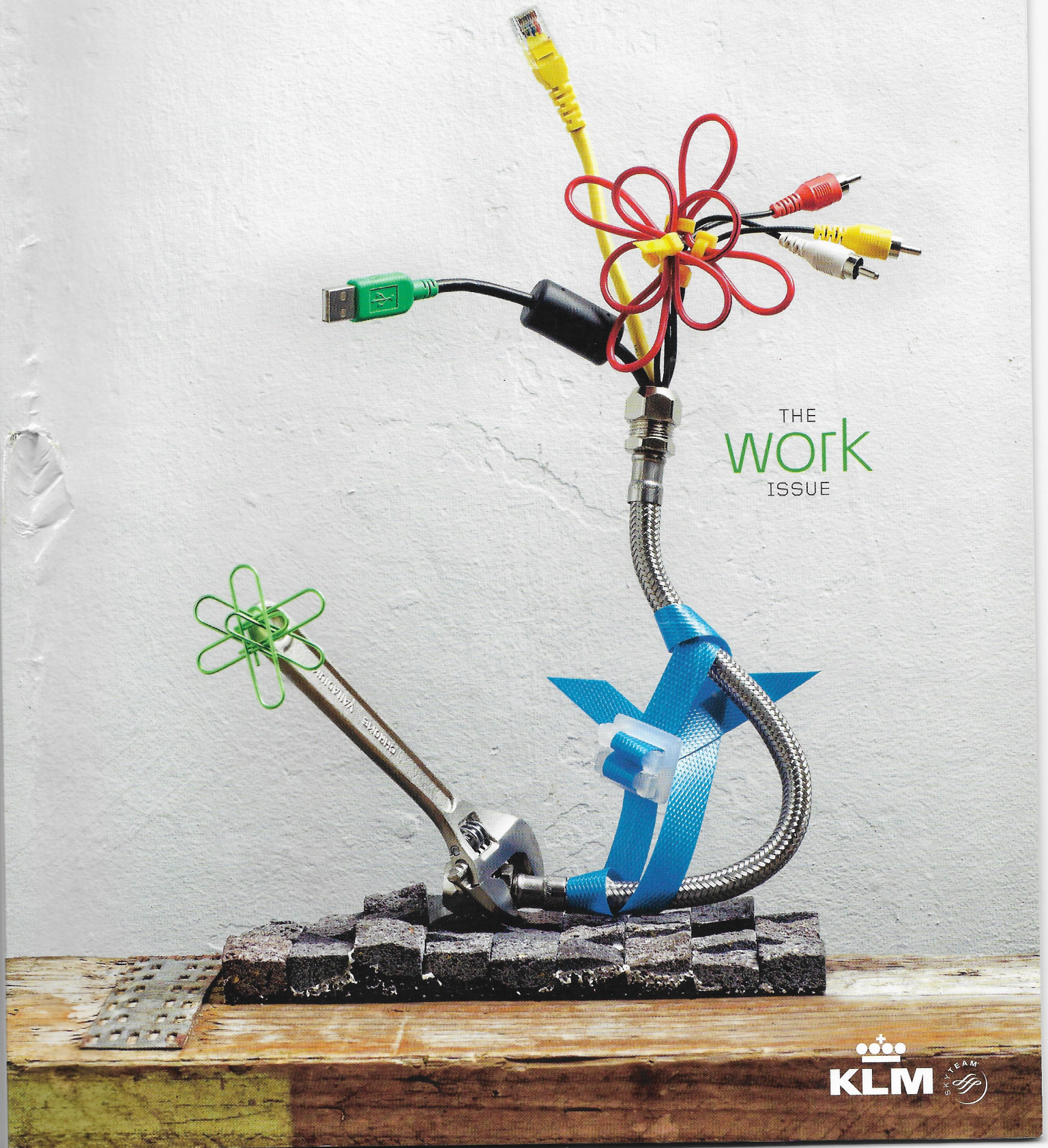


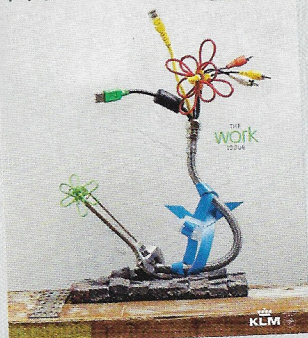
MARCH 2012 YOUR COPY TO KEEP

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ISSUE



Holland Herald



The work issue

Welcome to the March issue. This month, the theme is work, as is illustrated by the sculpted artwork constructed for the cover by Dutch photographer Remko Kraaijeveld. In a painstaking studio shoot he created a flower - a great spring export from The Netherlands - made of tools from creative, manual and office jobs. Its simple style is inspired by the Japanese art of ikebana, a type of hyper-minimalist flower arranging. Enjoy your trip.

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Pioneering research helps advertisers see into our minds

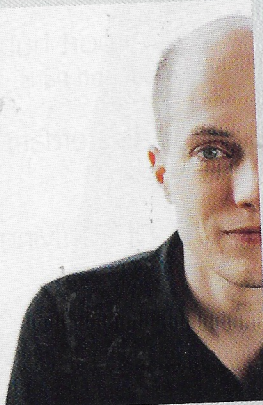
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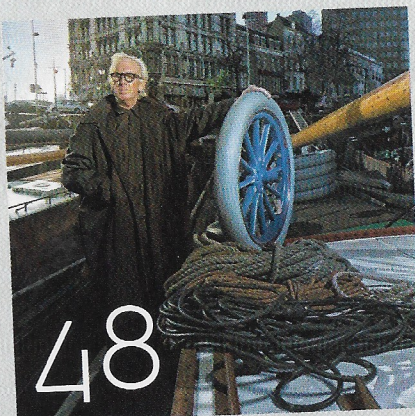
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Alain de Botton

An exclusive interview with the acclaimed philosopher, discussing the nature of work



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Martin van Klei makes wooden wheels for ancient cars, and his work is in surprisingly high demand



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The capital of spicy Sichuan has a growing reputation as China's culinary capital

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Enjoy our wide selection of tax-free products on intercontinental and selected European flights



*The Shopping section is not included in Holland Herald on most short-haul flights

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MIX
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Travellers Check

NEWS AND INFORMATION FOR PASSENGERS

1961

Two members of KLM's Line Maintenance team working on the motor of a DC-8-33 at Amsterdam Airport Schiphol.

