

2015

Gogo Press Kit





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About Gogo

Gogo is a leading global aero-communications service provider that offers in-flight Internet, entertainment, text messaging, voice and a host of other communications-related services to the commercial and business aviation markets.

Gogo's services are available on more than 2,100 commercial aircraft across more than 10 major airlines. More than 6,000 business aircraft are also flying with its solutions, including the world's largest fractional ownership fleets. Gogo also is a factory option at every major business aircraft manufacturer.

Gogo has more than 800 employees and is headquartered in Itasca, IL, with additional facilities in Broomfield, CO, and various locations overseas. Connect with us at gogoair.com and business.gogoair.com.



Company History

Through a unique partnership with cellular providers, Gogo began as Aircell, providing analog-based voice communications on private aircraft in North America.

In 2006, Gogo was awarded an exclusive frequency license by the FCC. After securing this spectrum, the company designed, patented, and deployed an uninterrupted cellular-based network across the U.S. to provide broadband Internet services to the aviation market.

In 2008, Gogo made its debut on commercial aircraft, bringing robust Internet access to the skies and transforming the experience for air travelers.

Today, Gogo has more than 2,100 commercial and 6,000 business aircraft equipped with our services across our Air-To-Ground (ATG) and satellite technology platforms. We continue to develop products and services to keep passengers productive, informed and entertained while they're in air.



Timeline

1991 The idea for Gogo begins in a barbecue restaurant in Denison, Texas, where company founder Jimmy Ray first made sketches on a paper napkin for an affordable telephone system for private aviation. Ray's subsequent investigation of the market and exploration of alternate technologies results in the formation of Aircell, the company that is now known as Gogo.

1991 Gogo is issued its first of what has become more than 30 patents on innovations in airborne telecommunications.

1997 Gogo works with existing cell companies and utilizes analog technologies to provide affordable phone service for the business aviation market.

2002 Broadening its product and service suite to business aviation, Gogo becomes a hardware and service provider for Iridium Satellite in September of 2002. These systems offer simple and low-cost telecommunications to aircraft operating globally.

2006 Gogo wins a major FCC auction for the only broadband frequencies allocated for communicating between aircraft and ground-based cellular communications networks. Gogo begins to build out its own network of cellular towers.

2006 Gogo launches its Gogo Inflight Internet service to offer broadband Internet service to both commercial and business aviation.

2007 American Airlines and Virgin America became the first U.S.-based commercial airlines to announce their plans for in-flight Internet by selecting Aircell's Gogo Inflight Internet service.

JAN 2008 Gogo completes the build-out of its own mobile broadband network or ATG system, comprised of a nationwide network of cellular towers. This is the first coast-to-coast, border-to-border, mobile broadband coverage over the continental U.S.

AUG 2008 Delta Air Lines selects Gogo to provide in-flight connectivity service and becomes the first major airline to commit to deploy in-flight Internet across its entire domestic fleet.

AUG 2008 Gogo service launches on American Airlines, ushering in the age of in-flight Internet in the U.S.

SEPT 2008 Air Canada becomes the first international carrier to select Gogo to provide in-flight connectivity.

NOV 2008 Gogo service launches on its second airline, Virgin America.

DEC 2008 Gogo launches on Delta Air Lines, making Delta, together with its merger partner Northwest Airlines, the first major U.S. carrier to begin a fleet-wide deployment of Gogo.

JAN 2009 Gogo announces United Airlines as the fifth airline to select Gogo, ushering in 2009 as "the year of in-flight Internet."



MAY 2009 Gogo launches on AirTran Airways. Virgin America completes its fleet-wide rollout of Gogo, becoming the first airline to offer Wi-Fi on every flight.

JULY 2009 AirTran Airways completes its fleet-wide rollout of Gogo service, becoming the first major airline to offer the service on every flight. Gogo announces US Airways as its seventh airline partner.

OCT 2009 Gogo service launches on United Airlines, beginning the carrier's roll-out to its entire Boeing 757-200 "p.s." fleet, flying routes between New York (JFK) and SFO and New York and LAX.

NOV 2009 Air Canada begins offering Gogo on flights from Toronto to Los Angeles and San Francisco. United Airlines completes rollout of Gogo across its entire transcontinental "p.s." fleet. Gogo sees its millionth use.

