

The “Asset Insight Index”

What is the Asset Insight Index?

The Asset Insight Index is a simple-to-understand industry standard that assesses the most significant exposure to your asset’s value – the aircraft’s maintenance condition – in order to help you optimize your asset’s financial performance. The Asset Insight Index is akin to a “credit score” for assets. The better the aircraft’s maintenance condition, the better its Index.

How is the Asset Insight Index used?

The Index is used by entities concerned with an aircraft value to:

- Objectively analyze and grade the asset’s maintenance condition;
- Easily track and understand the aircraft’s maintenance condition;
- Compare any aircraft to another like or unlike aircraft;
- Prove and, if desired, improve an aircraft’s maintenance rating; and,
- Justify the ask or offer price for the asset.

Why is the Asset Insight Index important?

Knowing your aircraft’s Index enables you to be well-informed about the greatest exposure to your asset’s value: it’s maintenance condition. The Index translates complex technical data into simple-to-understand terminology to help you avoid surprises, actively manage and optimize your investment’s value performance.

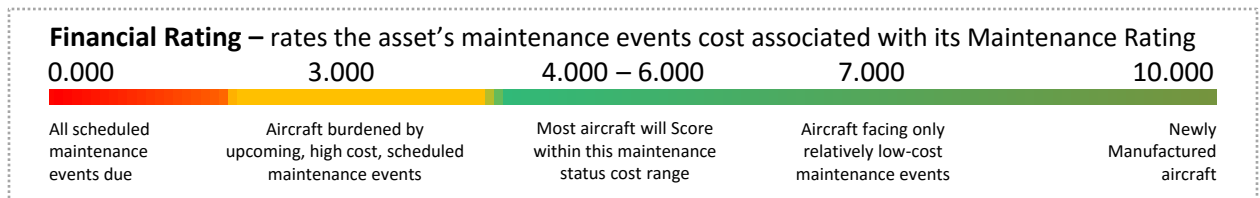
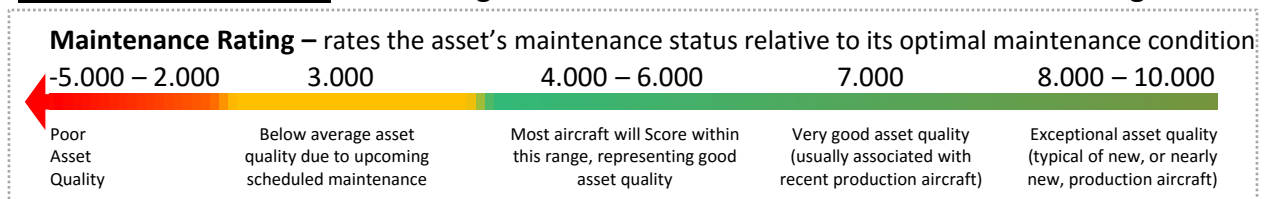
Organizations utilizing the Asset Insight Index:

- Aircraft owners
- Management companies
- Prospective buyers
- Prospective sellers
- Dealers / Brokers
- Banks
- Lessors
- Lessees
- Appraisers
- Maintenance facilities
- Hourly Cost Maintenance Programs providers

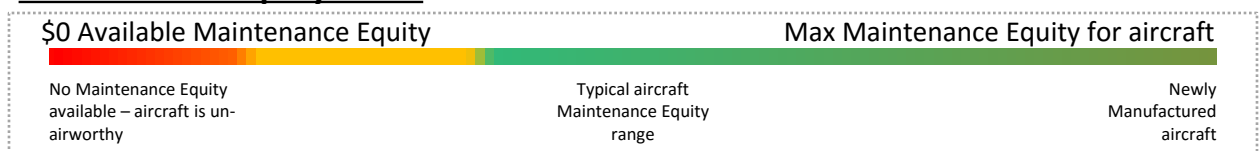
What does the Asset Insight Index evaluate and what does it mean?

The Asset Insight Index evaluates an aircraft’s maintenance utilizing two perspectives, comprised of three distinct parameters.

1 Asset Quality Rating – an average of the aircraft’s Maintenance & Financial Ratings



2 Maintenance Equity Value – assesses the value of available scheduled maintenance



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Commonly Asked Questions

Who is Asset Insight, Inc.?

Asset Insight, Inc. provides asset optimization solutions to entities with a financial interest in an aircraft. The company has developed a proprietary Asset Grading System Process (Patent Pending) that evaluates complex technical data relative to an aircraft’s Optimal Technical Condition and provides simple-to-understand information that can be acted upon, on a timely basis, to protect and/or enhance an asset’s financial performance.

What is the value of the Asset Grading System Process™?

Aircraft are assets whose value is heavily influenced by maintenance condition and, until now, no simple-to-understand, uniform, and objective methodology was available through which to technically grade and financially value an aircraft with respect to its optimal maintenance condition. The Asset Grading System Process™ derives the Asset Insight Index, allowing for an objective maintenance condition comparison between aircraft. The actual “value” of an aircraft remains to be determined by the buyer, seller, or other party related to the transaction (e.g., appraiser; lessor; insurance firm).

What value do Asset Insight’s services provide to me?

The Asset Insight Index offers buyers, sellers, operators, loan officers, lessors, CEOs, CFOs, aviation department and maintenance managers, as well as many others, the first simple-to-understand, simple to obtain, cost effective tool that provides a robust set of results able to be acted upon, on a timely basis, to protect and/or enhance an aircraft’s financial performance. Using the Index, any party with a financial interest in an aircraft is able to:

- Easily track and understand the aircraft’s maintenance condition.
- Compare their aircraft to other like units to determine how their asset compares to aircraft listed for sale.
- Determine how the aircraft’s Index could be improved by conducting additional maintenance.
- Determine if it would be financially prudent to remarket the aircraft sooner rather than later.

Since my aircraft is fairly new, why should I care about its Asset Insight Index?

Whether your aircraft is relatively new or has been in service for a number of years, the actionable information provided by the Asset Insight Index can assist you to make knowledgeable decisions based on facts and market intelligence – and all for a minor fee when compared to your investment.

Do Hourly Cost Maintenance Programs affect the aircraft’s Asset Insight Index?

Hourly Cost Maintenance Programs (“HCMP”) are valuable tools designed to stabilize an operator’s aircraft maintenance costs. However, such Programs do not affect the Asset Insight Index.

While a component of the Asset Insight Index is the Asset Technical Financial Exposure Value (“ATFE Value”), the ATFE Value calculates the asset’s financial exposure based on the asset’s maintenance condition. The ATFE Value does not take into account how the aircraft’s maintenance financial exposure will be addressed.

Aircraft enrolled on HCMP address the owner’s exposure with respect to payment at the time a maintenance event is reached. Accordingly, to help identify the owner’s value for HCMP enrollment, the Asset Insight Index also displays the “HCMP Adjusted ATFE Value” based on the aircraft’s specific HCMP coverage (e.g., engines, APU, airframe).

How does the Asset Insight Index relate to the aircraft’s value?

Aircraft are assets whose value is heavily influenced by maintenance condition. While Asset Insight’s services are not designed to determine an aircraft’s “value,” the Asset Insight Index can be a valuable, objective tool for comparing any number of aircraft to one another. The actual value of an aircraft remains to be determined by the buyer, seller, or other interested party (e.g., appraiser; lessor; insurance firm).

