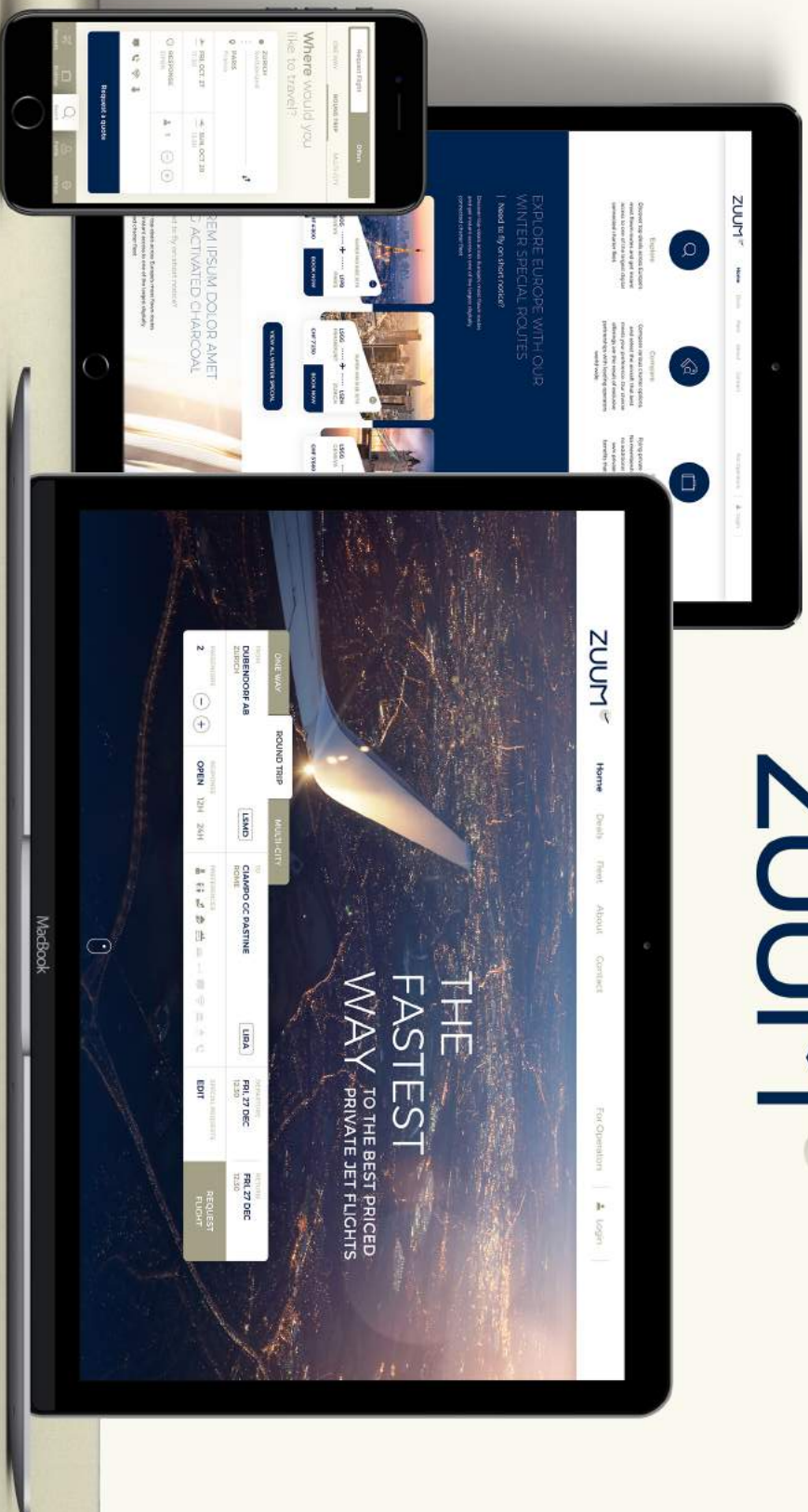


# SECONDARY SALE FROM EXISTING SHAREHOLDER



As of August 2018

# Mission Statement

PAGE 1



ZUUM's mission is to increase aircraft utilization in the business aviation sector through a patent pending Revenue Analytics, Marketing and Fleet Optimization Platform. We will bring transparency to the industry by offering the first fully-integrated B2C charter booking platform, directly connecting aircraft operators and owners with charter clients. This will guarantee booking speed and remove inefficient middlemen who cloud the market and charge exorbitant fees

