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## Marketing Support Scheme (“Scheme”)

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### Support Outline

daa plc (“daa”) may make marketing support available to airlines/operators for;

- the introduction of new direct services from Dublin Airport; and/or
- significant additional new capacity from Dublin Airport.

Marketing support may be granted in respect of individual routes or on a consolidated multi-year basis, subject to the terms of this Scheme.

Marketing support under the Scheme shall be available for up to 3 years at the discretion of daa.

One of three levels of support may be available to the operator. The thresholds are outlined in the following tables:

#### Short-haul Routes:<sup>1</sup>

Band	Marketing Support
1	Up to €34,999
2	Up to €99,999
3	€100,000 and over

#### Long-haul Routes:<sup>2</sup>

Bands	Year 1	Year 2	Year 3
1	Up to €199,999	Up to €49,999	N/A
2	Up to €299,999	Up to €149,999	N/A
3	€300,000 and over	€150,000 and over	€50,000 and over

Year 1 is defined as – 12 Months following 1<sup>st</sup> Date of operation or otherwise agreed.

Year 2 is defined as – Subsequent 12 Months or otherwise agreed.

Year 3 is defined as – Subsequent 12 Months or otherwise agreed.

*Note that all applications for marketing support will be reviewed in the context of both daa’s total Incentives budget and its total marketing budget for Dublin Airport.*

### Application Process

1. Operators must submit an initial application for marketing support to [ABD@dublinairport.com](mailto:ABD@dublinairport.com) and must clearly identify which form of marketing support (individual route or consolidated routes) is being applied for. In the case of individual

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<sup>1</sup> Short Haul flights are flights that are less than 2,500 nautical miles from Dublin Airport and are not a transatlantic route.

<sup>2</sup> Long Haul flights are flights that are greater than 2,500 nautical miles from Dublin Airport and/or are a transatlantic route.

routes, this should detail the proposed new route/capacity expansion details and clearly identifying frequency/aircraft type/proposed scheduling and service commencement date. In the case of consolidated routes, this should detail on a network basis the proposed new route/capacity expansion details and clearly identifying frequency/aircraft type and proposed scheduling for the entire duration of support requested (“Network Capacity Plan”).

daa will respond to the initial application, accepting in principle (subject to the terms of the Scheme) or rejecting the application. this will normally be within 14 days of receipt of the initial application. If daa accepts the application in principle, daa will indicate the level of marketing support it is prepared to make available if formal approval of a marketing support offer is issued.

2. In the case of an application for individual support, on receipt of daa’s confirmation in principle, the operator is then required to submit a marketing campaign proposal for the first year of service for the use of daa’s marketing support offer for Dublin Airport. This should include:
  - Market assessment, including current performance metrics/KPIs
  - Overall campaign objectives, including target performance metrics/KPIs
  - Identification of relative daa : operator contribution to overall campaign
  - Target audience and any relevant supporting data or insight
  - Suggested channels based on audience profile
  - Proposed budget allocation by source market based on market assessment
  - Role and treatment of Dublin Airport brand
  - Campaign plan – end to end timing, including pre-go live sign off process
  - Proposed post campaign analysis and reporting
3. In the case of an application for consolidated support, on receipt of daa’s confirmation in principle, the above information will also be required but only for the first season of the support period.
4. If following review of the campaign proposal, daa considers, in its absolute discretion and subject to the conditions below, that the proposal is satisfactory, it will issue formal approval of the marketing support offer.

### **Other conditions**

- The operator must submit their initial application for marketing support a minimum of 2 months prior to new route or additional capacity commencing (or a minimum 4 months prior to commencement of a season (Winter or Summer) in the case of consolidated routes).
- In the case of individual routes, the operator must submit their proposed marketing campaign details no later than 1 month before service inauguration (or no later than 2 months prior to commencement of a season in the case of consolidated routes).
- The operator and daa must mutually agree marketing campaign details before final approval for marketing support can be granted. In the case of individual routes, this must take place no later than one month after service inauguration and in the case of consolidated routes this must take place no later than the date of commencement of

the relevant season (save that daa reserves the right to extend either deadline in exceptional circumstances).

