

## Exhibits to Statement of Robert Dewar

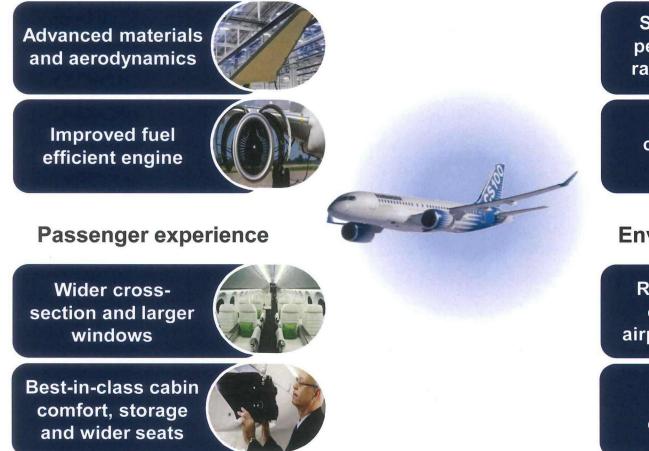
- Vice President and General Manager of the C Series program
- 25 years at Bombardier, with the C Series program since inception

December 2017



# C Series delivers innovative features to airlines, passengers and communities

#### **Efficiency gains**



#### **Operational flexibility**



#### **Environmental benefits**

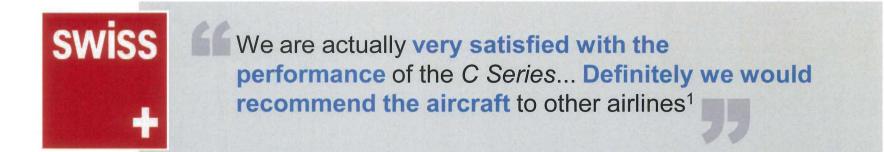
Reduced noise: optimized for airport restrictions

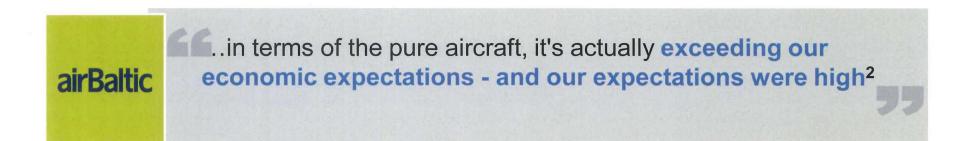
Reduced emissions





### **Customers recognize the appeal of the technology**





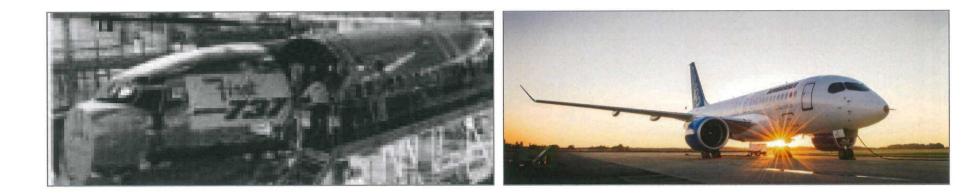
1. Peter Koch, SWISS's fleet chief and program manager for the *C Series* 2. Wolfgang Reuss, SVP Network Management of airBaltic

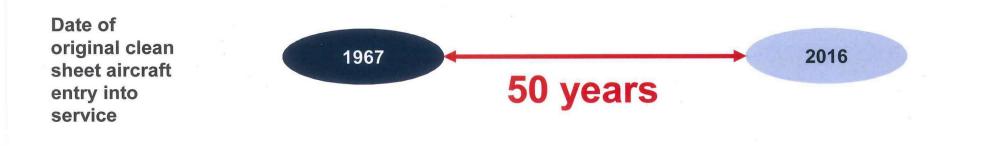


## The C Series is a brand new technology

737

#### **C** Series







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Source: Bombardier



## Exhibits to Statement of Ross Mitchell

- VP, Commercial Operations, Commercial Aircraft Division
- 20 years at Bombardier, most in Contracts and Sales

December 2017



## 737 family serves one single aisle market

"What is the middle of the market? I guess at Boeing we define it as the space in the marketplace above the 737 or the A320 family and then the space in the market below our 787 or the A330s."

