



# PRESENTATION

April 2024

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# 1 - Experts in Business Aviation Transactions since 1997

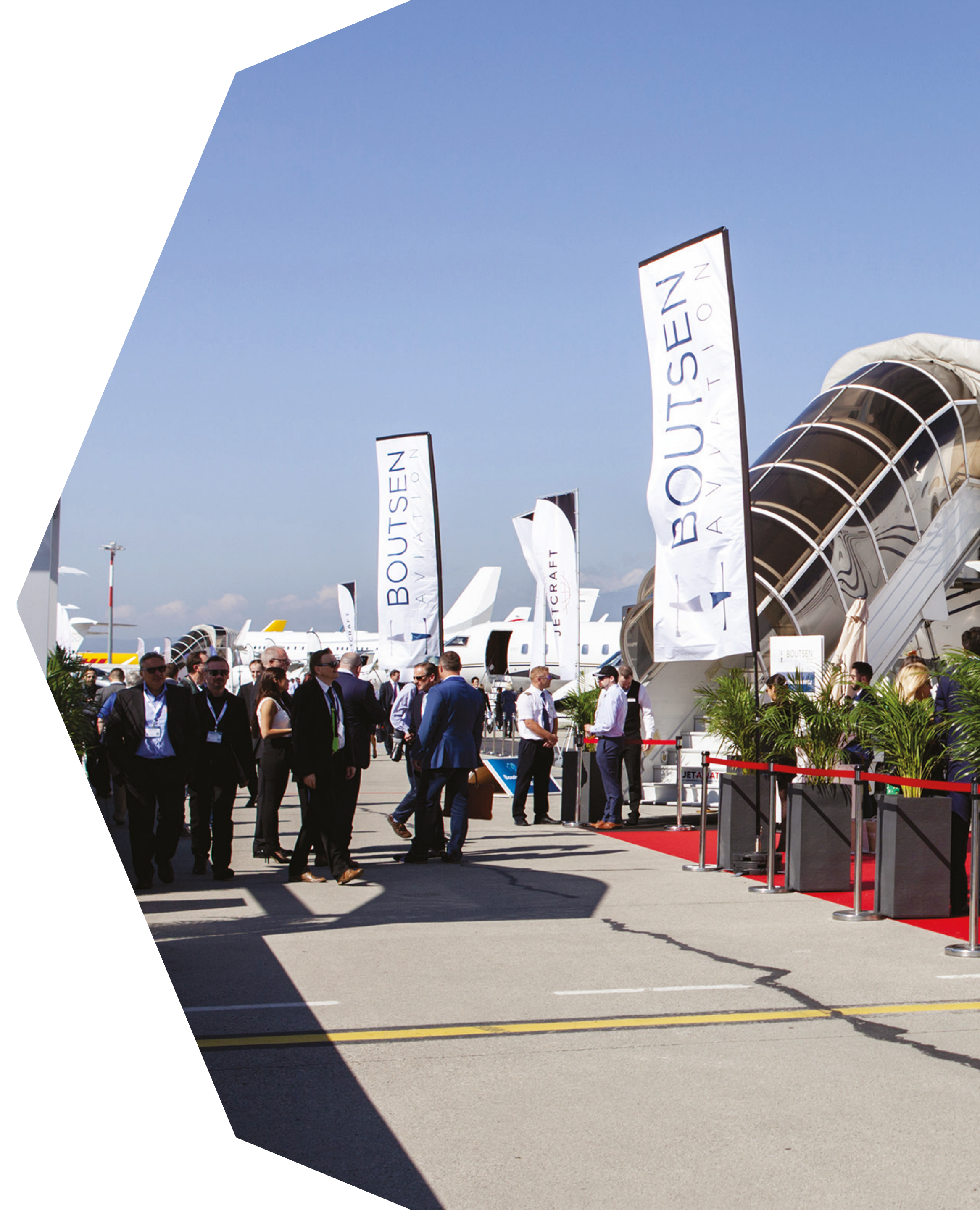
- Based in Monaco, Boutsen Aviation was founded in 1997 by **Thierry Boutsen**, with full activity beginning in 2000
- With a vast and unparalleled knowledge of the **global market**, our team of qualified professionals specializes in the **complete management** of aircraft sales transactions
- Buying and selling new or pre-owned business jets and turbine helicopters through **exclusive mandates**
- Since 2014, we are honored to hold the prestigious title “**Fournisseur breveté de S.A.S. le Prince Souverain de Monaco**”





# 1 - Experts in Business Aviation Transactions since 1997

- Team of 10 experienced, dedicated, and focused **professionals** with vast and unparalleled knowledge of the **global market**
- Managing all aspects of the transaction process, from **commercial** and **technical** to **legal** and **administrative** elements
- Worldwide operation with representatives in **Africa, India, Northern Europe** and **Switzerland**





## 2 - Management Team

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**Thierry Boutsen**

- Founder & Chairman
- Former Formula 1 Driver
- Mechanical Engineer
- Learjet & Citation Pilot Ratings



**Dominique Trinquet**

- President
- Started his career in aviation as corporate pilot in 1990
- Shareholder since 2002



