



# BOUTIQUE JET

## A SHORT HISTORY OF EFS

On the 31 July 1990, EFS carried out its first ever flight from Landvetter to Bergen and thereafter EFS became a corporate flight department on behalf of IFS Industrial and Financial Systems AB based in Gothenburg. In 1995, the company developed into IFS International Flight Service AB and EFS became a commercial air operator with an AOC. The co-founders of the company were Bengt Nilsson from IFS and Stephen Diapère and the company was based at Säve Airport in Gothenburg.

During the early years EFS operated a 1978, PA31-310 Navajo, SE-GVZ, which they rented from Euroflight Sweden AB. On the 31 August 1998 EFS purchased the same aircraft and it became familiarly known within the company as "Humlan" or "HoneyBee".

During the early years of IFS, our main destinations were Krakow, Warsaw, Oslo, Åbo, Stockholm and Norrköping following the development of the software company. Linköping became our second home as it was the headquarters of IFS. There are many special and memorable flights including Mo i Rana in severe ice, Moscow in pouring rain and Poznan in thick fog.

On the 8<sup>th</sup> November 1997, we flew home our first turbo-jet aircraft from Wichita, Kansas to Säve. An emergency landing on Easter Sunday in Montreal due to a faulty fuel by-pass valve was part of the delivery experience. The aircraft was a new Cessna Citation Bravo registered initially as N1299B before receiving certification and Swedish registration as SE-DVZ on 13<sup>th</sup> November 1997. EFS fondly called the aircraft "Jetingen" or "Wasp". EFS flew "The Wasp" on several memorable flights for IFS including: Colombo in Sri Lanka via Amman and Muscat, our first-ever intercontinental flight on 14<sup>th</sup> January 1997; to beautiful Sligo on Ireland's beautiful West Coast on the 18<sup>th</sup> November 1997; Marrakesh on 14<sup>th</sup> May 1998 and Szczytno in Poland on the 22<sup>nd</sup> January 1999.

In the 16<sup>th</sup> September 1999, we took delivery of our second business jet also from Cessna, which was the first Citation XL aircraft registered in Europe. SE-DYX, known within the company as "Draken" or "Dragon".

In the beginning of the 2000's, major changes to the parent company led to Stephen Diapère purchasing EFS and changing the name from IFS to EFS European Flight Service AB.

In 2003 EFS purchased Inter-Air AB, a charter operator from Malmö. On 4<sup>th</sup> September 2003, EFS took over the operation of a Citation VII aircraft, SE-DVY, also from Inter-Air. This aircraft remained in the EFS fleet until 1<sup>st</sup> June 2006 where after the aircraft was sold to Australia and flown by EFS to from Gothenburg to Brisbane.

During this period, Soya Group became a valued charter client of EFS. After a meeting in Stockholm between the management of Soya, a block hour contract was agreed and signed. This was the



# BOUTIQUE JET

beginning of Soya's interest in aviation. In 2004, the Soya Group acquired a 50% ownership interest in EFS thereby making a long term commitment in the area of business aviation.

On the 6 May 2004, EFS took delivery of a G550 aircraft, SE-RDX. This was the first G550 to be certified in Europe. The delivery of the aircraft took place in Savannah, Georgia with a pompous ceremony which included the owners of Soya Group, Brian Moss the CEO of Gulfstream and the Mayor of Savannah. On 16<sup>th</sup> June 2006, the aircraft was sold to "Russian Railways", one of the World's largest companies. EFS delivered the aircraft to Moscow and gave full operational support to the new owner for several months. The aircraft was eventually sold to a company in China and is now based in Shanghai.

On the 10<sup>th</sup> December 2005, a second G550, SE-RDY, arrived. This aircraft remains in Soya ownership today and is still under management with EFS.

On the 15<sup>th</sup> December 2007, a third G550, SE-RDZ made its maiden flight from Savannah to Stansted where it was imported into EU. SE-RDZ was immediately sold to the owner of a well-known hedge fund company in London and the owner was affectionately known within EFS as "Mister X". This relationship continued successfully until 2012 when the aircraft left EFS for offshore management.

In 2006, Soya Group purchased the remaining stock in EFS and became the sole owner of the company. During the following years EFS became the operator of four Citation Sovereign aircraft, SE-RFH, SE-RFI, SE-RFJ and SE-RFK. They also became the operators of three Citation XLS aircraft, SE-DYX, SE-RCL & SE-RCM. SE-RCL was purchased as a used aircraft from the Lego Company in Billund, Denmark whilst SE-RCM was delivered as a new aircraft from Cessna.

After twelve years and approximately 18,000 hours (16 million kilometres +) of Gulfstream G550 operations EFS can boast that are a proficient and safe operator of the G550 with enormous experience and routine of operating intercontinental flights. One of the stranger missions that EFS have undertaken was to a life-saving mission to Antarctica from Cape Town in the middle of the Winter!

