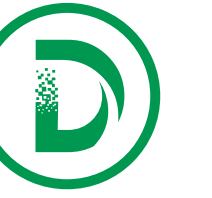


© Daallo Airlines

# CONNECTING SOMALIA GLOBALLY

Brand Positioning & Company Profile





For **[audience]**, **[brand]** is the **[frame of reference]** that **[key benefit]**  
because **[reason to believe]**.



**DAALLO Airlines** emerged as **a lifeline** for **families, communities, and traders** across the region.

For **over 30 years**, **DAALLO Airlines** growth trajectory has overhauled others becoming **a trusted name in Somalia, Djibouti and beyond.**



# DAALLO AIRLINES

REPRESENTING

## THE HORN OF AFRICA



HEADQUARTERED IN DUBAI,  
DJIBOUTI. SOMALIA. KENYA.  
(Secured AOC)

Serving key destinations in the **Horn of Africa (East Africa and the Middle East)** with **passenger and cargo services.**



**DAALLO Airlines** is the **East African carrier** that **bridges homeland and opportunity**, Combining **unmatched regional expertise, reliability** proven through **adversity** and a **genuine commitment to community growth.**



# BUILT ON THREE STRENGTHS

## RESILIENCE:

Operating through instability when others abandon the market.

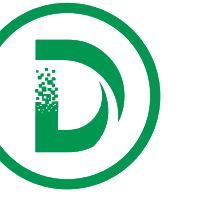
## COMMUNITY:

We understand the clans, the culture, and the needs.

## GROWTH:

We don't just fly; we enable East African trade.





## VISION

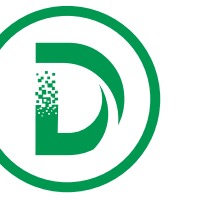


To be the most competitive and preferred aviation group in East Africa, offering safe, market-driven and customer-centric services.

## MISSION



To be a growth engine for socio-economic development in East Africa and beyond by providing vital global air connectivity.



# A UNIFIED ECOSYSTEM

**Daallo Djibouti**

**Daallo Somalia**

**Fanjet Express (Kenya)**

**Daallo Airlines**

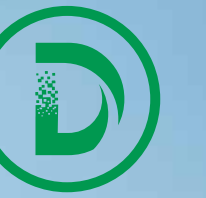
The Flagship.  
Connecting the Horn to the Middle East.

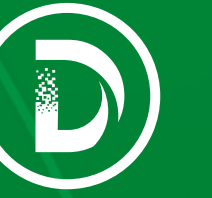
The Backbone.  
IATA-accredited domestic and regional leader.

The Partner.  
Strengthening our East African footprint.

# WE DON'T JUST FLY HERE. WE BELONG HERE.

- 30+ Years of trust
- Operating where algorithms fails and relationships matters.
- Loyalty earned through the hardest times, not bought with miles.



