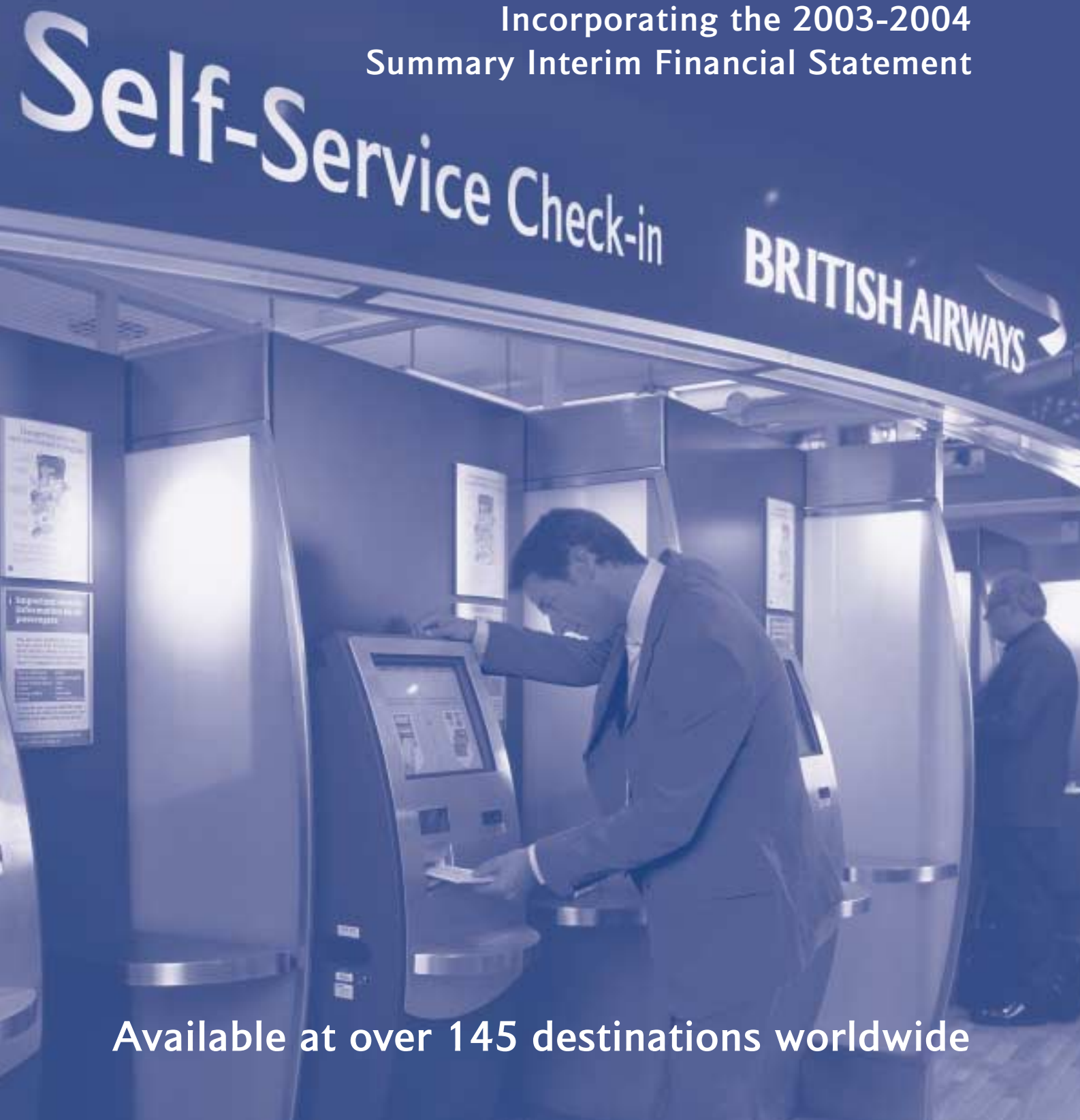


Investor

November 2003 Issue number 31 www.bashareholders.com

Incorporating the 2003-2004
Summary Interim Financial Statement



Available at over 145 destinations worldwide

YOUR COMPANY'S PERFORMANCE

Lord Marshall explains the airline's performance during the first half of the year

GROUP pre-tax profit for the six months ended September 30 was £60 million, a fall of £250 million over the corresponding period of 2002. Profit attributable to shareholders amounted to £35 million, compared to £192 million. The directors have decided against payment of an interim dividend. At the operating level, profit for the six months came to £235 million. This was a reduction of £171 million on the previous year of which some £40 million can be attributed to the unofficial strike at Heathrow in July.