- Randy Tinseth, Boeing Vice President of Marketing, July 2016 Farnborough Air Show

Source: Boeing Co. at Bank of America Merrill Lynch Global Industrials & EU Autos Conference (Mar. 16, 2017)

## Boeing 737 family: "One airplane, four sizes"



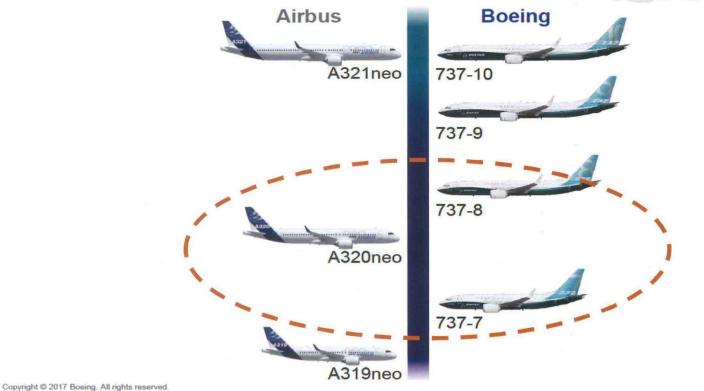
Source: Boeing Presentation at 18<sup>th</sup> Annual Aviation Industry Suppliers Conference in Toulouse (Sept. 18-20, 2017)



## **Boeing's MAX family competes with Airbus A320**

The new pairing of the 138-seat 737-7 and the 160-seat 737-8 now "brackets our competition quite well and I like that part".

- Randy Tinseth, Boeing Vice President of Marketing, July 2016 Farnborough Air Show



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Source: "Farnborough: Boeing confirms 737 Max 7 redesign," Flight Global (July 11, 2016); Boeing Presentation at 18th Annual Aviation Industry Suppliers Conference in Toulouse (Sept. 18-20, 2017)



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### **Boeing denies competition with C Series**

"Do we want to address the very top of that market with the MAX? At the lower end the airplanes that have been purchased have been CS100s. We aren't competing with those with the MAX."

- Ray Conner, Boeing Vice Chairman & President and CEO, Commercial Airplanes May 2016 Investor Conference

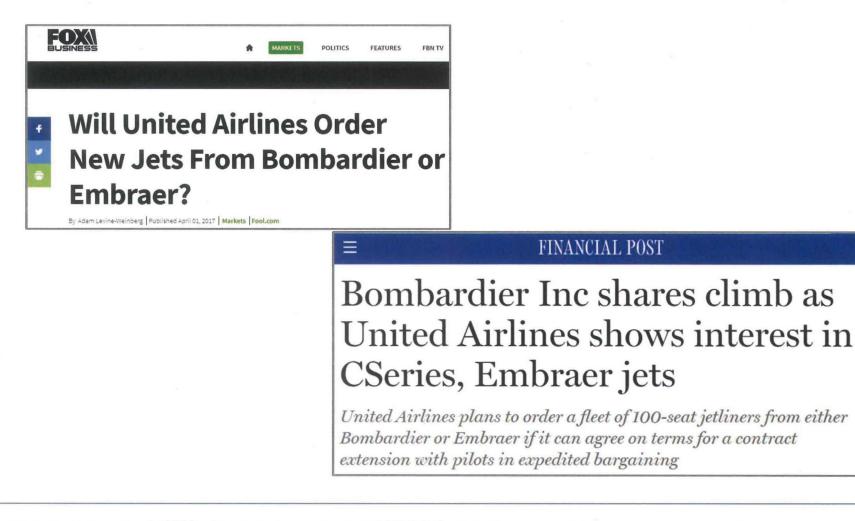
"The *C* Series and the other regional jets that are getting a little bigger, that's **not necessarily a market segment we want to be in**."

- Jim McNerney, Boeing CEO, June 2010

Source: Boeing Co Corporate 2016 Investor Conference, May 11 2016; AIN Online, "C Series moves into detailed design phase", Farnborough Air Show, June 16 2010



## **United sales campaign: Embraer vs Bombardier**



Source: Fox Business (Apr. 1, 2017) http://www.foxbusiness.com/markets/2017/04/01/will-united-airlines-order-new-jets-frombombardier-or-embraer.html; Financial Post (Oct. 9, 2015) http://business.financialpost.com/transportation/bombardier-inc-sharesclimb-as-united-airlines-shows-interest-in-cseries-embraer-jets



