From Outsider to Leader:

How Airbus Helicopters has Conquered the North American Market

Romain Trapp

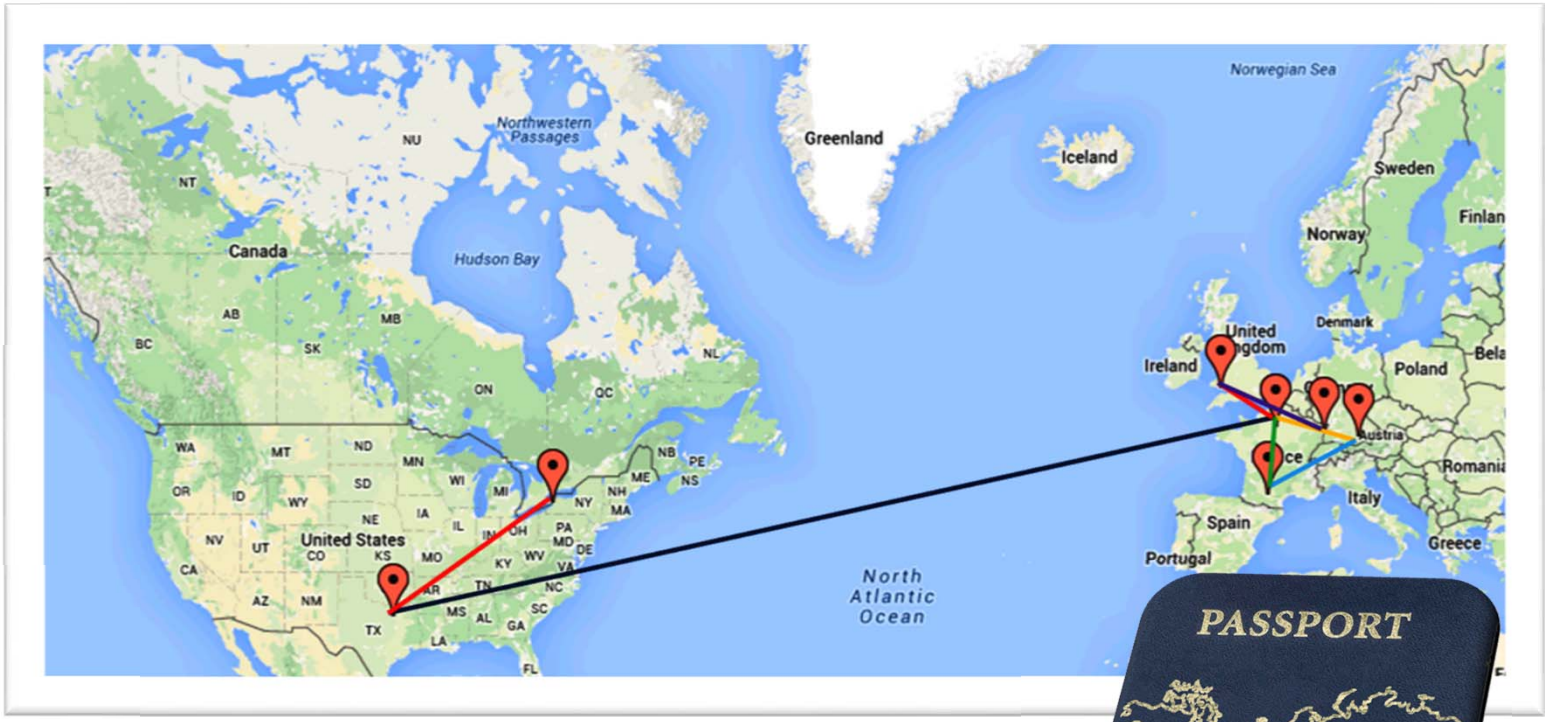
Airbus Helicopters

President, Canada; COO, North America

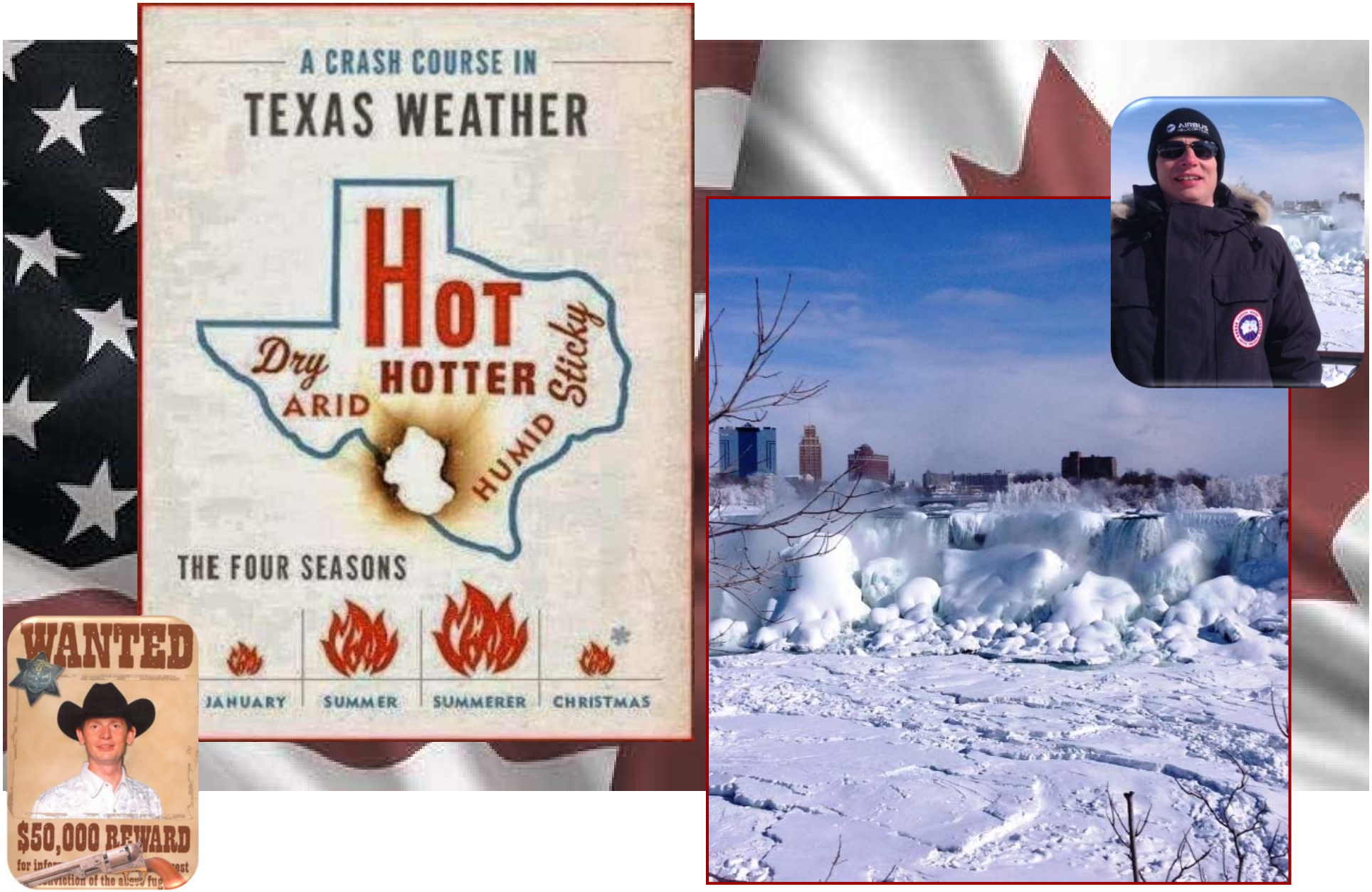
March 30, 2016

AIRBUS HELICOPTERS

A LITTLE ABOUT ME…



TEXAS TO CANADA



FAMILY

Divisions of the AIRBUS GROUP

AIRBUS HELICOPTERS

AIRBUS

AIRBUS DEFENCE & SPACE

