## What's Up @ ET in 2016 A Year in Review





What's up @ ET in May 2016



ETHIOPIAN AVIATION ACADEMY Airline Service Provider of the Year" by AFF Certified by ICAO as ICAO Regional



Ethiopian Airlines wins three Employer of Choice Awards



Ethiopian Aviation Academy, African Renaissance in Action!

What's up @ ET in June 2016

LEADING THE WAY, Again Introducing the first Airbus A350 XWB to Africa

What's up @ ET in October 2016

Ethiopian





**Pioneering the Xtra Effect** to the African Continent - A350



What's up @ ET in July, 2016

What's up @ ET in November, 2016



What's up @ ET in April 2016

Vhat's Up @ET in August 2016



"Simien Mountains" In LONDON 







**Ethiopian Catering** 

Inauguration

A STAR ALLIANCE MEMBER 📌

Ethiopian receives 2016 Airline of the year award for the 5<sup>th</sup> year in a row from AFRAA

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### Ethiopian -1st Airline in Africa to Receive Airbus A350XWB and First in the World to fly it in African Skies

Ethiopian stands as the 1<sup>st</sup> Airline in Africa to take delivery of Airbus A350XWB on 28 June, 2016, in Toulouse, France.



Ethiopian graced Africa's first Airbus A350 reception by breaking Guinness World Record for Largest Human Image of an Airplane



Ethiopian has broken a Guinness World Record for making the largest ever human image of an Airplane on June 29, 2016.



### Ethiopian Inaugurates the Newly Built Aviation Academy

Ethiopian Aviation Academy new facility has been officially inaugurated by H.E. Prime Minister Hailemariam Desalegn.



H.E. cutting ribbon to mark the ceremony of the opening of the Avaition Academy

### Ethiopian Inaugurates the largest and most modern In-flight Catering Center





The Daughters of Lucy once again took to the African skies on March 8



Ethiopian marked International Women's day on 8 March 2016, with an All-Women Operated Flight dispatched on the Addis Ababa – Kigali route. The flight is aimed at further strengthening Ethiopian's corporate commitment to "Female Empowerment for a Sustainable Growth".



### Ethiopian started flights to New York – Newark

Ethiopian has commenced scheduled thrice weekly flights to New York-Newark from Addis Ababa on 03 July 2016, via Lomé, Togo.



### Ethiopian begins flying to Moroni, Comoros



Ethiopian begins a thrice weekly service to Moroni, Comoros with the latest B737-800 New Generation with Sky Interior on November 2, 2016.



### Ethiopian Started Services to Windhoek, Namibia



### Young and Strong Ethiopian Airlines at 70!



Ethiopian celebrated its 70 years of dedicated and highly successful air transport services to, from and within the continent of Africa.

### Ethiopian 70th Year Anniversary and Annual Employees' Day Colorfully Celebrated







Ethiopian; shared its 70 years of rich experience and fruitful Journey



**Policy Makers** 





Ambassadors & UN Representatives



Media, Artists, Athletes, Theoreticians & Diaspora Community



Cargo Transitors, Hotel & Tourism Travel Agents, Investros



Parliament Members & METEC



### Celebration of 70 years Anniversary at some of our Offices



Canada



Hong Kong



Filt 1.2

COO





Catering



**Ethiopian Aviation Acedemy** 



Ethiopian Recognized its Employees who served the airline for 25, 30, 35 and 40 Years



Group CEO, Ato Tewolde Gebremariam, a proud awardee of 30 years of dedicated service.



Mr. Tewolde GebreMariam on Airlines Economics Summit 2016

For more on the news please visit: <u>Dublin http://goo.gl/jLBgAj</u>



### Annual Area Managers Meeting held at the Aviation Academy from Feburary 20-21, 2016



Ethiopian Hosted Africa 787 Supplier Technical Summit



Ethiopian in collaboration with the Boeing Company hosted 'Africa 787 Supplier Technical Summit' from 7-9 June 2016.



### **Fleet Acquisition**

Ethiopian phased-in 8 game changing aircraft in 2016 alone:



Two Airbus A-350

Three Boeing 787-800



One Boeing 737-800



Two Q-400





### **New International Destinations**



### **New Domestic Destinations**





### New Cargo Destinations

#### **Istanbul and Beirut**

#### Guangzhou



Ethiopian Cargo Services started new cargo freighter flights to Istanbul (SAW) and Beirut (BEY) on April 23, 2016.