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Photo: KLM/WAI



A world of opportunity

We've all heard it said: the world is getting smaller every day. Global communication networks and the ease with which we travel the globe are major factors in this shrinkage.

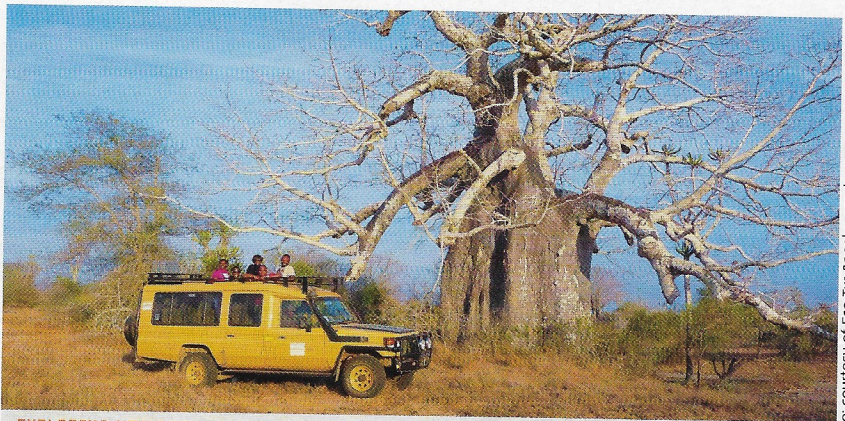
This is certainly the case in the world of business. As the world shrinks – and as commerce grows – the distances that separate us disappear.

Africa is an emerging power in the global economy, and nowhere is that more evident than in Luanda, Angola and Lusaka, Zambia – two of the fastest developing cities in southern Africa. Luanda is at the centre of Angola's oil industry and is a gateway to Angola's rich natural resources. Lusaka is booming with new business opportunities. In addition to mining and tourism, Zambia is home to a flourishing flower trade with close ties to the Dutch flower exchange, the most important hub in international flower trade.

This spring, KLM is launching direct flights to Luanda and Lusaka from Amsterdam Airport Schiphol. These flights expand the existing network that KLM offers in the region, together with our partner Kenya Airways, to up to 25 destinations. The SkyTeam alliance also provides access to numerous destinations across Africa from around the world.

KLM's network is by no means limited to Africa. KLM has more direct flights from

'KLM continues to connect people across the globe'



EXPLORING NEW POSSIBILITIES IN AFRICA

Photo: courtesy of Eco Tur Angola: eco-tur.com

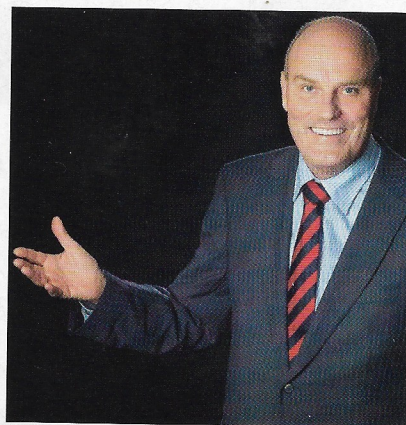
Europe to greater China than any other airline. And with three SkyTeam partners – China Eastern, China Southern and China Airlines – and future SkyTeam partner Xiamen Airlines, KLM provides excellent connections for business – and vacation – travellers throughout greater China and the rest of Asia.

A world of convenience

But KLM is, after all, an airline, so we naturally consider the journey just as important as the final destination. That's

why, this month, SkyTeam is rolling out SkyPriority services around the world. This collection of priority services for Elite Plus, First and Business Class passengers will ensure a consistent standard for priority airport services across the alliance. We are proud to announce that Amsterdam is one of the first airports where SkyPriority will be implemented, along with Paris, Atlanta, Nairobi, Guangzhou, Shanghai and Taipei. Other airports will follow shortly, and by 2013, SkyPriority will be available at over 1,000 airports.

As business continues to expand, making the world smaller for everyone, KLM and its partners continue to connect people across the globe with a network that is committed to the highest standards of products and service.



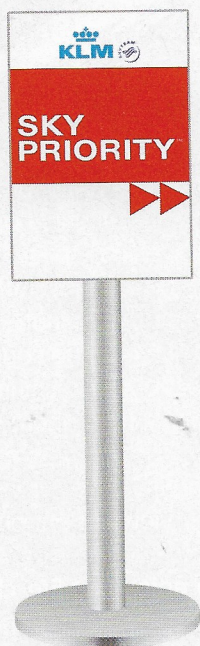
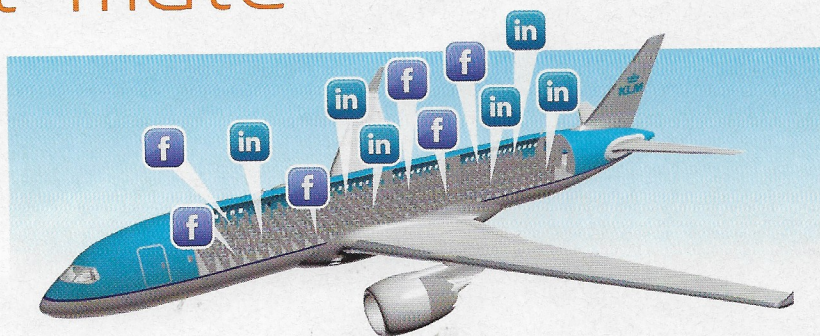
Peter Hartman.

PETER F. HARTMAN,
PRESIDENT AND CHIEF EXECUTIVE OFFICER,
KLM ROYAL DUTCH AIRLINES

"Expanding and improving our services and network"

Meet your seat-mate

KLM Meet & Seat is a service that connects passengers with each other. Passengers can link their Facebook or LinkedIn profiles to the next KLM flight they will be on. All passengers on a given flight who have signed up can see each other's profiles and – if they see a connection – get in touch. For a demo video, visit youtube.com/klm and search 'Meet & Seat'.

