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# COMPANY HISTORY & TIMELINE

## HISTORY

The idea for Gogo began in 1991 in a barbecue joint in Denison, Texas, where company founder Jimmy Ray first sketched on a paper napkin his visionary idea for an affordable telephone system for private airplanes.

In the beginning...

Through a unique partnership with cellular providers, Gogo began as Aircell, providing analog-based voice communications on private aircraft in North America. By the late '90s, we had successfully leveraged a satellite-based system to offer voice communication on overseas flights. Our next step was to devise a way to bring the power of in-air connectivity to the masses, thereby keeping travelers fully connected to life.

Gogo goes commercial

In 2006, we were awarded the FCC's exclusive Air-To-Ground (ATG) 3Mhz broadband frequency license, which brought with it the daunting challenges of design, patent, and deployment of an uninterrupted network across the U.S. Yet in less than two years' time, we captured the world's attention with the power of our proprietary Air-To-Ground broadband network.

In 2008, Gogo made its stunning debut on commercial aircraft, bringing robust Internet access to the skies and transforming the commercial air experience for modern travelers. Coast to coast, border to border, Gogo delivered broadband coverage to a place it had never been: 30,000 feet above the entire continental United States.

On top of the world today

With more than 2,000 commercial and 6,500 business aircraft equipped with our services across our ATG and satellite technology platforms, Gogo is far and away the world leader in in-flight connectivity and a pioneer in in-flight entertainment. We continue to develop products and services to help keep passengers entertained while they're in air, in keeping with our goal of becoming everyone's favorite part of flying.



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# COMPANY HISTORY & 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** Aircell is issued its first of what has become more 30 patents on innovations in airborne telecommunications.

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

**2000** Aircell enters full operation using Air-To-Ground cellular service combined with satellite systems. The network is met with resounding acceptance in business aviation.

**2002** Aircell goes global - Broadening its product and service suite to business aviation, Aircell 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. With thousands sold, the systems are offered to virtually every fixed- and rotor-wing airframe manufacturer in business aviation, and are installed aboard the world's four largest fractional ownership fleets.

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

**2006** Aircell 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.

**JAN2008** Aircell completes the build-out of its own Aircell 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.

**AUG2008** Delta Air Lines selects Gogo Inflight Internet service and becomes the first major airline to commit to deploy in-flight Internet across its entire domestic fleet.

**AUG2008** Gogo Inflight Internet service launches on American Airlines, ushering in the age of in-flight Internet in the U.S.

**SEPT2008** Air Canada becomes the first international carrier to select Gogo Inflight Internet service.

**NOV2008** Gogo Inflight Internet service launches on its second airline, Virgin America. Virgin becomes the first ever fleet-wide rollout of the service.

**DEC2008** Gogo Inflight Internet service 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.

**JAN2009** Aircell announces United Airlines as the fifth airline to select Gogo Inflight Internet service, ushering in 2009 as "the year of in-flight Internet."

**MAY2009** Gogo Inflight Internet service launches on AirTran Airways. Virgin America completes its fleet-wide rollout of Gogo, becoming the first airline to offer Wi-Fi on every flight.

**JULY2009** AirTran Airways completes its fleet-wide rollout of Gogo Inflight Internet service, becoming the first major airline to offer the service on every flight. Aircell announces US Airways as its seventh airline partner.

**AUG2009** Gogo Inflight Internet marks one year of operation. More than 500 Gogo-equipped aircraft are in service at this time, with that number growing week-over-week.

**OCT2009** Gogo Inflight Internet service launches on United Airlines, beginning the carrier's roll-out to its entire Boeing 757-200 "ps" fleet, flying routes between New York (JFK) and SFO and New York and LAX.

**NOV2009** Air Canada begins offering Gogo Inflight Internet on flights from Toronto to Los Angeles and San Francisco, United Airlines completes its rollout of Gogo across its entire transcontinental "p.s." fleet. Gogo sees its millionth use.

**FEB2010** Alaska Airlines chooses Gogo Inflight Internet as its fleet-wide in-flight connectivity solution, replacing Row44 as the airline's service provider.

