

Date : 22 May 2019  
Media : L'Agéfi

## LunaJets excels in private aviation

Mercredi 22 mai 2019  
Numéro 97  
Prix 4,50 CHF (TVA 2,5% incl.) - 4,50 EUR  
www.agefi.com - agefi@agefi.com  
Créé en 1990  
JA-PP/JOURNAL - CASE POSTALE 41  
CH-1026 ECHANDENS-DENDES

# AGEFI

M&G INVESTMENTS

SMI 9624.16	DOW JONES 25877.33
9634	25890
9621	25813
9608	25740
9595	25663
+0.44%	+0.77%

LA VISION À LONG TERME DE MICHAEL PIEPER  
**Forbo, la perle d'Artemis Group** PAGE 5

UBS FAIT PRESQUE CAVALIER SEUL  
**Compte d'épargne à taux zéro** PAGE 6

DES MAUVAIS ÉLÈVES EN RÉFÉRENCIEMENT  
**Manque de visibilité des PME** PAGE 7

PARTENARIAT DU GÉNEVOIS SPEEDWINGS  
**Vols VIP en hélicoptère à Payerne** PAGE 8

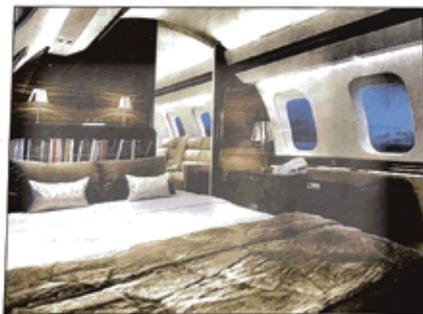
LA CHRONIQUE DE MARIE OWENS THOMSEN  
**Taxes et représailles** PAGE 2

PAR LE GÉNEVOIS MAUS FRÈRES  
**Feu vert pour le rachat de Kooples** PAGE 8

ARRIVÉE GAGNANTE QUI ÉTAIT LE MARCHÉ  
**Green bonds pour les Pays-Bas**

## Lunajets se distingue dans l'aviation privée

EBACE 2019. Basé à Genève, le courtier de l'aviation d'affaires veut étoffer sa clientèle d'entreprises à court terme.



BOMBARDIER GLOBAL 7500. Biréacteur d'affaires le plus spacieux à l'autonomie la plus grande. Lunajets le propose à ses clients.

MATTEO IANNI

Hier s'est ouvert à Genève le salon de l'aviation d'affaires européenne Ebace 2019. L'événement compte près de 50 avions exposés et plus de 400 exposants. Si, à première vue, il est semblable à l'an dernier, la tendance du marché est par contre différente. 2019 s'annonce en effet déjà comme plus difficile que 2018. Et le ralentissement des ventes est baissière dans toute l'Europe. La raison? Les incertitudes liées au Brexit, aux tensions commerciales avec les États-Unis et à une conjoncture économique plus incertaine dans un Vieux Continent en plein doute. Si le marché est, de manière gène-

rale, en pleine zone de turbulence, une entreprise genevoise se distingue. Il s'agit de Lunajets. Lancé en 2008, le courtier de l'aviation d'affaires indépendant est actuellement la société qui connaît la plus forte croissance en Europe dans son secteur. Au premier trimestre de 2019, elle enregistre une hausse de 25% de ses ventes, alors que le marché en générale navigue entre -7% et -13% sur les quatre premiers mois de l'année. En 2018, Lunajets a vendu environ 5000 vols, une augmentation de 35% par rapport à l'année précédente. L'entreprise genevoise a atteint les 57 millions de francs de chiffre d'affaires l'année dernière. PAGE 3

EBACE 2019. Based in Geneva, the business aviation broker wishes to expand its corporate clientele in the short term. Matteo Ianni

The Ebace 2019 trade fair for business aviation opened in Geneva yesterday. The event exhibits almost 50 aircraft and over 400 exhibitors. At first glance, it may appear similar to last year. However, market trends are different and 2019 is already expected to be more difficult than 2018. The slowdown in sales is being experienced throughout Europe. Why? Uncertainty associated with Brexit, commercial tensions with the US and uncertain economic conditions bring on misgivings in the Old Continent.

While the market in general is experiencing major turbulence, one company in Geneva stands out. That is LunaJets. Launched in 2008, the independent business aviation broker is currently the fastest-growing company in Europe in its sector. In the first quarter of 2019, it recorded a sales increase of 25%, while the overall market ranged between -7% and -13% for the first four months of the year.

In 2018, LunaJets sold approximately 5000 flights, an increase of 35% on the previous year. The Geneva company achieved a turnover of 57 million francs last year.

Date : 22 May 2019  
Media : L'Agéfi

LunaJets is currently the fastest-growing independent business aviation broker in Europe. When the Geneva company was launched in 2008, the subprime crisis had not yet occurred and very high private aviation prices did not deter their users. Based on an innovative business model of private aviation brokerage, the company successfully anticipated the changes the crisis would bring, and established itself over the years as a major player in this sector.

