight Centre Associates** is an independent travel agent model within the Flight Centre Travel Group providing its consultants the opportunity to run their own business from home. These independent travel consultants have at least 10 years industry experience and a lifetime of personal travel adventures to draw from. This combined with a genuine passion and commitment to exceptional customer service means your Flight Centre Associate will tailor make a holiday perfectly suited to you.



**Cruiseabout** is South Africa's largest retail cruise company, with stores located in South Africa's biggest cities. We are committed to giving you the best cruise deals and we back this commitment with a Price Guarantee that we will beat any cruise quote or you sail free. We have Cruise Specialists in all our stores who have years of hands-on experience working on cruise ships throughout the world. We can truly offer our customers every ship, every port and every cabin. We are a full-service travel agency and can also assist with all of your travel needs including flights, accommodation and touring to complement your cruise.



**Flight Centre Youth and Adventure** is dedicated to student and youth travel, offering cheap international flights and student airfares to a range of destinations around the globe as well as within South Africa. Don't let the name fool you, while cheap flights for students and under 26 year olds are our speciality, that's not all we offer. With Flight Centre Youth and Adventure you can book fantastic travel deals, budget accommodation, tours from some of the world's leading providers, travel insurance, gap year adventures, festival packages, last minute holidays and more.



**Cilevents** is an award winning full-service event management agency with offices in Australia, UK, USA, Canada, New Zealand, Hong Kong and South Africa. Our job is to inspire your audience, to stimulate their hearts and minds and drive them to achieve your business goals. We connect them to your business by creating engaging innovative events, compelling incentive programs and exciting branding and communications.



**Stage and Screen** specialises in servicing the travel needs of the entertainment and sports industries. Whether you operate in film/television, sport, performing arts, music, fashion, media or corporate entertainment travel, we provide end-to-end travel services so you can immerse your energies in your talent. The brand takes a flexible approach to managing your needs, while saving time and cost in organising your travel and entertainment.



**First and Business** travel experts specialise in arranging flights and accommodation packages for the discerning traveller. We provide expert advice on First, Business and Premium class airfares and products, as well as expertise in matching the luxury holiday experience you deserve.



We are Topdeck. We do epic Eurotrips, Big Game safaris, American road trips, Sailing voyages, Pyramid expeditions and Asian adventures for travellers between 18-39. More than forty years in, we're still discovering unforgettable experiences to make our trips that little bit more awesome. That's us, but this is about you. Let's talk.

### New brands on the horizon...



**StudentUniverse** is the world's leading online travel booking service for students and youth. SU has a strong technology platform and is now a market leader in a rapidly growing sector. For students looking to travel the world, we offer our members special rates on flights, hotels and tours allowing students to travel more and spend less. Our unique pricing and terms are negotiated specifically for this demographic through contracts with dozens of world-class partners and more than 70 airlines. We are on a mission to make global experiences possible.



**BYOjet.com** is an emerging online travel agency that specialises in low cost flights. This includes flights offered by scheduled carriers and fares sourced from various low cost carriers directly. In addition to selling airfares and other travel products BYOjet.com also offers last minute accommodation deals delivering a highly cost effective solution.





## Leadership Team



**Marieke Tucker**  
General Manager  
Retail Brands  
Travel & Tourism Diploma



**Andrew Stark**  
Managing Director and  
Acting General Manager  
Corporate Traveller  
Travel & Tourism Diploma



**Bonnie Smith**  
Systems Experience  
Leader  
Travel & Tourism Diploma



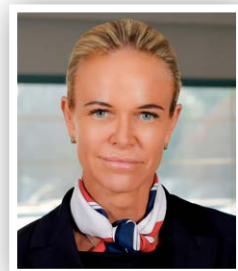
**Euan McNeil**  
General Manager  
FCM Travel Solutions  
CA (SA)



**Kevin Backhouse**  
CFO  
CA (SA) & MBA



**Sam van Gool**  
Peopleworks Leader  
BSc Honours



**Sue Garrett**  
General Manager  
Marketing and Product





FLIGHT CENTRE  
FOUNDATION



MySchool MyVillage MyPlanet  
EVERY SWIPE COUNTS

“Education is the most powerful weapon we can use to change the world”