For the second quarter of the financial year, pre-tax profit was £105 million, £140 million less than the previous year. Operating profit for the three months was £195 million, a reduction of £53 million.

Half Year Review

Results over the first six months of the financial year reflect the continuing, depressive effects of adverse world events over the past two years and their implications for economic uncertainty. They also take into account the fast-changing nature of airline competition in all major markets.

While the business climate led to lower revenues and reduced yields, performance was somewhat offset by the programme of cost saving under the 'Future Size and Shape' strategy and associated initiatives. Nevertheless, towards the end of the half-year, there were encouraging signs of stability in passenger volumes and yields.

Over the six-month period, revenue totalled £3.8 billion, a year-on-year reduction of eight per cent, on a marginally increased flying programme. Passenger yield decreased by nine per cent, although seat factor showed a small improvement at 74.2 per cent. Cargo volumes were down only slightly, but yields decreased by eight per cent.

Progress continues to be made in cost reduction. Over the six months, unit costs improved by 4.5 per cent, reflecting a net cost reduction of four per cent on slightly higher capacity.

Net debt was reduced by £342 million to £4.8 billion, the lowest since June 1998.

Industrial Relations

Easily the most damaging incident of the half year, was the unofficial strike by some Customer Service staff at Heathrow during the peak summer month of July. It has cost your company approximately £40 million in compensation, emergency customer support measures and lost revenues. The Chief Executive reports on this and other industrial relations issues elsewhere, but it is important

to record how distressing it was to witness the misery heaped on our customers by this hasty 'wildcat' action. We have apologised unreservedly to all those caught up in the disruption. This was not an episode to be proud of.

It has been important for all sides to learn lessons from this unfortunate incident and to move on together constructively, in the best interests of the shareholders, customers and employees of British Airways. I believe we are doing so.

Otherwise, as the results show, our people have continued to work hard and creatively against very difficult odds. As always, I thank them.

Concorde

The half-year saw the final months of supersonic service, following the announcement in April of our intention to retire Concorde this year. The decision was not made out of choice, but from technical and economic necessity following a thorough review of Concorde operations carried out in conjunction with the manufacturer, Airbus Industrie. As previously reported to shareholders, Airbus made it totally clear that Concorde operations could not be maintained, under any circumstance, after the end of October 2003.

In this situation, we decided to continue supersonic commercial service until the last-possible moment. Unsurprisingly, the remaining months of service saw exceptional demand for Concorde flights, with much welcome, additional revenue. We then sought to make arrangements for Concorde to retire in triumph and with dignity. The public reaction we subsequently received in this country and around the world to the Concorde 'finale' programme during October indicates that this objective was achieved. We have been extremely proud to have this unique aircraft as our flagship for almost 30 years and were pleased to be able to share our celebration of Concorde with so many people in the UK and overseas.

During the period in which this edition of Investor is distributed to shareholders, our Concorde aircraft will be delivered to the chosen places of honour where they will go on public display. The fleet may no longer be flying, but we want to ensure that Concorde remains with us as an enduring symbol of British aerospace excellence.

Competition and Business Restructure

As the Chief Executive explains in more detail, your company is accelerating efforts to raise significantly its competitive performance and to restructure our business

profile, in the face of difficult economic conditions and an evolving global market place. These strategies are partly reactive to circumstance but essentially, they are designed to innovate, develop new opportunities and improve our margins, over the long term.

Third Heathrow Runway

Consultation on proposals for a new air transport policy to span the next 30 years ended in June and the Government's proposals are expected before the end of the year. Your company was extremely active during the consultation process, in its concern to ensure that the right policy emerges for this industry and the national economy. In our very carefully considered view, this would promote the construction of a third, 'short' runway at Heathrow as an absolute priority. It is self-evident that the best interests of UK civil aviation, as a whole, would be served by building on the strength of Heathrow, as the UK's only global hub airport. It has been estimated that a third Heathrow runway would generate net economic benefits to the UK of £37 billion. Certainly, there are environmental concerns, but we believe a new runway can be built - and these benefits achieved - in a way, which is consistent with Government policies for sustainable development.