In 2018, LunaJets sold approximately 5000 flights, an increase of 35% on the previous year. The Geneva company achieved a turnover of 57 million francs last year. This represents growth of 43% compared to 2017.

Since it was launched, LunaJets has carried approximately 170,000 passengers a total distance of around 42,000 km. In the last ten years, LunaJets has developed a network of more than 48,000 aircraft and 350 operators. LunaJets was the first online platform to offer direct access to the chartering of empty flights in private jets. That means a private jet flight with no passengers. This happens when an aircraft delivers its passengers to their destination and comes back "empty", or when it flies "empty" to collect passengers from another airport. With its broad range of private jet chartering services, LunaJets is considered to be the leader in its field in the European market. Interview with its founder and CEO, Eymeric Segard.

**You declared income growth of 43% in 2018. With this progress, what plans do you have for the offices in Geneva?**

Geneva remains an essential location to maintain the image of excellence and the quality of service. While 20% of our clients are based in the Lake Geneva region, we are also the largest company in Western Europe. Our planes take off from around the world. As a customised travel agency, we want to be close to our clients and to their destinations. We have therefore opened temporary offices in Olbia, Ibiza, Mykonos and the Côte d'Azur, as well as Gstaad, Saint Moritz and Courchevel, in addition to our permanent offices in London, Hungary and Poland. We plan to have a presence in Verbier, Zermatt and St. Anton.

**What is the typical profile of your clientele?**

At LunaJets, we have two types of clients. Firstly, corporate clients. Those who take business trips, who are travelling to Paris, London, Frankfurt or even Zurich. These clients represent about 40% of our sales. Then we have those known as "leisure" clients. They travel to take holidays. Specifically, it means a lady or gentleman, aged 40 to 50, who is going on holiday with their children and pets. In winter, they either fly to the Alps for skiing, or to islands such as the Seychelles or the Maldives to escape the cold in Switzerland. In summer, their target destinations are more likely to be on the Mediterranean, such as Ibiza, Olbia, Mykonos, the Côte d'Azur, Palma or even Capri.

**Your ambition is to become the largest online platform in the world for private jet bookings. So how do you intend to persuade corporate clients to choose LunaJets?**

At first, the ratio was 80/20 for leisure/corporate. Now, we have successfully persuaded more and more SMEs and large multinationals of the quality of our services and the productivity of our business aviation. We would like to reach a ratio of 50/50. That would enable us to smooth out the summer time peaks a bit, from 15 June to 15 September.

Date : 22 May 2019  
Media : L'Agéfi

## What strategies are you using to achieve this goal?

A year ago, we established a business development office. We are now getting into top gear with this effort, investing further in this field. In fact, we have recruited Senior Business Developers for the key European markets, the UK, Germany, Austria, France and Switzerland. The idea is to find new business clients in these countries. Our targets are listed companies, NGOs and other large organisations. With this objective, we are also targeting New York, Dubai and Hong Kong.

At the same time, we maintain a presence at major international trade fairs. We attend events such as the Monaco Yacht Show, or the luxury conference organised by the New York Times in Hong Kong, bringing together 300 players in the luxury sector. Chinese clients tend to go for the intra-European leisure market. Our goal is to develop and strengthen our marketing among the expatriate community in Hong Kong and Singapore, as well as with wealthy Chinese continental clients.

## What are your short-term goals?

We would like to expand our teams and reach the level of 50 sales staff in our Geneva offices by the end of 2020. We currently have 30. This increase in sales staff should enable us to achieve growth of 35% in the number of flights sold in 2019. (editor's note: in 2018, LunaJets sold about 5000 flights).

In the first four months of the year, we saw an increase of 25% in our sales, while the market generally ranged between -7% and -13% for the first four months of the year. We will redouble our efforts to achieve this goal by the end of 2019. We have also made a huge investment in technology, with the development of our new app, the most advanced in the industry, which enables all flights to be reserved and saved directly via mobile.

## And what about the US market, a real obstacle to your progress?

First and foremost, we want to consolidate our position in Europe. We operate based on the opportunities that arise. Of course the US market, with its size and potential clients, is still one of our targets. Let's say we are considering the situation. At the right time, we will be ready to seize the opportunity to get a foothold in this market. "We started out as a small Geneva company: Now, we have become a large Swiss company with major ambitions".

## Given the intense competition for private charter flights, what does LunaJets provide and for which market segment?

LunaJets is currently the fastest-growing independent business aviation broker in Europe. In 2018, LunaJets sold approximately 5000 flights, an increase of 35% on the previous year. We achieved a turnover of 57 million francs in 2018, a growth rate of 43% compared to 2017.

In terms of the market segment, private aviation is by definition private and it is always difficult to obtain precise and reliable figures. The air traffic control centre based in Brussels (EuroControl) declares take-offs and landings, but without differentiating between the 3 categories of private flights: with the owner on board; empty; or on demand (charter flight). The last one represents our market.

However, according to the most important player in the industry, LunaJet's market share is around 15%, outside the US. By comparison, the many other players in this sector have about 1%. The market is extremely fragmented.

