

VICTOR

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VICTOR EXPANDS MARKETING DEPARTMENT

London, 10TH December 2014 - Victor, the fastest growing on-demand private jet charter business, is pleased to announce that Ricardo Gato has joined the company as Marketing Manager. Ricardo, who spent the last 7 years at NetJets, moving from operational analysis, digital and direct marketing, to being in charge of media spend throughout Europe and search globally, will be responsible for evaluating advertising and sponsorship opportunities as well as digital and direct marketing.

Since its launch in 2011, Victor has seen a year on year growth of 300% and an increase to over 11,000 new members, which has prompted the expansion of its marketing department ahead of the travel App launch and USA expansion plans in 2015.

The expansion of the Marketing department started earlier this year with the appointments of Dan Northover, CMO, previously with Engine Group and Saavik Abramov, Digital Marketing Manager, from VCCP.

Ricardo Gato, Marketing Manager, Victor, commented: "So far, it's been an amazing journey for me in the private aviation industry and I am thrilled to be joining Victor at such an exciting time. Victor has revolutionised the industry through its transparency and technology. I look forward to contributing to the Victor success story."

Dan Northover, CMO, Victor added: "Finding people who understand the mind-set of our customers is key – Ricardo brings with him a combination of both aviation and marketing experience, but most important of all, a clear understanding of our audience."

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About Victor

Victor has taken on the world of private jet charters to make comparing, booking and managing a flight simpler and faster than ever before. Membership is free and there are no hidden costs or surcharges. We simply deliver at least 3 charter quotes within 60 minutes, so that our members can compare the best aircraft, operator and price. Victor's unique combination of smart technology, transparency and exceptional customer service means that over 11,000 members, with access to 7000 aircraft - over 900 of them from operators that have partnered with us - are always connected and in control. Now in its third year, Victor has achieved 300% year on year growth and in 2013 was honoured at the Walpole British Luxury Awards as the 'Brand of Tomorrow', as well as winning TTG's 'Leading Edge' Award.