



PRESS RELEASE

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Ivory Coast's National Carrier Signs with ADSoftware

ADSOFTWARE, one of the leading international aviation software firms, is pleased to announce that Air Cote d'Ivoire, the national carrier of Ivory Coast has signed with ADSoftware to implement AIRPACK Fleet Management System and Logistics Solutions.

In February 2013 ADSoftware welcomed Air Cote d'Ivoire as the latest customer to join the AIRPACK community. The young airline becomes the 13th African based operator to implement the system. ADSoftware is now the leader in the African market with clients in Algeria, Morocco, Ivory Coast, Burkina Faso, Mali, Botswana, Mauritania and Sudan.

Considered by the French government as an Innovative Company, ADSOFTWARE has created a great business model by investing in client-support and relying on a network of recognized ground-breaking experts with vast experience on similar aviation projects around the world. "Our technical support is a key advantage" affirms Fred Ulrich, CEO of ADSOFTWARE, "With any major software implementation; you are impacting on the operation of the airline and everyone's responsibilities. And if it's not done correctly, you can create costly disruptions for your business. Project management, process and procedure implementation, system parameter configurations, successful file conversions and thorough testing are factors we entirely control and that make our clients' projects a success".

ADSOFTWARE is now handling more than 350 aircraft worldwide. In 2012 ADSOFTWARE was selected as one of 30 French National Finalists in the prestigious European Business Awards and came second at the CIC International Export competition.

Air Cote d'Ivoire will utilise four of the six AIRPACK modules with the main focus being on the management of the fleet and the logistics side of their activities in accordance with the RCI (Ivory Coast Aviation Authorities regulations) and EASA airworthiness standards. The airline's staff currently stands at 150 people including 25 pilots and 37 hostesses and stewards. To begin with, ten technicians are going to be trained by a team of highly skilled professionals who have experience in the IT environment and in a wide range of dedicated and proficiency solutions in CAMO (Continuing Airworthiness Management Organization) and aircraft asset management. The on-site phase of the implementation project will begin after the team has completed the pre-implementation work. The testing phase will come last and requires the involvement of the users to compare test results to expected outcomes.

Air Cote d'Ivoire is the national airline of the West African country, Ivory Coast. The airline was founded in May 2012 by the government of the Ivory Coast, Air France and the AKFED group; and started commercial operations in November 2012 from its home base in Abidjan. Air Cote d'Ivoire is the direct successor to the now defunct Air Ivoire, which was an AIPACK early-adopter.

The national carrier started operations with a fleet of two Airbus A-319s and has added an Embraer 170 earlier this month. A319-sized aircraft are becoming common in the relatively compact West and East African regions, as seen in Kenya and Tanzania with Fastjet. The choices of Air Cote d'Ivoire are carefully thought-through as René Décurey, the airline's CEO, declared "the Company's management team has worked hard and made all the arrangements - including technical, material and in terms of human resources - to set up effective operation of the company."

The new airline is helping Air France to increase its own presence in the region by creating a regional hub feeding its daily Paris service. In fact, Air Côte d'Ivoire has already launched eight non-stop routes from its budding hub in the former Ivorian capital, and has become the largest operator at the airport both in terms of weekly seat capacity and frequencies in just three months operations. The airline has technical, commercial and operational synergies with Air Mali and Air Burkina, two other airlines associated with the AKFED group which are also using AIRPACK.

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About ADSOFTWARE

ADSOFTWARE is a fifteen year old IT company based in France, with offices in Thailand, Brazil and South Africa. Specialising in aviation software, the company has developed a fleet management system and logistics package called "AIRPACK". This system meets the needs of middle-sized airlines, as well as Maintenance and Repair Organisations (MRO), and Continuing Airworthiness Management Organisations (CAMO).

The strength of ADSOFTWARE is the simplicity of its product. AIRPACK is Microsoft Windows® ready, web-enabled, multilingual. Complete training can be done in five days. The company provides 24/7 online technical support. Extremely competitively priced, AIRPACK costs up to 40% less than its competitors. Visit www.adsoftware.fr for more information.

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About Air Côte d'Ivoire

Air Côte d'Ivoire is the national airline of Ivory Coast. The airline was setup on 15 May 2012, as a private-public entity on the initiative of the President of the Republic of Ivory Coast, Mr. Alassane Ouattara. The headquarters are in the airport area in Port-Bouët. A majority share of Air Côte d'Ivoire is owned by the government of Ivory Coast (65%), with the balance held by Air France Finance (20%) and Aérienne de Participation Côte d'Ivoire - AKFED (15%). The airline headquarters is based at Port-Bouët, one of four communes of Abidjan, next to Félix Houphouët-Boigny International Airport.

The Management Committee led by Mr. Abdoulaye Coulibaly is composed of Mr. René Décurey, CEO, Mr. Patrice Kone, Deputy Director General Operations, Mr. Jean-Pierre Chonavel, Chief Financial Officer and Human Resources, and Mr. Loukou Lawrence, Commercial and Marketing Director.

Air Côte d'Ivoire is a member of IATA and AFRANN; its vision is to convey values of hard work, sharing and joy through the travel experience.

Air Côte d'Ivoire currently serves 13 cities in West Africa and Central Africa: Abidjan, Dakar, Conakry, Bamako, Ouagadougou, Accra, Lomé, Cotonou, Libreville, Brazzaville, Douala, Pointe Noire and Yaoundé.

Visit www.aircotedivoire.com for more information.

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