



# A message from our CEO

Welcome to the new RoyalJet experience. Our mission is to deliver personalized delight to each and every one of our guests, throughout their whole journey. We are not just here to transfer you from place to place; we are committed to exceeding our guests' expectations by tailoring every step of the way to make your experience meet their wants and needs.

RoyalJet owns and operates a state-of-the-art fleet composed of twelve Boeing Business Jets and three Bombardier Global 5000 / 6000 aircraft. A range of aviation-related services is also available to meet any requirements needed for all journeys.

RoyalJet is an award-winning premier private aviation company in the process of becoming the global reference in the industry while projecting the values and identity of Abu Dhabi and the UAE.

We look forward to welcoming you on board,

**Mohammed Husain Ahmed**  
CEO, RoyalJet



# Who we are

The RoyalJet LLC is an Abu Dhabi owned and operated group of companies which leads the global premium private aviation sector and is chaired by His Highness Sheikh Mohammed Bin Hamad Bin Tahnoon Al Nahyan.

With its headquarters in Abu Dhabi in the United Arab Emirates, RoyalJet operates from its Fixed Based Operations (FBO) / VIP Terminal at Abu Dhabi International Airport and the company and its employees hold multiple certifications and licenses issued by the UAE General Civil Aviation Authority, Guernsey Director of Civil Aviation, and Republic of San Marino Civil Aviation Authority.

The Group, through its Abu Dhabi and San Marino entities, owns and/or operates twelve Boeing Business Jets and three Bombardier Global 5000/6000 aircraft, offering aircraft management, aircraft charter, aircraft leasing, medical evacuation flights, aircraft brokerage, flight support services, FBO services, aircraft maintenance, repair and CAMO services, aircraft acquisition and disposal services and VIP aviation consulting.





RoyalJet LLC is a founding member of the Middle East Business Aviation Association (MEBAA), a member of various other industry associations, and its flight and ground operations are certified by the International Business Aviation Council (IBAC) and under the Wyvern Wingman program. Its FBO is also a member of the industry leading Air Elite Network.

RoyalJet is also a proud multiple winner of the "World's Leading Private Jet Charter" category at the annual World Travel Awards and its FBO has won multiple awards for its facilities and services.

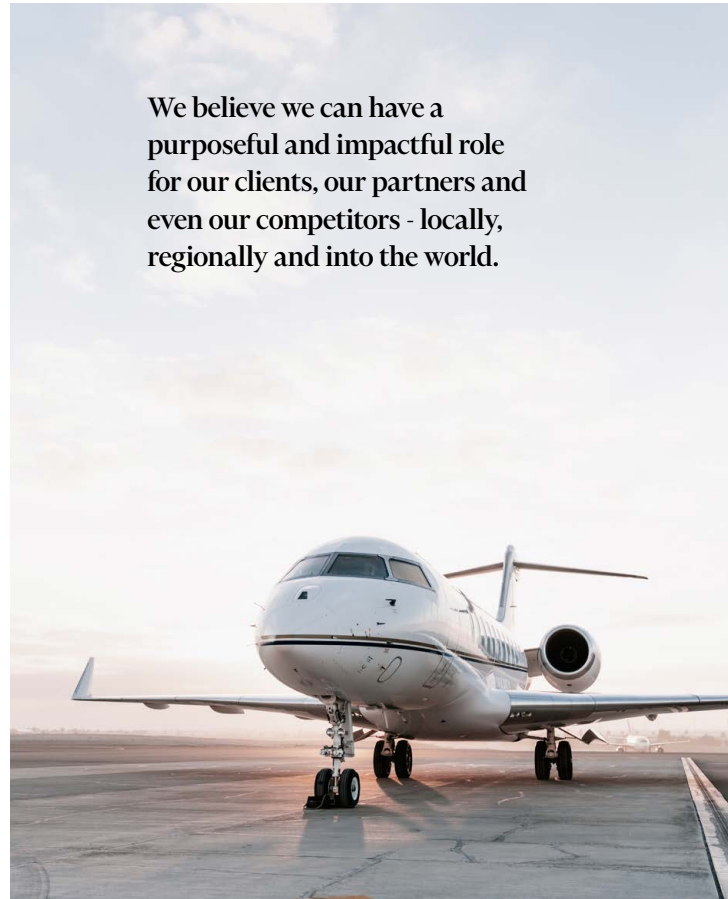
# What defines us.