FEB 2010 Alaska Airlines chooses Gogo as its fleet-wide in-flight connectivity solution, replacing Row44 as the airline's service provider.

MAR 2010 US Airways takes to the sky with Gogo Inflight Internet on five of its Airbus A321 aircraft.

APR 2010 Gogo announces Frontier Airlines as an airline partner, as the airline offers Gogo connectivity service on board its Embraer fleet.

MAY 2010 Alaska Airlines launches Gogo on six Boeing 737-800 aircraft, beginning the airline's plans for fleet-wide rollout.

MAY 2011 American Airlines becomes the first airline to announce plans to incorporate Gogo's new in-flight entertainment product, Gogo Vision, while simultaneously making an announcement to roll out Gogo Internet service to its entire domestic fleet.

AUG 2011 American Airlines becomes the first North American airline to offer Gogo Vision onboard. Gogo Vision enables customers to wirelessly stream content such as movies and TV shows from an onboard server to Wi-Fi enabled laptops during flight.

SEP 2011 Delta Air Lines becomes the first airline in the world to provide in-flight Internet service onboard its regional aircraft with their CRJ700.

NOV 2011 Inmarsat GX partners with Gogo for worldwide aviation connectivity service.

MAR 2012 Gogo is installed on its 1500th commercial aircraft.

MAY 2012 Gogo partners with satellite equipment provider, AeroSat, to bring a Ku-satellite solution to commercial airlines. The solution allows Gogo to offer airlines connectivity services that extend beyond the United States, including transoceanic routes.

JUN 2012 Delta Air Lines signs on for international Internet service on its long-haul fleet of more than 150 aircraft, which includes Boeing 777, 767, 747, Airbus 330 and transoceanic Boeing 757 aircraft in early 2013.



JUN 2012 Gogo partners with global satellite operator SES to offer broadband aboard commercial airlines. This Ku-band solution allows connectivity on international fleets flying transatlantic routes, as well as regional fleets flying within Europe and the United States.

AUG 2012 Gogo announces that Industry Canada has issued Gogo a subordinate license for Canada's air-to-ground radio frequency spectrum that will allow Gogo to serve passengers on commercial and business aircraft flying over Canada.

SEPT 2012 Intelsat announces they will provide satellite connectivity capacity for Gogo's international in-flight Wi-Fi service in 2013.

NOV 2012 Gogo launches next-generation in-air connectivity technology, ATG-4, which triples speeds to the aircraft.

JUN 2013 Gogo Inc. prices initial public offering at \$17 per share. Gogo begins trading on the NASDAQ Global Select Market under the ticker symbol "GOGO".

AUG 2013 Gogo launches first connectivity service to support in-flight operations with Delta Air Lines.

SEPT 2013 Gogo hits milestone of 2,000 aircraft installed with its in-flight Internet service nearly five years after service was launched.

NOV 2013 Gogo partners with Japan Airlines to deliver in-flight Internet.

NOV 2013 Gogo announces expansion plans and new headquarters in downtown Chicago beginning in 2015.

NOV 2013 Gogo unveils its next in-air technological innovation: Gogo Text and Talk.

DEC 2013 Aeromexico partners with Gogo for In-flight Internet and wireless in-flight entertainment.

JAN 2014 Gogo network goes live over Canada. Gogo expands its reach to include Canada for both commercial and business aviation.

JAN 2014 Gogo to add Gogo Vision to Japan Airline's entire domestic fleet.

MAR 2014 Gogo goes live on first Delta international aircraft, allowing passengers global connectivity.

APR 2014 Gogo business aviation group expands Air-to-Ground connectivity service to Canada.

APR 2014 Gogo announces its next generation in-flight Internet technology, 2Ku.

APR 2014 Gogo to partner with Air Canada to bring Wi-Fi to its North American fleet.

JUNE 2014 Gogo to partner with American Airlines to add in-flight Internet to regional jets.



JULY 2014 Gogo goes live on Japan Airlines. Japan Airlines becomes the first airline to offer Wi-Fi to passengers onboard domestic aircraft in Japan.

JULY 2014 Gogo launches a first-of-its-kind wireless in-flight entertainment experience with Delta Air Lines called "Delta Studio".

AUG 2014 Gogo receives certification from the FAA to install Gogo Vision as a stand-alone product for commercial aviation.

