

> IBA Group: Experts Passionate about Aviation



Approaching its thirtieth year in business, IBA is a leading independent aviation consultancy passionate about the sector. Combining a unique dataset, analytical excellence, and decades of expertise, it supports clients on investments, operations, and transitions. IBA works with investors, lessors, OEMs, and banks to enhance decision making around both opportunities and risk.

The aviation sector continues to grow. Air travel is forecast to double over the next fifteen years and, with leasing now accounting for over 40% of the global fleet, the dynamics of the industry have changed dramatically - leasing brings flexibility and accessibility. IBA is in a unique position to advise the industry being the only consultancy to provide valuations expertise, asset management, and advisory services on investments and operations.

From advising investors on which aircraft type or region to invest in or avoid, to warning lessors of shifting market dynamics or improving the management of reserves; appraising aircraft and engine values for banks, to conducting market analysis for OEMs - IBA's difference lies in its ability to be constantly abreast of the risks and opportunities faced by stakeholders in the aviation industry.

IBA is led by CEO Phil Seymour, an industry veteran with over thirty years' sector experience; Chief Commercial Officer Owen Geach, who has grown client relationships in the aviation, banking, and travel industries for more than forty years; and Chief Intelligence Officer Dr Stuart Hatcher, responsible for spearheading IBA's valuations, modelling, and data activity including IBA.iQ, IBA's unique data platform.

The advisory practice is led by Paul Lyons who, with a background in business

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intelligence, oversees research conducted around transactions, operators, counterparties, and risk. The team draws upon the varied backgrounds at IBA and combines its aviation experience with strategic analysis, business intelligence, and research expertise plus access to proprietary data. This enables IBA to drive creative answers to difficult questions.

With seven ISTAT appraisers, and an unmatched breadth of qualitative and quantitative inputs, IBA is able to offer its clients unmatched breadth across data, technical, and industry experience. As such it is able to provide a range of advice and solutions in relation to complex and strategic aviation challenges and opportunities: be that selecting a fleet, reducing costs, or better understanding a market, an operator, or competitor. ✱

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