

INFO PACK 2014

In partnership with





INFO PACK 2014

Effective October 1, 2013

INTRODUCTION

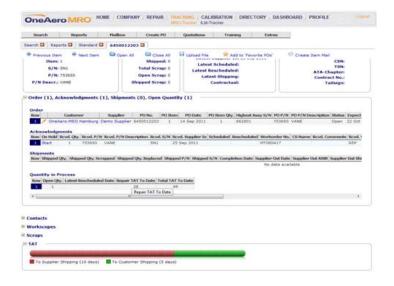
OneAero MRO is the aviation industry's <u>ONLY</u> online service focused exclusively on the Maintenance, Repair and Overhaul (MRO) market. Since its launch in March of 2000, OneAero MRO has grown to be the industry's largest repair capability, and repair tracking database.



PRODUCT OVERVIEW

- Our **Repair Capabilities** feature is the largest in the world! It offers repair data such as part number, part description, ATA Chapter, Aircraft Applicability data, Industry Average Cost information to Overhaul, Repair and Test the part, Part Statistics, as well as Repair Manual data.
- Our MRO-Tracker feature is enjoyed by thousands of repair order administrators and customer service representatives. It tracks the repair status of components as they go through the repair process. Repair centers and MROs use the MRO-Tracker to provide customized repair status reports, automatically delivered to their customers by e-mail, thereby eliminating manual, time consuming and costly efforts that are normally associated with the repair order management, tracking and reporting process.







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• Our **Calibration** feature, supported by CalibrationSearch.com, is a comprehensive system which assists repair centers in finding calibration labs capable of calibrating test and measurement equipment. Using this feature to search calibration labs and measurement equipment is free of charge.



QUICK FACTS BY PRODUCT

REPAIR CAPABILITIES

Repair capabilities listed:	3,300,000+
 Repair Centers listing their capabilities: 	500+
 Total page views per month: 	50,000+

MRO-TRACKER

 Number of participating MRO customers: 	2,300+
 Number of participating MRO suppliers: 	1,900+
Number of MRO-Tracker Users:	5,000+
 Number of MRO-Tracker status reports sent in 2013: 	600,000+

CALIBRATION SEARCH

Calibration Labs listed:	120
 Model numbers listed: 	500,000+

MYAERO.NET

New Users per Month	ca. 2,500
Listed Companies	15,000+
Listed Facilities	28,000+
Part Numbers	37,000,000+
• Specialties	300+
• Airlines	1000+
Aircraft	1000+
• Engines	2,500+
ATA-Chapters	350+



WHAT MAKES US DIFFERENT

OneAero MRO is the place where repair business gets done! Every day hundreds of repair administrators from airlines, parts suppliers and repair centers use our system to find repair sources, track repair orders, or find calibration lab to their test equipment.

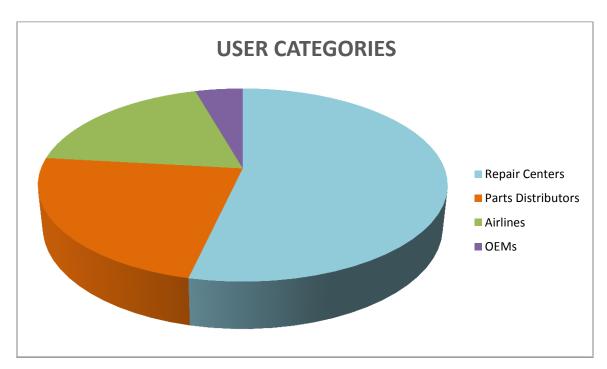
If you are wondering what makes us different, consider this question: What do all these online aviation databases have in common?

ILS Mart®
PartsBase®
Aeroxchange®
FiPart®
Parts Logistics®
StockMarket®



Answer: They ALL, <u>without exception</u>, specialize in the listing and selling of Inventory. Repair information is a "me too" product for most of these companies. OneAero MRO is the <u>ONLY</u> site focused **EXCLUSIVELY** on the aviation repair market, and is the #1 choice of repair centers around the world.