**MAR2010** US Airways takes to the sky with Gogo Inflight Internet on five of its Airbus A321 aircraft.

**APR2010** Aircell announces Frontier Airlines as its ninth airline partner, as the airline offers Gogo Inflight Internet on board its Embraer fleet.

**MAY2010** Alaska Airlines launches Gogo Inflight Internet on six Boeing 737-800 aircraft, beginning the airline's plans for fleet-wide rollout.

**MAY2011** American Airlines becomes the first airline to announce plans to incorporate Gogo's new video product while simultaneously making an announcement to roll out Gogo Internet service to its entire domestic fleet.



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# COMPANY HISTORY & TIMELINE

**JULY2011** Aircell officially changes its name to Gogo and launches a rebranding campaign that includes a new logo. The Aircell name is retained in reference to its Business Aviation group.

**AUG2011** 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.

**SEP2011** Delta Air Lines becomes the first airline in the world to provide in-flight internet service onboard its regional aircraft with their CRJ700.

**NOV2011** Inmarsat GX partners with Gogo for worldwide aviation connectivity service.

**NOV2011** Air China announces test of Gogo's in-flight entertainment system.

**FEB2012** Gogo recognized as one of the World's 50 Most Innovative Companies by Fast Company.

**MAR2012** Gogo has now been installed on its 1500th commercial aircraft.

**MAR2012** US Airways commits to add additional Gogo installs bringing 90 percent of their total domestic fleet online with Gogo by the end of 2013.

**MAY2012** 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.

**JUN2012** 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.

**JUN2012** 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.

**AUG2012** 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.

**SEPT2012** Intelsat announces they will provide Satellite connectivity capacity for Gogo's International in-flight Wi-Fi service in 2013.

**NOV2012** Gogo launches next generation in-air connectivity technology – ATG4.

**DEC2012** Gogo agrees to partnership with Inmarsat for Global Xpress (GX) to provide worldwide, in-air connectivity through Inmarsat's GX Ka-band satellite solution.

**JAN2013** Gogo hits major milestones by being selected to outfit more than 400 aircraft with its Ku-band Satellite connectivity services and announcing ATG installations on over 1,700 aircraft across nine major airlines.

**JAN2013** Singapore-based low cost carrier Scoot announces they are partnering with Gogo to offer its passengers Gogo Vision – Gogo's wireless in-flight entertainment system.

**JAN2013** Gogo announces that it will install two in-flight connectivity solutions on American Airline's new Airbus A320 family and Boeing 737 deliveries: Ku-band satellite and Gogo's next generation Air to Ground technology- ATG4.

**JAN2013** Gogo is selected to outfit more than 400 aircraft with its Ku-band Satellite connectivity service across several major airlines operating in the U.S. and internationally.

**APR2013** Thales, a leader in in-flight entertainment and connectivity and Gogo announce a new partnership that will offer airlines a IFEC product that combines Gogo's connectivity and Thales TopConnect™ cabin system.

**MAY2013** Gogo's Michael Small named CEO of the year at Illinois Technology Association's 14<sup>th</sup> annual CityLIGHTS Awards Gala.

**MAY2013** Gogo receives blanket license from the FCC to operate up to 1,000 Ku-band Satellite aircraft.

**JUN2013** Gogo Inc. prices Initial Public Offering at \$17 per share. Gogo begins trading on the NASDAQ Global Select Market under the ticker symbol "GOGO".

**AUG2013** Gogo Launches First Connectivity Service to Support In-Flight Operations with Delta Air Lines.

**AUG2013** Gogo Marks 5<sup>th</sup> Anniversary of Commercial Aviation Connectivity Service.

**SEPT2013** Gogo announces that users can now use Amazon Payments to Access In-flight Internet Services.



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# COMPANY HISTORY & TIMELINE

**SEPT2013** Gogo unveils the future of In-flight Internet technology with Virgin America, Gogo Ground to Orbit – Gogo GTO.

**SEPT2013** Gogo hits milestone of 2,000 aircraft installed with its In-flight Internet service nearly five year to the date after service was launched.

