



# Introduction video with David Neeleman

# Jet Blue

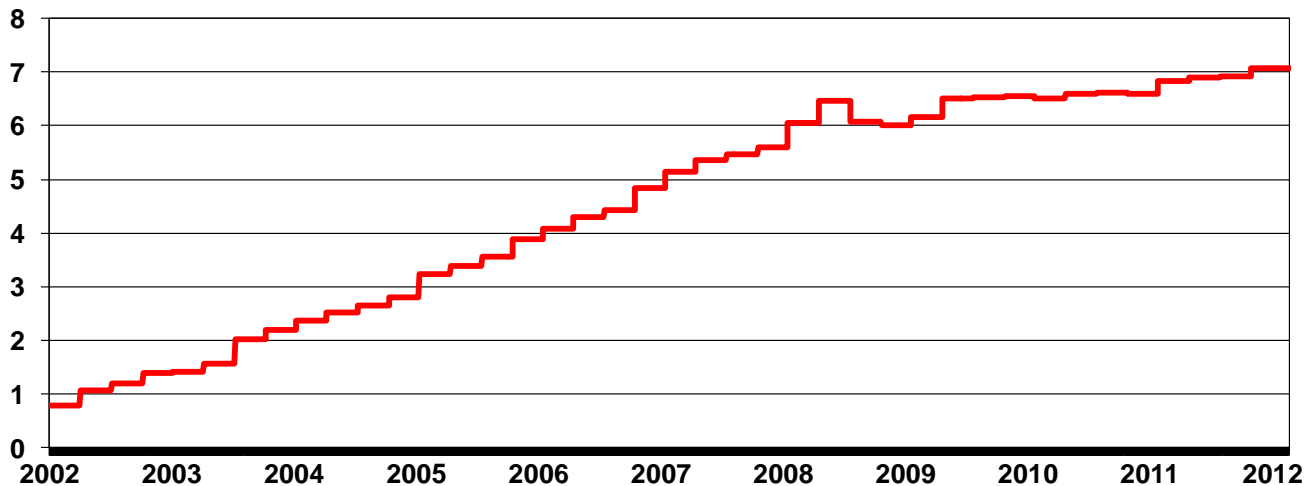


- **Founded in 1999**
- **Over 65 destinations today**
- **12,000 employees in December 2011**
- **Over US\$ 7 billion in assets**



# Jet Blue asset size

US\$ billion



Source: Bloomberg.

# Azul Linhas Aéreas Brasileiras

- **Founded in 2008**
- **US\$1 billion in sales**
- **Market share now 15%**
- **3,500 employees**
- **No competition for 55% of flights**
- **40 million more Brazilians fly as other airlines had to lower prices**

