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# **WELCOME**

The executive aviation industry is going through its biggest ever transition. Businesses and ultra-highnet-worth (UHNW) travellers are developing a greater awareness of the huge time and convenience benefits it offers. Likewise, the industry has shown its ability to adapt and remain connected to its customers, spurring their desire to travel and discover within an environment of luxury and supreme service.

COVID-19 was particularly transformational. April 2020 saw a 96% drop in airline passenger numbers, and with the safety issues surrounding commercial travel, many flyers turned to private jets as a reliable route to conducting their lives as usual. As a result, the 12,345 private flights conducted that year were the most since March 2008.

# **Continued growth**

The upward trend continues.
According to aviation data research firm, Wingx, 2021 saw 3.3 million private flights globally – the most on record – and the industry is set to grow 10% postpandemic. A much larger number of ultra-premium passengers

continue to fly private, rather than returning to first or business class. There has also been an increase in first-time private flyers for both business and family travel.

As a result, sales demand for both new and pre-owned jets has climbed to record levels. Forecasts suggest this will continue, with 8,400-8,500 new business jet deliveries between 2022 and 2031 at an estimated value of US\$264-274 billion.

The industry has further enhanced its customer proposition through a growing number of private terminals (FBOs) worldwide. These often far surpass the service offered



by the finest first-class lounges – from the privacy and comfort of dedicated lounges, to luxurious hospitality, curated art displays, haute joaillerie creations, and even the world's first Louis Vuitton private terminal boutique. So, while private jet travelers may normally need to spend only 15 minutes in an FBO, they may often want to linger far longer. The beauty is they have the choice to spend as much or little time as they want.

Executive aviation offers other advantages. While commercial airlines often need connecting flights to facilitate the needs of thousands of passengers, private aircraft can fly into smaller, more remote airports that commercial airlines cannot access. This allows passengers to reach their destination of choice much faster – whether it is an important business engagement or their luxury holiday destination.

# Sustainable aims

Rightly, traveler's priorities have shifted to a greater social responsibility. Once again, they can look towards executive aviation. While the aviation industry collectively contributes 2% of global  $CO_2$  emissions, executive aviation is just 0.04%.

At the same time, there is far more work to be done. Jetex supports the International Air Transport Association's (IATA's) 2050 netzero carbon emission goals and sees more private jet owners using sustainable aviation fuel (SAF), the development of hydrogen technologies and other emerging initiatives. Within this report, we discuss the efforts of Jetex and the wider industry to drive towards the ultimate goal of net zero.

In the meantime, the industry continues to grow beyond expectations. While pre-pandemic,

only 10% of people who could afford to fly privately were doing so, more recent research suggests this figure has increased to nearer 79%. 53% of new private flyers say they plan to fly privately on a regular basis from here on. With more flexibility, time efficiency, and a larger possible reach, the demand for private air travel is expected to grow further year-on-year, and Jetex is thrilled to be part of this ongoing success story.

Adel Mardini **Jetex Founder** 

& Chief Executive Officer













# EXECUTIVE AVIATION AT A GLANCE

Buoyant sector growth

5.31%

Expected compound annual growth rate (CAGR) in 2022 over 2021 (US\$21.02bn compared to US\$19.96bn)

5.85%

Expected CAGR by 2026 reaching US\$26.38bn

**38%** 

Growth in H1 2022 compared to 2021

7,300

Forecast new private aircraft sales 2021-2030 worth US\$235bn

\$39.84bn

Projected value of global private jet market in 2025 vs. US\$25.87bn in 2021

9%

Expected business jet usage in 2022 compared to 2021

2%+

Expected GCC business jet market CAGR until 2027

TRAVEL TRENDS: WHY FLY PRIVATE?

Need for safety and security:
While COVID-19 has been a more

immediate worry for flyers, the desire to reduce one's exposure to other diseases and viruses could remain a big consideration. The executive aviation market has a great opportunity to continue to respond to these concerns by working on ways to deliver a more hygienic flying experience.

Desire for flexibility: The executive aviation industry is all about flexibility, which is exactly what flyers want right now. With many commercial airlines scaling back the number of flights they are offering and limiting their availability, travelers are looking to executive aviation to fill that gap and accommodate their schedules.