AUG 2014 Aeromexico becomes first airline to commit to Gogo's next-generation 2Ku in-flight connectivity technology

SEPT 2014 Gogo and T-Mobile team up to deliver free in-flight texting and voicemail to T-Mobile customers.

SEPT 2014 Gogo wins bid to provide in-flight connectivity services for Vietnam Airlines.

SEPT 2014 Gogo partners with Virgin Atlantic for in-flight connectivity services. Virgin Atlantic becomes Gogo's first European airline partner and will utilize Gogo's 2Ku connectivity solution.

OCT2014 Gogo selected to provide in-flight connectivity and entertainment on United's two-cabin regional jet fleet.

DEC2014 American Airlines to add inflight internet access to nearly 250 regional jets.

JAN2015 Gogo on track for record installs in 2015. Gogo expects to end the year with more than 2600 equipped commercial aircraft.

JAN2015 Gogo Vision is now installed on more than 1700 commercial aircraft.

FEB2015 Delta Air Lines Selects Gogo to Provide Next Generation In-flight Connectivity Technologies on More than 250 aircraft.

MAR2015 Gogo selects Spafax to Enhance Global Content for Gogo Vision.

Fast Facts



Fast Facts

Gogo is the world's leading aero-communications service provider. With its comprehensive wireless inflight Internet and entertainment solutions, Gogo facilitates in-air access to everything from email and text messaging, to the latest movies and TV, to corporate VPN access, turning commercial aircraft into hubs of entertainment and productivity.

Globally Connected Skies

Gogo is currently available on more than 2,100 commercial aircraft and 6,000 business aircraft, each connected by our Air-To-Ground technology in North America or by our satellite technologies, which operate on the global network we've built over the last 20 years.

Lasting Partnerships

In-flight connectivity partners include Aeromexico, American Airlines, Air Canada, Alaska Airlines, Delta Air Lines, Japan Airlines, United Airlines, Vietnam Airlines, Virgin America and Virgin Atlantic. In-flight entertainment partners include Aeromexico, American Airlines, Delta Air Lines, Japan Airlines, and United Airlines.

Variable Access

We currently offer passengers a wide range of access options, each with appropriate pricing: day or hourly passes, flight passes, monthly subscriptions and more. Our goal is to meet each passenger's particular connectivity needs while also assuring that pricing is reflective of both value and demand.

How it works

Once the aircraft has reached 10,000 feet, passengers can simply turn on their Wi-Fi enabled laptops, smartphones, or tablets, open their browsers, and access Gogo. Passengers can then enjoy free content or purchase a pass to connect to the Internet. On flights equipped with Gogo's wireless entertainment service, passengers can also watch movies and TV shows on their own Wi-Fi devices.



Fast Facts and FAQ

FAQ

What is Gogo?

Gogo is a leading global aero-communications service provider that offers in-flight Internet, entertainment, text messaging, voice and a host of other communications-related services to the commercial and business aviation markets.

How do passengers connect to Gogo?

Once the plane has reached 10,000 feet, passengers can use any Wi-Fi enabled device to connect to Gogo. Connect to the "gogoinflight" signal and launch your browser for access.

Is Gogo available on international flights?

Yes, currently Gogo services can be found on Japan Airlines domestic fleet and by mid-2015 all Delta Airlines flights. In 2015, you will find Gogo services internationally on Aeromexico Airlines, Air Canada, Vietnam Airlines and Virgin Atlantic.

Fast Facts

- o Today, Gogo averages more than 80,000 connectivity sessions a day.
- o Gogo connectivity services can be found on more than 8,000 daily flights.
- o Since the launch of our first connected aircraft, there have been more than 69 million Internet sessions on the Gogo network.
- o Gogo has more than 230 cell sites supporting our terrestrial network in the United States and Canada.
- o Gogo holds 67 Supplemental Type Certificates (STCs) for connectivity services covering numerous commercial aircraft types and Gogo's ATG, ATG-4 and Ku-satellite band technologies.

Connectivity Technologies



Connectivity Technologies

Gogo uses a variety of advanced technologies to keep people connected in air. As a company, Gogo is technology agnostic – whether it's our exclusive Air-To-Ground (ATG) system or satellite-based solution. Gogo's goal is to provide the technology solution that offers the best customer experience, while providing an effective solution for any aircraft, wherever it may fly.