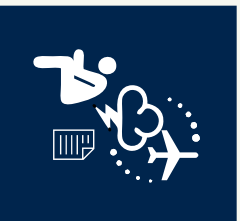
# The Problem

PAGE 2



Low utilization of private aviation charter fleet

Utilization of private charter aircrafts is estimated at **only 33%**. Additionally 40% of those flights are further flown empty (so called empty legs). The cost of such empty flights is often rolled over to the customers, significantly increasing the cost of private travel

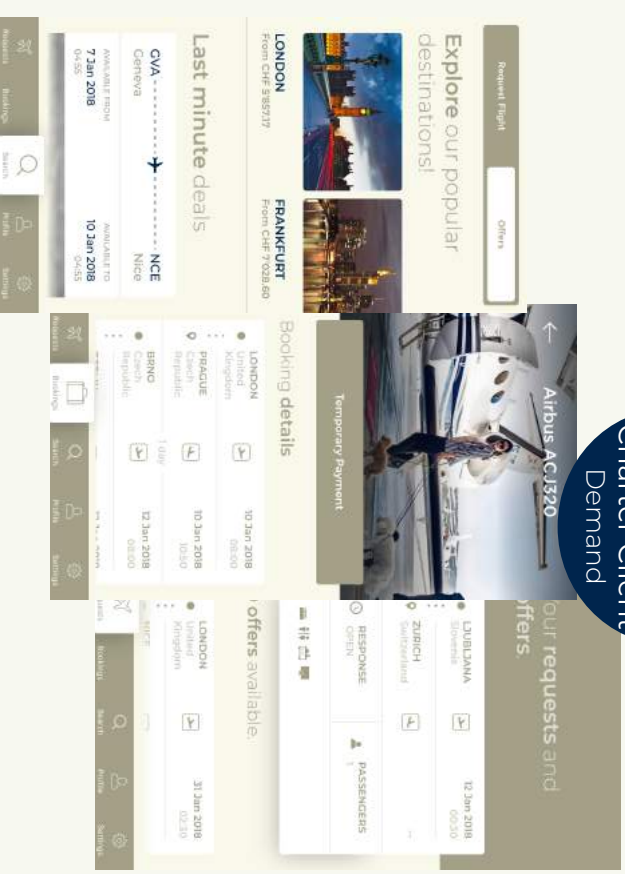
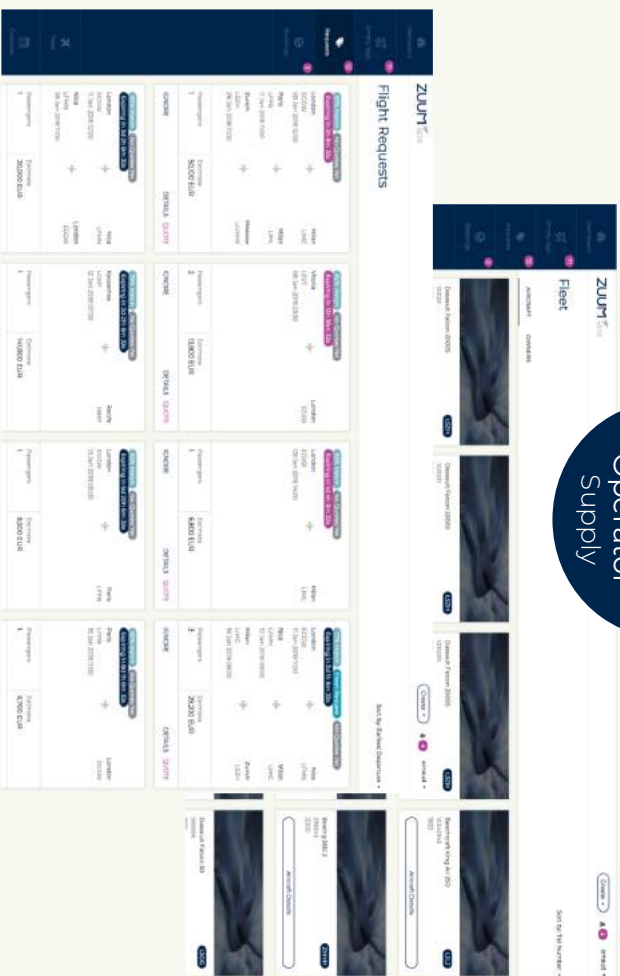


