

AW newsletter

Heli-Expo 2018 Special edition

ThinkCustomer

CUSTOMER JOURNEY: CS&T EMPOWERS CUSTOMERS' EXPERIENCE

“This year we wanted to do something to get closer to our customers and partners, shaping a different framework that can give them real examples of what TeamUp is. We wanted to keep them into a virtual journey, where they could see, touch and feel what we are doing to further improve our network and to enhance a true partnership, based on trust, proximity, reciprocity and dialogue”. This is how Vittorio Della Bella, Customer Support & Training (CS&T) Senior Vice President, describes the essence of the CS&T dedicated area inside the Leonardo stand at Heli-Expo 2018. The CS&T corner stems from the desire to let visitors experience the CS&T range of activities, going through the major achievements, projects and services designed to further collaborate and consolidate the relationship with our customers.

The six steps of the “Customer Journey” consist in:

1.MEET – Attend our events to fuel your thoughts

A rich schedule of dedicated occasions to learn more on the latest CS&T solutions and to deepen the knowledge on some of the key projects recently developed by the team, such as the Control Flight Into Terrain (CFIT) educational program, the renewed service value proposition and the AW139 and AW189 Flight Crew Operating Manual (FCOM).

2.EXPLORE – Touch our network to understand what we can do together

On site we had an interactive touch screen to display the

CS&T global panorama, where you could find people and places where our customers and partners can always find support. Did you miss it? Click here to explore the map!

3.CONNECT – Talk with us to get digital from your helicopter

An area dedicated to the CS&T advanced services, with the added-value of the presence of our experts who would explain functionalities, procedures and digital improvements that change the way customers fly their helicopters. Have a look at our Skyflight Mobile and Heliwise educational videos!

4.DISCOVER – Pursue innovation. Don't wait for it to come!

The AW139/AW189 Virtual Interactive Procedural Trainer (VIPT) was there, available to be tested and flown, making the training experience immersive, innovative and entertaining.

5.PARTNER – Team up with us to excel together

Check our web and mobile applications to always be updated on the Leonardo Helicopters news, creating social links and fostering a sense of community. Clear, quick and easy: this is how we want to talk to you!

6.BEFORE YOU LEAVE – The journey starts today! Let's TeamUp!

Join us in this journey and make it possible today!

We are ready, and you?



CAB - THE COMMUNITY IS GROWING!

