



We are the tree
You can count on us
for mutual prosperity



In order to deliver mutually profitable value to our airline principals while providing the highest degree of professional airline services. We strictly maintain criteria on the selection of its airline principals. Route networks must be complimentary to or non-conflicting with other PAA principals. Airlines who are aligned in a common global alliance with other principals are given preference. Airlines must have competitive advantage in their markets. Through this criteria and discipline, PAA is able to uniquely serve its principals as a strategically aligned partner based on "()." A yellow arrow points from the word "Trust" to the blank space in the sentence.

Trust

Teamwork

The average employee age is 38 years, with 8-15 years of airline experience and more than 30 years' experience of management level. It is a youthful and energetic organization that individuals of PAA group continuously create an innovative and productive trend. Our great () is explicitly demonstrated by the individuals who are equal in their commitment and keenness to work together. Every employee respects and embraces each other's perspective as if a big tree is deeply entrenched enough to provide a solid basis for overcoming intricacy when confronted. The staffs are 100% airline specialists, well-trained, bi-or tri-lingual with year-long experiences, and well-versed with CRS/GDS including TOPAS. All come from airline career backgrounds (both from Korean national carriers or foreign carriers) and are experts in their respective industry areas.

Partnership

Through a (), PAA is able to offer the Korean travel industry a global portfolio of airline products, elevating our values and access to the industry. By being able to meet the industry's global travel needs, PAA is able to penetrate the segments of the market on behalf of its client airlines, which would otherwise be inaccessible due to the domination of the Korean national carriers. Through shared marketing and operation infrastructure, airline principals can have nationwide access and state-of-the-art-equipment, systems, and distribution with a cost effective return on representation.

Passionate Aggressive Aspiring

PAA GROUP



Q : What is Vision of PAA?

A : Based on our core values, "trust, teamwork, and partnership" our vision is to be PASSIONATE, to be AGGRESSIVE, and to be ASPIRING, to be the best service provider in airline/ hotel representation and consulting. We pursue the mutual growth with our key principal partners on a win-win basis.

Q : What aspect of PAA group sets PAA group apart from other companies?

A : We lead the market, not follow.
We create the market, not follow.
We take the initiatives, not wait for the customers to come.

Q : What is the key to building up a relationship with principals?

A : It's trust! Trust can be built only by our dedication and commitment to making success for principals. As for us, trust is something that we never give up.

Q : Do you have any special comments to make?