**OCT2013** Gogo partners with Magnolia Pictures to offer passengers on Gogo Vision equipped aircraft Magnolia Pictures content.

**NOV2013** Gogo Goes Global: Partners with Japan Airlines to Deliver In-flight Internet.

**NOV2013** Mayor Emanuel Announces Gogo to Relocate Headquarters And expand in Chicago in 2015.

**NOV2013** Gogo Partners with Glympse Inc. to Allow Airline Passengers to Share their Location in the Sky.

**NOV2013** Gogo Unveils Its Next In-Air Technological Innovation: Gogo Text and Talk.

**DEC2013** Gogo Receives Supplemental Type Certificate (STC) for Ku-Satellite Connectivity Service on Boeing 747-400 Aircraft.

**DEC2013** Aeromexico Partners with Gogo for In-flight Internet and Wireless In-flight Entertainment.

**DEC2013** Gogo Partners with The Weather Channel to Offer Passengers Free Access to Weather.com and Weather Underground in-flight.

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# FACTS & FAQ

## GOGO MATTERS OF FACT

**GOGO IS THE WORLD'S LEADING PROVIDER** of in-air connectivity and turns a commercial plane into an entertainment and productivity hub, providing Wi-Fi access to the Web, personal IM, email accounts, and corporate VPN access, as well as real-time movies and TV shows.

**GOGO IS FAR AND AWAY** the world leader of in-air connectivity with more than 2,000 commercial and 6,500 business aircraft equipped with the company's services across its ATG and satellite technology platforms.

**GOGO IS CURRENTLY AVAILABLE** on more than 2,000 commercial aircraft. In-flight connectivity partners include Aeromexico, American Airlines, Air Canada, AirTran Airways, Alaska Airlines, Delta Air Lines, Frontier Airlines, Japan Airlines, United Airlines, US Airways and Virgin America. In-flight entertainment partners include Aeromexico, American Airlines, Delta Air Lines, Scoot and US Airways.

### Pricing

We currently offer passengers a wide variety of pricing options -- from day passes to monthly subscriptions; to flight passes and hourly passes -- to meet each passengers' particular connectivity needs while also assuring that pricing is reflective of demand and the value those products offer on each flight.

### How it works

Once the aircraft has reached 10,000 feet, users can simply turn on their Wi-Fi enabled laptops, smartphones, or tablets, open their browsers, and access the Gogo in-air multimedia platform where they can enjoy access to many free services or sign up and begin surfing the web. They can also shop exclusive in-air deals; purchase movies or TV shows through Gogo's video product; stay in touch with friends, family, and colleagues through social media, and instant message.



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# FACTS & FAQ

## FAQ

### **What is Gogo?**

Gogo is the exclusive flight upgrade that keeps you online and connected to life, including all your essential business, even from the lofty height of 30,000 feet.

### **How do passengers connect to Gogo?**

Once the plane is at its cruising altitude, passengers can use any Wi-Fi enabled device to connect to Gogo. That includes your laptop, tablet, and smartphone.

### **Is cell phone service available through Gogo?**

FAA regulations prohibit cellular phone and VOIP calls during flight. That doesn't mean you can't use your phone to surf the Web using Gogo, you just can't use it to make calls.

### **Is Gogo available on international flights?**

It will be in the near future. Aeromexico, American Airlines, Japan Airlines and Delta Air Lines will begin offering in-flight Internet service in 2014.

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# TECHNOLOGIES

## AS VERSATILE AS IT IS GROUNDBREAKING

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 technologies – Gogo's goal is to provide the technology solution that offers the best customer experience while providing an effective solution for our airline partners on any plane, any mission.

### **Gogo's technology roadmap – 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 2,000 commercial aircraft and more than 6,500 business jets with its exclusive online services.

Below is a list of Gogo's current and future technologies and how they fit into the company's technology roadmap:

#### **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 will significantly enhance the existing ATG network and improve per aircraft capacity through the addition of Directional Antenna, Dual Modem 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's business aviation subsidiary, Aircell, 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. A Ku-satellite solution will allow Gogo to offer airlines connectivity services that extend beyond the United States, including transoceanic routes, and will serve the needs of some of our airlines partners in the near-term until Inmarsat's Global Xpress Ka-satellite service becomes available.