USER BREAKDOWN





42,000 5000

74%



SITE STATS (30 Day Sample OCT. 2013)

Page Views - OneAero-MRO.com:	142,397
Total Number of Airlines:	1000+
• Total Number of Parts Suppliers / OEMs:	350+
• Total Number of Repair Centers:	560+
Total Number of New Users:	2,443
Total Number of Repeat Users	11,325
Repair Capability Product	
Number of Capabilities Listed:	3,365,236
Percentage of Active Capabilities with Pricing Data:	83%
Number of Shops Listing Repair Capabilities:	523

MRO Tracker Product

Avg. Number of RFQs:

• Avg. Number of Capability Searches:

• Percentage of RFQs with Responses Sent:

• Number of customer/supplier transactions processed:	150,000
Number of customer/supplier data connections:	15,000+

REACH YOUR TARGET MARKET EVERYDAY

Each year hundreds of companies spend millions of dollars to advertise in printed publications, and tradeshow, but many neglect to understand the superior return on investment from web based advertising.

Fact: Online advertising is a 100 times more effective than print advertising. Why? Because print advertising typically gets one impression for every 900 impressions online. Additionally, there's simply no guarantee that the target market you want to see your print ad will ever actually view it.

Fact: Return on investment is far superior in every way to trade shows. Why? For the same reasons mentioned above for print advertising. There is simply no guarantee that your target market will see, or even visit, your booth. The number of impressions is insignificant when compared to the amount of impressions advertisers receive through repeat visits online EVERY DAY.

Fact: Online advertising is usually a fraction of the cost of print advertising and tradeshows. Dollar-fordollar there is no better advertising medium than online advertising. The cost per impression is a fraction of what you would normally pay for a print ad, or to exhibit at a tradeshow.



Home of the Annual Top Shop Awards



2013 Top Shop Award Recipients



2013 marks the 5th year of the annual Top Shop Awards. The purpose of these awards is to recognize the repair centers that provide superior customer support, excellent turn-around-times and competitive repair pricing. Only 17 out of over 500 repair centers listed on the OneAero MRO database were selected to receive this award.

All winners of the Top Shop Awards were nominated, and ultimately selected, by their peers in the aviation industry. OneAero MRO tabulated all the nominations to create a "short list" of finalists. The Finalists list was then distributed to a panel of 20 airlines and suppliers, from around the world, that were responsible for selecting this year's winners.

The awards are presented each year at the MRO America™ trade show, sponsored by Aviation Week®.



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Search Only and Repair Center customers have two payment options: monthly payments or prepayment.

SEARCH ONLY

Repair Search Customers

Pricing is calculated on a case-by-case basis, depending on your company's business characteristics, company size, number of facilities, number of users, etc. Monthly, or prepayment options are available.

REPAIR CENTERS	Monthly	Prepay	
List , Search, Unlimited Users			
*Unlimited Searching, Unlimited Listing of Data, Unlimited Users			
	\$159/Mo.	\$1908/Yr.	
	€120/Mo	€1450/Yr.	
	•	•	

MRO-TRACKER

Pricing is calculated on a case-by-case basis, depending on your company's business characteristics, the implementation complexity, company size, number of facilities, etc. Subscription includes unlimited access to all MRO-Tracker features. We also offer private label products and custom integration solutions.

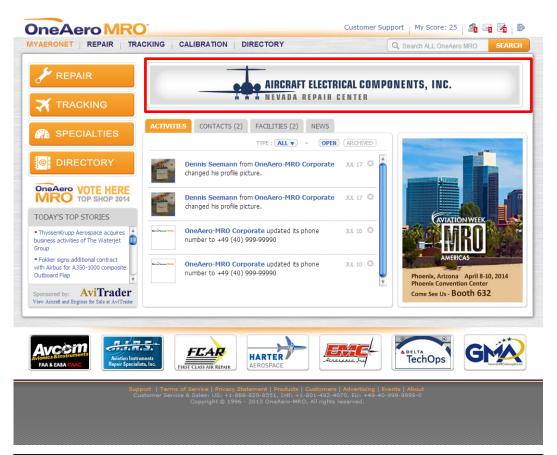
MRO-Tracker customers that are only using the MRO-Tracker system for monitoring and tracking of status data, provided by their repair vendors, can use the system free-of-charge.

