

Bravofly Rumbo Group acquires travel meta-search site Jetcost

Chiasso, 20 December 2013 – Bravofly Rumbo Group, a leading European provider in the online travel industry, known for the website Bravofly.com, has today announced the successful completion of the acquisition of French meta-search site Jetcost.com. The company will continue to operate as an independent brand within the Bravofly Rumbo Group, capitalizing on the synergy realised by the purchase.

Jetcost is a travel price comparison site for flights, car rentals and hotels which helps to find the best available deals and prices. As a meta-search site, Jetcost searches and compares more than 250 airlines, hotel booking sites and Online Travel Agencies (OTAs), one of them being Bravofly Rumbo Group. It helps customers find the best offers and sends them to other websites to complete their booking.

Jetcost's core market is France where it attracts approximately 2.5 million unique users per month. The company is well-positioned in Italy and Spain with 1 million unique users per month and operates in other countries such as Germany and Brazil.

Fabio Cannavale, Executive Chairman of Bravofly Rumbo Group, says: *"This acquisition will enable us to further strengthen our presence in the French market. It also marks another step in our strategy to broaden our geographical footprint in Southern Europe and to consolidate our strong position in Italy and Spain. In the last few years, meta-search engines such as Jetcost have gained a key role as traffic generators for OTAs competing in the fast-growing online travel industry."*

Arnaud Cohen Scali, Founder of Jetcost, says: *"We are excited to join forces with Bravofly Rumbo Group and become part of a leading online travel company which shares our commitment to help customers to easily choose the travel solution that most suits their needs through a wide range of products and services as well as cutting edge technologies. We believe that the Group's expertise and global market presence will enable us to accelerate our growth."*

Jetcost's acquisition will allow Bravofly Rumbo Group to take advantage of new development opportunities, leveraging on the respective know-how of the two businesses. Jetcost joins the Group a year after the acquisition of Rumbo, a leading OTA in Spain, that has contributed to the company's sustained growth in 2013.

Bravofly Rumbo Group

The Bravofly Rumbo Group is one of the leading online operators in Europe in the sectors of tourism and leisure. Set up in 2004, the Group has continued to grow and is now a market leader in Spain and Italy, with a strong position in France and solid presence in 30 other countries, from Russia to South America. Currently over 19 million people use its sites to choose and book flights, package holidays, hotel, car hire, cruises, train tickets, flash offers, restaurants and tourist guides in a quick, easy and convenient way.

The continuous technological research has enabled the Bravofly Rumbo Group to provide consumers with a more complete and wide range of products and services, integrating, into one system, state-of-the-art technology and the latest features.

The Group today includes the sites of Bravofly.com, available in 15 languages, Rumbo.es, Viajar.com, Volagratis.com, Viaggiare.it, Hotelyo.com, 2spaghi.it, Crocierissime.it, Bravocroisieres.fr, Vivigratis.it and Prezzibenzina.it.

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