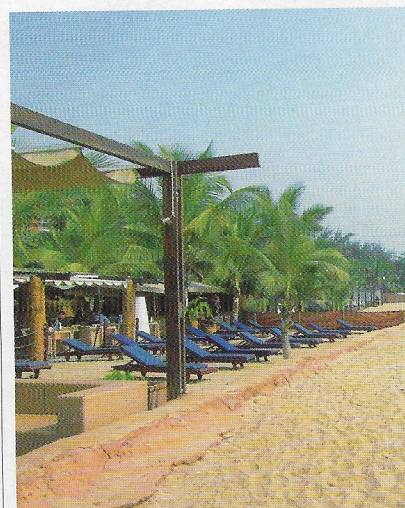


Priority services worldwide

KLM and SkyTeam partners introduce **SkyPriority**, a collection of priority services for First/Business Class passengers and SkyTeam Elite Plus members, including Flying Blue Platinum and Gold members. The SkyPriority label will appear on the boarding passes of eligible passengers, and signs bearing the red label will make priority services easy to find at airports around the world. SkyPriority includes priority check-in, baggage drop-off, boarding and baggage first-on-belt, as well as priority at immigration and security and at ticket offices and transfer desks. SkyPriority is being launched this month in Amsterdam and Paris airports and will be visible in more than 1,000 airports by 2013.

New destinations in Africa

KLM's network in Africa expands with the introductions of two new destinations. Service to Luanda, using Boeing 777-200 aircraft, starts on 27 March with two flights per week, providing access to the heart of Angola's booming economy. And on 15 May, KLM launches service – with three direct weekly flights using Airbus 330-200 aircraft – to Zambia's capital Lusaka, gateway to the country's growing mining, tourism and flower industries.



LUANDA'S ILHA DO CABO BEACHES

Photo: Eco Tur Angola: eco-tur.com

Passport app

Share your favourite photos with friends and family in just minutes, with the new Passport app from KLM. Upload your pictures to create films using the built-in templates. Then share your inspiring travel stories via e-mail, Facebook or YouTube. Your travel memories will be at your fingertips wherever you are. To download this or one of KLM's other iPhone apps, visit the iTunes app store and search 'KLM'.



"Service and travel information available around the clock"



KLM.COM AT YOUR FINGERTIPS

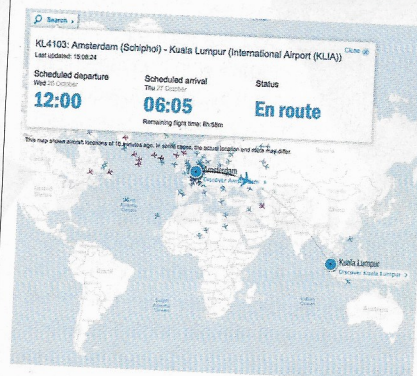
Touch and go

Booking a flight using your tablet just got easier, with KLM's new tablet-optimized website. No more big, bumbling fingers trying to navigate on little, fiddly buttons. When you access **klm.com** on your tablet, you will experience the new homepage that has been specially designed for touch devices. Check out how easy booking a ticket on your tablet can be.

À la carte options

In addition to standard in-flight meals, KLM Economy Class passengers can choose from five à la carte menus – Japanese Delight, Bella Italia, Indonesian Rice Dish, Vegetarian Favourite and an

alternating, theme-based meal. The menus are available on most intercontinental flights departing from Amsterdam and cost between €10 and €15. They can be ordered from 90 days to 48 hours prior to departure on **klm.com** when booking online or afterwards via 'Manage my Booking'.



Where in the world?

Whether you are flying, meeting someone at the airport or just think it's cool, you can now track flights around the world in real time. With KLM's new online flight tracking service, you can find departure, arrival and status information for flights. You can even see where a flight is on a world map and share this with friends. To start tracking flights, simply click on the 'Live arrival and departure times' link at **klm.com**.



Online service 24/7

We will be happy to answer your questions and provide travel-related assistance if you tweet us or send a message on **facebook.com/klm**. From rebooking a flight to arranging excess baggage, we are available 24/7. We'll reply to your message within an hour and get things taken care of within 24 hours. Or stay up to date with the latest news, promotions and flight information by following KLM.



Destination Society

Networking for a better world

GET IT DONE is a global community that uses social media to create and support small-scale development projects around the world.

The organisation links grass-roots projects with individuals worldwide, creating person-to-person connections between supporters and project owners.

How it works

Local organisations or individuals team up with members of the online community to submit a project to the platform – from a clean drinking water programme to building a school. Once the project is approved, the project owners mobilise their online social networks to promote it and raise funds. After that, anyone can get involved, by promoting the project to others or by donating directly. As no fees are subtracted, the full amount of every donation goes directly to the projects.

One of the ways KLM supports GET IT DONE is by mobilising its social



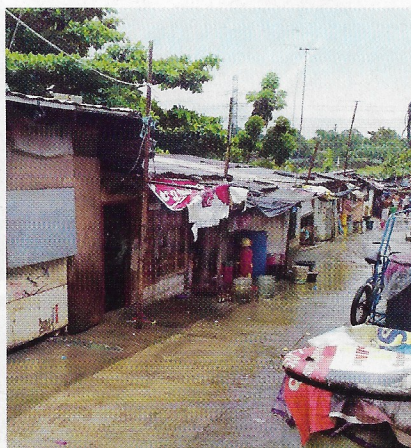
THE 'BEDS FOR KIDS' PROJECT IN BRAZIL

community to get involved. Find stories worth sharing, meet people to support and start your own project on getitdone.org.

Photo: GET BEDS FOR KIDS DONE Project. © Dorien Grötzing

"Supporting projects around the world"

Making a difference in Manila



HOUSES IN BAGONG SILANG BEFORE...



... AND AFTER

Gawad Kalinga (GK) is an NGO that builds sustainable communities in slum areas, working to bridge the gap between rich and poor, government and private sector. AIR FRANCE KLM in the Philippines is working with GK to build houses and in two years has built 45 homes in Bagong Silang in Metro Manila. A positive side-effect has

been a 70% reduction in crime in the area. AIR FRANCE KLM also helps promote GK's work internationally. Last year, 200 French students flew to the Philippines to volunteer for GK programmes, including building homes in the AIR FRANCE KLM Village. Visit facebook.com/afkl.gk for more information or to get involved.

Up-cycling old carpets

Did you know that carpets in aeroplane aisles have to be replaced every five to six months? All those feet and trolley wheels take their toll. KLM Engineering & Maintenance's new Carpet Care project – in cooperation with carpet manufacturer Desso and a waste treatment company – will ensure that 80% of old carpets are up-cycled, making components available as raw materials for new uses.

Recycling 80% means 28,000m² of carpet – or 47,600kg of raw material – can be reused each year. Reprocessing saves 200kg of carbon dioxide for every 1,000kg of carpet, reducing carbon output by over

9.5 tonnes a year. KLM plans to extend the programme to include Transavia and other companies in the KLM Group in the near future.