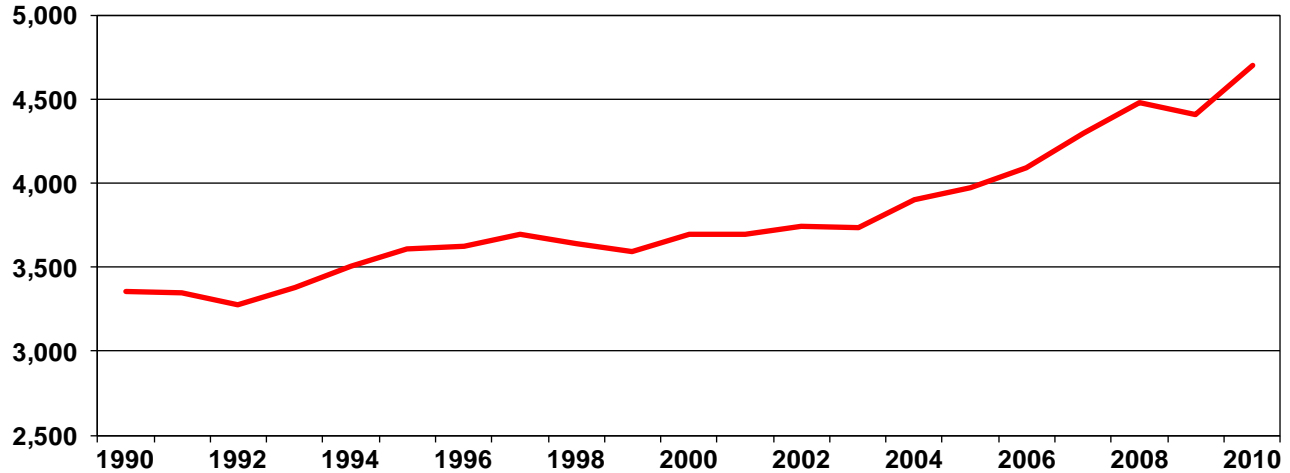


# Brazil's per capita GDP



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Constant 2000 US\$

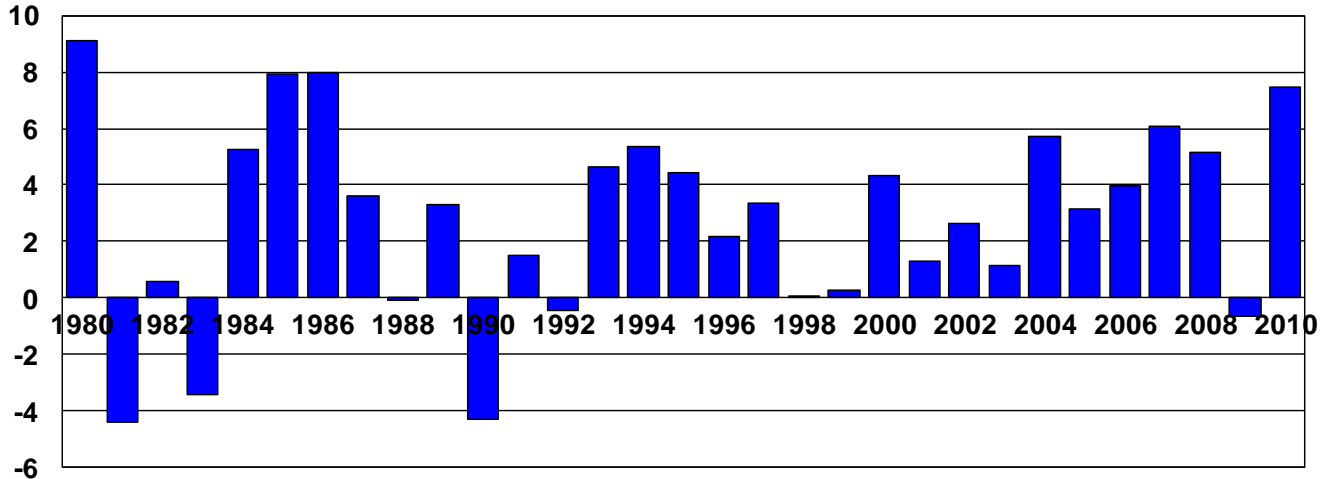


Source: World Bank.

# Brazil's GDP growth

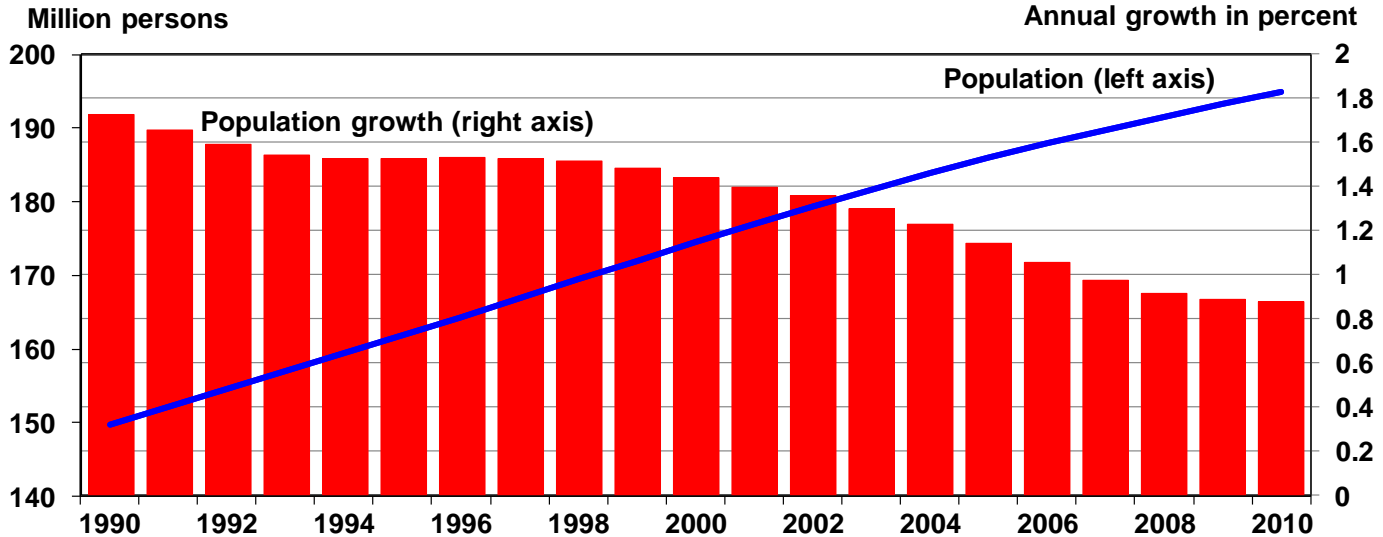


## Annual percent change



Source: World Bank.

