

# Bravofly Rumbo Group announces change of name to lastminute.com

Amsterdam / Chiasso, 19 May 2015. Bravofly Rumbo Group (SIX: BRG), European leader in the online travel and leisure industry, today announces that it will change its corporate name to lastminute.com in the course of the year. This decision was approved at today's Annual General Meeting of Shareholders in Amsterdam. At the AGM, 55.63% of Bravofly Rumbo Group's voting rights were represented and all resolutions proposed by the Board of Directors were accepted.

The change of the corporate name reflects the new brand strategy of the group, following the acquisition of lastminute.com in March 2015. While the existing digital brands Bravofly, Volagratis, Rumbo and Jetcost will continue to target online growth, lastminute.com will now become the core brand supported by increased marketing investments. An advertising campaign, with more than double the investment versus 2014, will be launched early June and will run across three key markets – UK, France and Italy – currently representing 65% of revenues of the group.

## **Integration update: Creating one company through fast integration to become the Smart Travel Provider**

Beyond the brand strategy, the shareholders at the Annual General Meeting were also updated on the progress of integrating lastminute.com and Bravofly Rumbo Group into one company, enabling simplification and efficiency, targeting a business model based on one technology platform.

The project is moving at pace and is ensuring both business continuity and synergies generation. As part of the integration activities and with the objective of a consistent cut of operating costs, the Company has, since in early May 2015, migrated the flight search engine technology and fulfillment of lastminute.com Italy and France to the Bravofly Rumbo Group platform. The individual websites will maintain the lastminute.com branded look and feel.

The new Group is also progressing in developing a state-of-the-art dynamic packaging technology, in order to gain market share in one of the most interesting and structurally growing sectors. Bringing together the unmatched expertise of lastminute.com in hotels and lifestyle and the advanced dynamic package platform of Bravofly Rumbo Group, the Company is now ahead of the curve in simplifying the life of travellers by providing them with tailor-made holiday solutions.

At today's AGM Minter Dial and Fabio Selmoni were elected as new members of the Board of Directors. Minter Dial is a specialist in branding and digital strategy with a wealth of experience in marketing and technology trends, and Fabio Selmoni brings years of expertise from working in online businesses after previous roles at Shopnow.com and Google.

Minter Dial commented: *"lastminute.com is all about making the most of every minute – in fact, it offered last-minute European travel and experiences online before anyone else. We want to simplify the life of travelers and support our customers across the entire value chain of our business, from searching to booking, and from the arrangements before departure, during the holiday and upon return. The customers are at the heart of everything because we want them to enjoy the very best experience."*

Fabio Selmoni said: *"Today, with online and mobile technologies encouraging spontaneity like never before, cutting-edge technology, innovation and agility are more relevant than ever. We're passionate about giving customers the confidence that we are providing them with the widest selection, the best offers and simplest way to enjoy every minute of their life – wherever and whenever they want it."*

Fabio Cannavale, Founder and Chairman of Bravofly Rumbo Group, added: *"We thank Minter and Fabio for their commitment and we are happy we can leverage their experience to build the new lastminute.com. We want to be a distinctive company, with the same ability to transform the travel industry that Apple showed in changing the technology market."*

## **ENDS**

### **Minter Dial, Non-executive director**

Minter Dial received his BA in Trilingual Literature from Yale University in 1987 and his MBA from INSEAD, Fontainebleau in 1993. He began his career in product marketing for the investment bank Donaldson, Lufkin & Jenrette in New York, for four years. He then joined a startup, The Myriad Group, a travel agency for entertainers based in Washington, DC, for two years before returning to Europe to earn his MBA. President and founder of The Myndset, Minter is a professional speaker, coach and consultant on Branding and Digital Strategy. Clients include Orange, Kering (PPR), Remy-Cointreau, Samsung, Crédit Agricole, LVMH, L'Oréal, Total, Publicis, Canal+, GDF, Suez and Tencent. He is also International Media Director at Netexplo, a worldwide observatory of new technology trends.

### **Fabio Selmoni, Non-executive Director**

Fabio Selmoni received his BA from the University of California at Berkley in 1990 and an MBA from the Wharton School of the University of Pennsylvania in 1996. He was a management consultant at Booz Allen & Hamilton in New York and an investment banker at UBS Warburg in the mergers and acquisitions group. He was the Director of International Business Development for Shopnow.com before becoming Managing Director of European Sales and Operations at Google. In this role, Fabio spearheaded Google's entry into multiple European markets and contributed to Google web search partnerships with a number of notable European portals and websites. He has over a decade of experience as an entrepreneur in the internet world.

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**About Bravofly Rumbo Group**

As European leader in the online travel and leisure industry, the Group aims to be a smart travel provider by leveraging technology to simplify the life of travelers. Across its portfolio of well-known brands such as lastminute.com, Bravofly, Rumbo, Volagratis and Jectcost, customers find an extensive offering for all their needs: they can search, book and manage flights, hotels, holidays, city breaks, cruises, car hire as well as other travel and leisure related products. Through websites and mobile apps in 15 languages and across 35 countries more than 10 million customers book their travel and leisure experiences every year. Bravofly Rumbo Group is a publicly traded company listed under the ticker symbol BRG on SIX Swiss Exchange.

More details about the Group and the strategies please check our [Annual Report 2014](#).

Some of the information contained in this press release contains forward-looking statements. Readers are cautioned that any such forward-looking statements are not guarantees of future performance and involve risks and uncertainties, and that actual results may differ materially from those in the forward-looking statements as a result of various factors. Bravofly Rumbo Group undertakes no obligation to publicly update or revise any forward-looking statements.