Ethiopian Cargo Services launched new cargo freighter flights to Guangzhou, China on May 4, 2016.

### **Codeshare Agreements & Partnerships**

#### Ethiopian and Avianca Brazil

Avianca Brazil and Ethiopian Airlines, both member of Star Alliance, have signed a code-share agreement to introduce code-share services between Brazil, Ethiopia, and future points beyond Ethiopia.





### What's up @ ET in 2016 Ethiopian Airlines Partners with IOCC Consulting



Ethiopian Airlines and IOCC Consulting concluded a long-term agreement. The agreement will include a mutually beneficial business relationship regarding aviation simulators and training at Ethiopian Airlines headquarters in Addis Ababa, Ethiopia.

#### Ethiopian signs MoU with Aerosud Group to establish Aerospace Manufacturing Industry in Ethiopia



Ethiopian has signed a memorandum of understanding (MoU) with Aerosud Holdings, a prominent South African Aerospace Manufacturing company, at a ceremony held at Ethiopian Headquarters on July 15, 2016.

### Lufthansa Technik to provide comprehensive Component Support for Ethiopian Airlines A350 fleet



Ethiopian Airlines has contracted Lufthansa Technik to provide comprehensive component support for the airline's future Airbus A350 fleet. The corresponding Total Component Support TCS<sup>®</sup> agreement will run for a period of ten years and includes 14 aircraft. The contract comprises component maintenance, repair and overhaul as well as access to a pool of spares.

### Ethiopian Aviation Academy Signs MOU with CTTI



Ethiopian Aviation Academy (EAA) signed an MOU with Catering & Tourism Training Institution (CTTI) on October 7, 2016 at the Academy's premises. The MOU, signed by Ato Solomon Debebe, MD EAA, and Ato Ashebir Tekle, Director CTTI, sets the stage for the two institutions to work together in the area of catering including teaching, research and staff development.

Ethiopian

### Ethiopian, A Presidential Airline

ET Welcomed H.E. Mr. Li Yuanchao, Vice President of People's Republic of China



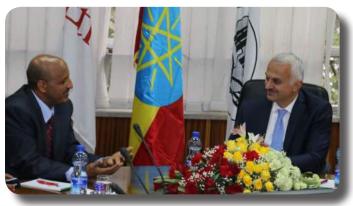
Ethiopian welcomed H.E. Mr. Li Yuanchao, Vice President of People's Republic of China at Addis Ababa Bole International Airport on Thursday, November 17, 2017.

### Ethiopian is proud to serve Syedna Mufaddal Saifuddin Claimant to the title of 53rd Da'i al-Mutlaq of the Dawoodi Bohra community





### What's up @ ET in 2016 ET Group CEO Met with Turkish Airline CEO, Assoc. Prof. Dr. Temel Kotil



During the meeting, it was agreed upon that the two airines should engage in more discussion that should lead towards a joint venture.

### ET Group CEO Met with General Electric, Vice Chairman, Mr. John G. Rice



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### ET Group CEO Met his Counterpart from AerCap



Ethiopian Group CEO, Ato Tewolde GebreMariam, and his team from Maintenance and Strategic Planning met the CEO of AerCap, Mr. Aengus Kelly, on March 15, 2016 at ET's headquarters.

### ET Group CEO Met with Hon. Nick Hurd MP, Parliamentary Under Secretary of State for International Development (UK)



Ethiopian Group CEO, Ato Tewolde GebreMariam, and his team met with Hon. Nick Hurd MP, Parliamentary Under Secretary of State for International Development (UK) at ET's headquarters.



### What's up @ ET in 2016 Facility visit by High Level Delegations

### ICAO President



ICAO President, Dr. Olumuyiwa Beranard Aliu

### Former Mozambican President



Mr. Chairman Former Mozambican President Joaquin Alberto Chissano and Members of the African Forum

**AFRAA** Delegation

AFRAA delegation led by Dr. Elijah Chingosho, Secretary General

### Prime Minister of the DRC



Prime Minister of the DRC Augustin Matata Ponyo and his delegation

### Minister of Transport of DRC



H.E. Justin Kalumba, Minister of Transport of Democratic Republic of Congo

### Canadian Foreign Minister



Honorable Stéphane Maurice Dion, Canadian Foreign Minister

Ethiopian

### Minister of Transport of the Government of Zimbabwe



Honorable Joram Gumbo, the Minister of Transport of the Government of Zimbabwe.

