



1. Why introduce branded fares?

With the new fare options, KQ offers customized fares at the best price independent of availability. These fare options, named 'Light', 'Smart', 'Standard' and 'Flex' have distinct features that fit the needs of any Economy Class customer and therefore offer more choice and control.

2. Are all options being introduced at once and for the whole KQ network?

Introduction of branded fares will follow a phased approach.

Phase 1: Standard and Flex

Batch	Implementation date	PoC
1	17-Apr	RW, UG, ZW, LR, CF
2	10-May	IN, AE, CN, ZA, MZ, MG, CD, CG, IT, CH, KE
3	24-May	YT, SC, MU, AO, NG, CM, GH, CI, SD, ET, DJ, SO, BJ, TH
4	11-Jun	US, SN, SL, ML, TZ, BI, MW, ZM, SS, GA, FR, NL, GB

Phase 2: Light/Smart

Batch	Implementation date	PoC
1	25-Jun	RW, UG, ZW, LR, CF, GB, FR, NL, IT, CH
		TH, IN, AE, CN, ZA, MZ, MG, CD, CG, BJ
2	09-Jul	YT, SC, MU, AO, NG, CM, GH, CI, SD, ET, DJ, SO
		KE, US, SN, SL, ML, TZ, BI, MW, ZM, SS, GA

3. What is the difference between phase 1 and 2?

Phase 1 introduces standard and flex where differentiation will be rules and conditions, specifically on penalties, change fees and refundability. Phase 2 will introduce baggage allowance differentiation where some fares will have reduced baggage allowance.

4. On which bookings classes are these new brands implemented?

Standard (G, X, V, R, N, E, T, Q, L, H, K, U)

This option allows changes to a booking at a fee. The ticket is **non-refundable after departure**.

Flying Blue miles earning stays the same as current.

Flex (G, X, V, R, N, E, T, Q, L, H, K, U)

This option allows free booking changes. The ticket is **refundable (before and after departure) at a fee**.

Flying Blue miles earning stays the same as current.



Full Flex (Y, B, M)

Full Flex fares will be gathered under the Flex brand on kq.com. Full Flex fares offer the ability to change and refund the ticket for free.

5. Is frequent flyer miles earning impacted?

No. this will continue to be based on booking class per current setup

6. Can customers still choose to purchase extra services separately?

Yes, customers can still choose to purchase individual services separately, for example paid option baggage, seat selection or Paid upgrade. Any additional bag can be purchased as a paid option.

7. Any changes to business class?

Business Class fare structure remain as is.

8. Can you combine different fare products?

Smart, Light, Standard and Flex are not combinable with each other. Standard and Flex are both combinable with Y/B/M (Full Flex) and higher cabin fares (Business).

9. Is it possible to buy the Standard fare and change to a Flex fare later?

If customers bought a Standard fare ticket, they can only change to a Standard, Full Flex, or Business Class fare, subject to availability. Changing to a Flex fare is not possible. If customers bought a Flex fare ticket, they can only change to a Flex, Full Flex or Business Class fare, subject to availability. Changing to a Standard fare is not possible.

10. What are the fare basis codes of these fares?

Standard:

All fares: pricing product = **SR** and for promo fares: **PR**

For example from PoC KE: NSRKE, NLSRKE, NHSRKE (structural), XPRKE, GPRKE, VPRKE, RPRKE (promo)

Flex:

All fares: pricing product = **SF** and for promo fares: **PA**

For example from PoC KE: NSFKE, NLSFKE, NHSFKE (structural), VPAKE, XPAKE, GPAKE, RPAKE (promo)

11. Does the (travel) agent has to book or quote in a different way?

When making a booking, the agent can choose between a Standard and Flex fare. The agent can quote them in the usual way. Prompts will be generated by the GDS for upsell possibility, and most markets are already familiar with this feature.

Amadeus Fare Families entries

To display all carriers that have implemented airline fare families for the distribution

- **FQNAFF/CXR**

To display the fares per family

- **FQDNBOAMS/IL,X/AKQ/FF**

To make a booking with available Standard fares

- **FXB/FF-STANDARD**

To make a booking with available Flex fares

- **FXB/FF-FLEX**

To display the options of a specific fare

- **FQF** (** = line number)**

To display the teaser (upsell) fare families description

- **FQF/TS**

To rebook the PNR in the teaser proposition

- **FXU/TS**

To see the entire list of upsell propositions

- **FXY1**

For information on other GDS entries refer to Appendix 2

For questions please contact the GDS helpdesk concerned.