CALIBRATION SEARCH.COM	Monthly Prepay
FREE TO SEARCH AND LIST DATA	\$0/ Mo. \$0
	€0/Mo. €0
Advertise on Categories	\$9/Mo. per Calibration Category
*Unlimited Listing of Calibration Data	



Advertising Rates

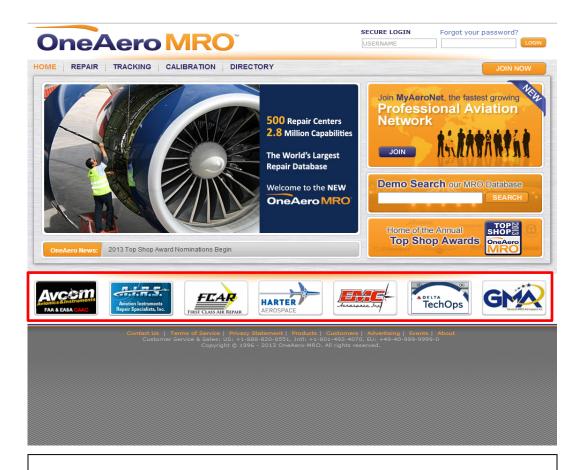
Homepage Long Rotating Banner Ad (highlighted in red)



- Landing Page after user login
- Rotating Banner (710x75 pixels)
- \$69 per month (appr. \$0.05 per view)
- Booking Period one year minimum
- Charging Period in advance
 - every 3 months
 - every 6 months (5% OFF)



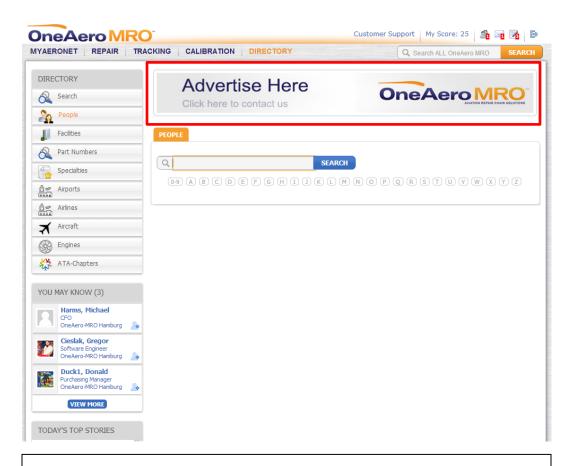
Footer Logos (highlighted in red) (SOLD OUT)



- On 17 different Pages (e.g. Welcome Page)
- Fixed Footer (120x73 pixels)
- \$899 per month (appr. \$0.02 per view)
- Booking Period one year minimum
- Charging Period in advance
 - 6 months
 - 12 months (5% OFF)



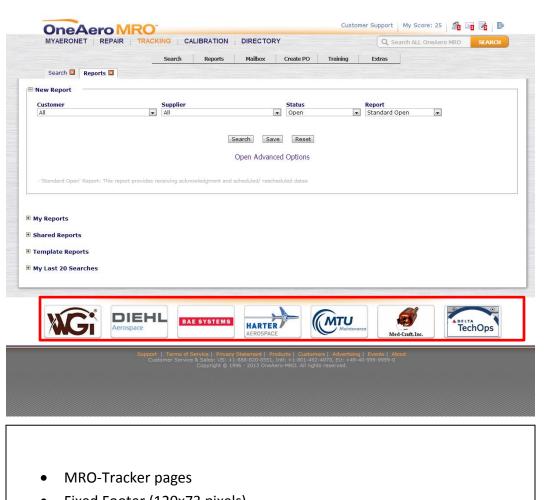
Directory Long Rotating Banner ad (highlighted in red)



- All Directory pages
- Rotating Banner (710x75 pixels)
- \$39 per month (appr. \$0.04 per view)
- Booking Period one year minimum
- Charging Period in advance
 - 6 months
 - 12 months (5% OFF)



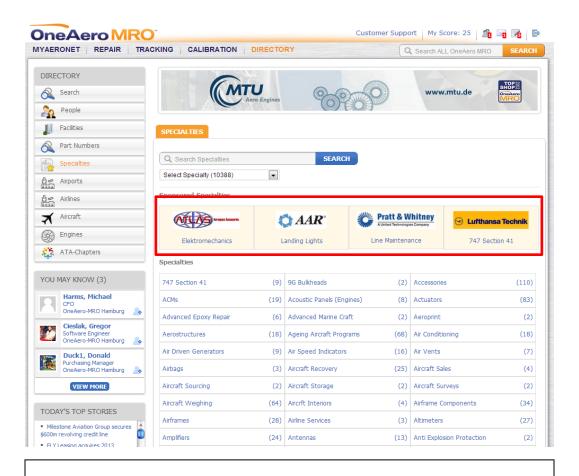
MRO-Tracker Footer (highlighted in red)