Permanent Under-Secretary, Foreign and Commonwealth Office & Head of the Diplomatic Service



Sir Simon Gerard McDonald, Permanent Under-Secretary, Foreign and Commonwealth Office & Head of the Diplomatic Service, and H.E. Susanna Moorehead, British Ambassador to Ethiopia and Djibouti & Permanent Representative to the African Union and UN EC



### **Ethiopian Aviation Academy**

In 2016 Ethiopian Aviation Academy, the largest Aviation Academy in Africa with the highest international standard and dedicated to bridging the aviation skill gap on the continent, has graduated 1,033 students in differnt fields; pilot, aircraft technicians, cabin crew, marketing and finance, customer service agents as well as avation leaders from different parts of the world. Ethiopian Aviation Academy is certified by the Ethiopian Civil Aviation Authority, the U.S Federal Aviation Administration, the European Aviation Safety Agency (EASA), and IOSA (IATA Safety Audit).



Some of the graduates





**Major Accolades** 

### Ethiopian crowned Best Airline Staff in Africa by SKYTRAX



Ethiopian has won SKYTRAX World Airline Award for Best Airline Staff in Africa, for the second time, on July 12, 2016 at Farnborough Airshow event held in Hampshire, England.

Award of Excellence Award



Award of Excellence from Kano State Council of Youth Traders (KASCOYT) in Nigeria.

### "Airline Service Provider of the Year"



EAA received an award as the "Airline Service Provider of the Year" by AFRAA.

African Airline of the Year



African Aviation 'African Airline of the Year' Award for 2016.

### ICAO Regional Training Center of Excellence



EAA has been recognized as ICAO Regional Training Center of Excellence



### What's up @ ET in 2016 Ethiopian Receives Airline of the Year Award for the

Fifth Year in a Row from AFRAA



Employer of Choice & Local Attractiveness Award



Employer of Choice & Local Attractiveness Award in Africa Choice Award.

#### "The Rising Star Carrier of the Year Award"



Rising Star Carrier of the Year Award, for the second year in a row, at the 5<sup>th</sup> Payload Asia Awards 2016

Ethiopian has been crowned Airline of the Year Award, for the fifth year in a row, by the African Airlines Association (AFRAA) during its 48<sup>th</sup> Annual General Assembly held on November 21, 2016, in Victoria Falls, Zimbabwe. The AFRAA annual awards recognize excellence in service delivery, innovation and competitiveness in airlines, individuals and service providers in the African aviation industry.

Ethiopian Sweeps Africa Travel Awards



Best Airline in Africa, The Best Economy Class in Africa, The Best Business Class in Africa and the Best In-flight Entertainment in Africa awards at Akwaaba African Travel Market

#### Star Alliance CEO Award 2016



Los Angeles Area Office receives Star Alliance CEO Awards 2016.



**Best African Cargo Airline** 



Best Cargo Airline of the Year from Africa at the "2016 Cargo Airline of the Year" Air Cargo News

#### 'Best Airline in Nigeria'



Best Airline in Nigeria by the National Association of Nigerian Travel Agents

### ET Group CEO Pinned as Ambassador of UN Women's *He For She* Campaign



Ethiopian Group CEO, Ato Tewolde GebreMariam, has been pinned as Ambassador of UN Women's He ForShe campaign at the launching event of the March 8 all women operated flight held at the VIP Saloon of Terminal 1.

### International Air Transport Association IATA

Ethiopian Group CEO Ato Tewolde GebreMariam, has been re-appointed to the IATA Board of Governors for a three year-term at the 72<sup>nd</sup> IATA Annual General Meeting held in Dublin, Ireland. Ato Tewolde has also been appointed to the IATA Strategy and Policy Committee.



### Aging Beautifully!

CEO interview from our March-April, 2016 Selamta magazine

Tewolde says, "Ethiopian Airlines has come a long way in its 70 years, starting from a humble beginning but quickly becoming a leading African aviation group. Of course, Ethiopian continues to age beautifully. Throughout the past seven decades, the airline has established itself as adept in all facets of aviation services: technology leadership, network expansion and aviation mentoring.

"The turn of this century saw the global prominence of Africa and its renaissance. Ethiopian as a Pan-African airline has continued to catalyze this development through its extensive and convenient air connectivity options to 92 international destinations in five continents across the globe. As a result, African cities are now much closer to each other and to the rest of the world than any time in history. Hence it is worthy to mark and celebrate this milestone — a once-in-a-lifetime achievement that deserves recognition.