Complex, highly fragmented and non-transparent market

No **universal platform** for operators (private aviation airlines) and clients to access the global private jet market. Operators manually send out up to 40 quotes before selling a flight, while brokers can charge up to **30% commission fee** due to the **fragmented and non-transparent nature** of the industry

# Business Model: One Universal Marketplace

PAGE 3



## Value Proposition

- Increased Utilization & Schedule Optimization
- Market Transparency & Targeted Client Reach
- Automated Pricing, Processes & Marketing
- Charter Client Insights through Forced Ratings

## Value Proposition

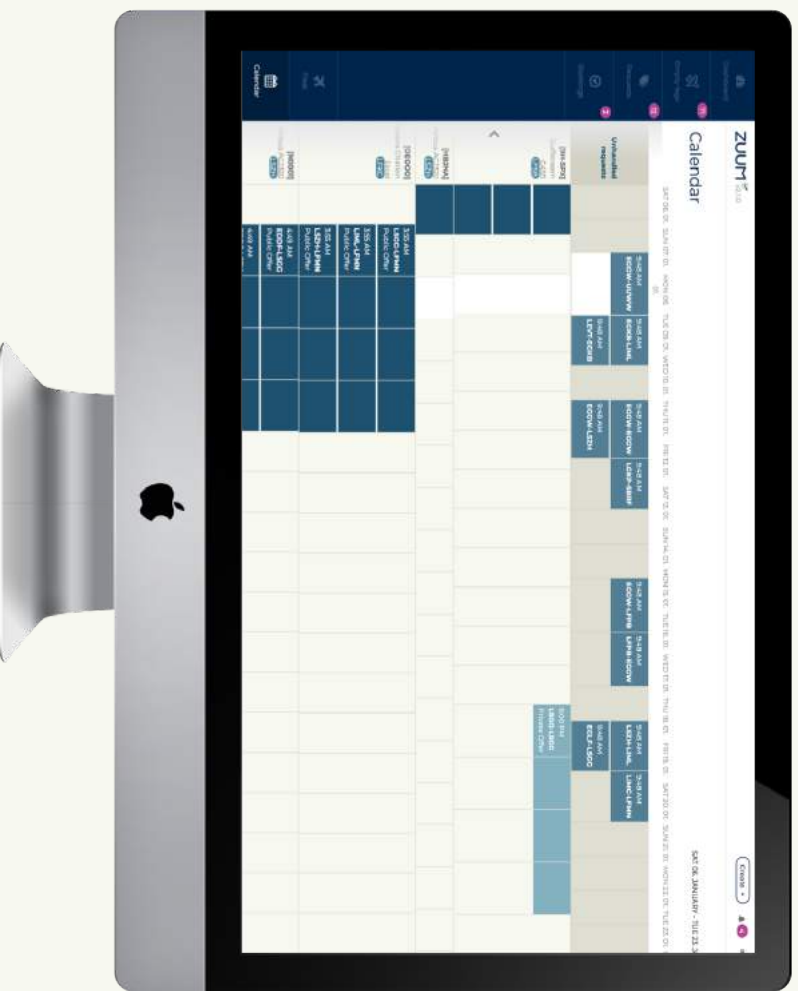
- Quality, Reliability & Ease of Use
- Booking Speed (Click & Book)
- Confirmed Prices / Transparency
- Operator Insights through Forced Ratings