Our partners, your benefits

AIR FRANCE KLM, Europe's largest airline group, is a member of SkyTeam, an alliance of 15 airlines.

This offers you a variety of benefits such as: **926 global destinations**, access to **490 lounges** worldwide, a coordinated timetable for **improved connections**, and more opportunities to earn **Flying Blue Level and Award Miles**. Award Miles can be

spent on flights, or with over 100 non-airline partners, such as Marriott and Hertz. Level Miles count towards a higher membership tier, each offering different benefits such as access to airport lounges and extra baggage allowance. Together with our US joint venture partner, **Delta Air Lines**, we guarantee you a perfectly integrated network and superior customer service.



AEROFLOT

AEROMEXICO

AirEuropa

AIRFRANCE

Alitalia

CHINA AIRLINES

CHINA EASTERN

CHINA SOUTHERN

CSA CZECH AIRLINES

DELTA

Kenya Airways

KLM

KOREAN AIR

TAROM

Vietnam Airlines



KLM and its main partners



Founded: **1919** / Home base: **Amsterdam**

Fleet size: **200*** / Passengers: **22 million**

klm.com

* including KLM Cityhopper, Martinair Cargo and transavia.com

AIRFRANCE

Founded: **1933** / Home base: **Paris**

Fleet size: **380**** / Passengers: **52 million**

airfrance.com

** including subsidiaries

DELTA

Founded: **1928** / Home base: **Atlanta**

Fleet size: **815** / Passengers: **170 million**

delta.com

Other KLM partners

Code-share partners



Combined code-share and Flying Blue partners



Flying Blue partners



You can earn and/or spend Miles with all SkyTeam alliance members and KLM's Flying Blue partners; Flying Blue is AIR FRANCE KLM's loyalty program. For detailed information, visit klm.com or airfrance.com. A code-share partner means that even though you have booked a KLM flight number, you may find yourself travelling on a service operated by that partner.

KLM PLANE FACTS

1920 17 May: the first KLM flight from London to Amsterdam.

1933 The Fokker F-XVIII Pelican sets a new record for the flight Amsterdam-Jakarta of four days, four hours and 35 minutes.

1934 October: the McDonnell Douglas DC-2 Uiver wins first prize in the handicap section, and second prize overall in the London-Melbourne Air Race.

1946 KLM launches its scheduled service between Amsterdam and New York.

1960 KLM introduces the McDonnell Douglas DC-8 into its fleet, marking the beginning of the 'jet age'.

1971 KLM's first Boeing 747B heralds the start of the 'wide-body' age.

1989 KLM is the first European airline to introduce the new generation 747-400s.

2003 KLM introduces the first of its Boeing 777-200ER aircraft, followed in 2008 with the 300ER variant.

2005 KLM starts adding the first of 12 Airbus A330-200 aircraft to its fleet.

2008 KLM begins a gradual introduction of the EMBRAER 190 to its Cityhopper fleet, replacing some of its Fokker 100 aircraft.

2011 KLM becomes the first airline in the world to operate commercial flights using biofuel.

KLM's fuel efficiency performance is one of the best in Europe thanks, in part, to its efficient network and modern fleet. The klm.com/csr website provides more detailed information on KLM's corporate social responsibility and sustainable air transport activities.

Artwork KLM fleet: Hans Muijs, KLM Engineering & Maintenance, SPX/WM

HOW BIG, HOW SMALL, HOW FAR...?

Boeing 747-400



22 (Combi 16) 920 11,500 64.44 35,000 (Combi)
390,100 (Combi 396,900) 415 (Combi 275) 70.67 yes!

Boeing 747-400ER Freighter



4 920 11,500 64.44
412,800 112,000 70.67

Boeing 777-300ER



5 900 12,000 64.80
351,543 425 73.86 yes!

Boeing 777-200ER



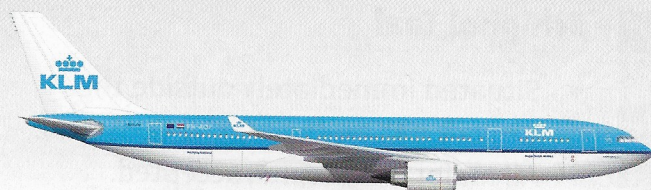
15 900 11,800 60.90
297,500 318 63.70 yes!

McDonnell Douglas MD-11



10 880 11,000 51.96
280,300 285 61.21 yes!

Airbus A330-200/300



11 880 8,800 60.30
1 880 8,200 60.30
230,000 243 58.37 yes!
233,000 292 63.69 yes!

Boeing 737-900



5 850 4,300 35.80
76,900 189 42.12

Boeing 737-800



23 850 4,100 35.80
73,700 171 39.47

Boeing 737-700



18 850 3,500 35.80
64,000 129 33.62

EMBRAER 190



17 850 3,300 28.72
45,600 100 36.25

Fokker 70/100



26 743 2,400 28.08
5 740 2,400 28.08
38,000 80 30.91
44,400 100 35.53

KEY

SCALE: 1CM = APPR. 6.3M

- # NUMBER OF AIRCRAFT
- MAX. TAKE-OFF WEIGHT (KG)
- WINGSPAN (M)
- CRUISING SPEED (KM/H)
- MAXIMUM PASSENGERS
- TELEPHONE ON BOARD
- RANGE (KM)
- TOTAL LENGTH (M)
- MAX. FREIGHT (KG)

Fleet data information valid at magazine publication date

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European routes incl. SkyTeam and KLM code-share partners

- | | | |
|--------------|--------------------------------|--------------------|
| — KLM | — Belavia | — Georgian Airways |
| — Aer Lingus | — Brit Air | — Jat Airways |
| — Aeroflot | — Bulgaria Air | — Regional |
| — Air Baltic | — CAI First (Alitalia Express) | — Rossiya |
| — Air Europa | — Czech Airlines | — Tarom |
| — Air France | — Cyprus Airways | — transavia.com |
| — Alitalia | — Estonian Air | |