"Moreover, in the corporate world, age symbolizes strength, endurance and security despite an unpredictable



marketplace. A successful anniversary program should be as much about heralding past accomplishments as it is about looking forward. This is a time to connect with both our employees and our customers those who have helped Ethiopian to survive the competition and establish the strong foundation upon which we will continue to serve them for many years to come."

### What's up @ ET in 2016 Ethiopian Group CEO on African Aerospace

A Toast to Ethiopian



Group CEO, Mr. Tewolde Gebre Mariam was on the coverpage of the April-June 2016 edition of African Aerospace magazine. In the interview he discusses Ethiopian's 70 years of journey at length starting from the airline's humble beginning to where it is today highlighting major milestones along the way.

For further reading please turn to pages 23-27 of the digital version on Google Chrome at the link below: <u>http://www.africanaerospace.aero/publications/21/</u>issue2/volume4/

### Ethiopian on EBC

http://www.ebc.et/web/en/-/addis-dialogue-interview-with-tewolde-gebremariam-ceo-ethiopian-airlines?inheritRedirect=true

http://www.ebc.et/web/ennews/-/ethiopian-airline-is-a-demonstration-of-the-spirit-of-pan-africanism-carlos-lopez

http://www.ebc.et/web/en/-/ethiopia-today-ethiopian-70-march-22-2016

http://www.ebc.et/web/guest/-/-30-20-16



Ethiopian Group CEO, Ato Tewolde GebreMariam interview on EBC Nuro ena Business program.

The segment dubbed "Meet your role model" aims at motivating young people to move up to top leadership positions. To listen to part one of the interview please follow the below link.

https://www.youtube.com/watch?v=HOUwQEY3xj8



### What's up @ ET in 2016 Ethiopian on CNN - Market Place Africa

Dreams come true at Africa's largest Aviation Academy



CNN's Zain Asher visits Ethiopian Aviation Academy where students from all over the continent receive training in everything from piloting to maintenance. For more on the news please visit: <u>http://edition.com/videos/business/2016/03/21/ethiopian-aviation-academy-marketplace-africa-spc.cnn</u>

### Ethiopian on EBC

Ethopian's contribution to the African Aviaton and as a role model to Afrcan Airlines as told by high profile personaities;



http://www.ebc.et/web/en/-/ethiopia-today-ethiopian-70-march-22-2016

http://www.ebc.et/web/ennews/-/ethiopian-airlineis-a-demonstration-of-the-spirit-of-pan-africanismcarlos-lopez



### Ethiopian in the News

Business | Wed Jun 29, 2016 1:49pm EDT

Related: AEROSPACE & DEFENSE, AFRICA

### Ethiopian Airlines says looking at A350-1000 and Boeing 777X

TOULOUSE, FRANCE | BY AARON MAASHO





For further reading go to: http://www.reuters.com/article/us-ethiopian-airbus-idUSKCN0ZF2AM

### Group CEO interview with AfricVision Nouvelles

Mr.Tewolde GebreMariam's interview with AfricVision Nouvelles, visit the below link for the interview <u>https://www.youtube.com/watch?v=XmDY8jrRioc&feature=share</u>





### Ethiopian Group CEO interview on The Economist

## The Economist

## Why one national airline is bucking a continent-wide trend

Oct 22nd 2016 | ADDIS ABABA | From the print edition

http://www.economist.com/news/business/21709075-whyone-national-airline-bucking-continent-wide-trend-wellconnected



INSIDE the atrium of a gleaming new building on the outskirts of Addis Ababa, trainee air stewards flit between the classrooms and aeroplane simulators that surround a large indoor swimming pool. The expensive aviation academy belongs to Ethiopian Airlines, and seems a world away from the unrest that on October 9th prompted the government to declare a national state of emergency. The firm's CEO, Tewolde Gebremariam, brushes off the idea that the airline will be affected. "We are not concerned," he shrugs.

He has reason to be confident about the business. Ethiopian is Africa's largest and most profitable airline, earning more than its rivals on the continent combined. Its expansion has been rapid: by 2015 it served 82 international destinations, with 13 more added this year. According to unaudited figures, it nearly doubled its profits in the last financial year (see chart). And that is amid national turmoil.