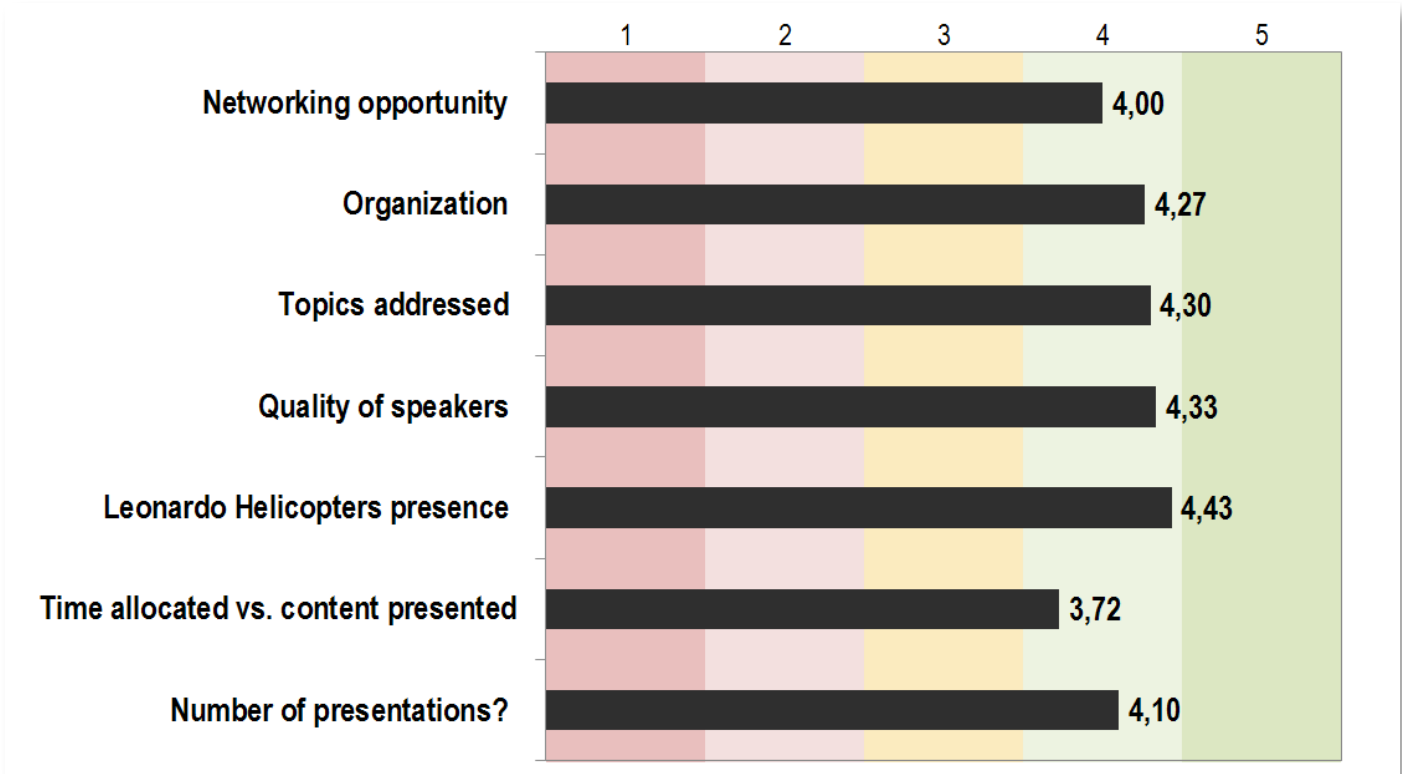
Thank you for attending the Leonardo Helicopters Customer Advisory Board (CAB) meetings: a one-day “marathon” which allowed us to share updates and to fuel debates on the latest news about the AgustaWestland commercial and dual use worldwide product range.

In keeping with tradition, the agenda was about both products and services. The subjects debated concerned technical updates on fleet growth, maintainability and reliability of products, new projects and challenges like services digitalization, training, and logistics. We also had a specific focus on local and global footprint. New to this year’s CAB edition was the session dedicated

specifically to the AW169, which anticipated the already consolidated round-tables on the AW109/AW119, AW139 and AW189, fostering the event’s spirit of dialogue and sharing, whilst confirming the initiative as a key context to communicate and partner with our customers.

More than 150 delegates attended the 2018 CABs, providing great feedback on the event format, the package of material, contents and information presented as well as the multiple networking opportunities arisen among the attendees.

Feedbacks received from the community will be further analyzed to drive enhancements and improve the next CAB edition.



2018 CAB Edition - Feedbacks from the field

THANK YOU for joining us. Hope to see you at 2019 CABs in Atlanta!



AW TEAMUP - CUSTOMERS: TARGET #1

One year after the launch of AW TeamUp (2017 Heli-Expo - Dallas), Vittorio Della Bella, Customer Support and Training (CS&T) Senior Vice President, opened the second AW TeamUp event aimed at going through last years' CS&T achievements, which were reached thanks to the collaboration with our key customers.

Current projects and future investments were the main topics discussed during the event, joined by the same fil rouge, which is made of the CS&T fundamental values: people, proximity and partnership. According to these principles, Susanne Hessellund (Managing Director - Bel Air) and Chris Bradshaw (President and CEO - ERA Helicopters) have been invited to join the team, bringing to the stage their concrete and personal experiences on the our TeamUp approach.

Customer intimacy, operational excellence, product and service leadership helped the team to make the TeamUp philosophy real and tangible, through a new joint action plan further developed to listen, prioritize and meet customers' needs. Here following the main drivers and points to put this strategy in place:

#1 Global Network:
proximity,
connection, total
collaboration

#2 New Contracts:
partnership
strategy,
performance
guarantee

#3 Safety Identity: train
together to face
today's greatest
challenges

#4 Digital Revolution: let's
get ready to be
future innovators



"Time spent together during the Heli-Expo has been valuable and a great opportunity to enhance our cooperation. We will do our absolutely best to continue to be passionate and find the best possible solutions"
Susanne Hessellund