- Fixed Footer (120x73 pixels)
- \$649 per month (appr. \$0.01 per view)
- Booking Period one year minimum
- Charging Period in advance
 - 6 months
 - 12 months (5% OFF)



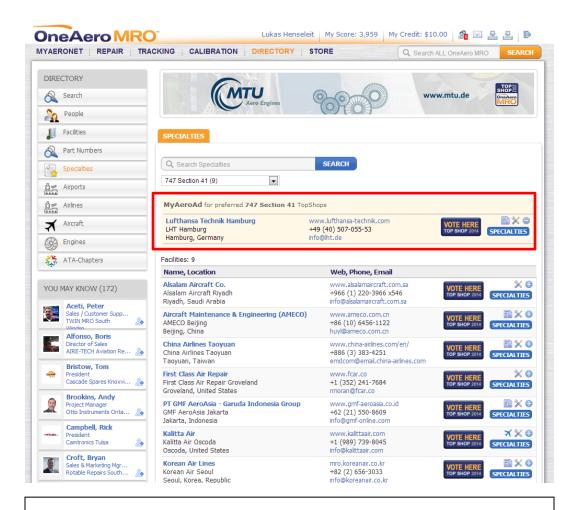
Sponsored Specialties (highlighted in red)



- Specialties in Directory
- Fixed Logo + Specialty
- \$19 per month (appr. \$ 0.04 per view)
- Booking Period one year minimum
- Charging Period in advance
 - 6 months
 - 12 months (5% OFF)



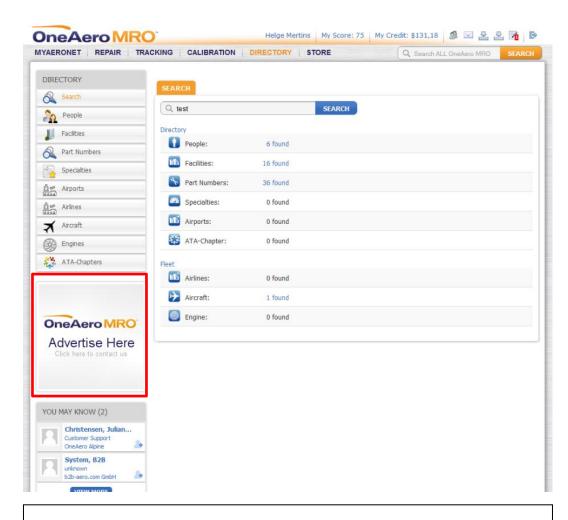
Sponsored Specialty Search Result (highlighted in red)



- Directory specialty search results
- Highlighted search result
- \$9,99 per month per specialty (\$ 0.04 per view)
- Booking Period one year minimum
- Charging Period in advance
 - 6 months
 - 12 months (5% OFF)



Rectangle Ad (highlighted in red)

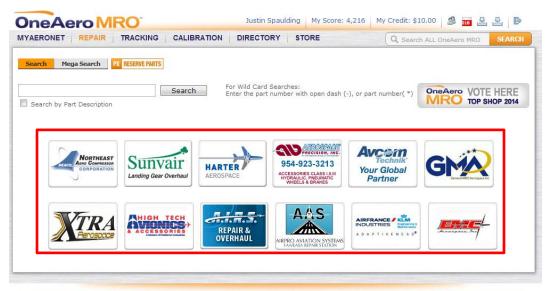


- All Pages except for the Dashboard
- Fixed Banner (200x200 pixels)
- \$49 per month (\$ 0.04 per view)
- Booking Period one year minimum
- Charging Period in advance
 - 6 months
 - 12 months (5% OFF)





Fixed Ads – Part Search Pg. (highlighted in red) (SOLD OUT)





