

Campaign co-funding matrix - Air operations

(base planes with 140-200 seats)

Group	Typology	Support to co-branding campaigns for promoting Madeira							Seasonal Routes	
		1 wf	2 wf	3 wf	4 wf	5 wf	6 wf	7 wf	Winter	Summer
A	Existing operation	20000	30 000	40 000	50 000	65 000	80 000	101 250	60%	40%
	New operation	40000	50 000	65 000	85 000	101 250	101 250	101 250	60%	40%
	Capacity increase*	-	20 000	20 000	20 000	20 000	20 000	20 000	idem	idem
B	Existing operation	30000	40 000	50 000	65 000	80 000	101 250	101 250	60%	40%
	New operation	50000	60 000	70 000	90 000	101 250	101 250	101 250	60%	40%
	Capacity increase*	-	30 000	30 000	30 000	30 000	30 000	30 000	idem	idem
C	Existing operation	40000	50 000	65 000	80 000	101 250	101 250	101 250	70%	50%
	New operation	60000	80 000	101 250	101 250	101 250	101 250	101 250	70%	50%
	Capacity increase*	-	40 000	40 000	40 000	40 000	40 000	40 000	idem	idem
D	Existing operation	50000	65 000	80 000	101 250	101 250	101 250	101 250	70%	50%
	New operation	70000	101 250	101 250	101 250	101 250	101 250	101 250	70%	50%
	Capacity increase*	-	50 000	50 000	50 000	50 000	50 000	50 000	idem	idem

Legend

A	Strategic Markets: RU + GER + FRA + POR + HOL
B	Development Markets: SPA + BEL + AUS + POL + SWI + SWE + DEN + NOR + FIN + ITA
C	Diversification Markets: BRA + USA + RUS + CHI

D Other Markets

* For each new frequency

Notes:

1. Operations up to 2500 pax to be defined on a case-by-case basis by the Management Team up to a maximum support of 20.000 €;
2. Maximum support per Airline: 101.250 € / year;
3. In cases in which the Airline operates routes in several markets, supports cannot be aggregated and Management will decide which route will be supported;