



PRESS RELEASE

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Avooma Airlines (UK) Limited
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Avooma Airlines (UK) Limited and beregional Limited Announce Merger

This merger creates a new and stronger company in a major step towards enhancing regional connectivity across the UK.

Blackpool, 01/07/2024. Avooma Airlines (UK) Limited and beregional Limited are pleased to announce their intentions to merge as of today (1st July 2024), following a period of constructive dialogue between both companies.

The combined company will operate under the Avooma Airlines brand and Blackpool headquarters. Together, we will continue to prioritise both companies' existing values, remaining true to our promise of serving communities with accessible, year-round air service from a local operator we are committed to creating an industry leader in regional aviation.

Jon Davies will continue as Chief Vision Officer of Avooma and those involved at beregional will take on roles within the combined company over the course of the coming weeks and months.

"The regional aviation marketplace is extremely competitive, and past history has shown that a crowded market does not perform well, so it simply doesn't make sense for both Avooma and beregional to attempt to establish themselves separately and then try competing against each other for customers on the same, or similar, routes," Avooma's Chief Vision Officer, Jon Davies, said.

"As a combined and stronger company, we will continue assessing demand and I'm very encouraged by all the interesting suggestions that are currently being submitted via our website. I'm looking forward to attending the Farnborough Air Show towards the end of this month to continue discussions with various manufacturers and suppliers: if anyone wishes to arrange a meeting whilst I'm there, please do get in touch."

A spokesperson for beregional has said: "Whilst it is sad to be saying goodbye to purple so soon, we're excited to be saying hello to the blue, green and yellow of Avooma Airlines going forwards. Avooma's focus on efficiency, innovation and sustainability seamlessly aligns with beregional's mission to enhance & restore essential connectivity.

Our commitment to serving the UK's regions is, and will now be, even stronger than ever.”

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About Avooma Airlines (UK) Limited:

Formed in July 2020, originally as Lakeland Airways, Avooma Airlines (stylised as 'Avooma') is on a mission to create a better, bigger & bolder airline with efficiency in mind. It aims to enhance regional connectivity by providing affordable, daily, non-stop scheduled flights to destinations across the UK & Europe utilising a fleet of comfortable & environmentally sustainable aircraft.

About beregional Limited:

beregional was formed in April 2024 with the intention of restoring vital UK connectivity to underserved regions in a sustainable and accessible way. It will now continue this vision as part of a combined entity under the Avooma brand.