Alliance Development and Industry Consolidation

Good progress is being made in alliance development, both on a bi-lateral basis with individual partner airlines and within the multi-lateral context of the **oneworld** consortium. As a consequence, our global market reach has improved considerably.

A particularly significant development was the major commercial agreement concluded with Swiss International Air Lines and the associated acquisition of slots at Heathrow. At the same time, our pivotal partnership with Iberia continues to develop and we are working towards even closer co-operation in the near future.

Our alliance development takes place against the background of negotiations between the EU Commission and the US government, aimed at creating a single market in trans-Atlantic air transport. Talks opened in Washington DC during October and will resume in Brussels in December. If successful, they will allow the long awaited and much-needed, full merger and acquisition process to take place within the European airline industry without jeopardising vital trans-Atlantic route rights. Achieving 'open skies' will take time and

YOUR COMPANY'S PERFORMANCE

Lord Marshall explains the airline's performance during the first half of the year

much effort, but they are in prospect. Our objective is to secure a good strategic position with our key European partners, in order to take full advantage when the time is right.

Board Changes

Shareholders will be aware that I have made public my intention to retire as Chairman at the close of our next Annual General Meeting on 20 July, 2004. We have also announced that I will be succeeded by Martin Broughton, a member of our Board since

2000, who becomes Deputy Chairman immediately.

In another move, we have recruited Alison Reed, Group Finance Director of Marks and Spencer plc, to the Board as a non-executive director. She joins us on 1 December, 2003. Further details of these Board changes, together with my comments, are given below.

Outlook

Trading patterns seen over the last few months point to a stable outlook for revenue. The recent, positive economic news from the

US is a welcome development, but is not yet showing in forward bookings. In the soft revenue environment, continued delivery of increased business efficiency and cost reduction is core to improving profitability.



Lord Marshall of Knightsbridge
Chairman

BOARD CHANGES

Lord Marshall has announced his intention to retire as Chairman of British Airways at the close of the company's next Annual General Meeting on 20 July, 2004.

He joined the company as Chief Executive in February, 1983, became Chairman and Chief Executive in 1993 and then part-time Chairman in 1996.

Lord Marshall will be succeeded as Chairman next July by Martin Broughton, 56, currently senior independent director. In preparation for this change, the Board of British Airways has appointed Mr. Broughton as Deputy Chairman, with immediate effect.

At the same time, Lord Marshall has announced the appointment of Alison Reed, Group Finance Director of Marks and Spencer plc, to the Board of British Airways, as a non-executive director.



Martin Broughton

Mr. Broughton will retire from his present post as Executive Chairman of British American Tobacco plc at the end of June, next year, but will remain an independent director of the British Horseracing Board and a member of the Financial Reporting Council. He joined the airline's Board in 2000 and chairs its Audit Committee, as well as serving on the Nominations, Remuneration and Safety Review committees.

Lord Marshall said: "The considerable business experience and expertise brought by Martin Broughton to British Airways has been invaluable, especially in the tough times

we have recently experienced. I am delighted he has agreed to take on the role of Chairman following my planned departure next year and have no doubt he will provide wise, effective and inspiring leadership. I will



Alison Reed

be working closely with Martin over the next eight months to ensure a smooth handover."

Alison Reed, 46, will become a British Airways non-executive director as from 1 December, this year. In addition to her position with Marks and Spencer plc, Mrs. Reed is a board member of HSBC Bank PLC.

"We are very pleased to welcome Alison Reed," commented Lord Marshall. "Her track record in the major retail sector speaks for itself and she will bring a fresh perspective to the affairs of British Airways. We look forward to the benefits of her contribution," he said.

Certain statements included in this edition of Investor may be forward-looking and may involve risks and uncertainties that could cause actual results to differ materially from those expressed or implied by the forward-looking statements.