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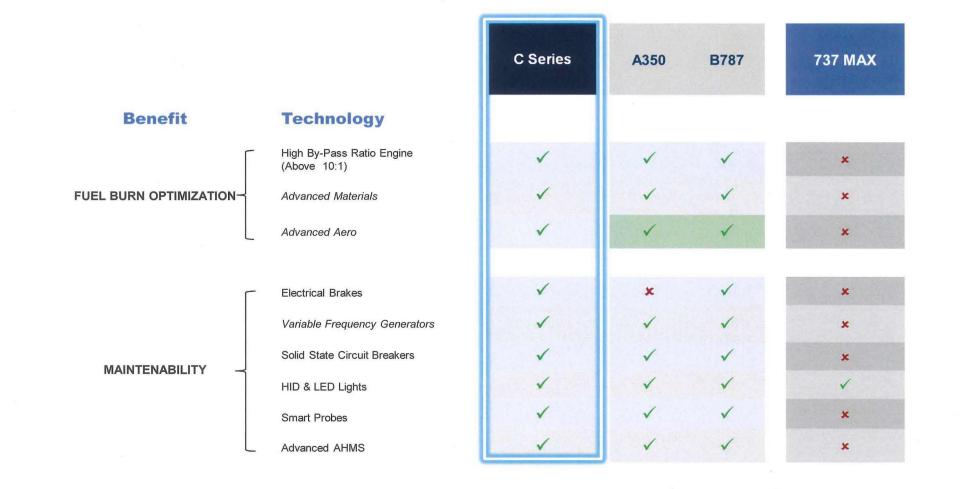
## United sales campaign: Boeing strategy to deny validation to C Series

If Bombardier...had won the United order, "that would've been a validation of this C Series in the marketplace, I think. So very important for us to win that."

- Raymond Conner, Boeing vice chairman, addressing employees in February 2016

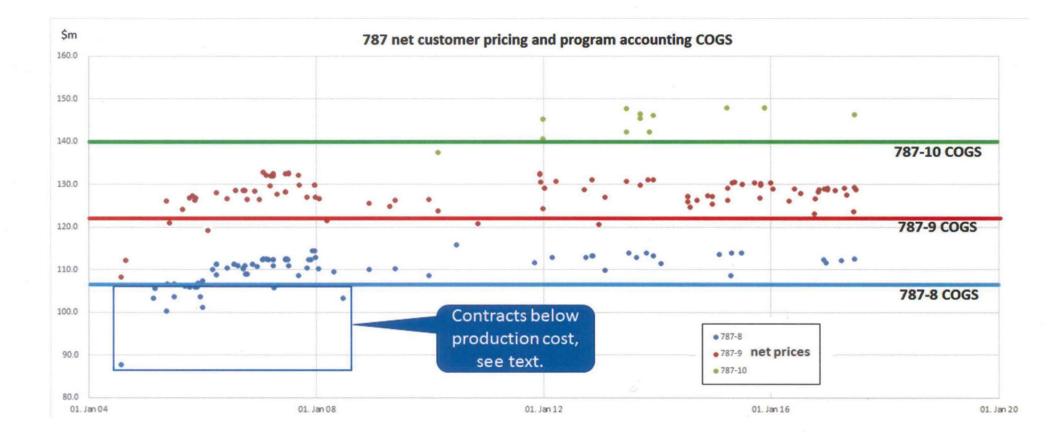
Source: Dominic Gates, "Price war, plane transitions put Boeing in financial crunch," Seattle Times (Apr. 1, 2016), https://www.seattletimes.com/business/boeing-aerospace/price-war-plane-transitions-put-financial-crunch-on-boeing/

