

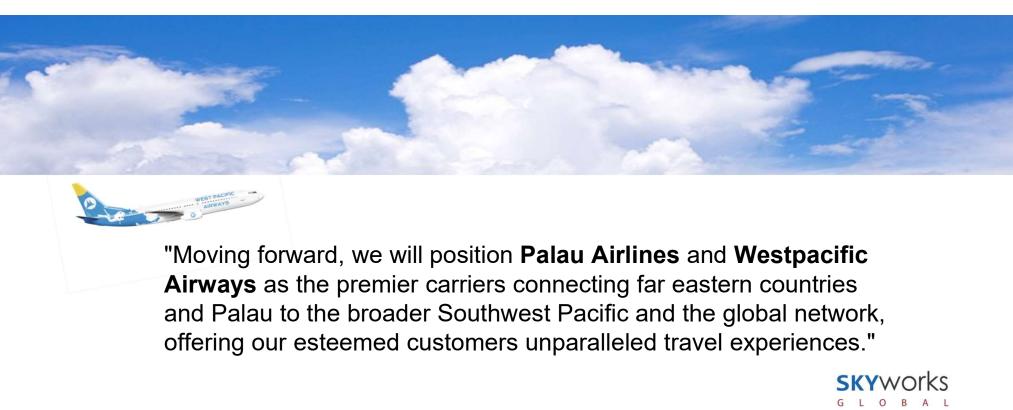


# West Pacific Airways

Headquartered in Korea Registered in Republic of Palau













### **Fact Sheet of West Pacific Airways**

Registration : Republic of Palau

Corporate HQ : Seoul, Korea

Operation Sub HQ : Palau (ROR)

Aviation HUB : ICN, ROR (TPE will be added later)

Aircrafts: A320CEO -> A321NEO, + A350

Business Model: Full Service Carrier

(Business & Economy Class)

Flight Routes :

• Main: ICN-ROR, NRT-ROR, TPE-ROR

• Sub: ICN-GUM, SPN, HNL, LAX, SFO

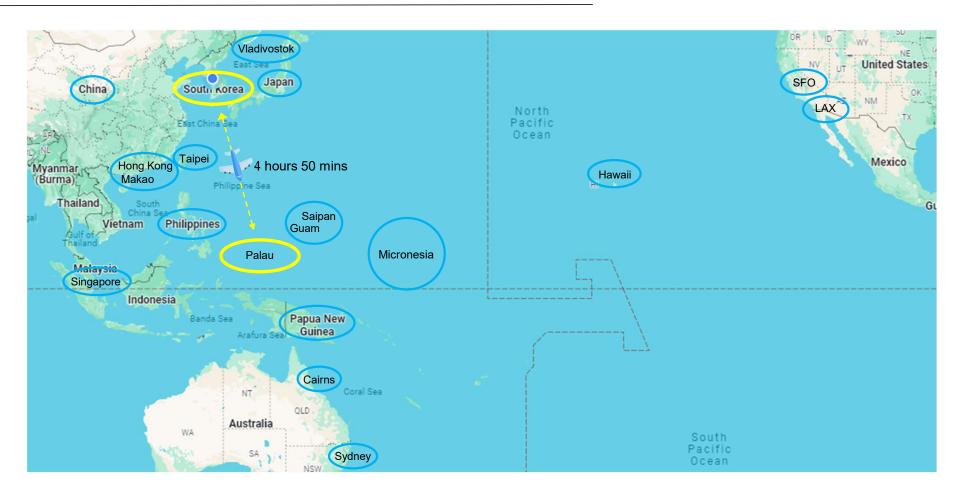
Long Haul : ICN-HNL, ROR-SYD, ROR-VVO

& China Mainland





### Introduction to West Pacific (Two Hubs)





### Palau (Introduction)

Palau is an island country in the West Pacific.

Tourism is the country's main source of income (about 40 percent).

