

VICTOR

THE NEW WORLD OF JET CHARTER

New for 2020: Victor launches Alto Partners

Earn points on your lifestyle beyond jet charter

- Victor launches Alto Partners, extending its formal customer reward programme beyond jet charter.
- Alto Partners is a collaboration with other industry-leading brands and is designed to complement the lifestyle of the HNWI.
- Victor members earn Alto frequent-flier points when purchasing select luxury goods and services to redeem on their future jet charter.
- Alto Partners launches with luxury tailor-made holiday company Scott Dunn, car rental company SIXT and bespoke tailor Spencer Hart, with more verticals to follow.

LONDON, January 20, 2020 – Leading private jet charter marketplace, **Victor**, launches **Alto Partners** with a collection of carefully selected industry-leading brand partners to introduce a new world of exclusive benefits to Victor members beyond their jet charter.

Launched in 2018, Alto remains the first and only frequent-flier points programme in private aviation and is exclusive to Victor members. For every USD spent, one Alto point is accrued. Alto points are automatically added to the customer's account as soon as they land and redeemed in blocks of 10,000 on future flights with Victor. To date, Victor customers have earned more than 77 million Alto Points, saving more than 1 million USD on their flights.

Following high customer engagement with Alto and born of Victor's value proposition to deliver above and beyond, Alto Partners allows Victor members to earn Alto points on luxury services and goods in other sectors to deliver value beyond the Victor marketplace. New for 2020, Alto Partners launches with three programme partners: Scott Dunn, SIXT and Spencer Hart.

Alto Partners is global and offers Victor customers the finest travel and lifestyle experiences available worldwide. Each partner has been carefully selected for their industry-leading goods or service which are a natural extension of Victor's jet charter service, as well as their best-in-class customer service that Victor members enjoy. Over time, further Alto Partners will be added to the programme.

1. Scott Dunn: highly bespoke global travel

Scott Dunn is an award-winning luxury tour operator with more than 30 years' experience creating tailor-made holidays all over the globe. From tiger safaris in India to escapism in the Maldives or a cultural discovery of Oman, the breadth of offering is unrivalled.

No two Scott Dunn itineraries are the same with each tailor-made by a personal travel consultant to cater to the personal tastes and requirements of each guest. Passionate about the finer details that make a trip truly exceptional, whether that's sourcing the top private guides, organising a private

dinner party for a special celebration or arranging closed-door-access to cultural sites, nothing is ever too much trouble for the Scott Dunn team or its sister company Imagine Travel.

Victor and Scott Dunn have a long-established partnership curating specialist itineraries for HNWIs, including an exclusive tour of Spain's famed culinary regions by private jet. Like Victor, Scott Dunn offers its customers complete financial security and peace of mind due to its status as a fully bonded tour operator, as well as 24/7 customer service. From January 2020, Victor members will earn 2 points for every dollar spent on a luxury holiday with Scott Dunn.

Sonia Davies, CEO of The Luxury Travel Group (which incorporates Scott Dunn and Imagine Travel) comments, "We are delighted to be expanding our long-standing partnership with Victor and will continue to look after their clients from around the world and create the perfect holiday tailored to them."

2. SIXT: unrivalled ground mobility

Victor's expert flight concierge team ensures each trip is coordinated seamlessly from door to door from ground transfers to inflight catering and accommodation. Leading ground mobility service, SIXT is Victor's preferred ground transfer partner due to its global offering and high-touch tech-enabled service.

Like Victor, SIXT can quickly adapt to the preferences of individuals in need of smart travel solutions. Whether using SIXT Ride for a white glove chauffeur driven BMW 7 Series or SIXT Rent for the freedom to explore in a Mercedes AMG GT rental car, the range of vehicles is exceptional. Every time a Victor member books the Rent or Ride services with SIXT, pre-booked or on demand, they will earn 5 Alto points for every dollar spent.

Stuart Donnelly, Senior Director Group Corporate Sales at SIXT comments, "SIXT is delighted to have been selected by Victor as its preferred mobility partner for its private jet customers and to be able to offer Alto points to Victor customer every time they book the SIXT Rent or Ride services."

3. Spencer Hart: the best kept secret in menswear

Designed for time-poor entrepreneurs, creatives and executives, THE WARDROBE by Spencer Hart is a custom-made clothing service tailored to their lifestyle to remove one decision from their daily lives. Spencer Hart makes timeless style personal and effortless for those who have the desire, but not the time, to look and feel the best version of themselves, 365 days a year, wherever they are.

From evening wear and boardroom attire to relaxed tailoring and leisurewear, The WARDROBE by Spencer Hart is a total style solution to depend on in every situation and environment. For 15 years, Spencer Hart has become a favourite of the most watched men in the world from royalty to actors and kings of hip hop, including Benedict Cumberbatch, John Legend, David Bowie and Kanye West. Victor members have access to this private, by-appointment-only brand, earning 2 Alto points for every dollar spent on a WARDROBE solution.

Nick Hart, founder of Spencer Hart comments, "There's a natural synergy between Spencer Hart and Victor; we both understand that time and personalised, high-touch service is extremely important to our customers as we enhance and support their fast-paced lifestyle. We look forward to creating THE WARDROBE for Victor members, suitable for any destination and occasion."

"At Victor, we believe in a better way to fly privately and place customer experience at the very core of our industry-leading innovations. Alto is a smart, effortless and entirely unique frequent-flier rewards programme that allows our customers even greater control over their travel and helps them

make the most of every journey with us. Ultimately it is our thank you to them,” comments Toby Edwards, Victor Managing Director UK (ROW). “With Alto Partners, we have listened to what resonates with our customers and are delivering lifestyle benefits to match their interests beyond jet travel. These lifestyle benefits would typically be exclusive to clients of expensive pre-paid jet cards, however like the Victor membership, Alto is free to join and accessible to all. We look forward to continuing to collaborate with other like-minded brands to enrich the Victor experience.”

Alto is available to all Victor members. Victor membership is free to join. To become a Victor member, please visit www.flyvictor.com or call +44 (0)20 7384 8550

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

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 customers – with access to thousands of aircraft via a global network of over 200 partner operators – are always connected and in control. Enjoy total freedom with jet charter by Victor, from wherever you are to wherever you want to go.

Raising \$38m in Series B funding in 2018, Victor continues to expand rapidly. The company made the Sunday Times Tech Track 100 in 2015, 2016, 2017, 2018 and 2019; the Deloitte UK Tech Fast 50 in 2016 and 2017 and is currently ranked 380th in FT 1000 list of Europe’s fastest-growing companies.