

Commercial and Customer Experience

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I Scope

This document governs what the Airline sells, what it includes, and what the passenger is owed when the operation fails. It covers fare families, baggage, cabin product, connections, service recovery, the loyalty programme, distribution, cargo and customer service.

It states no fare and no price. Fare levels rest on the unit cost model in Finance and Ownership Structure, GOV-06, which is not yet built from contracted cost, and GOV-06 bars a stated fare position until it is. Routes, frequencies and connecting times are matters of Hubs and Network Planning, GOV-03, and the Network Schedule, GOV-03A. Cabin naming and service language are matters of Brand and Identity, GOV-04.

2 Fare Families

The Airline sells three fare families across the jet network. Every fare, including the lowest, carries a checked bag. The Airline does not sell a fare that requires a passenger to pay to bring belongings home.

	Economy Saver	Economy Flex	Хьэцлэц
Cabin	Economy	Economy	Forward cabin
Checked baggage	1 piece	1 piece	2 pieces
Cabin baggage	1 piece and a personal item	1 piece and a personal item	2 pieces and a personal item
Seat selection	At check-in	At booking	At booking
Change	Permitted against a service charge	Permitted without charge	Permitted without charge
Refund	Not refundable	Refundable against a service charge	Refundable without charge
Catering	Included	Included	Included, extended service
Priority at check-in and boarding	No	No	Yes
Rebooking priority in disruption	Standard	Standard	Priority

The DHC-6 is a single cabin and is sold in the two Economy families. A Хьэцлэц passenger connecting onto a DHC-6 sector holds the Хьэцлэц baggage allowance and the Хьэцлэц rebooking priority for the whole itinerary.

Fare families are the only product distinction the Airline sells. Booking class inventory beneath them is a revenue management instrument and is not a product.

3 Baggage

The checked allowance is one piece not exceeding 23 kilograms in the Economy families and two pieces not exceeding 32 kilograms each in Хьэцлэц. Further pieces and excess weight are sold as an ancillary.

On the DHC-6 the allowance is subject to the payload available on the sector. Where payload does not permit a passenger's checked baggage to travel on the booked service, it travels on the next service and is delivered to the passenger at no charge. The passenger is told at acceptance and not at the destination.

Mobility equipment, medical equipment, infant equipment and the instruments of a musician travelling to perform are carried in addition to the allowance and are not sold as excess.

4 Cabin Product

The jet fleet is configured in two cabins, the forward cabin Хьэццлэцц and Economy, as recorded in GOV-04. The DHC-6 is configured in a single cabin of nineteen seats and carries no cabin crew, its cabin service being provided by the flight crew.

A meal or a refreshment is served on every sector the Airline operates, whatever its length and whatever the fare paid. Nothing edible is sold on board. The Airline's service language holds that even the most indigent of Circassians will set food before a guest, and a carrier that charges for it does not hold that standard.

Catering is prepared to halal requirements throughout the fleet and on every route.

Every passenger is greeted on boarding before anything is asked of them, which is the standard set in GOV-04 under Service Language and is a crew training requirement rather than a courtesy.

5 Connections and the Through-Service Duty

The minimum connecting time at Sochi is 45 minutes for all itineraries, as published in GOV-03A.

The Airline sells connecting itineraries across its own network only. It holds no interline or code share agreement, and any such agreement is reserved to the Board by Human Resources and Organization, GOV-08.

Where the Airline sells an itinerary, its responsibility runs to the final point on that itinerary and not to the intermediate one. A passenger who misses a connection on a fault of the Airline is rebooked at no charge on the next service on which the Airline can carry them, and is held in the care set out below until they travel. Baggage checked to the final point is the Airline's responsibility for the whole itinerary. This is the host's duty in GOV-04, that the guest is not released until delivered into the care of the next host, expressed as a commercial obligation.

6 Service Recovery

The Airline holds itself to a written standard whether or not a regulator requires one. It applies to every passenger on every route.

1. **Care.** From two hours of delay the Airline provides refreshment, means of communication, and a meal where the delay extends over a meal period. Where a delay or cancellation requires an overnight stay, the Airline provides accommodation and transport to it.
2. **Rebooking and refund.** On cancellation, or on a delay reaching five hours, the passenger chooses between rebooking on the next available service of the Airline and a full refund of the unused portion, including the return where the outbound has lost its purpose.

3. **Compensation.** Where the cause is within the Airline's control, compensation is paid at rates not less than those payable to a passenger on a flight of the same distance under the passenger rights regulation of the European Union. Compensation is not payable where the cause is outside the Airline's control, including air traffic control restriction, airspace closure, weather, security action, and the withdrawal of access to a point served.
4. **Denied boarding.** Volunteers are sought before any passenger is denied boarding involuntarily. A volunteer is compensated on agreed terms. A passenger denied boarding involuntarily receives care, rebooking and compensation under this section.
5. **Care is unconditional.** Care under paragraph 1 is provided whatever the cause of the disruption, including a cause for which no compensation is payable. Recovery is by rebooking rather than by substitute aircraft. The fleet holds no spare airframe, and an aircraft unserviceable removes a line from the schedule rather than being absorbed by it, as recorded in Fleet and Operations, GOV-02. A rotation that cannot be crewed within the flight time limitations is cancelled and no commercial consideration displaces that, which makes this section the Airline's answer to it.