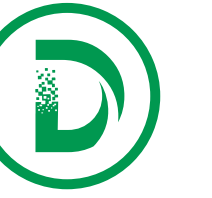


# CURRENT CONNECTIVITY

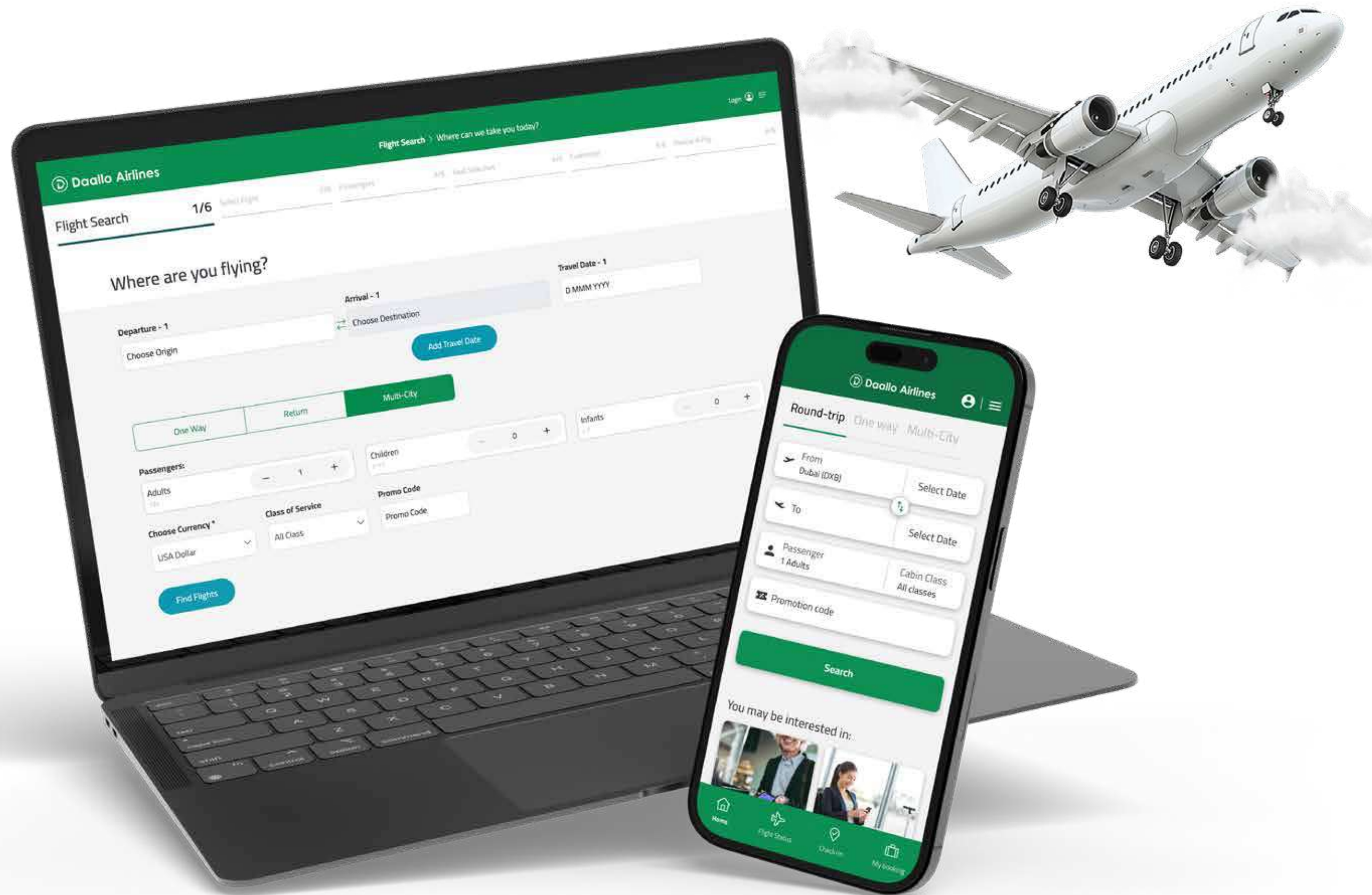


**Connecting the capitals (Dubai, Jeddah, Nairobi)  
to the communities (Mogadishu, Hargeisa, Djibouti)**

Strategic use of hubs and multiple AOCs to optimize presence and connectivity.

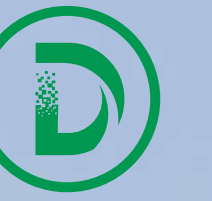


# UNLOCKING NEW MARKETS



- Expanding the network to new destinations across **African and Middle Eastern destinations**.
- **Focusing on unserved and underserved** routes with high unmet demand.
- **Strengthening feeder traffic from domestic hubs** such as **Mogadishu and Hargeisa** to support **regional and international routes**.





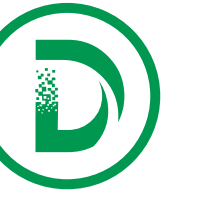
# WHY DAALLO AIRLINES WINS



**Creates an improved offering for the Horn of Africa as a private airline serving Djibouti, Kenya and Somalia.**

**Benefits from multiple AOCs and route designations to compete effectively and expand alliances.**

**Delivers cost synergies, better schedules, more convenient connections and aligned products and services.**



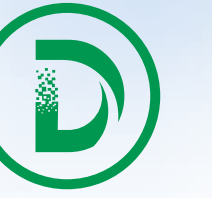
# MOVING GOODS, NOT JUST PEOPLE.

**PARTNERSHIPS:** Franchise operator for FedEx and Emirates Post in Djibouti.

**EXPERIENCE:** Proven success with complex logistics and mail.

**CAPABILITY:** Payloads from 5 to 45 tons, even to combat zones.





# HOW WE SPEAK



**TRUSTWORTHY &  
RELIABLE**

**WARM & CULTURALLY  
INTELLIGENT**

**AMBITIOUS &  
FOWARD LOOKING**

# WE DON'T JUST CONNECT AIRPORTS. WE CONNECT FUTURES.

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Partner with the airline that powers the Horn of Africa.