NGERULMUD

PACIFIC OCEAN

PHILIPPINE SEA

It gained independence from the United States in 1994,

and maintains close relations with the U.S., Japan, and Taiwan

\* Diplomatic relations with South Korea in March 1995

Name Republic of Palau

Area 459km²

Population
 30,000 (Including Overseas Workers and U.S.

military and families)

Capital City
 Ngerulmud

 Temperature (Avg.)
 28°C (Same as Guam, Cebu)

• Annual Rainfall 3,278mm

Language English, Palauan, Japanese

GDP(Per Capita) USD 13,076 (81st)

# "Meet Palau"

Entire island is a UNESCO World Heritage Site!

The best holy place that scuba divers dream of!

The place where the beauty of life is embodied as a space!

Palau, known as the "Sea Garden of the Gods" and the Hometown of the Mermaid is a mysterious island in the South Pacific.

With its unspoiled nature and endless ocean charm, Palau is full of wonders of life.

Let's go into that pure Mother Nature!



### **Establishment of West Pacific Airways**

#### The first Palau designated airline

West Pacific Air will launch flights first from Korea, Japan, Taiwan, and Guam.

Points in Australia, Russia and China will follow very soon.

#### Airline that going with the Palau government

Any necessary revision of government organization and aviation laws will be carried out together with the Palau government

#### Reasonable amount of investment

Starting with 40~50 Million U.S. Dollar of capital. It is possible by saving the time and cost of obtaining an air carrier's license and AOC procedures which are already completed.

#### Developing various revenue source

Can generate various revenue by building up tourism infrastructure such as hotels, golf courses, and other complexes as well as shopping and amusement facilities.







### **Brief History**

Brief History till the Birth of "West Pacific Airways" with



### Background

Palauan has been trying to set up the airline for numerous times. **But unfortunately, these efforts could not succeed.** They all closed down their business or filed for bankruptcy.

### **Problem**

Every commercial airline company should be registered to their own country, and the Government has the responsibility to control and regulate this airline company according to ICAO's standards and recommended practices. In Palau, **government's lack of aviation control ability made it impossible to form Palau designated Airlines.** (ICAO: International Civil Aviation Organization)

### **Present State**

To increase commercial flight capability without having the airlines, Palau made agreements with other countries such as Cambodia to designate the airlines in their country as a temporal basis. Meaning the airlines could utilize other country's AOC (Air Operator Certificate) for chartered flights into Palau. However, the lack of knowledge in airline business as well as the limited route rights makes the airlines difficult to survive.



### **Birth of West Pacific Airways**



Oct 2021

Palau government and "SKYWORKS", the mutual agreement has been reached to form a partnership

Jan 2023

Air carrier license registration completed

Jul 2021

Palau government requested "SKYWORKS", to consider the establishment of an airline

Dec 2022

Acquisition of Foreign investment authorization certification from Palau government (FIB)

Palau government agrees that "SKYWORKS" has the legal privilege to import Jet-Fuel directly from overseas

Mar 2023

Palau Airlines Official Trademark Registration (Registered in Korea)

### **Birth of West Pacific Airways**

### Dec 2022

- Certification of investment authorization from the Palau Foreign Investment Board (FIB)
- Palau government gives "SKYWORKS" privileges to import overseas Jet-Fuel

### Jan 2023

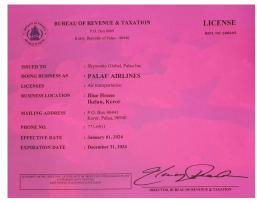
Air carrier license registration completed (Palau)



Certification (FIB)



#### Air carrier license (Palau)



License (Palau Tax authorities)