Forward-looking statements include, without limitation, projections relating to results of operations and financial condition and the Company's plans and objectives for future operations, including, without limitation, discussions of the Company's 'Future Size and Shape' programme, expected future revenues, financing plans and expected expenditure and divestments. All forward-looking statements in this report are based upon information known to the Company on the date of this report. The Company

Board Members

Chairman

Lord Marshall of Knightsbridge

Executive Directors

Rod Eddington

Chief Executive

John Rishton

Chief Financial Officer

Mike Street

Director of Customer Service
and Operations

Non-Executive Directors

Martin Broughton (Deputy Chairman)

Maarten van den Bergh

Dr Ashok Ganguly

Captain Michael Jeffery

Baroness O'Cathain

Dr Martin Read

Alison Reed

(from 1 December 2003)

Lord Renwick of Clifton

undertakes no obligation to publicly update or revise any forward-looking statement, whether as a result of new information, future events or otherwise.

It is not reasonably possible to itemise all of the many factors and specific events that could cause the Company's forward-looking statements to be incorrect or that could otherwise have a material adverse effect on the future operations or results of an airline operating in the global economy. Fuller information on some of the factors which could result in a material difference from the results is available in the Company's Annual Report and Accounts for the year ended March 2003 which are available at www.bashareholders.com.

INTERIM ACCOUNTS

For the six months ended September 30, 2003

Summary group profit and loss account

Unaudited – for the six months to September 30, 2003

£ million	2003	2002	Difference on a year ago
Most of our revenue was earned from our main business, airline operations.			
<i>Income from passengers flying on our services, plus excess baggage, was</i>	3,296	3,587	-8.1%
<i>Freight and mail carried on scheduled services brought in another</i>	224	245	-8.6%
Added together, that gave us a total traffic revenue of	3,520	3,832	-8.1%
<i>Income from other activities, largely aircraft maintenance and other airline services provided to third parties, earned</i>	295	324	-9.0%
This gave us a total Group TURNOVER of	3,815	4,156	-8.2%
Our expenses comprised:			
<i>Pay, pension contributions and other employee costs</i>	1,049	1,043	+0.6%
<i>Depreciation and amortisation of fixed assets</i>	337	330	+2.1%
<i>Charges for hiring the aircraft we fly on operating leases</i>	64	83	-22.9%
<i>Fuel and oil costs (net of hedging)</i>	470	413	+13.8%
<i>Engineering and other aircraft costs</i>	258	282	-8.5%
<i>Airport landing fees and air traffic control charges</i>	288	309	-6.8%
<i>Handling charges, catering and other operational costs</i>	493	502	-1.8%
<i>Selling costs</i>	308	412	-25.2%
<i>Accommodation, ground equipment costs and currency differences</i>	313	376	-16.8%
In total, therefore, our overall Group operating costs were	3,580	3,750	-4.5%
Deducting this from our Group turnover left a Group OPERATING PROFIT of	235	406	-42.1%
<i>We took into account our share of the operating profit of our associated undertakings, a sum of</i>	1	6	-83.3%
<i>Other income and charges amounted to</i>	4		nm
<i>The net (loss)/profit on disposal of fixed assets and investments during the year was</i>	(57)	28	nm
<i>Net interest payable amounted to</i>	(123)	(130)	-5.4%
This produced a Group PROFIT BEFORE TAX of	60	310	-80.6%
<i>Then we adjusted for tax totalling</i>	(18)	(112)	-83.9%
This produced a Group PROFIT AFTER TAX of	42	198	-78.8%
<i>Part of our profits are owed to a minority shareholder in one of our subsidiaries</i>			
<i>In the period, 6.75% interest was paid to holders of 300 million euro preferred securities</i>	(7)	(6)	+16.7%
This left a Group profit attributable to shareholders of	35	192	-81.8%
Finally, this left a profit retained in the business of	35	192	-81.8%
EARNINGS PER SHARE			
The standard measure of a company's profitability is calculated by dividing profit attributable to shareholders by the average number of shares in issue during the period.			
<i>On this basis, our earnings per share were</i>	3.3p	17.8p	-81.5%

nm = not meaningful

Independent review report to the members of British Airways Plc

Introduction

We have been instructed by the Company to review the financial information for the six months ended September 30, 2003, which comprises the Group Profit and Loss Account, Group Balance Sheet and Notes to the Accounts and we have read the other information contained in the interim report and considered whether it contains any apparent misstatements or material inconsistencies with the financial information.