"It was an honor and a pleasure to participate in the TeamUp presentation at HAI. We value our longstanding partnership with Leonardo and look forward to continued mutual success in 2018"
Chris Bradshaw

AW TEAMUP
EXCELLING TOGETHER

THE BREAKFAST CONFERENCE

We had an early start the first day of the exhibition, inviting customers to a breakfast conference at the Keep Memory Alive Center, a very peculiar location which supports the community thanks to the commitment towards patients with severe mental illness. Our event will support the engagement of the Cleveland Clinic Lou Ruvo Center for Brain Health, which takes care of the patients, offers social services and is deeply involved in research. The over 170 guests who accepted our invitation have listened to the welcome speech of our General Manager, Gian Piero Cutillo, which was followed by the presentation of our product range by Roberto Garavaglia, SVP Strategy and Competitive Analysis.

Three of the main operators of our helicopters had an active role in the event, making a short presentation.



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Chris Bradshaw, President and Chief Executive Officer of ERA Group Inc., introduced the company and their 70 years of operation, an important milestone to which Leonardo Helicopters has also contributed, thanks to the solid and long lasting business relationship with ERA Group, the first to introduce the AW189 in the Gulf of Mexico. During the event the collaboration between Leonardo and Era Group, one of the major helicopter operators worldwide, was announced. This agreement would launch the AW609 into service in the US commercial market and demonstrate its capabilities on a wider scale.



Then Henk Schaecken, Managing Director of Specialist Aviation Services Ltd. took the podium, to give a short background of the company. Afterwards he described the relationship with Leonardo Helicopters, and the introduction of the AW169 for EMS services in the UK. They have four aircraft in UK service since 2017, 5 more in 2018, all but one deployed for EMS missions. He described the features that make the AW169 the most suitable aircraft for their missions, such as the large cabin, 360 degrees patient access, the APU mode and the increased payload.



Gen. Tan Sri Muhammad Ismail Jamaluddin, Retired - Chief Executive Officer of Weststar Aviation Services Sdn Bhd was the one to close the set of presentations during the event. He spoke about the most important concepts for Weststar, such as building relationships, like the long-lasting business relationship with Leonardo Helicopters, which brought Weststar to be the first operator to leverage on the advantages of the AWFAMILY of helicopters. There are many common values between the two companies, such as giving extreme importance to safety, continuous innovation, delivering beyond promises.



Being with our customers was the best way for the Leonardo Helicopters team to start the first day of HeliExpo and we wish to thank all of you again.

HELI-EXPO 2018 - DID YOU MISS IT?



IN A NUTSHELL

JAPAN: CUSTOMER SUPPORT EXPANDS ITS GLOBAL REACH

Mitsui Bussan Aerospace and Leonardo signed the renewal of the Distributorship Agreement for the next three years covering the AW169, AW139 and AW189 models, including also an order of one AW189. Furthermore, a renewal of the Basic Ordering Agreement has been defined to increase the stock of spare parts and strengthen the customer support services in Japan.

Leonardo continues to enhance its presence in the Country with these agreements, which follow the signature of a Basic Order Agreement with Kanematsu Corporation to deliver a committed stock of spare parts on the AW109 series and the first Excellent Service Centre Agreement with Shizuoka Air Commuter Corporation to set up helicopter MRO (Maintenance, Repair and Overhaul) capabilities in Mt. Fuji Shizuoka Airport.

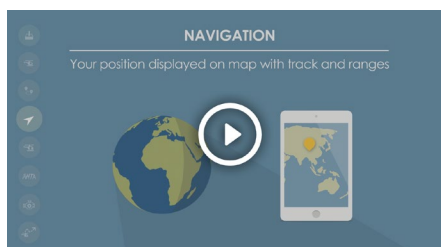
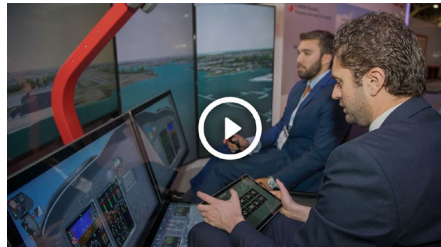
HUMS: LEONARDO, SKYTRAC AND CHC LEVEL UP TOGETHER

Leonardo is collaborating with SKYTRAC to implement a next-stage real-time Health and Usage Monitoring System (HUMS) onboard the AW139. Following successful trials in 2017, CHC continues to lead system implementation and testing.