12. When and in which sales channel will the fares be available for sale?

When the fares are filed, they can be sold by the mentioned sales date (question 2) via channels below:

- KQ direct offline (i.e. any KQ ticket office & Customer Contact Centre)
- Travel Agents (all GDSs)

KQ.com to follow Q3, 2019



13. When can we do the tests to ensure branded fares are working fine?

We'll follow a phased approach in the implementation as mentioned in question 2 above. Countries will be rolled out in batches and respective pricing managers will reach out to the concerned markets for tests and validation of the new fare products.

14. How will OTAs pick the different brands?

OTA will follow the branded fares logic. They are in fact already experienced in this area owing to their business nature

15. Do we have the resources and technical know-how available to handle the enormous anticipated workload required to transition to branded fares?

Yes, our outsourced filing company Kale has the required technical knowhow and has committed to the planned rollout. As mentioned in question 2, the rollout will be in various batches to allow manage the workload.

16. Are we going to have a filing freeze?

Yes, major structural pricing adjustments are frozen till the end of phase 1, i.e. 11 June 2019.

17. What about watch and match during the transition period?

Watch and match continues where we'll only respond to competition via standard promos during the implementation phase.

18. Will customers be able to distinguish between the various product on KQ website?

Yes, the website is being prepared for that and will be ready by the time of phase 2 implementation

19. Are we going to review our competitiveness?

The current structure assumes the standard definition which is competitive. Where reviews are needed, the concerned Field Pricer should get in touch with his/her pricing manager for discussion and alignment.

After Sales

20. How does the new fare structure affect un-ticketed PNRs quoted prior to the launch of Branded Fares?

The fare is not guaranteed until it is ticketed; therefore, un-ticketed PNRs could now be eligible for the new fare structure.

21. Does the new fare structure affect tickets issued prior to the launch of the Branded Fares?

The fare is not guaranteed until it is ticketed; therefore, un-ticketed PNRs could now be eligible for the new fare structure. In cases where un-ticketed bookings - made before the introduction of the new fare



structure - are impacted by a condition change or a fare increase due to this new fare structure, a central grace period of 2 weeks will be applicable (count from implementation date per market per no. 2 above).

22. Is upsell possible, before and after departure?

Before departure: upsell possible to any fare brand.

After departure: upsell only possible to full flex and business class. Not possible to upsell standard to flex for instance.

Corporate Accounts (including BlueBiz)

23. How does the new fare structure affect Corporate contracted customers?

All Standard and Flex fares will have corresponding corporate fares. The following farebase logic will be applied:

Standard: -3FM**

Flex: -4FM**

Full flex stays as current.

24. Is there any change to any other benefits offered to Corporate customers?

No, all benefits for Corporate customers remain unchanged.

25. Does the Ticket Time Limit (TTL) for the Corporate accounts change?

No. This remains unchanged.

Other private programs

26. Is the product available in all other private programs like students, tour operators, laborers, etc?

The standard and flex products will be available in the private programs as well.

Support

27. Who/where can I call for support?

Field Pricers will offer first level support. 2nd level support can be reached on email:

branded.fares@kenya-airways.com



Appendix 1:

OTHER GDS ENTRIES

TRAVELPORT entries

Below are general Travelport entries. Actual entries for KQ branded fares could be a variation of below.

<i>Travelport functions</i>	Worldspan	Apollo	Galileo
<i>Price by Brand</i>	4P*:BF4	\$P*:BF4	FQ*:BF4
<i>Price by Brand using segment select</i>	4P*-S1:BF2#S2:BF4	\$BS1*:BF2+2*:BF4	FQS1*:BF2.2*:BF4
<i>Best Buy by Brand</i>	4PLFB:FB4	\$BB*:BF4	FQBB*:BF4
<i>Price by Brand with private/account code only fares</i>	4P*FSR#/@@ACCTCODE.AC#:BF4	\$B-:ACCTCODE*:BF4	FQ*:BF4-:CORP1
<i>Fare quout alternate</i>	-	-	FQA*:BF4

For more information or updates please contact the GDS helpdesk.

SABRE Fare families entries

Branded Fares are the default for a single airline display for airlines participating in the program.

- Fare quote display for KQ **FQNBOAMS10MAY-KQ**

The response sorts Branded Fares categorized by brand ID and brand name for lowest fare group to highest fare group. If a fare does not correspond to an assigned brand it appears at the beginning of the Branded Fare display ahead of the branded fares. When you hover your mouse over the highlighted Branded Fare ID, a description box displays listing that fare's attributes.

For more information please refer to quick reference on <https://agencyservices.sabre.com/> or contact the GDS helpdesk.

TRAVELSKY Branded Fares entries

For Travelsky Branded Fares use a regular FSD entry to get a fare display. Fare pricing can be done via entry QTE which will then display the different brands in the booked class.

- Fare quote display example: FSD NBOAMS/10MAY19/KQ

For more information please contact the GDS helpdesk.