It helps that its regional rivals are competing only feebly on routes in Africa. According to the International Air Transport Association, African carriers are likely collectively to record a net loss of \$500m this year. Kenya Airways, which has been in the red for four years on the trot, is flogging some of its aircraft and last month announced it would raise more equity. South Africa's national carrier, which Ethiopian overtook in size last year, has been unprofitable since 2011, and could be insolvent without government guarantees.



Did you know this?

### ET's Workplace Wellness Program Launched



Ethiopian Airlines Medical & Health Services officially launched its 'Workplace Wellness Program' on December 19, 2015.



Lenny Abrahamson, screenwriter Emma Donoghue and producer Ed Guiney at the 88th Annual Academy Awards nominee lunch. The producer of nominated movie Room used Ethiopian from Dublin to LA to attend the Oscars. Photo: Steve Granitz/WireImage

For more on the news please visit: http://www.independent.ie/entertainment/ movies/my-oscars-week-starstruck-and-waiting-for-the-goodies-34493369.html

Malawian Female Pilot Who Made First Successful Flight as a Command Captain was trained at Ethiopian Aviation Academy



Ethiopian Airlines will be hosting the ICAO Global Aviation and TRAINAIR PLUS Symposium in Addis Ababa, the first of its kind in Africa, from April 11-13, 2017.





ET Management and Staff Members Visited School Feeding Program Beneficiaries with FDRE First Lady



Members of Ethiopian executive management team and staff members joined H.E. W/o Roman Tesfaye, First Lady of Ethiopia, in a visit to beneficiaries of school feeding program the Airline sponsors.

### Ethiopian Celebrates Christmas with the disadvantaged children



Ethiopian celebrated Christmas by giving gifts and by having entertainment on Ethiopian compound.



Ethiopian 14<sup>th</sup> Boeing 787, 'Colonel Robinson', made Humanitarian Delivery on its First Flight to Addis Ababa



Hanna Godefa

Ethiopian transported Colonel John Charles Robinson's sculpture from LA to ADD in respect to his commendable contributions to Ethiopian Aviation. By crediting his contribution, Ethiopian has named one of its B787 aircraft by his name and placed the sculpture at Ethiopian Aviation Academy. In addition Ethiopian has also joined with Boeing to deliver medical supplies donated from HANDS (Horn of Africa Neonatal Development Services) to Jimma University, Bahir Dar University, and Colleges of Public Health to support much needed medical supplies to neonatal units.



### Great Ethiopian Run



Ethiopian supported its employees to participate at the 16<sup>th</sup> Great Ethiopian 10Km Run.

Ethiopian Brand Ambassador Hanna Godefa worked on a film in Afambo, Afar region in Ethiopia to end FGM (Female Genital Mutilation) as part of her philanthropic activities.

### NAFCA Awardees



Ethiopian coved the travel cost of Ato Girum Ermias, Ruta MengisteAb and Meseret Azage's to Los Angeles to receive their awards at the prestigious Alex Theatre of Glendale California, USA.



### **UNICEF** Ethiopia



Ethiopian, in its social responsibility program, has supported UNICEF Ethiopia by freely transporting permethrin that weight 28,336kg from Dublin to Addis in 9 shipments.

### Vision on Africa



Ethiopian gave hand to Vision on Africa on their endeavor to nourish the underprivileged in the Yeka sub-city which comprises of 40,000 households in six Kebeles and three Farmers Associations.

#### Enviornment



Ethiopian in collaboration with Greener Ethiopia has planted 2000 seedlings at the region of Holeta, Menagesha at the district of Bewelmera.

### WEEMA International Inc.



Ethiopian supports WEEMA International Inc. towards fulfilling their mission to empower Ethiopian communities through clean water access, education, economic opportunity and health care.

**Airlink USA** 



Ethiopian freely transported 54 small/mediumsized boxes of pharmaceuticals that weight 693 from London to N'Djamena to meet the very basic medical needs in Chad who experienced a shortage of medicines.

#### Ethiopian as a Bridge for Medical Travel

Ethiopian cares to support its nation with low income that doesn't have the ability to get medical treatment abroad. This has become a reality for more than 19 patients to travel to different parts of the world to get health treatment that cannot be accessible in Ethiopia.



