



Our Profile 2022



Our Mission

We partner to make each journey meaningful.



Reshaping our future based on our DNA

Values:

Excellence

Our Commitment to keep delivering the best

- Put Customers first
- Adhere to best practices and quality standards
- Successfully complete what we start

Trendsetter

Our drive to keep innovating for a positive impact

- Welcome new ideas, initiatives and solutions
- Invest in developing our people
- Educate for a sustainable future
- Anticipate new trends and opportunities

Agility

Our ability to adapt and improve together

- Seek active Collaboration and promote team-spirit
- Build long lasting relationship
- Embrace openness and diversity

We are part of Rogers & Co. Ltd



125 years

Pioneer of The Mauritian economy



4600+ employees



Listed on the stock exchange since

1990



1962

Participated to the creation of the Beachcomber hotel group

52 offices

11 countries



Market Capitalisation **USD 124m**
(2019: USD 269m)



110+ work places worldwide



1967

Participated in the setting up of the national carrier

4 Served Markets



Property



FinTech



Logistics



Hospitality



Turnover in 2021

USD 169m
(2019: USD 294m)

Our Team



From left to right:

Mr. Frederic Cure-Chief Human Resources Officer, **Mrs. Henna Ebrahim**-Marketing Manager, **Mr. Eshan Dahoo**-Country Manager, **Mr. Alexandre Fayd'herbe**-CEO, **Mrs. Soorya Oogarah**-Managing Director-Airline & Systems and Travel Services, **Mrs. Begum Jaulim**-Travel Agency Manager, **Mr. Stephane Langlois**-Chief Finance Officer & **Mrs. Claire Laure**-Customer Relationship Manager

Our Sectors of activities



Airline & System Representation

12 Airlines in both Cargo & Passengers Services

The main distributor in the Indian Ocean and Mozambique markets for the Sabre Travel Network

Charter Operations

Our Charter Operations Division provides solutions for commercially licensed aircraft operators worldwide both for professional & leisure purposes



Corporate Travel

8 corporate travel agencies within the Indian Ocean and sub Saharan countries

Holder of the American Express Global Business Travel franchise for Mauritius, Mozambique and Reunion

30% investment in BlueConnect, a joint venture with BlueLink a subsidiary of Air France and operating a contact centre in Mauritius

Corporate booking tool & 24/7 assistance



Ground handling

Warehousing capacity at Mauritian Airport of 4000 square meters

29% investment in MAHS (Mozambique Airport Handling Society)

50% investment in ACSM (Air Cargo Services Madagascar)



Leisure Travel Services

8 international brands such as Costa Croisières, Cosmos and Globus and MSC

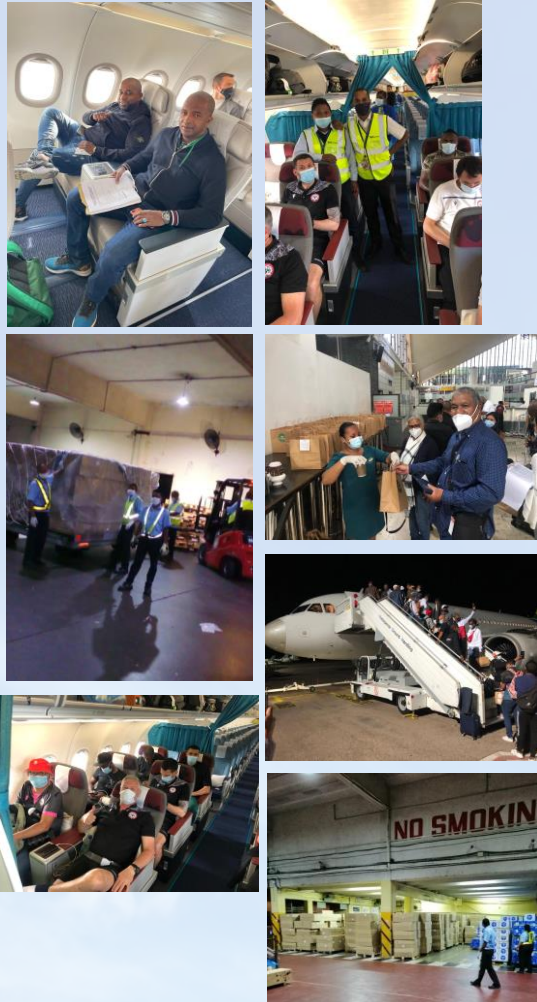
Fully transactional websites and travel app.