# 3 - Sales and Support Team



**Elise Caraveo**  
Finance & Administration Manager



**Jean-Louis Cehovic**  
Aircraft Sales Director Eastern Europe



**Benjamin Ribouveau**  
Market Analyst & Aircraft Sales



**Donald Djobo**  
Vice President Sales for Africa



**Atiesh Mishra**  
Representative South-East Asia



**Amandine Cesaroni**  
Administrative & Sales Assistant



**Laurent Lemonnier**  
I.T. - Studio



**Eva Benchabane**  
Marketing



## 4 - Our Legacy

# Thierry Boutsen

- Born and raised in Brussels
- Graduated in Mechanical Engineering
- Started professional life as Race Car Driver in 1977
- Retired from racing in 1999
  
- 164 Formula 1 Grand Prix (Arrows, Benetton, Williams, Ligier, Jordan)
- 3 GP victories
- Best F1 Championship ranking: 4th in 1988
  
- 25 victories in the first 100 races
- Winner of Daytona 24 hours 1985 with Porsche
- Winner of the Endurance World Championship in 1986 with Porsche
- Winner of the 1998 USA Endurance Championship with Porsche
- Still active in Motorsport with the “Thierry Boutsen Racing”





# 5 - Boutsen Aviation's Milestones



1997

- **Boutsen Aviation** was founded as “Société en Nom Propre”
- Aircraft handled: Turboprops, Light Jets and Helicopters
- Part Time Job due to ongoing Racing activity



2000

- Company fully active
- **Dominique Trinquet** was hired as our first salesman in August 2000
- **December 2000**: sale of our **20th aircraft**, a King Air 200
- Signature of a Sales Representation Contract with **Piaggio Avanti**



2002

- Entry into the Mid-Size Jets category (Challenger, Cessna Excel, Falcon 20)
- Representation Contract with **Embraer**



2003

- The company went from SNP into Société Anonyme Monégasque (SAM)



# 5 - Boutsen Aviation's Milestones



**2005**

- Sale of the 2nd Aircraft from the **Palais de Monaco**: Falcon 2000
- **100th aircraft sold**: Embraer Phenom 100



**2009**

- **Start of the economic crisis** in our industry – **Business Jets became depreciating objects**



**2010**

- Full entry in the Heavy Jets category with the sale of our second **Gulfstream G550**
- Sale and Delivery of our first **Airbus A319CJ**
- Opening of the **Corporate Aircraft Design Department**
- **200th Aircraft Sold** – Agusta AW139 to Ion Tiriac



**2012**

- Development of the Mid-Size and Heavy Jets sectors



# 5 - Boutsen Aviation's Milestones



**2014**

- **Boutsen Aviation** received the title “**Fournisseur Breveté de SAS Le Prince Albert II de Monaco**” to celebrate the sale of the 5th consecutive aircraft for the “**Palais de Monaco**”



**2015**

- Start of a Cooperation with **Timur Devyashov** in Moscow - sales of Gulfstream GV and Bombardier Global XRS in 2017
- **300th Aircraft Sold** – Gulfstream G550 from Ukraine to USA



**MID-2017**

- **Timothée Marcie** joined the sales team with strong experience and network on the Chinese Market
- Economic crisis and aircraft prices at their deepest points
- Turning point in our business, prices have stabilized, activity has restarted
- First sales of **Chinese owned Aircraft** (2x Gulfstream G550)



# 5 - Boutsen Aviation's Milestones



**2018**

- Based in New Delhi, **Atiesh Mishra** joined Boutsen Aviation in 2018 with the dedicated position of developing the company's presence in the **Southeast Asian region**, including **India, Indonesia, Vietnam** and **Malaysia**.



**2019**

- **James Hughes** joined the team as **Regional Sales Director** for **Northern Europe**. James is proficient helicopter pilot and has vast experience in the field of acquisition, ownership, importation and operation of business aircraft.



**2020**

- **Jean-Louis Cehovic** joined the team as **Sales Director** for **Switzerland & Eastern Europe**. With an extensive background of over 15 years in the business aviation industry, Jean-Louis is a valuable asset for the team.



**2021**

- **400th aircraft sold:** Dassault Falcon 7X
- **Sale of a Dassault Falcon 10X**



## 5 - Boutsen Aviation's Milestones

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**2018**

Celebration of our 350th Aircraft sold  
(Falcon 7X from the Palais de Monaco)  
20 Aircraft sold in 2018

**2021**

Celebration of our 400th Aircraft sold

**2024**

420 Aircraft sold - 1 on Deal Pending





# 6 - Global Market, Global Operations

## 420 Aircraft sold in 72 Countries, 5 Continents

● 1	Algeria	● 20	Denmark	● 39	Malaysia	● 58	Senegal
● 2	Andorra	● 21	Egypt	● 40	Malta	● 59	Singapore
● 3	Argentina	● 22	Finland	● 41	Marshall Islands	● 60	Slovakia
● 4	Austria	● 23	France	● 42	Mauritius	● 61	Slovenia
● 5	Azerbaijan	● 24	Germany	● 43	Mexico	● 62	South Africa
● 6	Bahamas	● 25	Greece	● 44	Monaco	● 63	Spain
● 7	Belgium	● 26	Hong Kong	● 45	Morocco	● 64	Sweden
● 8	Bermuda	● 27	India	● 46	Netherlands	● 65	Switzerland
● 9	Botswana	● 28	Indonesia	● 47	Netherlands Antilles	● 66	Thailand
● 10	Brazil	● 29	Ireland	● 48	New Caledonia	● 67	Turkey
● 11	British Virgin Islands	● 30	Isle of Man	● 49	Norway	● 68	U.S. Virgin Islands
● 12	Bulgaria	● 31	Israel	● 50	Panama	● 69	United Arab Emirates
● 13	Canada	● 32	Italy	● 51	Philippines	● 70	United Kingdom
● 14	Cayman Islands	● 33	Jordan	● 52	Portugal	● 71	United States
● 15	Chad	● 34	Kuwait	● 53	Republic of the Congo	● 72	Venezuela
● 16	Chile	● 35	Laos	● 54	Romania		
● 17	China	● 36	Liechtenstein	● 55	Russian Federation		
● 18	Cyprus	● 37	Luxembourg	● 56	St. Vincent Grenad.		
● 19	Czech Republic	● 38	Madagascar	● 57	Saudi Arabia		



