



Seward & Kissel advises OAG
on its acquisition of FlightView

Seward & Kissel's Business Transactions Group
Focusing on Middle-Market Deals

On January 20, 2015, **OAG** announced that it had acquired **FlightView Inc.** **Seward & Kissel** was pleased to represent OAG in this cross-border, middle-market M&A transaction.

OAG is the market leader in flight schedules and related analytics and is a division of London-based information group AXIO Data Group (a portfolio company of private equity firm Electra Partners). Boston-based FlightView is a provider of real-time flight information for the aviation and travel industries.

Seward & Kissel LLP (www.sewkis.com) is a leading New York law firm, originally established in 1890, offering legal advice emphasizing business, financial and commercial law and related litigation. The firm's Business Transactions Group handles middle-market M&A, private equity, venture capital and joint venture transactions involving a wide variety of industries. The firm is ranked as Highly Regarded for Corporate/M&A by Chambers USA and is recommended by The Legal 500 in the middle-market M&A category, stating that Seward & Kissel “advises on market-leading transactions within the industries where the firm has an international reputation, namely investment management and shipping” and “also handles complex middle-market deals in the media industry and international sell-side M&A.”

The press releases describing this transaction are reproduced below for your information.

OAG[®]
Absolute Aviation Advantage

has acquired

FlightView[®]
Flight Information You Can Act On[™]

Seward & Kissel
acted as counsel to OAG

SEWARD & KISSEL LLP

January 2015

For more information about Seward & Kissel, contact:

Nick Katsanos 212-574-1382 katsanos@sewkis.com

Jim Abbott 212-574-1226 abbott@sewkis.com

Craig Sklar 212-574-1386 sklar@sewkis.com

Meir Grossman 212-574-1242 grossman@sewkis.com

OAG Takes Lead in Flight Status Market Through FlightView Acquisition

LUTON, UK, 20 January 2015: OAG, the market leader in flight schedules and related analytics, is strengthening its position at the forefront of the expanding market for real-time flight status information with the acquisition of leading Boston-based real-time flight information solutions provider FlightView Inc.

FlightView's products help aviation and travel professionals achieve superior customer service, operational efficiencies, and has attracted strong brand loyalty with easy to use real-time information. FlightView brings more than 600 B2B customers from the travel, technology and general aviation sectors. In addition, FlightView's smart phone apps have been downloaded more than 3 million times, its website has over 1 million monthly unique users and it responds to over 300m flight status requests every month.

Phil Callow, chief executive of OAG, says: "Real-time flight status information is increasingly important to a wide range of customers. From airlines, airports and online travel businesses to fuelling companies, this data is key to enhancing passenger experience, driving operational efficiencies and traveller-centric services these companies now are eager to pursue.

"OAG has 80 years of expertise in flight data and aggregation, with a flight status database now holding nearly 10 years of historic data. The acquisition of FlightView, with its highly complementary customer base and strengths in the US market, propels us to a leadership position internationally, with unquestionably the most comprehensive combination of flight status and schedules data. The strengthening of our capabilities further consolidates OAG's role as the trusted single source for high-quality aviation intelligence products and services."

Mike Benjamin, chief executive of FlightView, commented: "We are excited to join the OAG team and become part of their worldwide reach in leading schedules and analytics solutions. The combination of our two businesses will enable us to better service existing and new customers alike as demand for accurate and timely data increases".

With the world's most comprehensive and definitive schedules database of more than 900 airlines, including 113 low-cost carriers, and 4,000 airports, OAG processes more than 21 million flight status updates every month, equivalent to 715,000 each day.

AXIO Data Group completes acquisition of FlightView

Acquisition strengthens OAG's flight status business

AXIO Data Group (AXIO) has announced today that OAG, AXIO's aviation division, has completed the acquisition of FlightView, Inc., the leading Boston-based provider of real-time flight information solutions for the aviation and travel industries.

FlightView's products help aviation and travel professionals achieve superior customer service, operational efficiencies, and has attracted strong brand loyalty with easy to use real-time information. FlightView brings more than 600 B2B customers from the travel, technology and general aviation sectors. In addition, FlightView's smart phone apps have been downloaded more than 3 million times, its website has over 1 million monthly unique users and it responds to over 300m flight status requests every month.

Henry Elkington, Chief Executive of AXIO, said: "The addition of FlightView, with its highly complementary customer base and strength in the US market, will give OAG clear leadership in the growing global flight status and schedules data markets. This is the second significant bolt-on acquisition AXIO has made in the last 12 months. We continue to execute our strategy of building and improving each of our individual businesses to increase their value."

Phil Callow, Chief Executive of OAG, said: "Real-time flight status information is increasingly important to a wide range of our customers from airlines, airports and online travel businesses to fuelling companies, this data is key to enhancing the passenger experience driving operational efficiencies and extending traveller-centric services that these companies are now eager to pursue."

Mike Benjamin, Chief Executive of FlightView, said: "We are excited to join the OAG team and become part of their worldwide reach in leading schedules and analytics solutions. The combination of our two businesses will enable us to better service existing and new customers alike as demand for accurate and timely data increases."

Notes:

AXIO Data Group operates a portfolio of market-leading information businesses serving a range of sectors including healthcare, aviation, intellectual property and forest products. AXIO is owned by funds managed by Electra Partners LLP. Electra Partners is an independent private equity fund manager with more than 30 years' experience. As of September 30, 2014, the firm had funds valued at £1.6 billion under its management.

About Seward & Kissel LLP

Seward & Kissel LLP, founded in 1890, is a leading U.S. law firm with an international reputation for excellence. We have offices in New York City and Washington, D.C.

Our practice primarily focuses on corporate, litigation and restructuring/bankruptcy work for clients seeking legal expertise in the financial services, corporate finance and capital markets areas. The Firm is particularly well known for middle-market, cross-border M&A transactions and for its representation of major commercial banks, investment banking firms, investment advisers and related investment funds (including mutual funds and hedge funds), master servicers, servicers, investors, distressed trade brokers, liquidity providers, hedge fund administrators, broker-dealers, institutional investors and transportation companies (particularly in the shipping industry).

Notices

This document may be considered attorney marketing and/or advertising. Prior results do not guarantee a similar outcome. The information contained in this document is for informational purposes only and is not intended and should not be considered to be legal advice on any subject matter. As such, recipients of this document, whether clients or otherwise, should not act or refrain from acting on the basis of any information included in this document without seeking appropriate legal or other professional advice. This information is presented without any warranty or representation as to its accuracy or completeness, or whether it reflects the most current legal developments.

To ensure compliance with Treasury regulations regarding practice before the IRS, we inform you that, unless expressly stated otherwise, any federal tax advice contained in this communication was not intended or written to be used, and cannot be used, by any taxpayer for the purpose of (i) avoiding penalties that may be imposed on the taxpayer under United States federal tax law, or (ii) promoting, marketing or recommending to another party any tax-related matters addressed herein.