# Brazil's population



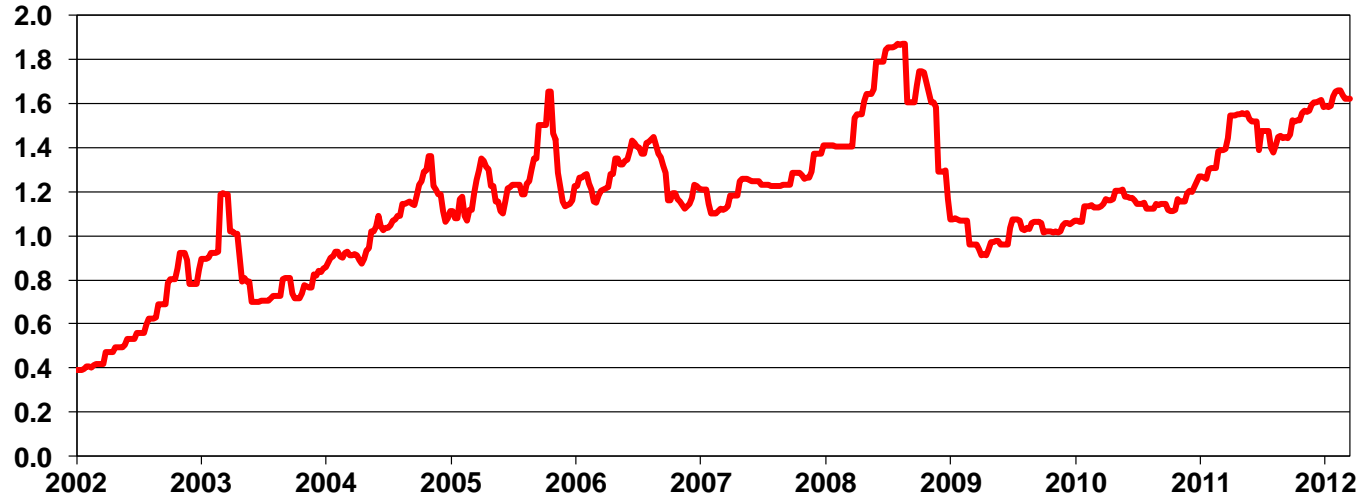
Source: World Bank.

# National jet fuel price in Brazil



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BRL per liter

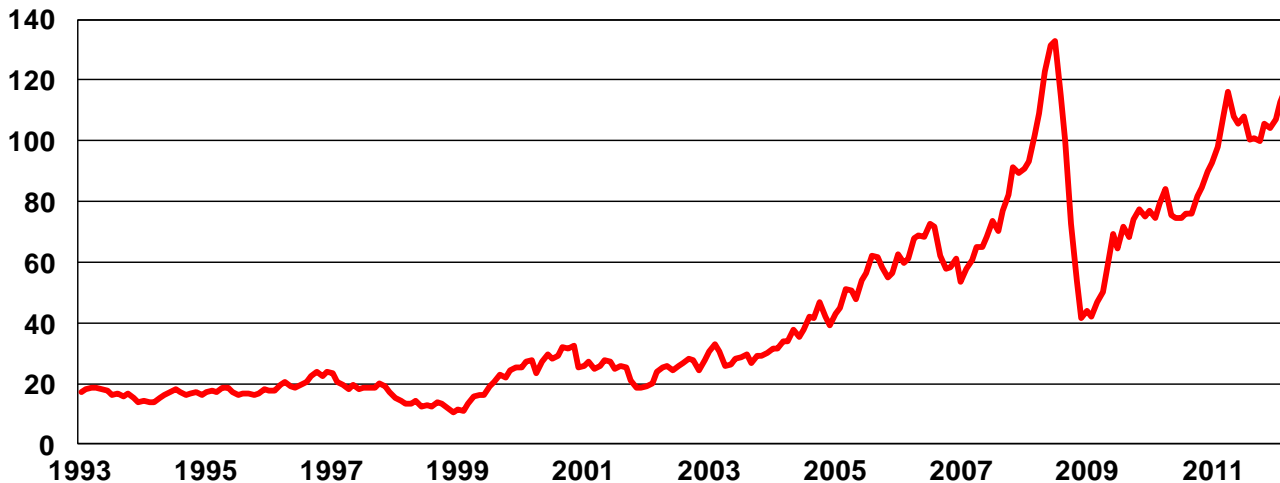


Source: Bloomberg.