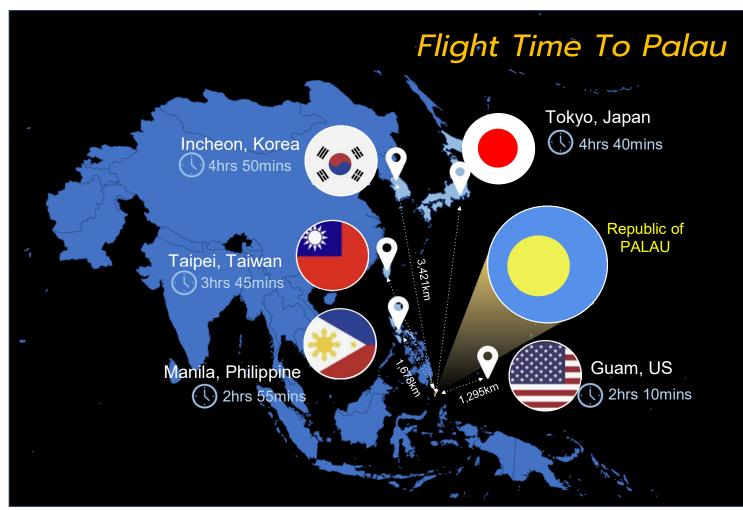
Time Frame Flight Route

Operating Plan

Palau Airport

★ Flight Time to Palau





Time Frame

Flight Route

Operating Plan



Flight Time To Palau



### Palau Airport

PALAU International Airport (ROR)



Name Roman Tmetuchl Int'l Airport: ROR

2,194m X 45m

Runway (Max T/O, landing Weight 150 Passengers and Baggage-Based on B737 or A320s)

Control Currently ATC by HNL
Tower remotely controls Palau Airport

Ground
Handling
Service

Belau Transfer and Terminal Company
(BT&T Co.)

Air Carrier United Airlines (Guam, Manila) China Airlines (Taipei) etc

Terminal 2 story building (3 boarding bridges + 1 parking lot)

ROR Airport terminal was recently renovated jointly by Palau Government and Sojitz/JATCO.



Time Frame

Flight Route



Palau Airport

Flight Time To Palau



		Operating Plan		
Operation Target Date	1st yr	2nd yr	3rd yr	4th yr
Number of Aircraft (yearly average - A320 PAX + Freighter)	2 + 1	2.5 + 1	3.5 + 2	5 + 2
Number of Passengers By Year (Cargo Tonnage not counted)	50~70,000	108,000	175,000	210,000
Number of Routes (PAX only)	5	7	10	12
Number of Employee (end of year)	160	200	260	350

Time Frame



Operating Plan

Palau Airport

Flight Time To Palau



### Flight Route

### Passenger / Flight route

Year	Nation (Addition)				Weekly (round trip)	Aircraft	
1st yr	Incheon	Pusan	Tokyo	Taipei	Manila	18	2
2nd yr	Hong Kong	Macau				40	3
3rd yr	Osaka	Singapore	Guam	Cairns		50	4
4th yr	Vladivostok	Sydney	Hawaii	Los Angeles	San Francisco	66	5

### Freighter / Flight route

Year		Weekly (round trip)	Aircraft			
1st yr	Incheon	Taipei	Manila	Tokyo	11	1
2nd yr	Incheon	Taipei	Manila	Tokyo	11	1
3rd yr	Incheon	Taipei	Manila	Tokyo	11	2
4th yr	Incheon	Taipei	Manila	Tokyo	24	2

### **★** Time Frame

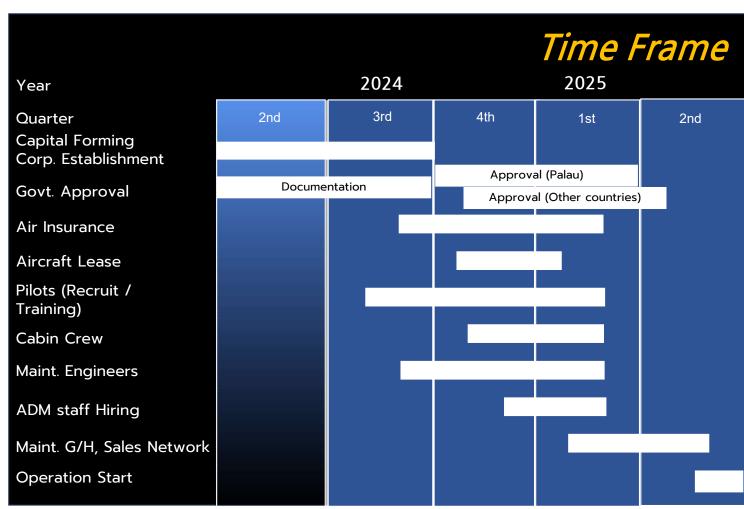
Flight Route

Operating Plan

Palau Airport

Flight Time To Palau









# What We're Aiming?

Operation Model

Full-Service Carrier (Seeking High-end)