Airbus Helicopters: Aircraft in Action

AIRBUS
HELICOPTERS

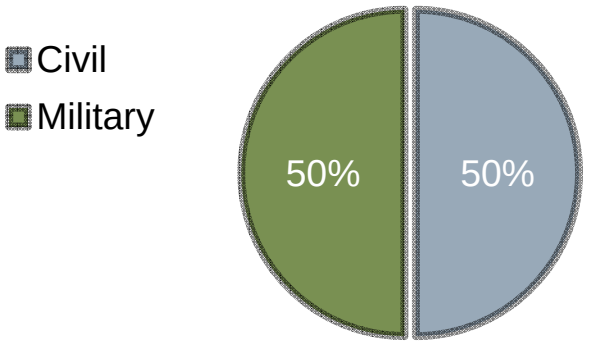
The Worldwide Market Leader

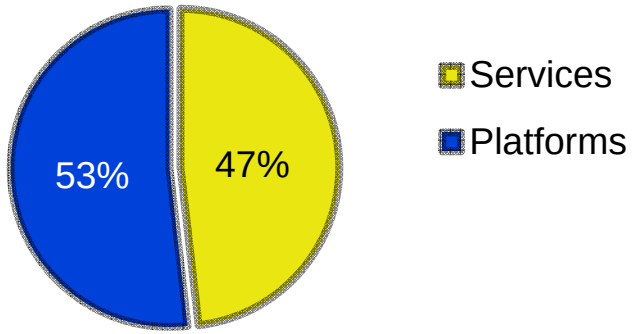
6.8 Billion €
Turnover in 2015

22,900 Employees

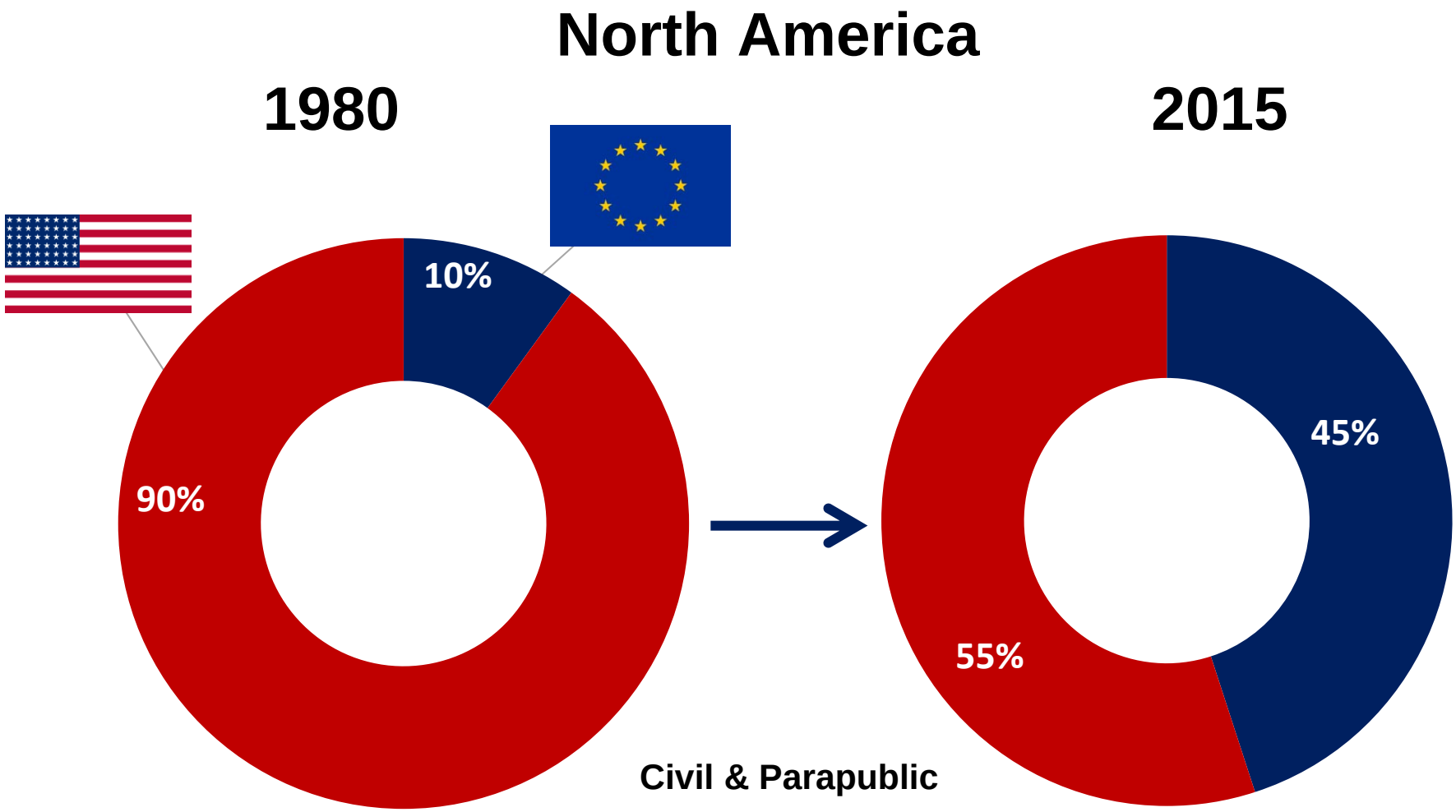
11,858 Helicopters

3,009 Customers





Where Are We Coming From



From the Biggest to the Best

Superior Products, Always Investing

- Performance
- Reliability