## **Bigger technological leap = bigger risk**





## **Boeing 787 family prices rose as risks decreased**

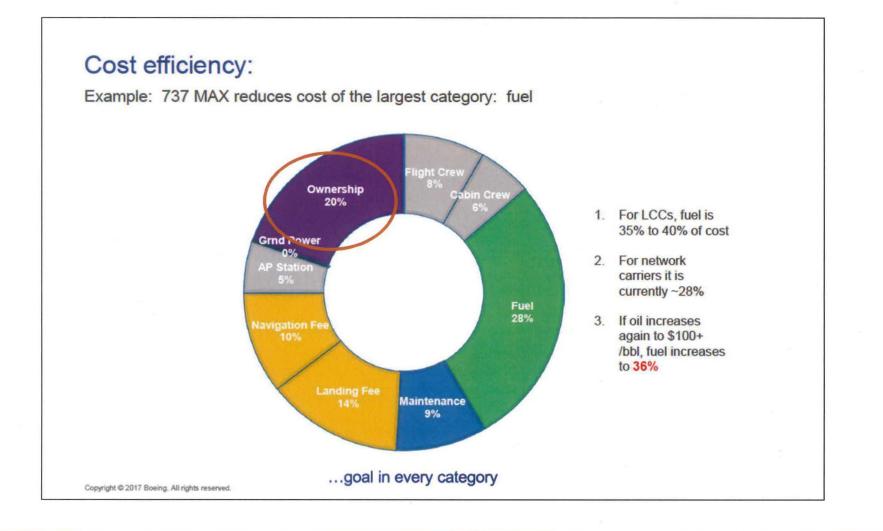


**Source**: Bjorn Fehrm, *How Boeing pays back the 787 debts*, Leeham News and Comment (July 27, 2017), https://leehamnews.com/2017/07/27/boeing-pays-back-787-debts/. (Bombardier pre-hearing brief Exhibit 35)



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## **Boeing: Purchase price is only 20% of direct operating costs**







### **Exhibits to Statement** of Sylvain Levesque

- Vice President, Corporate Strategy
- 19 years at Bombardier in various roles

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#### VALUE GENERATION

Unlocking the full potential of the C Series

#### Commercial



#### Industrial



#### **Developing and accelerating C Series commercial momentum**

- Airbus' proven sales expertise and global network
- · Combined customer relationship
- · Product support and continuing improvements

#### **Generating significant C Series production cost savings**

- · Commercial momentum leverage in the supply chain
- · Airbus' supply chain expertise
- Future benefits from product commonality

#### AIRBUS



#### STRATEGIC RATIONALE



**AIRBUS** 



Source: Airbus & Bombardier, C Series: A Winning Partnership (17 October 2017)

#### A WINNING PARTNERSHIP

#### A320 Family





**C** Series

- Airbus and Bombardier enter into a partnership on C Series
- Combination of Airbus' global reach and scale with Bombardier's innovative new aircraft
- Significant long term value creation

AIRBUS



## New U.S. Final assembly line ("FAL")

The C Series FAL in Alabama will bring:

- ✓ an estimated \$300 M in new investment
- ✓ more than 2,000 permanent new U.S. jobs
- ✓ an additional ~6,000 person-year U.S. jobs
- ✓ increased supplier spend for U.S. aerospace industry





#### 100- to 150-Seat Large Civil Aircraft from Canada Inv. No. 701-TA-578 and 731-TA-1368 (Final) Hearing, December 18, 2017