Moderate Pricing (FSC)

Safest Airlines

On time Operation with superior service

Developing
Competitive Edge

Sustaining Business

Making West Pacific

The center for Pacific islands



# **Operational Procedure**





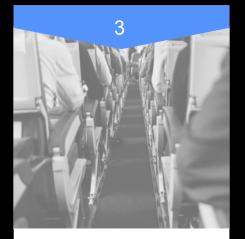
Long Term Approaching



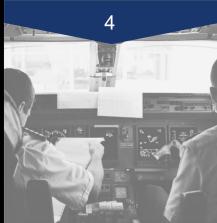
Route/ Network/ Scheduling



Fleet Plan



Crew Recruiting & Training

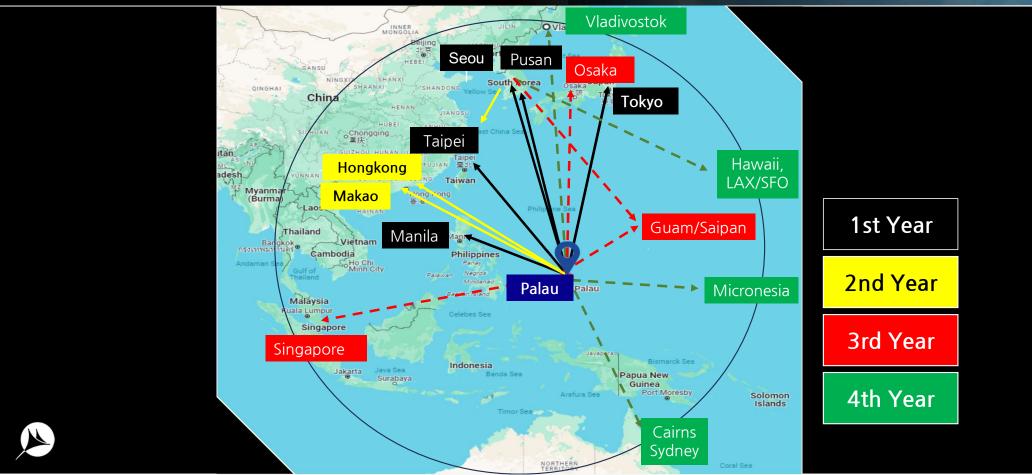


Seamless Operation



# Plan to expand the route





# Air Cargo Transportation

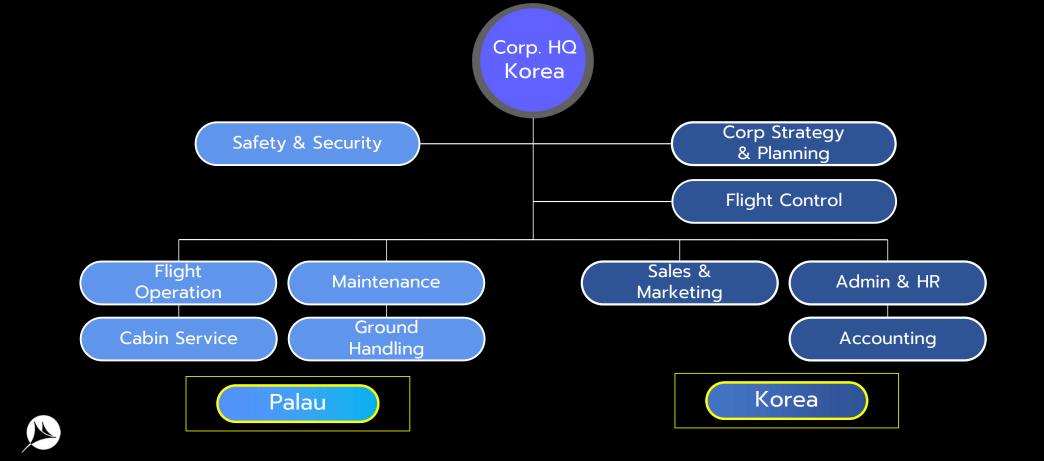


Area	Export Cargo	Import Cargo	Remarks
KOREA	Fruits and Vegetables	Seafood,Tropical Fruit (Avocado, etc.)	Cost Reduction in Direct Sales (Farm-to table)
JAPAN	Supermarket Goods	Seafood (Salmon, Tuna, etc.)	Substituting Ocean shipping
TAIWAN	Small Machinery & Industrial Products		Triangle Operation including ICN



