

V E L I N G
TAYARA

E X E C U T I V E
A I R C R A F T
L E A S I N G

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*W*elcome to **VELING TAYARA LTD**, the leasing concept for business aviation that provides a bespoke financial mechanism to lease your existing or new business jet as an alternative to direct aircraft finance or outright purchase.

In today's environment, there are smarter ways to invest your capital than in a depreciating asset. Let Veling Tayara walk you through the benefits of leasing your aircraft, freeing your capital for investments in assets that appreciate and build value for your company shareholders and personal wealth, whilst at the same time optimising and enjoying the benefits of your business jet by benefiting from one of the many advantages of an 'off-balance-sheet' asset.



“THE BENEFITS OF USING
AN AIRCRAFT WITHOUT
THE INCONVENIENCE OF
OWNING AN AIRCRAFT”

WHAT DOES VELING TAYARA OFFER THE BUSINESS AVIATION MARKET FOR CLIENTS TO CONSIDER?

Veling Tayara offers more than just an operating lease package for your business jet. It offers a bespoke leasing structure that is designed to be simple and straightforward. It removes the burden of owning the asset and provides inherent options throughout the lease period, offering:

FLEXIBILITY *Allowing the client to opt into a newer generation and larger aircraft at any time, whilst maintaining the lease.*

FREEDOM *To customise an aircraft to your requirements as part of the lease agreement.*

INDIVIDUALITY *Allowing the client to charter the aircraft under their own operating management company.*

IDENTITY *To have the aircraft painted in the client's corporate or personal colours.*

CHOICE *To select from a wide range of management companies approved by the lessor, providing competitive rates for management and insurance.*

OPPORTUNITY *To return the aircraft at the end of the lease or extend the lease to dovetail with the client's business requirements.*

VALUE *Structuring a lease package that works for the client in terms of monthly lease costs and cash flow.*



WHO SHOULD
CONSIDER LEASING?

- PRIVATE OWNERS
- CORPORATIONS
- GOVERNMENT VIP

“WHY USE EQUITY TO FINANCE A DEPRECIATING ASSET?”

OWNING VS LEASING

OWNING

MAIN DISADVANTAGES

- *Aircraft depreciates in value from day one.*
- *Large outlay of equity upfront.*

OWNERSHIP RISK

- *Selling used aircraft is not an owner’s core business.*
- *Aircraft trade-ins are never to the advantage of the owner.*
- *Aircraft resale price is affected by economic climate.*
- *The owner always bears the residual value risk.*

In contrast to the ownership scenario, leasing offers a win-win situation for both client and lessor, with the latter taking the residual value risk through and after the lease, while the lessee avoids the burden of capital outlay.

LEASING

SALIENT ADVANTAGES

- *An “off-balance-sheet” transaction for client.*
- *Client’s lease payments become part of the operating costs.*
- *Client has no need to meet the full cost of the aircraft at delivery.*
- *Use available equity to invest in appreciating assets.*

HOW DOES IT WORK?

1. *Select aircraft and execute purchase agreement with seller.*
2. *Lessor assists in managing the purchase process.*
3. *Client executes lease agreement with Veling Tayara.*
4. *Client makes a (refundable) security deposit to lessor.*
5. *Lessor takes over client’s purchase agreement obligations.*
6. *Client pays lease rentals and maintenance reserves during lease term.*
7. *Client pays all operating costs, inclusive of insurance, engine/airframe maintenance programs, and crew.*

AT LEASE EXPIRY

- *Option to extend the lease or return the aircraft.*
- *Lessor returns security deposit to lessee.*

VELING TAYARA is a subsidiary of Veling Ltd. Veling has been in the commercial airliner leasing business for over 12 years with a combined 150 man years' experience in commercial aviation, finance and the legal sector. Veling is rated in the top 50 aircraft lessors worldwide and is a member of the International Society of Transport Aircraft Trading (ISTAT). The company is based in Mauritius with offices in London.

Veling Tayara is a neutral, independent company that provides a financial service to the business aviation industry worldwide, offering its services to all aircraft manufacturers, corporations and business aircraft owners through leasing options as an advantageous mechanism for aircraft utilisation whether for private, government, corporate or fractional use.

The board of Veling Tayara derives its strength from both the experience of Veling and the knowledge of board members from the business/executive aviation arena, whose skills and experience collectively span more than 65 years in the sector. During this time they have held prominent management positions with various leading manufacturers.





COLIN STEVEN **MANAGING DIRECTOR**

Colin Steven, Managing Director of Veling Tayara, has extensive international experience within the executive aviation arena focused on Europe, the Middle East and Africa, leading sales and marketing activities for the past 23 years in senior and key positions.

Colin started his career with Cessna Aircraft Company as Director of Sales for Africa and the Middle East before being appointed by Gulfstream as Vice President for Sales and Marketing Northern Europe, later joining Ernie Edwards (see overleaf) at Swift Aviation Group as Vice President for Sales and Marketing for Europe.

Together, Colin and Ernie were appointed as Vice Presidents to structure a professional organisation for the marketing and sales of Embraer Business Jets and form their appropriate divisions. Colin was responsible for heading up Embraer sales and marketing for Europe, the Middle East and Africa.

Colin is married with three children and is based in Dubai, at the headquarters of Veling Tayara.

ERNEST J. EDWARDS **CHAIRMAN**

Ernest (Ernie) Edwards has been in the aviation industry for 45 years. As Chairman of Veling Tayara he brings a wide and varied level of experience in all aviation matters, but particularly in business aviation.

In December 2013 he retired from Embraer S.A., where he held the position of President of the Embraer Executive Jets Division. Prior to this appointment, Ernie served as Embraer's Vice President of Sales & Marketing for the North American, Canadian and Mexican regions.

Before joining Embraer, Ernie held top managerial positions as President of Swift Aviation Group, Vice President of Sales for Gulfstream International and Western Division Director of Sales for Cessna Citation in North America.

Ernie has chaired the Environmental Committee and sat on the Finance Committee at GAMA, the General Aviation



Manufacturers Association. He was also an active participant as a member of the Aviation Manufacturers Advisory Council (AMAC) at the National Business Aircraft Association and is an accomplished pilot with over 3,500 hours' jet experience.

Ernie is married and has four children and lives in Boca Raton, Florida.



NIRVAN VEERASAMY DIRECTOR

Nirvan started his career as a young airline analyst at Airbus Industrie in 1983 and was promoted to a Sales Director position two years later, with responsibility for major sales campaigns throughout Asia. In 1993 he incorporated a company specialising in offshore aircraft registration, placing and managing a number of business jets and airliners under the Mauritius registry.

In 2002 Nirvan established Veling in association with Uday Nayak. Veling has since purchased and leased aircraft to major airlines and today is in the top 50 aircraft lessors. In 2005, and at the request of the Prime Minister of Mauritius, Nirvan was appointed Managing Director of Air Mauritius and initiated a turnaround plan for the airline. Nirvan is an alumnus of Cranfield University and Harvard Business School. He is married with two children.

UDAY NAYAK DIRECTOR

Uday comes from a business family in India and has a wealth of knowledge in dealing with companies in the Indian Sub-continent and Middle East. He has extensive banking expertise in structured finance.

The combined wealth of knowledge and experience that both Nirvan and Uday bring to Veling Tayara and the business aviation sector will provide a powerful platform and structure to offer the most competitive lease rates and customer service in the industry.



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