

In 2017 KLM...

'A flourishing airline by becoming Europe's most customer centric, innovative and efficient network carrier'

Provided maintenance, repair and overhaul for nearly 200 customers

Total KLM fleet: Including 12 new airplanes

Boeing 787s:	Boeing 777s:	Boeing 747s:	A330s:	Boeing 737s:	Embraer 190s:	Embraer 175s:
10	29	17	13	50	30	12



Welcomed:
over 32 million and 8 million
passengers Transavia
passengers

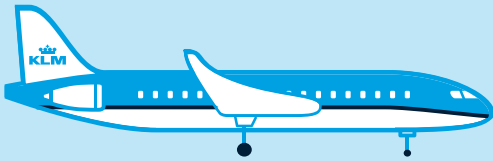
Expanded her network with:

- San Jose
- Mauritius
- Monrovia
- Mumbai
- Minneapolis
- Freetown
- Cartagena
- Gdansk
- Graz
- Split
- Malaga
- Porto
- Cagliari
- Catania
- Milan Malpensa



15
new destinations

Phased out her Fokker 70 fleet
after 97 years of partnership



Pushed the
social media
bar with:



17,937,705
followers



2,61,6567
followers



428,903
followers



124,157
followers

Became the first airline with
a verified WhatsApp business
account

Transported the Dutch Masters
back to The Netherlands after
300 years

Serviced:

24/7 via Facebook, WhatsApp,
Messenger, Twitter, Wechat, KakaoTalk
in 9 languages

Which resulted in:

130,000 mentions
on average each week

'Be where our customers are'

Transported two giant panda's
Xing Ya and Wen Wu

Live video of 45 minutes with
500,000 views



Transported
cargo

More than
600,000
tons



Won six International Academy
of Digital Arts and Sciences
Webby Awards!

Saved
360,000

kilos of paper

430,000t

on CO2 emissions

8 million

liters of water
due to the semi-dry wash

Celebrated her 98th anniversary, by
adding Anthony Fokker's family home as
KLM's 98th house to the collection.

KLM Cargo's new sorter
handled 2,000 parcels per
hour, that's 33 parcels
per minute!