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# TECHNOLOGIES

## **Gogo Ground to Orbit (GTO)**

Gogo's newest service is a proprietary hybrid technology that combines the best aspects of existing satellite technologies with Gogo's Air to Ground network. This technology uses satellite for receive only and Gogo's Air to Ground network for the return link to the ground. Gogo GTO offers peak speeds of 60 Mbps or more to aircraft flying throughout North America and will be available in 2014.

## **Technology for business aviation**

For the business aviation market, Aircell – a Gogo company – currently offers three different inflight technologies, including Iridium Satellite, Inmarsat SwiftBroadband (satellite), and Gogo Biz (ATG and ATG-4).

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# EXECUTIVE BIOS

## MICHAEL SMALL, PRESIDENT & CEO

Michael Small, a 29-year veteran of the communications industry, was named president and CEO of Gogo on February 16, 2010.

Prior to joining Gogo, Mr. Small served as the chief executive officer and director of Centennial Communications Corporation. From 1995 to 1998, Mr. Small served as executive vice president and chief financial officer of 360 Degrees Communications Company. Prior to 1995, he served as president of Lynch Corporation, a diversified acquisition-oriented company with operations in telecommunications, manufacturing and transportation services.

Mr. Small received his Master's Degree in Business Administration from University of Chicago and holds a Bachelor of Arts from Colgate University.

Mr. Small serves on the board of First Midwest Bank. He also serves as chairman of the board for PAX, a non-profit organization providing solutions to prevent gun violence.

## RONALD T. LeMAY, CHAIRMAN OF THE BOARD

Ronald T. LeMay converted from Executive Chairman, named in February 2010, to Non-Executive Chairman of the board following the closing of the IPO in June 2013. Prior to that, Mr. LeMay served as the company's President and CEO. Mr. LeMay works closely with the President and CEO, Michael Small, on Gogo's overall strategy and operations, providing unique insight, guidance and perspective, drawing from his time leading the company.

Mr. LeMay is a 42 year veteran of the communications industry having served as an officer of Southwestern Bell, AT&T and Sprint. His Sprint career spanned 18 years and included pioneering the wireless industry with the start up of Sprint PCS as its first employee serving as CEO. Sprint PCS grew to \$10B in annual revenues faster than any other company before or after.

Mr. LeMay also served as President and COO of Sprint from 1996 until his retirement in 2003, when he became an Industrial Partner for Ripplewood Holdings, a private equity firm and one of Gogo's investors. He also served as CEO of Japan Telecom, a Ripplewood portfolio company, leading the turn-around and sale of the company in 2004.

Over the last six years, Mr. LeMay has been extensively involved in the formation, startup, growth and financing of numerous technology, services and wireless companies, including having served as Chairman of Zave Networks which was sold to Google as one of its ten largest acquisitions. He currently serves as Chairman CEO of MachineryLink Inc., Chairman of Erecycling Group, Director of Allstate Corporation and Managing Partner of Openair Equity Partners.

Mr. LeMay holds a Bachelor of Business Administration from Southern Arkansas University and a Juris Doctor from the University of Arkansas.



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# EXECUTIVE BIOS

## 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 Aircell, 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 EIDIFRAWI, EXECUTIVE VICE PRESIDENT & CHIEF COMMERCIAL OFFICER

Ash EIDifrawi 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.

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# EXECUTIVE BIOS

## MARGEE ELIAS, EXECUTIVE VICE PRESIDENT AND GENERAL COUNCIL

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 Aircell in September 2010, further strengthening Aircell's management team. Mr. Smagley is responsible for Aircell'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.

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# EXECUTIVE BIOS

## 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 Aircell, 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 Aircell'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.

## JOHN HAPP, EXECUTIVE VICE PRESIDENT, NORTH AMERICAN SALES

John Happ joined Gogo in April 2008 as the company's executive vice president, airlines. In this role designed to accelerate and strengthen Gogo's penetration into the commercial airline industry, Mr. Happ leads the group that serves as the company's primary airline interface for sales and support.

