

Global Eagle Acquisition Corp.  
Form PREM14A  
November 14, 2012

**UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
WASHINGTON, D.C. 20549**

**SCHEDULE 14A  
(Rule 14a-101)**

**INFORMATION REQUIRED IN PROXY STATEMENT**

**SCHEDULE 14A INFORMATION**

**Proxy Statement Pursuant to Section 14(a) of the  
Securities Exchange Act of 1934**

Filed by the Registrant

Filed by a Party other than the Registrant

Check the appropriate box:

- |                                     |   |
|-------------------------------------|---|
| <input checked="" type="checkbox"/> | Preliminary Proxy Statement   |
| <input type="checkbox"/>            | Confidential, For Use of the Commission Only (as permitted by Rule 14a-6(e)(2)) |
| <input type="checkbox"/>            | Definitive Proxy Statement  |
| <input type="checkbox"/>            | Definitive Additional Materials   |
| <input type="checkbox"/>            | Soliciting Material Pursuant to § 240.14a-12                                    |

**GLOBAL EAGLE ACQUISITION CORP.**

(Name of Registrant as Specified In Its Charter)

(Name of Person(s) Filing Proxy Statement, if Other Than the Registrant)

Payment of Filing Fee (Check the appropriate box):

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No fee required.  
x Fee computed on table below per Exchange Act Rules 14a-6(i)(1) and 0-11.  
(1) Title of each class of securities to which transaction applies:  
Common stock of Global Eagle Acquisition Corp. ( GEAC )  
Non-voting common stock of GEAC

(2) Aggregate number of securities to which transaction applies:  
22,548,165 shares of GEAC common stock  
14,368,233 shares of GEAC non-voting common stock

(3) Per unit price or other underlying value of transaction computed pursuant to Exchange Act Rule 0-11 (set forth the amount on which the filing fee is calculated and state how it was determined):  
\$9.90 per share based on the average of the high and low prices of GEAC common stock reported on the NASDAQ Stock Market on November 7, 2012

(4) Proposed maximum aggregate value of transaction:  
\$365,472,341.20<sup>(1)</sup>

(5) Total fee paid:  
\$49,850.43<sup>(2)</sup>

Fee paid previously with preliminary materials.  
Check box if any part of the fee is offset as provided by Exchange Act Rule 0-11(a)(2) and identify the filing for which the offsetting fee was paid previously. Identify the previous filing by registration statement number, or the form or schedule and the date of its filing.

(1) Amount previously paid:

(2) Form, Schedule or Registration Statement No.:

(3) Filing Party:

(4) Date Filed:

<sup>1</sup> Estimated solely for the purposes of calculating the filing fee based on the number of shares of GEAC common stock and non-voting common stock to be issued in the business combination.

<sup>2</sup> The amount is the product of \$365,472,341.20 multiplied by the SEC's filing fee of \$136.40 per million.

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**GLOBAL EAGLE ACQUISITION CORP.  
10900 Wilshire Blvd. Suite 1500  
Los Angeles, California 90024**

Dear Global Eagle Acquisition Corp. Stockholders:

You are cordially invited to attend an annual meeting of the stockholders of Global Eagle Acquisition Corp., which we refer to as GEAC or the Company, at 10:00 a.m., Eastern time on [ ], 2012, at the offices of McDermott Will & Emery LLP, 340 Madison Avenue, New York, New York.

At the annual meeting, you will be asked to consider and vote upon a proposal to approve (i) an agreement and plan of merger and reorganization providing for the acquisition by us of Row 44, Inc., which we refer to as Row 44, and which acquisition we refer to as the Row 44 Merger, and (ii) a stock purchase agreement providing for the acquisition by us of an aggregate of 86% of the issued and outstanding shares of Advanced Inflight Alliance AG, which we refer to as AIA, from PAR Investment Partners, L.P., which we refer to as PAR. We refer to this proposal as the Business Combination Proposal. Pursuant to the agreement and plan of merger and reorganization, which we refer to as the Row 44 Merger Agreement, a wholly owned subsidiary of the Company will merge with and into Row 44, with Row 44 surviving, as a result of which Row 44 equity holders will be entitled to receive 22,548,165 shares of common stock of the Company, subject to adjustment as described herein. Concurrently, pursuant to the stock purchase agreement, which we refer to as the AIA Stock Purchase Agreement, we will purchase 20,464,581 shares of AIA from PAR in exchange for 14,368,233 shares of non-voting common stock of the Company. The transactions contemplated by the AIA Stock Purchase Agreement are referred to herein as the AIA Stock Purchase. We refer to the Row 44 Merger and the AIA Stock Purchase collectively herein as the Business Combination. A copy of each of the Row 44 Merger Agreement and AIA Stock Purchase Agreement is attached to the accompanying proxy statement as Annex A and Annex B, respectively. Immediately prior to the closing of the Row 44 Merger, PAR is expected to own approximately 43% of the issued and outstanding shares of common stock of Row 44 and AIA is expected to own 13% of the issued and outstanding shares of common stock of Row 44 (in each case assuming the conversion or redemption of all issued and outstanding Row 44 preferred stock and the closing of the Row 44 Merger as of December 31, 2012, and assuming the exercise of certain Row 44 warrants expected to be exercised prior to the closing), and PAR is expected to own 86% of the issued and outstanding shares of AIA.

Assuming that no GEAC stockholders exercise their redemption rights and we do not issue any additional shares of our capital stock pursuant to the Purchase Options (as defined herein) or otherwise, it is anticipated that, upon the closing of the Row 44 Merger and the AIA Stock Purchase, current GEAC stockholders (other than the founders) will own approximately 32%, the GEAC founders will own 7%, former equity holders of Row 44 (other than PAR and AIA) will own 16%, AIA will own 5% and PAR will own 40%, of the issued and outstanding shares of our capital stock.

You will also be asked to consider and vote upon proposals (a) to approve and adopt our second amended and restated certificate of incorporation of the Company, a copy of which is attached as Annex C to the accompanying proxy statement, which we refer to as the Certificate Proposal, (b) to elect five (5) directors to serve on GEAC's board of directors, which we refer to as the Director Election Proposal, and (c) to approve and adopt the Global Eagle Entertainment Inc. 2012 Equity Incentive Plan (an equity-based incentive plan), a copy of which is attached to the accompanying proxy statement as Annex D, which we refer to as the Incentive Plan Proposal.

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Each of these proposals is more fully described in the accompanying proxy statement.

Our common stock, units and warrants are currently listed on The Nasdaq Stock Market under the symbols EAGL, EAGLU and EAGLW, respectively. We have applied to continue the listing of our common stock on The Nasdaq Stock Market upon the closing of the Business Combination. Following the closing, we expect that our warrants will trade on the OTC Bulletin Board under the symbol [ ]. Prior to the closing, our units will separate into their component shares of common stock and warrants to purchase one share of our common stock.

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Pursuant to our amended and restated certificate of incorporation, we are providing our public stockholders with the opportunity to redeem their shares of our common stock for cash equal to their pro rata share of the aggregate amount on deposit in the trust account which holds the proceeds of our initial public offering as of two business days prior to the consummation of the Business Combination, less franchise and income taxes payable, upon the consummation of the Business Combination. For illustrative purposes, based on funds in the trust account of approximately \$189.6 million on June 30, 2012, the estimated per share redemption price would have been approximately \$9.98. **Public stockholders may elect to redeem their shares even if they vote for the Business Combination Proposal.** A public stockholder, together with any of his, her or its affiliates or any other person with whom it is acting in concert or as a group (as defined under Section 13 of the Securities Exchange Act of 1934, as amended), will be restricted from redeeming his, her or its shares with respect to more than an aggregate of 10% of the public shares. Holders of our outstanding public warrants do not have redemption rights in connection with the Business Combination. The holders of GEAC shares issued prior to our initial public offering, which we refer to as founder shares, have agreed to waive their redemption rights with respect to their founder shares and any other shares they may hold in connection with the consummation of the Business Combination, and the founder shares will be excluded from the pro rata calculation used to determine the per-share redemption price. Currently, our Sponsor, independent directors and executive officers own approximately 18% of our issued and outstanding shares of common stock, consisting of all of the founder shares.

We are providing this proxy statement and accompanying proxy card to our stockholders in connection with the solicitation of proxies to be voted at the annual meeting and at any adjournments or postponements of the annual meeting. **Whether or not you plan to attend the annual meeting, we urge you to read this proxy statement (and any documents incorporated into this proxy statement by reference) carefully. Please pay particular attention to the section titled Risk Factors beginning on page 52.**

**Our board of directors has unanimously approved and adopted the Row 44 Merger Agreement and the AIA Stock Purchase Agreement and unanimously recommends that our stockholders vote FOR all of the proposals presented to our stockholders. When you consider the board recommendation of these proposals, you should keep in mind that our directors and officers have interests in the Business Combination that may conflict with your interests as a stockholder. See the section entitled, *Proposal No. 1 Approval of the Business Combination Certain Benefits of GEAC's Directors and Officers and Others in the Business Combination* beginning on page 94.**

Approval of the Business Combination Proposal and Incentive Plan Proposal requires the affirmative vote of holders of a majority of our outstanding shares of common stock that are voted at the annual meeting. Approval of the Certificate Proposal requires the affirmative vote of holders of a majority of our outstanding shares of common stock. Approval of the Director Election Proposal requires the affirmative vote of the holders of a plurality of the shares of our common stock represented in person or by proxy and entitled to vote thereon at the annual meeting. Approval of the Adjournment Proposal requires the affirmative vote of the holders of a majority of the shares of our common stock represented in person or by proxy and entitled to vote thereon at the annual meeting.

We have no specified maximum redemption threshold under our charter. It is a condition to closing under the Row 44 Merger Agreement, however, that holders of no more than 15,036,667 public shares exercise their redemption rights under our charter. Our Sponsor, independent directors and executive officers have agreed to vote their shares of common stock of the Company on the Business Combination Proposal in accordance with the majority of the votes cast by public stockholders on the Business Combination Proposal at the annual meeting, and vote any shares of common stock acquired during or after our initial public offering in favor of the Business Combination Proposal. Although permitted under our amended and restated certificate of incorporation, we will not, prior to consummation of the Business Combination, release amounts from the trust account to purchase in the open market shares of

common stock sold in our initial public offering.

**Your vote is very important. If you are a registered stockholder, please vote your shares as soon as possible using one of the following methods to ensure that your vote is counted, regardless of whether you expect to attend the annual meeting in person: (1) call the toll-free number specified on the enclosed proxy card and follow the instructions when prompted, (2) access the Internet website specified**

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**on the enclosed proxy card and follow the instructions provided to you, or (3) complete, sign, date and return the enclosed proxy card in the postage-paid envelope provided. If you hold your shares in street name through a bank, broker or other nominee, you will need to follow the instructions provided to you by your bank, broker or other nominee to ensure that your shares are represented and voted at the annual meeting. A failure to vote your shares is the equivalent of a vote AGAINST the Certificate Proposal.**

If you sign, date and return your proxy card without indicating how you wish to vote, your proxy will be voted in favor of each of the proposals presented at the annual meeting. If you fail to return your proxy card or fail to submit your proxy by telephone or over the internet, or fail to instruct your bank, broker or other nominee how to vote, and do not attend the annual meeting in person, the effect will be that your shares will not be counted for purposes of determining whether a quorum is present at the annual meeting and, if a quorum is present, will have the same effect as a vote against the proposal to approve the Certificate Proposal. If you are a stockholder of record and you attend the annual meeting and wish to vote in person, you may withdraw your proxy and vote in person.

On behalf of our board of directors, I thank you for your support and look forward to the successful completion of the Business Combination.

Sincerely,  
Harry E. Sloan  
Chairman and Chief Executive Officer

[ ], 2012

This proxy statement is dated [ ], 2012, and is first being mailed to stockholders of the Company on or about [ ], 2012.

NEITHER THE SECURITIES AND EXCHANGE COMMISSION NOR ANY STATE SECURITIES REGULATORY AGENCY HAS APPROVED OR DISAPPROVED THE TRANSACTIONS DESCRIBED IN THIS PROXY STATEMENT OR ANY OF THE SECURITIES TO BE ISSUED IN THE BUSINESS COMBINATION, PASSED UPON THE MERITS OR FAIRNESS OF THE BUSINESS COMBINATION OR RELATED TRANSACTIONS OR PASSED UPON THE ADEQUACY OR ACCURACY OF THE DISCLOSURE IN THIS PROXY STATEMENT. ANY REPRESENTATION TO THE CONTRARY CONSTITUTES A CRIMINAL OFFENSE.