Demand for personal flying: As business flying has declined, the influx of private flyers on personal trips has increased – a trend anticipated to continue. These new

flyers have different requests and concerns than business flyers, with private jets ready to meet their needs.

Change to necessity rather than a luxury: Many flyers have started to see private jet travel as a necessity for safe travel rather than solely a luxury experience. For 2023, we will continue to see a general shift in passengers' views of executive aviation, as customers see it as a necessary expense to keep themselves safe. Due to this shift, companies will continue to adjust their marketing efforts to promote the benefits of flying on a private jet.

#### **PASSENGER PROFILES**

60:40%

Male/female gender split of executive aviation travelers

46:54%

Business/leisure split of executive aviation travelers

Today, there are five passenger profiles who travel by private jet regularly:

- 1. Business travelers
- 2. Large families or groups of friends
- **3.** Travelers with post-pandemic concerns
- **4.** Celebrities, athletes and other VIPs
- 5. Travelers with pets

In recent years, the average private jet traveler has become younger at 44 years old.

It is not uncommon on private jet carriers to see very young people – successful artists and athletes (especially football players) or IT professionals, as well as established businessmen with many years of experience.

#### TRAVEL SURVEY:

#### **CURRENT PRIVATE FLYERS**

69%

fly more post-Covid

28%

fly the same amount as they did prior to Covid

**3%** 

fly less post-Covid

#### **NEW PRIVATE FLYERS**

53%

I will continue to fly privately regularly after the pandemic is over **47%** 

I will fly privately once in a while after the pandemic is over

8%

I will stop flying privately after the pandemic is over

## WHY FLY PRIVATE

**54%** 

For vacation/personal travel only

43%

A combination of vacation/personal and business travel

**3%** 

Business travel only

Source: Private Jet Card Comparisons Subscriber Survey



REGIONAL PRIVATE JET FLEET SIZES AT RECORD LEVELS

Europe holds around 11% of business aviation fleet, with more than 4,000 jets

13,775

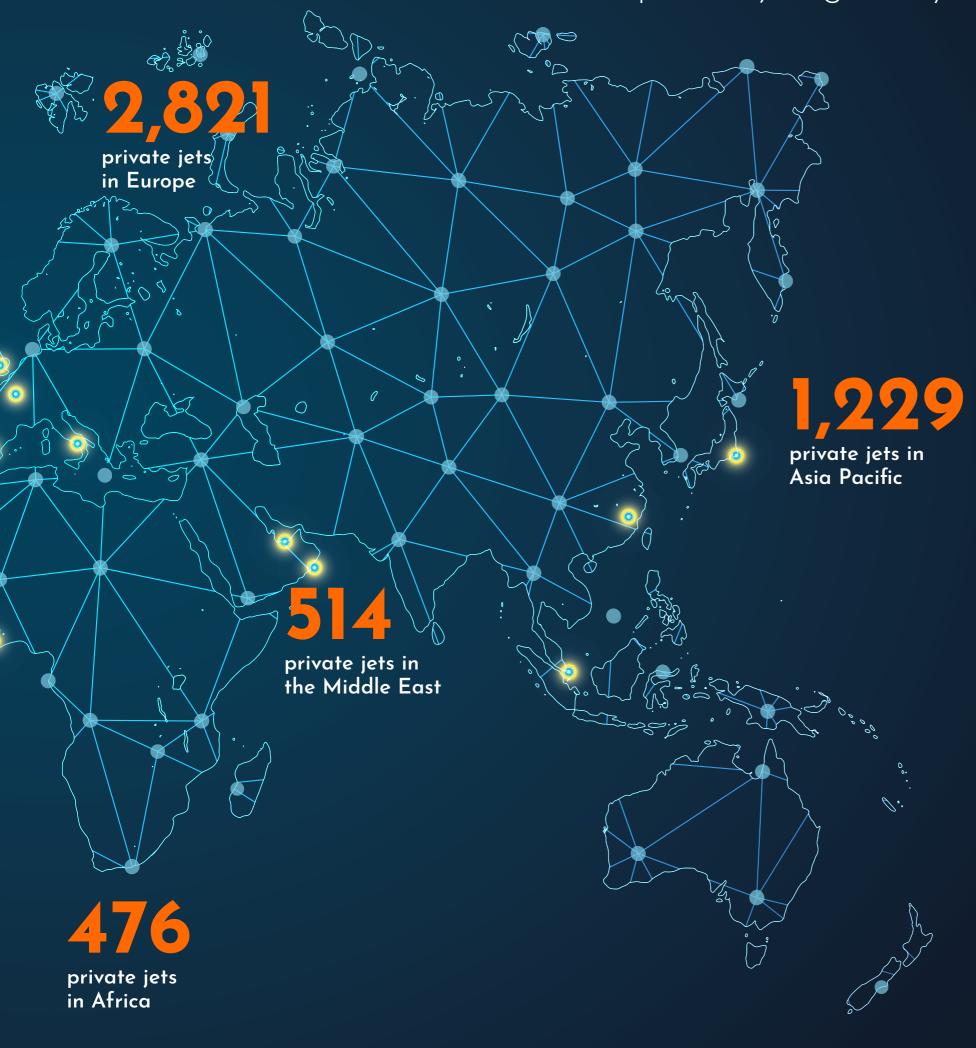
private jets in North America

North America is estimated to have a business aviation fleet size of more than 25,000. At 67% globally, far bigger than all other regions

2,626
private jets in
Latin America

# 22,000

private jets globally