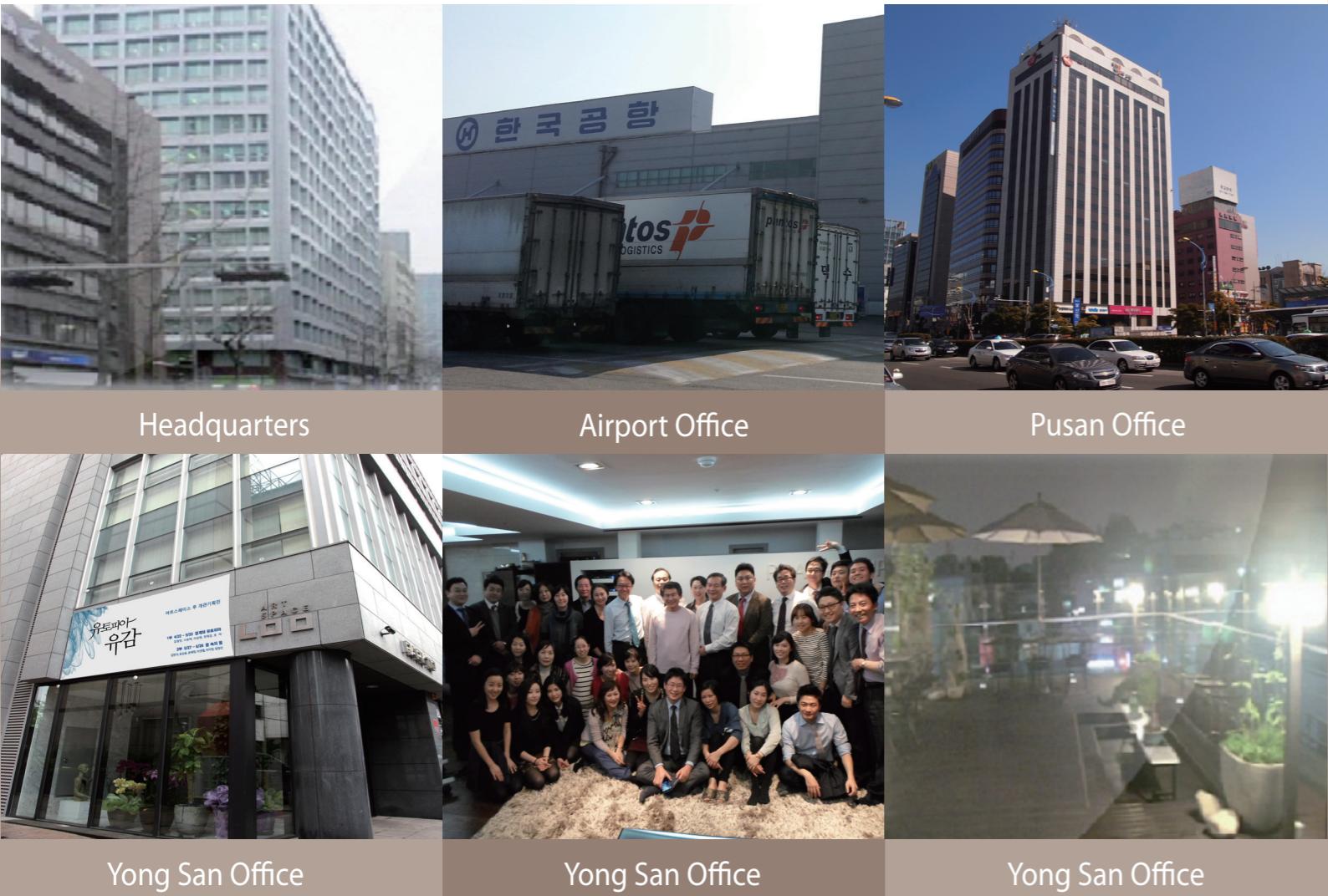
A : If you are looking for a navigator in this rapid changing Korean market, you can count on PAA group for your success. We are here just for you.

History

Pacific Air Agency Group is a privately held corporation incorporated in the republic of Korea. The company's Chairman, CEO and founder, Mr. John Park established the business on February 25th 1990. Since the inception of the company in 1990, Pacific Air Agency Group has gained good reputation in Korean airline industry with our insightful expertise and innovative market approach. We are currently representing around 20 global carriers in both passenger and cargo services. The each carrier has highly applauded our proven records of sales increase and awareness build-up in the Korean outbound travel market.

