

# An introduction to PrivateFly and private jet travel

---

Adam Twidell (CEO)



跑动英伦  
CUKRUN



PRIVATEFLY

# Agenda

- Who we are
- The PrivateFly story & Adam's background
- Ways to fly by private jet
- Private jet users - Current trends
- Our approach to safety & service
- COVID-19: The year so far
- Q&A



PRIVATEFLY

# PrivateFly: Our story

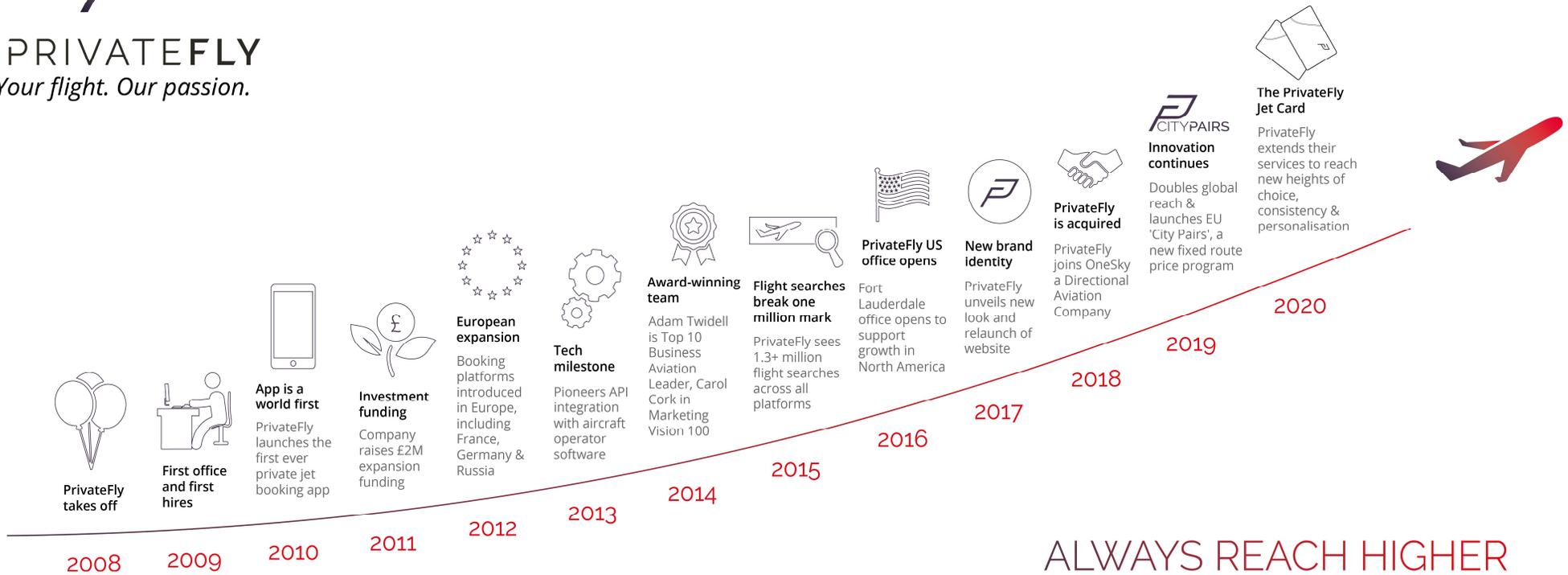
# PrivateFly – About us

- Launched in 2008
- Part of Directional Aviation (*\$2bn turnover / 2,500 employees*)
- On-demand private jet charter & jet cards
- Arrange private flights globally – on aircraft of all sizes
- Family fleet + a network of safety-accredited aircraft operators
- Combining innovative tech & passionate people





**PRIVATEFLY**  
Your flight. Our passion.



PRIVATEFLY



PRIVATEFLY

# About me

- Aviation career began with the Edinburgh University Air Squadron
- 10 years in the RAF, flying the C-130 Hercules for 47 Squadron
- Moved into private aviation flying the Citation XLS for NetJets
- Midlife gamble to sell the house & launch PrivateFly
- Sold to Directional Aviation but remain as CEO



PRIVATEFLY



PRIVATEFLY

Ways to fly by private jet

# Ways to travel by private jet



**Corporate Wings**



Full ownership

## Acquire the aircraft

- Total freedom and flexibility
- Significant ongoing costs



**FLEXJET**

Fractional ownership

## Own a share of the aircraft

- 3 to 5 years commitment
- Initial large payment + annual fees



**PRIVATEFLY**

**SENTIENTJET**

Jet card program

## Prepay private jet time

- Lower than market average fixed rates
- Initial 25hr payment then hassle-free



**PRIVATEFLY**

**FXAIR**

On-demand charter

## Book an aircraft for a specific trip

- Pay as you go
- Freedom & schedule flexibility



# The day of the flight



Signature Flight Support T1 – Luton Airport



# Current user trends

# Our passengers in Q3 2020 (Jul – Sep 20)



**68%** of private jet passengers were male  
This was 72% in Q3 2019



Average of **3.92** passengers per flight  
It was 4.1 in Q3 2020



The average age of private jet passengers was **36 years old**  
It was 40 years old in Q3 2019



**20%** of passengers were children (under 16)  
This was 14% in Q3 2019



**7%** of flights had pets on board  
It was 3% in Q3 2019



**44%** of bookers were first time bookers  
It was 35% in Q3 2019

## Device used

How are customers searching for flights?