### Ethiopian on the World Wide Web (WWW) in **December** Only

- http://mediaindia.eu/tourism/ethiopian-airlines-starts-weekly-flights-to-victoria-falls/ 1.
- https://www.flightglobal.com/news/articles/analysis-ethiopian-cements-position-as-african-riva-432052/ 2.
- http://www.chronicle.co.zw/its-a-done-deal-new-look-vic-falls-airport-attracts-ethiopian-airlines/ 3.
- 4. https://www.bloomberg.com/news/articles/2016-12-12/ethiopia-turmoil-threatens-unlikeliest-airline-success-story
- 5. http://allafrica.com/stories/201610280635.html
- http://www.thepatrioticvanguard.com/ethiopia-airlines-set-to-resume-services-to-conakry 6.
- http://www.anna.aero/2016/12/09/ethiopia-double-digit-growth/ 7.
- 8. http://www.bizcommunity.com/Article/196/583/154527.html
- 9. https://www.airlinesanddestinations.com/airports/ethiopian-airlines-set-to-introduce-787s-on-toronto-flights/
- 10. http://www.nazret.com/2016/12/02/ethiopian-airlines-to-start-four-weekly-flights-to-victoria-falls/
- 11. http://www.airlinesanddestinations.com/aircraft/ethiopian-is-identified-as-customer-for-up-to-35-boeing-737-max-8s/
- 12. http://www.bizcommunity.com/Article/196/373/155645.html
- 13. http://www.ethiosports.com/2016/12/21/ethiopian-airlines-to-launch-flights-to-jakarta-indonesia/
- 14. http://www.ethiosports.com/2016/12/19/ethiopian-airlines-to-start-direct-and-non-stop-services-to-singapore/
- 15. http://allafrica.com/stories/201612220711.html
- 16. http://www.china.org.cn/world/Off the Wire/2016-12/21/content 39959230.htm
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- 18. http://fanabc.com/index.php/fbc-business/item/20779-
- 19. http://www.ethpress.gov.et/herald/index.php/news/national-news/item/7082-ethiopian-to-launch-jakarta-flight
- 20. http://www.ena.gov.et/en/index.php/economy/item/2451-ethiopian-to-launch-flight-to-jakarta
- 21. http://www.ghananewsagency.org/economics/ethiopian-airlines-to-launch-flights-to-jakarta-111616
- 22. http://www.2merkato.com/news/alerts/4876-ethiopia-ethiopian-to-start-flying-to-jakarta
- 23. http://ethiopia360.com/ethiopian-airlines-to-launch-flights-to-jakarta-indonesia/
- 24. https://article.wn.com/view/2016/12/22/Ethiopia Ethiopian to Launch Jakarta Flight/
- 25. http://eriforum.com/ethiopian-airlines-to-launch-flights-to-jakarta-indonesia/
- 26. https://wolfganghthome.wordpress.com/2016/12/21/jakarta-flights-next-for-ethiopian/
- 27. http://www.logupdateafrica.com/index.php/ethiopian-airlines-to-launch-flights-to-jakarta
- 28. http://news.xinhuanet.com/english/2016-12/21/c 135923424.htm
- 29. https://lnewsnigeria.com/ethiopian-to-launch-jakarta-flight/
- 30. http://jakartainformer.com/148375/ethiopian-to-launch-jakarta-flight-allafrica-com/



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- 32. <u>http://www.routesonline.com/news/38/airlineroute/270182/ethiopian-plans-jakarta-launch-in-june-2017-chengdu-service-updates/</u>
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- 34. http://www.travelandtourworld.com/news/article/ethiopian-airlines-to-expand-services-to-jakarta-in-june-2017/
- 35. http://www.thisdaylive.com/index.php/2016/12/23/ethiopian-to-launch-flights-to-jakarta/
- 36. http://www.latestnigeriannews.com/news/3867687/ethiopian-to-launch-flights-to-jakarta.html
- 37. https://www.facebook.com/ethiopianpressagency/
- 38. http://www.newsjs.com/et/ethiopian-to-launch-jakarta-flight/dMf5rT4wDTMua-M/
- 39. http://www.nigeria70.com/nigerian\_news\_paper/ethiopian\_to\_launch\_flights\_to\_jakarta/1053067
- 40. http://newsdog.today/a/article/585cae8f12907172872ca9b2/
- 41. https://etn.travel/article/ethiophian-airlines-announces-flights-addis-ababa-jakarta/
- 42. http://ethiopian-today.blogspot.com/2016/12/ethiopian-airlines-to-enter-indonesian.html
- 43. http://www.eabizinfo.com/2016/12/22/ethiopia-ethiopian-to-launch-jakarta-flight/
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- 46. http://footprint2africa.com/ethiopian-airlines-spreads-wings-jakarta/
- 47. https://nz.pinterest.com/pin/475903885608706216/
- 48. http://hotheadlines.net/news/www-ethiopianairlines-com
- 49. http://etn.travel/ethiophian-airlines-announces-flights-addis-ababa-jakarta/
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- 53. http://www.flyafrica.info/forums/showthread.php?81703-Ethiopian-to-Launch-Jakarta-Flight
- 54. <u>http://m.ghheadlines.com/agency/ghana-news-agency/20161222/37384593/ethiopian-airlines-to-launch-flights-to-jakarta</u>
- 55. <u>http://m.ghheadlines.com/agency/ghana-news-agency/20161222/37384593/ethiopian-airlines-to-launch-flights-to-jakarta</u>
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# What's up @ ET in 2016 ΕΤΗΙΟΡΙΑ

