

CITATIONAIR™

WHY WE'RE DIFFERENT

Whether you're new to the industry or have enjoyed private air travel for some time, the differences in private jet companies are not always apparent. CitationAir's business model is fundamentally different from our major competitors and it is these differences that make it possible for us to deliver stability, value and efficiency like no one else. Here's how:

- CitationAir is owned by Cessna Aircraft Company, a leader in aviation for the past 80 years. Aviation is our business. Most of our competitors can't say this as they're owned by conglomerates or private equity firms.
- We exclusively sell, manage and operate the most popular business jets in the industry, Cessna Citations.
- We are not a fractional company. We are not a jet card company. We are a private aviation solutions company—we sell transportation solutions that meet your needs—whether that's a Jet Card, a Jet Share, a whole Jet Management aircraft or a customized solution for a corporate flight department. No other company can deliver the efficient combination of these products under one roof, equating to reduced costs and better value for you.
- You will have one sales person who will craft a personalized solution for you from our full range of products. As your needs evolve over time, we can support them through this single relationship. There is no need to change sales people or companies.
- We have diversified our business beyond the traditional model and some of its downside risks.
 - Traditional "fractional" companies need to purchase approximately 25% more aircraft to supplement the fleet purchased by their fractional owners in order to meet customer demands. This significantly increases their costs of managing a fractional program. Our operating expenses are lower than our competitors because our aircraft fleet is almost entirely owned by our Jet Shares and Jet Management customers. This lowers our overall cost and allows us to provide a much better value.
 - We can sell and manage these whole aircraft in our Jet Management program because we are owned by Cessna. Traditional "fractional companies" can't offer this option.
 - "Fractional companies" rely solely on expensive outside charter vendors to support travel on busy days. The aircraft in our Jet Management program back up our fleet on busy days, thereby drastically reducing our need for outside charter.
 - "Fractional companies" need significant liquidity to buy back aircraft should customers decide to exit the program (which we saw happen during the recession). Our diversified product portfolio makes us less susceptible to the impact of customers exiting their shares, and we offer many alternatives for them to stay within the CitationAir family of products.