

***For Release in Switzerland only. This press release or the information contained herein is not being issued and may not be distributed in the United States of America, Canada, Australia or Japan and does not constitute an offer of securities for sale in such or any other countries.***

## **Bravofly Rumbo broadens management team**

Andrea Bertoli assumes new function of Chief Vacation Business Officer

**Chiasso / Zurich, 13 June 2014. Bravofly Rumbo Group, a leading European online travel agency (OTA), broadens its management team with Andrea Bertoli who assumes the new function of Chief Vacation Business Officer with immediate effect.**

The Company had previously announced its intention to grow in the holidays business segment both organically as well as via acquisitions. Andrea Bertoli will lead the respective efforts. He joined Bravofly Rumbo Group in 2012 and has managed the company's new business development since then. Previously, Andrea Bertoli was an executive and senior manager in a leading ski resort in Northern Italy (10 years), eDreams (3 years) and McKinsey (7 years).

For the full CV of Andrea Bertoli as well as the set-up and functions of the current management team see <http://www.bravoflyrumbogroup.com/about-us/management.aspx>.

### **About Bravofly Rumbo Group**

Bravofly Rumbo Group is a Swiss-based online travel agency, or OTA, with a strong presence in Europe. Its web and mobile platforms enable consumers to easily search for, compare and book flights with both traditional airlines and low cost carriers, as well as hotel accommodation, package holidays, cruises, rental cars and other travel-related products and services. The Group traces its roots to 2004, with the launch of Volagratis, a pioneer search engine for low cost flights in the Italian market. Today it operates websites in 14 languages and localized for 35 countries. Its core markets are Italy, Spain and France. The Bravofly Rumbo Group is strengthening its position in other European markets such as Germany, Eastern Europe and Scandinavia, and expanding to untapped markets in selected Asian Pacific and Latin American countries. The Group operates under a number of key brands, including Bravofly, Rumbo, Volagratis, Jetcost, Crocierissime, Viaggiare and Viajar. With more than 4.5 million passengers handled per year, Bravofly Rumbo Group complements its online offer with customer service support in 12 languages.

For more information, please visit [bravoflyrumbogroup.com](http://bravoflyrumbogroup.com)

### **Media contacts**

Bravofly Rumbo Group  
Priscilla Daroda  
mob.: +39 335 7064892  
e-mail: [priscilla.daroda@rumbo.com](mailto:priscilla.daroda@rumbo.com)

Rosangela Leone  
mob.: +41 76 393 83 56  
e-mail: [rosangela.leone@rumbo.com](mailto:rosangela.leone@rumbo.com)

IRF Communications AG  
Martin Meier-Pfister  
Direct: +41 43 244 81 40  
mob.: +41 79 200 85 00  
e-mail: [martin.meier-pfister@irfcom.ch](mailto:martin.meier-pfister@irfcom.ch)

*This publication constitutes neither an offer to sell nor a solicitation to buy securities of Bravofly Rumbo Group (the "Company") and it does not constitute a prospectus within the meaning of article 652a and/or 1156 of the Swiss Code of Obligations or a listing prospectus within the meaning of the listing rules of the SIX Swiss Exchange or a prospectus within the meaning of section 5:2 of the Dutch Financial Markets Supervision Act. This publication constitutes neither an offer to sell nor a solicitation to buy securities of the Company. The securities have already been sold.*

*This communication is made only to and directed only at persons (i) who are outside the United Kingdom or (ii) who have professional experience in matters relating to investments and who fall within article 19(5) of the Financial Services and Markets Act 2000 (Financial Promotion) Order 2005 (as amended) (the "Order") or (iii) who fall within article 49(2)(a) to (d) ("high net worth companies, unincorporated associations etc.") of the Order (all such persons together being referred to as "Relevant Persons"). Any investment or investment activity to which this communication relates is available only to Relevant Persons and will be engaged in only with Relevant Persons. Any person who is not a Relevant Person must not act or rely on this communication or any of its contents.*

*This communication is not for distribution in the United States, Canada, Australia or Japan. This communication does not constitute an offer to sell, or the solicitation of an offer to buy, securities in any jurisdiction in which is unlawful to do so. In particular, this communication is not an offer of securities for sale in the United States. Securities may not be offered or sold in the United States absent registration under the Securities Act of 1933 or an exemption from registration. The securities of Bravofly Rumbo Group have not been and will not be registered under the Securities Act and will not be publicly offered or sold in the United States.*

*This communication does not constitute an "offer of securities to the public" within the meaning of Directive 2003/71/EC of the European Union (the "**Prospectus Directive**") of the securities of Bravofly Rumbo Group (the "**Securities**") in any member state of the European Economic Area (the "**EEA**"). Any offers of the Securities to persons in the EEA will be made pursuant to an exemption under the Prospectus Directive, as implemented in member states of the EEA, from the requirement to produce a prospectus for offers of the Securities.*

*In connection with the offer or sale of the securities of Bravofly Rumbo Group, the Joint Global Coordinators may over-allot the securities or effect transactions with a view to supporting the market price of the securities at a level higher than that which might otherwise prevail. Any stabilisation action or over-allotment will be conducted by the Joint Global Coordinators in accordance with all applicable laws and rules. Save as required by law or regulation, the Joint Global Coordinators do not intend to disclose the extent of any stabilisation action. No representation is made as to whether the Joint Global Coordinators will engage in any stabilisation activity or that this activity, if commenced, will not be discontinued without notice.*

*For the avoidance of doubt, none of the Joint Global Coordinators makes any representation or warranty that it intends to accept or be bound to any of the information contained herein nor shall the Joint Global Coordinators be obliged to enter into any further discussions or negotiations pursuant thereto but shall be entitled in their absolute discretion to act in any way that they see fit in connection with the proposed transaction. Any discussions, negotiations or other communications that may be entered into, whether in connection with this communication or otherwise, shall be conducted subject to contract. No representation or warranty express or implied, is or will be made as to, or in relation to, and no responsibility or liability is or will be accepted by any of the Joint Global Coordinators or any of their respective officers, employees or agents as to or in relation to the accuracy or completeness of this communication, publicly available*

*information on the Company or any other written or oral information made available to any interested party or its advisors and any liability therefore whether in contract, tort or otherwise is hereby expressly disclaimed.*

*The Joint Global Coordinators are acting on behalf of the Company and no one else in connection with the securities referred to herein and will not be responsible to any other person for providing the protections afforded to clients of the Joint Global Coordinators, or for providing advice in relation to the securities referred to herein.*