

PT AVS INDONESIA

COMPANY PROFILE

Setiabudi Atrium Building, 7th Floor, Suite 709.
Jl. HR. Rasuna Said Kav. 62, Kuningan. Jakarta 12920.
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A. COMPANY OVERVIEW

PT AVS INDONESIA Headquarter office is in the heart of CBD Jakarta area.

Setiabudi Atrium Building, 7th Floor, Suite 709.
Jl. HR. Rasuna Said Kav. 62, Kuningan. Jakarta 12920.

Branch Offices:

Wisma Soewarna, suite 1K, 1st Fl, Soekarno-Hatta Int'l Airport, 19110, Jakarta.

DENPASAR

Ramada Bintang Bali Resort Arcade Jl. Kartika Plaza, Kuta, Badung, Bali.

BRIEF CORPORATE BACKGROUND – PT AVS INDONESIA

AVS Indonesia airline representation portfolio includes Air Astana, Air New Zealand,, Air Mauritius, Cebu Pacific, Finnair, Lanmei Airlines, Myanmar Airways, South African Airways, Vietjet Air and Christmas Island Charters. Its corporate areas of expertise include corporate-ticketing-focused travel agencies. The group's representation of such accounts as PSA of Costa Cruises, Cunard Cruise lines, Princess Cruises, Hahn Air and Representative for Hong Kong Tourism Board, HolaHi and TrenItalia contributed to the richness and versatility of AVS Group's corporate experience and sharpened its market fluency and expertise.

Through the years, PT AVS INDONESIA airline partners have helped it grow, as AVS too, helped their interests in the region grow.

PT AVS Indonesia belongs to the region's foremost GSA management company known as the Aviation Services Group.

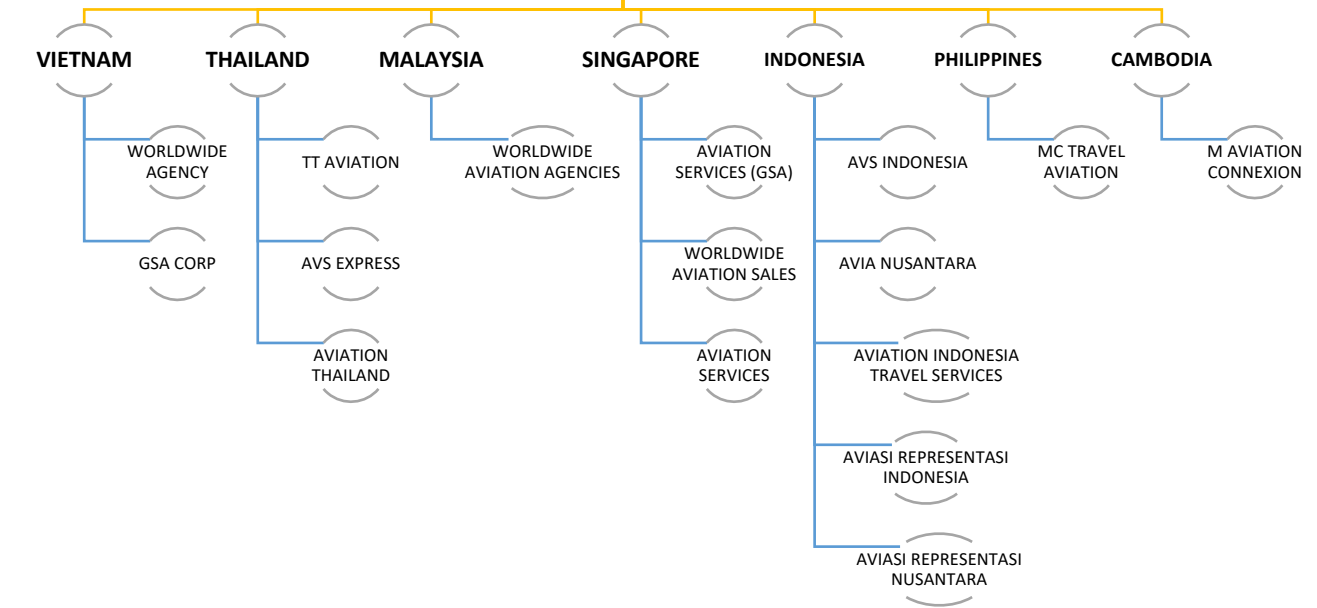
Our success lies from more than 25 years of Passenger and Cargo sales experience Established in 9 Countries, Aviation Group has more than 25 GSA products & services.