# **REGIONAL FLEET SIZES**



Top private jet fleets in The Americas:

Top private jet fleets in Europe:

89%

USA

495

Germany

6%

Mexico

**341** 

**United Kingdom** 

3% Canada



UK has the world's 8th largest fleet globally and 2nd largest in Europe

**525** 

Total UK fleet size:

341 private jets175 turboprops9 executive aircraft



Top private jet fleets in Africa:

30% South Africa

**19%**Nigeria

8% Egypt



Top private jet fleets in Asia:

18% China

**9%** India

7.6% Saudi Arabia



# NEW AIRCRAFT DELIVERIES TO 2030

If jet orders are anything to go by, the trending growth in private jet fleet sizes globally is set to continue.

The following facts and figures are taken from Honeywell's 2022 Global Business Aviation Outlook survey:

8,500

new jet deliveries valued at US\$274bn over the next decade

15%

surge in projected business jet delivery expenditure increases over the next decade, as compared to the 2021 survey





# THE VALUE OF EXECUTIVE AVIATION

More businesses are seeing the value of executive aviation

There are some definitive reasons why the demand for executive aviation is becoming an increasingly popular option:

# Avoiding the time spent in commercial airline terminals:

Private airline passengers can generally arrive at an FBO 10 minutes before departure, without the need to check luggage or the risk of flight delays. At your destination there is no need to collect luggage and you can be out of the airport in less than 10 minutes. The total time saving could be four to five hours.

# Making better use of productive time:

Many private jets have comfortable meeting space equipped with in-cabin audiovisual systems. Because the passenger list is controlled, you can freely discuss confidential matters. Around 95% of Fortune magazine's "100 Best Places to Work" use executive aviation, delivering higher employee performance (a Standard and Poor's 500 study shows that businesses using executive aviation yield 70% higher performance than those that don't).

# Fast access to your final destination:

80% of private business jets fly directly into and out of small towns and communities. This easy reach delivers huge time savings.

# Avoiding changing airline schedules:

While commercial airline schedules change on a weekly or daily basis, flying privately offers the predictability of being able to fly to where you want, when you want. Many businesses also use executive aviation to ensure essential goods and supplies arrive where they need to be with no risk of supply chain delays.