- Applications will not be accepted more than 9 calendar months prior to the Commencement Date of the New Route/Capacity (or season in the case of consolidated support). Operator applications sent in advance of this period will be considered only as expressions of interest in a route and will not confer any qualifying rights on the operator.
- For individual routes, payments will be made on an annual basis. Payment for year 1 will be made once the marketing support offer has been approved. For any subsequent years, the operator must provide updated marketing campaign proposal information (as outlined in Section 3 above) for the relevant year, which information must be provided no later than prior to commencement of that year. Payments for any subsequent years shall be made upon agreement of marketing campaign details for the relevant year.
- For consolidated routes, payments will be made on a seasonal basis. The first payment will be made on the later of the date the marketing support offer has been approved and two months prior to the date of commencement of the relevant season. For subsequent seasons, the operator must provide updated marketing campaign proposal information (as outlined in Section 3 above) for the relevant season, which information must be provided no later than prior to commencement of that season. Payment for subsequent seasons shall be made upon agreement of marketing campaign details for the relevant season but shall be made no earlier than two months prior to the date of commencement of that season.
- Payment in all cases will be subject to receipt of invoice from the operator quoting relevant PO details provided by daa.
- For consolidated routes, prior to the commencement of any season, in addition to provision of updated marketing campaign proposal information as mentioned above, the operator shall also advise daa of any changes to the original Network Capacity Plan. Any material changes shall alter the approved marketing support offer and associated payments as it applies to subsequent seasons and daa shall advise the operator of the relevant adjustment in a revised marketing support offer.
- Continuing support under the Scheme is contingent on the operator cooperating fully with Dublin Airport's slot coordinator.
- The operator's campaign proposal will be reviewed in accordance with the Marketing Support Review Matrix contained in Appendix 1 and daa reserves the right to refuse to approve the application. daa's decision on these matters is final.
- daa reserves the right to amend the terms of the Scheme at any time including in relation to the Marketing Support Review Matrix.
- Marketing support cannot be netted by the operator against amounts owed to daa.
- One-stop routes may, in certain circumstances, qualify for marketing support. daa will determine the amount and duration of any such support on a case-by-case basis.
- The Scheme will apply or continue to apply only as long as:

- I. the qualifying criteria for the Scheme are met;
- II. an operator is fully compliant with the Dublin Airport Charges, including the Terms and Conditions;
- III. invoices for all airport charges and any other fees or costs incurred by daa in respect of any services provided by daa to the operator are duly paid (including adhering to credit terms in respect of all daa invoices, unless daa, in its absolute discretion, shall otherwise determine);
- IV. any amounts determined as due to daa as part of the outcome of any legal process are paid; and
- V. all other contractual agreements in existence between an operator and the daa are adhered to in full and all applicable licence agreements and other commercial arrangements are completed, signed off and are being adhered to in full.

Where an operator is found to be in breach of these terms and conditions, daa reserves the right to deduct any monies owed by the operator to it from the payment due under the Scheme.

- daa reserves the right to withdraw at its absolute discretion marketing support commitments and seek redress of funds already committed should either route or network capacity from any daa airport be changed negatively following the approval of marketing support funding. This redress can include the retention of payments potentially due within the Dublin Airport Growth Incentive Scheme.

**Appendix 1: Marketing Support Review Matrix for qualifying routes:**

The below matrix will be applied to determine whether a New Route/Capacity falls within the scope of the Marketing Scheme and if so, what band of marketing is available to the operator. Marketing support will be fully dependent on the unique circumstances of each proposals, however, for illustrative purposes, the below table

<b>Marketing Support Review Matrix</b>		
<b>Weighting</b>	<b>Evaluation Factors</b>	<b>Evaluation</b>
<b>1</b>	<b>Network Development Potential</b>	New Market
		Key Developing Market
		Existing Market
<b>2</b>	<b>Incremental Growth Potential</b>	New capacity
		Capacity redeployment from another daa route
	<b>Commercial Revenue Potential</b>	High
		Medium
		Low
	<b>Aircraft Capacity</b>	>250 seats
		< 250 seats
	<b>Tourism Potential (e.g. Proportion of foreign originating passengers, strong tourism links etc.)*</b>	High
		Medium
		Low
<b>Seasonality of New Route/Capacity</b>	Year-Round	
	Seasonal	
<b>4</b>	<b>New or Existing Route</b>	New Route
		Existing Route
<b>5</b>	<b>Operator Commitment to Dublin Airport (e.g. Staff employed in Dublin Airport, aircraft base, office space at Dublin Airport etc.) *</b>	High
		Medium
		Low

\* This list is simply indicative and therefore is not exhaustive