



A photograph of an airport terminal. In the foreground, several silhouettes of people are walking, some pulling luggage. In the background, a yellow silhouette of an airplane is visible against a blue sky.

Welcome to sMile

#NEW #UNIQUE #FAST #SIMPLE

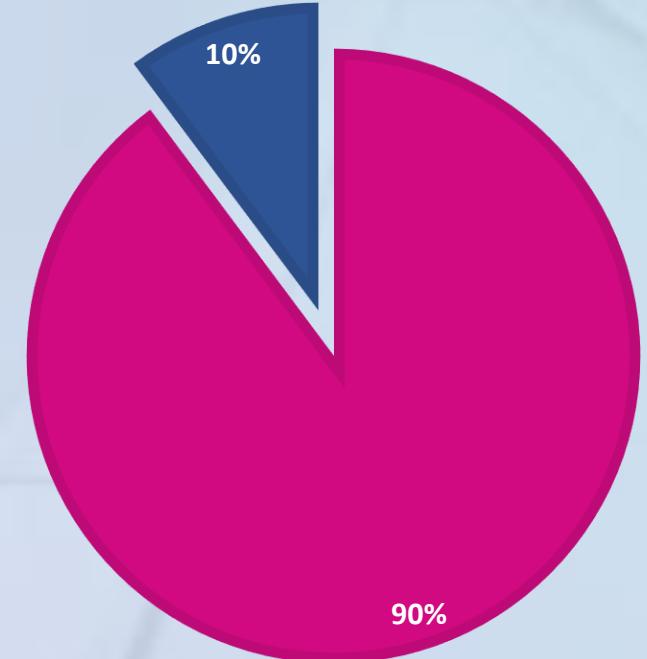
We asked students do they find
traveling by airplane
expensive for a student budget?