## Subscription Fee

## Commission Fee

# Operator: A Novel Way to Fleet Management

PAGE 4



The first fully-integrated private aviation platform, increasing an operator's efficiency through disruptive technology and by connecting all stakeholders of the sector

- Comprehensive fleet- and revenue management, Allowing for optimization capabilities
- Automated marketing tools through unique partnerships with major distribution channels
- High-Speed aircraft schedule-optimization
- Automatized charter pricing based on predetermined cost-variables and expected profit-margins
- A patent pending predictive route optimization algorithm that has proven to increase aircraft utilization



# Charter Client: Three Unique Offerings

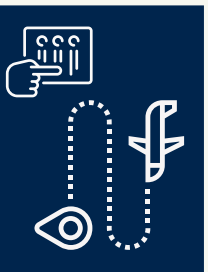
PAGE 5



## Regular Demand-Driven Charter Request

Given the **price transparency** that the platform facilitates, a private aviation airline – or so called operator – can see at what prices flights usually sell. The customer further has the chance to compare various offers and select the one that best meets his / her demand. This transparency will **drive down prices**

2 % - 7% Commission Fee depending on flight + \$115 Flat Fee



## Fixed Pricing on selected Key Routes

ZUUM is the first private jet platform to offer fixed charter prices on selected key routes, regardless of seasonality. The key destinations during the company's growth-phase include but are not limited to routes across Zurich, Paris, Nice, and Geneva

