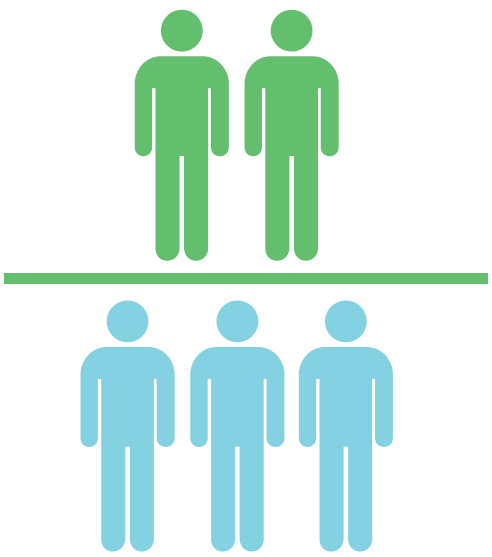
inmarsat aviation

INFLIGHT CONNECTIVITY SURVEY 2018

INFLIGHT CONNECTIVITY IS DRIVING LOYALTY AMONGST PASSENGERS

inmarsat aviation

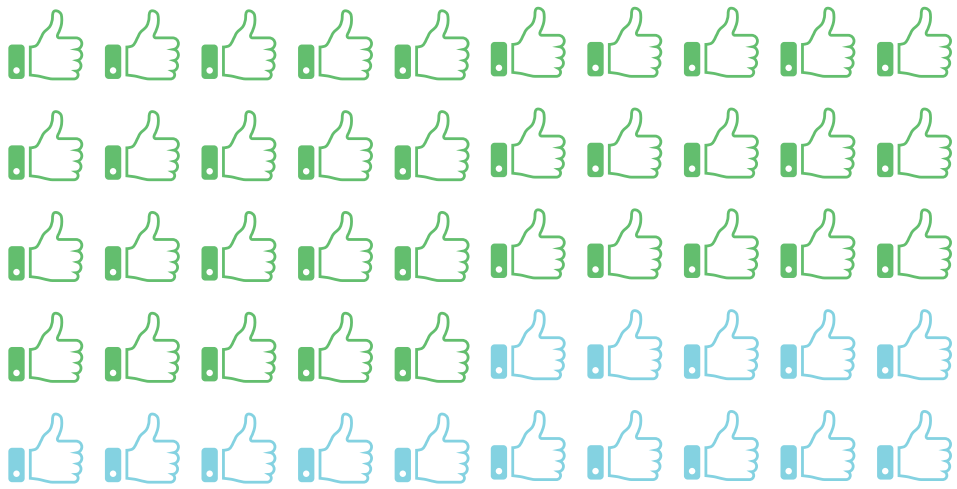


2/3

OF PASSENGERS (67%) WOULD BE MORE LIKELY TO REBOOK WITH AN AIRLINE IF INFLIGHT WI-FI WERE AVAILABLE

RISING TO **81%** OF PASSENGERS TRAVELLING WITH CHILDREN, AND **83%** OF BUSINESS TRAVELLERS

inmarsat aviation



70%

OF PASSENGERS WOULD BE LIKELY TO RECOMMEND INFLIGHT WI-FI HAVING TRIED IT PREVIOUSLY

inmarsat aviation

INFLIGHT CONNECTIVITY SURVEY 2018

THE GROWING DEMAND FOR CONNECTIVITY

inmarsat aviation

OF THOSE WHO FEEL THAT WI-FI IS FUNDAMENTAL TO DAILY LIFE

BELIEVE INFLIGHT WI-FI IS A NECESSITY

inmarsat aviation

65%

OF PASSENGERS THAT HAVE HAD ACCESS TO INFLIGHT WI-FI IN THE LAST YEAR USED IT

inmarsat aviation

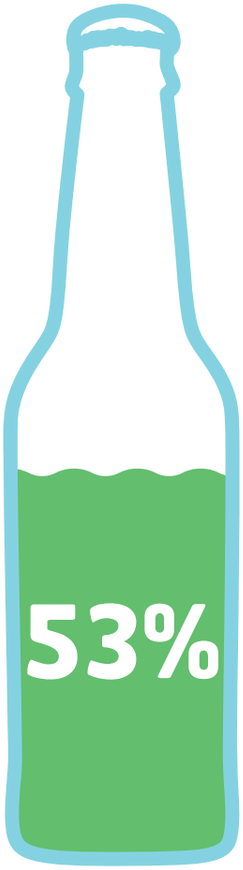
81%

OF PASSENGERS GLOBALLY WOULD USE INFLIGHT WI-FI IF IT WERE AVAILABLE ON THEIR NEXT FLIGHT

RISING TO **90%** OF BUSINESS TRAVELLERS AND OF **91%** OF 18-30 YEAR OLDS inmarsat aviation

53%

OF PASSENGERS ARE WILLING TO SACRIFICE THEIR INFLIGHT ALCOHOLIC DRINK IN EXCHANGE FOR ACCESS TO WI-FI



inmarsat aviation

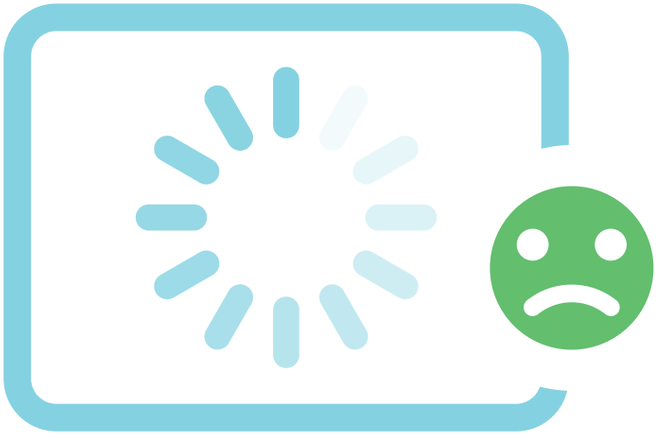
INFLIGHT CONNECTIVITY SURVEY 2018

THE IMPORTANCE OF CONNECTION QUALITY

inmarsat aviation

54%

OF PASSENGERS AGREED THAT IF ONLY POOR-QUALITY WI-FI WAS ON OFFER, THEY WOULD PREFER NOT TO HAVE IT AT ALL



inmarsat aviation

INFLIGHT CONNECTIVITY SURVEY 2018

LOVE IS IN THE AIR

inmarsat aviation

57%

OF THOSE WHO HAVE BEEN ATTRACTED TO ANOTHER PASSENGER ON THEIR FLIGHT WOULD USE IFC TO ACCESS DATING APPS IN THE AIR