

VICTOR

A PRIVATE JET REVOLUTION

Monday 14 May Less than one year since launch, Victor is revolutionising private jet travel and bringing a new generation of passengers to the industry by opening up the market on a per seat basis. Jet charterers are converting to Victor because they receive the best market price in a transparent process and they have the unique opportunity of selling off surplus seats to other Victor members. The chance to off-set their charter costs by up to 50% is a big motivation.

With the first 1,000 members signed up to the innovative jet sharing concept, Victor is fast proving critics wrong who said those who fly private would not be happy to share. It is the world's first marketplace for private jets that allows the consumer direct-access to operators and a fully transactional platform – quote, compare and book. The seat buyer market is a brand new audience—those who previously thought private aviation was out of the question are being asked to 'Think Again' with seats available from £995.

Victor is building a luxury consumer brand via strategic lifestyle marketing and PR campaigns, driving an increase in membership that is growing by around 100 per month. This summer, Victor launches the first ever private jet 'schedule' on a per seat basis to the Mediterranean hotspots of Mallorca, Ibiza and the Côte d'Azur supported by a high-impact advertising campaign. In response to demand from members, Victor's smart algorithms have worked out the top 5 routes across Europe and flights are being made available that will be confirmed once a minimum of two passengers have booked.

Victor completed its first round of fundraising earlier this year in record time and, even in these difficult economic times, was oversubscribed. Adding a further vote of confidence to the concept is the fact that over half the shareholders are Victor members.

'Like all internet businesses, our success is measured by the number of members and of course, transactions. With over 1,000 like-minded members behind the brand, the signs are encouraging" comments Clive Jackson, Founder & CEO.

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Clive Jackson will be available for interview at EBACE – please contact Samantha Strawford: Samantha.strawford@flyvictor.com or +44 (0) 20 7384 8559 for further information or to arrange an interview.