0% Commission Fee + \$225 Flat Fee



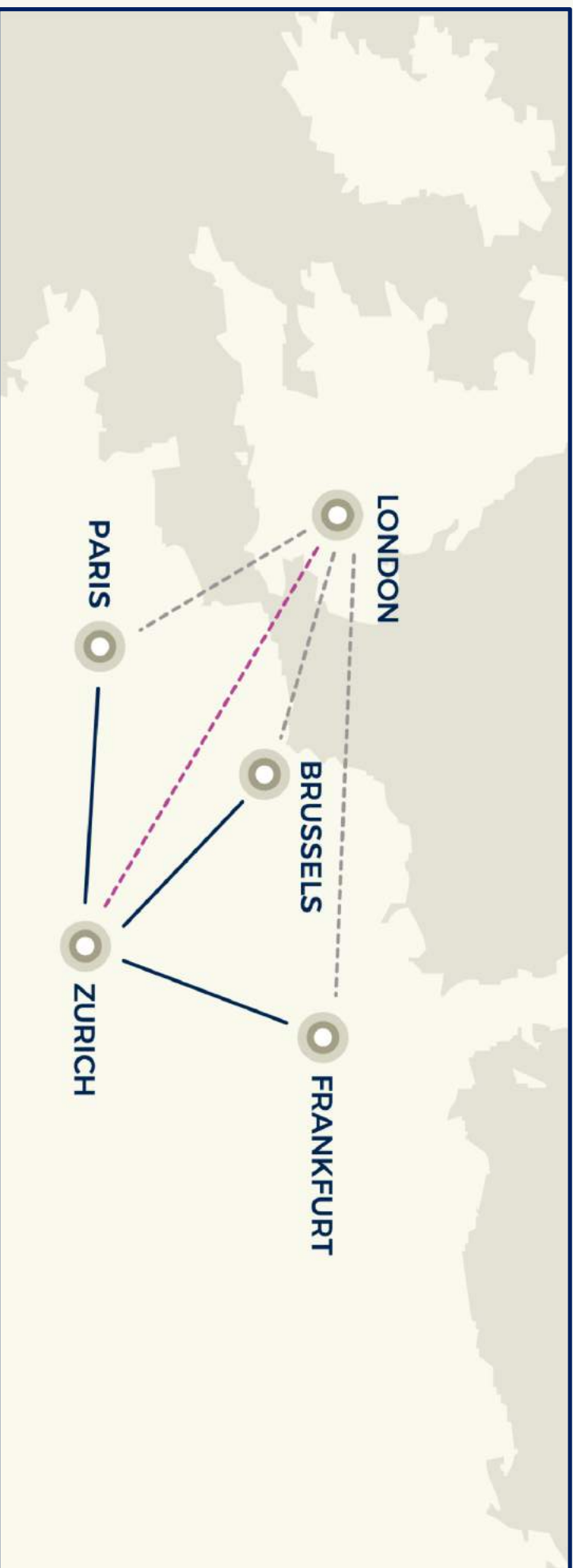
## Supply-Driven Last Minute Flights

By **selling idle time** rather than prescheduled empty flights, ZUUM significantly increases the probability of landing a customer match. The last minute flights calculated through ZUUM's **route optimization algorithm** are proactively remarketed at a discount for our clientele on various distribution channels

12.5% Commission Fee + \$200 Flat Fee

## Concept: Patent Pending Route Optimization

PAGE 6



EXAMPLE: A ZUUM Aircraft is in Zurich on September 22 and has to be in London on September 29. To minimize the risk of a potential empty flight from Zurich to London, ZUUM automatically identifies the idle capacity and calculates various routes during those seven days that meet an aircraft operator's predetermined variables and at least minimize the cost of an empty flight to the next scheduled destination. Through various partnerships, ZUUM automatically lists all possible routes at flexible dates at a discount on various internal and external distribution channels, significantly increasing the chance of matching an empty flight with a customer request.

# Historical & Financial Forecast (As of April 2018)



	Softlaunch Sept. 2017 - Dec. 2017	Official Launch 1Q18	2Q18	3Q18	4Q18	2018
Revenues						
Charter Sales	541	1,014	2,016	2,055	2,665	7,750
Total Gross Revenues	541	1,014	2,016	2,055	2,665	7,750
Cost of Goods Sold	530	974	1,944	1,958	2,517	7,394
Gross Profit	11	40	72	97	147	2,440
Operating Expenses						
Sales & Marketing	30	181	155	147	203	686
Personnel	480	363	455	491	550	1,859
Outsourced Services	52	177	177	73	73	501
Rent & Office	163	42	42	42	42	168
Other Operating Expenses	765	714	710	60	76	360
Total Operating Expenses	1,490	877	940	813	944	3,574
EBITDA	(1,479)	(837)	(868)	(716)	(797)	(3,218)
Income Tax	7	-	-	-	-	7
Net Income	(1,480)	(837)	(868)	(716)	(798)	(2,575)

ZUUM is experiencing significant revenue growth due to increased customer awareness of the benefit of private aviation, ZUUM's accessibility, and the growing upper class

\*ZUUM's Estimated Annual Net Revenues at an average 7% commission rate generated through its patent pending route optimization concept



# Unlocking Unexploited Revenues



Key Assumptions & Metrics	
Global Annual Charter Flights	950,000
Global Charter Fleet	7,500
Gross Revenue per Flight	9,000
Days a Year	365
Ø Aircraft Utilization (33%)	120
Ø Idle Jet Days (67%)	245
Ø Commission	7%

Annual Commission Revenues in USD*		Increase of Aircraft Utilization by		
Aircrafts Signed Up		5%	15%	20%
75		577,749	1,733,248	2,310,998
375		2,888,747	8,666,241	11,554,988
750		5,777,494	17,332,481	23,109,975
1,125		8,666,241	25,998,722	34,664,963
1,875		14,443,734	43,331,203	57,774,938

Low utilization and empty flights generate significant annual losses for aircraft operators and private jet owners. Alongside its regular charter business, ZUUM exploits such untapped revenues by more effectively matching customer demand with supply through its patent pending algorithms. ZUUM – at current market trends – could generate at a commission rate of 7% additional annual net revenues of up to \$58M.

