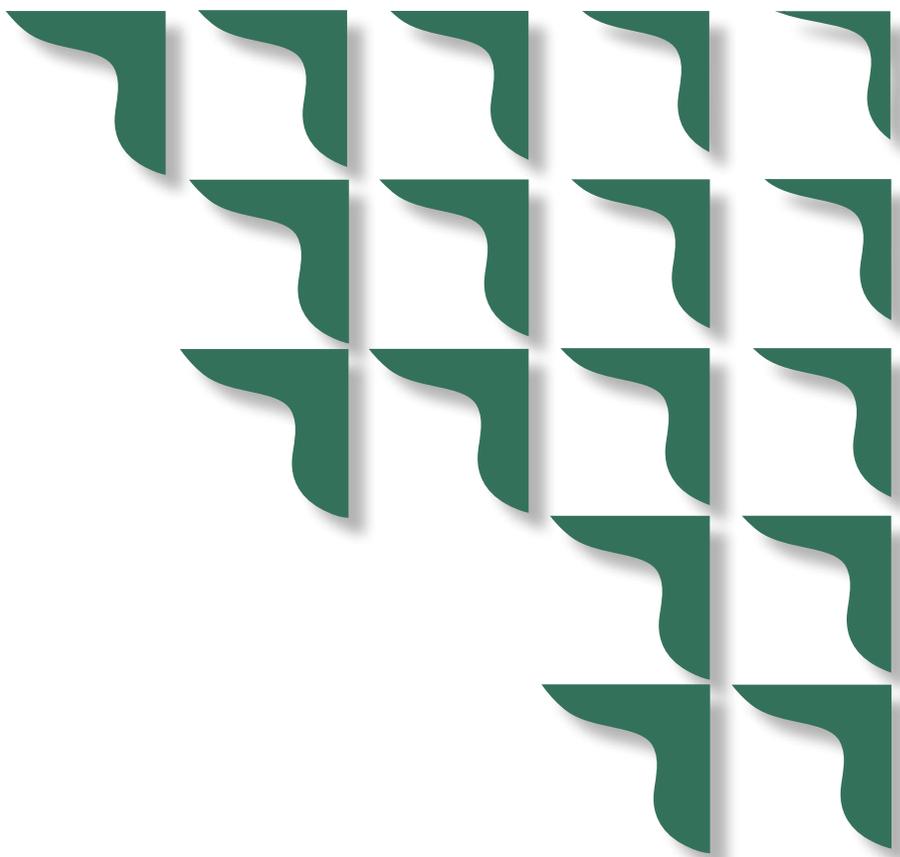


# our approach to safety



sentient  
jet

## our safety promise

Sentient Jet has built a remarkable safety culture. We believe that safety is the job of every employee, from our Chief Safety Officer to our service delivery teams, as well as the operators and pilots who have been carefully selected and certified to participate in our programs.\* In every area, Sentient is committed to being a true leader in the advancement of safety in private aviation.

To deliver on our promise, we have developed a 9-point Sentient Certified safety program, covering both internal Sentient activities as well as those of the operators participating in our programs, that is recognized throughout the industry as both rigorous and innovative.

\* Sentient Jet Cards are programs of Sentient Jet, LLC, and Sentient Jet Charter is a program of Sentient Jet Charter, LLC (together with Sentient Jet, LLC, "Sentient"). Sentient arranges flights on behalf of jet card clients (through Sentient Jet, LLC) and charter clients (through Sentient Jet Charter, LLC) with FAR Part 135 air carriers that exercise full operational control of charter flights at all times. Flights will be operated by FAR Part 135 direct air carriers that have been certified to provide service for Sentient jet card clients and charter clients and that meet all FAA safety standards and additional safety standards established by Sentient.

# 1. guided by outside experts

The Sentient safety program was developed in conjunction with a group of the most senior aviation experts in the world. Comprised of former officials from the Federal Aviation Administration (“FAA”) and National Transportation Safety Board (“NTSB”), our Independent Safety Advisory Board was created and established by Sentient in 2005, and remains unique in the private aviation industry. The Board continues to guide and inform all safety initiatives at Sentient and provides proactive insights and recommendations to our full-time Chief Safety Officer and Executive Management team. These are then implemented by the Company and the operators that fly for our programs.

