

Bravofly Rumbo Group acquires Map2app to broaden its mobile offering

Amsterdam / Chiasso 10 February 2015. Bravofly Rumbo Group, a leading European Online Travel Agency (OTA), announced the acquisition of all assets of the start-up company Map2app in its effort to broaden the company's competences in the mobile segment as well as its wallet of innovative services and products. Map2app, founded in 2012, has developed a best breed technology solution that allows its customers to create low-cost mobile travel app quickly, dynamically and with no specific technical skills required. Thanks to geo-referencing features, these mobile travel apps allow end-users to rapidly find places of interests on a map, as well as be informed on events and availability of services at his or her destination. The acquisition will not have a material effect on the financial figures of Bravofly Rumbo Group.

Francesco Signoretti, CEO of Bravofly Rumbo Group, commented: "Our ambition is to provide our customers with the best and most comprehensive travel experience broadening our offer of value-added services thanks to mobile and geo-referencing features. Mobile devices are a key tool across the entire holiday chain, from planning to booking, from departure to destination. Map2app has developed brilliant ideas fostering the deploy of mobile travel guides and perfectly fitting with our long-term strategy to provide our customers with a unique travel experience."

Pietro Ferraris, CEO of Map2app, commented: "Joining Bravofly Rumbo Group represents a unique growth chance. We strongly believe Map2app will get benefit from both, the business potential represented by a wider customer base and the innovation opportunity to join a technology driven company able to unlock our capability to continuously generate new ideas in the mobile travel arena."

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About Bravofly Rumbo Group

[Bravofly Rumbo Group](#) is an 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 15 languages and localized for more than 35 countries. Its core markets are Italy, Spain and France. The Bravofly Rumbo Group is strengthening its position in other European markets 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 and Bravoavia. With more than 4.5 million passengers handled per year, Bravofly Rumbo Group complements its online offer with customer service support in 13 languages.

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