# **Organization Structure**





## Recruiting













# **Training**













# Aircraft Maintenance



CLASS	STATION	REMARKS
Operation Maintenance	ICN, ROR(Palau)	
A-Check	ICN	ROR will be added when ready
C & D Check (HVY Maintenance)	Taiwan, SIN, or China	



# **Ground Handling**

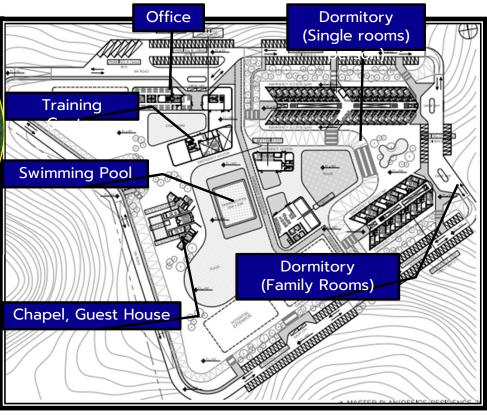






## Construction of Office, Dormitory & Training Facilities





# Construction of Office, Dormitory & Training Facilities



# Sustaining Business





## Mid/Long Term Plan



2029

Palau Airport runway extension

2030

Long haul route codeshare (Korean Air, Alaska Airlines, and/or Japan Airlines)

2028

Palau flights codeshare (Korean Air or Air Premia)