The RoyalJet experience is about more than carrying passengers from A to B.

It's built on providing unique and memorable experiences - an experiential journey, more than just a physical one.

This is our vision of premium private aviation.

We believe we can have a purposeful and impactful role for our clients, our partners and even our competitors - locally, regionally and into the world.

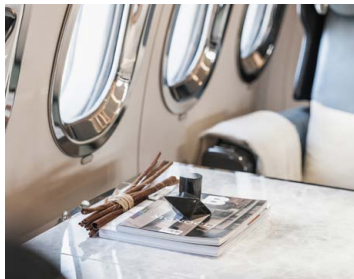


We are moving beyond just being in aviation.



An experience for people - and from people - who understand personalized delight as the ultimate new experience.

We commit to intimately knowing the wants and needs of our clients - engaging them across a truly tailored experience.



An experience that reflects and projects the vision for the new Abu Dhabi and the new UAE.

**The global reference**

*Not just "a" global reference.  
The reference others look to.*

**Premium private aviation**

*A distinct sector of private aviation,  
where a higher level of product, service  
and experience is expected.*

*Our vision*

**Be the global reference in premium private aviation, delivering personalized delight to today's leaders, projecting the values and indentity of Abu Dhabi and the UAE.**

**Today's leaders**

*Either for leisure or business, we will be hosting leaders, people of vision and driving impact a unique privilege that comes with added responsibility.*

**Project Abu Dhabi and the UAE**

*We understand how sometimes we are the first and deepest impression of Abu Dhabi and the UAE. We carry that responsibility proudly, with an authentic and intimate tie to the city, the emirate and the country we represent.*

**Personalized delight**

*Our promise to our passengers but also our day-to-day ambition shared across all levels of the organization.*



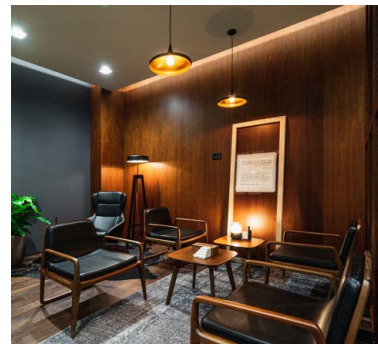
## Our Fleet

The RoyalJet award winning charter fleet features flexibility and choice unparalleled in premium private aviation. We operate by far the largest fleet in the world of Boeing Business Jets - the leading VIP airliner on the market - and with eleven spectacular aircraft of this type available for charter, we can deliver various configurations to suit your needs. We also operate three beautiful Bombardier Global 5000 / 6000 aircraft - the leading private jet in its class - for your smaller groups and specific missions.

- 12 Boeing Business Jets aircraft
- 3 Bombardier Global aircraft
- Founding member of the Middle East Business Aviation Association (MEBAA)
- Proud repeat winner of the World's Leading Private Jet Charter category at the World Travel Awards
- Award winning Fixed Base Operation at Abu Dhabi International Airport

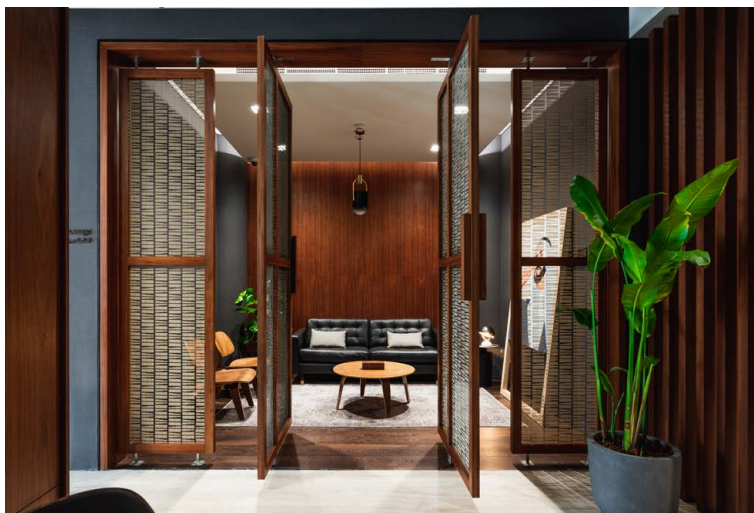






## Our FBO

An FBO experience for people - and from people - we believe that whether you're traveling private, business class, or first class, you deserve to have a luxurious experience from start to finish.