A Glimpse of the Future

In addition to Gogo's existing ATG technology, the company will enhance current technologies via the next-generation version of ATG called "ATG-4," as well as Ku-band and Ka-band satellite technology when it's available. To date, Gogo has equipped more than 2,100 commercial aircraft and more than 6,000 business aircraft with its exclusive online services.



Multiple Solutions Are a Must

There's no one-solution-fits-all approach. Just as certain routes are better served by certain aircraft types, the technology that's ideal for one aircraft may not be the best option for another. That's why Gogo offers a suite of technologies — so our airline partners can find the right solution for their fleet, their passengers, and their future.

Technology	Coverage	Relative cost	Average installation	Latency	Peak capacity	Aircraft types	Availability
SwiftBroadband	global	\$\$\$\$	2 days	high	332 kbps	BRNW	now
ATG	N. America ¹	\$	under 8 hrs	low	3.1 Mbps	BRNW	now
ATG-4	N. America ¹	\$	under 10 hrs	low	9.8 Mbps	BRNW	now
Ku	global	\$\$\$	3-7 days	high	30 Mbps	NW	now
Ka	global	\$\$\$	TBD	high	50 Mbps	BNW	~2015
2Ku	global ²	\$\$	TBD	high	70+ Mbps ³	NW	~2015

¹ Continental US, Alaska, parts of Canada

² Enhanced performance at equatorial regions

³ 100 Mbps with next-generation Ku spot-beam satellites

B = business

R = regional jets

N = narrow-body

W = wide-body



Current and Future Technologies

Air-To-Ground (ATG)

With a proven track record of performance, reliability, and scalability, Gogo's ATG-based service will continue to provide a rich user experience for connected travelers by featuring 3G wireless utilizing EV-DO Rev. A.

ATG-4

Gogo's ATG-4 service significantly enhances the existing ATG network and improve per-aircraft capacity through the addition of directional antenna, dual modems and EV-DO Rev. B technologies. This new platform is backwards-compatible and allows for upgrades to existing ATG systems through low-cost retrofits.

Ka-band satellite

Gogo was named a service provider for Inmarsat's Global Xpress™ satellite service in November, 2011. Inmarsat has also selected Gogo business aviation as a distribution partner for the business and government aviation markets.

Ku-band satellite

Gogo announced in May, 2012 that it will partner with satellite equipment provider, AeroSat, to bring a Ku-satellite solution to commercial airlines. Ku satellite technology allows Gogo to offer airlines connectivity services that extend beyond the United States, including transoceanic routes, and serves the needs of some of our airlines partners in the near-term until Inmarsat's Global Xpress Ka-satellite service becomes available.

2Ku

Gogo's newest service relies on our new low profile, high efficiency Ku-band satellite antennas. 2Ku will offer peak speeds of 70 Mbps or more to aircraft flying around the globe and will be available in mid-2015.

SwiftBroadband

SwiftBroadband is Inmarsat's latest generation of service for near -global access for light Internet, email and Corporate VPN access and voice. Faster, lighter and more affordable than previous global technology, it makes in-flight connectivity a reality for virtually any business aircraft.



Beyond Connectivity

Gogo is the world's leading aero-communications service provider. With its comprehensive wireless inflight internet and entertainment solutions, Gogo facilitates in-air access to everything from email and text messaging, to the latest movies and TV, to corporate VPN access, turning commercial aircraft into hubs of entertainment and productivity.

Gogo Text

Gogo Text lets flyers send and receive text messages using their own smartphones, numbers and contact lists – all from the comfort of cruising altitude.

Gogo Talk

Gogo Talk allows flyers to use their smartphones, numbers, and contact lists to make and receive voice calls in-flight. This service is subject to authorization by local regulations and individual airline policies.

Gogo Platform

The Gogo Platform grants access to application programming interfaces (APIs) that an airline can use to enhance operations and develop unique experiences for passengers.

Gogo Vision

Gogo Vision delivers the latest movies and TV shows to passengers' own Wi-Fi devices. Passengers can choose a variety of titles and genres from a catalog that's customized for each airline, so they can watch what they want, when they want. Gogo Vision content is stored on a server on the plane and streamed to passengers' devices through Gogo's Wi-Fi network. Gogo Vision is now installed on more than 1,900 aircraft.