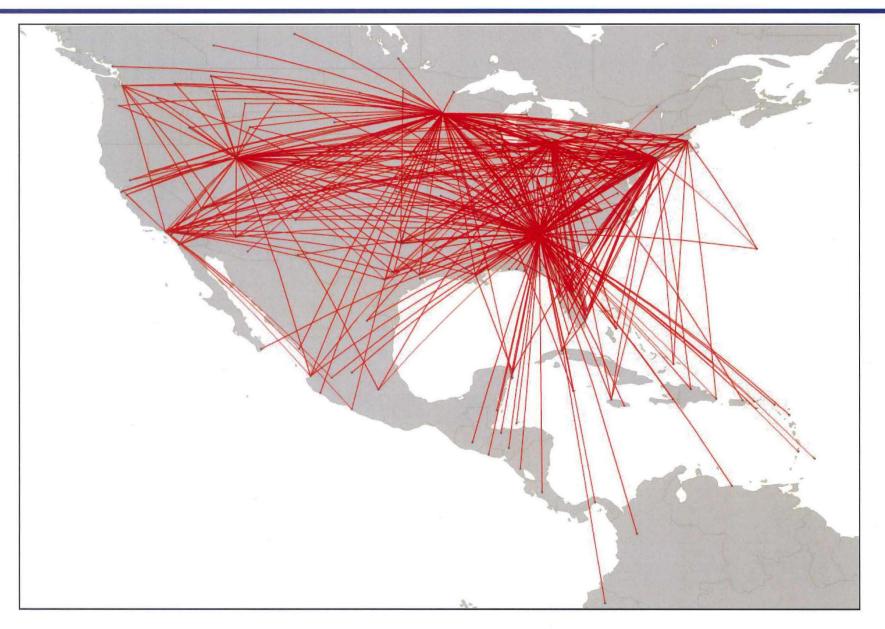


#### **Seat Cost Not Including Purchase Price**



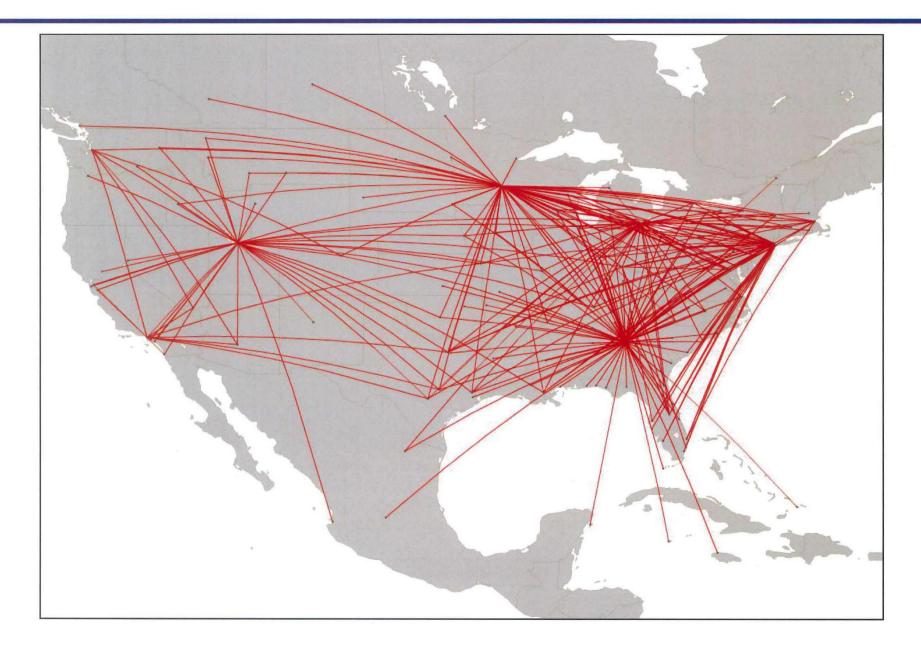
<u>Chart 1</u>: Route map of the 426 Delta routes on which Delta operated a 100-150 Seat LCA (i.e., a 737-700 or A319) during 2016





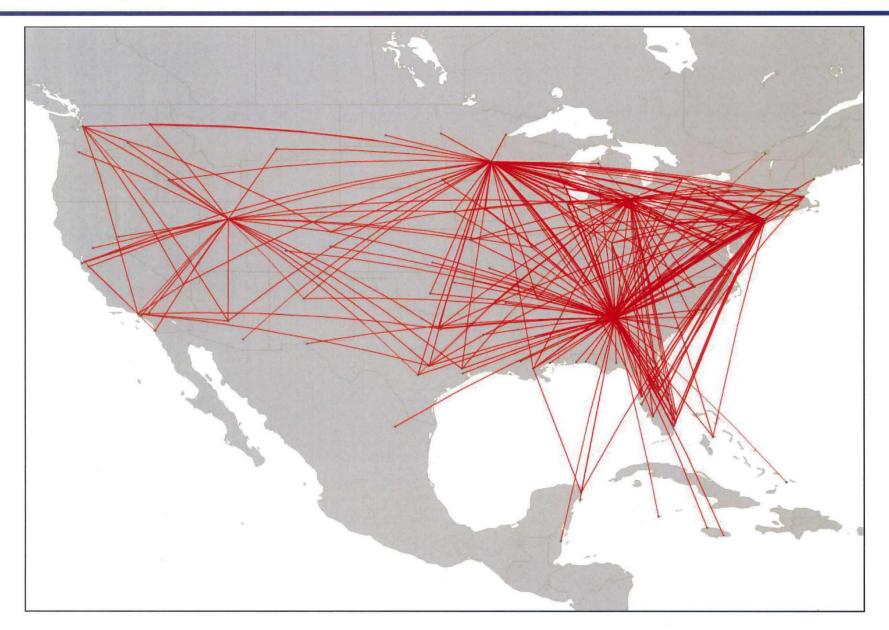


<u>Chart 2</u>: Route map of the 281 of those routes (66%) on which Delta also operated smaller aircraft