We adopt a strict code of neutrality with no vested interest in any airline. Our strength lies with an extensive working network of accredited travel agencies, forwarders, and logistic enterprises. Specializes in New Product Launches, Opening of New Routes, and re-introduction of Services

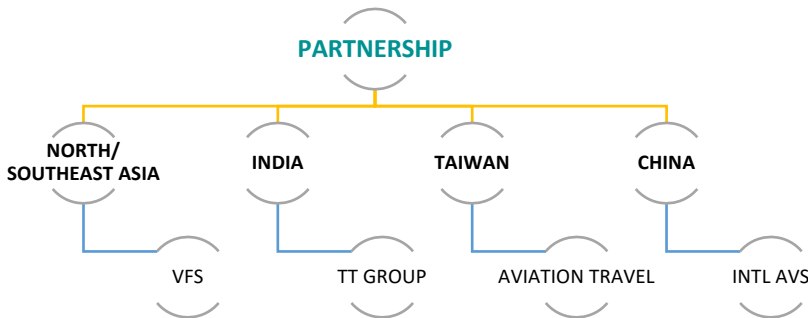
Only GSA network in the region with extensive, diverse, comprehensive products. Offers an all-embracing management service spanning sales, marketing, reservations, administration, operations, and revenue management. We have more than 50 professional staffs specializing in all facets of aviation GSA management.

With offices in Indonesia, Singapore, Malaysia, Thailand, Vietnam, Taiwan, Hong Kong and China, Aviation Services Group has network synergy capable of providing strong support to its clients throughout the region. Our affiliate offices in Myanmar, Korea and Australia further extend our reach in the regional and global market.

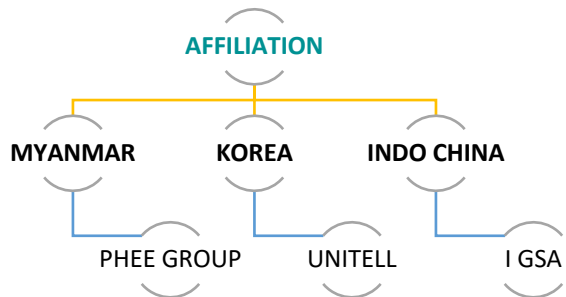
AVIATION SERVICES GROUPING OF GSA COMPANIES



PARTNERSHIP



AFFILIATION



Through the years, AVS' airline partners have helped it grow, as AVS too, helped their interests in the region grow.

OUR PARTNERS



HONG KONG TOURISM BOARD



Thailand



FINANCE AND ADMINISTRATION SUPPORT

Finance and administration backstop will provide AVS Indonesia partner with proper accountability. Information on AVS Indonesia partner financial activities will be communicated regularly, in adherence to a pre-agreed reporting and payment schedules, and in AVS Indonesia partner preferred reporting formats. Special care will be taken to communicate to the airline any change in local laws and regulations that may concern the airline. Expenses to be paid for and on behalf of the airline will be made on the request and authorization of the airline.

B. OBJECTIVE

In its representation of AVS Indonesia partner, AVS Indonesia will seek to conscientiously safeguard the best interest, financial or otherwise, and the positive corporate image of AVS Indonesia partner.

C. REPRESENTATION BENEFITS FOR AVS INDONESIA PARTNER

In appointing AVS Indonesia, AVS Indonesia partner will benefit through higher financial returns with relatively lower exposure to financial risks.

- **OFFICE ESTABLISHMENT**

The importance of a central location for an airline office is crucial, to ensure the optimum access possibility to the public, and for the travel industry. Different countries pose various challenges in securing such ideal location. The constant hike in property rental costs could also be a source of concern.