This report is made solely to the Company in accordance with guidance contained in Bulletin 1999/4 'Review of Interim Financial Information' issued by the Auditing Practices Board. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the Company, for our work, for this report, or for the conclusions we have formed.

Directors' responsibilities

The interim report, including the financial information contained therein, is the responsibility of, and has been approved by the Directors. The Listing Rules of the Financial Services Authority require that the accounting policies and presentation applied to the interim figures should be consistent with those applied in preparing the preceding annual accounts except where any changes, and the reason for them, are disclosed.

Review Work Performed

We conducted our review in accordance with guidance contained in Bulletin 1999/4 issued by the Auditing Practices Board. A review consists principally of making enquiries of Group management and applying analytical procedures to the financial information and underlying financial data and based

thereon, assessing whether the accounting policies and presentation have been consistently applied unless otherwise disclosed. A review excludes audit procedures such as tests of controls and verification of assets, liabilities and transactions. It is substantially less in scope than an audit performed in accordance with Auditing Standards and therefore provides a lower level of assurance than an audit. Accordingly we do not express an audit opinion on the financial information.

Review Conclusion

On the basis of our review we are not aware of any material modifications that should be made to the financial information as presented for the six months ended September 30, 2003.

Ernst & Young LLP, London, November 7, 2003

INTERIM ACCOUNTS

For the six months ended September 30, 2003

Summary group balance sheet

Unaudited – as at September 30, 2003

£ million	2003	2002
The Group's intangible assets comprised:		
<i>Goodwill</i>	96	99
<i>Landing rights</i>	63	51
The Group's tangible assets comprised:		
<i>Our fleet</i>	7,549	8,250
<i>Property</i>	1,191	1,224
<i>Computers, ground and other equipment</i>	416	466
Together, these represented our intangible and tangible assets, of	9,315	10,090
<i>In addition, we had invested in other businesses</i>	531	500
So our intangible assets, tangible assets and investments together equalled	9,846	10,590
Our current assets, mainly money we are owed, our "cash in hand" and stock, represented	2,987	2,804
<i>Most passengers book, and pay for, tickets in advance. This money, and amounts owing to creditors that are payable within one year, totalled</i>	(2,954)	(2,947)
Deducting this gave our net current assets/(liabilities)	33	(143)
Adding this to the sum of our intangible assets, tangible assets and investments left us with total assets less current liabilities of	9,879	10,447
<i>In addition, we owed to creditors amounts due after more than a year including:</i>		
<i>Long-term borrowings and other creditors of</i>	(6,254)	(6,719)
<i>The nominal value of our Convertible Capital Bonds 2005, at £1 each</i>	(112)	(112)
<i>We have provided for deferred tax</i>	(1,077)	(1,128)
<i>We have also made provision for other liabilities and charges</i>	(93)	(105)
Thus, our assets less liabilities represented	2,343	2,383
The money invested in the British Airways Group comprised:		
<i>Our called-up share capital, some 1,082.8 million 25p shares</i>	271	271
<i>Our reserves</i>	1,853	1,915
	2,124	2,186
<i>Amount due to a minority shareholder in one of our subsidiaries</i>	10	9
<i>Issue of 300 million Euro Preferred Securities which entitle holders to a return of 6.75%</i>	209	188
	2,343	2,383

The summary financial statement on pages 4 to 5 was approved by the directors on November 7, 2003.