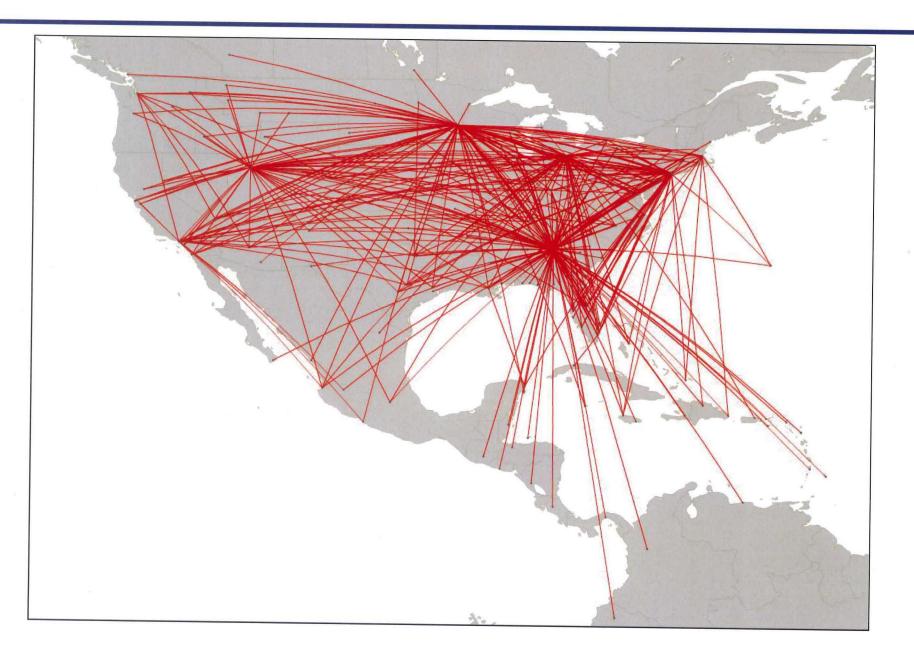
<u>Chart 3</u>: Route map of the 292 of those routes (68.5%) on which Delta also operated other 100-150 seat aircraft which do not qualify as "100- to 150-seat LCA" (717 or MD88)





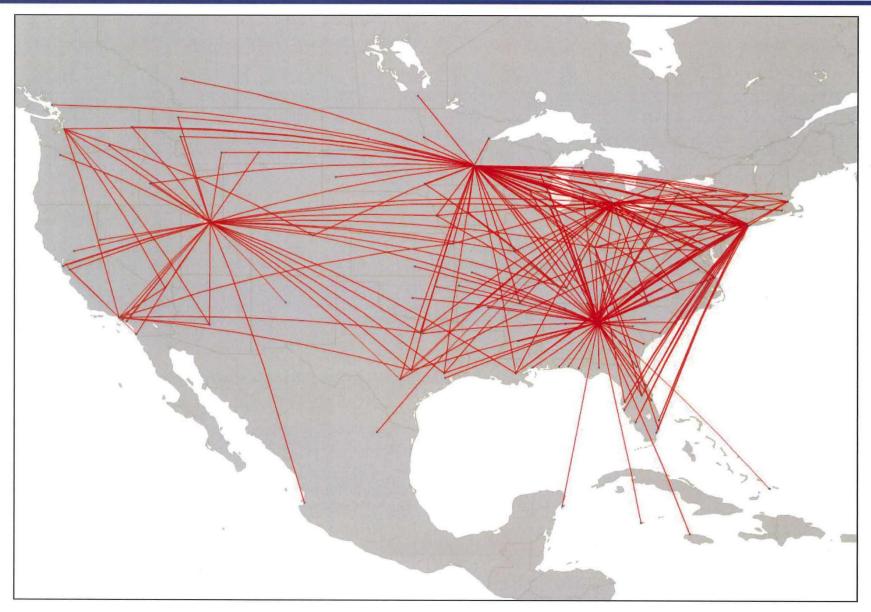
<u>Chart 4</u>: Route map of the 384 of those routes (90%) on which Delta also operated larger aircraft