SkyTeam member

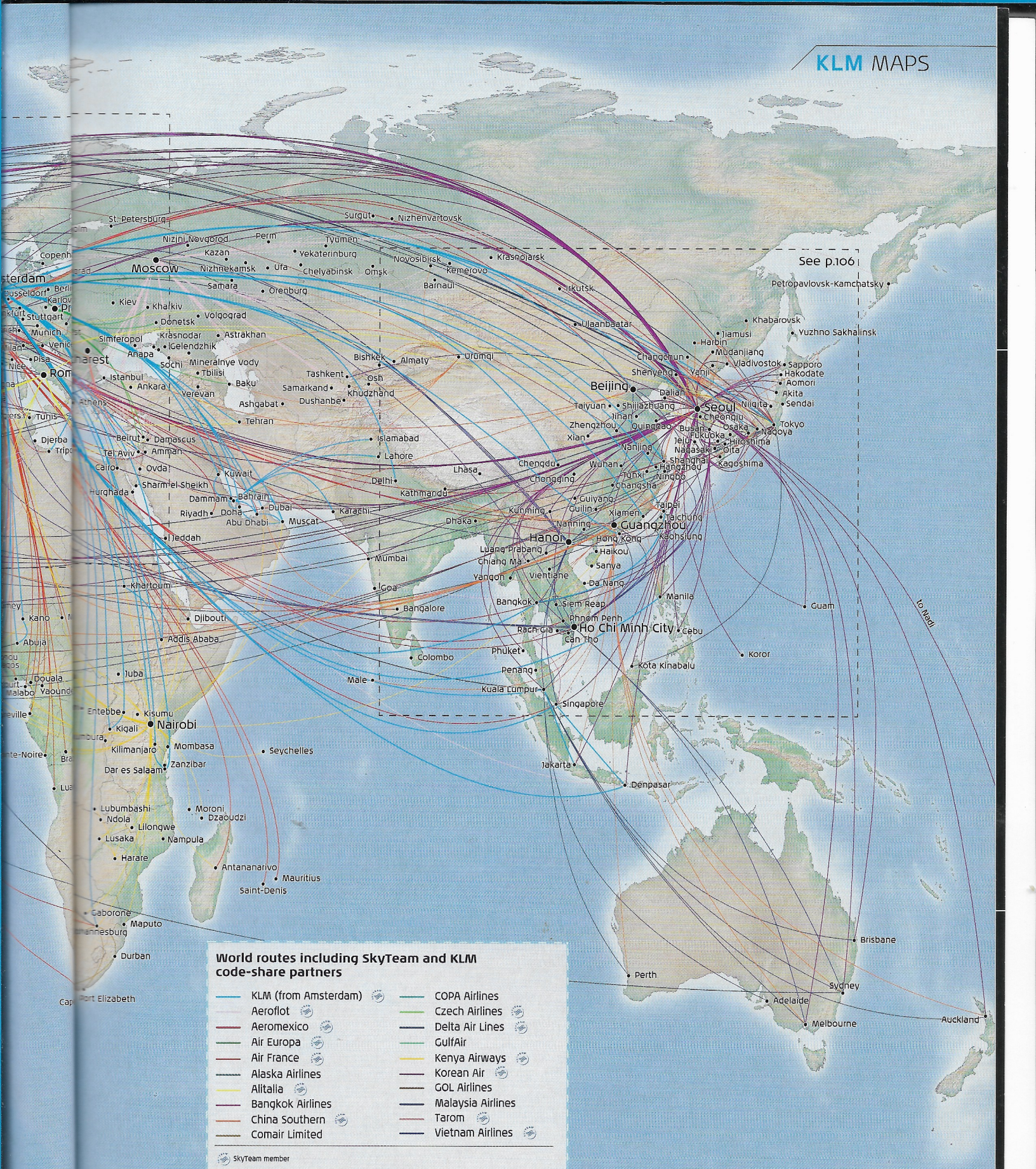
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WORLD