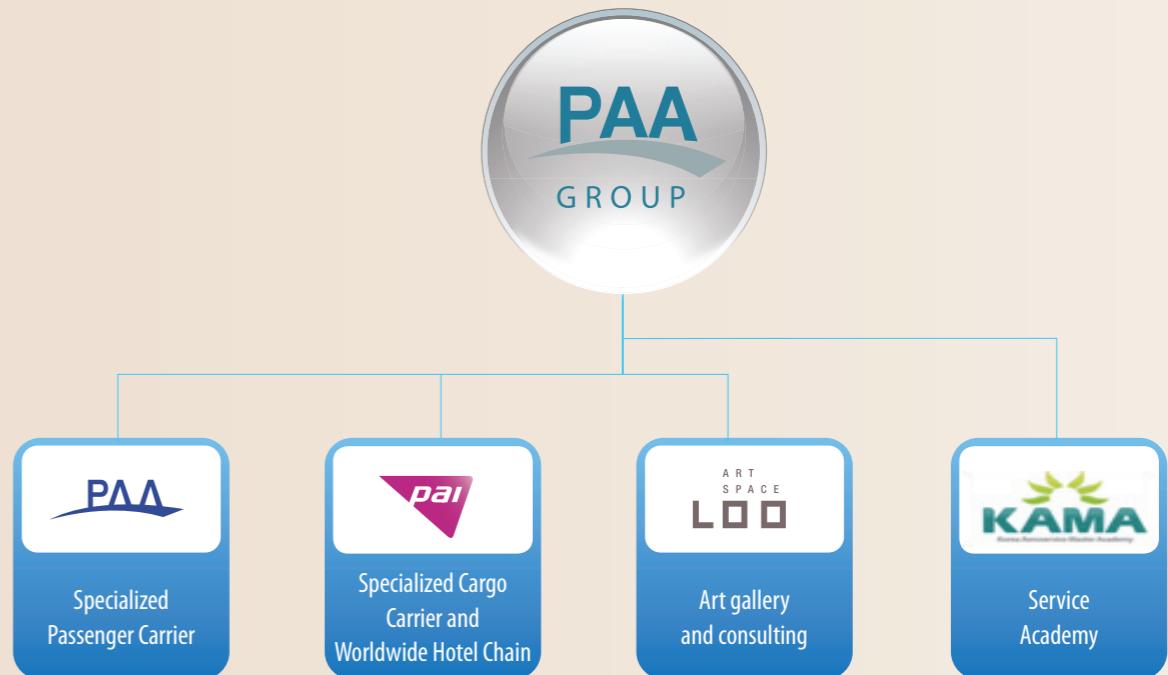


Locations



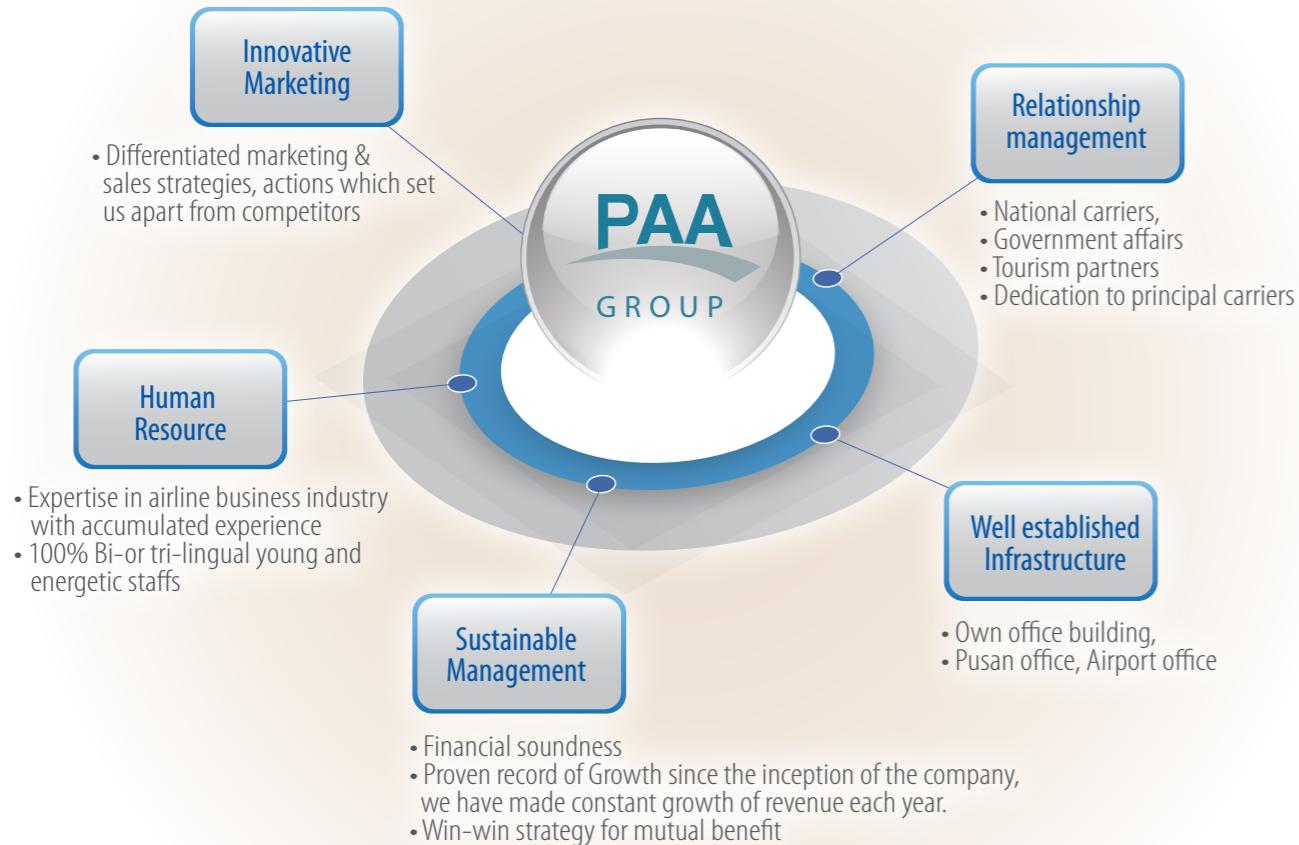
Today, we have 4 offices in Korea – head quarter in Seosomundong, a Yongsan office (equipped with a roof-top garden, BBQ grills and a conference room), an Airport office and a regional office in Pusan, the 2nd largest city in Korea.

