

### **The ATP International Group, a company profile:**

The ATP International group - with substantial wholly owned operations in close to 20 countries - is today a top-10 UK and a top-3 Dutch business travel management company. The resultant of a visionary strategy and entrepreneurial drive, ATPI ranks high amongst the leading TMCs in the world today.

ATP -The Advanced Travel Partner was created in 1999 when the owners of 16 regional TMC's in the Netherlands decided to merge their businesses to achieve a stronger position and better purchasing conditions in the Dutch market. The subsequent successes of ATP presented the opportunity in 2002 to acquire two travel companies in the United Kingdom, Ayscough Travel (est. 1938) and Seaforths (est. 1934) along with the travel software house TelMe Farebase.

In the years following the company continued to grow its international presence with wholly owned locations in France, Belgium, Germany and Norway. After a restructure of financial interest, the company was acquired in 2006 by its founding management team. The management buy-out - led by group CEO Graham Ramsey - was supported by Lloyds Development Capital.



In 2008 Barclays Private Equity, one of Europe's leading mid-market private equity firms took a majority stake in ATP International Group through a Secondary MBO. The balance of the shares still rests with the present Executive Management team that consists of 10 of the company's original founders.

The recent acquisition (March 2009) of Instone International is a significant endorsement that in these difficult times ATPI's investors have recognised the quality of the company's management and its business proposition to support the Group's continued growth. Instone - a leading global marine fares specialist - has a strong history in the travel industry tracing its roots back to 1919.

The combination of ATP and Instone gives ATPI global revenues in excess of €1 billion in 2010 which cements the company's position as one

of the world's leading business travel management companies.

### **The ATP Network**

In countries where ATP has no wholly owned offices, strategic alliances with leading TMC's complement the international presence and business proposition of the ATP organization. These strategic partners manage their international business under the banner of the ATP Network and together care for the needs of multinational customers.

The ATP Network aims to operate without the burdensome overhead and structure that paralyzes most network organizations. With a select number of partners, typical network issues that hinder the delivery of quality services are avoided. Both agile and innovative, the ATP Network can respond in a timely and effective way to the dynamics of the travel industry.

ATP and its international Group members set out to be the best alternative for the mega TMCs with who travel is oftentimes a commodity



rather than an integral service. Where trust in service delivery and focus on cost efficiencies are prerequisites, international companies are finding out that their travel needs are better handled by a high-quality TMC like the ATP Network. Our

owners/managers bring the unique entrepreneurial quality to the network that is so important in ensuring the highest level of commitment and dedication to the requirements of our international customers.

The ATP Network consists of ATP proprietary offices in: Australia, China, Hong Kong, India, Philippines, Singapore, South Africa, Netherlands Antilles, Belgium, Cyprus, Denmark, France, Germany, Netherlands, Norway, United Kingdom. ATP Franchise offices are operated in: Russia, Azerbaijan and the UAE. ATP Network partners are located in: United States of America, Canada, Brazil, Austria, Czech Republic, Slovakia, Poland, Italy – and many more to follow.

At the core of our service proposition lies the unique ability of the members in the ATP Network to align their technology and provide true multinational solutions. The consolidation of travel data - often promised, seldom

delivered – is the single most important element in any program that aims to improve the yield on the travel dollar. By making use of the newest systems from the best in the business and by sharing our proprietary systems across the network, the ATPI Network provides its customers with the best technology in the industry.

Clear and short communication lines combined with a no-nonsense approach bring together the elements that make up the successful implementation of a multinational travel program. With offices around the globe, service delivery always takes into consideration local conditions and sensitivities to satisfy all stakeholders. With select local services under a single management structure, the ATPI Network offers a unique travel solution for multinational customers.

The consolidated volumes of the ATPI Group and its Network partners in combination with the slim, nimble and entrepreneurial character of its management structure make the ATPI Network the agency of choice for customers who demand the very best for their travelers.