**What are the pillars of our new identity?**



*Guiding principles*

**The guiding principles form the foundation of the RoyalJet brand. They are a set of values and promises that our brand is created from and ultimately answers to.**

## Having a role of impact.

We're not content with just being in aviation.

We want to move beyond that and have a purposeful and impactful role in the industry.

With our vision, we strive to affect how clients, partners and competitors see and experience business jets.

We work to see the RoyalJet brand become a solid and impactful reference in the industry - locally, regionally and globally.

## Creating tailored journeys.

We are not in the business of carrying our clients from A to B.

This is just the beginning.

In truth, we are providing an experiential journey more than a physical one.

We provide a customized service, exploring multiple layers that a premium flight should entail, from before scheduling the trip, until much after returning safely back home.

A personalized service designed around the needs and wants of our passengers.

A truly tailored journey.

## Pursuing delight.

In the segments where we operate, time and privacy are critical assets.

In this same environment, material items easily become commodities - irrelevant and ordinary.

So, beyond just having more things, our guests value delight and experiences; unique moments; a detail; a gesture; and the emotional treats these trigger.

For our customers, delight is the new luxury. For our teams, it is a behavioral belief.

## Bringing a streamlined experience.

Although we understand the experience as an overlay of multiple service/product layers, this doesn't need to mean an overload of stimulus to the senses.

In fact, it's quite the opposite.

Overall, our experience is designed following the principles of minimalism and elegance, so it delivers a sense of timelessness.

These follow the aesthetics of the new Abu Dhabi and establishes one additional link with the Emirate.

A set of guiding principles that value quality over quantity.

## Standing for more than ourselves.

Beyond a private airline or even a premium charter service, our aircraft, our people and our spaces carry an intimate link to the city of Abu Dhabi and to the late Sheikh Zayed.

Our duty doesn't stop at respecting and being on par with the solemnity of carrying the RoyalJet name.

Beyond that, our vision is to help project the image of the new Abu Dhabi to the world; a city growing and prospering in balanced sophistication. Young and vibrant. Invested in the design of a new future.

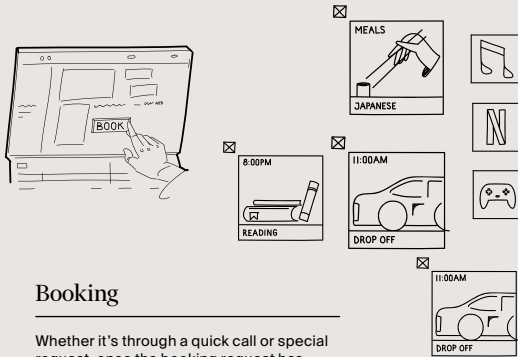
Beyond a luxury flight service provider, we assume the responsibility being the flag-bearer, across the world, of the new Abu Dhabi and the new UAE.

**Moments  
that matter...**



# 1 Experience personalization

A digital platform to unlock better, more customized and curated experiences for our passengers, while allowing staff and crew to access passenger's expectations and desires, providing founded insights for multi-layered and delightful experiences.

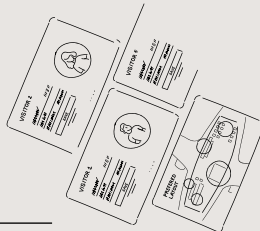


## Booking

Whether it's through a quick call or special request, once the booking request has been received the team prepares an initial tablet to start the customized trip planning for passengers.

