UAS Integration for Aviation Operators

Wednesday, November 2\textsuperscript{nd}, 2016 | 3:00pm – 4:30pm

PRESENTED BY:
Richard Marcus, Director of Business Development – Era Helicopters, LLC
Era Helicopters, LLC

- Founded in 1948 in Alaska by aviation pioneer Carl Brady
- NYSE: (ERA) – 2015 Revenues of $281mm
- Era operates 140+ Leonardo, Airbus, Sikorsky and Bell Helicopters in the United States, Brazil, Colombia and Suriname
- Co-founders of JV in Dart Aerospace with 700+ rotorcraft STCs for all OEMs

Five Year Totals
- 1.4 million passengers served
- 558,000 flights
- Equal to 1,309 trips around the world
Era’s Service Offerings

- Oil and Gas
- Search and Rescue
- Air Medical
- Leasing
- Utility / Firefighting
- Humanitarian
- Flight Seeing
- UAS
Why UAS?

• Our customers are asking for it – UAS can be safer and more cost effective
• Cross selling opportunities for core offerings into new geographies and clients
• Rapid technology transfer to rotorcraft: sensors, OPVs, safety enhancements
• Mission profiles can enhance our core product line…SAR, linear infrastructure
• Our complimentary partnership with Total Safety U.S. adds global reach

“Every success story is a tale of constant adaptation, revision and change.” – Sir Richard Branson
UAS Integration: Flying is just the beginning

- A data collection business which happens to incorporate aviation
  - Sensors, software, data security, and UAS platforms are moving forward at light speed
  - Customer expectations change just as rapidly – think flip phone to IPhone
- Your Op-Specs, SMS, and auditing processes are an integral part of your value proposition- it’s no different that adding any other fleet variant to your portfolio
- Your company understands FAA, you have a robust safety culture, many won’t
- As Military hardware migrates to the commercial side it will displace certain FW and RW missions- aviation operators already understand how to introduce technologies safely and effectively to the marketplace in concert with FAA
Other Operational Considerations

- There is a deep pool of talent rotating out of the military and subcontractor deployments, but you will be surprised by the market rate compensation packages being offered to these coveted people.
- ERAU, UND and other programs are offering robust training programs.
- Lots of capital has poured in, there will be consolidation, and many will lose.
- Substantial regulatory and technological hurdles exist domestically due to the complexity of the National Airspace System (i.e., home package delivery).
- The low end of the spectrum has almost no barrier to entry—what differentiates your offering? Aviation Pedigree.
- Staying on top of the software and sensory advancements is a full time job.
### Last Thoughts - Where are we headed?

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<tr>
<th>Existing False Perceptions</th>
<th>Current Market Migration</th>
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<td>The perception amongst many aviation professionals: “These things are toys.”</td>
<td>Representatives of the electronic news gathering and aerial cinematography businesses would say otherwise as UAS take share rapidly in those segments</td>
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<th>On the Horizon</th>
<th>The Mid-Term and Beyond</th>
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<td>Many fixed wing and rotor wing OEMs are now fully engaged in the race to develop both optionally piloted and autonomous aircraft</td>
<td>The cultural acceptance progression from UAS carrying sensors, to freight, to people is less of a hurdle the younger you go on the curve</td>
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