Sources: privatejetcardcomparisons.com

#### MARKET GROWTH

Burgeoning demand continues

3.3m

private flights globally in 2021, 7% more than before the pandemic

2.7m

global private flights in H1 2022

**33%** 

increase in private flights anticipated from 2023 to 2022 according to Honeywell survey

38.34bn

US\$ predicted size of the global jet market in 2029 (4.06% CAGR 2022-2029)













# **GLOBAL FBO NETWORKS**

## **UNITED STATES**

The USA dominates the FBO market:

#### **EUROPE**

Europe has a strong FBO base:



19,622
girports



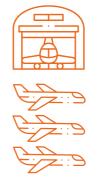
**3,924**girports



**3,382** FBOs



1,200 FBOs



1 FBO
for every 4 aircraft



1 FBO
for every 2 aircraft



1 MRO
for every 5 aircraft



I MRO
for every 7 aircraft

## **ASIA PACIFIC**

The Asia Pacific is currently the fast-growing region:



**3,588** airports

## **GLOBAL**

The global FBO and terminal infrastructure continues to grow:



21,000 airports



**71** FBOs



of Asian FBOs have private jet terminals or lounges



1,118 FBOs

















# SUSTAINABILITY AGENDA

## SUSTAINABILITY INNOVATIONS

# An innovative industry

Hydrogen-electric engines are one of the most promising zero-emission paths for smaller aircraft.

Another future route for small aircraft (4-6 passengers) is Electric Vertical Take-Off and Landing (eVTOL).

By 2035, Airbus has a target to fly a hydrogen-powered aircraft to meet the net zero carbon emissions target.



#### SUSTAINABILITY PRACTICES

Sustainability practices are already delivering results

2.50: 0.04%

Commercial/executive aviation carbon emissions

36% private jet industry decreases in emissions per hour, per flight and per business aircraft have been achieved over the past 15 years.

These decreases will deliver 14% overall  $CO_2$  reductions through operational best practices.

The development of new business aviation technologies can be adapted to other areas in the future.

#### **INDUSTRY ACCEPTANCE**

# Wide-ranging industry acceptance

Sponsored by Airbus, German research and consulting company, WingX, conducted attitudinal research on SAF. Respondents were from businesses with an annual turnover of more than US\$500 million. There was broad acceptance among business decision-makers and all indicators point to future sustainable growth for the industry over the coming years.

86% of respondents said SAF will help grow the business aviation market by offering greater control over the environmental impact of flights. 58% of USA business executives believe the use of SAF will increase significantly over the next five years. Another 32% believe it will increase slightly.

60%+ operators plan to either adopt or increase their eco-friendly operations. 37% cite SAF as the best way to do this.











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JETEX TODAY

# THE ULTIMATE IN LUXURY TRAVEL

## **JETEX MISSION**

To foster a working environment with highly motivated and well-trained individuals who take pride in their work and provide attentive client service, thus exceeding expectations and competitor offerings. Our good business practices are instilled in each member of our staff and are carried out to our clients and partners. We strive to be a world-class leader in safety in our sector. We aim to do this through innovation and advances in technology.

#### **JETEX VISION**

To be the future of flight support, offering only the best aviation services to our clients. We see ourselves as the first-choice provider for all your flight needs.

## **JETEX VALUES**

# We are diverse

We understand that people are all very different and come from different backgrounds, which is why we ensure that our team is just as diverse to meet our customers' needs.

# We seek out knowledge

We understand that without growth, training, and development we cannot maintain our high standards, which is why we offer our talented staff new learning opportunities.

# We ensure safety

We understand that we need to take all precautions that will ensure that all passengers, crew members and the aircraft are protected at all times.

# We offer quality

We understand that our customers seek our consistent levels of service, which is why we offer professional courtesy and the highest level of service at all times.

# We know we are accountable

We understand and study all possible options before making our decisions, then we ensure our actions are carried out to perfection.

# We promote sustainability

We understand that changes must be made to protect our environment, which is why we work to decrease our impact on the earth.

## **GLOBAL FUEL PARTNERSHIPS**

Through partnerships with more than 450 fuel operators, Jetex provides premium fuel supply across more than 2,100 international airports so that you can sit back and enjoy a seamless service anytime, anywhere.

# **WORLDWIDE NETWORK**

An extensive worldwide network of airport facilities and terminals – including state-of-the-art operations centers in Dubai, Miami and Beijing – provide you with round-the-clock support and elite trip planning for every scenario.

