

Press release



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ETIHAD AIRWAYS ANNOUNCES PARTNERSHIP WITH PRIVATE JET CHARTER COMPANY VICTOR

Etihad Airways has announced a new partnership with Victor, the fastest-growing on-demand private jet charter company in the world, to complement and promote its exclusive The Residence and First Apartment cabins, both available on the airline's Airbus A380 fleet. The partnership allows customers the ultimate convenience of chartering a seamless private aircraft connection to or from their international A380 flights.

Etihad Airways is the first scheduled airline to partner with private jet charter providers world-wide to promote specific scheduled flights on its extensive global network. The airline has seen strong interest and demand within the private jet market for its ultra-exclusive A380 cabins, and is using the charter distribution network to reach this important customer segment.

Victor, which has bases in London, New York and California, is the only jet charter company to provide real-time availability, and the only one to fully disclose transaction fees, and specific operator and aircraft details, offering customers total transparency and control with no upfront commitments. Victor's end-to-end charter booking and flight management service is also unique, supported by innovative technology and using smartphones, tablets and computers.

Shane O'Hare, Etihad Airways' Senior Vice President Marketing, said: "With the A380, Etihad Airways has designed innovative and luxurious interiors, products and services which match the sophisticated needs of the private jet customer. Our unique agreement with Victor will give those customers wanting the ultimate luxury private jet experience a simplified end-to-end journey combining our magnificent A380 with a private jet by simply using their laptop, smartphone or tablet.

"Victor has revolutionised the private jet charter space by giving full control and transparency to the customer, so they can expedite their travel themselves by using the

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latest technology, at any time, removing the lengthier booking procedures and processes associated with many private jet bookings.”

Victor is the first jet charter company to disclose aircraft and crew specifics, and side-by-side comparisons of more than 7,000 jets at 40,000 airports worldwide via a network of 131 partner operators.

Clive Jackson, Victor founder and Chief Executive Officer, said: “Discerning travellers will enjoy a truly seamless, door-to-door flying experience through our new partnership with Etihad Airways.

“Customers can quickly and easily book both The Residence or First Apartments and their connecting private jet charters, first or last leg, on the Victor app while receiving the highest quality, all-in-one customer service. Our 24-7 customer team, working closely with Etihad Airways’ VIP Concierge service, will have access to a wide range of key amenities and resources to ensure total comfort. This unique offering brings a new level of accessibility, control and choice to specialised ultra-luxury travel for executives, VIPs and seasoned travellers. Working alongside Etihad Airways, we are able to provide the most complete luxury air travel experience, an experience meeting every single need of discerning international travellers across both commercial and private flights.”

The partnership features a bespoke technology integration which allows Etihad Airways guests to book The Residence, or First Apartments, together with private jet charter flights directly from the Victor mobile app, which launched in April 2015 - the first time commercial flights have been bookable seamlessly via a private jet service. The mobile app allows travellers to search, compare, book, and board a private jet entirely from their smartphones. Currently, 50 per cent of all Victor bookings are made through the mobile app, for aircraft types ranging from light jet aircraft to larger, longer range private jets.

Members of Etihad Guest, Etihad Airways’ frequent flyer program, will be provided with access to the Victor app, and an incentive offer of a Victor card with a value of USD \$1,500 as a discount towards their first private jet charter booked using the app.

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Etihad Airways' A380s currently operate two of the three daily services from Abu Dhabi to London Heathrow, one of its two daily services between Abu Dhabi and Sydney, and one of its two daily services to New York JFK. In 2016, Etihad Airways will add its giant flagship aircraft on services to Melbourne and Mumbai.

Measuring 125 square feet, The Residence has changed the landscape of premium airline travel, providing a private three-room cabin, including a living room, double bedroom, private bathroom, dedicated Savoy-trained Butler, and onboard Chef.

The Etihad Lifestyle Concierge team, which works closely with the airline's Butlers in-flight, delivers a highly personalised experience, offering a range of services including dining reservations, entertainment bookings, special events, destination information and lifestyle services. On the ground, a VIP Concierge team assists guests with all check-in and security formalities.

The Etihad Airways A380 fleet is configured with nine ground-breaking First Apartments, featuring a completely private living space with a reclining lounge chair and an ottoman which converts to become a separate 80.5 inch long fully-flat bed. The on-board Chef provides First Apartment guests with superior à la carte dining, or a menu tailor-made from a larder of fresh ingredients.

Guests staying in The Residence and First Apartments enjoy full in-flight connectivity, including Wi-Fi and mobile services, advanced personal entertainment systems, and luxury chauffeur transfers to and from airports served by the Etihad Airways A380 fleet.

To download high resolution images from Etihad and Victor, please visit:
<https://www.hightail.com/download/ZWJYeW42eFg0b0JESjIVag>

About Etihad Airways

Etihad Airways began operations in 2003, and in 2014 carried 14.8 million passengers. From its Abu Dhabi base, Etihad Airways flies to or has announced plans to serve 113 passenger and cargo destinations in the Middle East, Africa, Europe, Asia, Australia and the Americas. The airline has a fleet of 120 Airbus and Boeing aircraft, and more than

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200 aircraft on firm order, including 66 Boeing 787s, 25 Boeing 777Xs, 62 Airbus A350s and five Airbus A380s.

Etihad Airways holds equity investments in airberlin, Air Serbia, Air Seychelles, Alitalia, Jet Airways, Virgin Australia, and Swiss-based Darwin Airline, trading as Etihad Regional. Etihad Airways, along with airberlin, Air Serbia, Air Seychelles, Alitalia, Etihad Regional, Jet Airways and NIKI, also participate in Etihad Airways Partners, a new brand that brings together like-minded airlines to offer customers more choice through improved networks and schedules and enhanced frequent flyer benefits. For more information, please visit: www.etihad.com

About Victor (www.flyvictor.com)

Victor is revolutionising the world of private jet charter to make comparing, booking and managing flights simpler, faster and more enjoyable than ever before. Membership is free - there are no hidden costs or surcharges. Victor delivers at least three charter quotes within 60 minutes, so that members can compare the best aircraft, operators and prices. Victor's unique combination of smart technology, transparency and exceptional customer service – provided by a dedicated 24-7 team - means that its 45,000-plus members, with access to 7,000 aircraft – via a network of 131 partner operators – are always connected and in control. Victor has achieved three-year average sales growth of 142.93% per annum, ranked number 15 in the 2015 Sunday Times Hiscox Tech Track 100, and in 2013 was honoured at the Walpole British Luxury Awards as the 'Brand of Tomorrow' and won TTG's 'Leading Edge' Award.