



The Boeing Company

A Market Analysis

Produced by

AirInsight

Analysts:

Ernest Arvai, Scott Hamilton and Addison Schonland

February 2010

The Boeing Co. is one of the world's largest aerospace firms, with more than \$60bn in annual revenues. It is comprised of three basic business lines: Boeing Commercial Airplanes (BCA), Boeing Capital Corp. (BCC) and Integrated Defense Systems (IDS). BCA and IDS each account for roughly 50% of the revenues, with IDS typically slightly more. BCC is the "house lessor/financier" for BCA, providing customer financing as a funder of last resort.

BCA and IDS each have a number of business units to specialize in segments of their respective industries. For example, BCA business units include those that provide maintenance, repair and overhaul services; pilot training; and maps and navigation services. IDS has some 300 military programs, from the high-profile and easily recognizable C-17 to the lesser-known and more recent emphasis on Unmanned Aerial Vehicles and Systems (UAVs and UASs) and cybersecurity.

The focus of this Report is on Boeing Commercial Airplanes. We will, however, also include discussion of the 737-based Wedgetail and P-8A Poseidon programs and the KC-Tanker based on the 767 and potentially the 777, all derivatives of commercial programs.