# Crude oil price

Average US\$ per barrel

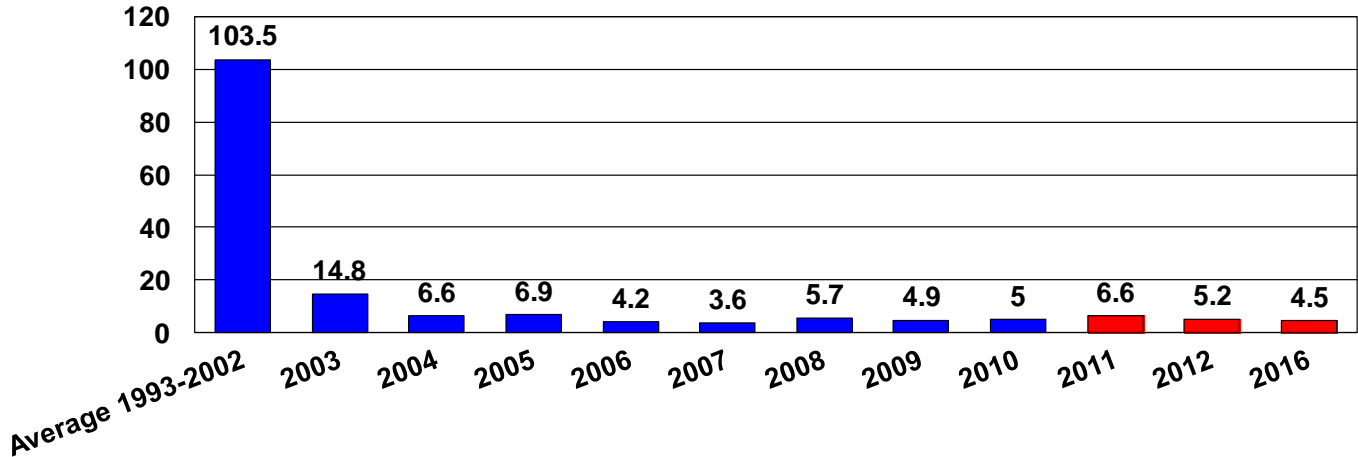


Source : World Bank Commodity Price Data.

# Brazil's Consumer prices



## Annual percent change



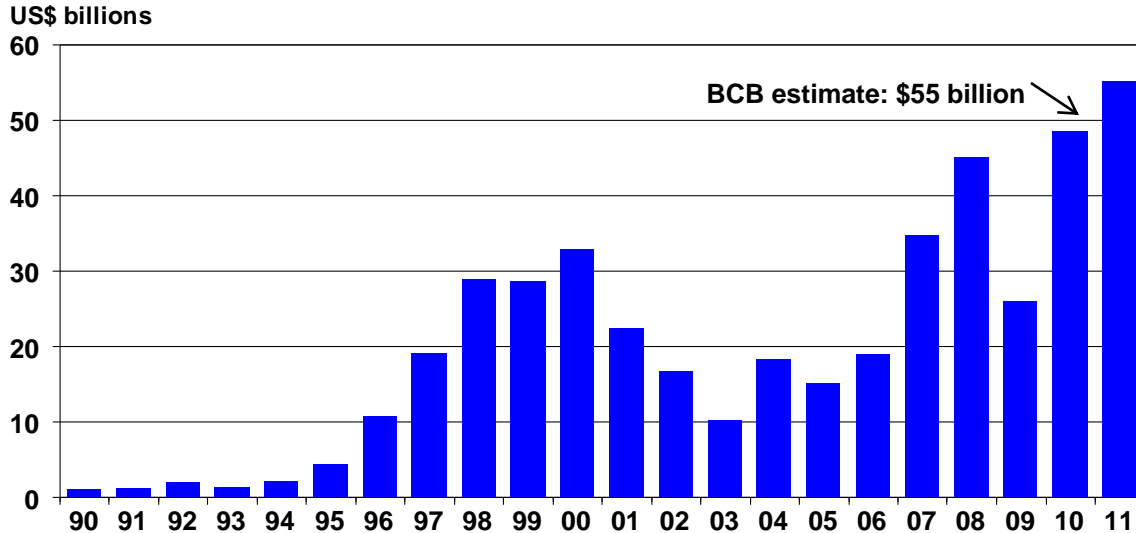
Note: Projections in red. Source: IMF WEO.

# Foreign direct investment in Brazil



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## Net inflow



Source : UNCTAD, Banco Central do Brasil (BCB).