

VICTOR

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Victor Launches Frequent-Flyer Points Programme For Private Jet Charter

- New from Victor, Alto™ is first global frequent-flyer points programme for private jet charter;
- Alto to make on-demand charter a uniquely rewarding experience for Victor's customers in highly fragmented market;
- At launch, Victor investing over \$800k in frequent-flying customers by allocating Alto points against their last 12 months of Victor flights;
- Victor aims to give points totalling tens of millions of dollars to customers over 5-year period.

LONDON, June 13, 2018 – Leading private jet charter marketplace Victor has launched the industry's first ever global frequent-flyer points-based programme. Exclusive to Victor fliers, Alto aims to provide a uniquely rewarding experience for regular on-demand charter. The Alto points customers earn with their Victor flights can be quickly and seamlessly redeemed to offset the pricing of future flights.

Alto represents a substantial investment by Victor in its growing customer base. In recognition of a successful 2017, and strong start to 2018, Victor will immediately reward its frequent-flying customers with over \$800k of Alto points, based on the Victor charters they have made over the past 12 months. Over the next five years, Victor expects to deliver Alto points totalling tens of millions of dollars to jet-setting customers.

Fliers can activate their Alto account via the Victor app and website, to track the points they earn and redeem. One point is earned for every dollar spent on Victor charter, with customers able to redeem Alto points in blocks of 10,000 against any future flight they wish to take. Points are valid, upon issue, for a period of 36 months and earned specifically against the core charter cost (not supplementary costs such as de-icing and catering).

"In Alto we have listened to our customers and given them what they want – a smart, effortless and totally unique frequent-flyer rewards programme that delivers fliers even greater control of their travel and helps ensure that they make the absolute most of every journey with us," Joe Cohen, Victor CEO, says. "We're excited about what this means for the wider industry too. We're confident Alto will attract a greater number of regular, committed jet charterers, which is good for Victor, good for operators and good for industry suppliers. We're starting the next chapter of private air mobility."

Following the initial roll-out of Alto it is Victor's intention to introduce exclusive offers and benefits with official programme partners and provide further tailored value for customers.

For more information on Alto, visit www.flyvictor.com/Alto

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About Victor: www.flyvictor.com

Victor, part of the Alyssum Group, is a leading on-demand jet charter platform. Launched in 2011, the company has rewritten the jet charter rulebook with a fully-transparent, subscription-free, globally 'on-demand' 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 and B2B customers – with access to thousands of aircraft via a global network of over 200 partner operators – are always connected and in control.

Raising \$38m in Series B funding over the past six months – including key institutional investments from BP Ventures and BBA Aviation – Victor continues to expand rapidly. The company has made the Sunday Times Tech Track 100 for the last three years, and both the Deloitte UK Tech Fast 50 and Financial Times FT1000 for the past two.

Victor's recent fundraising has also paved the way for the creation of Alyssum Group, under which it now sits as a subsidiary business alongside leading aviation services business RocketRoute. Through major investment and acquisition Alyssum Group will create a connected digital marketplace servicing the entire aviation community – customers, operators, brokers and suppliers. This long-term commitment to consolidation and innovation can help dramatically raise business standards across the industry and accelerate market growth that benefits all.