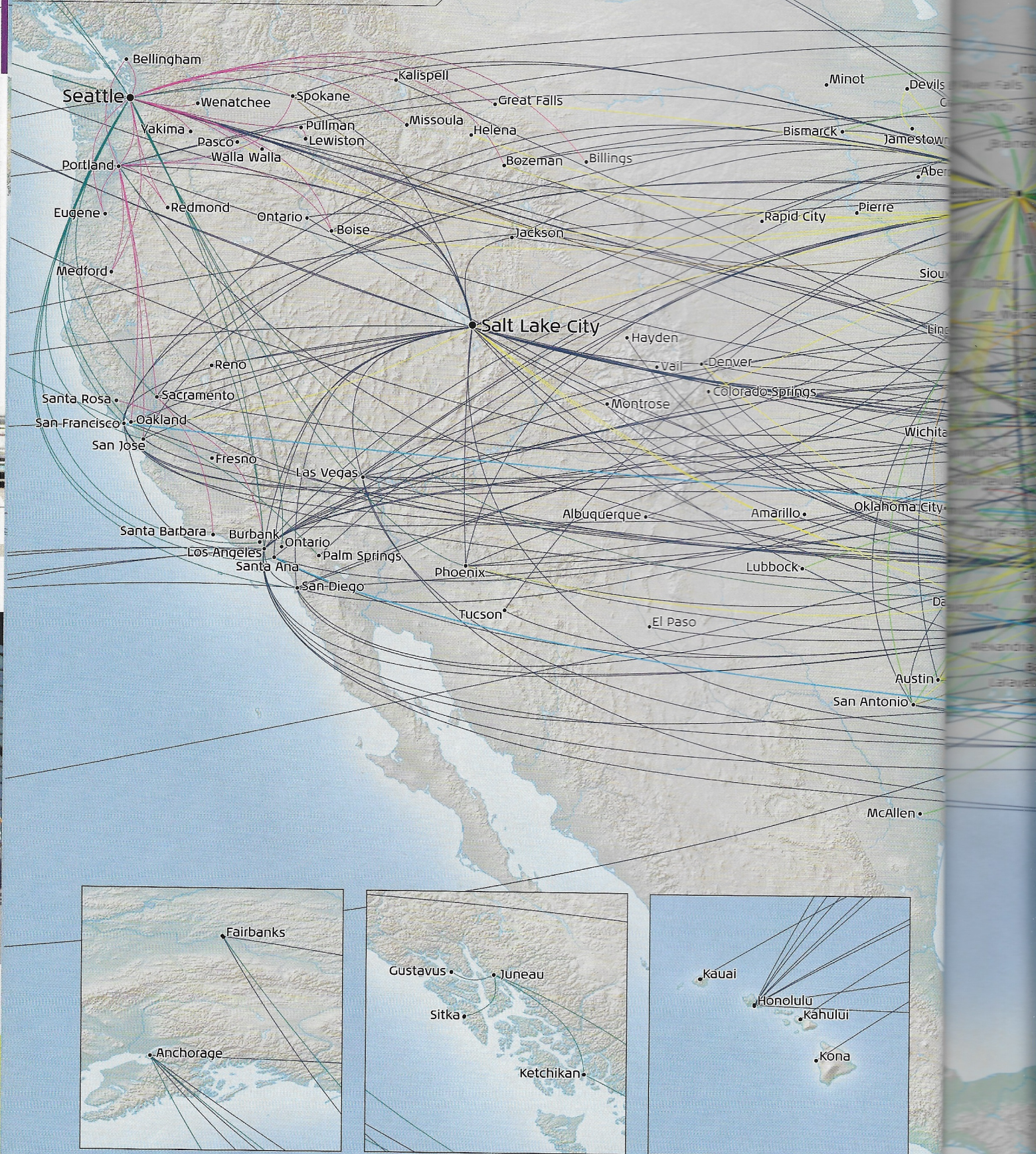


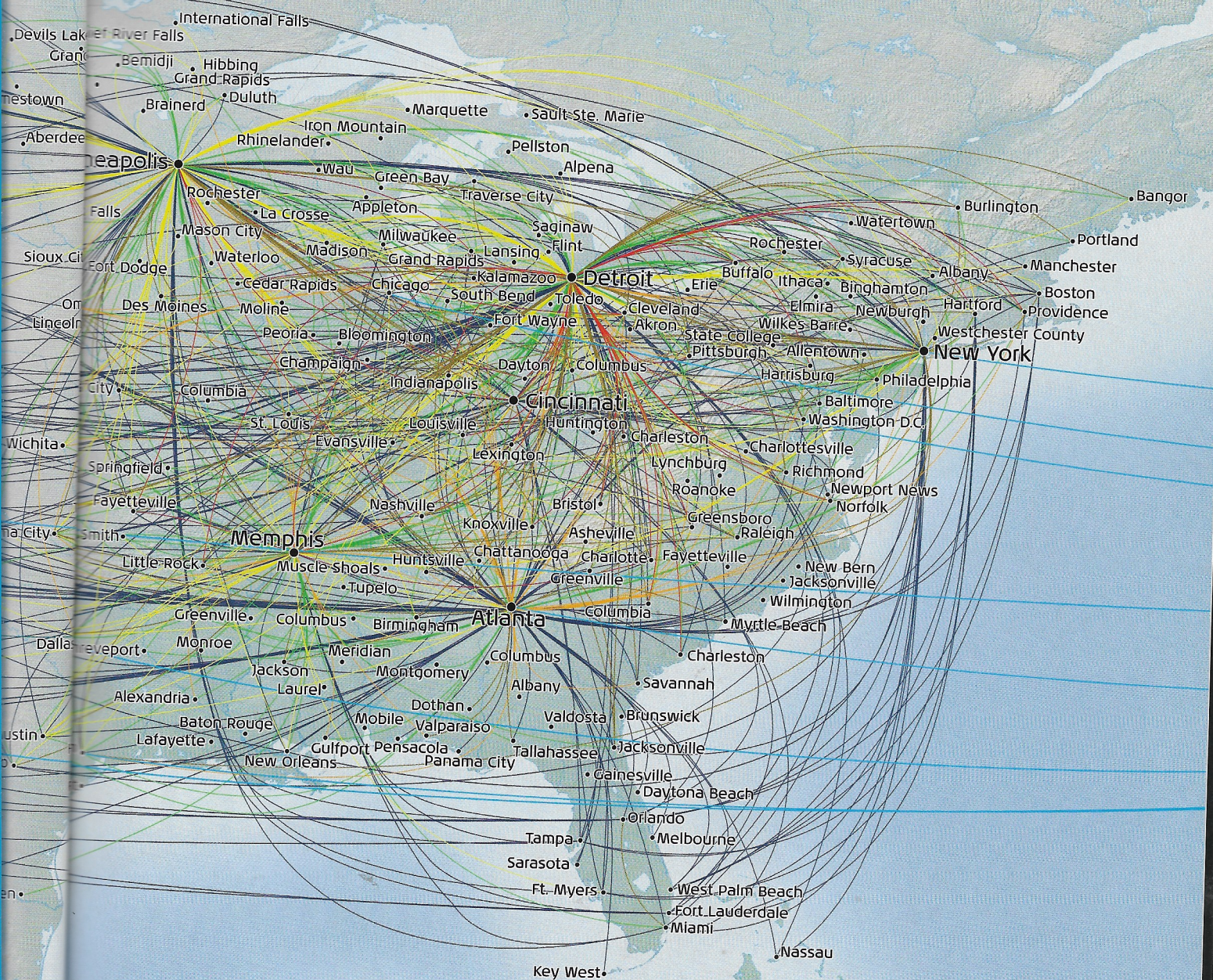
See p.101

See p.104



UNITED STATES OF AMERICA





USA routes including SkyTeam and KLM code-share partners

- KLM (from Amsterdam)
- Alaska Airlines
- Atlantic Southeast
- Comair Inc. USA
- Delta Air Lines
- Freedom
- Horizon Air Industries
- Mesaba
- Pinnacle


SkyTeam member

ASIA

KLM MAPS

Asian routes including SkyTeam and KLM code-share partners

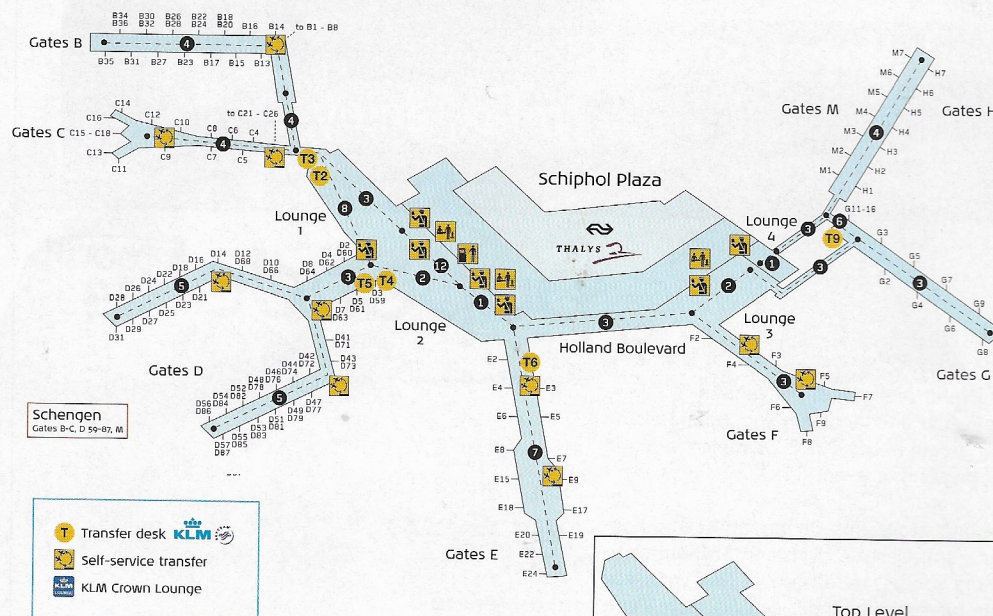
- KLM (from Amsterdam)
- Bangkok Airlines
- China Southern
- Garuda
- Korean Air
- Malaysia Airlines
- Sichuan Airlines
- Vietnam Airlines