• DIR PREMIA

2030

Introduction of widebody aircrafts



2031

Join the Airlines Alliance Skyteam or OneWorld

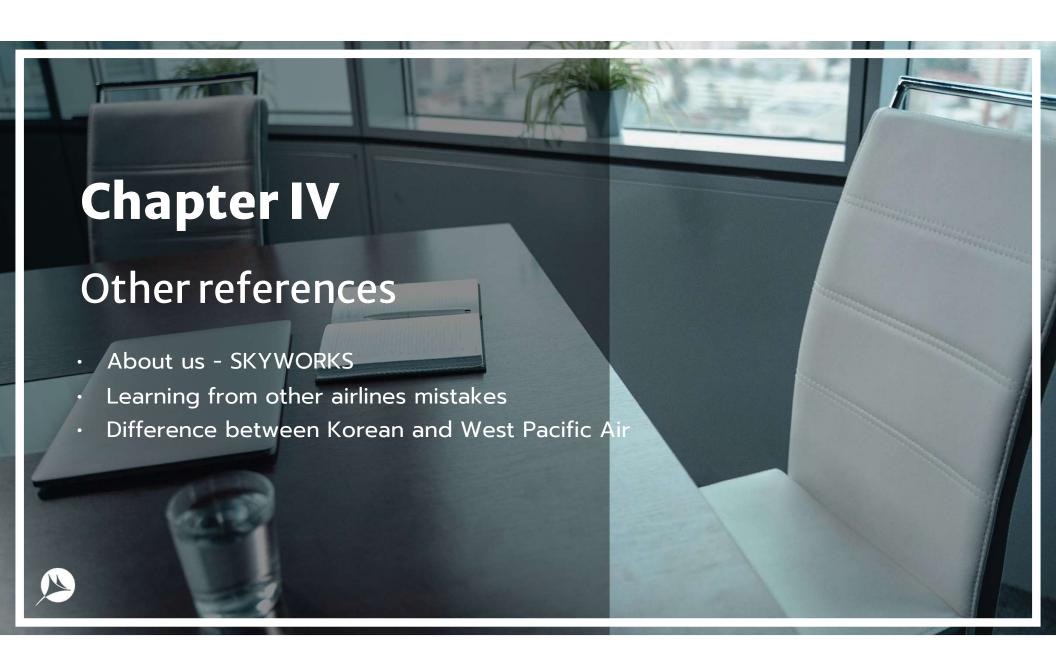




## Other Issues (Palau Airport)







### About Us - SKYWORKS







Skilled workers with moderate wages



### Group of Experts

Key 7 executives with more than 150 years of aviation industry experience



Very real field experiences in global airline challenges

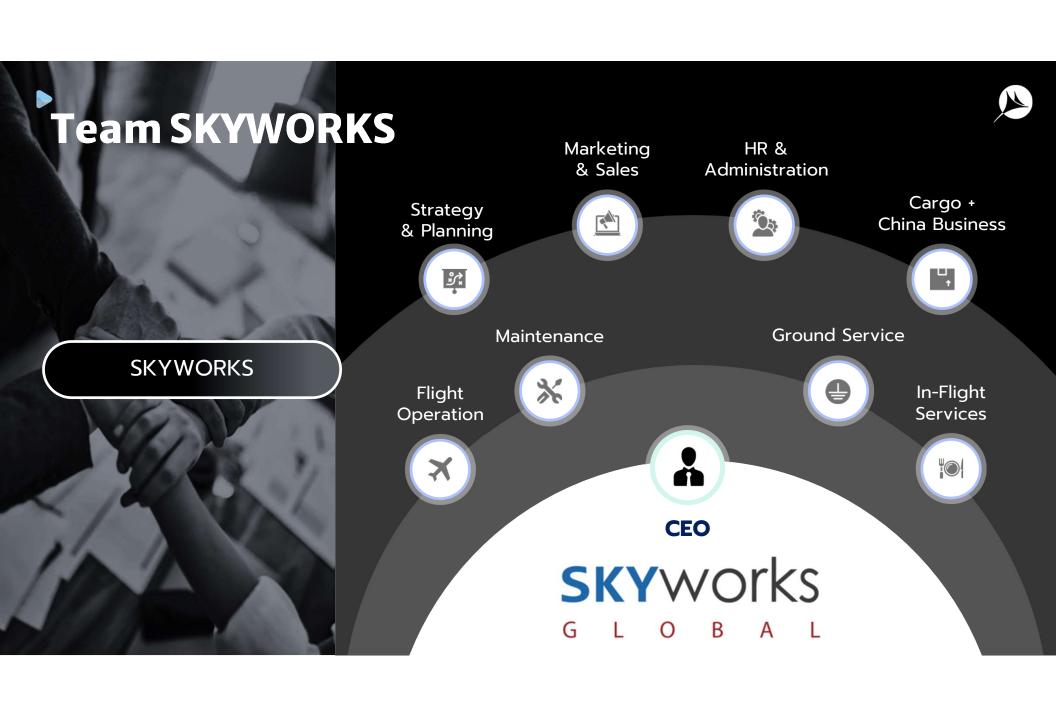
# Survived from Competitive Environment

Perfect team for solid and quick AOC approval (Palau and other countries)











#### **CEO Profile**



#### Chul-ho Hahm, President & CEO - SKYWORKS GLOBAL

Chul Ho Hahm began his career in the airline industry in 1976 as a public relations officer at Korean Air, and continued with the company for 33 years until retiring in 2009. In the early 1980s, he was transferred to the sales and marketing department where he played a key role as the marketing and pricing manager in the new deregulated environment, resulting from U.S. government's new deregulation policy in commercial aviation. Mr. Hahm was specifically in charge of designing and applying competitive strategies against aggressive U.S. carriers such as Braniff and Northwest Airlines. After successful completion of his duties in 1984, he was assigned as a sales and administration manager for the eastern region of the U.S. where he served for five years.

In 2000, Korean Air formed the SkyTeam Alliance as a founding partner together with Delta, Air France and Aero Mexico.

Mr. Hahm led the formation of the alliance as the Project Manager representing Korean Air, where he exhibited his strategic capabilities and expertise ensuring the success of the alliance.

