



Montreal, Quebec, Canada
December 22, 2021

Acquisition of SimpleFlying.com by Valnet Inc.

Valnet Inc. (or “Valnet”) has successfully completed the acquisition of SimpleFlying.com (“Simple Flying”), the leading online destination for aviation enthusiasts. Simple Flying is a reference in the aerospace industry, providing the latest news and information on aircraft, airlines, airports, passenger experience, and other aspects of commercial aviation. In 2021, Simple Flying also co-hosted its first ever Future Flying Forum, an industry-focused event for aviation professionals and enthusiasts alike.

As per Simple Flying Founder and CEO, Arran Rice:

“Simple Flying has been an incredible journey, from what started out as a personal passion for airlines and the commercial aviation industry has turned into a platform read and loved by millions. I would like to personally thank everyone who has been involved and made Simple Flying possible, both past and present. This acquisition marks an exciting next step in Simple Flying's journey and I'm excited for the future of the platform.”

Valnet is looking forward to integrating Simple Flying within its portfolio of brands and building upon its strong foundations - loyal readers, quality publishing and brand authority. This acquisition further strengthens Valnet’s position as the leading digital content investor that aligns itself with market-leading digital publishers.

About Valnet Inc.

Driven by passion and performance, Valnet’s overarching goal is to create and distribute content to millions of users daily across our brands. With more than 3 billion web sessions and 20 billion Youtube views, Valnet is the leading digital content investment company that owns and operates a diversified portfolio of premier publishing and studio assets.

About SimpleFlying.com

Simple Flying has been online since 2018, making it one of the fastest-growing digital publishers in the commercial aviation vertical. The site served over 7 million unique monthly visitors in November 2021.

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