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RocketRoute

Alyssum Group Acquires RocketRoute to Advance Game-Changing Plan for Business & General Aviation

- *First steps of Alyssum Group's long-term acquisitive strategy within general aviation sector*
- *Group to connect key stakeholders via an integrated digital marketplace servicing and benefitting customers, brokers, operators and suppliers*
- *RocketRoute joins Victor as wholly-owned Alyssum Group subsidiary*
- *RocketRoute will expand and integrate its smart-tech aviation services FlightPlan and MarketPlace as part of Alyssum Group's connected offering for general aviation community*
- *News follows last month's announcement of further \$18m co-investment in Victor – involving BP Ventures and BBA Aviation – to drive creation of Alyssum Group*

London, Feb 6, 2018 – Newly-formed investment vehicle Alyssum Group has acquired leading aviation services company RocketRoute as part of its long-term strategy to transform the entire private aviation industry.

Specifically, RocketRoute's best-in-class technology platforms FlightPlan and MarketPlace – delivering innovative flight-planning, fuel and concierge services – will be integrated into a connected digital marketplace that Alyssum Group, owner of global jet charter marketplace Victor, will create to seamlessly and transparently service all within private aviation. This includes customers, charter brokers, operators and suppliers.

Victor's own customers and operator clients immediately stand to benefit. By harnessing RocketRoute's dynamic industry data and services, Victor - with whom RocketRoute announced a strategic partnership last November – will be empowered to provide an even higher level of service in the jet charter space, boosting organic growth and innovation. Victor's travel platform will also significantly improve the efficiency of business operations for its suppliers - advancement on an unprecedented scale within the sector.

Both RocketRoute and Victor have ongoing relationships with Air BP and have previously benefitted from strategic investments made by BP's venturing business BP Ventures. The investments have supported Air BP's goal to promote efficiency and growth in general and business aviation.

RocketRoute launched MarketPlace with Air BP last year, an enhanced app taking the former's service offering beyond fuel and flight-planning. MarketPlace lets pilots and dispatchers quickly source and connect directly with thousands of ground handlers,

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FBOs and aviation providers around the world, ensuring flights take-off more efficiently.

The acquisition of RocketRoute by Alyssum Group now provides the opportunity to expand and evolve MarketPlace. The platform, complementing the ongoing development of FlightPlan, will be opened up to attract a wider range of service providers beyond existing key supplier Air BP, and will actively seek other complementary third-party partnerships and arrangements to ensure a full service offering at any location.

Bringing together offerings from flight sales through to flight-planning and dispatch creates a smart and comprehensive solution especially appealing to larger operators. These consolidating developments, in addition to RocketRoute's productive, data-driven collaboration with Victor, will work towards Alyssum Group's overarching strategic objectives.

Clive Jackson, Alyssum Group, Founder & CEO, said: "Backed by key strategic investors, and having already now completed the first stage of our acquisitive strategy, Alyssum Group is dictating a new phase of consolidation in our industry. This will help raise business standards across the sector, encourage innovation and boost growth; all of which stands to benefit our various customers, partners and providers. I warmly welcome RocketRoute to the fold. They share our vision to transform the way our sector operates. I look forward to working with them."

Uwe Nitsche, RocketRoute, CEO, said: "Joining Alyssum Group is a fantastic step forward, providing the perfect platform for RocketRoute to achieve its next phase of growth. It will allow us to extend our impressive digital platform and more efficiently integrate RocketRoute services across the value chain, leading over time to an unparalleled services suite to the general and business aviation industry. The RocketRoute team is hugely excited about this opportunity and what it means for our customers, and I would like to thank them all for their efforts in helping us to achieve this milestone."

Kurt Lyall, RocketRoute, Co-Founder, said: "Through MarketPlace we are now open for business to work with more service providers and aviation software companies. We are on a new, faster heading towards our goal of a digitally-driven industry – delivering greater levels of business but with reduced operating costs for operators and service providers alike."

Jon Platt, Air BP, CEO, said: "Digital technologies are playing a vital role in transforming the business aviation sector. Bringing RocketRoute together with Victor, Alyssum Group can now help accelerate the automation of the entire value chain from

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consumer to charter jet operator to fuel and service suppliers, enabling improved service and value.”

News of the acquisition follows Victor’s announcement last week of an additional \$18m fundraise, led by BBA Aviation, BP Ventures and existing shareholders. This has enabled the creation of the London-headquartered Alyssum Group, with Victor Founder & CEO Clive Jackson appointed Group CEO.

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About Alyssum Group:

Alyssum Group is a newly-formed company attracting robust corporate and private equity investment as it aims to connect a wide variety of important stakeholders within the hitherto fragmented general aviation sector. By creating a global, digitally-driven ecosystem for operators, re-sellers (brokers) and other service providers (including those within the fields of flight-planning and aviation fuel supply), Alyssum Group is well positioned to establish new professional standards of service and delivery across the industry. Alyssum Group’s commitment to industry consolidation and transparency will drive innovation, more efficient transactions and greater profitability that benefits customers and industry players alike.

About RocketRoute: <http://www.rocketroute.com/>

RocketRoute is a leading aviation services company, helping flyers to get airborne, anywhere in the world, 24 hours a day. With innovative and smart technology for flight planning, fuel and concierge services, RocketRoute is transforming the general aviation industry.

The company has processed over one million flights for users flying worldwide. RocketRoute works anywhere, on any digital device, and brings together into one system everything the individual pilot or flight department needs to operate an aircraft and to connect directly with service suppliers on the ground.

The principle of fast, easy-to-use, direct access has been at the heart of RocketRoute since its formation in 2010, fuelled by its passion for aviation.

For a full list of locations served by Air BP, go to <http://www.airbp.com/wheretofind>

About Victor: www.flyvictor.com

Victor is a leading on-demand B2C jet charter platform driving disruption across the private aviation industry. Launched in 2011, the company’s B2C offering rewrote the jet charter rulebook with a fully-transparent, subscription-free, globally ‘on-demand’

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marketplace allowing members to swiftly check pricing options and aircraft specifics before booking the flights they need. Victor's unique combination of smart technology and exceptional 'high touch' customer service, means that its B2C customers – with access to thousands of aircraft via a global network of over 200 partner operators – are always connected and in control.

Victor announced a Series B investment of \$20m in September, led by BP's investment arm BP Ventures. Various family offices, a European growth stage investment fund and existing shareholders also contributed. This will, in part, allow Victor to expand its B2C service across new geography whilst integrating with Alyssum Group's wider industry plans.

Victor has made the Sunday Times Tech Track 100 for three consecutive years – 2017, 33rd position (\$39.8m revenue) – and the Deloitte UK Tech Fast 50 for two. Victor is also ranked 113th in the FT 1000 list of Europe's fastest-growing companies.

About Air BP:

As the aviation division of BP, Air BP is one of the world's largest suppliers of aviation fuel products and services. It currently supplies around seven billion gallons of jet kerosene and aviation gasoline each year. Air BP fuels around 6,000 flights every day at more than 800 locations in over 50 countries. Customers include domestic and international airlines, the military, business and private aircraft owners, international airports and airfield operators.

Supporting its fuel offer, Air BP provides a range of services for customers including technical expertise via a complete aviation fuel consultancy service, including the design, build and operation of fuelling facilities, to help customers protect their operations and manage risks. Other services on offer include supporting customers to meet their environmental goals, the Air BP Sterling Card for efficient general aviation refuelling and RocketRoute MarketPlace enabling users to purchase fuel and connect with thousands of ground handlers, fixed base operators (FBOs) and aviation providers worldwide.