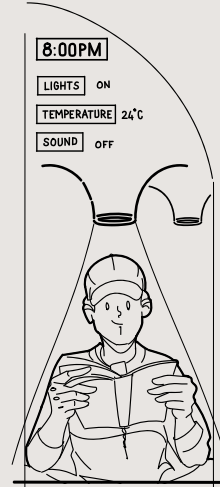
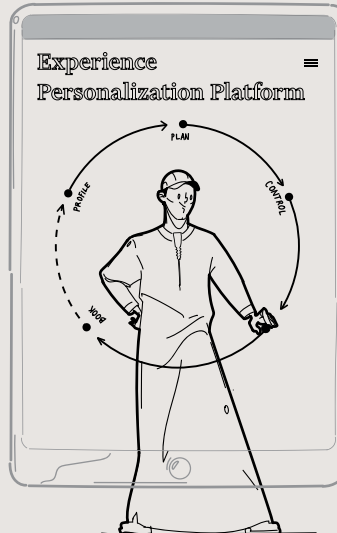
## Initial personalization

Configuring the trip and logistics ahead of the flight where passengers provide additional information regarding their preferences and desires, as well as the ideal aircraft layout.



## Elevating the experience

Closer to the flight date, our passengers will configure their in-flight journey; defining the moments in the cabin, their meal preferences or their entertainment favorites.



## In-flight control

Mid-flight, passengers can continue to tailor their flight journey interacting with the crew but also signaling other preferences through the app.

## Engagement at destination

Finally, our experience personalization platform can also play a big role at the destination.

Whether arriving to a familiar city, to a new destination or even to Abu Dhabi, the platform becomes the tool of communication between passengers and our experience operations team, who can advise, guide and handle any specific requests.

# 2

## The perfect FBO

Our FBO is the beginning of the immersive experience, completely surrounding our passenger with an environment that is to their expectations and beyond.

### Relax and experience

While finding their way, the passenger wanders and settles in an area where they feel the most comfortable.

This area could be private, or shared with others.

Areas dedicated to this moment:

- Lobby
- Lounges
- Bathrooms
- Meeting rooms

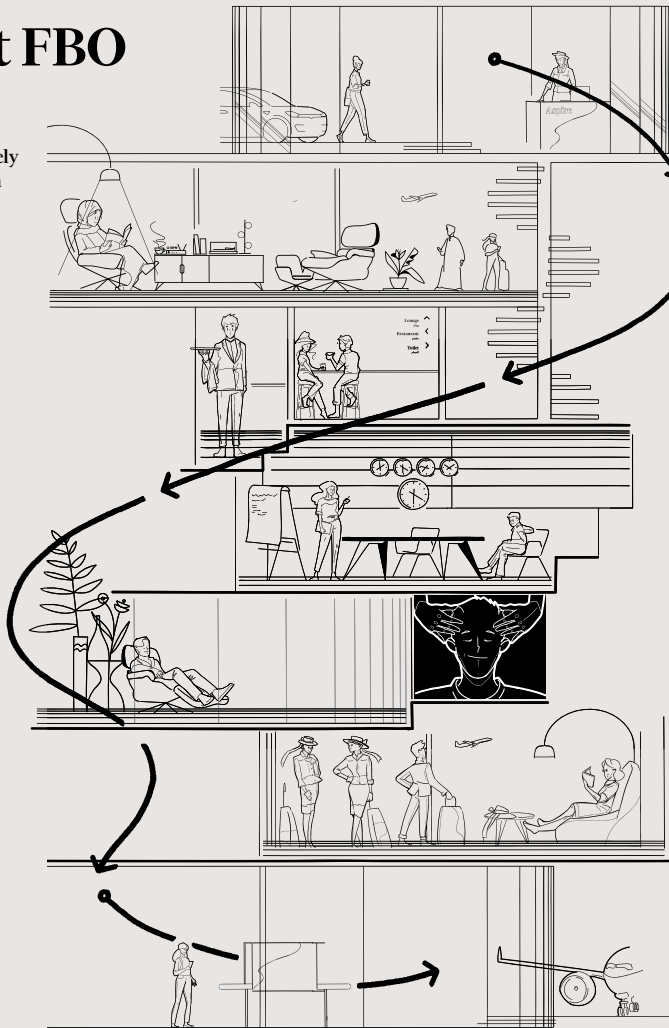
### Crew lounge

Not part of the passenger's journey, however, just as important because it fulfills the wants and needs of the crew.

Providing comfort, necessary food and rest for the crew.

### Trip to aircraft

A RoyalJet vehicle takes our passenger straight to the aircraft where their flight experience will commence.



### Welcome and check-in

Welcomed at the entrance, guests are made to feel welcomed and comfortable every step of the way.

### Relax and experience

Resting before the flight includes entertainment, meals brought to them directly, or social engagement.

