

Marketing Support criteria. SUMMER SEASON 2023 (S'23)

NEW AIRLINES in Aena's network in S'23 season

- Operation starts in S'23
- All routes

NEW ROUTES in S'23 season (existing airlines)

- Operation starts in S'23
- New routes¹ that meet the established criteria

Marketing Support actions in Aena's airports

- Banner on departing airport website (**1 MONTH**)
- Advertising space on departing airport (OPPI) (**2 MONTHS**)
- Advertising through Aena's communication channels (Aena website, Social networks, ... etc.)
- Distribution on UNAV' newsletter (Spain Travel Agencies Organization)

¹ For Marketing Support purposes, a **new route** is considered in the summer season 23 when it exceeds 30 outbound movements and perform an increase of at least 15 outbound operations with respect to the winter season of S'22, except that in the seasons S'19 and W'22/23 the number of operations has been more than 10. In the case of domestic routes, marketing support actions will be carried out at both the airports (origin and destination).