\*ZUUM's Estimated Annual Net Revenues at an average 7% commission rate generated through its patent pending route optimization concept

# The Building Blocks of ZUUM's Cloud Platform



\*Search Engine Marketing & Search Engine Optimization et al.

## Sales & Growth Efforts

PAGE 10



### Facilitates Word-of-Mouth

#### Paid Customer Sales

- Reward, Referral & Early Sign Up
- Online Geo Targeting
- Brand Ambassadors
- Partnership with Airlines to attract new customers

#### Customer Engagement

- Seasonal promotional sales
- Best in class experience & service
- Forced Ratings
- CRM through Zoho

## Direct Marketing Efforts

#### Paid Operator Sign-Up

- Credits to be used for ZUUM's platform after successful referral
- Proactive, engaging and reliable customer service

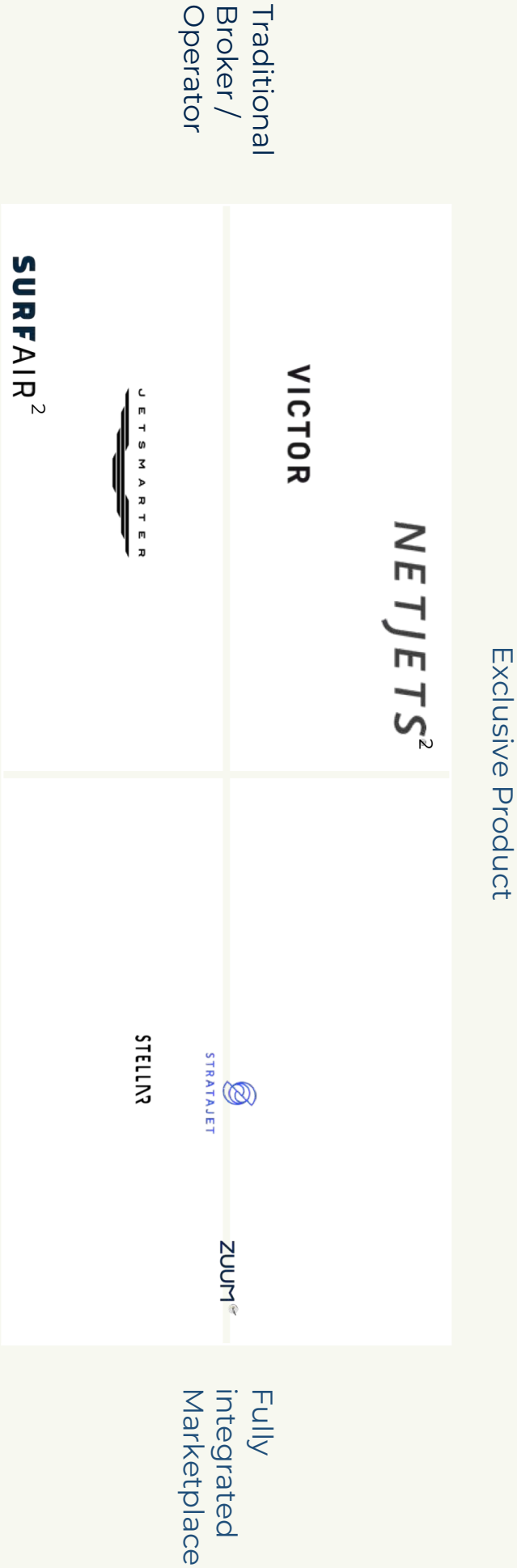
#### Operator Engagement

- Feedback Analysis & Implementation
- Engaging collaboration
- Lock in through subscription
- Forced ratings

## Manage Churn Rate

### Facilitates Word-of-Mouth

# Competitive Landscape<sup>1</sup>



ZUUM's universal marketplace increases transparency and efficiency through advanced patent-pending algorithms. This will lead to a market consolidation and eventually open up the market

<sup>1</sup> Icon-size represents the estimated market share  
<sup>2</sup> NETJETS and SURFAIR own aircrafts and can thus not be identified as direct competitors to ZUUM

# Leadership and Advisory Team



Albert Bolles, PhD

Chairman



Patrick Jermann, M.A.