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**GLOBAL EAGLE ACQUISITION CORP.  
10900 Wilshire Blvd. Suite 1500  
Los Angeles, California 90024**

**NOTICE OF ANNUAL MEETING  
OF STOCKHOLDERS OF GLOBAL EAGLE  
ACQUISITION CORP.**

**To Be Held On [ ], 2012**

To the Stockholders of Global Eagle Acquisition Corp.:

NOTICE IS HEREBY GIVEN that an annual meeting of stockholders (the annual meeting ) of Global Eagle Acquisition Corp., a Delaware corporation ( GEAC or the Company ), will be held at 10:00 a.m., Eastern time, on [ ], 2012, at the offices of McDermott Will & Emery LLP, 340 Madison Avenue, New York, New York. You are cordially invited to attend the annual meeting of stockholders for the following purposes:

(1) *The Business Combination Proposal* to consider and vote upon a proposal (i) to approve and adopt the Agreement and Plan of Merger and Reorganization, dated as of November 8, 2012, as it may be amended, by and among the Company, EAGL Merger Sub Corp., a Delaware corporation, Row 44, Inc., a Delaware corporation, and PAR Investment Partners, L.P., a Delaware limited partnership ( PAR ), in its capacity as stockholders agent and for other specific purposes (the Row 44 Merger Agreement ), and the transactions contemplated thereby, and (ii) to approve the Stock Purchase Agreement, dated as of November 8, 2012, by and between the Company and PAR (the AIA Stock Purchase Agreement ), and the transactions contemplated thereby (the Business Combination Proposal );

(2) *The Certificate Proposal* to consider and vote upon a proposal to approve our second amended and restated certificate of incorporation to, among other things:

change our name to Global Eagle Entertainment Inc.;

remove certain provisions related to our status as a blank check company;

provide for the issuance of non-voting shares of common stock (which will be issued in the Business Combination);

and

make certain other changes that our board of directors deems appropriate for a public operating company (this proposal is referred to herein as the Certificate Proposal ).

(3) *The Director Election Proposal* to consider and vote upon a proposal to elect five (5) directors to serve on GEAC s board of directors upon consummation of the Business Combination (the Director Election Proposal );

(4) *The Incentive Plan Proposal* to consider and vote upon a proposal to approve and adopt the Global Eagle Entertainment Inc. 2012 Equity Incentive Plan (the Incentive Plan Proposal );

(5) *The Adjournment Proposal* to consider and vote upon a proposal to adjourn the annual meeting to a later date or dates, if necessary, to permit further solicitation and vote of proxies if, based upon the tabulated vote at the time of the



annual meeting of stockholders, there are not sufficient votes to approve one or more proposals presented to stockholders for vote (the Adjournment Proposal ); and

(6) to consider and transact such other procedural matters as may properly come before the annual meeting of stockholders or any adjournment or postponement thereof.

Only holders of record of our common stock at the close of business on [ ], 2012 are entitled to notice of the annual meeting of stockholders and to vote at the annual meeting of stockholders and any adjournments or postponements of the annual meeting of stockholders. A complete list of our stockholders of record entitled to vote at the annual meeting of stockholders will be available for ten days before the annual meeting of stockholders at our principal executive offices for inspection by stockholders during ordinary business hours for any purpose germane to the annual meeting of stockholders.

Pursuant to our amended and restated certificate of incorporation, we will provide our public stockholders with the opportunity to redeem their shares of our common stock for cash equal to their pro rata share of the

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aggregate amount on deposit in the trust account which holds the proceeds of our initial public offering as of two business days prior to the consummation of the transactions contemplated by the Row 44 Merger Agreement and the AIA Stock Purchase Agreement, less franchise and income taxes payable, upon the closing of the transactions contemplated by the transactions contemplated by the Row 44 Merger Agreement and the AIA Stock Purchase Agreement. For illustrative purposes, based on funds in the trust account of approximately \$189.6 million on June 30, 2012, the estimated per share redemption price would have been approximately \$9.98. **Public stockholders may elect to redeem their shares even if they vote for the Business Combination Proposal.** A public stockholder, together with any of his, her or its affiliates or any other person with whom it is acting in concert or as a group (as defined under Section 13 of the Securities Exchange Act of 1934, as amended), will be restricted from redeeming his, her or its shares with respect to more than an aggregate of 10% of the public shares. The holders of our shares issued prior to our initial public offering ( founder shares ) have agreed to waive their redemption rights with respect to their founder shares and any other shares they may hold in connection with the consummation of the Business Combination, and the founder shares will be excluded from the pro rata calculation used to determine the per-share redemption price. Currently, our Sponsor, independent directors and executive officers own approximately 18% of our outstanding shares of common stock, consisting of all of the founder shares.

The transactions contemplated by the Row 44 Merger Agreement and the AIA Stock Purchase Agreement will be consummated only if a majority of the outstanding shares of common stock of the Company voted are voted in favor of the Business Combination Proposal and the other proposals to be voted upon at the annual meeting (other than the Adjournment Proposal) are approved. We have no specified maximum redemption threshold under our charter. It is a condition to closing under the Row 44 Merger Agreement, however, that holders of no more than 15,036,667 public shares exercise their redemption rights pursuant to our charter.

Your attention is directed to the proxy statement accompanying this notice (including the annexes thereto) for a more complete description of the proposed business combination and related transactions and each of our proposals. We encourage you to read this proxy statement carefully. If you have any questions or need assistance voting your shares, please call our proxy solicitor, Morrow & Co., LLC, at (800) 322-2885.

[ ], 2012

By Order of the Board of Directors,  
James A. Graf  
Secretary

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The schedules and exhibits to the Agreement and Plan of Merger and Reorganization and Stock Purchase Agreement \*have been omitted pursuant to Item 601(b)(2) of Regulation S-K. GEAC hereby agrees to furnish supplementally a copy of any omitted schedules or exhibits to the staff of the SEC upon request.

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## SUMMARY TERM SHEET

This Summary Term Sheet, together with the sections entitled *Questions and Answers About the Proposal for Stockholders* and *Summary of the Proxy Statement*, summarize certain information contained in this proxy statement, but do not contain all of the information that is important to you. You should read carefully this entire proxy statement, including the attached Annexes, for a more complete understanding of the matters to be considered at the annual meeting of stockholders. In this proxy statement, the terms we, us, our the Company and GEAC refer to Eagle Acquisition Corp., the term Row 44 refers to Row 44, Inc., the term AIA refers to Advanced Inflight Alliance AG and its subsidiaries, and the term PAR refers to PAR Investment Partners, L.P.

GEAC is a special purpose acquisition company formed for the purpose of effecting a merger, capital stock exchange, asset acquisition, stock purchase, reorganization or similar business combination with one or more businesses. For more information about GEAC, see the section entitled *Information About GEAC* and *GEAC's Management's Discussion and Analysis of Financial Condition and Results of Operations* beginning on pages 133 and 144, respectively.

Row 44 is a leading satellite-based broadband services provider to the global commercial airline industry. For more information about Row 44, see the sections entitled *Information About Row 44*, and *Row 44's Management's Discussion and Analysis of Financial Condition and Results of Operations* beginning on pages 147 and 166, respectively.

AIA is a global leader in the business of onboard entertainment for commercial airline passengers in the form of video and music programs and video games, or in-flight entertainment. For more information about AIA, see the sections entitled *Information About AIA*, and *AIA's Management's Discussion and Analysis of Financial Condition and Results of Operations* beginning on pages 173 and 182, respectively.

Pursuant to an Agreement and Plan of Merger and Reorganization, dated November 8, 2012, by and among the Company and EAGL Merger Sub Corp., on the one hand, and Row 44 and PAR, on the other hand (the Row 44 Merger Agreement), the Company proposes to acquire Row 44 through a merger between a wholly owned subsidiary of the Company and Row 44. Additionally, pursuant to a Stock Purchase Agreement, dated November 8, 2012, between the Company and PAR (the AIA Stock Purchase Agreement), the Company proposes to acquire 86% of the outstanding shares of AIA, in exchange for shares of non-voting common stock of the Company. Immediately prior to the closing of the Row 44 Merger, PAR is expected to own approximately 43% of the issued and outstanding shares of common stock of Row 44 and AIA is expected to own 13% of the issued and outstanding shares of common stock Row 44 (in each case assuming the conversion or redemption of all issued and outstanding Row 44 preferred stock and the closing of the Row 44 Merger as of December 31, 2012, and assuming the exercise of certain Row 44 warrants expected to be exercised prior to the closing), and PAR is expected to own 86% of the issued and outstanding shares of AIA. For more information about the transactions contemplated by the Row 44 Merger Agreement and the AIA Stock Purchase Agreement, which are collectively referred to herein as the Business Combination, see the sections entitled *Proposal No. 1 Approval of the Business Combination* beginning on page 85, *The Business Combination Agreements* beginning on page 114, and the copies of the agreements attached to this proxy statement as Annex A and Annex B, respectively.

Under the terms of the Row 44 Merger Agreement, the aggregate merger consideration to be paid in the Row 44 Merger is based upon a total enterprise value of Row 44 of \$250.0 million, subject to adjustment as described herein. We currently expect that, at the closing, we will issue 22,548,165 shares of GEAC common stock to the Row 44 equity holders (valued at approximately \$225.5 million based on a price per share of GEAC common stock of \$10.00 pursuant to the terms of the Row 44 Merger Agreement), approximately \$12.0 million of Row 44 indebtedness (including the amount payable to PAR pursuant to the Backstop Fee Agreement) will be paid and we will assume certain Row 44 warrants. For more information about the Row 44 Merger Agreement and related transaction agreements, see the section entitled *The Business Combination Agreements* beginning on page 114.



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Under the terms of the AIA Stock Purchase Agreement, concurrently with the consummation of the merger with Row 44, the Company will purchase from PAR 20,464,581 shares of AIA (valued at approximately \$143.7 million based on a price per share of \$10.00 of GEAC common stock). In exchange for its shares of AIA, the Company will issue to PAR 14,368,233 shares of non-voting common stock of the Company. The shares of non-voting common stock will be convertible into shares of voting common stock of the Company on a share for share basis upon the earlier to occur of: (a) the election by a holder of such non-voting shares on or after October 31, 2013 to convert such shares into voting shares and (b) the transfer of a holder's non-voting shares to any person that results in PAR no longer being the beneficial owner of such shares for purposes of Section 13 of the Exchange Act.

If our public stockholders exercise their right to redeem shares of our common stock in connection with the Business Combination, PAR and Putnam Capital Spectrum Fund and Putnam Equity Fund (these two Putnam funds are collectively referred to herein as Putnam) have separately agreed to purchase from us at the closing a number of shares of our common stock equal to the number of shares redeemed, at a purchase price of \$10.00 per share, up to a maximum of 4,750,000 shares for PAR and 2,375,000 shares for Putnam. We refer to these agreements as the

Backstop Agreements. If our public stockholders redeem less than 7,125,000 shares in the aggregate, then each of PAR and Putnam will be required to purchase only their pro rata portion of any shares to be purchased, calculated on the basis of their original commitments. Additionally, if our public stockholders redeem less than 7,125,000 shares, then each of PAR and Putnam will have the option to purchase from us at the closing a number of shares of our common stock equal to their respective original commitment minus the number of shares PAR and Putnam, as applicable, are required to purchase pursuant to their respective Backstop Agreements. We refer to these options as the Purchase Options. The shares of our common stock that PAR will receive pursuant to the PAR Backstop Agreement and the Purchase Option may be divided between shares of voting and non-voting common stock in such proportion as PAR determines in its sole discretion. As the first investor to commit to a backstop investment, Row 44 will pay to PAR \$11.9 million in cash at closing.

Assuming that none of our stockholders exercise their redemption rights with respect to shares of our common stock and we do not issue any other shares of our capital stock pursuant to the Purchase Options or otherwise, it is anticipated that, upon the closing of the Business Combination, current GEAC stockholders (other than the founders) will own approximately 32%, the founders will own 7%, former equity holders of Row 44 (other than PAR and AIA) will own 16%, AIA will own 5%, and PAR will own 40% of the issued and outstanding shares of our capital stock.

In the event that GEAC stockholders exercise their redemption rights, the percentage of our capital stock owned by holders other than our public stockholders following the closing will increase, and PAR and Putnam will purchase shares pursuant to the Backstop Agreements. For example, if the maximum number of GEAC shares is redeemed (15,036,667 shares), then current GEAC stockholders (other than the founders) will own 7%, the founders will own 8%, former Row 44 equity holders (other than PAR and AIA) will own 19%, AIA will own 6%, Putnam will own 5%, and PAR will own 55% of the issued and outstanding shares of capital stock the Company after the closing.

Our management and board of directors considered various factors in determining whether to approve the Row 44 Merger Agreement and the AIA Stock Purchase Agreement and the transactions contemplated thereby, including the fact that value of the Business Combination is equal to at least 80% of the balance in the trust account (excluding deferred underwriting discounts and commissions). For more information about our decision-making process, see the section entitled *Proposal No. 1 Approval of the Business Combination GEAC's Board of Directors Reasons for Approval of the Business Combination* beginning on page 86.

