



# COMPANY PROFILE

South Africa



## OUR PURPOSE

We care about delivering amazing travel experiences to our customers. Ensuring travel is always accessible and straightforward for all our customers.

## OUR VISION

To be South Africa's trusted travel and technology experience company.

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# About Flight Centre Travel Group

Recognised as one of the top five largest travel agency groups in the world today, the Flight Centre Travel Group (FCTG) started with just one shop in Brisbane, Australia in 1982. Although our headquarters are still in Brisbane, our group saw remarkable global growth pre-COVID-19, reaching \$23 billion in sales.

In a world that is more complex and fluid than ever, our network spans 23 countries and our global corporate travel management network has a footprint in more than 95 countries, offering global expertise, assurance and peace of mind to our customers.

FCTG was listed on the Australian Securities Exchange in 1995 (ASX: FLT). The Group employs more than 9,000 people globally in 1,000 businesses across the world. The company is split into 3 distinct pillars: Leisure, Corporate and Product Distribution. The groups market cap is at \$4,8bn with a share price of \$24 as of 5 October 2021.



## Global locations

The Flight Centre Travel Group has a network that extends across the Americas, UK, Europe, Asia, China, Australia, New Zealand and Middle East and Africa.

FCTG's negotiating power mean that our brands can directly negotiate the largest volume discounts with leading suppliers, allowing us to offer our clients not only the best expertise, but the best content offerings with the most reputable supplier network.

## South Africa

Flight Centre Travel Group South Africa was established in January 1994, the same year South Africa's democracy was birthed. FCTG South Africa is a level 1 BEE company with three leading brands within South Africa that truly resonate with customer's wants and needs.

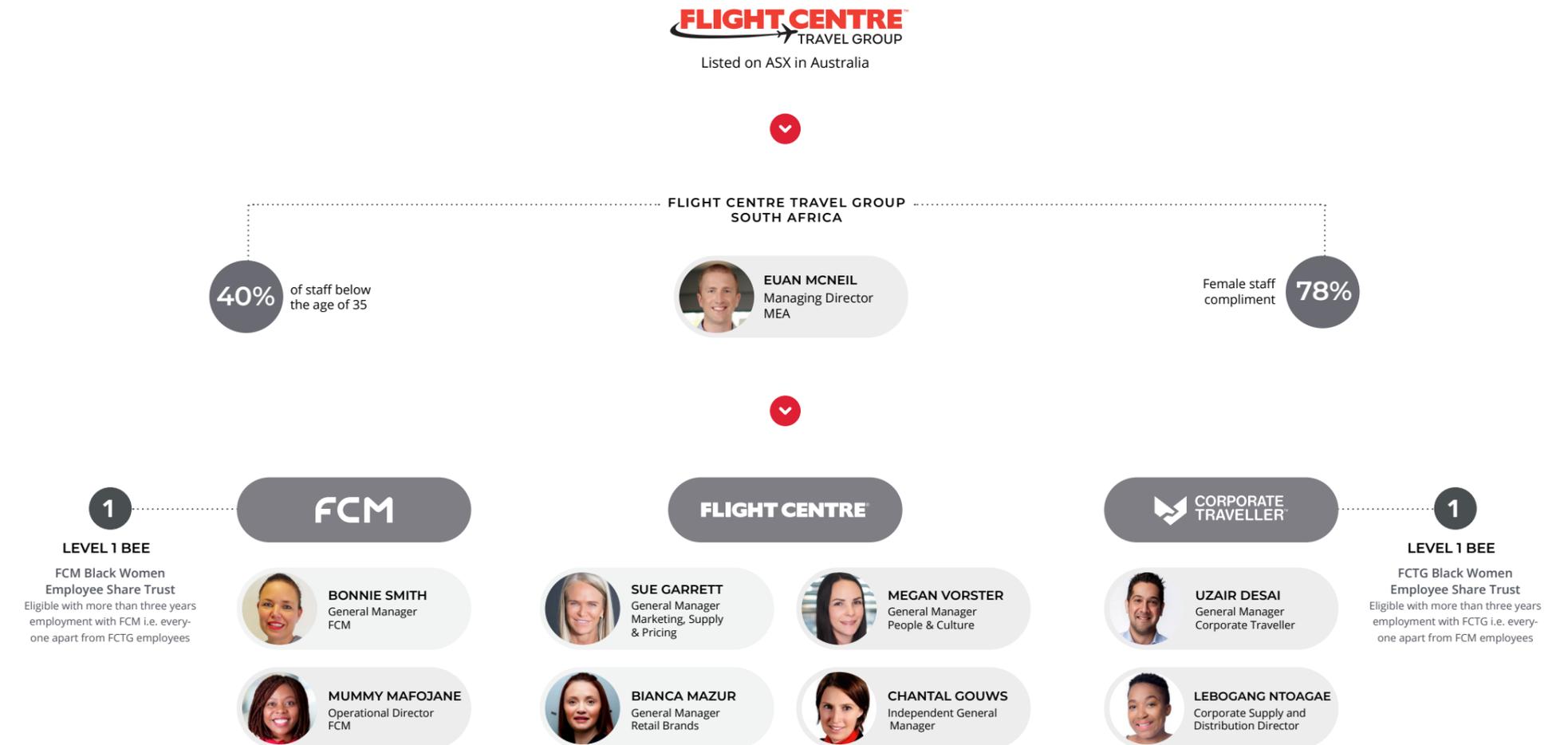
The group balances state-of-the-art technology offerings with highly skilled people in their field of expertise: Flight Centre, Corporate Traveller and FCM. Today, we have an overall market share of 25% and are incredibly proud to be a Platinum winner in Deloitte's Best Company to Work For survey year after year. We currently employ over 750 people and have over 100 businesses serving leisure, corporate and independent customers online and offline.