## sentient’s independent safety advisory board

### **Dave Thomas, Chairman**

#### **Former Director, Office of Accident Investigation, FAA**

With more than 38 years of aviation experience, Mr. Thomas brings an exhaustive knowledge of all aspects of accident investigation and prevention, safety management, and aviation emergency planning.

### **Greg Phillips**

#### **Former Lead Investigator, NTSB**

Bringing more than 30 years of aviation experience, Mr. Phillips was a leader in accident investigation in the capacities of engineering specialist, U.S. Accredited Representative, and Investigator-in-Charge. Mr. Phillips is also a retained Safety Advisor to Sentient to help ensure successful implementation of all safety standards and initiatives by the Company and by participating operators.

### **J. Chris Herzberg**

#### **Chief Operating Officer, Flight Options**

Chris Herzberg is responsible for leading Flight Options’ Operations Control, Owner Services, Operations Planning, Enterprise Procurement, and Maintenance teams. He has over 30 years of general aviation experience with emphasis in Fractional Management, FBO leadership, customer relations and brand standardization.

### **Joe Salata,**

#### **Vice President of Flight Operations, Flight Options**

Joe Salata returned to Flight Options in 2008, where he previously served as Vice President of Flight Operations from 2000 to 2005. He has over 33 years of aviation leadership experience and is retired officer from the US Air Force after a 20 year career as a fighter pilot. Joe is an Airline Transport Pilot and has type ratings in four different aircraft.

### **Charles Starkowsky**

#### **Chief Safety Officer, Sentient Jet**

Charles Starkowsky is a former training and security manager for Midwest Airlines. Mr. Starkowsky is focused on monitoring every aspect of our safety program and works directly with the Safety Advisory Board, as well as with Greg Phillips, our retained Safety Advisor.

### **Adam Hohulin**

#### **Vice President of Operations, Sentient Jet**

In this role, Adam is responsible for the management of Sentient’s Client Services, Flight Operations, Field Operations, Flight Safety and Flight Planning Teams. Prior to his current role at Sentient, Adam was the Director of OCC and accountable for Flight Options daily operations of over 210 aircraft. Before both Flight Options and Sentient, Adam spent 8 years as a professional pilot flying both turboprop and jet aircraft under Part 135 and 121.

## 2. supported by facts

Sentient has developed a comprehensive analytic approach to safety through our detailed online, real-time database. This system consolidates information with data accrued from multiple sources. It is continually updated, with most fields updated daily. This enables us to perform multiple automated safety checks with over 30 variables confirmed and validated before every trip. These sources cover data traditionally available to all providers, as well as information from custom reporting tools and data pulls specifically requested by and created for Sentient.

Through our operator certification process and our continued relationship building, we gather a significant amount of direct information and records. This information supplements the data collected from external sources. This can include more detailed pilot experience and training information and documentation, additional crew-member background information, operations specifications data, as well as aircraft maintenance records and logbook entries. Additional reviews cover operator health and maturity with vital statistics such as pilot attrition, identification/placement of key management (post-holders), certificate-based performance history and background checking of Carrier's relationship with, and accountability to, the FAA.

In addition, Sentient certifies each flight in real-time, ensuring that all safety standards are met. This process ensures each flight is reviewed multiple times prior to each trip based on information our system receives continuously from our database including:

- FAA and NTSB actions
- Pilot-in-Command and Second-in-Command records, certifications and flight time experience qualifications
- Pilots' medical class
- Aircraft insurance
- Operational control of aircraft
- Aircraft certification status

If at any time a Sentient Certified Flight Report indicates that a participating operator, pilot or aircraft does not comply with all our safety requirements, Sentient will arrange an alternate aircraft or operator to complete the trip. Sentient also conducts a final safety check 30 minutes prior to the flight to confirm our standards are met.

### **data sources**

Data collected includes: the Department of Transportation ("DOT"), the FAA, the NTSB, and the Aviation Safety Reporting System databases. The information from these sources then goes through a real-time integration within our own internal application.

### 3. certified operators

Selectivity and experience are central to our programs. Through a meticulous process, we have carefully selected and certified a small group of highly qualified operators that are among the best in the country. Sentient has developed strict standards for certified operators. We require each one to undergo both internal and independent examinations of their operations and management. If an operator, its pilots or its aircraft do not meet our exacting standards, then Sentient will not certify them and they do not fly for our clients.