- Open Cabin
- Composite
- Noise

Customization to Best Fit with Customer Needs

Think Global, Act Local

Supporting Customers Operating the Most Challenging Civil Missions

Emergency Medical Services

Search and Rescue (SAR)

Private & Business Aviation

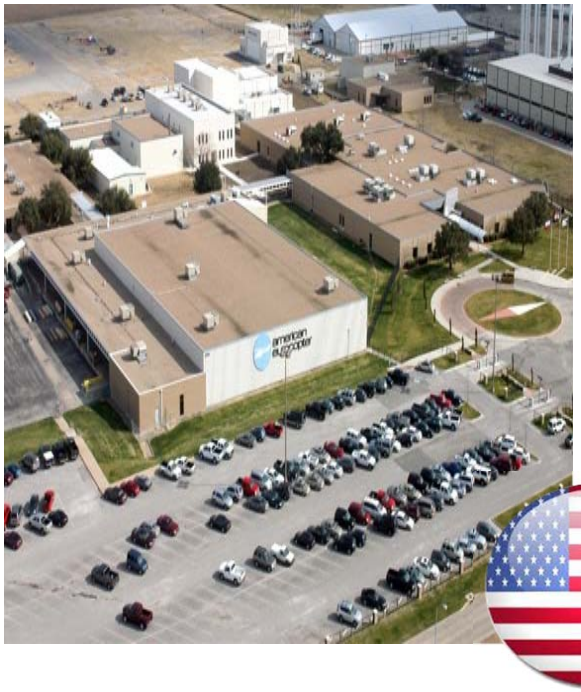
Offshore Transportation

Aerial Work

Law Enforcement

Seen as a Canadian & American Manufacturer

Grand Prairie, Texas
(Headquarters and Support)



Columbus, Mississippi
(Manufacturing and Production)

Fort Erie, Ontario
(Manufacturing and Production)

A Major Partner in Law Enforcement & Security

U.S. Army

340+ UH-72A in Service

400+ on order

US Border Patrol

100+ aircraft in Service

US Coast Guard

100 MH-65 in Service

RCMP

9 aircraft in service

To What do We Owe Our Success… People

WE UNDERSTAND
OUR MARKETS

And What Next?

THANK YOU