*It is not where you start but how high you aim that matters for success.*

- Nelson Mandela



## Our structure



# Our brands

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## FLIGHT CENTRE

Flight Centre is the most recognised and trusted mass travel retailer in South Africa. With having built confidence and value with millions of customers over the last 27 years. Flight Centre boasts a savvy network of 47 shops across South Africa in world-class locations. Our people, the heroes of their communities, all entrepreneurs by heart, are experts in long haul complexed airfares, visa assistance, package holidays, insurance, tours and cruises.

Our website always complements the customer journey. Our app and online booking functionality complements point to point airfares and hotels.

Our exciting brand refresh showcasing a new captain Phil and a new tag line of Experience our experience allowed us to introduce new CVPs – Service, Value, Peace of mind and Expertise.

## FCM

FCM is an alternative multinational travel management company bringing together AI and IQ to service large customers. Its model is based on high volume transactions and low margins. The brand is known for having built goodwill with over 300 corporate companies over the last 9 years. FCM boasts the most extensive network globally of 100 countries across the world, complemented by a global sales and account management team.

Our global technologies provide multinationals with state of the art duty-of-care, real-time reporting, online booking functionality, cost-saving reporting, global account management and more.

Competitively giving credit and a level 1 BEE rating has enabled the brand to succeed locally and globally. Our CVPs are Flexibility, Agility, Alternative Choice, Customer Focus and Globally & Locally connected.

## CORPORATE TRAVELLER

Corporate Traveller is a highly successful blended corporate travel management company in South Africa. Having serviced 10,000 corporate companies over the last 22 years. Corporate Traveller boasts a healthy network of 18 teams across South Africa, complemented by the country's most significant Sales and CSM workforce. Our people have a minimum of 9 years of travel management experience complemented by our very own proprietary tool - Melon.

Competitively providing credit and a level 1 BEE rating has enabled the brand to succeed. With the launch of Melon, we will introduce new CVPs aligned to our care uplifted positioning.

# Our independent models

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## FLIGHT CENTRE INDEPENDENT

### Branded

Flight Centre Branded is an independent model within the Flight Centre brand that enables experienced travel experts to operate their own travel business with the backing of an International Travel Brand. They sell premium travel with our negotiated content, managing their customers. They use our operating and banking systems. The commission split is 75/25 with Flight Centre. And there are no joining or monthly fees. It is like a franchise that complies with our supply strategies. We are open to acquisitions in this model.

### Unbranded

Flight Centre Unbranded is a pure consolidator model within the Flight Centre Travel Group that enables existing travel companies to buy our negotiated land and air deals. They own and manage their own customer base, operating systems and banking. There is no split in commission but rather a monthly fee. Our benefit from this model is their volume to reach override agreements. We are, too, open to acquisitions in this model.



Building brighter futures where we work, live and travel.



## Our corporate social responsibility

Brighter Futures is FCTG's Corporate Social Impact and Engagement program, bringing together the activities of FC Foundation, Worldwide, Environmental Sustainability and FCTG People. It's all about bringing our philosophy to life where we work, live and travel. Brighter Futures is here to harness all of the amazing good our people are part of each and every day, and shouting loud and proud about it!



Building brighter futures through sustainable practices



Building brighter futures through empowered giving



Building brighter futures through responsible travel



Building brighter futures through egalitarianism and unity

# Our philosophies

## OUR VALUES

- 1. Our People
- 2. Our Customer
- 3. Brightness of Future
- 4. Taking Responsibility
- 5. Egalitarianism and Unity

## OUR BUSINESS MODEL

- 1. Ownership
- 2. Financial Incentives
- 3. Standard team operating systems  
– One Best Way
- 4. Family, Village, Tribe
- 5. Profit we are proud of



*The world is a book,  
and those who do  
not travel read only  
one page.*

- Saint Augustine



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world for those  
who want to see

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**FLIGHT**  
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