**66%**  
mobile

↑ 55% used mobile in Q3 2019



**29%**  
desktop

↔ 36% used desktop in Q3 2019



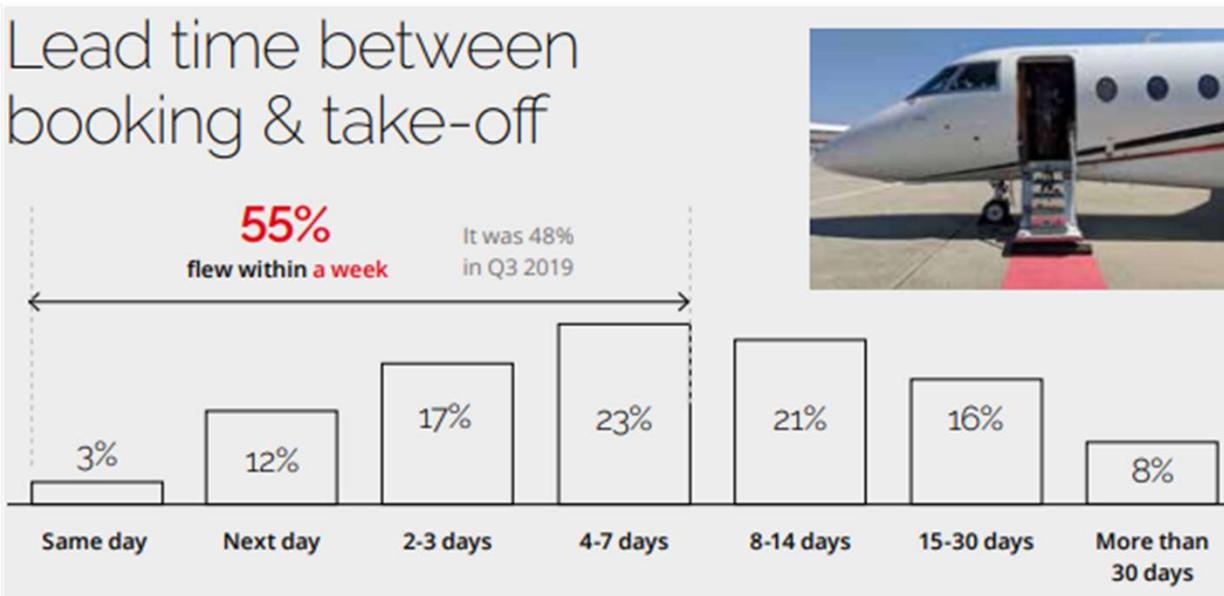
**5%**  
tablet

↘ 8% used tablets in Q3 2019



PRIVATEFLY

# How long does it take to book a flight?



With so much uncertainty around travel restrictions, departures were more short notice than ever before, with over half of clients flying within a week of booking.

Driveway to runway

Fastest time from enquiry to take-off



3 hours 20 mins



PRIVATEFLY

# Our top aircraft models in Q3 2020

1) Citation XLS+ (8 seats)



2) Citation CJ2 / CJ2 + (6/7 seats)



3) Citation Mustang (4 seats)



4) Embraer Phenom 300 (8 seats)



5) Legacy 600 (13 seats)



6) Nextant XT / XT*i* (6/7 seats)



Our approach to safety &  
service

# Certifying our network: Managing the risk

---

- Safety is all about managing the risk involved with a certain task and reducing it to as low a level as is reasonably acceptable.
- At PrivateFly, we have reduced risk, by setting our standards; certifying the operators that we engage with; and by continuously monitoring them.
- Currently we have 200 operators within our certified network.



PRIVATEFLY



# What our certification process involves

- ✓ Air Operator Certificate (AOC)
- ✓ Insurance certificates for the aircraft
- ✓ Consider the experience of the flight crew they use
- ✓ Consider the company culture, towards Safety/risk factors
- ✓ Consider company culture to maintenance aspects of their fleet

# Safety never sleeps!

---

- If issues arise, we work with the operator to understand and investigate the problem.
- If no solution can be found or the solution is unsatisfactory to PrivateFly, we will no longer use the operator. Hence ensuring our network standards are maintained.
- Due to the nature of private jet travel, the destinations that our clients request are often remote and challenging. PrivateFly works with the operators to ensure that the flight can be conducted with as little risk to passenger and crew as possible. This dual risk management approach to flights ensures that our client's safety is not compromised.



