



AFRA Panel Discussion

Digital Economy of End-of-Life Aircraft Management

Moderator: Bradley Gregory, Air Salvage International Limited

Panelist: Ayce Celikel, Director, Co-Founder, AeroBay

Panelist: Mori Larijani, Sales Manager, StockMarket.aero

Panelist: Tracy Andrews, Senior Vice President, Universal Asset Management



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Digitalization Will Disrupt Aviation Business? The Shift to Consumer- Driven Competition

Ayce Celikel, acelikel@aero-bay.com

Aerobay

Is aviation business follow the trend?

"Add to Cart" "Click to Buy"

Will traditional industries adopt of integrated information and communication technologies ?



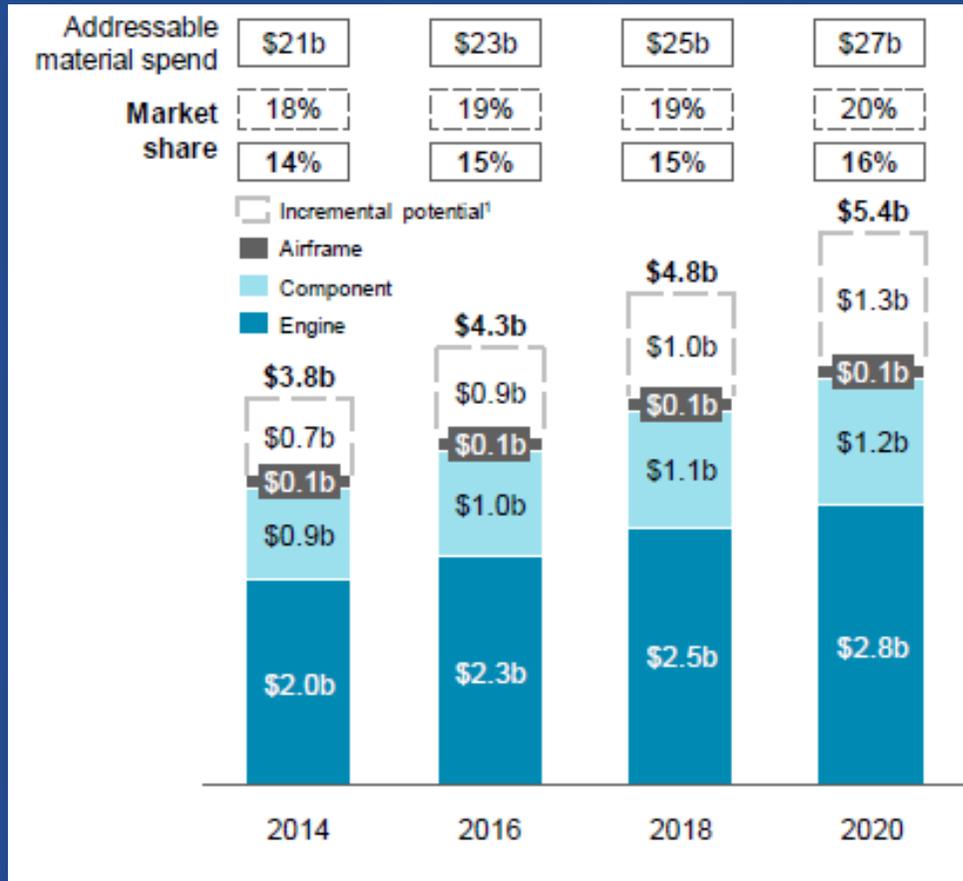
THERE ARE OFFICIALLY MORE
MOBILE DEVICES THAN PEOPLE IN
THE WORLD
THE WORLD IS HOME TO 7.2
BILLION GADGETS, AND THEY'RE
MULTIPLYING FIVE TIMES FASTER
THAN WE ARE.

2014...



Second Hand Market?

Which Sources feed the 2nd hand market ?



Aircraft retirement

+

Slow & Non-moving items on the shelves
(Airlines & Operators)

+

New Surplus & Used parts
from OEMs

Problematics of the buyers and sellers ..

