



Sino Jet launches its Brand-new Debut at ABACE

With resolve we transform, with innovation we fly

(14 April 2015, Shanghai) Sino Jet announced its official establishment and introduced its new branding logo at the Asian Business Aviation Conference & Exhibition 2015 (ABACE). Following the announcement at the Zhuhai Aviation & Aerospace Exhibition last November of the acquisition of the entirety of Sino Jet by Tsing Hua Capital, this signalled a merger of Hong Kong headquartered Sino Jet with Beijing headquartered Bear Jet, two industry leaders, and the birth of a new brand name. The inspiration for the branding logo comes from the legendary Chinese dragon and phoenix, which symbolises the harmonious unification of two business jet companies. Attending the occasion were Zhang Qiang, President of Sino Jet (Greater China); Jenny Lau, CEO of Sino Jet (Hong Kong) and Vice President of Sino Jet (Greater China) as well as Li Yuan-feng, Director of Tsing Hua Capital. They shared with the media and guests their insight on the dramatic transformation and innovative business strategy outlook of Sino Jet following their consolidation of resources.

The newly merged Sino Jet will make flight safety their lead guidance and promote “safety” as the core spirit ingrained into the bloodlife of the company. Each year, Sino Jet undergoes stringent third party audits and holds IS-BAO certification under the International Business Aviation Council as well as Platinum 5-Star certification under ARGUS International, the two highest level certifications in business aircraft operations. At the same time, Sino Jet recruits elite experienced pilots and professional flight attendants on a global basis to undergo systematic training and appraisal to ensure flawless operations and precise, professional flight services. Business jet owners are at liberty to choose their own flight crew and enjoy flights in maximum safety and privacy.

On service innovation, the brand-new Sino Jet has emulated the “one-on-one” premium service formula of the private banking industry and is a first in promoting a “stewardship service model” in the industry. Under the stewardship service, each exclusive customer has access to a dedicated manager who renders seamless stewardship services on a 24-hour basis, thus fully guaranteeing efficiency and convenience for any journey. This manager provides a one-stop service for all trip details except for the flight operation itself. The advantages of flexible itinerary management and highly transparent fee structure ensure



that investment by Sino Jet's clients will yield maximum returns. In addition to tailoring the best travel solutions according to client needs, Sino Jet also offers such services as aircraft acquisition and financing solutions; aircraft delivery, refurbishment and modification; aircraft management and charter services; flight dispatch and routing support; aviation consulting etc, to satisfy a variety of customer needs on an all-round 360-degree basis and sets a new service benchmark for the business jet service industry in Asia.

With bases in the two cities of Beijing and Hong Kong, Sino Jet enjoys a strong competitive advantage of "twin engines, twin platforms" in offering the most flexible service convenience for aircraft registered either locally or overseas. The operational base in Hong Kong is rich in overseas business aviation resources, boasts global networks in human resources and services, and enjoys relatively low taxation and operational costs. The operational base in Beijing has unique advantages in obtaining route approvals and the use of airport resources and maintenance services on the Mainland. This consolidation of resources will optimise the complementary advantages and synergies from the "local + overseas" platforms to satisfy the personalised needs of business aviation both inside and outside China and extend the scope of its services to its fullest.

Debuting with Sino Jet at ABACE 2015 was its wholly owned subsidiary "GEOSTAR Chinese Entrepreneurs Flying Club", the first exclusive recreation club that offers the trinity of "business jet aviation", "global travel without borders" and "concept circle of elites", leading the genesis of a remarkable era of global travel experience in business jets. By recruiting the best of the best in the industry, GEOSTAR not only provides exclusive "integrated sky-ground" services for entrepreneurs, but also designs global travel packaged themes such as high-level missions, civilisation discovery, polar adventures etc, enabling elite travel groups to experience business jet travel via such a platform.

At the press conference, the new Sino Jet logo has chosen the legendary dragon and phoenix, being most familiar to the Chinese people, and transformed it with perfect artistry into the letters "S" and "J", standing for Sino Jet, cleverly intertwined to represent a blend of East and West. The handsomely streamlined blue dragon is the perfect representation of Bear Jet, while the elegant red phoenix is the graceful image of Sino Jet (Hong Kong), together symbolising the harmony and good fortune brought by the dragon and the phoenix. As for the choice of colours, the colour combination of the logo reflects the Company's respect and



affection for traditional colours: the red represents fire and the blue represents water. The harmonious merging of the two symbolises a balanced symbol represented by the interdependence of fire and water and hence the future prosperity and growth of the Company. At the same time, the blue also depicts heaven while the red depicts earth. This represents an era of grandeur where there is harmony between heaven and earth, symbolising Sino Jet's commitment in realising its "integrated sky-ground" service concept. In the logo, the head of the dragon and the crown of the phoenix are both looking upward. This refers to the limitless bounds for a bright future as the two major business jet companies join forces and project a brand new image of Sino Jet as a unique business jet company.

Miss Jenny Lau, Sino Jet's Vice President for Greater China, said, "The birth of the brand-new Sino Jet brings about a fundamental transformation in the concept of services provision. It will bring a breath of fresh air to the business jet market in Asia. Our consolidated resources and platforms will provide a one-stop shop for the highest level of safety, transparency and convenience for our clients. I am sure that the birth of Sino Jet will bring forth a silent revolution in the business jet market."

At this year's ABACE, Sino Jet and the Boeing Company jointly cooperated in the joint exhibition zone to showcase its independently operated Boeing BBJ business jet. It is expected that Sino Jet will take delivery of three Legacy 650s during the coming year. Presently, other than its managed fleet in Beijing and Hong Kong, Sino Jet independently operates five business jets. The new advent of a powerful team promises Sino Jet will be entering into a new era and soaring higher into the skies from its already impressive base. We can all look ahead to a brighter and more prosperous future for the business jet market in China.

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