Key performance indicators

Airline Scheduled Services	For the six months to September 30, 2003	Difference on a year ago
Passengers carried (000)	19,508	-3.8%
Revenue passenger kilometres (RPKs) (m)	52,642	+1.3%
<i>The number of passengers carried, multiplied by the distance they flew in kilometres</i>		
Available seat kilometres (ASKs) (m)	70,943	+0.4%
<i>The number of seats available for sale, multiplied by the distance they flew in kilometres</i>		
Passenger load factor (%)	74.2	0.6pts
<i>The percentage of seats available that were actually purchased</i>		
Revenue per RPK (p)	6.26	-9.3%
<i>How much we received on average from each passenger for every kilometre flown</i>		
Tonnes of cargo carried (000)	373	-2.1%
Aircraft in service (as at September 30, 2003)	312	-37
Average manpower equivalent (MPE)	48,459	-7.7%
<i>The number of employees adjusted for part time workers and overtime</i>		
Productivity (in terms of available tonne kilometres per MPE) (000)	224.0	+8.8%

CHIEF EXECUTIVE'S VIEW

THERE have been some notable industry events since the last edition of Investor was printed. Three of them remain uppermost in my mind - we launched our first ever codeshare flights with American Airlines, celebrated Concorde's last flights and regrettably, during the summer, we had to face unofficial industrial action.

We have now put the industrial dispute behind us - all pay talks for 2003 have been concluded successfully and agreements have been reached on the introduction of electronic time recording. We have apologised to our customers for the disruption they had to suffer and have worked tirelessly to win them back.

The launch of the first codeshare flights with American Airlines is a significant milestone for us in that ultimately, it will add more than 100 new destinations to ba.com.

And, if you followed Concorde's retirement celebrations, I hope you will agree that she had a glorious, if not poignant, historic last day as promised.

We have now confirmed her new display locations where many more people can see her. We also completed a detailed study with Airbus to determine if a single Concorde could be maintained for non-commercial flying at public events. Airbus has told us that they are unable to support such a project, whether it is for British Airways or anyone else.

Challenges remain unchanged

In turning to the overall business environment, I make no excuses for restating our unwavering determination to reduce costs and overcome the challenges that lie ahead. Those challenges have changed little in recent months, indeed years - while the revenue outlook has stabilised, industry yields are currently at all time lows, load factors remain flat and volumes are very price sensitive. Before the industry can talk about really turning the corner we need a sustained period of uneventful air travel and economic recovery. This has yet to happen and the timing of any recovery is uncertain.

In the meantime, we remain very much in control of our own destiny and we will continue our drive to reduce controllable costs, simplify and modernise our business while enhancing the customer experience.

Cost reductions encouraging

Despite a difficult quarter, which included the strike action, these results show that the implementation of the Future Size and Shape programme and other business plan initiatives are helping to offset the continued deterioration in revenue.

For the quarter, unit costs improved by 4.4 per cent and reductions have been achieved in most categories. Productivity improved 11 per cent and this went some way to partially offset an increase in employee costs due to the wage round and higher National Insurance contributions.

While the cost reductions achieved are encouraging, these results show that there is much work to be done to adjust the business to the continued economic downturn and lack of market recovery if we are to achieve our 10 per cent operating margin target. To this end we are starting our annual business planning process earlier this year and work is already underway.

Future Size and Shape (FSAS) simplification and modernisation continue

Simplification is at the heart of our two-year FSAS programme and the business plan initiatives - helping to drive costs out of the business.

Against the FSAS manpower reduction target of 13,000, we have reached 12,087. We will achieve the remainder of the reduction by March 2004.

Against the FSAS £650 million annualised cost savings target by March 2004 we have already delivered £701 million. Capital expenditure and proceeds from disposals are also on target.

New technology is key to simplifying processes for our customers and they are embracing it enthusiastically. E-ticket is now used by nearly half our customers and bookings on ba.com continue to rise, with 46 per cent of all shorthaul point-to-point bookings being made on-line.

And, where we once had five Executive Clubs, we now have one, with one IT system not three and much, much simpler redemption rules.

Fare types have been reduced by 15 per cent, effectively taking 500,000 fare types out of the system.

On the ground and in the air we have world-beating, award winning products. We have more flat beds than any other airline, nearly 6,000 on our wide bodied aircraft and we continue to open new airport lounges, refurbish existing ones and provide more customer self-service options than ever before.

This simplification continues right across the business - today there is more employee self-service on-line capability than ever, and our latest introduction is e-pay, an electronic pay slip.

Network and strategic developments

Reflecting our strategy to focus on more profitable routes we have continued to adjust our network and remove unprofitable flying on a seasonal basis.