To become a certified operator, Sentient requires an extensive examination that covers:

- Review of operator's FAA Operations Specifications Manual
- Review of corporate ownership and management team
- Agreement to initial and ongoing inspections and audits conducted by our field teams
- Review of individual aircraft history, including maintenance reliability
- Collection and verification of detailed insurance documentation
- Background check verification for every pilot and crewmember
- Review of pilot experience and training – work history, education, FAA license verification, Pilot Certificate history, etc.
- Collection and review of data and reports obtained directly from various FAA departments
- Physical aircraft inspection

Once approved, Sentient requires operators participating in our programs to have at least \$50 million of liability insurance on every flight, though the average is approximately \$142 million. Sentient has a separate aviation policy for \$100 million of liability insurance on every flight.

Sentient arranges more flights than any other charter procurement business in the country which allows us to develop and maintain preferred relationships with only the premier operators. Of note, fewer than 25% of the more than 575 charter jet operators in the United States have passed the certification process to fly for Sentient clients.

#### **liability policy**

For the security of our clients, Sentient Jet maintains a \$100 million aviation liability policy that complements the \$142 million average policy maintained by the certified operator.

## 4. established operating standards

Sentient has established a robust set of standards that cover how operators will work with us when flying for our clients. As part of the Operator Certification process, we work with operators to validate that the operator is capable of executing against our standards.

Once an operator has been certified by Sentient, we jointly establish a set of requirements for our clients' flights that meets all documented Sentient Operator Service and Safety Standards.

Sentient ensures the operator satisfactorily meets all additional Sentient standards, including:

- Flight crew-member qualifications
- Sentient's utilization of Sentient Certified Flight Reports
- The operator's crew assignment policies
- Terminal airspace procedures
- Policies with regard to weather minimums
- Mountainous airport operations
- Pilot-in-Command procedures and policies

Our standards document also delineates the flight-tracking process of each flight, which exemplifies the level of safety Sentient requires from certified operators.

## our jet supply solution

In working with a select group of operators, Sentient has designed a unique supply solution, which ensures we can meet our guaranteed service commitment year-round. All operators and aircraft must meet the same strict guidelines for service, quality and safety practices:

### **Dedicated Aircraft**

A key source is aircraft that are flown exclusively for Sentient programs by our certified operators under long-term arrangements.

### **Preferred Operator Network**

Our second source of aircraft comes from a small number of preferred operators who fly primarily for Sentient and are tightly aligned with the scheduling needs of Sentient programs.

### **Certified Operators**

We have certified a network of approximately 125 operators with additional aircraft available outside of dedicated aircraft and the Preferred Operator Network.

## 5. pilot qualifications

In addition to certifying operators, the operator's crew members must be individually certified by Sentient. Pilots must uphold a high level of safety standards, exceeding FAR Part 135 regulations in a host of categories, including: Total time in a particular aircraft type; Total flight hours as Pilot-in-Command; and, Total flight hours as Pilot-in-Command of a specific aircraft type.

While each Sentient Certified pilot must meet minimum standards, what is more impressive is the actual experience level of pilots certified to fly our clients. We constantly monitor the experience of pilots who fly for our program. The most recent figure shows that the average total flying time for pilots who were captain for flights we arrange was over 9,400 hours.

*“Sentient sets a strong standard for safety in private aviation by taking a rigorous approach that extends well beyond the strict FAA requirements for Part 135 operations. As chairman of Sentient’s Independent Safety Advisory Board, my goal is to continually provide proactive safety insights and recommendations that will help Sentient and the operators certified in its network take every step possible in the best interest of Sentient clients.”*

**-Dave Thomas, Safety Board Chairman**

## 6. constant oversight

The commitment to safety continues with our Field Operations Team. This team is comprised of five full-time employees whose sole responsibility is to meet on a regular basis with each of our certified operators to perform onsite audits and evaluate their performance. Each aircraft, pilot and operator is subject to this ongoing evaluation process.

Our Field Operations Team is 100% dedicated to maintaining the day-to-day relationships with the management team and employees of each operator, providing Sentient with the direct and intimate knowledge needed to understand each specific operation. The ultimate goal of this team is to monitor and evaluate all operational, service and safety issues of an operator to ensure they are suitable for on-going certification.

Additionally, Sentient employs a nationwide team of Aircraft Inspectors who review and assess aircraft and operators to ensure compliance by the operators with all Sentient safety and standards. Inspectors also help make recommendations about which aircraft will continue to be Sentient Certified and participate in our programs.