7 Loyalty Programme

The programme opens with the network rather than after it. The passengers the Airline is built for are travelling from the first day it flies.

Qualification and earning are by sector flown, not by distance. The network is short haul, the median sector is under an hour, and a distance-based scheme would reward the trunk passenger and ignore the passenger connecting through the bank, who is the passenger the bank exists to carry.

Tier	Qualification	Entitlement
Member	On enrolment	Earning, redemption, and fare and service notification
Хьэщцлэ кызырэкылэ	Sectors flown in a rolling twelve months	A further checked piece, seat selection at booking in any fare, priority at check-in
Хьэщцлэ лъаплэ	A higher count of sectors flown in a rolling twelve months, or any count including a defined proportion in Хьэщцлэ	The above, with priority boarding, Хьэщцлэщ rebooking priority in disruption, and lounge access where the Airline holds a lounge
Хьэщцлэ Дыщэ	Qualification at Хьэщцлэ лъаплэ in five consecutive years	The above, held for life, with a companion carried at the member tier and rebooking priority above every other tier

Хьэщцлэ Дыщэ, the Golden Guest, is the top of the ladder and is held for life once attained. It is a change of standing rather than a further grade of guest, which is the shape the Airline's service language gives it: a guest who stays three nights becomes one of the family. It is not bought and it is not granted by invitation. It is earned by returning.

The qualifying counts are set by the Chief Commercial Officer and published in the programme terms rather than in this document, so that they can be corrected against real traffic without a governance amendment.

Sectors flown on seasonal religious charter service do not qualify and do not earn. That programme is sold against a designated quota rather than to the market.

The programme carries no partner earning and no partner redemption. The Airline holds no alliance membership and no interline agreement, and alliance membership is deferred to Phase 3 under Strategy and Business Planning, GOV-01.

Redemption is against the Airline's own network, in inventory the Airline controls.

8 Distribution and Sales

The Airline's own direct channel is its primary channel of sale, being its website, its mobile application and its call centre. Appointed agents sell in each market served and settle directly with the Airline.

The Airline is not admitted to industry settlement systems and holds no international card acquiring, as recorded in Finance and Ownership Structure, GOV-06. No product, tariff or agency arrangement is built on a settlement system to which the Airline has not been admitted, and the direct channel is resourced on the assumption that it carries the majority of sales at launch.

Sale is in the currency of the market of sale and is converted under the treasury policy in GOV-06.

Group bookings, diaspora community travel and cultural delegations are handled by the Airline's own sales function. Seasonal religious charter is contracted separately against the designated pilgrim quota and is not sold as scheduled service.

9 Cargo and Mail

Cargo and mail are accepted on the jet fleet and use belly capacity that is already flying. The Airline operates no freighter, holds no dedicated cargo sales force, and contracts cargo handling at every point served.

The DHC-6 accepts mail and no general cargo. Its payload is committed to passengers and their baggage.

Cargo is loaded against the payload remaining after fuel, passengers and passenger baggage, in that order. It is the first load offloaded when payload is short.

Payload governs acceptance on the longer sectors, and those sectors are the ones where cargo would otherwise be most attractive. The Moscow and St. Petersburg trunk is flown on a corridor substantially longer than the direct routing and carries the fuel to match it. Amman is the longest scheduled sector in the network. Jeddah and Medina are flown at the range limit of the type assigned. On these sectors cargo is accepted only against payload confirmed at the day of operation, and a booking that assumes it is not taken.

10 Customer Service

The Airline answers its passengers in Adyghe or Abkhaz, in English, and in the principal language of the destination served, being Russian, Turkish and Arabic, which is the same competence requirement placed on cabin crew by Human Resources and Organization, GOV-08.

A complaint is acknowledged within three working days and answered within thirty days. A claim for compensation or reimbursement under Service Recovery is settled within thirty days of the passenger providing what is needed to settle it.

Assistance for passengers with reduced mobility is provided at every airport served, and is requested at booking or not less than 48 hours before departure. The DHC-6 is boarded by airstair and its cabin does not admit an onboard wheelchair. Where an itinerary requires assistance the aircraft cannot provide, the passenger is carried on a jet service and the Airline reroutes the itinerary at no charge.

Unaccompanied minors, expectant mothers and passengers requiring medical clearance are carried under conditions published in the conditions of carriage.

II Commercial Governance

The Chief Commercial Officer owns pricing, revenue management, distribution, the loyalty programme and customer service, and reports to the Chief Executive Officer under GOV-08.

Fares, ancillary charges and the loyalty programme terms are set by the Chief Commercial Officer within the approved budget and within the delegated authority in GOV-06. A fare position for a route tier, a change to a fare family, and the opening or closure of a distribution channel are matters for the Executive Committee.

No fare is set below the cost of carrying the passenger on the sector once the unit cost model in GOV-06 is built. Until it is built, fares are set against the market and the condition is recorded rather than met.