 SkyTeam member

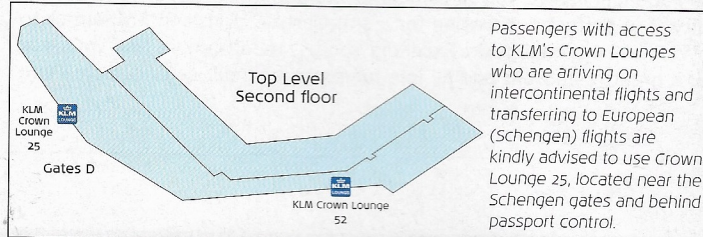


AMSTERDAM & PARIS AIRPORT HUB GATES

Amsterdam / Schiphol Airport, The Netherlands

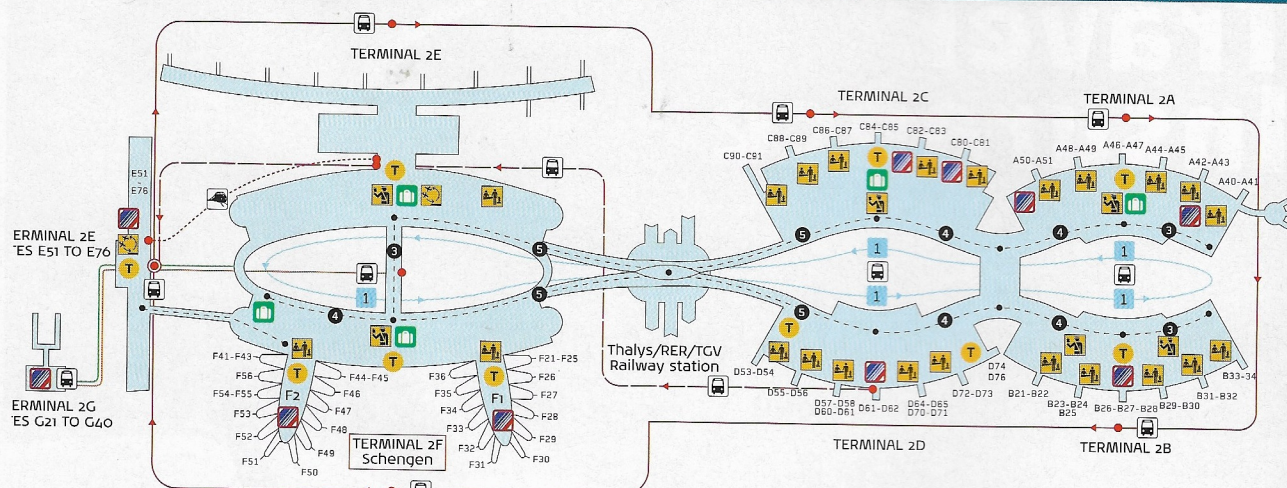


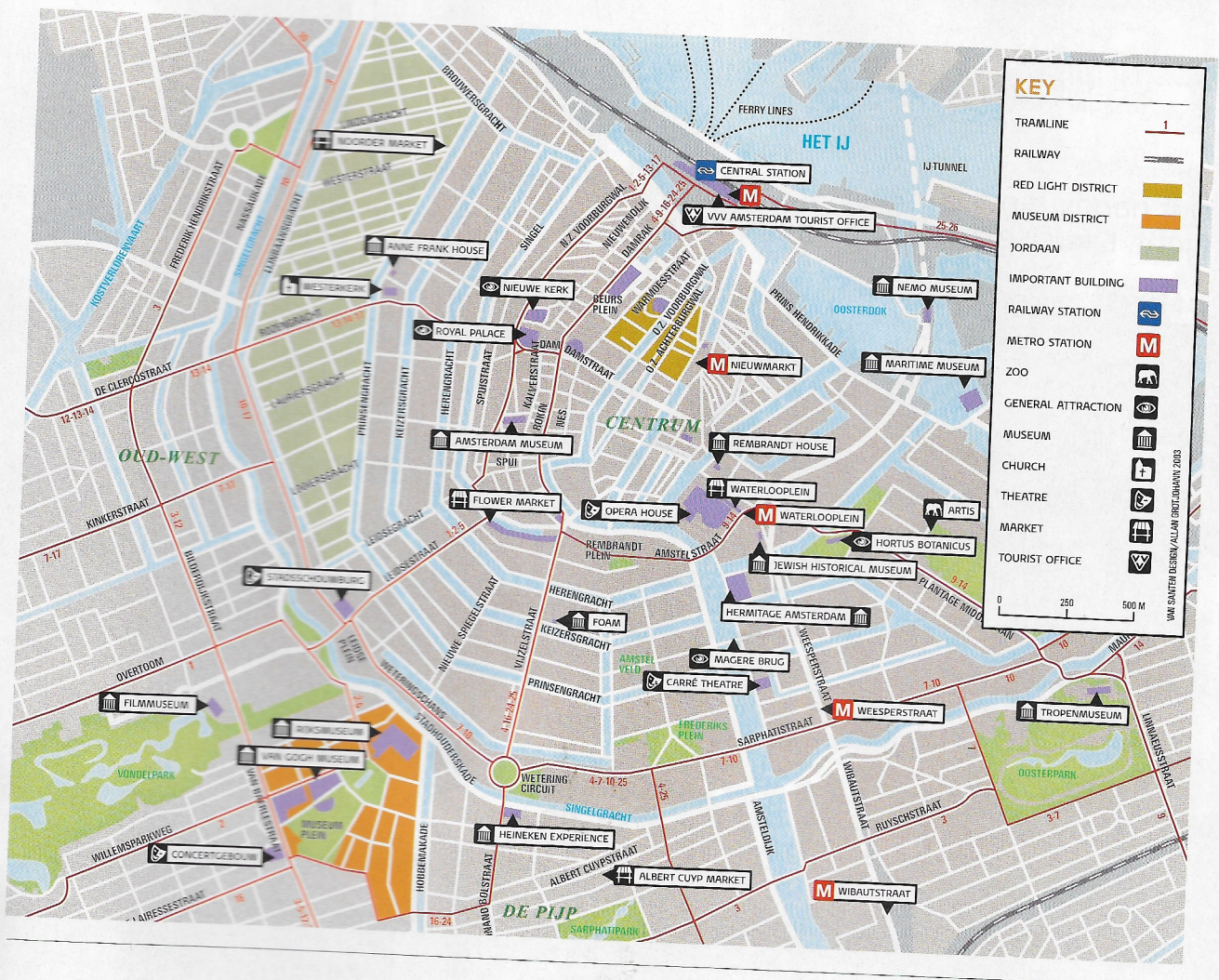
KLM flights arrive at and depart from gates B, C, D, E, F. **Air France** and **Alitalia** flights arrive at and depart from gates B and C. **Korean Air** flights arrive at and depart from gate G. **Delta** flights arrive at and depart from gate E. **Czech Airlines** flights arrive at and depart from gate D. **Aeroflot** flights arrive at and depart from gates B and G. **KLM** passengers travelling to **Antwerp** (Thalys) and **Rotterdam** (NS): Please collect your luggage in Amsterdam and exchange your KLM (e-)ticket for a Thalys or NS ticket at the Netherlands Railways (NS) desk at Schiphol Plaza (just past immigration).