AVS Indonesia's offices are in the central business district of Jakarta. In its representation of AVS Indonesia partner, adequate office space will be provided for AVS Indonesia partner marketing displays and set up of reservation system. Dedicated phone lines will also be provided.

- **TEAM ESTABLISHMENT**

AVS Indonesia will ensure that qualified and capable human resources meeting the requirements and approval of AVS Indonesia partner are assigned to ensure set and agreed financial targets are achieved.

The representation will also relieve AVS Indonesia partner of the complexities involved in dealing with local staff costs, relevant tax issues, and the ever-increasing budget for this line item required to competitively retain the quality of human resources crucial to success.

Through the years, AVS Indonesia, following its wider group practice, highly values its human resources. AVS Indonesia is committed to the continuous capacity development of its human resources and consciously strives to constantly help them improve and excel in their work performance. In-depth product knowledge trainings provided by AVS Indonesia partner and a strong and positive team culture cultivated by AVS will prove to be a winning formula in achieving set financial targets for Indonesia.

- **MARKET COVERAGE**

To optimize the airline's exposure to the Indonesian market, a marketing office in Jakarta will be appropriately established and teamed

Strong understanding of the market, its trends and behavior, the approaches of other carriers as well as the prevalent practices of the local travel industry are crucial to the successful marketing of an airline, especially so for a new airline in the market.

Drawing on AVS' strong presence in the region, AVS Indonesia is positioned to provide a wider set of perspectives on the market conditions and factors affecting such conditions

Partnering with the region's local market expert in turn, will provide AVS Indonesia partner with a better picture of the market, facilitate marketing creativity and innovation, and allow both AVS Indonesia partner and AVS to explore a wider range of marketing strategies to be pursued.

As AVS Indonesia partner representative, AVS will ensure that regular and timely market information will be provided to AVS Indonesia partner. AVS will also periodically provide market trends analysis based on which a strategy proposal is presented for AVS Indonesia partner approval.

Towards the achievement of sales and marketing objectives for Indonesia, AVS will, in coordination with AVS Indonesia partner, ensure that appropriate marketing and sales strategies are employed. Timely and market-appropriate pricing strategies will also be implemented with the crucial support of AVS Indonesia partner. Market coverage will be made through electronic and couriered mail, followed up by sales visitation, and telesales efforts. Opportunities for niche marketing and other potential business opportunities will be identified and pursued, with the support of AVS Indonesia partner.

AVS will ensure that AVS Indonesia partner will benefit from its collectively long-standing relationships with major players in the Indonesian aviation industry, the travel communities, as well as local governing authorities.

Periodical reviews of established and agreed on performance indicators will be conducted. Marketing strategy implementation monitoring will be made to ensure its effectiveness, ensuring that changes are made when needed, to ascertain that set revenue objectives for AVS Indonesia partner are met. However, in all this, AVS Indonesia partner support in the implementation of marketing strategies and revenue generation activities remain the crucial key to the achievement of AVS Indonesia partner financial objectives in Indonesia. Thus, in as much as the financial objectives are set participatorily, the achievement of such

objectives will not be viable without a displayed partnership and commitment of both AVS and AVS Indonesia partner.

CONFLICTS OF INTEREST

This is to confirm that PT AVS Indonesia provision of services has not have a conflict of interest of appearance of impropriety vis-à-vis AVS Indonesia partner or any of its affiliates, officers, directors, or employees.

COMPLIANCE WITH CODE OF ETHICS AND APPLICABLE LAWS

PT AVS Indonesia is compliance with industry code of ethics and principles, as well as with applicable laws in Indonesia.

CONCLUSION

As part of the AVS Group, AVS Indonesia is positioned, and would make it be AVS Indonesia partner best partner in this venture. Part of what makes a good partnership is a strongly shared commitment to common objectives. AVS Indonesia, in its representation activities, will seek to conscientiously and consistently guard the airline's financial interests, and will strive to excel in the achievement of the airline's financial objectives for its Indonesian marketing efforts.

Our team believes in unique representation for our customers so that their proprietary presence is reflected in the market. Brand equity is further nurtured and enhanced.

Given an opportunity, we would achieve and exceed all business expectations of AVS Indonesia partner in Indonesia.

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