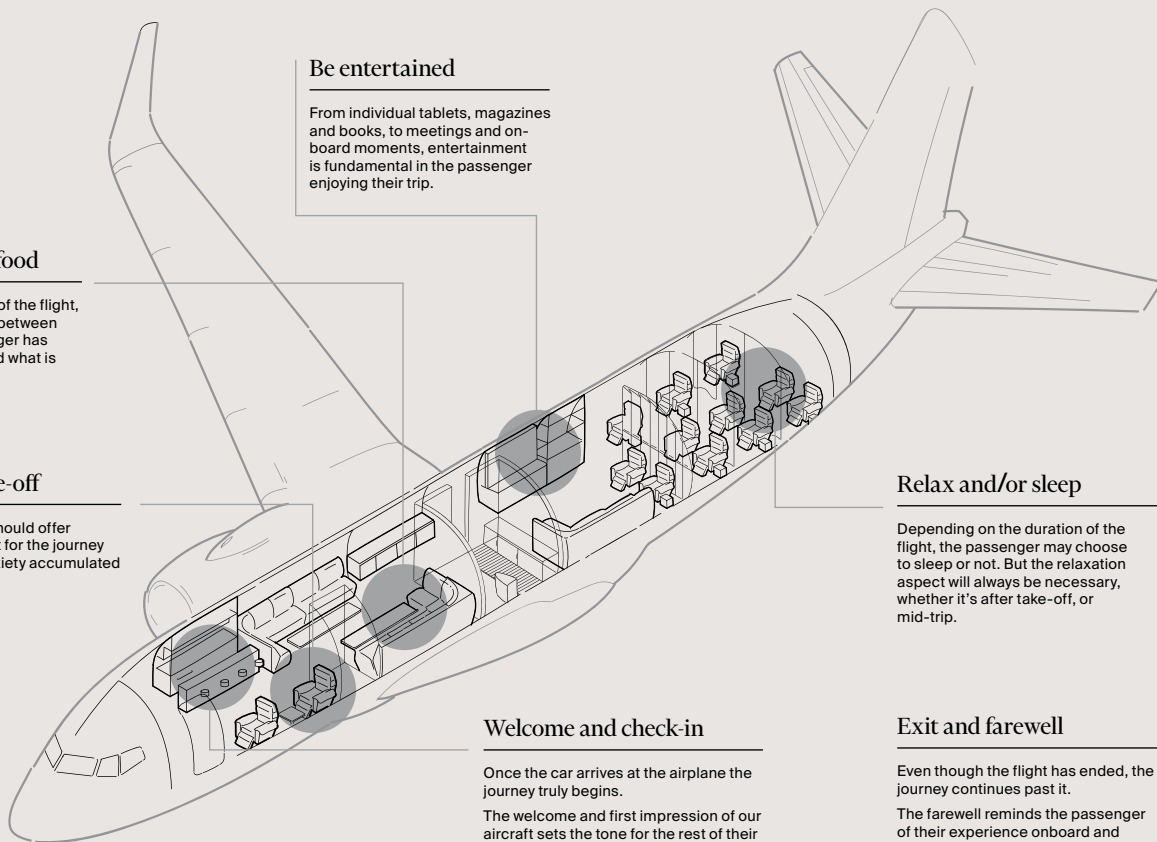
### X-Ray and security check

Part of the standard procedure of airports, but we don't want our passenger to feel crowded, stressed, or anxious about it.

Everything is very personal and done to relax and prepare our guest for the journey ahead.

### Exit the FBO

Once the security check is finished and the bags have been loaded onto the aircraft, the passenger is ready to exit the building to the aircraft.



### Be entertained

---

From individual tablets, magazines and books, to meetings and on-board moments, entertainment is fundamental in the passenger enjoying their trip.

### Experience the food

---

The food is a highlight of the flight, creating a connection between everything the passenger has experienced so far, and what is to come.

### Seating and take-off

---

Seating and take-off should offer delight and excitement for the journey ahead; relief of any anxiety accumulated up to this point.

### Relax and/or sleep

---

Depending on the duration of the flight, the passenger may choose to sleep or not. But the relaxation aspect will always be necessary, whether it's after take-off, or mid-trip.

### Welcome and check-in

---

Once the car arrives at the airplane the journey truly begins.