Winter highlights include operations at London City Airport where there are new services to Edinburgh and Geneva. In the UK regions, twice-daily flights to Copenhagen from Manchester have started, and British Airways CitiExpress has commenced services to Milan and Stuttgart from Birmingham.

At Gatwick we have launched a new service

to Turin and at Heathrow we plan to resume flying to Islamabad in December.

As part of our fleet simplification programme the last of five Gatwick-based ATR aircraft have been returned to the lessors, leaving us with a single aircraft type for shorthaul flying - Boeing 737s and for longhaul, Boeing 777s.

Alliance developments

In Australia we hope the Australian Competition and Consumer Commission will decide that our joint services agreement with Qantas can continue.

Nearer home, we have signed a new commercial agreement with Swiss International Air Lines and at the same time also acquired valuable slots at Heathrow. The first codeshare flights have now started, giving both airlines' customers convenient access to worldwide destinations via London and Zurich. Soon, Swiss will be joining the **oneworld** alliance adding an important hub in central Europe serving one of the world's most important financial centres.

Other progress centres on Iberia, our key partner in Europe, and we hope to know before the end of the year that the deepening of that relationship has been cleared by Brussels.

Consolidation and Infrastructure

At a time when European consolidation is gaining pace, it is more important than ever that British Airways has sufficient slots to maintain a strong Heathrow base.

This winter we will be in our strongest slot position at Heathrow for eleven years, although we still continue to lag behind our key European competitors at their home hubs. Our slot holding is nearly 41 per cent - back in 1999 this had fallen to 36.9 per cent.

The increased slot holding is the direct result of a carefully planned acquisition strategy.

However, the recent consolidation movements in Europe will now put even more emphasis on developing extra runway space at London Heathrow.

As the Chairman has pointed out, the government's aviation White Paper is expected by the end of the year and if the British government is to avoid condemning British aviation to longterm decline, a positive decision for a third Heathrow runway is absolutely critical not only for this airline, but also for this country.

For this business right now, it is imperative that we remain focused on reducing controllable costs and simplifying our business. It is only by doing this will we ensure that we can compete effectively and be in a position to seize new opportunities as they emerge.



Rod Eddington, Chief Executive

BRITISH AIRWAYS HOLIDAYS SHAREHOLDER OFFER

British Airways is offering its UK customers a new range of package holidays through British Airways Holidays. We have taken back the ownership and management of British Airways Holidays after the termination of Accoladia, our joint venture with Thomas Cook, which managed the British Airways Holidays 2003 programmes.

The new British Airways Holidays offers a range of five brochures which are available to our customers through direct channels only. This has enabled us to produce a cost-effective programme and to price the brochures competitively. We are able to offer our customers better value for money on all of our brochures; in fact, the new 2004 British Airways Holidays prices cannot be beaten for any comparable holiday through any high street travel agent. Direct selling results in lower prices because no commissions are built into the prices.

As a result of this new pricing structure, British Airways Holidays can no longer offer the standard 10% discount to BA shareholders. Instead, on top of the best brochure prices available, we will offer bespoke special promotions on a regular

basis available to BA shareholders. This means we are able to present tempting offers, specifically designed with you in mind. The current offer is outlined below. For all future offers, please check the shareholder website www.bashareholders.com or call BA Holidays, at regular intervals.

The brochure range covers the following destinations: Florida, Tropical Beaches (The Caribbean, Indian Ocean, Dubai and Bermuda), USA & Canada, Weddings and City Breaks. In addition to these destinations, we have joined up with partners in the travel industry to offer our customers a broader product range. The following specialist tour operators are selling their holidays in association with British Airways Holidays: Supertravel: Golf and Ski; Abercrombie & Kent: Latin America and Africa / Egypt; Qantas Holidays: Far East and Australia / New Zealand; Greaves, India.

Shareholder offer

Save £400 on a return upgrade to Club World when you book your 2004 Caribbean holiday from the British Airways Holidays Tropical Beaches brochure.

Enjoy the luxury of flying Club World for an additional supplement from just £349 one way or £698 return on a holiday to Antigua or St Lucia.

This offer is available on new bookings made with British Airways Holidays until 30 December 2003. Travel must be completed between 1 January and 30 November 2004.

Discounted upgrades to other Caribbean destinations are available as follows.

