

Commercial and Customer Experience

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Contents

1	Scope	3
2	Fare Families	3
3	Baggage	3
4	Cabin Product	3
5	Connections and the Through-Service Duty	4
6	Service Recovery	4
7	Loyalty Programme	5
8	Distribution and Sales	6
9	Cargo and Mail	6
10	Customer Service	6
11	Commercial Governance	7

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	Хьэщлэщ
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

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 Хьэщлэщ. Further pieces and excess weight are sold as an ancillary.

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

Every aircraft is configured in two cabins, the forward cabin Хьэщлэщ and Economy, as recorded in GOV-04.

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 prepare food for you", 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.

No alcoholic beverage is served or sold on board any flight operated by the Airline. Passengers shall not consume alcohol on board, including alcohol purchased duty free or carried in cabin baggage.

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. A through service published in GOV-03A is sold as one journey through its intermediate stop and carries no minimum connecting time.

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 dedicated spare airframe, and an aircraft unserviceable removes a line from the schedule rather than being absorbed by it, except on a day when a line carries no flying and its aircraft covers, as recorded in the Network Schedule, GOV-03A. 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
Хьэщлэ кызырлыкүэ	Sectors flown in a rolling twelve months	A further checked piece, seat selection at booking in any fare, priority at check-in
Хьэщлэ лъаплэ	A higher count of sectors flown in a rolling twelve months, or any count including a defined proportion in Хьэщлэщ	The above, with priority boarding, Хьэщлэщ rebooking priority in disruption, and lounge access where the Airline holds a lounge
Хьэщлэ Дыщэ	Qualification at Хьэщлэ 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

Хьэщлэ 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: "If the guest stays for three nights, he becomes part 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 religious charter do not qualify and do not earn. The Hajj programme is sold against a designated quota and the Umrah rotation to Umrah group operators, and neither is sold 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 evaluated as the network matures, under Strategy and Business Planning, GOV-01, under Long-Term Outlook.

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 admitted to industry settlement systems and holds international card acquiring, as recorded in Finance and Ownership Structure, GOV-06. The direct channel is resourced to carry 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. Religious charter is contracted separately, the Hajj programme against the designated pilgrim quota and the weekly Umrah rotation with Umrah group operators, and neither is sold as scheduled service.

9 Cargo and Mail

Cargo and mail are accepted on every aircraft 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.

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. The European sectors run up to five hours outbound, and Jeddah over four. 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, Arabic, German, French, Dutch, Albanian and Bosnian, 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.

Unaccompanied minors, expectant mothers and passengers requiring medical clearance are carried under the Conditions of Carriage, GOV-05A, which form the contract with every passenger and make the Service Recovery standard in this document a right the passenger may enforce.

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.