## 7. rigorous preparations and management

The 24/7 Command Center at Sentient houses our professional aviation department. This department is dedicated to ensuring the rigorous Sentient safety standards are always met and our service promise upheld. The Flight Management Team puts each flight through a number of review processes to ensure all flight precautions have been addressed in regard to booking feasibility, aircraft performance, and weather monitoring. These reviews serve as a means of minimizing service disruptions to our clients.

The day prior to each flight, representatives from each of our service delivery teams meet to review every flight scheduled over the next 24 hours for potential safety or service related issues that could delay or disrupt your plans. The goal of the Daily Flight Review is to identify any potential issue in advance, develop an acceptable alternative solution if needed, formulate a communication plan, and coordinate execution.

Once every detail has been verified, flights are monitored from the point when your crew checks in for their pre-flight service briefing through your safe landing at the desired destination. Our fully integrated and automated Flight Tracking Team uses state-of-the-art tracking technology to monitor the National Airspace System and the real-time status of all flights. They are also responsible for coordinating and communicating any disruption to the schedule, ensuring all quality standards are being met for catering services and updating ground transportation providers as the flight progresses.

### daily flight review

For each flight, we verify every safety and operational detail in advance and are in continual communication with the operator to understand any issue that could disrupt your plans. An essential part of our planning process that is unique to Sentient, the Daily Flight Review includes a review of every critical element:

- Feasibility to ensure safe operating conditions
- Reconfirmation of the Sentient Certified Flight Report
- Condition of airport & facilities
- Weather tracking
- Aircraft performance
- Passenger and baggage load
- Full compliance by the operator with all established FAR Part 135 and Sentient safety standards

### flight monitoring

After the Daily Flight Review process, all flights are monitored by one of the largest fully integrated command centers in the country. Our Flight Tracking team is responsible for identifying and reporting any delays or service disruptions:

- Operations and maintenance coordination
- Flight feasibility and legality checks
- Weather, routing and airport analysis
- Flight following and air traffic control monitoring
- International operations setup and review
- Crewmember coordination

## 8. quality control

The Sentient teams are comprised of dedicated aviation professionals, with backgrounds ranging from licensed dispatchers to professional commercial pilots. With every trip arranged by Sentient, our 24/7 Service Delivery Process is focused on ensuring every flight is operated by Part 135 certificated operators not only in accordance with FAA standards, but also with our own rigorous Sentient safety standards. Our teams verify every safety and operational detail to confirm operator compliance and to ensure your trip goes well. On behalf of our clients, we take actions during the planning process to ensure safety at our higher levels while allowing operators participating in our program to remain in full operational control of the aircraft at all times.

### **booking feasibility**

(within 24 hours of booking)

- Airport and FBO operational details
- Flight feasibility and legality checks
- Aircraft performance requirements
- Ensure booking is in compliance with all established federal regulations and Sentient safety standards

### **daily flight review**

(24 hours prior)

- Client History and Expectations
- Flight Details
- Air Traffic Control Plan and Communication
- Weather Plan and Alternate Solution
- Aircraft and Operator Performance
- Airport and FBO Checks
- Client Communication Plan

### **execution plan**

(day of the flight)

- Condition at Airport
- Weather Review at Departure, En Route and at Destination
- Air Traffic Control Monitoring and Updates
- Flight Tracking

## 9. safety reviews

We are dedicated to maintaining open, consistent lines of communication among all our operators, our staff and our clients. We believe this is the key to establishing an effective safety culture. Our Safety Board reviews all safety issues with complete transparency. Every concern that is raised by a client, staff member or certified operator is brought before the Safety Board to provide an independent and unbiased evaluation of the issue. This allows continual development of new procedures to enhance our already stringent safety standards. This open communication is a central element of our approach and, in many ways, is the foundation of our strong safety culture.

## continuing safety

Safety is more than just our promise. It is the core of everything we do. We continue to innovate and drive ongoing initiatives that lead the industry. Sentient programs and processes give you the assurance of knowing that your flight will be conducted by some of the most experienced and skillfully-trained professionals in the industry. You have the additional comfort of knowing we thoroughly examine all safety-related details to ensure that each and every flight is conducted in accordance with our own rigorous requirements. In an industry that demands the most exacting standards, our programs and processes consistently rise above industry standards. At Sentient, safety never stops.



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