Club World Supplement		
One way from	Return from	Destinations
£349	£698	Antigua, St Lucia
£361	£722	Grenada, Tobago
£379	£758	Barbados
£394	£788	Jamaica
£485	£970	Grand Cayman
£556	£1,112	Bahamas, Turks & Caicos

To book this offer call British Airways Holidays on 0870 24 34 224, quoting SHAR. To request a brochure or for further information on British Airways Holidays see www.ba.com/holidays.

THE BRITISH AIRWAYS CONCORDE COLLECTION



Visit our new on-line shop for unique Concorde memorabilia.

After 27 years of supersonic service, the flagship of the British Airways fleet will fly no more - we now celebrate Concorde's great contribution to British aviation with an exclusive range of

commemorative gifts immortalising the aircraft's unique design. We are delighted to offer you the opportunity to shop on-line for these special commemorative gifts.

www.ba-concordecollection.com



Take a flight on British Airways London Eye



British Airways London Eye is delighted to announce a special offer open to all British Airways shareholders. Until 31 March 2004, you are entitled to a complimentary flight on British Airways London Eye (worth up to £11.50) when accompanied by at least one fare-paying adult.

Standing at 135 metres high and situated on the south bank of the River Thames, the London Eye is the tallest observation wheel in the world. Guests are treated to unrivalled views of the capital with stunning panoramic scenes

that stretch for up to 40 kilometres on a clear day. It is, quite simply, the way the world sees London.

To take advantage of this great offer, fill in your details on the voucher below and present it when purchasing your tickets. Tickets can only be purchased on the day of your flight in the ticket office at County Hall.

For details on opening times and prices, please visit ba-londoneye.com.

The London Eye is closed for annual maintenance from 5 January to 4 February.

UK Directory

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Harmondsworth UB7 0GB
Registered Number 1777777

Shareholder Information:
For queries in relation to your shareholding or shareholder benefits:
Company Registrars
Computershare Investor Services PLC
PO Box 82, The Pavilions,
Bridgwater Road, Bristol BS99 7NH
Tel: 0870 702 0110
E-mail:
web.queries@computershare.co.uk

With your folio number you can check your shareholding on-line at www-uk.computershare.com/investor

British Airways Shareholder Services can be contacted at:
company.secretary@britishairways.com

For your flight bookings using your shareholder discount:

Shareholder Reservations Line:
0870 850 850 5 or on-line at www.bashareholders.com

For fares, availability and new bookings including flights, hotels, insurance and car hire:
www.ba.com

All other enquiries:
0870 850 9 850
Opening hours 0600-2145 7 days per week. For callers outside the UK, please dial +44 191 490 7901
Or in the US: 1 800 247 9297

For flight arrival and departure information:
0870 55 111 55
Opening hours - 24 hours, 7 days per week.

British Airways Travel Shops:
0845 606 0747

Travel Clinics:
0845 600 2236

Executive Club UK customer service centre: 0845 77 222 77

LONDON EYE OFFER

Name _____

Address _____

Shareholder Reference Number _____

E-mail Address _____

Please tick here if you do not wish to receive any further information from British Airways London Eye.

Terms and conditions

1. Offer is only open to British Airways shareholders.
2. The offer is available until the 31 March 2004.
3. Terms and conditions of The London Eye Company apply. The Terms & Conditions of The London Eye can be found on the website or in person at County Hall.
4. All information and prices are subject to change throughout the promotional period and are correct at the time of print of the offer.
5. Each shareholder may only use the offer once over the offer period.
6. The complimentary ticket will only be issued strictly in accordance with the instructions. The voucher must be presented at the time of booking.
7. There is no cash alternative available.
8. This offer cannot be used in conjunction with any other discount voucher or concessional rate offered by either the Tussauds Group or The London Eye Company.
9. The offer is only available for British Airways shareholders in conjunction with the purchase of a full priced adult ticket, there is no restriction in the number of additional tickets the member may purchase.
10. All tickets are subject to availability.
11. Tickets may only be purchased in person at the ticket office in County Hall on the day of the flight.
12. The voucher is non changeable and non refundable.
13. Shareholders will be personally responsible for any tax liability that arises as a result of this offer.