

# *Transforming Private Jet Travel*





# JETBIRD | COMPELLING MARKET OPPORTUNITY

|                                    | Western Europe | United States |
|------------------------------------|----------------|---------------|
| Population '06*                    | 399m           | 299m          |
| GDP '06 – '13 p.a.*                | +2.3%          | +3.3%         |
| Per Capita Income*                 | +35%           | +38%          |
| Individuals with Assets > US\$1m** | 2.8m           | 2.9m          |

\*GDP & Per Capital Income - estimated growth between 2006 and 2013 - Source: Economist Intelligence Unit

\*\*Source: Merrill Lynch Capgemini World Wealth Report 2006

**Business Jet penetration in Europe is 20% of US market**



# JETBIRD | EUROPEAN DEMAND DRIVERS

## Push Factors

- ✈ Security delays
- ✈ Hand luggage restrictions
- ✈ Congestion
- ✈ Limited infrastructure
- ✈ Reducing business services

## Pull Factors

- ✈ Enhanced personal security
- ✈ Flexibility
- ✈ Efficiency
- ✈ Comfort



# JETBIRD | AIR TRAVEL

Transit - 18% of average journey time



## FINANCIAL TIMES

*Very Light Jets*

*Revolution is now in the air*

## LE TEMPS

*Increased Demand for*

*Private Business Travel*

*JetBird, a pioneer in low-cost air travel,  
reduces check-in wait times.*

Travel  Transit 18%



# JETBIRD | AIR TRAVEL

**Waiting - 53% of average journey time**

Heathrow 

August 11, 2006



**THE WALL STREET JOURNAL.**  
*Europe Airports Endure  
Delays, Cancellations*

**FINANCIAL TIMES**  
*Private jet hire soars  
In wake of terror attacks*

**Travel**  Transit 18%

Waiting 53%



# JETBIRD | AIR TRAVEL

Flying - 29% of average journey time



**The New York Times**

*Executives Rethink*

*Life on the Road*

**The Straits Times**

*Canned in Like Sardines?*

**Travel**

Transit 18%

Waiting 53%

Flying 29%



# JETBIRD | PRIVATE TRAVEL - REGULAR, JUST NOT SCHEDULED

- ✈️ Busiest routes are on a London – Rome axis
- ✈️ 65% of flights originate in the UK, France, Germany, Switzerland and Italy
- ✈️ Over 70% of trips have return legs
- ✈️ 90% of flights are within Phenom 100 range





# JETBIRD | GAME CHANGING BUSINESS MODEL

✈ Point-to-point, per aircraft, on demand

✈ Hubs in key European centres  
– Switzerland, Germany, Italy, France & UK

✈ Fleet of 100 *Phenom* aircraft

✈ All major European centres served







## **JETBIRD | The Low Cost Carrier Model**

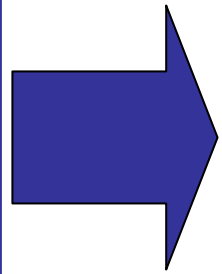
- ✈ Low cost carriers have revolutionised commercial air travel
- ✈ JetBird understands the LCC model
- ✈ Management also has significant private aviation expertise
- ✈ JetBird has the expertise to replicate the LCC model in private aviation



# JETBIRD | Applying LCC's Best Practices

## LCC Best Practice

- ✈ High aircraft utilisation
- ✈ Low operating costs
- ✈ Single aircraft type
- ✈ Outsourced maintenance
- ✈ No free in-flight catering
- ✈ Low cost booking channels
- ✈ Low aircraft capital cost
- ✈ Controlled pilot costs
- ✈ Ancillary revenue generated
- ✈ Use of small airports
- ✈ Fuel efficient aircraft
- ✈ Minimise tax burden



## JetBird Practice

- ✈ Up to 1,500 utilisation p.a.
- ✈ DOC's 30% less than CJ1
- ✈ 100 Phenom's
- ✈ Highly competitive PBH
- ✈ No in-flight catering
- ✈ Web booking favoured
- ✈ Launch customer pricing
- ✈ Incentive based pilot pay
- ✈ Income sharing agreements
- ✈ Secondary airports identified
- ✈ Next generation engines
- ✈ Optimal corporate structure



# JETBIRD | STRATEGIC MILESTONES

2006 - 2007

## Progress

✈ Aircraft Order Stream

|   |   |   |
|---|---|---|
| ✓ | ✓ | ✓ |
|---|---|---|

✈ Strategic Partners  
– Revenue & non-revenue generating

|   |   |
|---|---|
| ✓ | ✓ |
|---|---|

✈ Asset & Equity Financing

|   |   |
|---|---|
| ✓ | ✓ |
|---|---|

✈ Profiled key management roles

|   |   |
|---|---|
| ✓ | ✓ |
|---|---|

✈ FBO relationships

|   |   |
|---|---|
| ✓ | ✓ |
|---|---|

✈ IT Platform

|   |
|---|
| ✓ |
|---|