Pursuant to our amended and restated certificate of incorporation, in connection with the Business Combination holders of shares of our common stock issued in our initial public offering (public shares) may elect to have their shares redeemed for cash at the applicable redemption price per



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share calculated in accordance with our amended and restated certificate of incorporation. As of June 30, 2012 this would have amounted to approximately \$9.98 per share. If a holder exercises its redemption rights, then such holder will be exchanging its shares of our common stock for cash and will no longer own shares of the Company. Such a holder will be entitled to receive cash for its public shares only if it properly demands redemption and delivers its shares (either physically or electronically) to our transfer agent at least two business days prior to the annual meeting of stockholders. It is a condition to closing under the Row 44 Merger Agreement that holders of not more than 15,036,667 shares of our common stock exercise their redemption rights. See the section entitled *Annual Meeting of GEAC Stockholders Redemption Rights* beginning on page 83 for the procedures to be followed if you wish to redeem your shares for cash.

In addition to voting on the proposal to approve and adopt the Row 44 Merger Agreement and to approve the AIA Stock Purchase Agreement at the annual meeting, the stockholders of GEAC will be asked to vote on proposals to approve an amended and restated certificate of incorporation for GEAC, to elect five directors to the board of GEAC, subject to the closing of the Business Combination, to adopt an equity incentive plan, and to adjourn the annual meeting, if necessary, to permit further solicitation of proxies in the event that there are insufficient votes for, or otherwise in connection with, the approval of the Business Combination. See the sections entitled *Proposal No. 2 Approval of the Second Amended and Restarted Certificate of Incorporation*, beginning on page 100, *Proposal No. 3 Election of Directors to the Board*, beginning on page 105, *Proposal No. 4 Adoption of the Global Eagle Entertainment Inc. 2012 Stock Incentive Plan*, beginning on page 108, *Proposal No. 5 The Adjournment Proposal* beginning on page 113, and *Annual Meeting of GEAC Stockholders* beginning on page 80.

Upon the closing of the Business Combination, our board of directors will be expanded to seven directors, consisting of one of our existing board members and one of our existing executive officers, one director who is the current Chairman of the Board of Row 44 and the Supervisory Board of AIA and an affiliate of PAR, one director who is currently the Chief Executive Officer and member of the Board of Directors of Row 44, one director who is currently the Chief Executive Officer and member of the Management Board of AIA, and two directors who are not affiliates, employees or members of the boards of directors of any of GEAC, Row 44, AIA or PAR. See the sections entitled *Proposal No. 3 Election of Directors to the Board of Directors* and *Management Following the Business Combination* on pages 105 and 200, respectively.

The closing of the Business Combination is subject to a number of conditions set forth in the Row 44 Merger Agreement and the AIA Stock Purchase Agreement including, among others, receipt of the requisite stockholder approval contemplated by this proxy statement, that both the Row 44 Merger and the AIA Stock Purchase are consummated and, in the case of the Row 44 Merger Agreement, that no more than 5.0% of the Row 44 common stock (on a fully-diluted basis) have exercised or otherwise perfected their rights of appraisal pursuant to applicable law with respect to such shares. For more information about the closing conditions to the Business Combination, see the section entitled *The Business Combination Agreements* beginning on page 114.

The proposed Business Combination involves numerous risks. For more information about these risks, see the section entitled *Risk Factors* beginning on page 52.

In considering the recommendation of GEAC's board of directors to vote for the proposals presented at the annual meeting, you should be aware that our executive officers and members of our board of directors have interests in the Business Combination that are different from, or in addition to, the interests of our stockholders generally. The members of our board of directors were aware of these differing interests and considered them, among other matters, in evaluating and negotiating the transaction agreement and in recommending to our stockholders that they vote in favor of the proposals presented at the annual meeting. These interests include, among other things: the continued right of our Sponsor, independent directors and executive officers (collectively, the founders) to hold our common stock following the Business Combination, subject to the lock-up agreements;

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the continued right of the founders to hold sponsor warrants to purchase shares of our common stock;  
the continuation of two officers of GEAC as directors (but not as officers) of the Company;  
the repayment of loans made by, and the reimbursement of out-of-pocket expenses incurred by, certain officers or directors or their affiliates in the aggregate amount of approximately \$[ ]; and  
the continued indemnification of current directors and officers of the Company and the continuation of directors and officers liability insurance after the Business Combination.

## **PRESENTATION OF FINANCIAL AND OTHER INFORMATION**

The financial and other information included in this proxy statement regarding Row 44 is presented in accordance with the scaled disclosure provisions under the Exchange Act that are available to smaller reporting companies as defined thereunder.

AIA prepares its consolidated financial statements in accordance with International Financial Reporting Standards, as adopted by the European Union, or IFRS EU, and reports its financial statements in Euros. Unless otherwise indicated (for example, in the presentation of pro forma financial information), all financial information related to AIA and discussions related to such information in this proxy statement are based upon AIA's financial statements prepared in accordance with IFRS EU and reported in Euros. The principal differences between the accounting principles applied by AIA under IFRS EU and generally accepted accounting principles in the United States, or U.S. GAAP, are discussed in note 26 to AIA's audited consolidated financial statements included elsewhere in this proxy statement.

## **FREQUENTLY USED TERMS**

In this document:

**AIA** means Advanced Inflight Alliance AG, a German corporation.

**AIA Stock Purchase Agreement** means the Stock Purchase Agreement, dated November 8, 2012, by and between the Company and PAR, relating to the purchase by the Company of 20,464,581 shares of AIA.

**Backstop Agreements** means the PAR Backstop Agreement and the Putnam Backstop Agreement.

**Business Combination** refers to the Row 44 Merger and the AIA Stock Purchase, collectively.

**Business Combination Proposal** refers to the stockholder proposal (i) to approve and adopt the Row 44 Merger Agreement and the transactions contemplated thereby, and (ii) to approve the AIA Stock Purchase Agreement and the transactions contemplated thereby.

**capital stock**, when used with respect to GEAC, means the common stock and non-voting common stock of GEAC, collectively.

**closing** refers to the consummation of the Business Combination.

**closing date** refers to the date on which the closing occurs.

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Code refers to the Internal Revenue Code of 1986, as amended.

DGCL refers to the Delaware General Corporation Law.

Exchange Act refers to the Securities Exchange Act of 1934, as amended.

founder shares refers to the 4,169,085 shares of common stock of the Company purchased prior to our initial public offering.

GEAC refers to Global Eagle Acquisition Corp., a Delaware corporation.

GEAC founders or the founders refers to the members of the Sponsor and GEAC's officers and independent directors.

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GEAC Merger Sub refers to EAGL Merger Sub Corp., a Delaware corporation and wholly owned subsidiary of the Company.

HSR Act means the Hart-Scott-Rodino Antitrust Improvements Act of 1976.

PAR means PAR Investment Partners, L.P., a Delaware limited partnership.

PAR Backstop Agreement means the Amended and Restated Common Stock Purchase Agreement between the Company and PAR dated November 8, 2012.

proposed certificate means the proposed Second Amended and Restated Certificate of Incorporation of Global Eagle Acquisition Corp. which will become the Company's certificate of incorporation upon the consummation of the Business Combination. A copy of the proposed certificate is attached hereto as Annex C.

public shares refers to the 18,992,500 shares of GEAC's common stock sold in its initial public offering.

public stockholders refers to the holders of public shares, including the GEAC founders to the extent they purchase public shares, provided that each GEAC founder's status as a public stockholder shall only exist with respect to such public shares.

public warrants refers to the 18,992,500 warrants sold in GEAC's initial public offering, each of which is exercisable for one share of GEAC common stock, in accordance with its terms.

Purchase Options refers to the option of PAR and Putnam to purchase a number of shares of our stock equal to (i) with respect to PAR, 4,750,000 minus the number of shares of our common stock PAR is required to purchase pursuant to the PAR Backstop Agreement and (ii) with respect to Putnam, 2,375,000 minus the number of shares of our common stock Putnam is required to purchase pursuant to the Putnam Backstop Agreement.

Putnam means Putnam Capital Spectrum Fund and Putnam Equity Fund.

Putnam Backstop Agreement means the Common Stock Purchase Agreement between the Company and Putnam dated November 8, 2012.

Row 44 means Row 44, Inc., a Delaware corporation.

Row 44 Merger refers to the merger pursuant to the Row 44 Merger Agreement, whereby GEAC Merger Sub will merge with and into Row 44, and we will issue 22,548,165 shares of our common stock to Row 44 equity holders, subject to adjustment as described herein.

Row 44 Merger Agreement refers to the Agreement and Plan of Merger and Reorganization, dated November 8, 2012, by and among the Company and EAGL Merger Sub Corp., a Delaware corporation, on the one hand, and Row 44, Inc., a Delaware corporation, and PAR Investment Partners, L.P., a Delaware limited partnership, on the other hand.

SEC refers to the Securities and Exchange Commission.

Securities Act refers to the Securities Act of 1933, as amended.

sponsor warrants refers to 7,000,000 warrants issued to the Sponsor upon consummation of our initial public offering, each of which is exercisable for one share of GEAC common stock in accordance with its terms.

Sponsor refers to Global Eagle Acquisition LLC, a Delaware limited liability company.

trust account refers to the trust account which holds the proceeds of our initial public offering, and with respect to which American Stock Transfer & Trust Company, LLC acts as trustee.

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# QUESTIONS AND ANSWERS ABOUT THE PROPOSALS FOR STOCKHOLDERS

*The following questions and answers briefly address some commonly asked questions about the proposals to be presented at the annual meeting of stockholders, including with respect to the proposed Business Combination. The following questions and answers may not include all the information that is important to our stockholders. We urge stockholders to read carefully this entire proxy statement, including the annexes and the other documents referred to herein. Unless otherwise specified, all share calculations assume that no GEAC stockholders exercise their redemption rights and we do not issue any additional shares of our capital stock pursuant to the Purchase Options or otherwise.*

**Q:** Why am I receiving this proxy statement?

We have entered into an Agreement and Plan of Merger and Reorganization, dated as of November 8, 2012, as it may be amended, by and among the Company and GEAC Merger Sub, on the one hand, and Row 44 and PAR, on the other hand, pursuant to which GEAC Merger Sub will merge with and into Row 44, and we will issue A: 22,548,165 shares of our common stock to Row 44 equity holders, subject to adjustment. This agreement, as it may be amended, is referred to as the Row 44 Merger Agreement, and the transactions contemplated by this agreement are referred to as the Row 44 Merger. A copy of the Row 44 Merger Agreement is attached to this proxy statement as Annex A.

Additionally, we have entered into a Stock Purchase Agreement, dated as of November 8, 2012, with PAR, pursuant to which, concurrently with the closing of the Row 44 Merger, we will purchase from PAR approximately 86% of the issued and outstanding shares of AIA, consisting of 20,464,581 shares, which we refer to as the AIA Shares. This agreement, as it may be amended, is referred to as the AIA Stock Purchase Agreement, and the transactions contemplated by this agreement are referred to as the AIA Stock Purchase. A copy of the AIA Stock Purchase Agreement is attached to this proxy statement as Annex B.

The Row 44 Merger and the AIA Stock Purchase are collectively referred to herein as the Business Combination.

Our stockholders are being asked to consider and vote upon a proposal to approve and adopt the Row 44 Merger Agreement and to approve the AIA Stock Purchase Agreement.

Our common stock, units and warrants are currently listed on The Nasdaq Stock Market, or Nasdaq, under the symbols EAGL, EAGLU and EAGLW, respectively. We have applied to continue the listing of our common stock on Nasdaq upon the closing of the Business Combination. Following the closing, we expect that our warrants will trade on the OTC Bulletin Board under the symbol [ ]. Prior to the closing, our units will separate into their component share of common stock and warrant to purchase one share of our common stock.

This proxy statement and its annexes contain important information about the proposed Business Combination and the other matters to be acted upon at the annual meeting of stockholders. You should read this proxy statement and its annexes carefully and in their entirety.

**Your vote is important. You are encouraged to submit your proxy as soon as possible after carefully reviewing this proxy statement and its annexes.**

Q: What is being voted on?

A: Below are proposals on which our stockholders are being asked to vote.

1. To approve and adopt the Row 44 Merger Agreement and to approve the AIA Stock Purchase Agreement (this proposal is referred to herein as the Business Combination Proposal );
2. To consider and vote upon a proposal to approve an amended and restated certificate of incorporation of the Company, or the proposed certificate, to, among other things:
  - change our name to Global Eagle Entertainment Inc.;
  - remove certain provisions related to our status as a blank check company;

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provide for the issuance of non-voting shares of common stock (which will be issued in the Business Combination); and

make certain other changes that our board of directors deems appropriate for a public operating company (this proposal is referred to herein as the Certificate Proposal );

3. To elect five directors to our board of directors, subject to the consummation of the Business Combination (this proposal is referred to herein as the Director Election Proposal );

4. To approve and adopt the Global Eagle Entertainment Inc. 2012 Equity Incentive Plan (this proposal is referred to herein as the Incentive Plan Proposal ); and

5. To approve the adjournment of the annual meeting of stockholders to a later date or dates, if necessary, to permit further solicitation and vote of proxies in the event that, based upon the tabulated vote at the time of the annual meeting of stockholders, there are not sufficient votes to approve one or more stockholder proposals presented at the annual meeting (this proposal is referred to herein as the Adjournment Proposal ). This proposal will only be presented at the annual meeting of stockholders if there are not sufficient votes to approve one or more proposals presented to stockholders for vote.