Executive Bios



Michael Small

President & CEO

Michael Small has served as Gogo's President and Chief Executive Officer and as a member of the Board since 2010 and has more than 30 years of experience in the communications industry.

Prior to joining Gogo, Mr. Small served as the Chief Executive Officer and Director of Centennial Communications Corporation from 1999 until 2009. Prior to Centennial, Mr. Small served as Executive Vice President and Chief Financial Officer of 360 Degrees Communications, a regional wireless service provider. He also previously served as President of Lynch Corporation, a diversified acquisition-oriented company with operations in telecommunications, manufacturing and transportation services.

Mr. Small recently was named Ernst & Young Entrepreneur of the Year and CEO of the Year from the Illinois Technology Association. He currently serves as the Vice Chairman of the Brady Campaign/Center, and serves on the board of First Midwest Bancorp. He was also previously on the boards of the CTIA and two private equity backed telecom companies.

He holds a B.A. from Colgate University and received his M.B.A. from the University of Chicago – Booth School of Business.





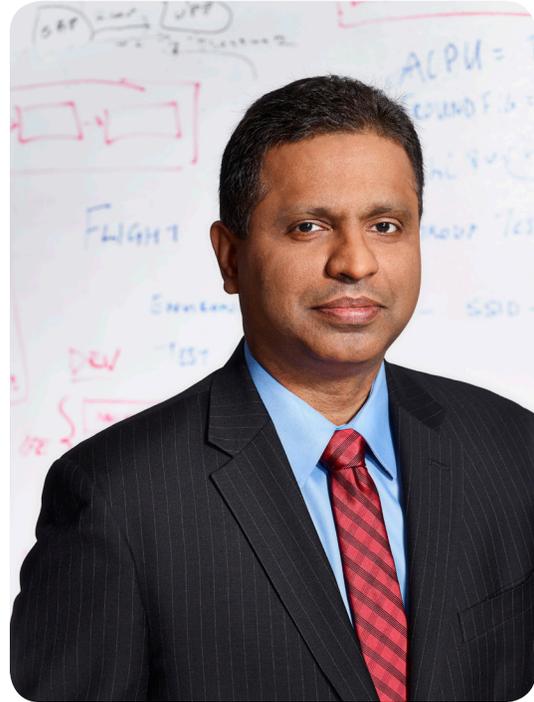
Anand Chari

Executive Vice President and Chief Technology Officer

Anand Chari is Executive Vice President and Chief Technology Officer of Gogo. He brings more than twenty years of experience in the wireless communications and telecom industry with him to this position. Mr. Chari has been with Gogo since 2003 playing a critical role in the design and development of Gogo's air-to-ground broadband connectivity concept and technology. He also leads the development of Gogo's portfolio of satellite solutions. He served as a consultant to Gogo from 2003 to 2006, and was hired as Vice President of Engineering in July 2006.

Prior to joining Gogo, Mr. Chari held various business and technology management positions in companies ranging from startups to Fortune 500. He founded and served as President of Simma Technologies Inc., a technology and management consulting company. He also served as Vice President of Sales and Business Development at 3Com, Director of Advanced Technology at Ameritech, and Manager at Telephone and Data Systems.

He received his MBA from University of Chicago, his MS in Computer Engineering from Iowa State University, and a BS in Electronics and Communications Engineering from National Institutes of Technology, Trichy, India.





Ash ElDifrawi

Executive Vice President and Chief Commercial Officer

Ash ElDifrawi joined Gogo on October 25, 2010 as executive vice president and chief marketing officer. Ash is responsible for all customer-facing functions, including sales, marketing, product, creative, airline relations, and marketing operations. In addition, he will lead Gogo's media initiatives, including in flight ecommerce, content, and advertising. Ash is an accomplished marketer and general manager with more than 17 years of experience working with world-class organizations.

Ash joined Gogo from Hayneedle Inc, a leading online mass merchant retailer where he led the rebranding of the company and development of a revolutionary online shopping experience. Prior to Hayneedle, Ash was the Google executive responsible for all CPM-based revenue for Google and YouTube. Before joining Google, Ash was a managing director at Wrigley, where he oversaw a \$1+ billion portfolio of brands across four continents. Ash came to Wrigley from McKinsey, where as a management consultant he worked with the world's leading companies in solving a multitude of problems in the areas of operations, marketing, and strategy.

