



# The revolution has arrived

Blink – Europe's first air-taxi

May 2008

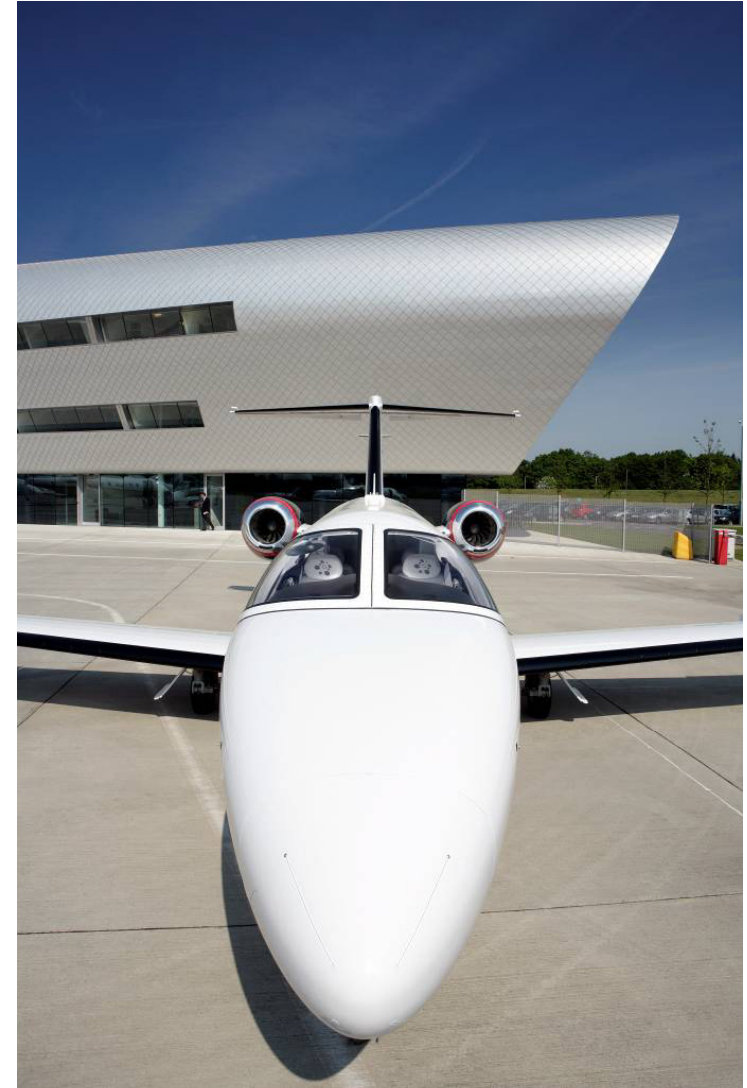
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# Blink – Europe's first air-taxi

Leading the revolution in European air travel

## A paradigm shift

- ▶ Simple, transparent pricing
- ▶ New distribution channels
- ▶ High asset utilisation
- ▶ Leveraging technology
- ▶ Destination network
- ▶ Large single fleet type



# Limitations of current models

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Inefficiencies and high cost assets impede low prices

## Limitations

- ▶ Owner-managed aircraft restricts utilisation
- ▶ Highly fragmented market results in opaque pricing and inconsistency of product and service
- ▶ Oversized and overpowered aircraft for European mission profile
- ▶ High deadhead levels inherent in current models

# The revolution

The revolution rests in the business model not the asset

	Air taxi	Branded charter	Fractional ownership
	The revolution	The evolution	Status quo
Operational efficiency	▶ High utilisation within a constrained network	▶ Medium utilisation due unrestricted model	▶ Low utilisation driven by limited asset availability and unconstrained model
Scalability	▶ Limitless due to network efficiencies and economies of scale	▶ Limited by lack of downstream customers	▶ Limited by need to find new owners
Profitability	▶ Low margin on large revenue base	▶ High margin due to traditional pricing model	▶ Lowest margin because profitability derives from aircraft sales



# A revolutionary experience

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## Speaking the language of commercial airline users

### Current commercial airline experience

- ▶ Inefficient scheduling
- ▶ Sub-par airport experience
- ▶ Lengthy security queues
- ▶ Inconvenient hub alternatives

### Current business jet experience

- ▶ Expensive and opaque pricing
- ▶ Inconsistency of product and service
- ▶ Oversized and overpowered assets

### Blink's revolutionary experience

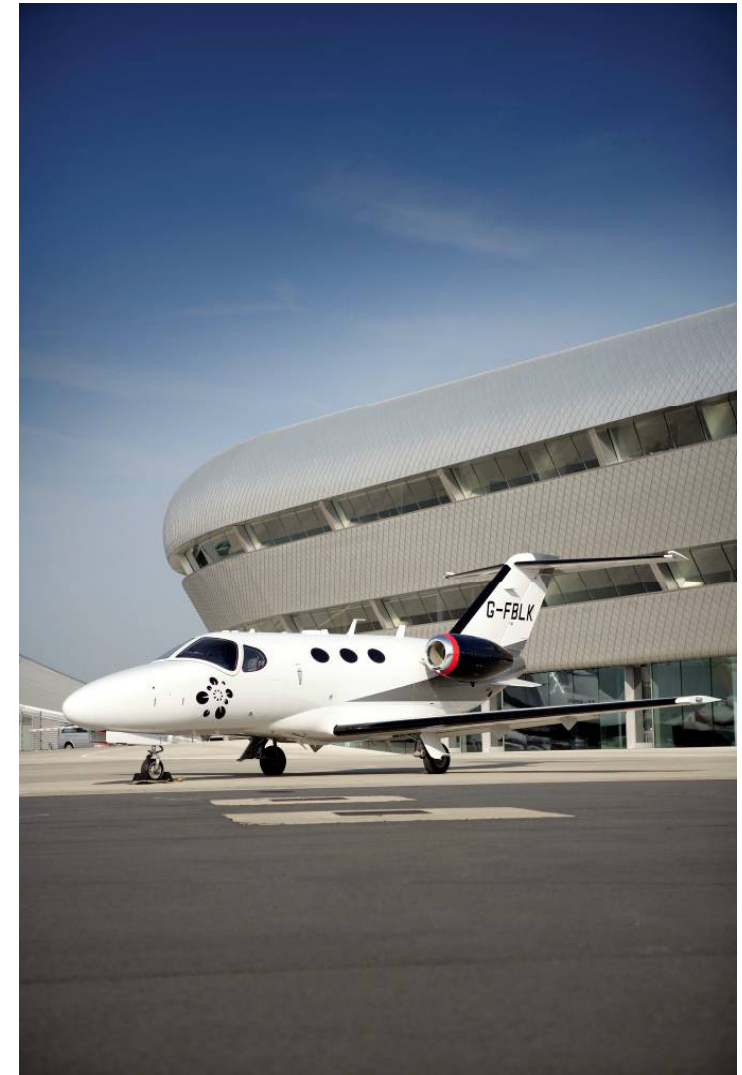
- ▶ Simple and transparent pricing
- ▶ Online booking
- ▶ Airports close to final destination
- ▶ Quick and efficient airport experience
- ▶ Flexible schedule without cost increase
- ▶ Single fleet type with identical customer experience

# Blink and you're there

The revolution has arrived

**Why wait? Book now!**

- ▶ Commencing operations – May 2008
- ▶ 45 Mustangs on order – largest owner globally
- ▶ £15m/\$30m equity financing – among most well financed
- ▶ Unrivalled operations team – all have 30+ years experience in industry leading positions
- ▶ Strong AOC partnership – TAG Aviation



# Contact information

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