It is important for you to note that in the event that any proposal other than the Adjournment Proposal does not receive the requisite vote for approval, then we will not consummate the Business Combination. If we do not consummate the Business Combination and fail to complete an initial business combination by February 18, 2013, we will be required to dissolve and liquidate our trust account.

Q: Are the proposals conditioned on one another?

A: The proposals are all conditioned on each other, except for the Adjournment Proposal. The Adjournment Proposal does not require the approval of any other proposal to be effective.

Q: Why is GEAC proposing the Business Combination Proposal?

A: We were organized for the purpose of effecting a merger, capital stock exchange, asset acquisition, stock purchase, reorganization or similar business combination with one or more businesses. In particular, we have sought to focus on the media or entertainment sectors, though we are not limited to any particular industry or sector.

We consummated our initial public offering on May 18, 2011. Approximately \$189,626,500 of the proceeds of our initial public offering and the private placement of the sponsor warrants was placed in a trust account immediately following the initial public offering and, in accordance with our amended and restated certificate of incorporation, will be released upon the consummation of the Business Combination. See the question entitled What happens to the funds held in the trust account upon consummation of the Business Combination? on page 12.

Under our amended and restated certificate of incorporation, we must provide all holders of public shares with the opportunity to have their public shares redeemed upon the consummation of our initial business combination either in conjunction with a tender offer or in conjunction with a stockholder vote.

Nasdaq Listing Rule 5635(a) requires shareholder approval where, among other things, the issuance of securities in a transaction exceeds 20% of the number of shares of common stock or the voting power outstanding before the transaction, and Nasdaq Listing Rule 5635(b) requires shareholder approval where the issuance of securities will result in a change of control. We currently have 23,161,585 shares of common stock outstanding, and we intend to issue approximately 36,916,398 shares of our capital stock, or approximately 160% of our currently outstanding shares of capital stock, in the Business Combination (assuming no redemptions of our public shares and no additional issuances of our capital stock). Therefore, we are required to obtain the approval of our shareholders under both Nasdaq Listing Rules 5635(a) and 5635(b).



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Because we are holding a stockholder vote on the Business Combination, our amended and restated certificate of incorporation provides that we may consummate the Business Combination only if it is approved by the affirmative vote of the holders of a majority of the shares of our common stock that are voted at the annual meeting.

Q: What will happen in the Business Combination?

A: The Business Combination consists of the Row 44 Merger and the AIA Stock Purchase. At the closing of the Row 44 Merger, GEAC Merger Sub will merge with and into Row 44, with Row 44 surviving the merger as a wholly owned subsidiary of the Company. At the closing of the AIA Stock Purchase, we will purchase from PAR 20,464,581 shares of AIA in exchange for 14,368,233 shares of our non-voting common stock. The non-voting common stock will be convertible into shares of our voting common stock on a share for share basis in accordance with the terms of the proposed certificate.

As a result of the Row 44 Merger and the AIA Stock Purchase, we will own all of the issued and outstanding shares of common stock of Row 44 and 86% of the issued and outstanding shares of AIA. As required by the German Securities Acquisition and Takeover Act, we expect to commence a mandatory takeover offer in accordance with German law for the remaining 14% of the issued and outstanding shares of AIA as soon as practicable after the closing.

Q: What equity stake will current GEAC stockholders and former Row 44 stockholders hold in the Company after the closing?

A: Assuming that no GEAC stockholders exercise their redemption rights and we do not issue any other shares of our capital stock pursuant to the Purchase Options or otherwise, it is anticipated that, after the closing of the Row 44 Merger and the AIA Stock Purchase, current GEAC stockholders (other than the founders) will own approximately 32%, the founders will own 7%, former equity holders of Row 44 (other than PAR and AIA) will own 16%, AIA will own 5%, and PAR will own 40% of the issued and outstanding shares of our capital stock.

In the event that GEAC stockholders exercise their redemption rights, the percentage of our common stock owned by holders other than our public stockholders following the closing will increase, and PAR and Putnam will purchase shares pursuant to the Backstop Agreements. For example, if the maximum number of GEAC shares permitted under the Row 44 Merger Agreement is redeemed (15,036,667 shares), then current GEAC stockholders (other than the founders) will own 7%, the founders will own 8%, former Row 44 equity holders (other than PAR and AIA) will own 19%, AIA will own 6%, Putnam will own 5%, and PAR will own 55% of the issued and outstanding shares of capital stock the Company after the closing.

Q: What conditions must be satisfied to complete the Business Combination?

A: There are a number of closing conditions in the Row 44 Merger Agreement and the AIA Stock Purchase Agreement, including that our stockholders have approved and adopted the Row 44 Merger Agreement and approved the AIA Stock Purchase Agreement. For a summary of the conditions that must be satisfied or waived prior to completion of the Business Combination, see the section entitled *The Business Combination Agreements* beginning on page 114.

Q: Why is GEAC proposing the Certificate Proposal?

A: The proposed certificate that we are asking our stockholders to approve in connection with the Business Combination provides for the change of our name to Global Eagle Entertainment Inc., the removal of provisions related to our status as a blank check company, the issuance of shares of non-voting common stock (which will be issued in the Business Combination), and other changes that our board of directors deem appropriate for a public operating company.

Q: Why is GEAC proposing the Director Election Proposal?

A: The Row 44 Merger Agreement provides that effective immediately after the closing of the Row 44 Merger, the board of directors of the Company will consist of seven members, divided into three classes, with each class having a term of three years. The board will consist of one of our existing board



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members and one of our existing executive officers, one director who is the current Chairman of the Board of Row 44 and the Supervisory Board of AIA and an affiliate of PAR, one director who is currently the Chief Executive Officer and member of the Board of Directors of Row 44, one director who is currently Chief Executive Officer and member of the Management Board of AIA, and two directors who are not affiliates, employees or members of the boards of directors of any of GEAC, Row 44, AIA or PAR. See the sections entitled *Proposal No. 3 Election of Directors to the Board of Directors* and *Management of GEAC Following the Business Combination* beginning on pages 105 and 200, respectively, for additional information.

Q: Why is GEAC proposing the Incentive Plan Proposal?

A: The purpose of the Incentive Plan is to provide a means through which the Company and our affiliates may attract and retain key personnel going forward and provide a means whereby directors, officers, members, managers, employees, consultants and advisors (and prospective directors, officers, members, managers, employees, consultants and advisors) of the Company and our affiliates can acquire and maintain an equity interest in GEAC, or be paid incentive compensation, thereby strengthening their commitment to the welfare of the Company and our affiliates and aligning their interests with those of our stockholders.

Q: What happens if I sell my shares of GEAC common stock before the annual meeting?

A: The record date for the annual meeting is earlier than the date that the Business Combination is expected to be completed. If you transfer your shares of GEAC common stock after the record date, but before the annual meeting, unless the transferee obtains from you a proxy to vote those shares, you will retain your right to vote at the annual meeting.

Q: What vote is required to approve the proposals presented at the annual meeting of stockholders?

A: The approval of the Business Combination Proposal and the Incentive Plan Proposal requires the affirmative vote of holders of a majority of our outstanding shares of common stock that are voted at the annual meeting. Accordingly, a GEAC stockholder's failure to vote by proxy or to vote in person at the annual meeting, an abstention from voting, or the failure of a GEAC stockholder who holds his or her shares in street name through a broker or other nominee to give voting instructions to such broker or other nominee will have no effect on the outcome of any vote on the Business Combination Proposal or the Incentive Plan Proposal. The approval of the Certificate Proposal requires the affirmative vote of the holders of a majority of the outstanding shares of our common stock. Accordingly, a GEAC stockholder's failure to vote by proxy or to vote in person at the annual meeting, an abstention from voting, or the failure of a GEAC stockholder who holds his or her shares in street name through a broker or other nominee to give voting instructions to such broker or other nominee will have the same effect as a vote AGAINST the Certificate Proposal.

Directors are elected by a plurality of all of the votes cast by holders of shares of our common stock represented in person or by proxy and entitled to vote thereon at the annual meeting of stockholders. This means that the five nominees will be elected if they receive more affirmative votes than any other nominee for the same position. Stockholders may not cumulate their votes with respect to the election of directors. Abstentions and broker non-votes will have no effect on the election of directors.

The approval of the Adjournment Proposal requires the affirmative vote of the holders of a majority of the shares of our common stock represented in person or by proxy and entitled to vote thereon at the annual meeting of stockholders. Accordingly, abstentions will have the same effect as a vote AGAINST the Adjournment Proposal, while the failure of a GEAC stockholder who holds his or her shares in street name through a broker or other nominee to give voting instructions to such broker or other nominee and shares not in attendance at the annual meeting will have no effect on the outcome of any vote on the Adjournment Proposal.

No vote of the holders of any warrants issued by Company is necessary to approve the Business Combination Proposal, and we are not asking the warrant holders to vote on the Business Combination Proposal or any other proposal being considered at the annual meeting.



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Q: How many votes do I have?

A: Our stockholders are entitled to one vote at the annual meeting for each share of Company common stock held of record as of the record date. As of the close of business on the record date, there were 23,161,585 outstanding shares of our common stock.

Q: What constitutes a quorum?

A: Holders of a majority in voting power of the Company's common stock issued and outstanding and entitled to vote at the annual meeting, present in person or represented by proxy, constitute a quorum. In the absence of a quorum, a majority of our stockholders, present in person or represented by proxy, will have power to adjourn the annual meeting. As of the record date for the annual meeting, 11,580,793 shares of our common stock would be required to achieve a quorum.

Q: How will GEAC's directors and officers vote?

A: In connection with our initial public offering, we entered into agreements with each of our founders, consisting of the Sponsor, our independent directors and our executive officers, pursuant to which each founder agreed to (i) vote his, her or its founder shares, with respect to the Business Combination Proposal, in accordance with the majority of the votes cast on that proposal by the our public stockholders, and (ii) vote any shares acquired during and after the initial public offering in favor of the Business Combination Proposal. Our founders have not purchased any shares during or after our initial public offering. Currently, our founders own approximately 18% of our outstanding shares of common stock, consisting of all of the founder shares. See the section entitled *The Annual Meeting of GEAC Stockholders - Vote of GEAC Founders* beginning on page 80 for additional information.

Q: What interests do GEAC's current officers and directors have in the Business Combination?

A: Our directors and executive officers may have interests in the Business Combination that are different from, or in addition to or in conflict with, yours. These interests include:

the continued right of the founders to hold our common stock following the Business Combination, subject to the lock-up agreements;

the continued right of the founders to hold sponsor warrants to purchase shares of our common stock;

the continuation of two officers of GEAC as directors (but not as officers) of the Company; the repayment of loans made by, and the reimbursement of out-of-pocket expenses incurred by, certain officers or directors or their affiliates in the aggregate amount of approximately \$[ ]; and

the continued indemnification of current directors and officers of the Company and the continuation of directors' and officers' liability insurance after the Business Combination.

These interests may influence our directors in making their recommendation that you vote in favor of the approval of the Business Combination.

Q: What happens if I vote against the Business Combination Proposal?

A: If the Business Combination Proposal is not approved and we do not consummate a business combination by February 18, 2013, we will be required to dissolve and liquidate our trust account.

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Q: Do I have redemption rights?

A: If you are a holder of public shares, you may redeem your public shares for cash equal to their pro rata share of the aggregate amount on deposit in the trust account which holds the proceeds of our initial public offering as of two business days prior to the consummation of the Business Combination, less franchise and income taxes payable, upon the consummation of the Business Combination. A public stockholder, together with any of his, her or its affiliates or any other person with whom it is acting in concert or as a group (as defined under Section 13 of the Securities Exchange Act of 1934, as amended), will be restricted from redeeming his, her or its shares with respect to more than an aggregate of 10% of the public shares. GEAC's founders have agreed to waive their redemption rights with respect to their founder shares and any other shares they may hold in connection with the consummation of the Business Combination, and the founder shares will be excluded from the pro rata calculation used to determine the per-share redemption price. For illustrative purposes, based on funds in the trust account of approximately \$189.6 million on June 30, 2012, the estimated per share redemption price would have been approximately \$9.98.

Q: Will how I vote affect my ability to exercise redemption rights?

A: No. You may exercise your redemption rights whether you vote your shares of GEAC common stock for or against the Business Combination Proposal.

Q: How do I exercise my redemption rights?

A: In order to exercise your redemption rights, you must, prior to 4:30 p.m. Eastern time on [ ] (two business days before the annual meeting), (i) submit a written request to our transfer agent that we redeem your public shares for cash, and (ii) deliver your stock to our transfer agent physically or electronically through Depository Trust Company, or DTC. The address of American Stock Transfer & Trust Company, our transfer agent, is listed on page 83.