The welcome and first impression of our aircraft sets the tone for the rest of their onboard experience.

### Exit and farewell

---

Even though the flight has ended, the journey continues past it.

The farewell reminds the passenger of their experience onboard and encourages future flights.

3

## The perfect aircraft

Our passenger's experience ramps up once onboard our aircraft, and their first impression will have a lasting impact. They should feel ready and eager to explore our aircraft's layout, almost like it has been designed specifically for their flight journey and experiences that they have requested beforehand.

# 4

## Tailored environment

The flight journey is the biggest portion of the RoyalJet experience and it is important to make sure passengers are feeling comfortable and connected at all times.

### Relaxing moments

A comfortable experience tailored around the perfect seat, materials, lighting, temperature and small accessories that give the passenger the perfect comfort.

### Entertainment moments

Every passenger's device will be enhanced either before the journey or before take off.

In-flight entertainment is available for each passenger through tablets such as iPads.

### Configuring the journey

Through our experience personalization platform, passengers can tailor some of their preferences ahead of the flight. Passengers can choose the sequence of moments along their journey, selecting if they would rather start with a meal, a relaxing pause or a productive moment.

### Meal moments

Meals are exciting moments in the flight journey, occasionally the highlight of the entire flight.

To ensure a great experience, our environment is set and configured upon passenger's request to create a fine-dining experience.

We have the possibility to customize the experience in the cabin but furthermore, we can give our passengers intuitive control over their experience and the ambient elements that surround them.

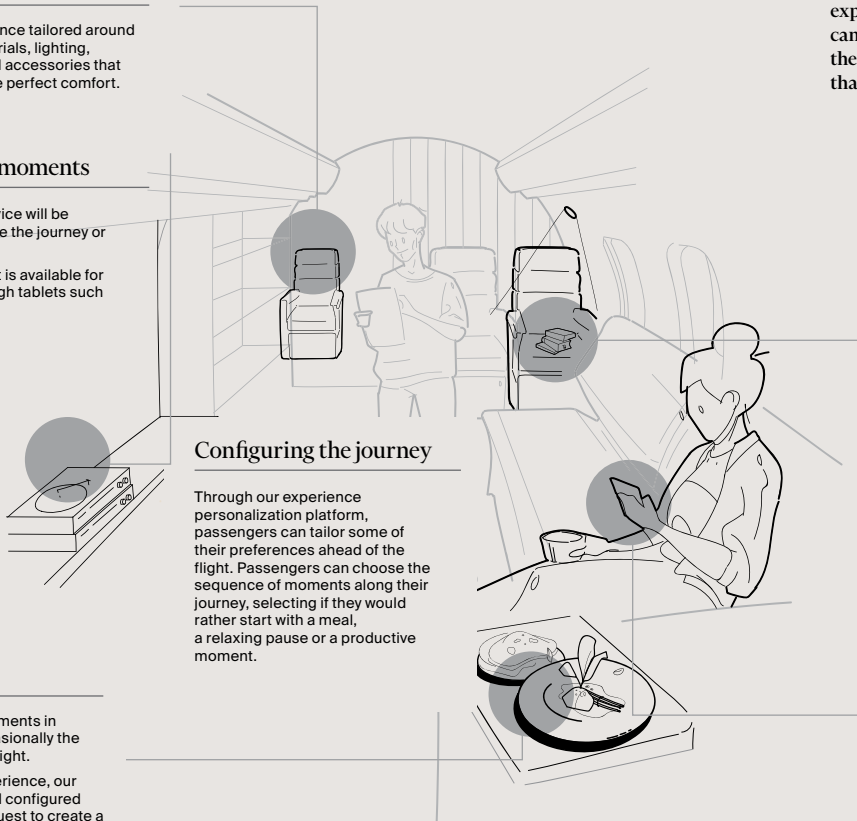
### Productive moments

For RoyalJet's guests - today's leaders - it's common to take the opportunity of traveling to be productive, either in groups (meetings), or alone.

This requires an interior setting that allows the passenger to work or to meet, while having the flexibility to do both.

### Staying connected

Our passengers get to connect their devices to the cabin wifi - allowing them to interact with their own content and internal systems such as lighting, sound and curtains.





# 5 Customized meal

1

## A touch of your destination

For an added delight, the touch of your destination is a box that is delivered before the flight journey.