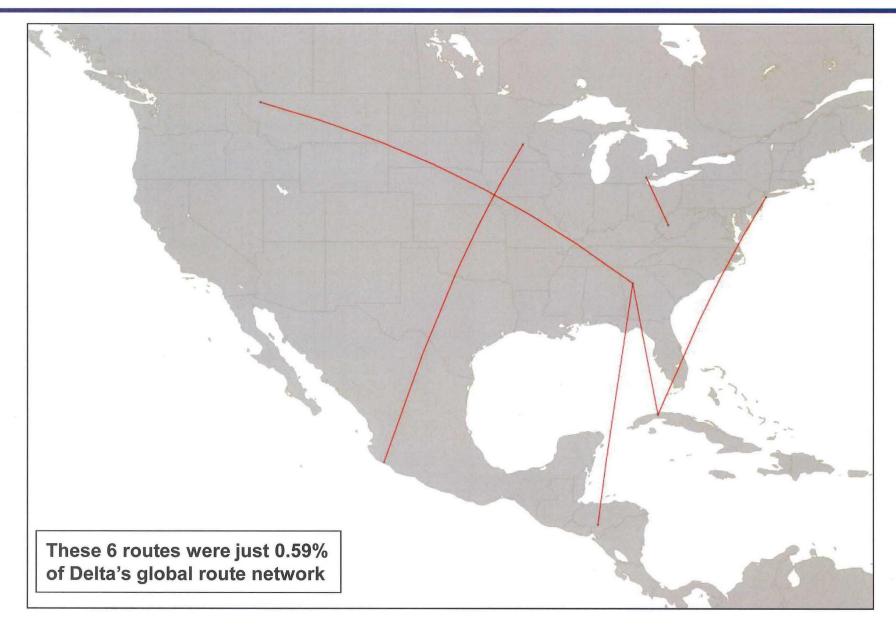
<u>Chart 5</u>: Route map showing the 245 routes on which Delta operated a 100- to 150-seat LCA (i.e., 737-700 or A319) and also operated both aircraft that have fewer than 100 seats, and aircraft that have more than 150 seats





<u>Chart 6</u>: Route map of the 6 routes on which Delta only used 100-150 seat LCA (i.e., no aircraft other than 737-700 or A319)





## FlightAscend Consultancy

## Charts supporting Flight Ascend testimony to US ITC investigation: 100 to 150 seat large civil aircraft from Canada

Inv. Nos. 701-Ta-578 and 731-TA-1368

Washington, DC, December 18<sup>th</sup> 2017

George Dimitroff, Head of Valuations



<sup>28</sup> FlightGlobal

flightglobal.com/consultancy

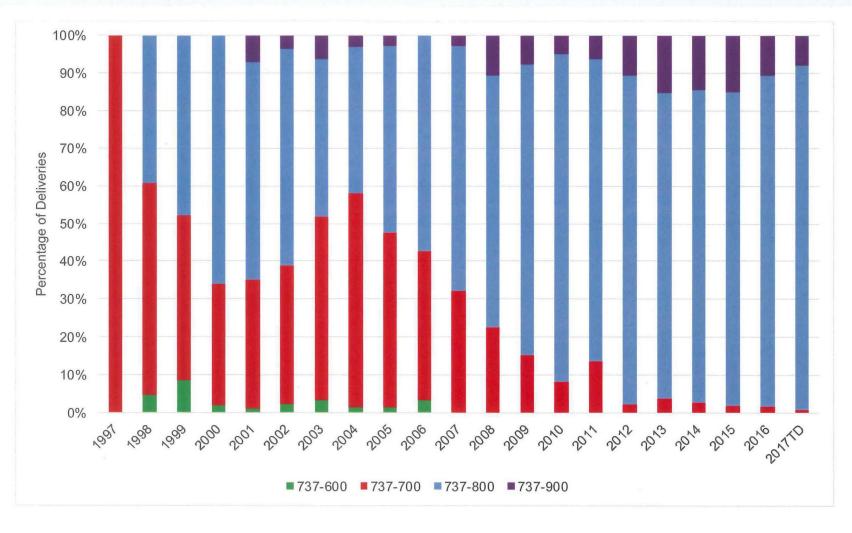
## Slide 2: Competitive Aircraft Operating Cost Estimates

	Block Hour COC (Trip Cost)
CS100	Benchmark
CS300	+ 7.1%
737-700	+ 18.6%
737 MAX 7	+ 19.6%

COC: Cash Operating Cost (Fuel, Maintenance, Crew Costs, Landing Fees, Navigation Charges)