Other noteworthy positions at Korean Air:

- Country Manager, UK. Ireland & South Africa
- Regional Manager, Eastern U.S.A. (Vice President)
- Head of Passenger Marketing (Managing VP)
- Head of Passenger Routes and Revenue Management (Managing VP)
- Head of International Affairs (Senior VP)
- Head of Corporate Strategy and Planning (Senior VP)



After Mr. Hahm's retirement from Korean Air, he worked briefly as the CEO of Dongsung HMC (Hotel Management Company) before being named the President and CEO of T'way Air in September 2011. T'way is one of the leading budget carriers based in South Korea and is well known for its outstanding safety

record and customer friendly services receiving numerous awards both from the private and public sectors.

Mr. Hahm graduated with an undergraduate degree in Geology from the College of Liberal Arts and Science at Seoul National University.

## Appendix

### **Team Member Profile**





#### Sung Hwa PARK (EVP Business Support)

Mr. Park is a specialist in Chinese business affairs. He has deep knowledge of Chinese Culture and Business Operations. He worked as Managing Vice president for Korean Air, MVP for Dongsung Hotel Company and Harmony Cruise Co., and General Counsel for China Business at T'way Air.



#### Kuk Wan KIM (EVP Operation)

Mr. Kim served as Head of Flight Operations in T'way Air. Under his excellent leadership the airline was able to achieve the number one safety record among all Korean Carriers.

- Pilot at Korean Navy Aviation Wing (Korean Navy)
- · Chief Pilot (Captain), Head of Safety and Security at Korean Air.



#### Tae Kyu JEON (JAPAN Operation)

Mr. Jeon has a lot of experience in forming and setting up strategies for new airlines. Utilizing his experience at Korean Air, he contributed himself for numerous newborn airlines in Korea.



#### Hyung Jin CHOI (Strategy and Planning)

Mr. Choi has more than 30 years of experience working in various fields such as passenger sales and airport services, planning, and General secretary for Corporate Chairman. He will be in charge of Corporate Strategy and planning.



#### Dae Hee KIM (Cargo Business)

Mr. KIM is a cargo expert with more than 30 year of experience in Korean Air. His past assignment includes cargo manager in Taiwan and Mainland China.



#### Juno HAHM (HR & Business Support)

Mr. Hahm has excellent experience and ability in human resources and accounting. He will be in charge of human resources, labor and management, and general affairs of Palau Airlines.



#### Sung Soo MAENG (Traffic & Airport Service)

Maeng has various experience in Airlines business. He worked for Korean Air for more than 20 years. Marketing and IT has been his main specialty, but he also worked for special projects such as construction and utilization of the new terminal at Incheon airports.

- Korean Air representative at IATA tariff committee
- Special working group manager for airport utilization project



#### Yoon Jong KANG (Purchasing & Supply Management)

Mr. Kang is more than 20 year veteran in the field of construction.

His responsibility will be Purchasing and Supply of maintenance parts as well as construction of various facilities.



#### Sang Eun KIM (Marketing & Sales)

MS Kim is currently working as a CEO of Korean Cosmetic company. She had been working at a various airlines as a sales and marketing manager. She is very well-known in Korea as one of young, energetic and brilliant marketers.



#### Hwi Kon PARK (Cabin Services)

Mr. PARK has various experience in Cabin Services and education. He worked for Korean Air for more than 20 years **His past duty includes**;

- Cabin Service (Line Team Manager)
- Senior Instructor of Cabin Crew Training
- Head of Cabin Crew training planning (Human Resources Department, Cabin Crew Training Center)



#### Kyung Hee LEE (Product development)

MS LEE is an expert in travel product development.

She has ample experience in Travel development as an owner of two travel agencies in New York and Seoul. She will be in charge of developing travel products and local tourism for Palau



#### **HWANG** (Government Relations)

Mr. Hwang is currently working in government agencies, and will join the company as Advisor and coordinator to Palau government.







Full-Service Carrier

High Quality, Fun and Enjoyable for Passengers and Employees

Friendly Fares

Flight Frequency and Market Share (More than 50%)

Reaching Economy Scale – Sustaining Airlines

Becoming Center for West Pacific Islands (like Continental Micronesia)