



Toluca, Estado de México, December 2024December 11, 2024

**Aerolíneas Ejecutivas** is the leading company in Private Aviation in Mexico, founded in 1968 as the country's first executive air service. Since its inception, it has been characterized by innovation and a constant pursuit of improvement in its services, developing disruptive products that have positioned it as a benchmark in private aviation in Mexico.

Aligned with our strategy of innovation, institutionalization, and growth, we developed the **"Fly Forward"** project in collaboration with **London Consulting Group**. This project aimed to enhance our working systems to achieve operational excellence, meet strategic objectives, and increase the profitability of the group. Our company has experienced a significant increase in its Organizational Maturity Level, progressing from 42% in an Emerging Level to 77% in a Managed and Predictable Level. This advancement has positioned us as an organization that operates with standardized processes and manages through reliable KPIs.

These achievements are reflected in the following results:

### 35% Improvement in EBITDA of MexJet (Main Business Unit)

#### Sales:

- Design and implementation of a negotiation model to renegotiate contracts, optimizing non-profitable agreements.
- Development of a customer segmentation model in Salesforce, enabling identification and focus on key clients.
- Creation and integration of a sales and post-sales management model in Salesforce, automating tasks, enhancing communication, and increasing customer satisfaction.

#### Flights Operations:

- Improvement in Ferries (empty legs), leading to a direct reduction in operational costs.
- 32% Improvement in third-party aircraft rentals, resulting in lower cost per flight-hour.
- 25% Improvement in crew fatigue, contributing to a decrease in crew payroll costs.
- 17% Improvement in foreign vs. domestic fuel loading, reducing cost per gallon.
- Implementation of results-oriented goals, KPI management, Business Intelligence dashboard adoption, and a performance-based variable compensation model.

#### ALE Service Center (Maintenance):

- 16% Improvement in Overall Equipment Effectiveness (OEE).
- 15% Improvement in maintenance technician occupancy.
- Implementation of results-oriented goals, KPI management and Business Intelligence dashboard.
- Implementation of a digital model to manage maintenance tasks using SaaS (Monday).
- Creation of agile maintenance committee using Scrum to improve client-supplier communication.

#### Staff:

- Design and implementation of the organizational structure.
- Reduction in payroll costs in the areas analyzed.
- 11% Improvement in sales expenses through the implementation of a spending control policy.
- Implementation of supplier negotiations model that resulted in a 9% savings on negotiated accounts.

Thanks to the implementation of agile methodologies and the adoption of digital tools, we have projected an **annualized ROI of 3.8 to 1**. In light of these results, I highly recommend London Consulting Group, emphasizing the professionalism of their team and the effectiveness of the methodology used in the project.

Sincerely,



Manuel Sierra  
CEO Aerolíneas Ejecutivas

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