

FIRST-TIME PRIVATE JET CHARTERERS FUELLING VICTOR

GROWTH

- *Long-range bookings have more than tripled (279%) in 2016*
- *Significant broadening of aircraft types (68) used for Victor bookings*

EMBARGOED: London, UK, [May 23, 2016] – [Victor](#), the global on-demand private-jet charter pioneer, has confirmed that, across the first four months of 2016, it is tracking significant numbers of bookings made by customers who have never flown privately before. Victor has been tracking numbers of brand new charterers for some time now whilst developing its established charter audience, and is continuing to grow and innovate its industry-changing offering - bringing the major benefits of private jet charter to new audiences and growing the market.

More specifically, the increase in first-time charter users can be put down to Victor's tech-driven demystification of the traditional, often opaque charter booking process through brokers. By offering smart like for like comparisons of specific aircraft and costings, and adding an unprecedented level of ease and accessibility to the booking process, Victor's unique and compelling service is revolutionising the sector.

Victor's iOS app, launched just over a year ago, has proved particularly successful. Providing fliers with a full and unprecedented end-to-end charter experience through everything from side-by-side jet comparisons, specific aircraft details, clear quotes, instant booking and 'in flight' management, the app has made the charter experience vastly more accessible to commercial air travellers. Reinforcing Victor's commitment to transparency and hi-tech, hi-touch customer service, the app currently contributes to 60% of total bookings – complimenting a constantly evolving web platform and international, 24-7 team of customer experts.

Victor's latest sales growth maintains the three-year average sales growth of 142% per annum reported in The Sunday Times Hiscox Tech Track 100 for 2015, where Victor came 15th – the only aviation business listed. As the company rapidly scales, so the types of aircraft being booked around the world are broadening. 68 different aircraft types have been chartered in 2016, representing a 45% increase year-on-year*.

In terms of U.S. bookings, the Beechjet 400a and Hawker 800XP have proved the most popular choices this year. For the UK and Rest Of World, however, it is the Citation Mustang, taking more than double the bookings of its closest rival, the Phenom 100. Of even more significance is the increase of long-range aircraft flights, up a staggering 279% year-on-year*. The Gulfstream IV-SP, IV and G450, as well as the Bombardier Challenger 601 and Global Express XRS, have proven the most popular Victor long-range requests in 2016. This surge in demand can be attributed to fliers who previously booked large flights via traditional brokers and paper contracts but who are now trusting disruptive technology to safely and securely book those same flights, alongside their regular light aircraft requirements. Victor is fast becoming the norm for comfortable but effective private jet travel.

“The fact that so many first-time fliers are choosing Victor shows just how much the private charter market is opening up and changing, for the better,” says Clive Jackson, CEO & founder of Victor. “We are growing the market by making it more accessible – easier to understand, clearer to navigate and more fun and productive to use. Providing transparency of service and ease of experience through smart technology is at the heart of Victor's customer proposition.”

He adds: “The traditional charter players are starting to realise by how much technology is changing today's industry landscape, enabling customers to book smartly without a broker. Victor is gaining new fliers and retaining them by delivering a multi-channel mix of hi-tech and hi-touch customer service that lets the customer tailor the travel that's exactly right for their needs. As our new data shows, more and more customers are benefitting from

the wide range of charter options that we offer and trusting in the clear, easy-to-understand way we present them; in turn, Victor continues to gain supporters and grow strongly.”

Looking ahead, Victor is planning to further develop its leading tech platform and customer offering, its integration with operators and key industry partners, and charter operations across Europe and the U.S.

* *Jan-Apr 2016 vs Jan-Apr 2015*

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About Victor

Victor is revolutionizing the private jet charter industry as the only fully-transparent, globally on-demand service not requiring its members to pay upfront fees. Members are able to swiftly check pricing options, aircraft specifics and amenities before booking the flights they need. Victor’s unique combination of smart technology, transparency and exceptional customer service, provided by a dedicated 24-7 team, means that its members – with access to thousands of aircraft via a network of over 200 partner operators – are always connected and in control. Victor, the fastest-growing on-demand private jet charter company in the world, has achieved three-year average sales growth of 142% per annum. The company has also ranked number 15 in the 2015 Sunday Times Hiscox Tech Track 100, and in 2013 was honored at the Walpole British Luxury Awards as the ‘Brand of Tomorrow’ whilst winning TTG’s ‘Leading Edge’ Award.

www.flyvictor.com

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