Organizational Structure



PAA maintains separate operating divisions for each of its client principals, yet shares strategic, non-conflicting infrastructure components to maximize a client's synergies and scale of operation. PAA group has three independent and separate subsidiaries and one joint venture company. Under Pacific Air Agency Group, there are **Pacific Air Agency**, **Pacific Air International**, **Art Space LOO** and **KAMA Service Academy**.

Competency



Consulting



PAA group is a specialist in airline/hotel representation, and consulting. Strictly disciplined to stay with the representation niche, PAA group is not a retailer, consolidator, or wholesaler. While representing a lot of carriers in both passenger and cargo services, we have been focusing on maintaining the market neutrality by concentrating airline representation and relevant hospitality industries.

The establishment of partnership between your organization and Pacific Air Agency group will definitely provide you with the mutual beneficial business opportunity in Korea. Well-established infrastructure, innovative marketing, sustainable management, human resources, relationship management, and financial soundness are the factors which set Pacific Air Agency Group apart from any other competitors in the industry.

Scope of Service



Regulatory service

- Bilateral Traffic Rights MLT (Ministry of Land, Transport & Maritime Affairs)
- Airline Regular & Charter Filings MLTM
- Rep. Office Establishment MOF (Ministry of Finance) (including Taxation)
- Tariff Filings : MLTM
- Business License Procurement MLTM
- Rules of Employment Filings MOL (Ministry of Labor)
- Government affairs & relations

Sales and Marketing

- Reservations
- e-Ticketing
- Telemarketing
- SNS
- CTO Operations
- BSP & ATR Servicing
- Wholesaling
- Travel Agency Servicing
- Interline Sales
- E-Commerce Channels
- Expatriate Sales
- Corporate Sales
- Government Sales

PR& Marketing

- Market Planning
- Market Analysis
- Joint/Co-op Marketing
- Pricing/Revenue Mgmt
- PR & Media Relations
- Trade Show Exhibitions
- Destination Promos
- Customer Service Centers
- DM/Fax Promos
- Fam Tours
- Trade Advertising
- Interline Marketing
- Quality Control

Specialized Marketing Support

- Financial analysis & strategic planning
- Tariff analysis, filing & pricing management
- Government affairs & relations
- Local language collateral design & production
- Strategic alliance development & relationship management with national carriers (KE, OZ, LJ, BX, TW, and ZE)

Ground Handling Service in Airport

- Passenger Check in
- Airport Ticketing Sales Desk
- Arrival and Transfer service
- Baggage Service
- Dedicated Passenger Service
- Gate and Departure service
- Lost & Found Service
- Baggage loading, Unloading
- Cargo and Mail loading and unloading
- Push Back, Towing and repositioning
- Cabin Cleaning
- Toilet / Water service
- De-icing
- Ramp Supervising

Partnership with





We, PAA Group Represent;



PAA Group