# What do clients say?

"Everything from the bidding process to the personal assistance and help before, during and after the booking was fantastic. The crew and aircraft as well as the overall service was outstanding. We can't wait to be on our next flight."

- **Benedikt L.**

"I have been using PrivateFly for several years and have always been extremely satisfied with the service. Its representatives are attentive, detailed, and are always eager to assist, even in complex, last-minute situations. They have, in fact, not only helped me with flights that were arranged well in advance, but also with tough, last-minute requests."

- **Carlo G.**

"During a pandemic and in an uncertain world we both agree that the PrivateFly option could not be beaten. PrivateFly offered service, safety and now we know certainty."

- **Jenny A.**



Rated 9.8 / 10 | 885 reviews



PRIVATEFLY

# COVID-19 & PrivateFly - The year so far

# Why do people fly private?

Time saving

Average of 3+ hours saved per flight leg versus commercial flights

Get closer

Reaching 10 times more airports (**5,000** vs **500**: in Europe) than commercial flights

Privacy & control

Avoid queues and crowds, in the air and on the ground

Unrivalled flexibility

Fly when you want, make changes to your itinerary after booking



PRIVATEFLY



## Private aviation in the age of COVID-19

- Strong appeal in a pandemic vs. airlines
- Avoid crowds in the cabin and at the airport
- 700 airline touchpoints vs. 20 on a private flight
- *McKinsey study*: "90% of those who can afford to fly private chose not to"



PRIVATEFLY

# The impact of COVID-19

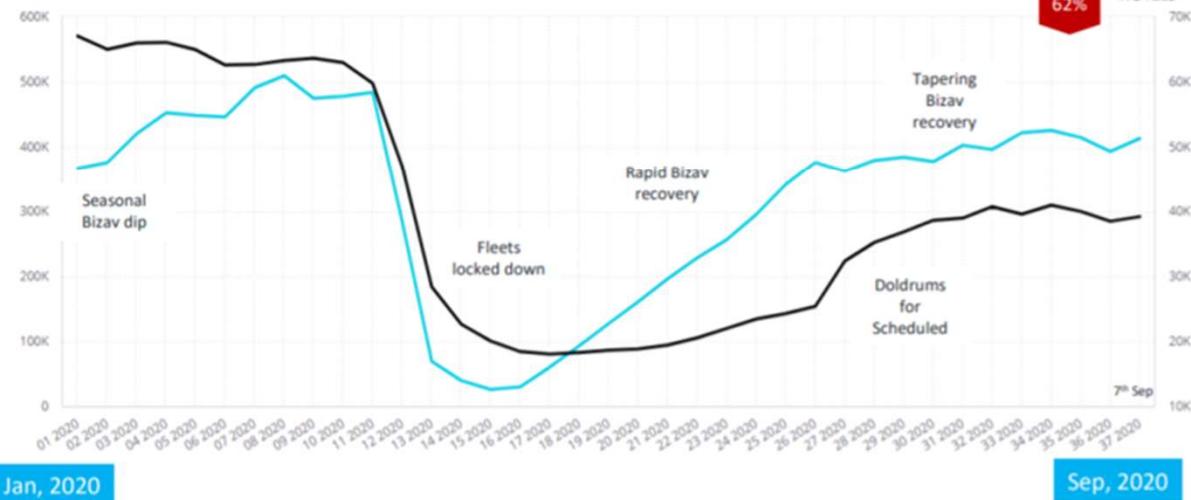
## Business aviation has been relatively resilient worldwide

- Lockdowns mid-March shut-down activity. May-July strong Bizav bounce
- Bizav global trends tapering since Aug. Scheduled recovery much weaker

WINGX



Weekly Performance



Y1 Axis = flights per week Scheduled = black line  
Y2 Axis = flights per week Business Aviation (Jets and Props) = blue line

Source: WINGX, ATC, ADSB



PRIVATEFLY

# Get in touch



PrivateFly私人包机

[www.privatefly.com](http://www.privatefly.com)

[enquiries@privatefly.com](mailto:enquiries@privatefly.com)

+44 (0)20 7100 6960

A graphic for a Private Jet Flight Voucher. It features a close-up of a jet engine with a red PrivateFly logo on the right. The text is white and black on a dark background.

**PRIVATE JET FLIGHT VOUCHER**  
For your next PrivateFly flight

**£500**

Quote code: CUKRUN

**PRIVATEFLY**

Terms & conditions apply, visit [privatefly.com](http://privatefly.com) for details. Quote code at time of enquiry. Valid on international private jet flights minimum flight spend £10,000. One voucher per booking. One voucher use per customer. Book by 31 Dec 2020, fly before 31 Mar 2021.



PRIVATEFLY

Questions? 