Passengers with access to KLM's Crown Lounges who are arriving on intercontinental flights and transferring to European (Schengen) flights are kindly advised to use Crown Lounge 25, located near the Schengen gates and behind passport control.

Paris / Charles De Gaulle Airport Terminal 2, France





Hand baggage rules at EU airports

To increase passenger safety, security rules for hand luggage are in place for all flights, in accordance with European Union regulations. When passing through security control, you will be required to present liquids, gels, pastes, lotions and aerosols separately, in individual containers of not more than 100ml, packaged in a resealable, transparent plastic bag (maximum volume 1 litre, 1 bag per person).

Airport shopping in the EU

Within the European Union, liquids and gels that you purchase after passing through passport control or on board the aircraft will be packaged and sealed for you, together with the receipt. The unbroken seal is valid for 24 hours.

Airport shopping outside the EU


If you buy liquids or gels at a non-EU airport and change planes at an EU airport, your purchases will be confiscated at the EU airport security check. This can also happen for purchases you make on board an aircraft operated by an airline from a non-EU country. For further information, visit klm.com.

Animal products

To prevent the spread of animal diseases, you are prohibited from entering the EU with meat, meat products, milk and milk products. Small quantities for personal use are permitted on arrival from Andorra, the Faroe Islands, Greenland, Iceland, Liechtenstein, Norway, San Marino and Switzerland. For further information, visit europa.eu.

KLM FIT FOR FLYING

Our handy hints can help you to stay feeling great both during and after the flight. Exercises should be performed slowly with steady, even breathing

| | | | | | |
|--|--|--|---|---|--|
| <p>10 TIMES</p>  <p>Feet</p> <p>With your heels on the floor, stretch your toes upwards. Then, keeping your toes on the floor, stretch your heel upwards.</p> | <p>15 TIMES</p>  <p>Ankles</p> <p>Rotate your foot first in one direction and then the other.</p> | <p>30 TIMES</p>  <p>Knees</p> <p>Raise your leg, tensing the muscles of your thigh.</p> | <p>5 TIMES</p>  <p>Shoulders</p> <p>With your hands on your thighs, rotate your shoulders in a circular motion.</p> | <p>10 TIMES</p>  <p>Legs</p> <p>Bend forward slightly. Wrap your hands around your knee and raise it to your chest. Hold for 15 seconds.</p> | <p>15 TIMES</p>  <p>Back and arms</p> <p>Place both feet flat on the ground and hold in your stomach. Bend forward, moving your hands down your legs.</p> |
|--|--|--|---|---|--|

Relax whilst flying

- Statistics show that flying is much safer than many situations in our daily lives
- The crew in control of the plane are highly trained and experienced
- KLM aircraft are maintained and designed to withstand all sorts of turbulence
- Try to relax – breathe in deeply through your nose, hold for three seconds and exhale slowly
- KLM partner, VALK Foundation, can offer support to people with a fear of flying. Visit valk.org or call +31 71 5273733

During the flight

- Ear pain? Pinch your nose shut, close your mouth and swallow or blow out against your closed mouth. Alternatively, chew gum
- Stimulate your circulation by walking around in the cabin and stretching
- Avoid sitting with your legs crossed as this restricts circulation
- Taking your shoes off might be more comfortable
- Drink plenty of water and not too much alcohol

Reducing jetlag

- Start adjusting your body clock to the time zone of your destination the night before departure by going to bed earlier or later
- Don't eat too heavily the night before you leave, or drink too much alcohol
- Eat protein-rich meals at times that are normal for your new time zone
- At your destination, take light exercise, such as a walk
- Spend at least 30 minutes in daylight

HOUSE RULES

All electronic devices must be turned off completely whilst walking to/from the aircraft, and **during take-off, approach and landing.**

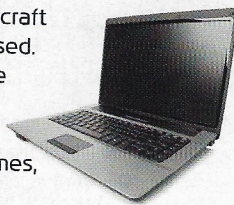
The only electronic devices which may be used **during the flight** and **ground stop** are:

- Mobile phones, PDAs or other devices with a 'flight' mode or 'flight safe' setting. This must be activated



before the aircraft doors are closed.

- Laptops, if the WLAN/WiFi is turned off.
- Electronic games, MP3, DVD and CD players.



Cabin crew can request all electronic devices to be switched off completely if circumstances so dictate.



Drinks are served **one at a time** to passengers occupying their assigned seats. For safety reasons, the purser may close the bar.

Passengers are not permitted to drink alcoholic beverages brought on board with them or purchased on board.

Smoking, including artificial cigarettes, such as 'SuperSmokers', is strictly **forbidden** at all times on KLM flights.