This box is a reflection of the best sweets, culinary tastes, or bites from the city that passengers will travel to.



2

## Dining in the lounge

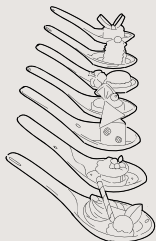
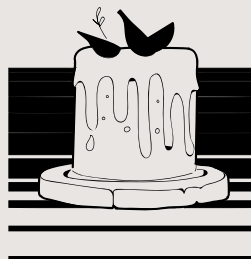
At the lounge, passengers can have a fine dining experience with fellow travelers or even people staying behind. It's an exclusive service which enhances the journey with a tasty beginning.



3

## Amuse bouche

The amuse bouche is the first thing which will be served by the crew members to the passenger on the flight.



4

## Main meal

Before the flight, passengers are asked to personalize their meal preferences.

By creating a customized meal option there is a chance to select from a range of experiences that also align to the passenger's diet and taste.



5

## Dessert, coffee & tea

Desserts will be inspired by the craft of our pastry chef to meet expectations of passengers, whether for a sweet moment or a special celebration on board.

6

## Snack give-away

The experience culminates with a giveaway of a packaged snack from samples of pralines and chocolate bonbons to a range of options in a goodie basket to delight flyers right before landing.

# 6 Extended delight

The engagement beyond the flight unlocks experiences for passengers in different cities and helps unveil the best places and events the passenger may be unaware of.

Discovering these new places, whether it's locally or in different cities around the world adds an additional layer of well curated delight.

1

## Landing in Abu Dhabi

---

Landing in Abu Dhabi allows an opportunity to extend the experience beyond the flight. For some passengers this moment can be their first interaction with Abu Dhabi or the UAE.

The lounge is ready to welcome all passengers and the required security and luggage management services are complemented with a warm welcome, carefully selected food options, and an elegant sensorial experience.

*At destination.*

## Enhancing the journey

---

The experience operations team will proactively recommend bespoke happenings specifically identified for the passenger, thus enhancing the stay-away experience.

*At home base.*

## Curated experiences

---

Being back at home base, the passenger becomes a client of our experience team and our team of experts become lifestyle concierges, keeping a pulse of the passenger's preferences and on the most unique and exclusive experiences that match that profile.

2

## World

---

When landing abroad, the service is maintained through ambassadors of the experience team, responsible for engaging with the passengers from the moment they land and guiding them through the lounge and FBO services.



## Exclusive bookings

---

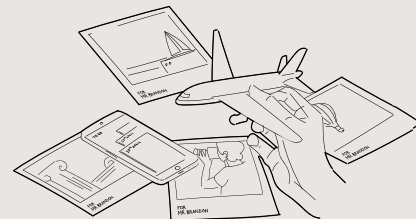
The experience operations team will help passengers discover their destination.

Knowing what each passenger or group of passengers might enjoy doing while abroad allows RoyalJet to curate extended experiences.

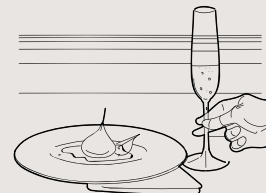
## Elevating experiences

---

In addition to curating unforgettable experiences the team is devoted to gaining access to special experiences like existing global happenings, cultural events, exhibitions and shows, conferences and talks, exclusive backstage tours with world-renowned artists and much more.



WORLD  
ECONOMIC  
FORUM





# Our Team



**SHEIKH MOHAMMED BIN HAMAD BIN TAHNOON AL NAHYAN**  
*CHAIRMAN OF THE BOARD OF DIRECTORS*

His Excellency Sheikh Mohammed is a recognized leader in the aviation sector in Abu Dhabi, overseeing multiple aviation entities as Chairman and playing a lead role in the development of the future of aviation in the emirate. He has brought extensive experience and vision to our Board and our company for many years, and has been expertly guiding us through an exciting transformation since being appointed as the Chairman of our Board of Directors in 2019. Sheikh Mohammed holds both a Masters degree and a Bachelor of Science degree.