Any demand for redemption, once made, may be withdrawn at any time prior to 4:30 p.m. Eastern time on the day that is one business day prior to the closing. If you delivered your shares for redemption to our transfer agent and decide within the required timeframe not to exercise your redemption rights, you may request that our transfer agent return the shares (physically or electronically). You may make such request by contacting our transfer agent at the phone number or address listed on page 14.

Q: What are the federal income tax consequences of exercising my redemption rights?

A: GEAC stockholders who exercise their redemption rights to receive cash from the trust account in exchange for their shares of GEAC common stock generally will be required to treat the transaction as a sale of such shares and recognize gain or loss upon the redemption in an amount equal to the difference, if any, between the amount of cash received and the tax basis of the shares of GEAC common stock redeemed. Such gain or loss should be treated as capital gain or loss if such shares were held as a capital asset on the date of the redemption. A stockholder's tax basis in his, her or its shares of GEAC common stock generally will equal the cost of such shares. A stockholder who purchased GEAC units would have been required to allocate the cost between the share of common stock and the warrant comprising each unit based on their relative fair market values at the time of the purchase. See the section entitled *Material U.S. Federal Income Tax Considerations for Holders Exercising Redemption Rights* beginning on page 97.

Q: If I am a GEAC warrant holder, can I exercise redemption rights with respect to my warrants?

A: No. There are no redemption rights with respect to our warrants.

Q: Do I have appraisal rights if I object to the proposed Business Combination?

A: No. There are no appraisal rights available to holders of GEAC common stock in connection with the Business Combination.

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Q: What happens to the funds held in the trust account upon consummation of the Business Combination?  
If the Business Combination is consummated, the funds held in the trust account will be released to pay (i) GEAC stockholders who properly exercise their redemption rights, (ii) up to \$6.6 million in deferred underwriting compensation and certain advisory fees to the underwriters of our initial public offering and other designated persons and \$[ ] million in fees for advisory and transaction support services, (iii) our Sponsor or its members or affiliates for amounts owed pursuant to unpaid loans made to the Company and unreimbursed, out-of-pocket expenses incurred on behalf of the Company in connection with the Company's business and operations in the aggregate amount of approximately \$[ ], (iv) all fees, costs and expenses (including regulatory fees, legal fees, accounting fees, printer fees, and other professional fees) that were incurred by the Company, GEAC Merger Sub, Row 44, AIA, or PAR in connection with the transactions contemplated by the Business Combination and (v) unpaid franchise and income taxes of the Company.

A: Pursuant to the PAR Backstop Agreement, for each share of our common stock properly tendered for redemption, PAR has agreed to purchase a like amount of shares of our common stock for \$10.00 per share, up to a maximum of 4,750,000 shares. Additionally, in the event that PAR is required to purchase fewer than 4,750,000 shares of our common stock, PAR will have the option to purchase a number of shares of our common stock equal to 4,750,000 minus the aggregate number of shares PAR is required to purchase. As the first investor to commit to a backstop investment, Row 44 will pay to PAR \$11.9 million in cash at closing, which amount will reduce the consideration payable by us to Row 44 equity holders in the Row 44 Merger. PAR may assign its rights and obligations under the PAR Backstop Agreement to other investors in accordance with the terms of the PAR Backstop Agreement. PAR has the right to receive shares of our voting or non-voting common stock under the PAR Backstop Agreement in such proportions as PAR determines in its sole discretion.

Pursuant to the Putnam Backstop Agreement, for each share of our common stock properly tendered for redemption, Putnam has agreed to purchase a like amount of shares of our common stock for \$10.00 per share, up to a maximum of 2,375,000 shares. Additionally, in the event that Putnam is required to purchase fewer than 2,375,000 shares of our common stock, Putnam will have the option to purchase a number of shares of our common stock equal to 2,375,000 minus the aggregate number of shares Putnam is required to purchase. Putnam may assign its rights and obligations under the Putnam Backstop Agreement to other investors in accordance with the terms of the Putnam Backstop Agreement.

If our public stockholders redeem less than 7,125,000 shares, then each of PAR and Putnam will be required to purchase only their pro rata portion of any shares to be purchased, calculated on the basis of their original commitments.

Q: What happens if the Business Combination is not consummated or is terminated?  
A: There are certain circumstances under which the Row 44 Merger Agreement or the AIA Stock Purchase Agreement may be terminated. See the section entitled *The Business Combination Agreements* beginning on page 114 for information regarding the parties' specific termination rights. If the Business Combination is not completed by February 18, 2013.

Our warrant holders have no right to receive funds held in the trust account with respect to the warrants they hold. If the Business Combination is not completed by February 18, 2013, we will be required to dissolve and liquidate the trust account and GEAC warrants will expire worthless.

Holders of our founder shares have waived any right to any liquidation distribution with respect to those shares.

Q: When is the Business Combination expected to be completed?  
A: It is currently anticipated that the Business Combination will be consummated promptly following the annual meeting of stockholders, provided that all other conditions to the consummation of the Business Combination have

been satisfied or waived.

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For a description of the conditions for the completion of the Business Combination, see the section entitled *The Business Combination Agreements* beginning on page 114.

Q: What do I need to do now?

A: You are urged to read carefully and consider the information contained in this proxy statement, including the annexes, and to consider how the Business Combination will affect you as a stockholder. You should then vote as soon as possible in accordance with the instructions provided in this proxy statement and on the enclosed proxy card or, if you hold your shares through a brokerage firm, bank or other nominee, on the voting instruction form provided by the broker, bank or nominee.

Q: How do I vote?

A: If you were a holder of record of our common stock on [ ], the record date for the annual meeting of stockholders, you may vote with respect to the applicable proposals in person at the annual meeting of stockholders or by (1) calling the toll-free number specified on the enclosed proxy card and following the instructions when prompted, (2) accessing the Internet website specified on the enclosed proxy card and following the instructions provided to you, or (3) completing, signing, dating and returning the enclosed proxy card in the postage-paid envelope provided. If you hold your shares in street name, which means your shares are held of record by a broker, bank or other nominee, you should contact your broker, bank or nominee to ensure that votes related to the shares you beneficially own are properly counted. In this regard, you must provide the record holder of your shares with instructions on how to vote your shares or, if you wish to attend the annual meeting of stockholders and vote in person, obtain a proxy from your broker, bank or nominee.

Q: What will happen if I abstain from voting or fail to vote at the annual meeting of stockholders?

A: We will count a properly executed proxy marked **ABSTAIN** with respect to a particular proposal as present for purposes of determining whether a quorum is present. For purposes of approval, an abstention or failure to vote will have no effect on the Business Combination Proposal, the Director Election Proposal or the Incentive Plan Proposal. A failure to vote or an abstention will have the same effect as a vote **AGAINST** the Certificate Proposal, while only an abstention (and not a failure to vote) will have the same effect as a vote **AGAINST** the Adjournment Proposal.

Q: What will happen if I sign and return my proxy card without indicating how I wish to vote?

A: Signed and dated proxies received by us without an indication of how the stockholder intends to vote on a proposal will be voted in favor of each proposal presented to the stockholders.

Q: If I am not going to attend the annual meeting of stockholders in person, should I return my proxy card instead?

A: Yes. Whether you plan to attend the annual meeting of stockholders or not, please read the enclosed proxy statement carefully, and vote your shares by one of the following methods: (1) call the toll-free number specified on the enclosed proxy card and follow the instructions when prompted, (2) access the Internet website specified on the enclosed proxy card and follow the instructions provided to you, or (3) complete, sign, date and return the enclosed proxy card in the postage-paid envelope provided.

Q: If my shares are held in street name, will my broker, bank or nominee automatically vote my shares for me?

A: No. Under the rules of various national and regional securities exchanges, your broker, bank, or nominee cannot vote your shares with respect to non-discretionary matters unless you provide instructions on how to vote in accordance with the information and procedures provided to you by your broker, bank, or nominee. We believe the proposals presented to the stockholders will be considered non-discretionary and therefore your broker, bank, or nominee cannot vote your shares without your instruction. If you do not provide instructions with your proxy, your bank, broker, or other nominee may deliver a proxy card expressly indicating that it is **NOT** voting your shares; this indication that a bank, broker, or nominee is not voting your shares is referred to as a **broker non-vote**. Broker non-votes will be counted for the purpose of determining the existence of a quorum, but will not count for purposes of determining the



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number of votes cast at the annual meeting of stockholders. Your bank, broker, or other nominee can vote your shares only if you provide instructions on how to vote. You should instruct your broker to vote your shares in accordance with directions you provide.

Q: May I change my vote after I have mailed my signed proxy card?

A: Yes. You may change your vote by sending a later-dated, signed proxy card to our secretary at the address listed below so that it is received by our secretary prior to the annual meeting of stockholders or attend the annual meeting of stockholders in person and vote. You also may revoke your proxy by sending a notice of revocation to our secretary, which must be received by our secretary prior to the annual meeting of stockholders.

Q: What should I do if I receive more than one set of voting materials?

A: You may receive more than one set of voting materials, including multiple copies of this proxy statement and multiple proxy cards or voting instruction cards. For example, if you hold your shares in more than one brokerage account, you will receive a separate voting instruction card for each brokerage account in which you hold shares. If you are a holder of record and your shares are registered in more than one name, you will receive more than one proxy card. Please complete, sign, date and return each proxy card and voting instruction card that you receive in order to cast your vote with respect to all of your shares.

Q: Who can help answer my questions?

A: If you have questions about the proposals or if you need additional copies of the proxy statement or the enclosed proxy card you should contact:

James A. Graf, Secretary  
Global Eagle Acquisition Corp.  
10900 Wilshire Blvd. Suite 1500  
Los Angeles, California 90024  
Tel: (310) 209-7280  
Email: jgraf@geacq.com

You may also contact our proxy solicitor at:

Morrow & Co., LLC  
470 West Avenue 4<sup>th</sup> Floor  
Stamford, Connecticut 06902  
Tel: (800) 662-5200

To obtain timely delivery, our stockholders must request the materials no later than five business days prior to the annual meeting.

You may also obtain additional information about us from documents filed with the SEC by following the instructions in the section entitled *Where You Can Find More Information* beginning on page 227.

If you intend to seek redemption of your public shares, you will need to send a letter demanding redemption and deliver your stock (either physically or electronically) to our transfer agent prior to the annual meeting of stockholders. If you have questions regarding the certification of your position or delivery of your stock, please contact:

**Jessenia Tejada**  
**American Stock Transfer & Trust Company**  
**6201 15<sup>th</sup> Avenue**  
**Brooklyn, New York 11219**  
**Tel: 718.921.8520**



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## SUMMARY OF THE PROXY STATEMENT

*This summary highlights selected information from this proxy statement and may not contain all of the information that is important to you. To better understand the Business Combination and the proposals to be considered at the annual meeting, you should read this entire proxy statement carefully, including the annexes. See also the section entitled "Where You Can Find More Information" beginning on page 227.*

*Unless otherwise specified, all share calculations assume no exercise of redemption rights by GEAC stockholders and that we do not issue additional shares of our capital stock pursuant to the Purchase Options or otherwise.*

### Parties to the Business Combination

#### GEAC

We are a blank check company formed in Delaware in 2011 for the purpose of effecting a merger, capital stock exchange, asset acquisition, stock purchase, reorganization, or similar business combination involving GEAC and one or more businesses.

Under our amended and restated certificate of incorporation, if we are unable to complete a Merger by February 18, 2013, we must (i) cease all operations except for the purpose of winding up, (ii) as promptly as reasonably possible, subject to lawfully available funds therefor, redeem 100% of our public shares in consideration of a per-share price, payable in cash, equal to the quotient obtained by dividing (A) the aggregate amount then on deposit in the trust account which holds the proceeds of our initial public offering, including interest but net of franchise and income taxes payable (less up to \$100,000 of such net interest to pay dissolution expenses), by (B) the total number of then outstanding public shares, which redemption will completely extinguish rights of our public stockholders (including the right to receive further liquidation distributions, if any), subject to applicable law, and subject to the requirement that any refund of income taxes that were paid from the trust account which is received after the redemption shall be distributed to the former public stockholders, and (iii) as promptly as reasonably possible following such redemptions, subject to the approval of the remaining stockholders and our board of directors in accordance with applicable law, dissolve and liquidate, subject in each case to our obligations under the DGCL to provide for claims of creditors and other requirements of applicable law.

In the event of our liquidation, the outstanding warrants to purchase shares of our common stock will expire worthless.

Our common stock, units and warrants are currently listed on Nasdaq under the symbol EAGL, EAGLU and EAGLW, respectively. We have applied to continue the listing of our common stock on The Nasdaq Stock Market upon the closing of the Business Combination. Following the closing, we expect that our warrants will trade on the OTC Bulletin Board under the symbol [ ]. Prior to the closing, our units will separate into their component share of common stock and warrant to purchase one share of our common stock prior to the closing.