- Airlines
 - Surplus stock, non moving stock, no time for inventory, selling
- Brokers
 - How to find interesting stock
 - How to best sell quickly,
 - Make the most ROI (Find cheap, sell high)
- MRO
 - Quick fix to clients
 - Finding the right amount of stock, pricing etc..

« Lots of non-moving stocks from airlines & operators »

« RFQ* / Quoting) can be long & need time and resources »

« Mostly urgent parts are searched i.e. AOG, instead of sustainable planning »

E-commerce: The Shift to Consumer-Driven Competition

- 24h/d 7d/w 365d/y
- Expanded choices
- Lower prices
- Better interactions, shorter and faster circuit
- Targeted customers
- Mass customization and 1-1 marketing
- Safe and secure transactions



Disruptive effects of digital economy?



**TIME
CHANGE**

- Set a new bar and **unified standard** in consumer convenience,
- Post-customer **experience** (After market efficiency)
- Disruption based on **convenience**
- To increase revenues, improve **efficiencies** and enhance the 'customer journey'.
- To allow firms to **reorganise** their internal operations and distributions.



What else can be done (Added value vs Hurdles)

- Big data (key indicators of consumer activities)
- Better knowledge and visibility of market
- IPR?
- Data has to be updated
- Quick response time needed..



Risks and mitigation

- Reorganise the internal operations?
- Change of business model from OEMs?
- “Bricks and mortar” delivery versus to “clicks” and Internet delivery
- Digital solutions from inventory to e-marketplace



Aerobay at a glance...

The first web-based BtoB marketplace for distribution of aerospace spares: promote, sell, buy, and more..

Digital communication

SEO

On-line distribution

E-Sales

Consignment



The banner features the Aerobay logo with a green arrow forming a circle around the 'o' in 'bay'. Below the logo is the tagline 'BUY, SELL & RECYCLE'. To the right, a grey box contains the text 'PROACTIVE COMMUNITY FOR BUYERS & SELLERS'. The main image shows a laptop displaying a grid of product listings and a hand holding a blue credit card. Text on the right side of the banner reads 'FREE E-SHOP', 'GROW YOUR NUMBER OF CUSTOMERS', and 'REACH NEW MARKETS'.

New OEM spare products

E-shop solution

Used parts

Non-moving parts sales

Flash Sales



amazon

Alibaba.com
Global trade starts here.™

ebay



... How it works for the Buyers



622-4808-001

LOCATION
DINARD, FRANCE

CERTIFICATES
164_622-4808-001.pdf

PRICE
\$ 4000⁰⁰

QUANTITY
1

BUY NOW

MAKE AN OFFER

DOWNLOAD

Traceability, EASA/FAA documents attached, Shop finding reports, ..

SELLER INFO
Login to see seller info.
+33 1 71 19 45 81
support@aero-bay.com

Immediate purchase via **BUY NOW** or **MAKE AN OFFER** feature to negotiate prices with the seller

PILOT FLIGHT DIRECTOR INDICATOR

PRICING POLICY
Negotiable

PAYMENT METHOD
Escrow, Direct Payment

SHIPPING POLICY
Ex-Works

ADDITIONAL INFORMATION
From Falcon 50 MSN 111 operated by French owner Regourd Aviation

CONDITION
SV (Serviceable)

WARRANTY
None

AIRCRAFT ELIGIBILITY
Falcon 50

SERIAL NUMBERS
1024

Shipping is buyer's responsibility.

Questions and answers about this item

Secure payment :
✓ Direct wire transfer
✓ Credit/Debit Card
✓ Secure escrow account via MANGOPAY

ATR
Various ATR parts currently available on Aerobay.

CHECK NOW

Airbus
Various A300-600 parts currently available.

CHECK NOW

Boeing
Various B737 parts currently available.

CHECK NOW

Dassault Aviation
Various Falcon parts currently available.

CHECK NOW

Seats
Various seats and seat piece parts for sale.

CHECK NOW

THANK YOU, QUESTIONS?

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Q & A

