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An island in the sky: www.airfranceklm-sf.com/teleport

Air France-KLM meets their shareholders in Second Life

On the occasion of the Actionaria Trade Show which opens on Friday 21 November, Air France-KLM invites its shareholders to discover a new space in Second Life dedicated to information and dialogue concerning the financial life of the Group.

In creating this “island in the sky”, Air France-KLM wants to provide a new platform where shareholders can meet, share information and get updates on the latest financial news from the Group, thanks to a wide range of documents available to them there:

- an interactive library containing the Group’s most recent financial publications,
- interactive 3D stock market information,
- a space dedicated to Corporate Social Responsibility,
- a virtual auditorium for interactive meetings where they can view presentations and videos of the Group’s financial results,
- a “lounge” where they can consult a photo library and corporate videos,
- the Air France Museum, with scale models and posters from Air France and KLM.

“The Second Life universe gives our shareholders a place to learn about the Group and exchange information and ideas in a convivial, interactive environment. As they discover the different spaces, visitors understand the assets that have made Air France-KLM the leader in Europe and worldwide, and will enable it to emerge stronger from the current extremely difficult period,” declared Jean-Cyril Spinetta, Chairman of Air France-KLM.

The “Air France-KLM island” designed for the Group’s shareholders is unique in concept, and proposes an innovative channel for financial communication that allows them to dialogue “in world”, and to learn about the Group’s strategic orientations and plans as well as prospects for growth thanks to forums organized on a regular basis.

The space will take visitors, known as “Residents”, on a high-flying tour through the different structures that are open to them, powered by their special “jetpack”. The first users will benefit from a “freebie”. A “hub” system will let them navigate rapidly from one building to another.

The space which is above all designed for shareholders is also open to members of the general public wanting to learn more about the Air France-KLM Group. All information provided on the island is in both French and English.

Air France-KLM asked **imarginal.com** to design and build its island in Second Life.

On the dedicated Website at www.airfranceklm-sl.com, you will find an introduction by Jean-Cyril Spinetta, a video presentation of the island, and a slide show and documents that can be downloaded.

All this information can also be accessed at <http://corporate.airfrance.com>

ON THE AIR FRANCE-KLM “ISLAND IN THE SKY”...

- Log in:
 - > Name of the island: Air France KLM
 - > SLurl: www.airfranceklm-sl.com/teleport
 - > from the Group’s financial website: www.airfranceklm-finance.com
- To get around:

You must have a “jetpack” to move from one building to another.
- Help on line:

A space for visitors not yet at ease moving around the new World, to help them familiarize themselves with the new environment.
- Home sphere:
 - films about Group activities
 - a library containing the latest financial reports (Annual Report, Reference Document, Corporate Social Responsibility Report, etc.)
 - the fleet, with information on the characteristics of each aircraft
 - a map of destinations
- Auditorium:
 - a screening room primarily dedicated to the Group’s financial results,
 - a room reserved for the Consultative Committee for Individual Shareholders (CCRAI) where they can dialogue and work “in world”
- The Air France Museum:
 - an exhibition of Air France and KLM posters
 - scale models of Air France and KLM aircraft
 - films on the “Air France saga”
- The Lounge:
 - Interactive 3D information on Air France-KLM stocks
 - a photo exhibit
 - a space devoted to Corporate Social Responsibility

Second Life is a trademark of Linden Research, Inc.