### The Legend of Miruts Yifter, the Shifter



Miruts Yifter, the legend, Ethiopian distance runner at the 1980 Olympics who captured the imagination of the world with his exploitive skills died at the age of 72.

Yifter's crowning achievement was his 5000m and 10,000m double triumph at the 1980 Olympic Games in Moscow at age 40, where he earned the nickname 'Yifter the Shifter' for the rapid injections of speed that helped propel him to victory. In both contests, Yifter

surged and slowed to confuse his key opponents. The tactic worked.

After unleashing an astonishing injection of speed to win the 5000m and 10,000m at the Moscow Games, he was dubbed 'Yifter the shifter'. Yifter, considered by many as one of the greatest middle distance runners of all time and among those inspired by his victories was a seven-year-old boy called Haile Gebrselassie who was following Yifter's progress on a crackly radio in Ethiopia and dreaming to one



day follow in his footsteps.

His victories put Ethiopia on the map in terms of running, and he's still regarded as one of the country's greatest athletes. Haile Gebrselassie — who still holds one of the world's fastest marathon times — recently said he owes his entire career to Yifter.

Miruts was being hospitalised for respiratory ailments Toronto, Canada. Miruts Yifter, "Yifter the Shifter" was laid to rest at a packed

funeral in Toronto on Tuesday 27 December, 2016. Ethiopian will always remember Miruts Yifter as one of Ethiopian Legends.

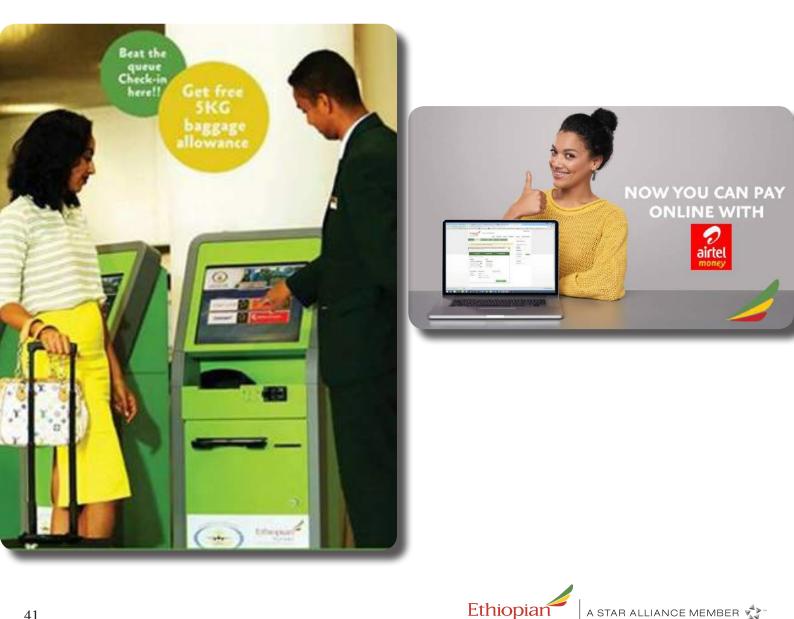
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### Ethiopian Launches Renovated ShebaMiles Web Page



Ethiopian has launched a newly redesigned ShebaMiles Frequent Flyer Program web page to improve customers' online experience in terms of ease of use, data quality and better control on account management through enhanced self-service options.



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