**MOHAMMED HUSAIN AHMED**  
*CHIEF EXECUTIVE OFFICER*

Mohammed is an accomplished aviation expert and a strong leader. With a 25-year long history of achievements in the aviation industry across both the government and private sectors in the UAE, he also has extensive experience in airport management through overseeing strategic planning, implementation, and evaluation during his tenure as the General Manager of Abu Dhabi Airports. Previously, he served as the Vice President for Commercial and Government Affairs at Global Aerospace Logistics (GAL). A visionary leader, Mohammed is committed to delivering operational excellence and ensuring high standards of performance. Mohammed has an international license in Air Traffic Control operations from the Airways Corporation of New Zealand and several aviation trainings in external and internal entities, and a certified International Negotiator from Harvard.



**ASHOK KUMAR**  
*CORPORATE SERVICES DIRECTOR*

Ashok is our financial expert, bringing decades of financial management experience to our leadership team, including many years of specialization in aviation finance in the UAE and the GCC. He has been a key leader and contributor with our company since 2006, overseeing all financial related issues as CFO and then expanding his responsibilities in his role as Corporate Services Director to include the areas of human resources, information technology, legal and administration. Ashok holds a Bachelor of Commerce degree and is a Chartered Accountant.



**CAPTAIN HAMAD SULTAN HAMAD AL MARRI**  
*FLIGHT OPERATIONS DIRECTOR*

Captain Hamad is an accomplished pilot, bringing decades of flying experience and extensive knowledge of aviation to our leadership team. He is a former Airforce Pilot in the UAE Military, reaching the level of Colonel prior to retiring and joining RoyalJet in 2007 as a Captain. Hamad has been a key leader in our organization since then, serving as Fleet Manager and then taking on the role of Director of Flight Operations. In this role he is responsible for overseeing all aspects of our flight department, ensuring we maintain a safe, compliant and efficient operation and guiding the development of our teams of pilots, cabin crew and flight support personnel.

# Our Team



**ALAIN CHAMPONNOIS**  
*COMMERCIAL DIRECTOR*

Alain brings decades of sales and business development experience to our leadership team, including many years in private aviation, both in the Middle East and abroad. He has an extensive background helping leading organizations accelerate revenue growth, expand market share and drive profitability and joined RoyalJet in 2021 as Commercial Director. In this role he oversees the entire commercial function of our company, including the sales, marketing and development of our various product lines, the care of our guests and the guidance of our commercial teams. Alain holds a Bachelor of Business Administration and a Business Management degree and is on the Board of a leading private aviation standards entity.



**HUSHAM OSMAN**  
*TECHNICAL DIRECTOR*

Husham is an accomplished engineer and brings decades of experience within the aviation industry to our leadership team, including in commercial and private aviation, both in the Middle East and abroad. Husham joined RoyalJet in 2006 and quickly was promoted into the role of Technical Director, overseeing all of our company's technical functions. As a key leader, he ensures we maintain a safe, compliant and efficient technical operation and guides the development of our maintenance, engineering, logistics and other technical support personnel. Husham is a licensed aerospace engineer and also holds both an MBA and a Postgraduate Diploma in Leadership and Strategic Management.



**NOORA BELSELAH**  
*PROJECT DIRECTOR*

Noora is a highly experienced Aviation professional with a hybrid background in Commercial Aviation along with over 10 years within Aerospace and Defense. She has been working in the Aviation industry for 14 years and is currently a Project Director at Royal Jet Group. Noora was instrumental in establishing the current IMOC project in 2014. She was subsequently promoted to AIS Manager in 2015 and continued her PMO career progression at Global Aerospace Logistics by being a crucial part of various successfully awarded contracts & projects. In addition to her aviation experience, Noora is a certified Six Sigma Yellow Belt and a Project Management Professional (PMP). Noora also received a scholarship from Emirates Airline University to study Flight Operation Management. She has received numerous awards from the UAE Armed Forces GHQ for her outstanding work and commitment to delivering top-quality services to the UAE Armed Forces.

**We look forward  
to welcoming you  
on board soon.**

**ROYALJET HEADQUARTERS**

Airport Area, Next to Presidential Flight  
Abu Dhabi, United Arab Emirates  
info@royaljetgroup.com | +971 2 505 1520

**24 HOURS SALES**

sales@royaljetgroup.com | +971 2 505 1500

ROYALJETGROUP.COM

# RoyalJet

PREMIUM PRIVATE AVIATION  
طيران خاص فخم