The Platinum Deer Jet™
To Build The World’s Top Brand of Business Aviation

The Customer Service Director
MUNDY JEFFERY STEVEN
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- Deer Jet Group
DEER JET CO., LTD

Deer Jet was established in 1995. As one of the biggest Business Aviation Corporation in Asia Pacific Region, it is the first operator to provide aircraft tenancy, private aircraft management, ground service and maintenance of business aircraft, air rescue and consulting service for buying private aircraft. Deer Jet plays a pioneering role in China’s business aviation industry.

In 2008, Deer Jet became the first domestic corporation to operate FBO (FIXED BASE OPERATION) with overseas investment.
Strategy Target

- Deer Jet’s target is to integrate business aircraft operation with consulting service for buying private aircraft, aircraft management, maintenance as well as ground service, pursuing to build the world’s top brand of business aviation of high-level marketization and obvious advantages in competition. In addition, Deer Jet also promises to offer its clients the efficient, prestigious and exclusive service.
The Platinum Deer Jet

- Since its first foundation, Deer Jet has been always heading the list of the same domestic industry.
- First to operate business aviation in China (1995)
- First to set about managing private aircraft (2005)
- The most advanced and the newest fleet (G550, ACJ, BBJ, 7X, XRS)
- The most biggest fleet in Asia (39 business aircrafts, By 2011-8)
- Deer Jet has arrived the most airports in China (523 airports)
- The first operator to obtain IS-BAO’s registration and platinum-level evaluation by ARGUS as the only domestic business aircraft corporation in Asia.
Until August, 2011, Deer Jet has already owned 40 aircrafts. Among these aircrafts, 21 aircrafts are owned by Deer Jet, including 12 Gulf Stream, 6 Hawker, 2 ACJ and 1 BBJ. The left 19 aircrafts are hosting planes. Deer Jet has become the professional business aviation corporation with the biggest operation scale in Asia and the richest experience. It is estimated that the number of aircrafts will exceed 50 in this year and the whole fleet scale will surpass 100 and 300 by 2012 and 2015.

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<tr>
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<td><strong>总计</strong></td>
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Operation Scope

Provide the service of chartering business aircrafts for enterprises and other clients.

Provide the service of business aircrafts management for the clients who has bought their own private planes. Now, Deer Jet has 19 hosting aircrafts.

Provide the professional service of FBO. Now Deer Jet has two FBO in Beijing and Shenzhen.

Provide the ground agent service for overseas business aircrafts. During the Beijing Olympic Games, Deer Jet had serviced 68 aircrafts.
The flight time in one year has surpassed 10000 hours and its volume of passengers is more than 20000.

Its flight has covered 523 international and domestic airports in more than 100 countries.
Safety System

- The first and the only domestic business aircraft corporation to obtain IS-BAO’s registration and the platinum-level approval by ARGUS.

Deer Jet has been recognized by many professional evaluating agencies in the field of aviation safety.
Safety System

- Accept the most strict client-safety audit.

- Accept the professional safety training.
Elite Team

- The flight team of Deer Jet has the strong power in international flight and English communication, especially in long-distance flight across the ocean.

  The pilots have rich experience in flight task about landing the little airports in rough regions. They also have strong capacity of acting in emergency.
维修资质

<table>
<thead>
<tr>
<th>Aircraft type</th>
<th>Airframe</th>
<th>Power plant</th>
<th>APU</th>
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<tr>
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<td>Engine Replacement</td>
<td>APU Replacement</td>
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<tr>
<td>G550</td>
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</table>
The biggest hangar for business aircrafts in China, which is 5700 square meters, can park 4 G550 and 2 G200 at the same time.
International Communication

- The number of NBAA
- The number of EBAA
- The number of board of ASBAA
- The only cooperating operation agency and ground service provider assigned by Comlux in China.
Enterprise Clients

- Some of the enterprise clients

Based on its unmatchable advantages, Deer Jet has provided service of chartering business aircrafts to lots of famous corporations.
Famous Clients

- Some famous clients

  - The former UN Secretary-General Coffey Annan and his wife
  - Macao Chief Executive Mr. He Houhua
  - International Olympic Committee President Mr. Roger
  - George Soros
  - International movie star Gong Li
  - The president of World Bank Mr. Zoellick
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Main Business Profile

- Business Aircraft Charter
- Aircrafts Maintenance
- FBO
- Aircraft Procurement
- Rescue Service
Aircrafts Charter Business

- Deer Jet will provide the flight service according to clients’ flight needs. Aircrafts in Deer Jet can take off everytime and everywhere, not constrained by slots or places.

