

# ALYSSUM

## **Alyssum Group Appoints Toby Broke-Smith as New Chairman**

**London, October 23rd, 2019** – Alyssum Group is pleased to announce the appointment of Toby Broke-Smith as its Chairman with effect from today. Building on a successful year as board advisor to the Alyssum Group and with more than 35 years professional experience in the world of ship broking, Broke-Smith is extremely well-placed to support Alyssum Group and its subsidiary Victor, on demand jet charter market-leader, on its path to profitability and its mission to set a sustainability benchmark across aviation.

Broke-Smith is a self-made businessman with a proven track record of building and maintaining UHNW client relationships, as well as engaging all levels of employees across an organisation to facilitate growth and innovation. Broke-Smith will assist in guiding Alyssum Group in its long-term strategic plan of mobility sector innovation and consolidation to raise business standards across the entire general aviation industry.

Broke-Smith began his career as a ship broker for a small Baltic Exchange based company. Progressing quickly in the sector, he became Director at Clarksons, the world's leading provider of integrated shipping services, before being appointed head of the sales and purchase division. Subsequently, Toby moved to Monaco to join Associated Shipbroking - leading shipbroker serving the world's maritime and offshore market - and thereafter became a partner in Thurlestone Shipping, establishing its office in Monaco.

Toby Broke-Smith, comments: "I am delighted to take over the role as Chairman of Alyssum and look forward to supporting Clive Jackson and his team as the company challenges itself to become even more innovative and successful. I am thoroughly impressed by the dedication and ingenuity of the company's management and staff and I am certain Alyssum will continue to develop to the benefit of its customers, shareholders and the aviation industry as a whole".

"As a long-standing investor, Toby understands both the business and the industry, and cares deeply about the brand and people behind it," says Clive Jackson, Alyssum Group Founder and CEO. "With his quick mind and pragmatic approach, we look forward to Toby's counsel as we continue to drive forward with creating a digital marketplace to service the entire aviation community".

Board advisors include Sir Charles Masefield a serial tech entrepreneur, formerly president of BAE Systems, Commercial Director Airbus and currently Executive Chairman of Zedsen and Alex Sozonoff, former general manager of HP's worldwide channel business and subsequently vice-president of customer advocacy, who continues as Chairman Emeritus.

### **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. Through major investment and acquisition Alyssum Group is creating a 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.

Alyssum Group's portfolio currently includes global private jet charter marketplace Victor and leading aviation services and flight-planning business RocketRoute. Alyssum Group was founded in January 2018 after a \$38m Series B fundraising round for Victor in 2017. Including key institutional investment from BP Ventures, the investment round facilitated a corporate restructure with Victor repositioned as a wholly owned subsidiary of Alyssum Group. RocketRoute's acquisition followed in February 2018.