Dedicated Facebook and Instagram pages for local and regional, LinkedIn page.

Transcontinents – One of the first DMC established in Madagascar with 62 years of experience

40% investment in Mautourco. The leading DMC in Mauritius

Charter Operations



-  Plan and book air charter trips with regional & international charter operators 
-  Air cargo ranging from animal transportation, pharmaceutical transport, heavy & oversized cargo 
-  Air ambulance providers 
-  Special needs of traveling celebrities, sports teams, MICE - Meetings, incentives, conferencing, exhibitions 
-  Catering and other charter-related amenities such as branded check-in , dedicated security lines & private airport lounges 

Our Regional Presence



428

Number of Staff



USD 100m

Total Transaction Value



8

Countries



20

Offices

Our Brands & Partners

Airline & System representations



Ground Handling



Leisure Travel Services



Corporate Travel Services



We represent prestigious airlines



Air France (Mauritius & Comoros), since 1945

Air Mauritius (GSA in Mozambique, Mayotte & Comoros and PSA in Reunion for Pax and South Africa for Cargo)

South African Airways (Mauritius, Reunion, Madagascar, Seychelles for Pax and Mozambique for Cargo)

Kenya Airways (Mauritius, Mayotte, Reunion, Comoros & Madagascar)

Air Seychelles (Mauritius, Madagascar, Mayotte & South Africa)

LATAM (South Africa)

Air Austral (South Africa)

Airlink (Madagascar)

Emirates Airlines (GSA in Mozambique, PSA in Madagascar, Reunion, Mayotte and Comoros)

KLM Royal Dutch Airlines (Mauritius)

TAAG (Mozambique)

Air Madagascar (South Africa)

GSA support for Passenger and Cargo services

Rogers Aviation



- Operational and administrative support
- Provide financial support
- Provide and maintain dedicated airline ticketing and reservations office with fully trained personnel
- Provide managerial support to sales and marketing team
- Collect and remit sales revenues
- Assist with necessary documentation and licenses required by national & international regulations
- Assist with special prorate agreements (SPAs)
- Balance view on market conditions.
- Guarantee efficient allocation of resources for quick start up

... Support for Passenger and Cargo services

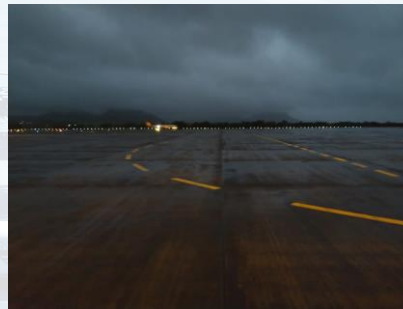
Rogers Aviation



- Marketing support
- Devise and implement the marketing plan/goals and objectives:
- coordination of promotional activities,
- coordination of media & PR activities in collaboration with the regional manager
- Prepare the annual budget jointly with the airline regional manager
- Promote airline brand image
- Promote airline sales (fares, corporate deals, promotion materials)
- Service the travel trade
- Provide marketing and finance reports and statistics as per specifications
- Pricing recommendations to the principal
- Market research: identify trends, issues & opportunities

Ground Handling Activities

- Rogers Aviation carries out ground handling operations in Mauritius, Madagascar and Mozambique
 - For Mozambique, operations are undertaken in collaboration with local partners: Linhas Aeras de Mozambique
 - In Madagascar and Mauritius, the activities consist of warehousing facilities & cargo handling at the airport
- and Airport Supervision:
 - Mauritius: Air France-KLM and Kenya Airways
 - Madagascar: Kenya Airways and Airlink
 - Mayotte: Kenya Airways
 - Comoros: Kenya Airways
 - Mozambique: TAAG



Travel Agencies services

- **Efficient, innovative and proactive travel management**

- Under the BlueSky brand, Rogers Aviation offers the experience of a team of travel professionals who understand local, global, cultural and travel issues, and are equipped with the right skills to bring busy corporate travellers to where they need to go.
- BlueSky is a network of 8 travel agencies split into Corporate and Holidays services based in Mauritius, Reunion, Mayotte and Mozambique. And, is a travel partner of American Express Global Travel Solutions in Mauritius, Reunion, Madagascar and Mozambique.

