



PRESS RELEASE

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VAIRTUAL launches as a new, virtual airline and introduces a #SocialCrowdflying concept, that aims at crowdfunding all flights through a digital portal.

A fresh, new German startup and market disruptor in the aviation industry is ready for takeoff. Founded in July 2021, the company has just successfully completed the first funding rounds.

As a virtual carrier without an own AOC ("Air Operator Certificate"), VAIRTUAL does not own any aircraft fleet; an external fleet of charter airlines will operate the offered flights. This offers a maximum of flexibility in a dynamic market environment. The exciting news about this virtual airline concept is the way how they offer their flights on their portal: The crowd creates a natural demand for certain routes on specific dates through a **REQUEST FLIGHT** tool. Based on these requests, the VAIRTUAL Crew organizes Full Charter Wet Lease flights and hands the offers with a confirmed price proposal back to the interested passenger within a few days who can confirm the Booking right away. The remaining, open seats on confirmed flights will be sold through a separate **BOOK FLIGHT** section. vairtual.com will be the only, exclusive distribution channel for the crowd.

This simple but in the same way revolutionary concept aims to build a new relationship and crowd community from scratch with the customers, full of potential repeaters. A love brand with a truly global potential. With their new product, VAIRTUAL wants to make passengers feel like they're part of this brand and the company. VAIRTUAL is targeting B2C Leisure niche groups and niche/bucket-list destinations among others.

The flight product and Booking concept is based on the core values of simplification, transparency, fairness, quality, and sustainability.

Lukas Hofmeister, the VAIRTUAL CEO and Founder, observes that the travel industry has dramatically changed under the impacts of COVID-19. "We are rising out of the ashes within the travel/tourism/aviation industry and are using one of the many new open opportunities out there to create and offer an exciting product", said the CEO.

"The concept of a virtual airline instead of an operating airline will give us a maximum of flexibility without throwing away the strength of a unique, digital and global brand", said Hofmeister.

"The portal will have very limited functions to focus on. Clarity and transparency will be the key factors," said the CEO, while explaining how the concept works.

The young company currently just started the portal development with the vendor **Newgen Digital**. Hofmeister reveals that from Q1 of 2022, they want to be ready to launch the first VAIRTUAL flights. An

initial route network will be announced very soon but the company is clearly targeting the DACH (Germany, Austria, Switzerland) region as their initial source market.

The CEO invites all interested future passengers and potential partners to follow these exciting developments in the coming months through all Social Media channels and vairtual.com releases.

About VAIRTUAL

VAIRTUAL is a new, fresh startup and virtual airline. It was founded in July 2021 as a UG company by Lukas Hofmeister and is based near Frankfurt, Germany. Lukas Hofmeister has over fourteen years of internal aviation industry expertise from various companies (Lufthansa Group, Air Canada, Icelandair and Star Alliance GmbH). The exciting concept and brand potential has created a bit of attention thus far. International investors as **Xegasus Aviation Investments** (Netherlands) and product partners such as the **Wilderness International Foundation** (Germany) are supporting the company's path to get the first VAIRTUAL flights up in the air in the first quarter of 2022.

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