CEO & Co-Founder



University of St. Gallen



Kai Guenthardt

Co-Founder



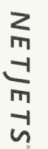
Tim Thiele

COO



Frédéric Chambour, MBA

CPO



Gregor Ambrozic, M.A.

CTO



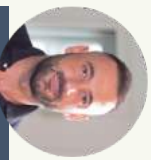
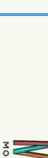
Nathalie Schenkel

VP of Finance



Bora Polat, M.S.

VP of Marketing

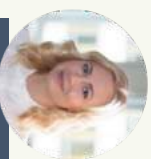


Valentin Mocleasa

Manager Design & UX



An IBM Company



Daria Mosolova

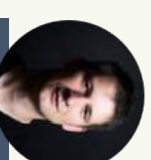
Manager Customer Sales



The American edition



THE AMERICAN EDITION

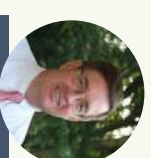


Mateusz Berezacki, MSc

Statistician & Engineer



Politechnika Wrocławska



Harrison Wilson, MBA

Financial Advisor



at the University of Columbia





# Milestones and Outlook

PAGE 13



2015	2016	2017	2018
\$6.4M in Seed and Pre-Series A Funding			
Patent Filing	Trademark Filing	Beta Completed	Launch Second Version
Concept Development	Partnership BlueClass	Launch First Version	Expand Concierge Team
Demo at NBAA	Release Operator App	Expand IT Team	Expand Sales Team
	Release Customer App	Build Core-Team	Launch Prepaid Card
	Release of Pilot App	Soft-Launch US & Asia	Hard-Launch US & Asia
	Started Beta Test		



Headquartered in Zurich, Switzerland, ZUUM ([www.flyzuum.com](http://www.flyzuum.com) // Appstore: FlyZUUM) is the first fully digital and complete flight operations, commercial management, and global distributions business aviation cloud-platform.

The company's mission is to increase aircraft utilization in the business aviation sector through a Revenue Analytics, Marketing and Fleet Optimization Platform. ZUUM will bring transparency to the industry by offering the first fully-integrated B2C charter booking platform, directly connecting aircraft operators and owners with charter clients. This guarantees booking speed and removes inefficient middlemen who cloud the market and charge exorbitant fees.

ZUUM already raised USD 6.4M from Angel Investors (former Fortune 500 executives) and institutional investors across Switzerland, the United States, China, and Japan. The company had a soft-launch in September 2017, and booked roughly USD 540'000 in Gross Revenue over the first 4 months. Official launch was in January 2018, and – according to the CEO – the company is on track of reaching / exceeding USD 7M in Gross Revenues by the end of the year.

ZUUM is in preparation of its Series A (Valuation to be negotiated with first investor), looking to raise further capital to expand to scale operations (marketing expenses / sales team) and continuously improve its AI with help of the external partner Symanto. Based on the forecast and the last correspondence with the company, the Series A round will be around \$30M - \$40M pre-money. This offering is independent of the Series A funding round and comes at a discount to the Series Seed Round which was closed in June 2017. Reason for sale: Portfolio diversification & need for liquidity.

### Company Profile:

<b>Founded:</b>	2016
<b>Employees:</b>	20+
<b>Headquarter:</b>	Zurich, Switzerland
<b>Current Investor:</b>	Institutional-, and Angel-investors across Switzerland, Japan, China and the United States

### Last Round:

<b>Last Round:</b>	June 2017
<b>Last Round Price Per Share:</b>	USD 432.17
<b>Last Round Valuation:</b>	USD 20M

### Current Offering:

<b>Type of Shares</b>	Common Series Seed
<b>Ownership:</b>	2'791 of 46'278 totally emitted shares (~6%)
<b>Price Per Share:</b>	USD 214.97 (50% discount), negotiable
<b>Valuation:</b>	USD 10M / \$600,000 for 6% in the company, negotiable