- **Services offers range from :**

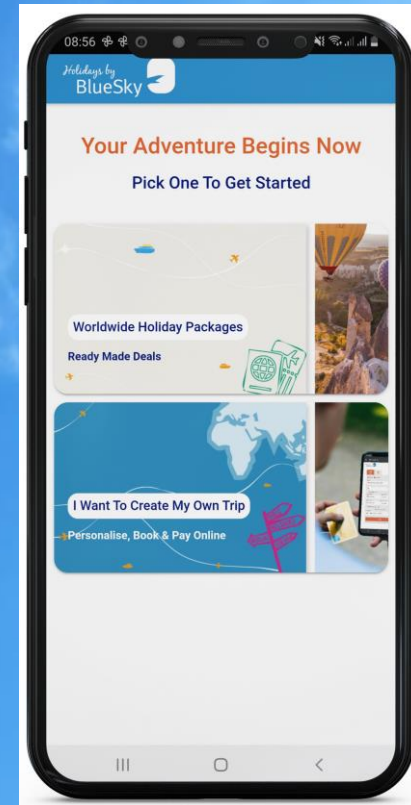
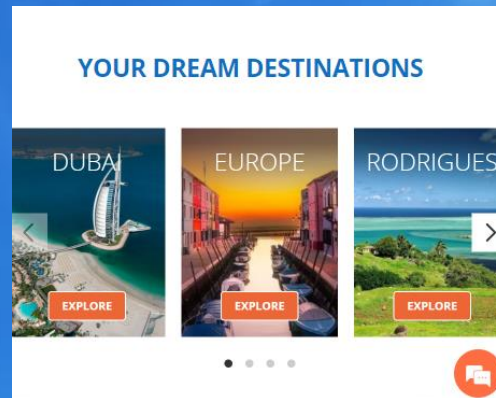
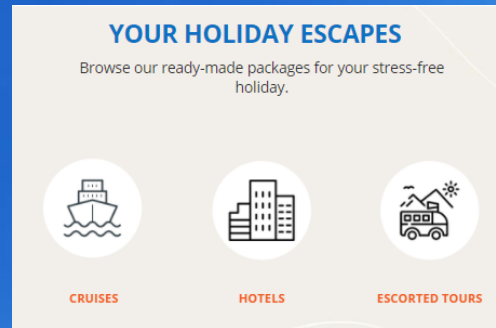
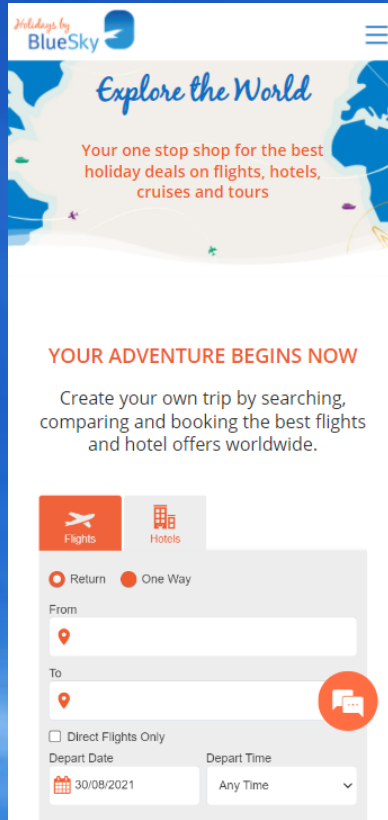
- ✓ insights
- ✓ air travel & connections
- ✓ hotel reservations
- ✓ car hire
- ✓ travel insurance
- ✓ visa services
- ✓ assistance with passport
- ✓ dynamic reports, online solutions
- ✓ mobile technology for on-the-go travelers
- ✓ PCR tests



Leisure Services Provider

Rogers Aviation

Online booking tool, ready-made deals and Travel App of **Holidays by BlueSky**



Transcontinents

A travel agency and tour operator based in Madagascar

Our investment in a Contact Centre

Born from a joint-venture between Rogers Aviation and BlueLink Services, a subsidiary of AirFrance, **BlueConnect** is located in the Mauritian cyber city at the heart of the country

Specialised in aviation, travel and hospitality services

310 employees from 4 different countries

265 FTE

9 international clients from 13 sectors of activities

Our investment in Destination Management Companies

Mautourco was created in 1956 and is located in Curepipe

Promotes an extensive range of tourism services

A team of 390 members

Apart from providing Inbound Tour operations, they are specialised in weddings





Thank You