### **DEDICATED MANAGEMENT**

Supported by dedicated management teams, each member of Jetex's global workforce embodies the brand's ethos of providing exceptional customer service every time.

# **MULTILINGUAL GROUND STAFF**

Jetex's multilingual staff across 37 global FBOs and ground support stations are committed to providing a localized and personal service.





# CONVENIENCE AT YOUR LEISURE

From the word go, true to the brand's 'departures anywhere' philosophy, it has been Jetex's undertaking to create the perfect journey – to plan, organize and execute a flawless trip from start-to-finish.

Jetex arranges everything, eliminating the hassle and saving you time. All you have to do is chill out and enjoy the trip – from the time you step onto the aircraft until you reach your destination. From global visa, travel insurance and local permits, to security and ground transportation, a trip with Jetex is plain sailing.

### **MILESTONES**

Jetex's history in brief

2005

Jetex launches at the Dubai Airshow

2009

Jetex opens its first private terminal (FBO) at Paris Le Bourget

2016

Jetex opens flagship private terminal in Dubai

2019

Jetex becomes the first and only executive aviation brand to be awarded Five Stars by The Global Star Rating System for Services

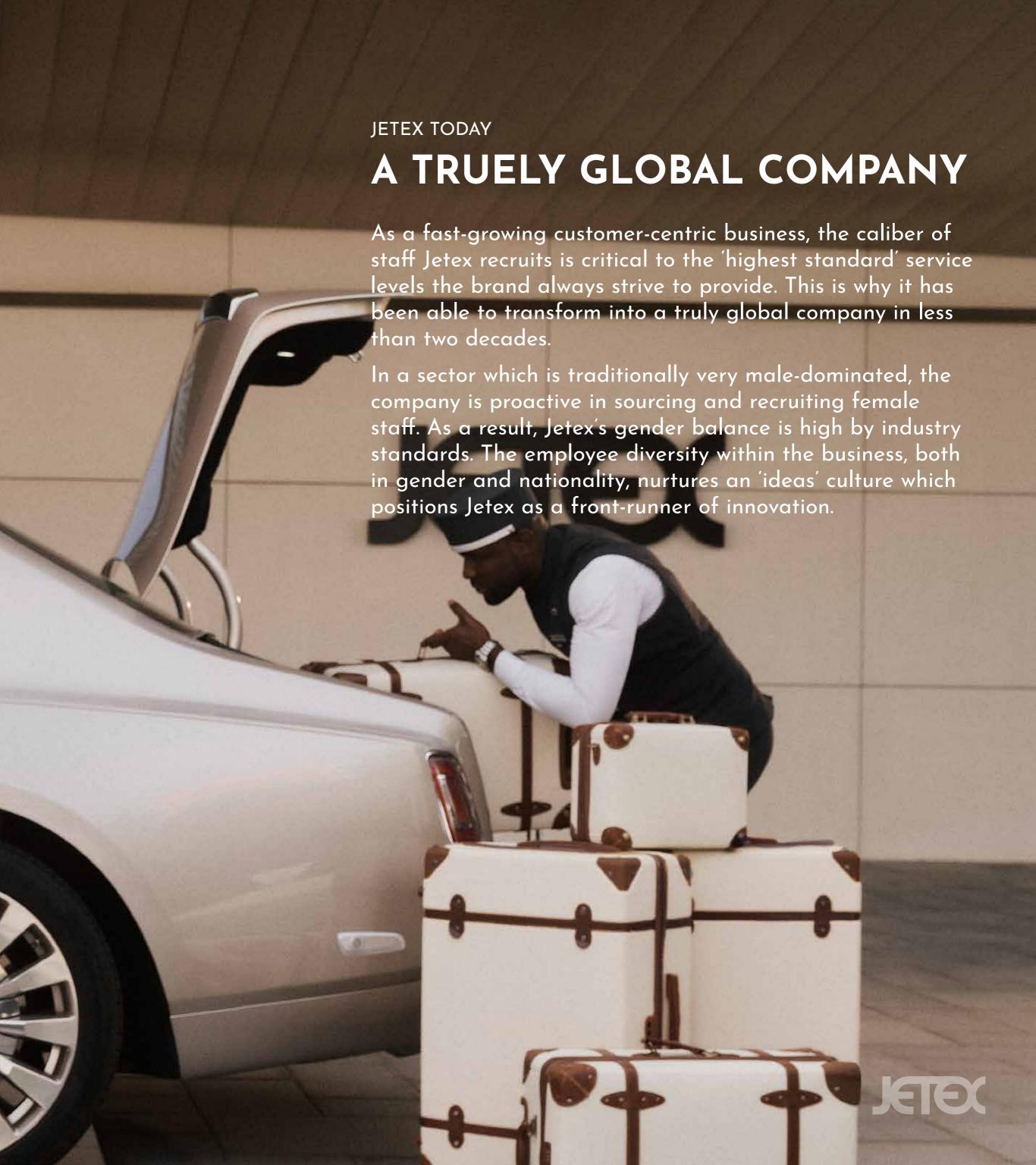
2020

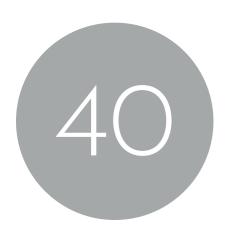
Jetex embarks on a global rebranding campaign to become the world's favourite executive aviation brand

2022

Jetex facilitates more than 80,000 flights globally. Becomes an early industry adopter to accept crypto currency payments







# **JETEX AT A GLANCE**

**OPERATIONS** 

24/7

three operations centers working around the year

**50**+

locations across the globe in 25+ countries

100%

global coverage

37 global terminals

2,100+
airports with Jetex fuel supply

**PEOPLE** 

**729** 

Global headcount

63:37%

Male/female gender split

700+

Multinational employees

31-40

Average age

**22%** 

Employees receiving five year service loyalty awards in 2022

# Rewards and recognition for Jetex employees

- Years of Excellence
- Loyalty Award
- Appreciation Award
- Employee of the Month
- Employee of the Year
- Jetex Superstar
- Manager of the Year