- Deer Jet can make the flight plan for the client’s every travel and provide guarantee.
**Aircrafts Maintenance Business**

Deer Jet can be authorized by the owners to manage their private aircrafts. It can solve the problems of air line permission, aircrafts maintenance, travel plans and so on.

- Rich operating experience: the fleet have rich flight experience and can repair any model of planes.
- Wealthy working channel: Deer Jet has already cooperated with more than 100 airports.
- Various aircrafts models: Deer Jet has the biggest fleet in Asia and can offer the convenient flight service to Clients.
- Large business aircrafts hangar: it can park 10 business aircrafts at the same time.
The FBO in Beijing is the first professional FBO building
FBO Business

- The FBO in Shenzhen is the first business aircraft FBO in Southern China area.
Aircraft Procurement

- Deer Jet will provide the most professional advice and analysis of buying your own aircrafts. It can also handle all the procedures and solve the problems of after-sale service.
Rescue Business

- Deer Jet cooperates with SOS. The rescue planes and international medical personnel are ready for 24 hours to offer professional rescue service.

- In 2006, Deer Jet cooperating international SOS, announced that it would operate rescue business across Taiwan Straits.
- In 2008, Deer Jet provided an aircraft for the Secretary-General of the UN, Ban Ki-moon and important supplies to Wenchuan where the earthquake struck.
- In 2010, the rescue plane of Deer Jet took the Hong Kong compatriot home, who were injured in hijacking in Philippines.
- In 2010, the business aircraft took the Chinese captain Zhan Qixiong home, who was illegally detained by Japan.
Great Honor Ships

- 2008, Received BOB The best private Jet Operator Title by Hurun Report.
- 2009, Received BOB The best private Jet Operator Title by Hurun Report again.
- 2010, Received BOB The best private Jet Operator Title by Hurun Report for 3rd time.
- 2010, Received the advanced Jet Charter brand in San Ya.
- 2010, Received BOB The best business aviation Brand in Asia Title by Robb Report.
- 2011, Received IS-BAO’s registration and platinum-level appproval by ARGUS at the same time.
Company Profile
Business Profile
Deer Jet Group
Deer Jet Group

- **Background**

  - According to the sustained growth of China’s economy, the domestic market has a great demand for business aircrafts. Not only the multinational company, but also the government departments began to consider buying private aircrafts. However, at the same time, the competition is more fierce.

  - While the business aircrafts companies in China can not satisfy the clients’ desire in that they are in a relatively low level.
The Operation Frame of Deer Jet Group

Deer Jet will found 6 two-level companies. All the companies will be managed professionally and cooperate with each other.

Specific Relationships:
- Marketing company will be the center of innovation and be in charge of sales according to the needs of market.
- Asset management company, maintenance company, repairing company and FBO will supply the specific products and professional service.
- Service center will be the link of clients and all the companies.
Deer Jet Group

- **Deer Jet Business Model**
  - Marketing company
    In charge of marketing according the clients’ needs.
  - Asset management company
    It is the center of Deer Jet Group and the owner of assets.
  - Aircrafts maintenance company
    It has the qualification of operating business aircrafts.
  - Repairing Company
    It has the professional qualification of repairing aircrafts and provide service for the hosting planes and clients.
  - FBO company
    It provide professional ground service for outside clients.
  - Service center
    It is the link of Deer Jet and the clients. At the same time, it is also in charge of the cooperation of inside resources.
Deer Jet Group

- **International Development Strategy**
  - To enter the developed markets (Europe and the United States, the Middle East)
  - To develop potential markets
    (Asia-Africa-Latin American area)
Thank You!