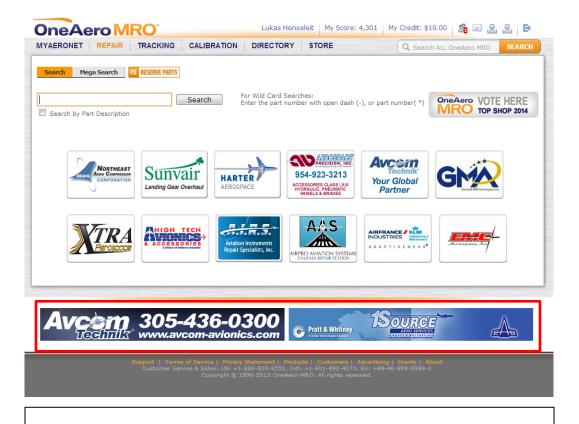
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- Landing Page of Repair Product
- Fixed Ad (130x90 pixels)
- \$499 per month (appr. \$0.04 per view)
- Booking Period one year minimum





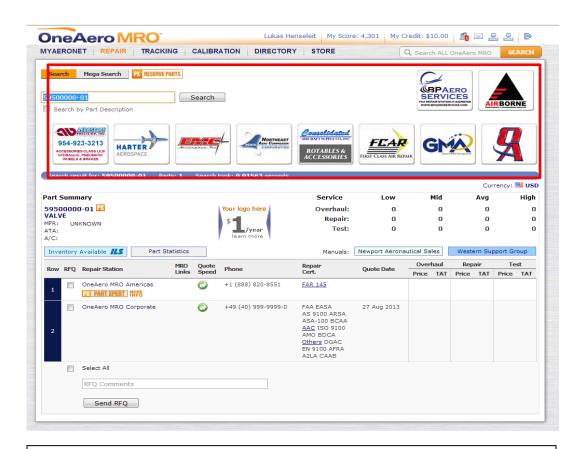
Long Rotating Banner Ad Repair (highlighted in red)



- Landing Page of Repair Product
- Rotating Banner (468x60 pixels)
- \$89 per month (appr. \$0.03 per view)
- Booking Period one year minimum



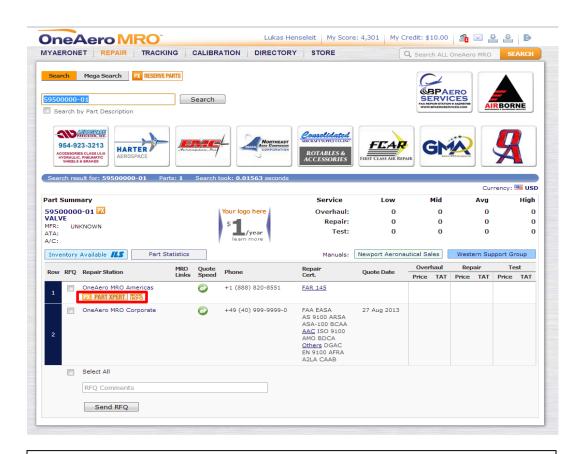
Search Results Page - Static Banners (highlighted in red) (SOLD OUT)



- On every Repair Search Results page
- Fixed Ad (130x90 pixels)
- \$899 per month (appr. \$0.02 per view)
- Booking Period one year minimum



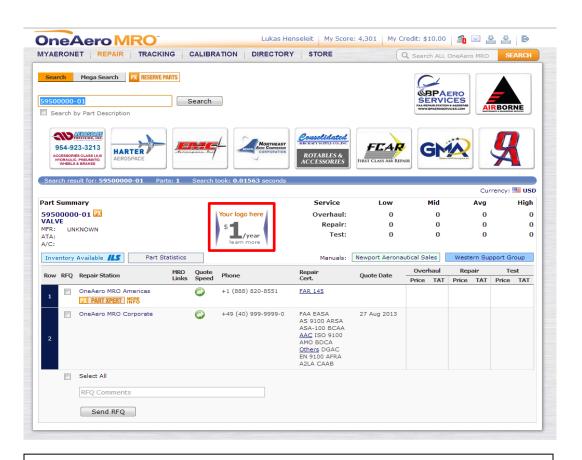
Part Xpert (highlighted in red)



- Displayed on specific PN you have reserved
- Lists you as a part expert on top of search result
- \$4 per part per month
- Booking Period one year minimum



P/N by P/N Advertising (highlighted in red)



- Displayed on a specific part number
- Fixed Logo (100x80 pixels)
- \$1 per Part per year
- Charging Period 1 Year in advance





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