The solution installs key data sets from Leonardo's Heliwise HUMS analytics software on SKYTRAC's ISAT-200A data acquisition unit and transceiver. Paired with real-time monitoring and a globally reliable satellite connection, the operator is notified about issues as they arise during flight for immediate trend analysis into Heliwise. A wireless file download process, including WiFi and 4G cellular connectivity, also sends complete HUMS data straight into the Heliwise software as soon as the aircraft arrives back at the home base.

ENHANCED TRAINING DEVICE: FULL RANGE TRAINING, LOW COSTS

At the Customer Advisory Board and at the HeliExpo Booth we presented a new product called ETD (Enhanced Training Device). Market reaction to it has been immediately positive and to date we have already signed two contracts. Customers have greatly appreciated the training capabilities of this device, exceeding any applicable FAA/EASA certification requirements, as well as the unique possibility of being reconfigured to simulate multiple platforms. This allows a dramatic improvement of the cost effectiveness and a significant reduction of the



Click to watch the videos

initial investment required to establish a training capability. The cost-effectiveness of the ETD makes it very attractive also for customers with a small fleet. This achievement represents a big step towards the growing market of fixed based-high fidelity devices featured by a low acquisition cost.

LEONARDO AND CAMP SYSTEMS FOR ENHANCED DATA MANAGEMENT

Leonardo Helicopters has designated CAMP Systems International, Inc. as the preferred provider for Maintenance Tracking Services for all Leonardo commercial helicopters after a careful evaluation process.

Leonardo's Customers selecting CAMP Maintenance Tracking Service will benefit from:

- A constant implementation and timely review of Leonardo Interactive Electronic Technical Publication revisions,
- Service Bulletins and regulatory airworthiness directives update;
- A direct CAMP analyst support with full expertise in Leonardo aircraft; additionally,
- All operators of newly delivered Leonardo aircraft will receive a one year free subscription to the CAMP Maintenance Software Suite.
- Customers with a subscription with CAMP will benefit of an automatic data exchange within the Leonardo RDSG group.

This agreement represents a fundamental step in the process of service digitalization we are developing to provide customers with new and efficient solutions, maximizing the benefits related to the mutual data sharing and targeting the final user operational needs.

SKYFLIGHT: THE TOOL TO PLAN YOUR MISSION

The Skyflight Mobile Service, step 3 of the Customer Journey at our HeliExpo booth, has proven an incredibly helpful tool for an on ground evaluation of all aspects of the missions before take-off, in order to guarantee maximized safety and operational effectiveness, while reducing the pilot workload and optimizing costs. Skyflight offers accurate Weight and Balance and Flight Performance calculations, with Cat. A performance for the AW139 and this capability will also be extended to the AW169 and AW189. These features are in line with the Flight Crew Operating Manuals (FCOM) provided by Leonardo Helicopters thus ensuring increased efficiency and safety. Customers can download and install the latest version of the Skyflight application onto their devices, enabling access to the Skyflight Mobile Service.

More info?



To read all press releases related to Heli-Expo please click on the following link:
<http://www.leonardocompany.com/en/news-media/eventi-events/hai-heli-expo-2018/comunicati-stampa>

We believe that success comes from the combination of passion, commitment and people. Passion drives excellence and continual improvement, but without passionate and committed people it is next to impossible to deliver at best.

This is how we work together every day.

This is how we want to support our customers every day.

Thanks to the entire Leonardo Helicopters team who, with this spirit, made this Heli-Expo such a success!

Thanks to our visitors, customers and partners, who joined and followed us on this journey, making it an exciting and wonderful opportunity.



See you in Atlanta!



March 4-7 • Atlanta
Exhibits Open March 5-7

Leonardo - Società per azioni
Registered Head Office:
Piazza Monte Grappa, 4 - 00195 Rome - Italy
Tel. +39 06 324731 - Fax +39 06 3208621
Leonardo Helicopters
Head Office:
Via Giovanni Agusta, 520 - 21017 Cascina Costa di Samarate - Italy
Tel. +39 0331 229111



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