Between the years of 2004 and 2007, EFS operated a very special aircraft. A Cessna Caravan on floats. This amphibian, SE-KTH, owned by a software company in Stockholm, and used mainly for taxi flights to and from the beautiful archipelago surrounding Stockholm. Notably it covered the finish of the Volvo Ocean Race in Gothenburg on the 17<sup>th</sup> June 2006 on behalf of Embraer.

In 2006, EFS was approved to enter the Visa Waiver Program to USA. This was a prestigious award that not many business jet companies could achieve at this time. EFS still retains the rights to operate commercial flights to/from USA under these rules.

From 2006 until 2008, EFS were engaged in being the first European operator to receive an AOC in China. EFS built a strong partnership and relationship with Sichuan Airlines in Chengdu. To support the



# BOUTIQUE JET

project, on the 15<sup>th</sup> September 2009, EFS took delivery of a new Embraer Legacy 600 on the B-register to support this project. The maiden flight of PT-SZM was to deliver the aircraft from the factory in Brazil to the Embraer Service Center at Le Bourget in Paris. In 2008, the year of the great recession, EFS decided to slow down global expansion of the company which resulted in the Legacy being kept unused for several months in Paris. On the 7<sup>th</sup> of June 2009 the aircraft was finally re-registered in Sweden as SE-DJG and entered service with EFS. It is still part of our fleet today and is mostly based in UK where it is have proved to be very popular with charter clients and brokers alike.

During this expansive period EFS even worked with the establishment of an AOC in Dubai together with our partners in UAE, the Sharaf Group. However, this project also became a casualty of the global recession when construction of the new airport in Dubai stopped and our proposed new FBO and hangar facilities cancelled.

After the onset of the dramatic and immediate recession of 2008, EFS was forced to downgrade the number of aircraft and employees significantly.

After working with “Mister X”, at Farnborough Airport since 2007, EFS finally decided in 2012, to invest and upgrade their small office to a new large and modern sales facility which has since expanded dramatically. Today EFS operate from our head office at Landvetter Airport in Gothenburg, our hangar facility in Stockholm, our sales office in Oslo, our sales office and hangar at Farnborough and the use of Soya’s prestigious sales office on Hill Street in Mayfair.

In March 2013, EFS took over the operation of the fastest standard business jet in the World, a Citation X. This aircraft, SE-RIC, was owned by a well-known quality Swedish bed manufacturer. Unfortunately the aircraft only remained under operation with EFS for a short time before being sold on to USA.

## **Passionate Final Word**

AS CEO of EFS, I am so proud of the culture that EFS has developed with the passing years. It reflects the attitude and longevity of our owners, the Soya Group, and hopefully even some of my inputs as pilot and business man. The President of Soya, Jonas Kleberg and his personal engagement in EFS, has proved invaluable to our growth and culture. His integrity and loyalty is second to none.

EFS is an open and respected company with a safety record that is impressive. We value and enjoy long relationships with many customers, partners, aircraft manufacturers, service providers and institutions. We also value trust and integrity and because of this, many of our partners and service providers have been around for many years.

It is a well-known fact in aviation circles that EFS is an operator that always follows the rules and regulations set by the regulatory authorities and because of this, we enjoy a good and professional working relationship with the Swedish Transport Agency. In business, we have to compete with



# BOUTIQUE JET

operators who do not share these core values and sometimes this can be somewhat unfair. However, we will not and have not ever compromised safety for profit.

At EFS, our personnel are an integral part of our success story. EFS and Soya family values and commitments to our staff reflect the remarkably low turnover amongst employees. Several staff have been with us for over 20 years.

A word about our loyal customer base of whom many of them have worked with us for many years. EFS is not perfect, we make mistakes as all humans do, however we do provide a standard of service that our customers have come to expect and enjoy, we are honest, we keep our promises, we are safe and reliable and we are very discreet. Discretion is a primary factor in our business as we fly and protect many of the leading names in industry, government, high profile individuals, members of Royal Houses and Governments of numerous countries as well as many celebrities from the world of entertainment and sport. EFS thank you all for your loyalty and commitment to EFS.

Today we are moving into a new digital World and aviation is changing. Automation is everywhere so we have to be aware of the risk of complacency and strive to keep the personal touch. That is why EFS is promoting a new concept that we have named, "Boutique Jet". The name is reflecting the personalised service we offer to aircraft owners, charter clients and brokers. This reflects our core values where we use our pioneering spirit coupled to a long-term business plan with commitment to customers and partners whilst at the same time taking a deep social responsibility, environmental awareness and by offering a quality product instead of quantity.

Stephen Diapère

CEO and co-founder of EFS European Flight Service



BOUTIQUE JET