



Dear Travel Partners

All airlines in the travel industry use different tools for revenue optimization of their products, as well as, different financial and administrative strategies.

AeroMexico has systems and work schemes to optimize the administration and maximization of its revenue through the segmentation and sales of seats available in the network. In regards to this, I must inform you that:

Our revenue optimization model based on a series of information calculates the demand for each route and segment and thus determines the number of seats offered in the different classes of service as is already well known in the industry. It is important to emphasize that the model requires complete respect of certain classes of service and changes to a lower fare affect the revenue yield of each route in an important way.

In view of the above and keeping in mind to support the sales channel represented by the Travel Agencies, AeroMexico has granted the travel agency, represented by you, and a few others, means to make some changes (waivers and favors). Unfortunately it has become a common practice to reserve "J" or "Y" class and soon after request a lower priced fare. This practice has distorted our model and revenue optimization and has affected our yield mainly in the routes with a high demand which in some seasons will be over sold.

Consequently, and in view of the critical situation faced by airline industry, as we had previously announced, as of today we are forced to make a decision to suspend any future authorization for waivers and favors. We ask for your understanding and cooperation to discontinue this on going and detrimental practice.

In conclusion, it is important to reiterate that the higher yield sales generated will reflect in a higher income in commission opposed to the sale of more economic fares. Therefore I extend a warm invitation to fortify your processes of commercialization and restate the need to immediately end the practice of requesting change of classes, which is the main purpose of this communication and without a doubt, will avoid future problems with our mutual clients.

Sincerely,

C.P. Francisco Cuevas Feliu
Executive Commercial Director
c.c.p. C.P. Ruben Martinez Pozos-Revenue Management Director