Mr. Happ has more than 20 years of airline industry experience, and has worked in executive capacities at Frontier, ATA, Hawaiian, Continental, and Singapore Airlines. He has played key marketing, strategic planning, and operations roles, and has developed a keen understanding of airline business models, strategic direction and needs. He has more than a decade of executive committee representation experience and adds additional senior-level customer insight to the company.

John Happ earned a Bachelor of Science degree from San Diego State University.

Mr. Happ has particular expertise in commercial and product strategy within the airline industry, with proven experience in creating a differentiated customer experience and new revenue streams.



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# EXECUTIVE BIOS

## JON COBIN, SENIOR VICE PRESIDENT, PROJECT AND OPERATIONS MANAGEMENT

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.

## DAVID RUSSELL, SENIOR VICE PRESIDENT & GENERAL MANAGER OF EUROPE AND THE MIDDLE EAST

David Russell is senior vice president and general manager of Europe and the Middle East for commercial aviation. David joined Gogo in January, 2012. He is challenged with growing and managing Gogo's international business as the company begins to distribute Inmarsat's Global Xpress satellite connectivity service. He also will manage the expansion of Gogo's wireless in-flight entertainment solution globally. Gogo expects to begin in-flight testing of the Global Xpress aeronautical services after the launch of the first Inmarsat-5 satellite, which is scheduled for mid-2013.

David brings more than 20 years of management experience at leading aviation IT services and telecommunications companies and most recently served as vice president of strategic programs for SITA Group in London. Prior to that, David served as COO of OnAir.

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# EXECUTIVE BIOS

## NIELS STEENSTRUP, SENIOR VICE PRESIDENT OF GLOBAL AIRLINE SALES

Niels Steenstrup is senior vice president of global airline sales at Gogo. He has extensive global product marketing and sales experience in the aviation industry including his experience at Connexion by Boeing, where he led marketing and sales activities for Europe, the Middle East and the Americas.

Niels has been at the forefront of in-flight connectivity through his experience at Connexion and has played an instrumental role in getting Gogo's services up and running since 2009. Niels has an accomplished track record of building, launching, and marketing online services and technology products and driving their adoption at leading companies including Reuters, Fidelity Investments, Bank of America, McKinsey & Company and Goldman Sachs.

Niels is a graduate of Rensselaer Polytechnic Institute and holds an MBA from the Kellogg School of Management.

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# GOGO'S PRODUCTS

## **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 will significantly enhance the existing ATG network and improve per aircraft capacity through the addition of Directional Antenna, Dual Modem, and EV-DO Rev. B technologies. This new platform is backwards compatible and allows for upgrades to existing ATG systems through low cost retrofits.

## **Gogo Ground to Orbit (GTO)**

Gogo's newest service is a proprietary hybrid technology that combines the best aspects of existing satellite technologies with Gogo's Air to Ground network. This technology uses satellite for receive only and Gogo's Air to Ground network for the return link to the ground. Gogo GTO offers peak speeds of 60 Mbps or more to aircraft flying throughout North America and will be available in 2014.

## **Gogo Satellite**

**Ka-band satellite:** Gogo was named a service provider for Inmarsat's Global Xpress™ satellite service in November, 2011. Inmarsat has also selected Gogo's business aviation subsidiary, Aircell, 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. A Ku-satellite solution will allow Gogo to offer airlines connectivity services that extend beyond the United States, including transoceanic routes, and will serve the needs of some of our airlines partners in the near-term until Inmarsat's Global Xpress Ka-satellite service becomes available.

## **Gogo Text and Talk**

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

## **Gogo Platform**

Our in-air multimedia platform brings a fully customizable experience to the clouds – one that gives travelers the information, services, and entertainment they want, while enabling our airline partners to reflect what's unique about their brand.

## **Gogo Vision**

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. Gogo Vision features a growing list of movies and TV shows from major Hollywood studios to offer customers entertainment choices. Customers can sort titles by movie or TV, genre, length of feature, and other categories. Trailers are available for complimentary viewing prior to renting content. Movies and TV shows will remain accessible for viewing after the customer has landed – for 24 hours.





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