# **SOCIAL MEDIA**

Jetex is the most popular private jet company

79k
LinkedIn followers

164k
Facebook likes

325k
Instagram followers



42

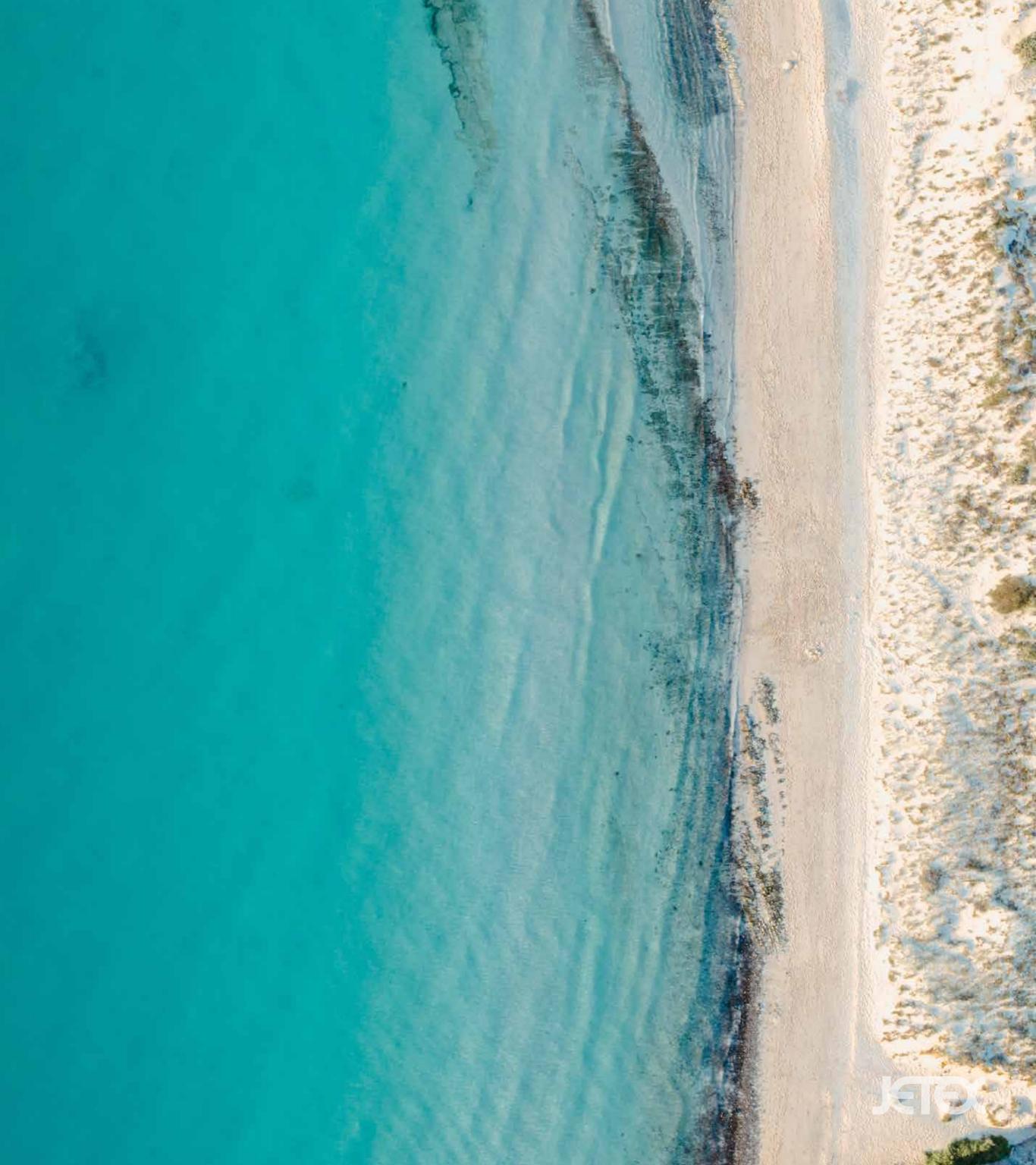
JETEX TODAY

# FORGING A SUSTAINABLE PATH

Sustainable development at Jetex is a strategic priority, closely aligned with the International Air Transport Association's (IATA's) 2050 aim to reduce the industry's carbon emissions by 50%. During 2022, Jetex has developed the world's first pure green FBO and invested in the most cutting-edge technologies to drive efficiency. It has secured partnerships to support the development of sustainable aviation fuel and carbon capture, and is now looking forward to delivery of the first all-electric aircraft.

Jetex also supports the development of hydrogen as an alternative fuel source – the route to achieving zero emissions on short-haul routes by 2050. Fueling at Jetex Le Bourget, Paris, is facilitated by a 100% electric refueling truck, reducing the operation's carbon footprint. Since February 2021, the company has worked with Shell to offer customers a carbon offsetting option.

At the same time, Jetex's sustainability policy drives competitiveness, as it sharpens the company's business processes and makes the brand more competitive – delivering the best value to its customers globally while maintaining the levels of supreme luxury and service that epitomize the Jetex brand.



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# JETEX TODAY SUSTAINABILITY

As responsible members of the executive aviation industry, Jetex has made its own inroads into lowering CO<sub>2</sub> emissions:

February 2021: Jetex started offering guests a tree-planting initiative as a way of offsetting the carbon impact of their luxury travels.

**August 2021:** Jetex started offering guests the option to use SAF.

September: 2021 Jetex showed its commitment to the International Air Transportation Association's (IATA's) ambitious emissions reduction goals by offering SAF at Helsinki Airport, which we produce at Jetex Le Bourget, Paris.

November 2021: Jetex signed a memorandum of understanding (MOU) with Eve Urban Mobility to develop a safe, accessible and green eVTOL Urban Air Mobility (UAM) system.

January 2022: Jetex & Berlin Neuhardenberg Airport announced the world's first pure green FBO development in the German capital.

May 2022: Jetex developed a strategic partnership with Volocopter GmbH to defining a safe and sustainable UAM model of urban air mobility (UAM) through an eVTOL suite of services.

**2022-2023:** Jetex is in the process of installing electric-driven equipment for airside operations.

2023 and beyond: Jetex will continue to stay up to date with emerging innovations and ways it can contribute to a more sustainable aviation industry.