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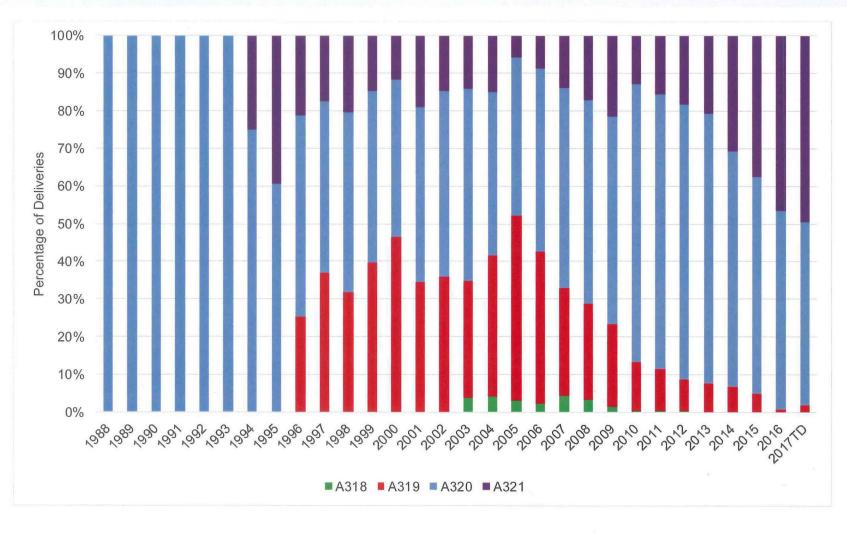
## Slide 3: Boeing 737 NG family annual deliveries



Source: Flight Fleets Analyzer as at 28 November 2017

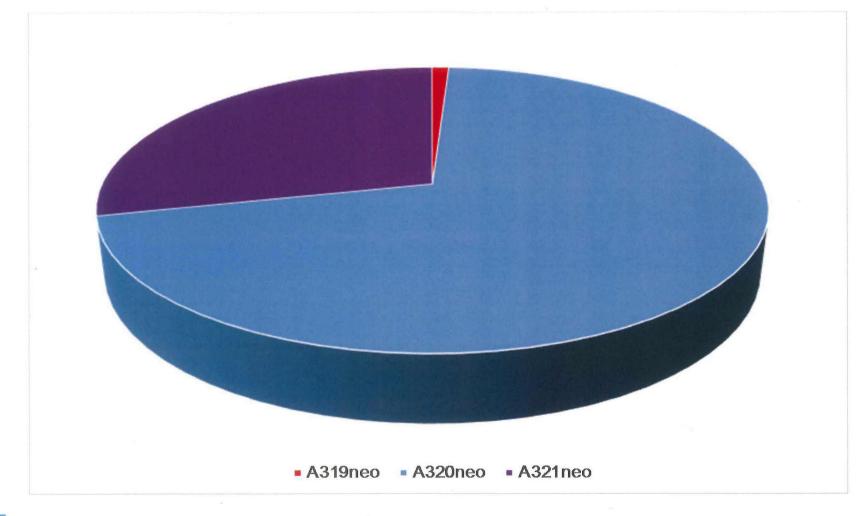
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## Slide 4: Airbus A320ceo family annual deliveries



Source: Flight Fleets Analyzer as at 28 November 2017

## Slide 5: A320 neo family net orders



Source: Flight Fleets Analyzer as at 28 November 2017



### Exhibits to Statement of Shara L. Aranoff

December 2017



## 737 family is a continuum

Boeing's 737NG and MAX series Comparison of physical characteristics													
			12					12	Seat construction	ount data 2 class configuration			
Aircraft	Abreast	Engine	Fuel Capacity	Fuselage Length (m)	Wingspan (m)	Height	MTOW (kg)	Range (nmi)	Мах	Min	Max		
Boeing 737 MAX 7	6	LEAP-1B	*	35.56	35.9	12.3	72,350	3,825	172	138	153		
Boeing 737 MAX 8	6	LEAP-1B	25,941	39.52	35.9	12.3	82,190	3,515	200	162	178		
Boeing 737 MAX 9	6	LEAP-1B	*	42.16	35.9	12.3	88,134	3,515	220	178	193		
Boeing 737 MAX 10	6	LEAP-1B	*	43.8	35.9	12.3	92,000	3,215	230	188	204		
Boeing 737-700	6	CFM-56	26,025	33.6	38.5	12.5	77,564	3,445	149	118	142		
Boeing 737-800	6	CFM-56	26,025	39.5	38.5	12.5	79,016	3,085	189	136	176		
Boeing 737-900	6	CFM-56	26,025	42.1	38.5	12.5	85,139	3,235	220	172	192		

Note: NM: Nautical Miles.

Source: Boeing Company Website; Boeing 737 Technical Site at http://www.b737.org.uk/techspecsdetailed.htm; Flight Ascend Database.



\* Data is not available.

## 737 family enjoys robust financial health

Screenshots from Boeing Co. May 2016 Commercial Airplanes Investor Conference