The mailing address of our principal executive office is 10900 Wilshire Blvd. Suite 1500, Los Angeles, California 90024.

## **GEAC Merger Sub**

EAGL Merger Sub Corp., a Delaware corporation, which we refer to as GEAC Merger Sub, is a wholly owned subsidiary formed by us in 2012 to consummate the Row 44 Merger. In the Row 44 Merger, GEAC Merger Sub will merge with and into Row 44 and GEAC Merger Sub will cease to exist.

## **Row 44**

Row 44 is a leading satellite-based broadband services provider to the global commercial airline industry. Row 44's Wi-Fi based platform and network enables aircraft to connect to orbiting Ku-band satellites and to communicate with existing satellite ground earth stations. The Row 44 in-cabin system and communications link currently provides airline passengers with Internet access, live television, shopping and flight and destination information.

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**AIA**

AIA is a global leader in the business of providing onboard entertainment for commercial airline passengers in the form of video and music programs and video games, or in-flight entertainment. AIA is currently listed in the Regulated Market (General Standard) of the Frankfurt Stock Exchange.

**The Proposed Business Combination (Page 114)**

The Row 44 Merger Agreement provides for the combination of the Company and Row 44 through a merger of GEAC Merger Sub with and into Row 44, whereby Row 44 will become a wholly-owned subsidiary of the Company. As a result of the Row 44 Merger, former equity holders of Row 44 will become stockholders of the Company. Concurrently with the closing of the Row 44 Merger, we will purchase from PAR 20,464,581 shares of AIA, or approximately 86% of the issued and outstanding shares of AIA. After consummation of the Business Combination, approximately 14% of the issued and outstanding shares of AIA will remain held by stockholders other than the Company, and AIA's shares will continue to be traded on the Frankfurt Stock Exchange Xetra. As required by the German Securities Acquisition and Takeover Act, we expect to commence a mandatory takeover offer in accordance with German law for the remaining 14% of the issued and outstanding shares of AIA as soon as practicable after the closing.

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## Organizational Structure

The following diagrams illustrate the structure of the Business Combination and the result of the Business Combination assuming (i) no GEAC stockholders exercise their redemption rights, (ii) no holders of warrants assumed by GEAC exercise their warrants, (iii) the conversion or redemption of all issued and outstanding Row 44 preferred stock and the closing of the Row 44 Merger as of December 31, 2012, (iv) the exercise of certain Row 44 warrants expected to be exercised prior to the closing and (v) we do not issue any additional shares of our capital stock pursuant to the Purchase Options or otherwise.

\*

Required under applicable German law.

\*\* As a result of its ownership interest in Row 44, AIA will receive approximately 2.9 million (or 5%) shares of common stock of the Company pursuant to the Row 44 Merger, which is not reflected in the diagram above.

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## **Company Shares to be Issued at Closing of the Row 44 Merger**

Pursuant to the Row 44 Merger Agreement, upon the effectiveness of the Row 44 Merger, all shares of capital stock (including common and preferred stock) of Row 44 then outstanding will be converted into the right to receive shares of common stock of the Company (collectively referred to herein as the Closing Net Merger Shares), and all options to purchase common stock of Row 44 will be net stock settled for shares of common stock of the Company (collectively referred to herein as the Row 44 Option Settlement Shares). The aggregate number of Closing Net Merger Shares and Row 44 Option Settlement Shares, taken together, to be issued at closing of the Row 44 Merger is calculated by (a) dividing (i) \$250.0 million, (A) plus or minus any estimated working capital surplus or deficit at closing, as applicable, (B) minus the estimated indebtedness of Row 44 at closing, including (1) the amount of \$11.9 million payable to PAR under the Backstop Fee Agreement and (2) any obligations of Row 44 under any note or other agreement to repurchase shares of capital stock of Row 44 (which in the aggregate may not exceed \$13.1 million) and (C) minus the aggregate Black-Scholes value of certain warrants of Row 44 being assumed by the Company at closing, by (ii) \$10.00, and then (b) subtracting the number of shares of common stock of the Company into which (i) the vested portion of a certain performance warrant of Row 44 and (ii) any unexercised Row 44 penny warrants will be exercisable from and after the Row 44 Merger.

Ten percent (10%) of the Closing Net Merger Shares will be placed in escrow to secure (1) any post-closing purchase price adjustment due to the Company from Row 44 pursuant to the terms of the Row 44 Merger Agreement and (2) Row 44's indemnification obligations under the Row 44 Merger Agreement. Any shares in escrow which are not subject to pending claims as of the date 18 months after the closing will be released to the Row 44 stockholders. No portion of the Row 44 Option Settlement Shares will be placed in or subject to escrow.

In addition to the Company shares to be issued in respect of Row 44's outstanding shares of capital stock and options, as a result of the Row 44 Merger, we will be assuming all outstanding warrants of Row 44, other than those warrants of the Company which are exercised prior to closing.

## **Consideration Received by PAR for AIA Shares (Page 126)**

Pursuant to the terms of the AIA Stock Purchase Agreement, we will purchase 20,464,581 shares of AIA from PAR in exchange for 14,368,233 shares of our non-voting common stock. The total number of shares of our non-voting common stock to be issued to PAR under the AIA Stock Purchase Agreement is calculated under the AIA Stock Purchase Agreement by dividing (i) \$143,682,330 by (ii) \$10.00. The terms of the shares of non-voting common stock are set forth in the proposed certificate, which provides that the shares of non-voting common stock will be converted into shares of voting common stock on a share for share basis upon the earlier of (a) the election by a holder of such non-voting shares on or after October 31, 2013 to convert their shares into voting shares and (b) the transfer of a holder's non-voting shares to any person that results in PAR no longer being the beneficial owner of such shares for purposes of Section 13 of the Exchange Act.

## **Redemption Rights (Page 96)**

Pursuant to our amended and restated certificate of incorporation, holders of public shares may elect to have their shares redeemed for cash at the applicable redemption price per share calculated in accordance with our amended and restated certificate of incorporation. As of June 30, 2012, this would have amounted to approximately \$9.98 per share.

If a holder exercises its redemption rights, then such holder will be exchanging its shares of our common stock for cash and will no longer own shares of the Company. Such a holder will be entitled to receive cash for its public shares

only if it properly demands redemption and delivers its shares (either physically or electronically) to our transfer agent prior to the annual meeting of stockholders. It is a condition to closing under the Row 44 Merger Agreement that holders of not more than 15,036,667 shares of our common stock exercise their redemption rights. See the section entitled *Annual Meeting of GEAC Stockholders Redemption Rights* beginning on page 83 for the procedures to be followed if you wish to redeem your shares for cash.

## **Backstop Agreements (Page 131)**

Pursuant to the PAR Backstop Agreement, for each share of our common stock properly tendered for redemption, PAR has agreed to purchase a like amount of shares of our common stock for \$10.00 per share,

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up to a maximum of 4,750,000 shares. Additionally, in the event that PAR is required to purchase fewer than 4,750,000 shares of our common stock, PAR will have the option to purchase a number of shares of our common stock equal to 4,750,000 minus the aggregate number of shares PAR is required to purchase. As the first investor to commit to a backstop investment, Row 44 will pay to PAR \$11.9 million in cash at closing, which amount will reduce the consideration payable by us to Row 44 equity holders in the Row 44 Merger. PAR may assign its rights and obligations under the PAR Backstop Agreement to other investors in accordance with the terms of the PAR Backstop Agreement. PAR has the right to receive shares of our voting or non-voting common stock under the PAR Backstop Agreement in such proportions as PAR determines in its sole discretion.

Pursuant to the Putnam Backstop Agreement, for each share of our common stock properly tendered for redemption, Putnam has agreed to purchase a like amount of shares of our common stock for \$10.00 per share, up to a maximum of 2,375,000 shares. Additionally, in the event that Putnam is required to purchase fewer than 2,375,000 shares of our common stock, Putnam will have the option to purchase a number of shares of our common stock equal to 2,375,000 minus the aggregate number of shares Putnam is required to purchase. Putnam may assign its rights and obligations under the Putnam Backstop Agreement to other investors in accordance with the terms of the Putnam Backstop Agreement.

If our public stockholders redeem less than 7,125,000 shares, then each of PAR and Putnam will be required to purchase only their pro rata portion of any shares to be purchased, calculated on the basis of their original commitments.

## **Total GEAC Shares to be Issued in the Business Combination (Page 95)**

Based on the number of shares of our common stock outstanding as of June 30, 2012, and assuming that no GEAC stockholders exercise their redemption rights and we do not issue any additional shares of our capital stock pursuant to the Purchase Options or otherwise, the total number of outstanding shares of our capital stock after the closing will be approximately 60,077,983, including 22,548,165 shares issued to former Row 44 equity holders (including PAR) and 14,368,233 non-voting shares issued to PAR in consideration of the AIA Shares. Based on these assumptions, current GEAC stockholders (other than the founders) will own approximately 32%, the founders will own 7%, former equity holders of Row 44 (other than PAR and AIA) will own 16%, AIA will own 5%, and PAR will own 40% of the issued and outstanding shares of our capital stock. In the event that GEAC stockholders exercise their redemption rights, the percentage of our capital stock owned by holders other than our public stockholders will increase and PAR and Putnam will purchase shares pursuant to the Backstop Agreements. For example, if the maximum number of GEAC shares is redeemed (15,036,667 shares) and we issue 7,125,000 shares to PAR and Putnam pursuant to the Backstop Agreements, then current GEAC stockholders (other than the founders) will own 7%, the founders will own 8%, former Row 44 equity holders (other than PAR and AIA) will own 19%, AIA will own 6%, Putnam will own 5%, and PAR will own 55% of the issued and outstanding shares of capital stock the Company after the closing.

## **Board of Directors of GEAC following the Row 44 Merger (Page 95)**

The Row 44 Merger Agreement provides that effective immediately after the closing of the Row 44 Merger, the board of directors of the Company will consist of seven members, divided into three classes, with each class having a term of three years. The board will consist of one of our existing board members and one of our existing executive officers, one director who is the current Chairman of the Board of Row 44 and the Supervisory Board of AIA and an affiliate

of PAR, one director who is currently the Chief Executive Officer and member of the Board of Directors of Row 44, one director who is currently Chief Executive Officer and member of the Management Board of AIA, and two directors who are not affiliates, employees or members of the boards of directors of any of GEAC, Row 44, AIA or PAR. See the sections entitled *The Director Election Proposal* and *Management Following the Business Combination* beginning on pages 200 and 200, respectively, for additional information.

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## **Adoption of Second Amended and Restated Certificate of Incorporation (Page 100)**

Upon the closing of the Row 44 Merger, our amended and restated certificate of incorporation will be amended promptly to:

change our name to Global Eagle Entertainment Inc.;

remove certain provisions related to our status as a blank check company;

provide for the issuance of non-voting shares of common stock (which will be issued in the Business Combination);

and

make certain other changes that our board of directors deems appropriate for a public operating company.

## **Anticipated Accounting Treatment (Page 96)**

The Business Combination will be accounted for as a reverse merger of Row 44 and the Company and a concurrent acquisition of the shares of AIA. Row 44 has been determined to be the accounting acquirer based on the following evaluation of the facts and circumstances:

Row 44 will have the greatest enterprise value of the Companies based on the consideration paid by the Company to acquire Row 44;

The majority of the senior management of the Combined Company will come from Row 44, including the chief operating officer (principal executive officer), chief financial officer and general counsel;

The proposed board of directors of the Company after the Business Combination will consist of one of the Company's existing board members and one of the Company's existing executive officers, one director who is the current Chairman of the Board of Directors of Row 44 and the Supervisory Board of AIA and an affiliate of PAR, one director who is currently the Chief Executive Officer and member of the Board of Directors of Row 44, one director who is currently the Chief Executive Officer and a member of the Management Board of AIA, and two directors who are not affiliates, employees, or members of any of the boards of directors of the Company, Row 44, AIA, or PAR. The proposed composition of the board of directors does not result in the ability of any of the companies being able to appoint, elect, or remove a majority of the board of directors. Therefore, the composition of the board of directors does not negate the evidence that Row 44 is the accounting acquirer; and

The Company will be paying a premium over the market value of AIA's shares prior to the public announcement of the AIA Stock Purchase Agreement, which indicates that AIA is not the accounting acquirer.

A preponderance of the evidence discussed above supports the conclusion that Row 44 is the accounting acquirer in the Business Combination.

Since Row 44 is determined to be the accounting acquirer in the reverse merger with the Company, the accounting for the Row 44 Merger will be similar to that of a capital infusion as the only pre-combination asset of the Company is cash held in trust. The assets and liabilities of the Company will be carried at historical cost and Row 44 will not record any step-up in basis or any intangible assets or goodwill as a result of the Row 44 Merger with the Company.

