

Speech Marcel de Nooijer – October 21st 2025

Good morning everyone!

A warm welcome to His Excellency, Minister Robert Tieman. To the Ambassador of Morocco, Mr. Mohamed Basri. To Ben Smith, CEO of the Air France-KLM Group, who will be joining us later. To Marjan Rintel, CEO of KLM. To Olivier Mazzucchelli, CEO of Transavia France. And to the mayors of Haarlemmermeer, Ms. Marianne Schuurmans; The Hague, Mr. Jan van Zanen; and Amstelveen, Mr. Tjapko Poppens. A warm welcome also to our valued partners and sponsors, especially Airbus and the Moroccan Tourism Board.

We've all been looking forward to this for a long time! Sixty years of Transavia – that's more than just a party. It's a story about people. About connection, courage, and joy. About millions of travelers we've connected together from our bases in Schiphol, Rotterdam-The Hague, Eindhoven, and Brussels with families, holidays, opportunities... and memories for life. Why is that so special? Because the world is changing at lightning speed and companies now exist on average only fifteen to twenty years. Competition is fiercer than ever.

And yet, here we stand. Sixty years strong. There are many noteworthy events, and I would like to highlight a few that show what makes Transavia so special.

It is November 17, 1966. The engines of the PH-TRC are running – a Douglas DC-6 named "Valkenburg." It's stormy at Schiphol. On board: 87 passengers, dancers from Het Nederlands Dans Theater, and musicians from het Nederlands Ballet Orkest. Above the Alps, turbulence shakes the DC-6 violently. The pilots remain calm and land the aircraft safely in Naples after five hours. The first flight of Transavia Holland is a fact.

It is September 13, 1974. The French embassy in The Hague is taken hostage by three armed men. Tensions are high until Transavia captain Pim Sierks steps forward to help. He flies the hijackers, under threat of their weapons, to Yemen with nerves of steel and a deep sense of responsibility. Thanks to the courage and professionalism of Pim Sierks and his crew, the hostage situation ends peacefully, and everyone in the Netherlands gets to know Transavia. His daughter, Vanessa Sierks, is here today – and we're very happy about that.

It is June 25, 1988. In Munich, the Dutch national football team makes history: European champions. At Schiphol, they anticipate that a lot of Dutch fans will visit the airport upon return and wisely decide: let the celebration take place in Eindhoven. And there, with a terminal that only has been operational for four years, they say with Brabantian calm: bring it on, we can handle it. A Transavia aircraft brings the heroes of Oranje safely home to a field full

of flags, singing, and pure joy. A day when Transavia, Schiphol, and Eindhoven showed how the Netherlands flies: smart, warm, and joyful.

It is October 2021. The world is still in the midst of the COVID crisis... and thousands of Dutch citizens are stranded in Morocco. In close coordination with Moroccan authorities, Transavia operates repatriation flights – just as it did at the start of the pandemic – to bring them safely home. An operation that showed the power of collaboration, even in the most challenging times.

And then there's Cockie van Giessel. The first female captain in Dutch aviation, working at Transavia – and we're proud of that. A role model for many others. We're very happy that Cockie is here today as well.

And of course, the Peter Pan Foundation – for nearly thirty years, it has provided chronically ill young people with amazing holidays. This foundation is entirely run by Transavia colleagues in their free time. Next year, you'll celebrate – and rightly so!

We didn't just grow as an airline, but also as a brand.

From KNSM and Nedlloyd – giants of Dutch shipping – to KLM, which acquired all shares in 2003. Since then, we've belonged together. But what never changed over the years is our unique Transavia spirit. What's our secret? Our passengers, who have trusted us for sixty years. Our people, who work with heart and soul, show every day what hospitality, agility, and warmth mean. And our culture – bold enough to innovate, grounded enough to stay true to ourselves.

So yes... turning sixty in aviation is an achievement. But our anniversary is – how shall I put it – anything but ordinary. And that's exactly what we want to remain: approachable, grounded, and just a little bit unconventional. Before we look to the future... I want to go back to the beginning. John Block. Born in Amsterdam in 1929. He once applied to KLM – but his entrepreneurial talent wasn't immediately recognized. After his time at Martinair, he decided to take a different path. He took over a dormant company in Limburg... and turned it into Transavia. He had our first aircraft painted green by designer Thijs Postma – who is also here today – so they'd be instantly recognizable. Within a few years, Transavia operated a quarter of all Dutch holiday flights.

John Block was a man with courage, ambition, and a touch of stubbornness. Exactly what still characterizes Transavia today. John Block passed away in 1994. But the spirit with which he founded Transavia – entrepreneurial, unconventional, and accessible – is still very much alive

today. Sixty years of Transavia. And this anniversary is not a final destination... it's a stopover. The world is changing faster than ever: sustainability, technology, new expectations. Our strength lies in staying true to who we are, while adapting to what the times demand. Keeping flying accessible, with a good feeling – that's what we're here for. And yes, you'll see that reflected in our refreshed brand: recognizable green, but with a fresh outlook.

We'll continue doing what we've been good at for sixty years. But for that, we need space – literally and figuratively. I call on the government, Schiphol, and sector partners to make choices that work: regarding emissions, noise, night flights, costs... and above all, a fair balance between sustainability and affordability. Give aviation the space to innovate. And ensure that the Netherlands remains connected to the world. That's where our future lies – with smart and sustainable choices that keep flying possible for everyone. That's what we've been doing for sixty years. And that's exactly what we want to keep doing. And soon... when we go outside to see the retro Airbus... that connection to our past will take on a very special form. I won't say anything... except this: it will be a moment for all Transavia colleagues, partners, and fans to be proud of.

Thank you all!