215 RESPONSES

■ Yes ■ No

10%

90%

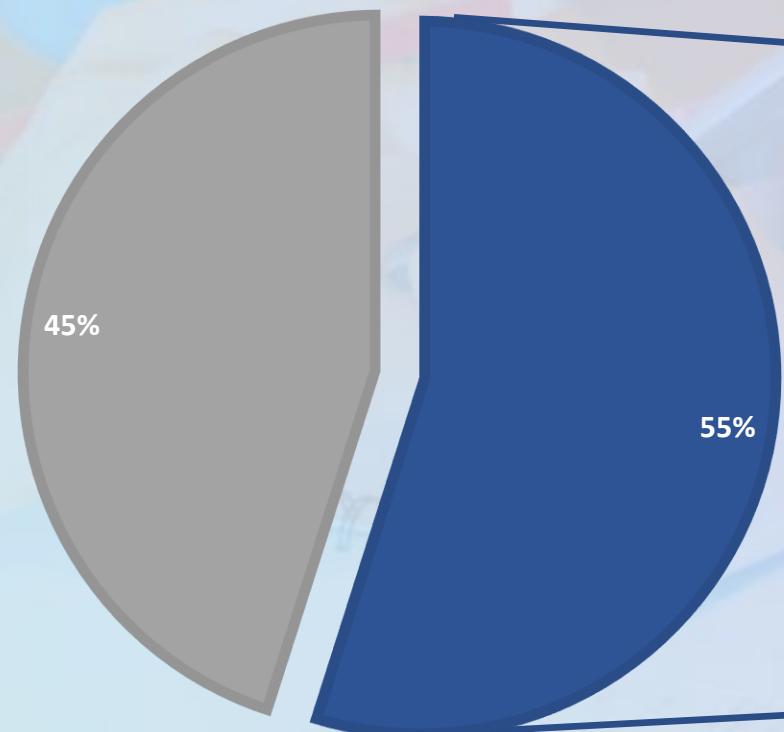


wizzair.com

What type of transport would you rather choose and why

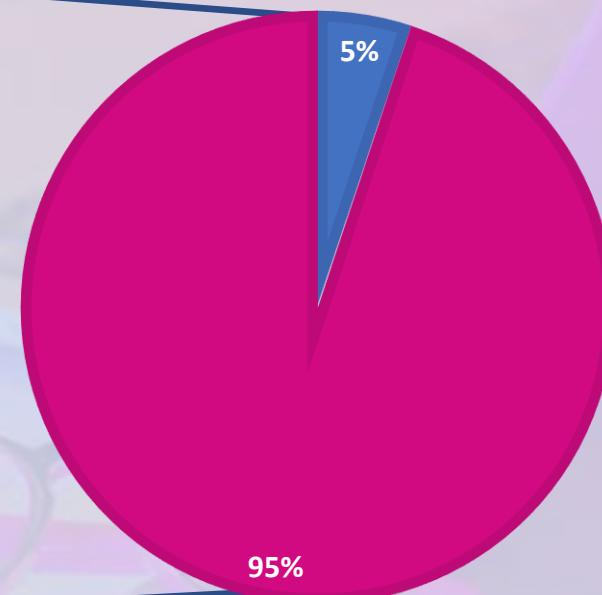
TRANSPORT

■ BUS ■ AIRPLANE



REASON

■ Don't like planes ■ Price of tickets

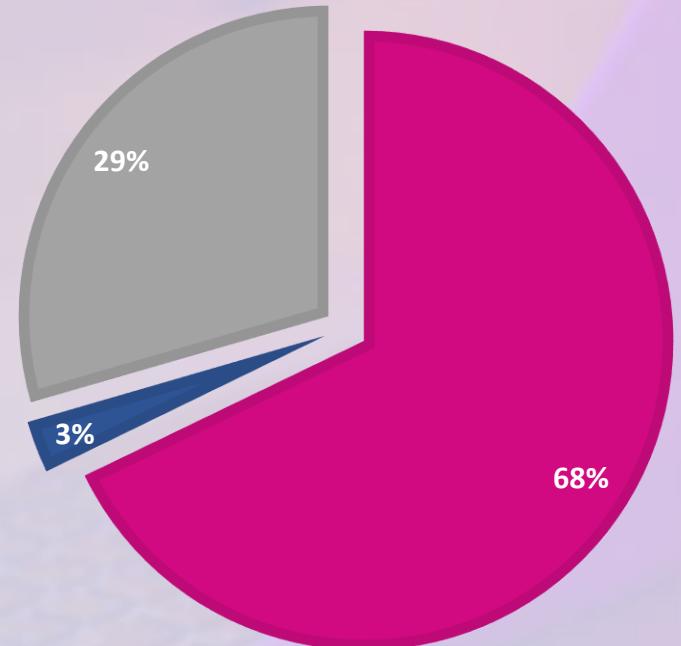


20 % OFF

■ Yes ■ No ■ Maybe

When we asked would they change their mind and choose airplane if we put only 20% discount on a price of the ticket.

- **76 of 112** said they **would**
- only **3 of 112** said they would not



Wizz sMile

- An unique program for students
- free membership
- 20% unlimited offer on airfare
- ability to increase discount offer



How will it work?

Make WizzAir account

visit wizzair.com or download mobile App

Upload your documents

It will take a couple of days/ weeks until your documents will be checked



Collect all requested docs

isic / students id / university signed documents

Receive your sMile ID

You will get e-mail and it will be shown on your wizzair account

Log into sMile

Login with your
sMile ID and wizzair
password

Start booking

Go to wizzair.com or
WizzAir App and
start your journey

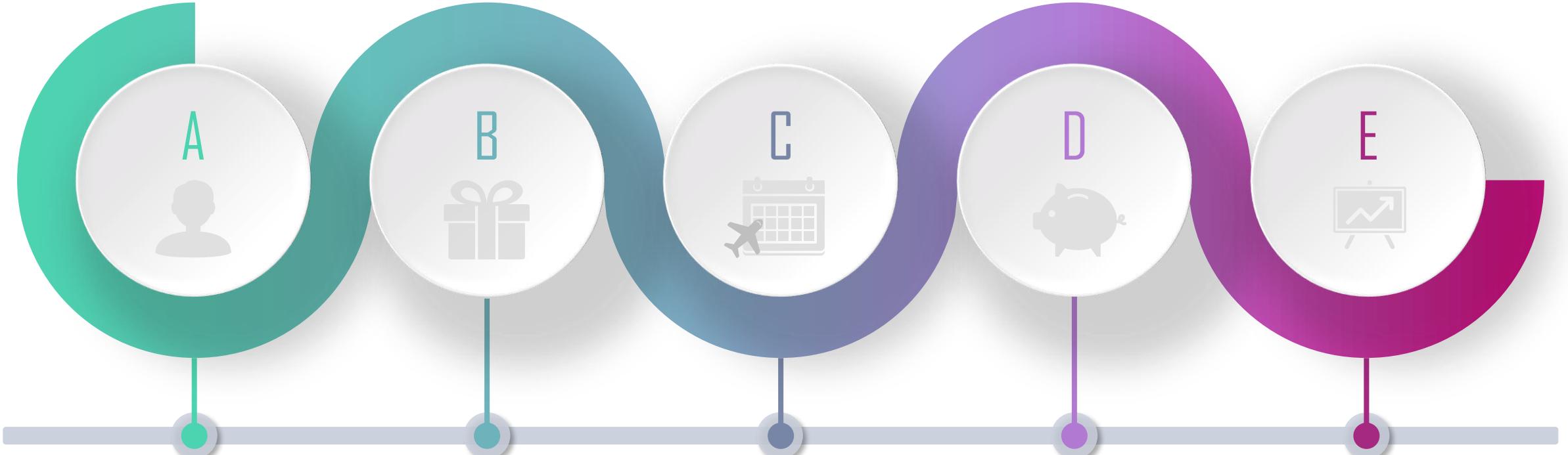


Receive 50% offer

Voucher which you
will be able to use on
your first booking

Use Voucher

don't forget to use
your Voucher code (:



GET sMile

Prove your student status and get your sMile account

GET WELCOME OFFER

Receive 50% welcome offer on your first purchase on any destination in Wizz Air network.

START BOOKING

Open Wizz Air booking site or mobile app and choose your next destination.

EARN sPoints

After purchasing your ticket, for every 1€ spent you will earn 1 sPoint.

UNLOCK OFFERS

Travel more with Wizz Air and sMile and you will get a chance to unlock better offers.

Smile student voucher

250
sPoints



-30%

01

500
sPoints



-40%

02

750
sPoints



-50%

03

0
sPoints



-20%

04

welcome

-50%

05

Our goal

- **Increase** costumer growth potential amongst 19 – 25 years old group
- Give students one more **reason** to choose airplanes as transport option
- Show students we are thinking about them and make them feel **important** for Wizz Air future
- Be the first low – cost airline with this **unique** Wizz Air sMile program

Expecting outcome

- by our research results with only 20% sMile discount for students we will get 53% more students ‘up in the air’
- introducing them chance to increase offers and collect sPoints we expect students to be even more Wizz Air frequent flyers

