

ALYSSUM

Alyssum Group Appoints Jan van Dokkum as New Chairman

- Experienced tech and energy business leader starts role as Alyssum Group Chairman this week;
- van Dokkum to help realise group's major vision of delivering significant change for the entire general aviation industry;
- van Dokkum replaces Alex Sozonoff, who takes up Deputy Chairman position.

LONDON, May 22, 2018 – Newly-formed investment vehicle Alyssum Group announces the appointment, this week, of experienced tech and energy industry leader Jan van Dokkum as its Chairman. With an accomplished 30-year track record for launching new technologies and businesses across a wide range of global industries, van Dokkum will help the group pursue its long-term strategic plan to facilitate major, consolidating change across the general aviation industry.

van Dokkum joins Alyssum Group having been an Operating Partner with Silicon Valley-based VC firm Kleiner Perkins Caufield & Byers for nearly a decade. Here, he works closely with various partners – specifically 'greentech' start-ups – to help them scale and commercialise. van Dokkum has a skilled reputation for working closely with management and employees alike, and for his keen customer-focus.

Prior to KPCB, van Dokkum was President of UTC Power, responsible for developing new energy products in the commercial buildings markets, whilst working with major automotive manufacturers to transition their cars and transit buses with innovative electric drive systems. He also worked with Siemens for 17 years, the last six of those as President and CEO of Siemens Power Transmission & Distribution. During his tenure, van Dokkum created a smart, best-in-class delivery system for electrical power to provide greater reliability and flexibility for clients.

"Alyssum Group is an extremely exciting opportunity where I can put my experience of scaling dynamic businesses, commercializing innovation and exceeding customer expectations to effective use," van Dokkum says. "I look forward to working with Clive and the wider Alyssum Group team to deliver a powerful digital strategy that will automate and transform general aviation; a fragmented industry where opaque, offline and inefficient charter booking is still sadly prevalent."

"I am thrilled to welcome Jan as Chairman," says Alyssum Group founder-CEO Clive Jackson. "His background in developing rapid-growth businesses will prove invaluable as we look to secure fresh growth capital this year, build out the team, and expand our portfolio of general aviation companies – both in Europe and the US. This drives our long-term plan of creating a digital marketplace to serve the entire private jet community. I look forward to Jan's counsel, creativity and leadership in helping us reach our goals."

Alyssum Group, which owns Victor and RocketRoute, intends to build a digital booking and settlement (GDS) platform to better match charter needs to corresponding supply. Leveraging the combined data of its acquired businesses to better forecast and better focus buying power, the company aims to reduce

costs, improve margins, increase transparency and efficiency, and provide all private aviation stakeholders – customers, brokers, operators and suppliers - with exceptional value and service. Alyssum Group will also further its activity with Air BP and BP Target Neutral to advance a low carbon future.

van Dokkum replaces Alex Sozonoff, who now becomes Deputy Chairman. He currently serves on the boards of respected tech and energy companies Ionic Materials, Solidia Technologies, Orcan Energy, friedola TECH and TAS Energy. He also sits on the non-profit board of The Center for the Advancement of Science in Space (CASIS). van Dokkum holds Bachelor's and Master's degrees in electrical engineering from the Institute of Technology, Albertus Magnus.

About Alyssum Group:

Alyssum Group is a newly-formed company attracting robust corporate and private equity investment as it aims to connect a wide variety of important stakeholders within the hitherto fragmented general aviation sector. Through major investment and acquisition Alyssum Group will create a digital marketplace servicing the entire aviation community – customers, operators, brokers and suppliers. This long-term commitment to consolidation and innovation can help dramatically raise business standards across the industry and accelerate market growth that benefits all.

Alyssum Group's portfolio currently includes global private jet charter marketplace [Victor](#) and leading aviation services and flight-planning business [RocketRoute](#). Alyssum Group was founded in January 2018 after a \$38m Series B fundraising round for Victor in 2017. Including key institutional investments from BP Ventures and BBA Aviation, the investment round facilitated a corporate restructure with Victor re-positioned as a wholly owned subsidiary of Alyssum Group. RocketRoute's acquisition followed in February 2018.