Concurrently with the Row 44 Merger, the Company will, pursuant to the AIA Stock Purchase Agreement, acquire 86% of the issued and outstanding shares of AIA held by PAR. AIA constitutes a business, with inputs, processes, and outputs. Accordingly, the acquisition of the AIA shares constitutes the acquisition of a business for purposes of Financial Accounting Standards Board's Accounting Standard Codification 805, *Business Combinations*, or ASC 805, and due to the change in control, will be accounted for using the acquisition method.

## **Appraisal Rights (Page 96)**

Appraisal rights are not available to our stockholders in connection with the Business Combination.

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## **Reasons for the Business Combination (Page 86)**

We were organized for the purpose of effecting a merger, capital stock exchange, asset acquisition, stock purchase, reorganization, or similar business combination with one or more businesses. We have sought to capitalize on the substantial deal sourcing, investing and operating expertise of our management team to identify, acquire and operate a business in the media or entertainment sectors, although we are not limited to a particular industry or sector.

In particular, our board considered the following positive factors, although not weighted or in any order of significance:

***Media and Entertainment Industry.*** Row 44 and AIA are major developers, acquirers and distributors of entertainment, gaming and other media content and work closely with major and independent studios and other content producers. Accordingly, our significant operating and deal-making experience and relationships with companies in this space gives us a number of competitive advantages and may present us with a substantial number of additional business targets and relationships in this space to facilitate growth. Within the media and entertainment industry, we found the growth prospects, competitive dynamics, opportunities for consolidation, limited need for capital investment and barriers to entry of Row 44, AIA and the markets they serve to be compelling and attractive compared to other opportunities we evaluated. We believe that Row 44 and AIA have sustainable competitive advantages due to their market positions, technology and airline industry relationships.

***High-Growth Markets.*** Row 44 and AIA operate in fast-growing segments of developed markets and emerging international markets. We have extensive experience operating media businesses and leading transactions in international markets. We believe AIA has been undervalued in the German stock market and that the combined companies will benefit from central controls and substantial additional capital that will result from the transaction. We also anticipate that, over time, the shares of the combined company may achieve greater liquidity than was generally available to AIA shareholders in the German market.

***Business with Revenue and Earnings Growth Potential.*** Row 44 and AIA have multiple, diverse current and potential drivers of revenue and earnings growth, including but not limited to a combination of development, digital, content acquisition, programming, distribution and sales and marketing capabilities.

***Companies with Potential for Strong Free Cash Flow Generation.*** AIA has a history of strong, stable free cash flow and Row 44 has the potential for strong, stable cash flow after market adoption of its IPTV and portal businesses.

***Experienced and Motivated Management Team.*** Row 44 and AIA have management teams with significant experience in their respective industries, and all the respective managers from both companies are expected to continue with the combined organization.

## **Quorum and Required Vote for Stockholder Proposals (Page 80)**

A quorum of GEAC stockholders is necessary to hold a valid meeting. A quorum will be present at the annual meeting of stockholders if a majority of the common stock outstanding and entitled to vote at the annual meeting of stockholders is represented in person or by proxy. Abstentions and broker non-votes will count as present for the purposes of establishing a quorum.

The approval of the Business Combination Proposal and the Incentive Plan Proposal requires the affirmative vote of the holders of a majority of the shares of our common stock voted at the annual meeting. Accordingly, a GEAC

stockholder's failure to vote by proxy or to vote in person at the annual meeting, an abstention from voting, or the failure of a GEAC stockholder who holds his or her shares in street name through a broker or other nominee to give voting instructions to such broker or other nominee will have no effect on the outcome of any vote on the Business Combination Proposal or the Incentive Plan Proposal.

The approval of the Certificate Proposal requires the affirmative vote of the holders of a majority of the shares of our common stock. Accordingly, a GEAC stockholder's failure to vote by proxy or to vote in person at the annual meeting, an abstention from voting, or the failure of a GEAC stockholder who holds his or her shares in street name through a broker or other nominee to give voting instructions to such broker or other nominee will have the same effect as a vote AGAINST the Certificate Proposal.



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Directors are elected by a plurality of all of the votes cast by holders of shares of our common stock represented in person or by proxy and entitled to vote thereon at the annual meeting. This means that the five nominees will be elected if they receive more affirmative votes than any other nominee for the same position. Stockholders may not cumulate their votes with respect to the election of directors. Abstentions and broker non-votes will have no effect on the election of directors.

The approval of the Adjournment Proposal requires the affirmative vote of the holders of a majority of the shares of our common stock represented in person or by proxy and entitled to vote thereon at the annual meeting. Accordingly, abstentions will have the same effect as a vote AGAINST the Adjournment Proposal, while the failure of a GEAC stockholder who holds his or her shares in street name through a broker or other nominee to give voting instructions to such broker or other nominee and shares not in attendance at the annual meeting will have no effect on the outcome of any vote on the Adjournment Proposal.

No vote of the holders of any warrants issued by Company is necessary to approve the Business Combination Proposal, and we are not asking the warrant holders to vote on the Business Combination Proposal or any other proposal being considered at the annual meeting.

## **Recommendation to GEAC Stockholders (Page 99)**

Our board of directors believes that each of the Business Combination Proposal, the Certificate Proposal, the Director Election Proposal, the Incentive Plan Proposal, and the Adjournment Proposal to be presented at the annual meeting is in the best interests of the Company and our stockholders, and unanimously recommends that our stockholders vote FOR each of the proposals.

When you consider the recommendation of our board of directors in favor of approval of the Business Combination Proposal, you should keep in mind that our directors and officers have interests in the Business Combination that are different from, or in addition to, your interests as a stockholder. These interests include, among other things:

the continued right of the founders to hold our common stock following the Business Combination, subject to the lock-up agreements;

the continued right of the founders to hold sponsor warrants to purchase shares of our common stock;

the continuation of two officers of GEAC as directors (but not as officers) of the Company;

the repayment of loans made by, and the reimbursement of out-of-pocket expenses incurred by, certain officers or directors or their affiliates in the aggregate amount of approximately \$[ ]; and

the continued indemnification of current directors and officers of the Company and the continuation of directors and officers liability insurance after the Business Combination.

## **RISK FACTORS (Page 52)**

In evaluating the proposals set forth in this proxy statement, you should carefully read this proxy statement, including the annexes, and especially consider the factors discussed in the section entitled *Risk Factors* beginning on page 52.

TABLE OF CONTENTS**SELECTED HISTORICAL FINANCIAL INFORMATION  
OF GEAC**

The following table sets forth selected historical financial information derived from GEAC's (i) audited financial statements included elsewhere in this proxy statement as of December 31, 2011 and for the period February 2, 2011 (inception) to December 31, 2011, (ii) unaudited financial statements included elsewhere in this proxy statement as of June 30, 2012 and for the six months ended June 30, 2012, for the period February 2, 2011 (inception) to June 30, 2011, and the period February 2, 2011 (inception) to June 30, 2012 and (iii) unaudited financial statements as of June 30, 2011 not presented in the proxy statement. Interim results are not necessarily indicative of results for the full year and historical results are not necessarily indicative of results to be expected in any future period. You should read the following selected financial information in conjunction with the section entitled *GEAC's Management's Discussion and Analysis of Financial Condition and Results of Operations* and GEAC's financial statements and the related notes appearing elsewhere in this proxy statement.

	For the Period February 2, 2011 (inception) to December 31, 2011	For the Six Months Ended June 30, 2012  (Unaudited)	For the Period February 2, 2011 (inception) to June 30, 2011  (Unaudited)	For the Period February 2, 2011 (inception) to June 30, 2012  (Unaudited)
Statements of Operations Information <sup>(a)</sup> :				
Revenues	\$	\$	\$	\$
Net loss	(781,319 )	(617,161 )	(172,513 )	(1,398,480)
Loss per share:				
Basic and diluted	(0.16 )	(0.12 )	(0.04 )	(0.27 )
Weighted average number of shares outstanding:				
Basic and diluted	4,990,617	5,320,408	4,657,093	5,107,165
Balance Sheet Information (at period end) <sup>(a)</sup> :				
Total assets	\$190,112,534	\$189,772,648	\$190,573,813	
Total debt including current maturities				
Total long-term liabilities	6,647,375	6,647,375	6,647,375	
Common stock subject to possible redemption 17,856,407, 17,794,592, and 17,916,877 shares (at redemption value): as of December 31, 2011, June 30, 2012, and June 30, 2011 respectively	178,278,367	177,661,208	178,887,175	
Total stockholders' equity	5,000,003	5,000,003	5,000,001	
Total liability and stockholders' equity	190,112,534	189,772,648	190,573,813	

(a) GEAC was incorporated on February 2, 2011 and therefore is not presenting the information for any prior periods.

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TABLE OF CONTENTS**SELECTED HISTORICAL FINANCIAL INFORMATION  
OF ROW 44**

The following table sets forth selected historical financial information derived from Row 44's (i) audited financial statements included elsewhere in this proxy statement as of December 31, 2011 and 2010 and for the years ended December 31, 2011 and 2010, and (ii) unaudited financial statements included elsewhere in this proxy statement as of June 30, 2012 and for the six months ended June 30, 2012 and 2011. Interim results are not necessarily indicative of results for the full year and historical results are not necessarily indicative of results to be expected in any future period. You should read the following selected financial information in conjunction with the section entitled *Row 44's Management's Discussion and Analysis of Financial Conditions and Results of Operations* and Row 44's financial statements and the related notes appearing elsewhere in this proxy statement.

	For the Years Ended December		For the Six Months Ended June	
	31,	31,	30,	30,
	2011	2010	2012	2011
			(Unaudited)	(Unaudited)
Statements of Operations Information:				
Revenues	\$36,035,017	\$16,062,326	\$37,457,424	\$14,164,165
Net loss available to common stockholders	(23,149,582)	(22,867,470)	(24,189,021)	(12,044,643)
Loss available to common stockholders per share:				
Basic and diluted	(0.57)	(0.93)	(0.27)	(0.49)
Weighted average number of shares outstanding:				
Basic and diluted	40,313,201	24,663,510	89,180,122	24,663,510
Balance Sheet Information (at period end):				
Total assets	\$20,969,790	\$17,016,319	\$40,917,600	
Total debt including accrued interest	7,405,795	79,060	59,365	
Total long-term liabilities	325,535	783,933	248,227	
Total redeemable preferred stock	72,363,899	67,003,403	116,961,072	
Total stockholders' deficit	(80,598,292)	(60,204,828)	(96,644,341)	
Total liabilities and stockholders' deficit	20,969,790	17,016,319	40,917,600	

TABLE OF CONTENTS**SELECTED HISTORICAL CONSOLIDATED FINANCIAL INFORMATION OF AIA**

The following table sets forth selected historical consolidated financial information derived from (i) AIA's audited financial statements included elsewhere in this proxy statement as of December 31, 2011 and 2010 and for the years ended December 31, 2011, 2010 and 2009, (ii) AIA's audited financial statements as of December 31, 2009, and as of and for the years ended December 31, 2008 and 2007 not included in this proxy statement, (iii) AIA's unaudited financial statements included elsewhere in this proxy statement as of June 30, 2012 and 2011 and for the six months ended June 30, 2012 and 2011, and (iv) AIA's unaudited balance sheet as of June 30, 2011 not included in the proxy statement. Interim results are not necessarily indicative of results for the full year and historical results are not necessarily indicative of results to be expected in any future period. You should read the following selected consolidated financial information in conjunction with the section entitled *AIA's Management's Discussion and Analysis of Financial Condition and Results of Operations* and AIA's financial statements and the related notes appearing elsewhere in this proxy statement.

The following selected consolidated financial information of AIA is prepared in accordance with IFRS EU. In addition, certain U.S. GAAP reconciled financial information is presented below. IFRS EU differs in certain respects from U.S. GAAP. For a summary of the principal differences between the accounting principles applied by AIA under IFRS EU and U.S. GAAP, see note 26 to AIA's audited financial statements included elsewhere in this proxy statement.