# 6 - Global Market, Global Operations

420 Aircraft / 19 Manufacturers / 145 Models



8



2



27



42



31



23



102



22



65

Commander  
Daher  
Dornier  
Mooney  
Pilatus  
Piper

46

Helicopters

52



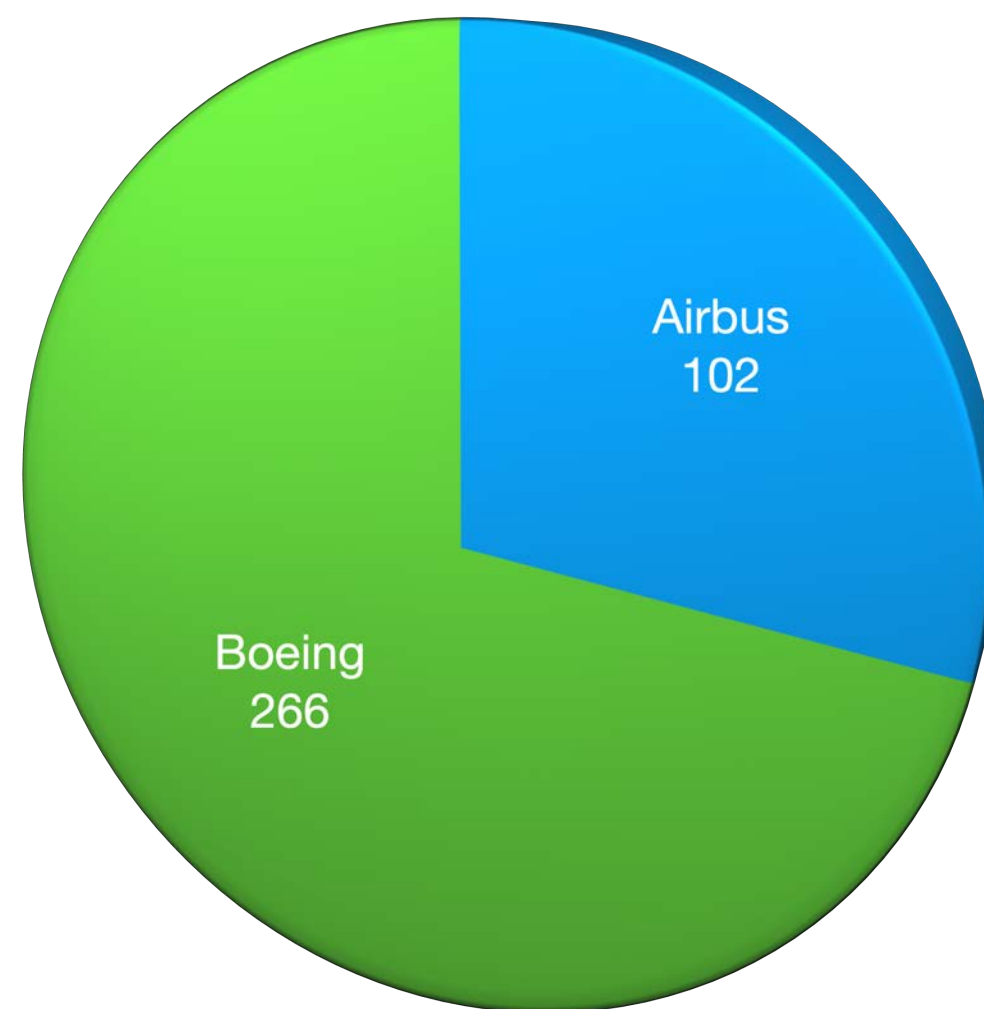
# 7 - Type of Aircraft that we deal with today





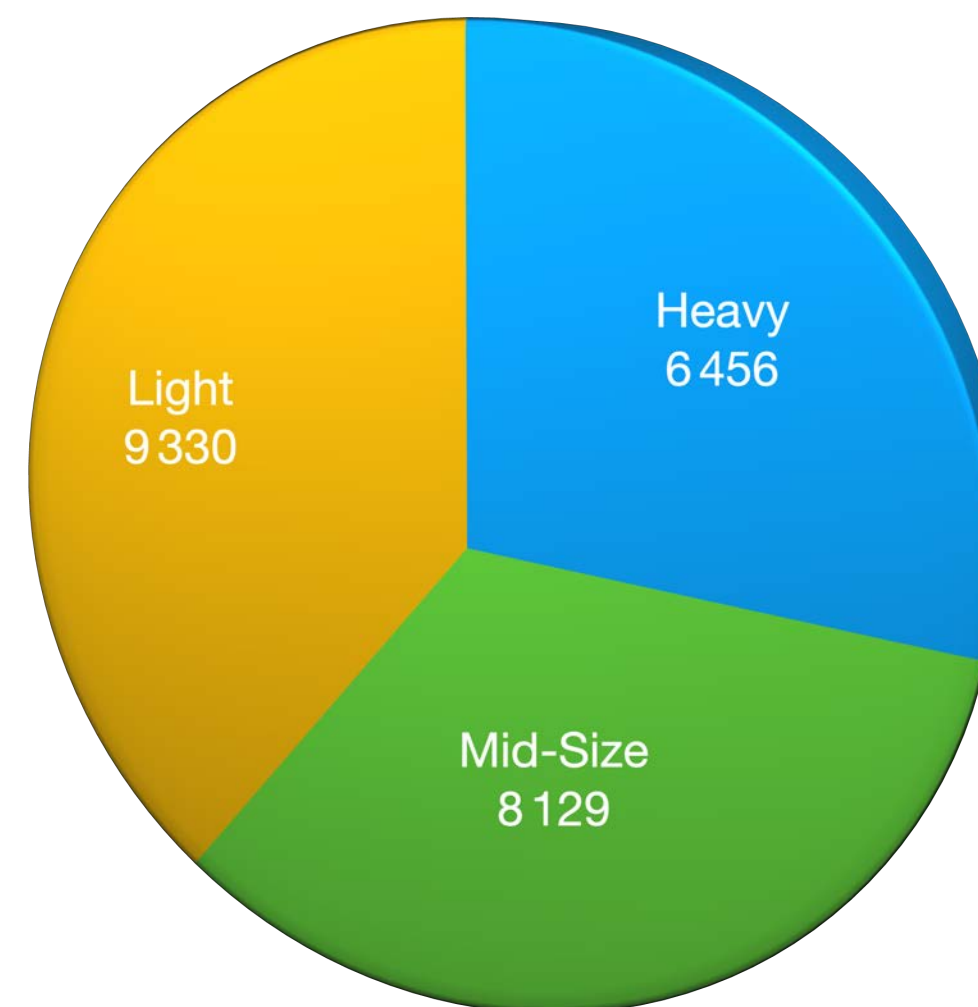
# 8 - Jets in operation (Q1 2024)

### BIZ-LINERS



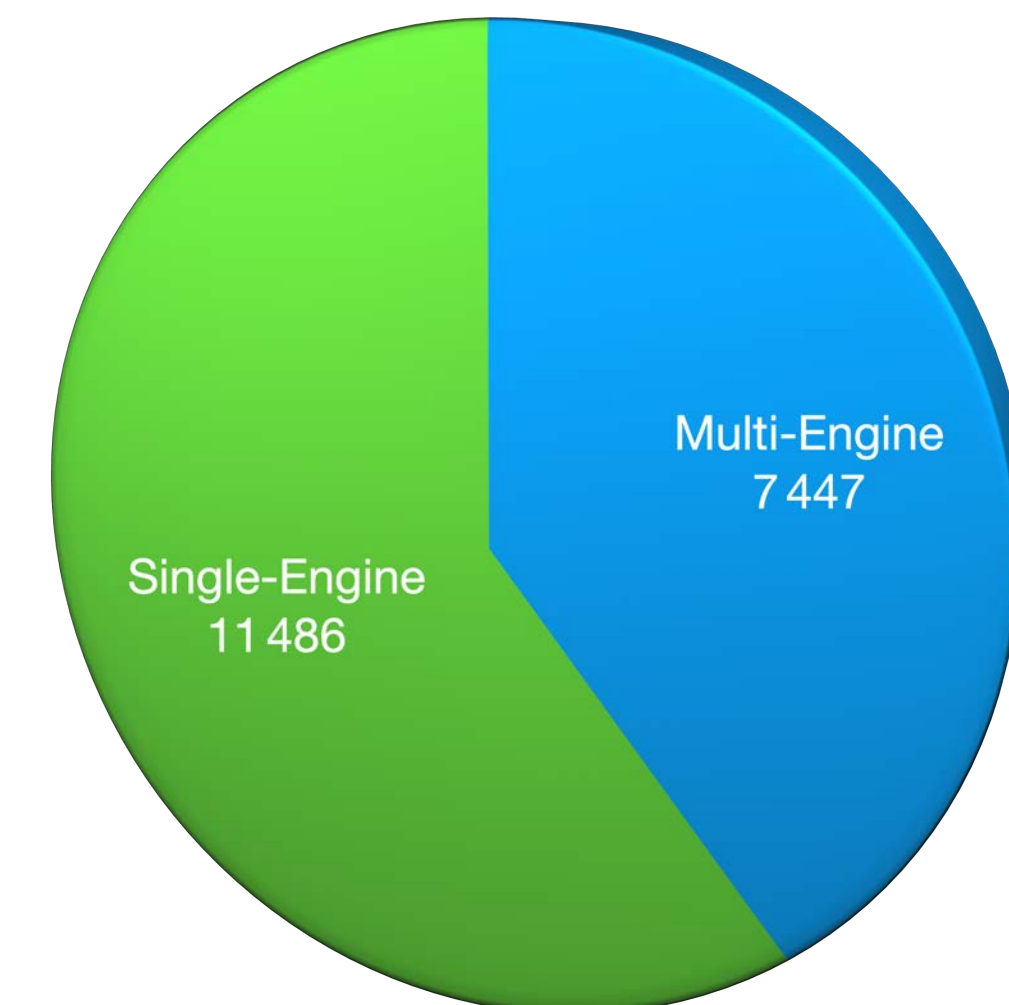
● Airbus ● Boeing

### BUSINESS JETS



● Heavy ● Mid-Size ● Light

### HELICOPTERS



● Multi-Engine ● Single-Engine

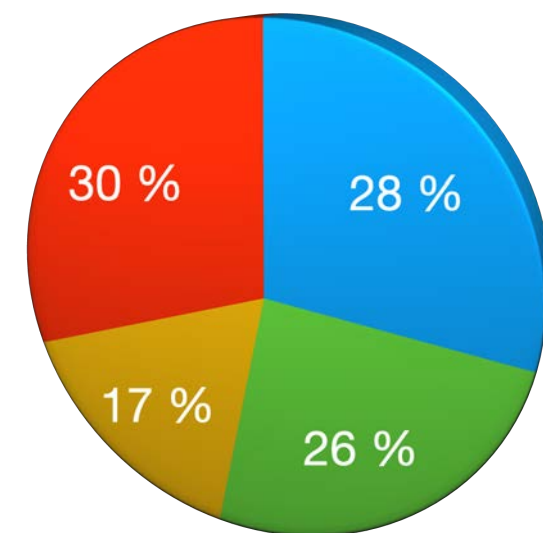


# 9 - World Fleet Details (Q1 2024)



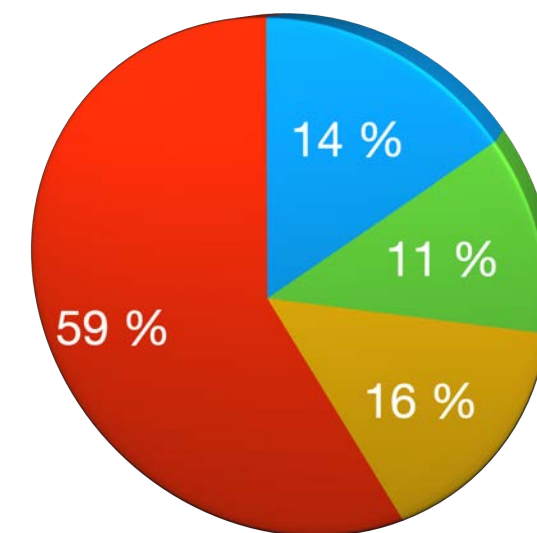
NORTH AMERICA				EUROPE				ROTW (Rest of the World)			
Light Jets	Mid-Size	Heavy	Helicopters	Light Jets	Mid-Size	Heavy	Helicopters	Light Jets	Mid-Size	Heavy	Helicopters
6345	5860	3928	6838	998	763	1083	4119	1693	1320	1369	6722

Aircraft Segmentation North America



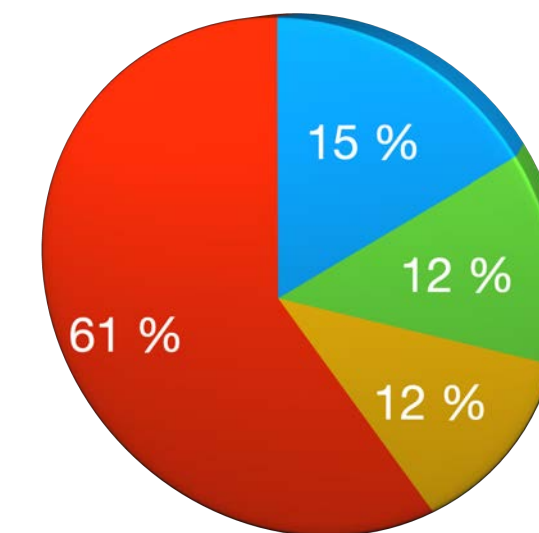
● Light Jets    ● Mid-Size  
● Heavy        ● Helicopters

Aircraft Segmentation Europe



● Light Jets    ● Mid-Size  
● Heavy        ● Helicopters

Aircraft Segmentation Rest of the World



● Light Jets    ● Mid-Size  
● Heavy        ● Helicopters

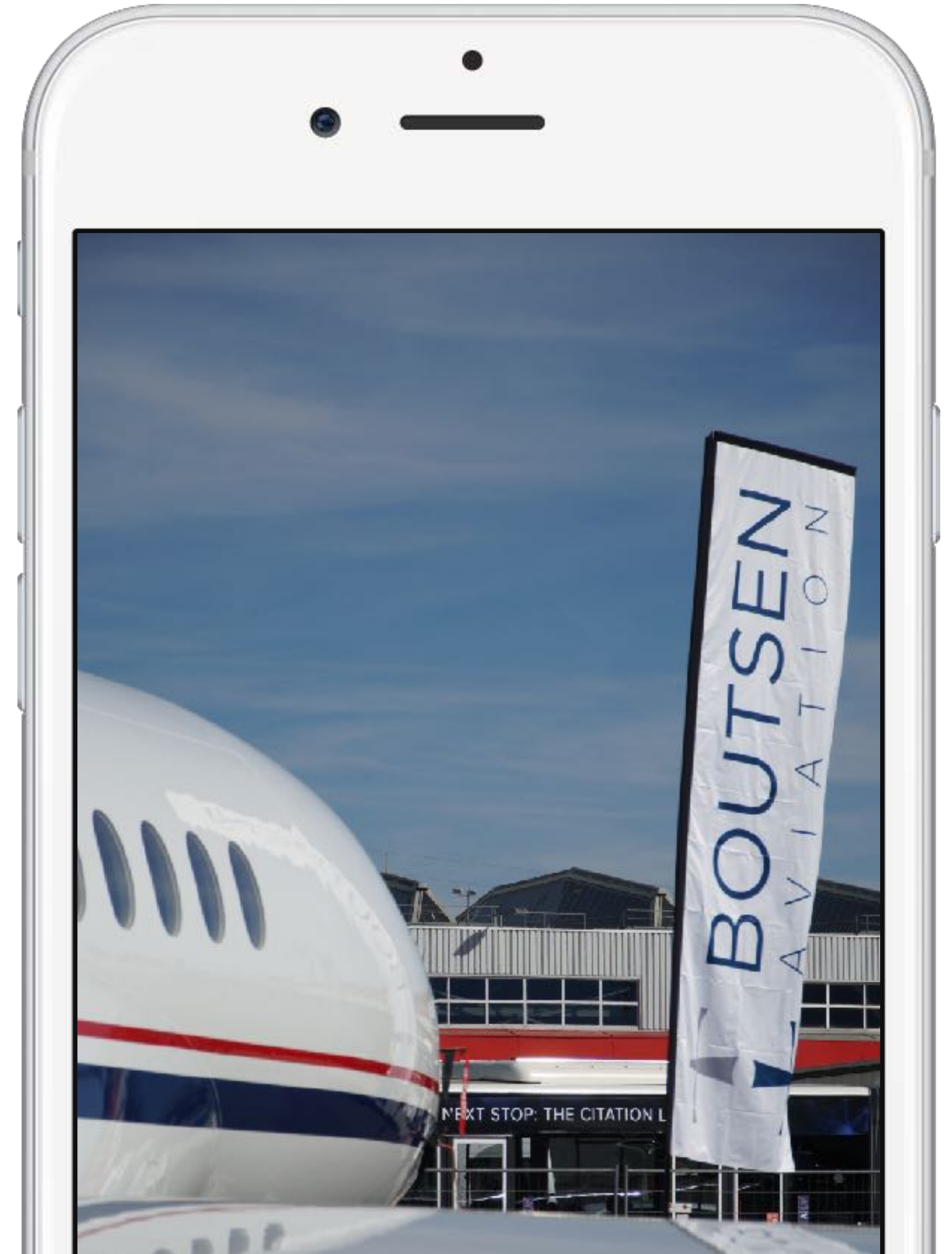


## 9 - "Corporate Aircraft Sales and Acquisitions is our business"



During 27 years of work in the Corporate Aviation industry we have acquired a vast and unquestionable **commercial, technical, administrative, and legal** knowledge which we have used in all our transactions.

- We speak **8 languages** allowing us to better serve the world market.
- **Our Clients are:** Head of State, public and private companies, businessmen, private individuals, sports people (F1, Tennis, etc.) and, of course, the major charter companies in business aviation.
- **Our Allies are:** as we don't do any maintenance, as we don't manage/operate airplane nor represent any manufacturers, our commercial relationship with these companies opens many doors and helps enrich both our and their network, providing many new opportunities.
- **Our Success Rate:** unlike most of our competitors who concentrate on acquiring as many sales mandates as possible to finally only sell a few..., we focus 100% on each and every aircraft that we have under our mandate until it is sold. To date, we have achieved a 90% success rate, for the full satisfaction of our clients!





# 9 - "Corporate Aircraft Sales and Acquisitions is our business"



## We work on exclusive basis only. Why?

### Our goal is to sell:

- As quickly as possible, for the highest price.
- We represent one party in the transaction. Our success fee is paid by that party.
- We need the power to negotiate firmly:
- We invest significant time and money to maximize interest from potential buyers.
- We use our energy to defend the interests of our client, we don't want having to fight against other brokers.



## Our Ethics

### We follow the rules implemented by:

- The **Chicago Convention** of 1944, sole basis to the ICAO (International Civil Aviation Organization) with 191 States members.
- The **Cape Town Treaty** of 2001 created internal standards on International Interests in Mobile Equipment including Aircraft.
- **SICCFIN** – Service de Contrôle sur les Services et Circuits Financiers (Authority controlling the Financial Flows).







**What we do...**

## **Full Management of the Transaction**

**Sourcing**

**Evaluation**

**Commercial**

**Legal**

**Technical**

**Closing and  
Administrative**



# 10 - Marketing & Sales Strategy

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Today, it is no longer possible to sell an aircraft by “just having it on the market”. You need the support of a very professional team which has built up a quality network over the years and which will spend energy, time and money to find the right buyer.

## Our Strategy

We take care of the complete transaction:



### Sourcing

#### **1 - Collection of all the Information about the Aircraft by our Team:**

- Visual inspection, Log book review, History research...
  - Maintenance review
  - We take professional pictures and video
  - Copy of the various certificates
  - Copy of the lien certificates if any
- Any relevant point that may have an influence - positive or negative - on the selling price



### Evaluation

#### **2 - Appraisal: with all the above Information we will give you:**

- The exact position of your aircraft in the market
- Its potential selling price with high and low range
- The speed at which we expect it to be sold, according to the market situation of the day, subject to change
- We advise you on an "Asking Price" and, together, agree on a minimum selling price at which the Owner obliges himself to sell



# 10 - Marketing & Sales Strategy

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## 3 - Marketing and Selling Procedure



### Advertising

- Our [boutsen.com](http://boutsen.com) website
- Major websites dedicated to Aircraft Sales
- Magazines dedicated to Aircraft Sales
- We produce a professional brochure incl. spec sheet and pictures (electronic and paper)
- We produce a professional Video Presentation of the aircraft
- Internet sites dedicated to aircraft sales
- Jetnet and Amstat databases
- Direct calls to the clients of our database who could be interested in your aircraft
- Broadcast email campaigns
- Presentation at Airshows if suitable



### Office and On-site Support

- We collect and answer all phone, fax and email requests for information
- We send our brochure to all interested parties
- We organize visits and presentations to our clients wherever the aircraft is situated
- If requested we organize demo flights (paid by the buyers)
- We do a due-diligence of our prospects before we submit the Offer to Purchase to the owner

## 4 - Legal

- Opening of the Escrow Account, with one of the well known Escrow Agents or with a lawyer's office.
- Negotiation of the Offers to Purchase and their conditions
- Negotiation of the Purchase Agreement
- Assistance during the Closing phase
- Setup of the International Registry



# 10 - Marketing & Sales Strategy

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## 5 - Technical

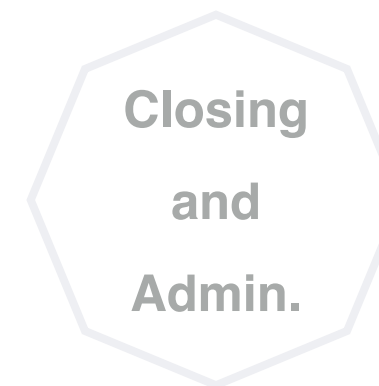


### Scheduling and supervision of the Pre-Purchase Inspection

- Scope and place to be mutually agreed by the parties
- On-site supervision of the progress of the PPI by our team
- Discussion and negotiation, over each of the airworthy discrepancies
- Negotiation of the Conditional Acceptance
- Supervision of the defects rectification
- Preparation for Return to Service and Closing

## 6 - Closing of the transaction and transfer of title

A conference call is made incl. buyer or buyer's rep., lawyers, seller or seller's rep. and the escrow agent, to close the transaction and activate the Transfer of Title, assuming we have the following:



### Buyer's side

- Signature of the Technical Acceptance of the Aircraft by the Buyer
- Signature of the Aircraft Delivery Receipt
- Transfer of the whole amount of money to the Escrow Account

### Seller's side

- Certificate of Airworthiness for Export (if required)
- Aircraft Airworthy Discrepancies taken care of
- Certificate of non-lien
- Certificate of De-Registration
- Bill of Sale

*=> We will set up the closing to take place in a tax-friendly environment, under customs warehouse or any other required condition*



# 10 - Marketing & Sales Strategy



All of our aircraft are advertised on our website and are present on the following online platforms:

- **Aeroclassifieds**
- **Aircraft Shopper Online**
- **Controller**
- **Globalair**
- **JamesEdition**
- **Professional databases: Amstat & Jetnet**

## Internal database

Based on **420 transactions** over the past 27 years, our contact database includes active private jet owners and entry contacts across all regional networks.

## Social media

In order to enhance awareness across digital platforms, our aircraft are promoted on Facebook, YouTube, LinkedIn, Vimeo, Twitter, Instagram & Google My Business.

## Broadcasts

Targeted broadcast campaigns are regularly sent out via Campaign Monitor and **Aeroclassifieds**. These powerful databases consist of networks of buyers and sellers to include potential as well as current clients, owners, and purchasers.



Our aircraft are regularly presented in the following magazines:

- **AvBuyer**
- **Executive Controller**
- **GA Buyer**

We participate at the following worldwide business aviation conventions:

**ABACE - EBACE - MEBAA - NBAA**



# 11 - Our Code of Ethics (2024)



- Maintain a reputation of **honesty, integrity and transparency** and adhere to the **highest ethical standards** when dealing with our clients and all other parties.
- Be committed to constantly improving the quality of our services, products, and operations in order to provide a **superior level of service, knowledge and value to our customers**.
- **Accurately represent their authority** to show, demonstrate, or sell an aircraft.
- **As expeditiously as possible, submit all offers received to the seller.** Once an offer has been accepted, all prospective purchasers, if any, will be informed of the accepted offer.
- In attempting to secure an exclusive listing, **shall not deliberately mislead the owner** concerning the market value of the aircraft.
- When specifically acting as exclusive agent for an exclusive buyer or seller, **shall not accept commission from more than one party for a transaction** without the full knowledge of the parties of the transaction.
- Compensate, directly or indirectly, employees of the parties for a transaction only with the written knowledge of the subject party.
- Present, to the best of their knowledge, accurate specifications of an aircraft for sale, and **make truthful representations to the public**.
- **Avoid exaggeration, misrepresentation, or concealment** of all known pertinent facts relating to a transaction.
- Provide a level of competent service in keeping with the **highest standards of business and professionalism** in the field of aircraft resale.
- **Reveal the true ownership or interest in any aircraft they represent** to the purchaser or his/her representative.
- **Disclose any interest in other entities** whose services they suggest or recommend that a client or owner use, and **disclose any financial benefit** they may receive as a result of the use of those services.
- Make **full disclosure of charges and costs** associated with any agreement.
- Use reasonable care to **ensure that documents pertaining to the purchase and sale of aircraft are kept current** through the use of written extensions and amendments.