Ash earned both his Bachelor's Degree in Biology and Master's Degree in Sociology from the University of Chicago, and went on to gain his doctorate in Clinical Psychology.





Margee Elias

Executive Vice President and General Counsel

Serving as senior vice president and general counsel for Gogo, Ms. Elias is responsible for the company's legal and regulatory affairs and manages its human resources function. Prior to joining Gogo, Ms. Elias served as senior vice president and general counsel of eCollege.com, a publicly-traded company, where she represented the company in a number of significant matters including its acquisition by Pearson Education. Ms. Elias was previously employed as senior vice president and general counsel of Centerprise Advisors, Inc. At both eCollege and Centerprise, she was responsible for all legal and compliance issues, managed the human resources function, and as a member of senior management, was a key participant in business and strategic planning decisions.

Ms. Elias was in private practice for more than a decade at Skadden, Arps, Slate, Meagher & Flom and Katten Muchin Rosenman, where she specialized in federal securities law, corporate finance, and mergers and acquisitions for clients across a broad spectrum of industries.

Ms. Elias received a Bachelor of Arts in Economics from Northwestern University and a Juris Doctor, Magna Cum Laude, from Loyola University of Chicago School of Law.

Ms. Elias has in-depth expertise in federal securities and general corporate law.





Norman Smagley

Executive Vice President and Chief Financial Officer

Norman Smagley joined Gogo in September 2010, further strengthening Gogo's management team. Mr. Smagley is responsible for Gogo's financial strategy and operations, optimizing the company's capital structure based upon business plans and needs, as well as ensuring a strong finance organization and a strong control and compliance environment.

Mr. Smagley brings sixteen years of broad-based CFO experience across many industries, including technology, financial services, pharmaceutical, retail, industrial and publishing companies, ranging in size from Fortune 25 to pre-IPO. Smagley has operated as CFO within both public and private-equity owned companies and has successfully managed bank, Wall Street, rating agency, auditor and board relationships. Most recently, Norm was with Rand McNally as SVP and chief financial officer.

Mr. Smagley received both his Master's Degree in Finance and his Bachelor's degree in Economics from The Wharton School of the University of Pennsylvania.





John Wade

Executive Vice President & General Manager, Business Aviation Services

John Wade joined Gogo in November 2008 and acts as the executive vice president and general manager for Gogo's Business Aviation division. In this role, he is responsible for overseeing the success and overall direction of this rapidly growing division, with all functions reporting to him. He also assists CEO Michael Small in developing and meeting Gogo's corporate and financial goals.

Prior to Gogo, Mr. Wade served as chief technical officer and general manager at inflight mobile phone and Internet provider OnAir. He was responsible for all of OnAir's Internet business, including sales, strategy, customer relationship management and product development.

Mr. Wade has more than 20 years of experience in the avionics and inflight communications industries, having also held positions at inflight Internet and connectivity services provider Tenzing Communications, as well as PRIMEX Aerospace Company, GEC Marconi In-Flight Systems and others.

Mr. Wade received his education at the University of Brighton, U.K., where he earned a First Class B Engineering Honors Degree in Electronic Engineering and graduated at the top of his class.

He is the co-author of two patents and throughout his career has been widely quoted across business publications, as well as chosen to speak at international conferences and conventions.





Jon Cobin

Executive Vice President, Global Airline Group

Jon Cobin joined Gogo on April 12, 2010 as senior vice President of project and operations management. With 15 years of business and project management experience, Mr. Cobin is responsible for overseeing the overall success of Gogo's organizational and operational effectiveness.

Prior to joining Gogo, Mr. Cobin served as the vice president of strategic planning at Centennial Communications and was instrumental in formulating the company's overall strategy as well as planning and executing major growth initiatives and milestone transactions. Prior to Centennial, Mr. Cobin held positions of increasing responsibility as a strategy consultant at Dean & Company, and in investment banking at J.P. Morgan.

He received his Master's Degree in Business Administration from the Stanford University Graduate School of Business and a Bachelor of Arts, Magna Cum Laude, from Dartmouth College.



Partner Airlines

AIR CANADA 

 **JAPAN AIRLINES**

 **AEROMEXICO**

UNITED 

Alaska

 **U.S. AIRWAYS**

American Airlines 

 Vietnam Airlines

 **DELTA**

virgin atlantic 

 america