– Nelson Mandela





# FLIGHT CENTRE FOUNDATION



*“Learning today... leading tomorrow”*

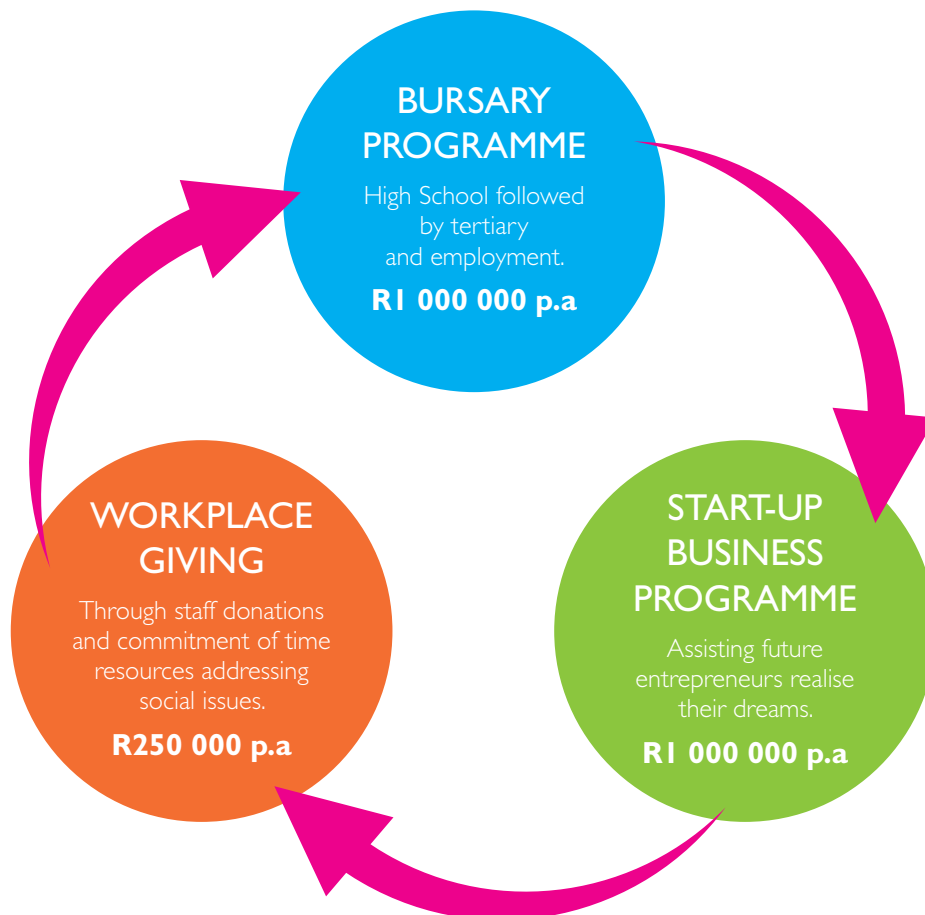
## Our Purpose

Breaking the cycle of poverty through education

## Our Vision

Our vision is to change the future of a child through education. To achieve this goal, we offer bursaries to children from disadvantaged backgrounds from Grade 8 to tertiary and beyond. Our goal is to not only offer the financial assistance to pay fees, but to assist with the social and emotional aspect of the child's life, offering guidance and mentorship.

We are also closely involved in the progress of the child and receive regular feedback from the schools in this regard. Our hope is that together, through the involvement of our people, our suppliers and our customers, we can increase the awareness and the number of children through the foundation.



We are a registered non profit organisation  
Registration no. 2015/061587/08 | Auditors – Ernest and Young  
082 833 8984 / 011 778 1758 | Email: [diane.cleary@flightcentre.co.za](mailto:diane.cleary@flightcentre.co.za)



# WE CARE ABOUT DELIVERING AMAZING travel experiences

**FLIGHT CENTRE**  
TRAVEL GROUP™



Flight Centre (South Africa) (Pty) Ltd.

299 Pendoring Road, Pendoring Office Park, Block 8, Blackheath, 2195

Switchboard: 011 778 1300

[www.flightcentre.co.za](http://www.flightcentre.co.za)