# 12 - Why choose Boutsen Aviation as your partner for your Aircraft Sale or Acquisition?

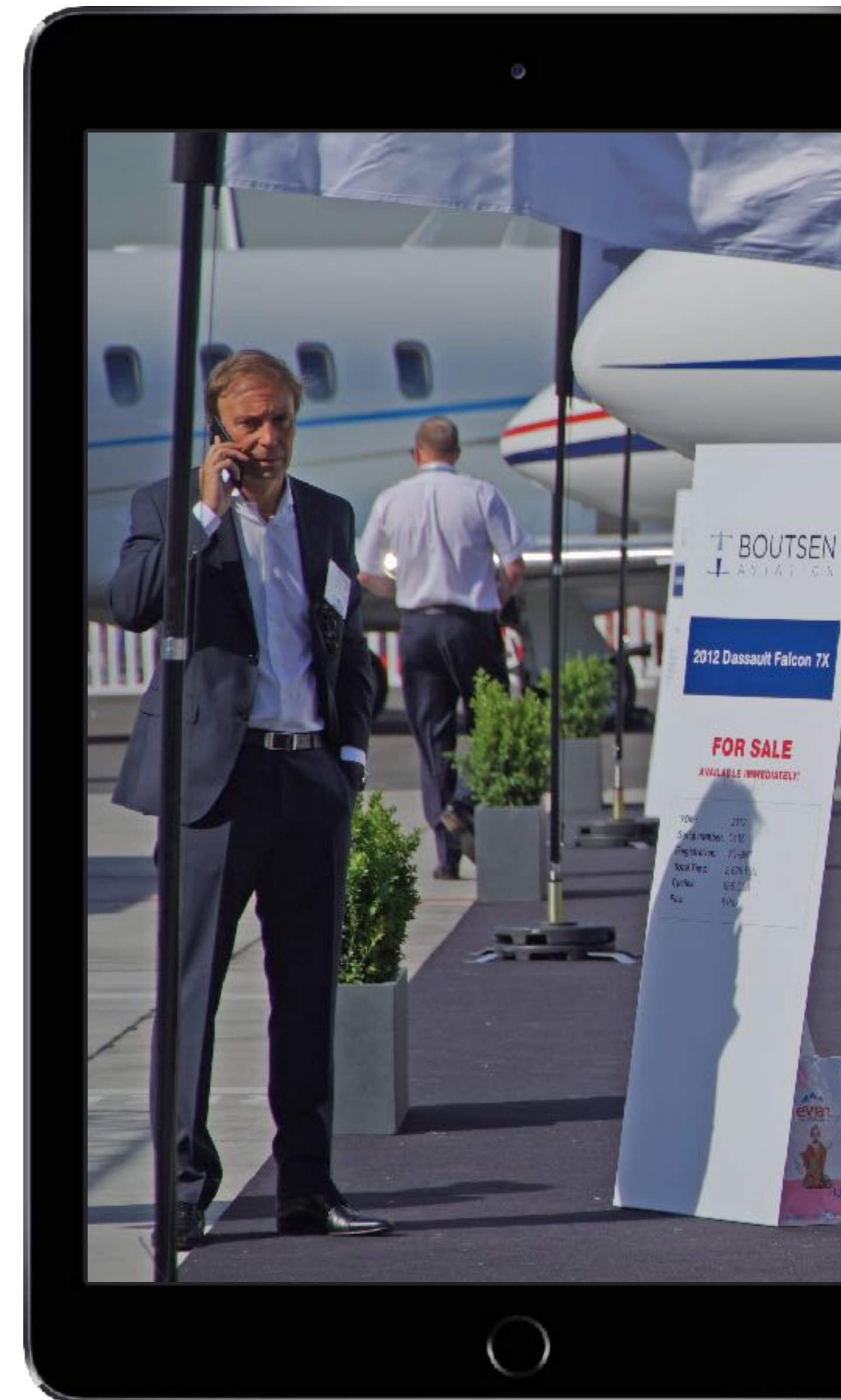


- We have 27 years experience in this activity
- All our salesmen are pilots too, we understand the complexity of the Business Aviation world better than anybody
- We are in constant contact with the World Market and its daily moves
- We offer turn key solutions, we take care of the commercial, technical, administrative, and legal side of the transaction
- We work as if we were your employees: you can concentrate on your business while we concentrate on your aircraft



## Our motivation?

- We are driven by passion
- Each aircraft sold gives our entire team the same satisfaction as winning a Formula 1 Grand Prix!
- Our success fee is paid at closing: the quicker we close the better it is, for our client and for us







***“Good usage of a private aircraft is about 400 hours a year. I did the math, and my calculation is that even 200 hours of use of a corporate jet adds 33 days to an executive’s year. Now, you bring two or three other execs with him, and all of a sudden you’ve got a free C.E.O.!”***

*Thierry Boutsen*