# SUSTAINABILITY PILLARS

We are fully committed to building a sustainable company of which all our stakeholders can be proud, both now and in the future.



# We are agile

We are passionate about learning and seek to constantly improve and innovate. We change and adapt in response to changes in environment. We learn from others, and from our challenges and successes.





# We are diverse

We embrace all the ways we are unique, and we treat everyone with respect. Diversity drives results through varied experiences and new ideas.





# We promote sustainability

We strive to minimize our environmental impact to build a more sustainable future. We work smartly and take care that our team ensures the sustainability and success of our organization.



# We are reliable

We ensure uncompromising quality and safety standards are at the heart of everything we do. Each of us is responsible for our words, actions and results. We are trusted as the company that "makes it happen."









# **ACHIEVEMENTS**

# **AWARDS**

# Recognition through awards

Jetex is always proud to be recognised for its services through awards. In 2022, for the fifth year running, the company won several prestigious accolades:

# October 2022

# World Travel Awards Middle East

Middle East's Leading FBO Brand 2022

Middle East's Leading FBO Terminal 2022: Jetex VIP Terminal Dubai

Middle East's Leading Private Jet Travel Experience 2022

# November 2022

# 29th World Travel Awards Grand Final Gala

World's Leading FBO Brand 2022

World's Leading FBO Terminal 2022: Jetex Paris

World's Leading Private Jet Travel Experience 2022

These awards drive the brand to continue its pioneering journey within the luxury jet industry, pushing barriers and taking possibilities to new heights. At the same time, Jetex remains vigilant to market conditions and considers its ability to adapt as a key pillar to staying at the forefront as an industry leader.

# **JETEX FIRSTS**

Jetex leads the industry:

FBO of the year – aviation business awards 2017; 2018; 2020; 2021.

First in the MENA region to be BAH II certified

Official FBO at Dubai Airshow 2017, 2019 and 2021

Official FBO at MEBAA 2016 and 2018

First in the MENA region to be Safety First certified

Announced the world's first pure green FBO development in January 2020, in Berlin

Started to accept crypto currencies as a mode of payment in 2022



# JETEX GROWTH





The past year has been an exciting time for Jetex, with the addition of new terminals and airport locations. These new facilities increase the brand's customer reach still further and enhance the levels of service it always strives to provide.

2023 outlook: Jetex looks forward to expanding its FBO presence globally and plans to announce its first FBO in the USA. Rapidly developing markets across the Asia Pacific and Africa are among the most lucrative for the brand.



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# JETEX TODAY

# JETEX GROWTH

# OCTOBER 2021

Increased the company's presence in Latin America, with the addition of five new airport locations in Ecuador and two in Peru. This adds to Jetex's existing operations in Argentina, Brazil, Chile, Colombia, Mexico and Peru.

## **JANUARY 2022**

Announced the development of a 1,500 sq.m. private jet terminal in Berlin, designed to be the world's first pure green FBO. Berlin is one of the top ten executive aviation markets in Europe with more than 20,000 annual executive jet movements.

### **MAY 2022**

Opened a 1,900 sq. m. flagship private jet terminal and maintenance, repair and overhaul (MRO) base in London. 12 miles from the Canary Wharf major business center, and 15 miles from central London (just a six-minute helicopter ride), it includes several luxury lounges, a cigar lounge, retail/entertainment areas, a fully equipped boardroom and shower suites.



# **JUNE 2022**

Inaugurated the largest private jet terminal in Singapore in partnership with Bombardier. At a time that the Asia Pacific private jet market is booming, Singapore is a flagship destination for Jetex and the new terminal will greatly expand the brand's local and regional presence.

**AUGUST 2022** 

Announced a new private jet terminal in Rio de Janeiro, Brazil. Further expanding Jetex's presence in Latin America, the new terminal will meet the growing demand for both executive aviation and cargo. It will also incorporate the latest sustainability design guidelines.

### **PIPELINE**

Jetex Berlin FBO announced in January 2022

Jetex Rio de Janeiro FBO announced in August 2022