	Year Ended December 31,					Six Months Ended June 30,	
	2011	2010	2009	2008	2007	2012	2011
	(in Euros)						
						<i>(Unaudited)</i>	<i>(Unaudited)</i>
Statements of Operations Information:							
Revenues	€121,579,767	€111,113,924	€108,050,822	€107,408,289	€85,105,610	€64,433,211	€57,074,921
Net income	4,406,657	5,492,612	4,712,835	6,041,885	3,327,339	2,362,844	3,327,055
Income per share							
Basic	0.28	0.38	0.33	0.41	0.21	0.14	0.23
Diluted	0.28	0.38	0.32	0.41	0.21	0.14	0.23
Weighted average number of shares outstanding							
Basic	15,705,759	14,500,000	14,500,000	14,749,180	15,563,153	16,748,885	14,763,320
Diluted	15,823,436	14,542,729	14,513,361	14,749,180	15,563,153	16,803,631	14,774,940
U.S. GAAP Data:							
Net income	€4,865,000	€4,272,000	€3,618,000			1,557,605	3,292,000
Income per share							
Basic	0.31	0.29	0.25			0.09	0.22
Diluted	0.31	0.29	0.25			0.09	0.22
Balance Sheet Information (at period							

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end):							
Total assets	€116,857,328	€88,061,144	€84,521,902	€83,941,931	€59,629,190	€126,114,811	€111,725,837
Total debt including current maturities	12,676,390	6,251,911	9,090,350	11,476,225	6,630,241	11,077,655	16,828,381
Total long-term liabilities	19,244,809	7,894,983	12,725,115	17,750,134	4,127,925	18,160,653	23,348,164
Total stockholders' equity	51,108,422	41,354,089	33,299,010	26,060,763	28,132,830	59,119,277	45,604,562
Total liability and stockholders' equity	116,857,328	88,061,144	84,521,902	83,941,931	64,372,634	126,114,811	111,725,837
U.S. GAAP Data:							
Total stockholders equity	€48,455,000	€38,217,000				€55,669,000	

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TABLE OF CONTENTS**EXCHANGE RATE INFORMATION**

The following table sets forth the average, high and low noon buying rates in New York City for the euro expressed as U.S. dollars per €1.00 for the past five years on an annual basis and the six months ended June 30, 2012. The noon buying rate in New York City for the Euro expressed as dollars per €1.00 on November 2, 2012 was \$1.2848.

	At Period End,	Average <sup>(1)</sup>	High	Low
2007	1.4603	1.3797	1.4862	1.2904
2008	1.3919	1.4695	1.6010	1.2446
2009	1.4332	1.3955	1.5100	1.2547
2010	1.3269	1.3216	1.4536	1.1959
2011	1.2973	1.4002	1.4875	1.2926
Six Months Ended June 30, 2012	1.2668	1.3000	1.3459	1.2365

(1) The average of the applicable noon buying rates on the last day of each month during the relevant period.

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## **UNAUDITED PRO FORMA CONDENSED COMBINED FINANCIAL INFORMATION**

The following unaudited pro forma condensed combined balance sheet as of June 30, 2012 and the unaudited pro forma condensed combined statements of operations for the six months ended June 30, 2012 and for the year ended December 31, 2011 are based on the historical financial statements of Row 44, the Company, and AIA after giving effect to the Business Combination. The Company, Row 44, and AIA shall collectively be referred to herein as the Companies. The Companies, subsequent to the Business Combination, shall be referred to herein as the Combined Company.

The unaudited pro forma condensed combined statements of operations for the six months ended June 30, 2012 and for the year ended December 31, 2011 give pro forma effect to the Business Combination as if it had occurred on January 1, 2011. The unaudited pro forma condensed combined balance sheet as of June 30, 2012 assumes that the Business Combination was completed on June 30, 2012.

The unaudited pro forma condensed combined balance sheet and statement of operations as of and for the six months ended June 30, 2012 were derived from Row 44's unaudited condensed financial statements, the Company's unaudited condensed financial statements, and AIA's unaudited condensed consolidated financial statements, in each case, as of and for the six months ended June 30, 2012.

The unaudited pro forma condensed combined statement of operations for the year ended December 31, 2011 was derived from Row 44's audited statement of operations and AIA's audited consolidated statement of income, in each case, for the year ended December 31, 2011 and the Company's audited statement of operations for the period from February 2, 2011 (inception) to December 31, 2011.

The Business Combination will be accounted for as a reverse merger of Row 44 and the Company and a concurrent acquisition of the shares of AIA. Row 44 has been determined to be the accounting acquirer based on the following evaluation of the facts and circumstances:

Row 44 will have the greatest enterprise value of the Companies based on the consideration paid by the Company to acquire Row 44;

The majority of the senior management of the Combined Company will come from Row 44, including the chief operating officer (principal executive officer), chief financial officer and general counsel;

The proposed board of directors of the Company after the Business Combination will consist of one of the Company's existing board members and one of the Company's existing executive officers, one director who is the current Chairman of the Board of Directors of Row 44 and the Supervisory Board of AIA and an affiliate of PAR, one director who is currently the Chief Executive Officer and member of the Board of Directors of Row 44, one director who is currently the Chief Executive Officer and a member of the Management Board of AIA, and two directors who are not affiliates, employees, or members of any of the boards of directors of the Company, Row 44, AIA, or PAR. The proposed composition of the board of directors does not result in the ability of any of the Companies being able to appoint, elect, or remove a majority of the board of directors. Therefore, the composition of the board of directors does not negate the evidence that Row 44 is the accounting acquirer; and

The Company will pay a premium over the market value of AIA's shares prior to the public announcement of the AIA Stock Purchase Agreement, which indicates that AIA is not the accounting acquirer.

A preponderance of the evidence discussed above supports the conclusion that Row 44 is the accounting acquirer in the Business Combination.



Since Row 44 is determined to be the accounting acquirer in the reverse merger with the Company, the accounting for the Row 44 Merger will be similar to that of a capital infusion as the only pre-combination asset of the Company is cash held in trust. The assets and liabilities of the Company will be carried at historical cost and Row 44 will not record any step-up in basis or any intangible assets or goodwill as a result of the Row 44 Merger with the Company.

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Concurrently with the Row 44 Merger, the Company will, pursuant to the AIA Stock Purchase Agreement, acquire 86% of the issued and outstanding shares of AIA held by PAR. AIA constitutes a business, with inputs, processes, and outputs. Accordingly, the acquisition of the AIA shares constitutes the acquisition of a business for purposes of Financial Accounting Standards Board's Accounting Standard Codification 805, *Business Combinations*, or ASC 805, and due to the change in control, will be accounted for using the acquisition method.

The Company has no specified maximum redemption threshold under its charter. It is a condition to closing under the Row 44 Merger Agreement, however, that holders of no more than 15,036,667 public shares exercise their redemption rights.

The no redemption and maximum redemption scenarios are presented in the following pro forma information as follows:

*Assuming No Redemption:* This presentation assumes that no Company stockholders exercise redemption rights with respect to their public shares for a pro rata portion of the trust account and assumes that the Company does not issue any additional shares of capital stock.

*Assuming Maximum Redemption:* This presentation assumes that the Company stockholders holding 15,036,667 of the Company's public shares exercise their redemption rights and that such shares are redeemed for their pro rata share (\$9.98 per share) of the funds in the trust account. This maximum redemption scenario also assumes 7,125,000 shares of capital stock of the Company are purchased by PAR and Putnam via the Backstop Agreements.

The pro forma financial statements assume the PAR Backstop Agreement fee of \$11.9 million is paid as of June 30, 2012. The PAR Backstop Agreement fee will be paid by Row 44 to PAR and will reduce the consideration payable by the Company to Row 44 stockholders in the Row 44 Merger. In each scenario the PAR Backstop Agreement fee is treated as an expense in the pro forma financial statements.

The following summarizes the merger consideration issuable to Row 44 equity holders and the Company's capital stock ownership subsequent to the Business Combination assuming the no redemption and maximum redemption scenarios:

	Assuming No Redemption	Assuming Maximum Redemption
Merger Consideration Issuable to Row 44 Equity holders		
Base consideration	\$250,000,000	\$250,000,000
Net working capital adjustment <sup>(1)</sup>		
Estimated indebtedness <sup>(2)</sup>	(59,365 )	(59,365 )
Backstop fee <sup>(3)</sup>	(11,875,000 )	(11,875,000 )
Aggregate warrant value <sup>(4)</sup>	(6,958,776 )	(6,958,776 )
Row 44 share repurchase <sup>(5)</sup>		
	<b>\$231,106,859</b>	<b>\$231,106,859</b>
Shares		
Closing total merger shares issuable to Row 44 equity holders	23,110,686	23,110,686
Less: Vested portion of performance warrant	(562,521 )	(562,521 )
Other warrants <sup>(6)</sup> and options <sup>(7)</sup>		
Closing Net Merger Shares and Row 44 Option Settlement	22,548,165	22,548,165
Shares issuable at closing to Row 44 equity holders		
Shares issuable to PAR <sup>(8)</sup>	14,368,233	14,368,233

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Shares issuable per the Backstop Agreements / Purchase Options		7,125,000
Shares held by current GEAC shareholders	23,161,585	8,124,918
Total	<b>60,077,983</b>	<b>52,166,316</b>

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	Assuming No Redemption				Assuming Maximum Redemption			
	Voting	Non-Voting	Total	%	Voting	Non-Voting	Total	%
GEAC public shareholders and warrant holders	18,992,500		18,992,500	32 %	3,955,833		3,955,833	7 %
GEAC founders	4,169,085		4,169,085	7 %	4,169,085		4,169,085	8 %
AIA <sup>(9)</sup>	2,935,746		2,935,746	5 %	2,935,746		2,935,746	6 %
PAR <sup>(10)</sup>	9,652,579	14,368,233	24,020,812	40 %	12,027,579	16,743,233	28,770,812	55 %
Former Row 44 stockholders other than PAR and AIA	9,959,840		9,959,840	16 %	9,959,840		9,959,840	19 %
Putnam				0 %	2,375,000		2,375,000	5 %
<b>Total</b>	<b>45,709,750</b>	<b>14,368,233</b>	<b>60,077,983</b>	<b>100%</b>	<b>35,423,083</b>	<b>16,743,233</b>	<b>52,166,316</b>	<b>100%</b>

	Shares
Overhang <sup>(11)</sup>	
Rolled Row 44 warrants	2,263,311
Vested portion of performance warrant	562,521
Unvested portion of performance warrant (Expect to pay in cash)	3,006,902
Unexercised Row 44 penny warrants <sup>(6)</sup>	
<b>Total Row 44 Overhang</b>	<b>5,832,734</b>
GEAC warrants	25,992,500
<b>Total Overhang</b>	<b>31,825,234</b>

**Assumptions**

- (1) The working capital of Row 44 as of June 30, 2012 is approximately \$15.2 million. However, due to the expected use of cash by the transaction close date and the fact that the working capital is targeted to be zero per the Row 44 Merger Agreement, the scenarios above assume working capital at closing to be zero.
- (2) Based on the actual indebtedness of Row 44 as of June 30, 2012.
- (3) Backstop fee is paid by Row 44 to PAR as the first investor to commit to a backstop investment.
- (4) The estimated aggregate warrant value as defined per the Row 44 Merger Agreement.
- (5) Assumes that Row 44 does not repurchase any shares of its common stock, up to \$13.1 million as defined under the Row 44 Merger Agreement, prior to closing.
- (6) Assumes that all Row 44 penny warrants issued as defined in the Row 44 Merger Agreement are exercised. The total number of such warrants is 69,466,272 and converts into 1,782,053 GEAC shares.
- (7) Assumes that all options issued are accelerated, vested and stock settled.
- (8) Based on a Euro conversion rate as of November 7, 2012 of 1.27655 U.S. dollars to €1.00.
- (9) Based on AIA's ownership position in Row 44 AIA will receive and own 2,935,746 shares of GEAC. Assumes PAR receives non-voting shares in exchange for its shares of AIA and voting shares in exchange for its shares of Row 44. Also it assumes PAR receives half of its backstop in voting shares and half in non-voting shares.
- (10) shares of Row 44. Also it assumes PAR receives half of its backstop in voting shares and half in non-voting shares.
- (11) Overhang represents shares that are potentially issuable subsequent to the transaction date.



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# Global Eagle Entertainment Inc.

## Unaudited Pro Forma Condensed Combined Balance Sheet

### as of June 30, 2012

Row 44 (Historical)	GEAC (Historical)	AIA (U.S. GAAP)*	Reclassifications	Combined	Pro Forma Adjustments (Assuming no redemption)	Combined Pro Forma (Assuming no redemption)	Additional Adjustments (Assuming maximum redemption)
			<b>A</b>				
\$22,022,042	\$132,862	\$23,879,197	\$	\$46,034,101	\$189,639,786	<b>D</b> \$207,687,450	\$(150,065,937)
					(6,647,375 )	<b>E</b>	47,500,000
					(9,000,000 )	<b>I</b>	23,750,000
					(11,875,000 )	<b>Q</b>	
					(464,062 )	<b>V</b>	
6,772,212			31,506,727	38,278,939		38,278,939	
			3,162,919	3,162,919		3,162,919	
			22,515	22,515		22,515	
			13,457,894	13,457,894		13,457,894	
3,839,599		15,703,457	(13,457,894)	6,085,162		6,085,162	
			923,693	923,693		923,693	
			302,219	302,219		302,219	
209,013			2,118,538	2,327,551		2,327,551	
2,676,736				2,676,736		2,676,736	
			31,506,727	(31,506,727)			
			22,515	(22,515 )			
			3,162,919	(3,162,919 )			
			3,042,231	(923,693 )			
				(2,118,538 )			
35,519,602	132,862	77,317,046	302,219	113,271,729	161,653,349	274,925,078	(78,815,937 )

\*Represents the historical AIA financial information reconciled from IFRS EU to U.S. GAAP and translated from

Euros to U.S. Dollars. See Footnote 5. