



# STREAMLINING A FUTURE FULL OF GROWTH - THE HELICOPTER COMPANY & ROTORTRADE INTEGRATION PARTNERSHIP

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The Helicopter Company and Rotortrade have entered into a strategic partnership that will allow each company to expand their operation and meet the growing demand for helicopter services. This successful partnership with Rotortrade contributes to THC's strategy of building a new activation sector in Saudi Arabia while it supports their broader expansion in the helicopter industry. On a similar note, THC provides significant innovative enhancement opportunities for Rotortrade that would result in the achievement of strategic objectives and access to a wider customer base by the opening of its 11th branch in the Kingdom of Saudi Arabia.

Captain Fahd H. Cynndy, the newly appointed chairman of Rotortrade, commented, "An alliance between Rotortrade, one of the aviation sectors most agile and innovative helicopter distributors, and THC, a uniquely well-positioned organization, creates ideal conditions for the rapid development of the helicopter transport infrastructure within Saudi Arabia and the region. In turn, this will have a catalytic positive effect on economic growth, the exchange of knowledge and ideas, and job creation, further supporting the realization of the societal goals of Saudi Vision 2030."

Philippe Lubrano, Rotortrade President commented: “This strategic partnership with THC is an important milestone for Rotortrade ushering a new phase of expansion and growth in MEA and globally. With the support of THC we will have the means to grow our inventory to all corners of the globe fulfilling our commitment to offer helicopters you can trust.”

The THC-RT partnership has led both entities to have a joint venture to participate as co-branded exhibitors in the Helicopter Association International (HAI) Heli-Expo 2022 in Dallas. This first step illustrates the new alliance and business collaboration.



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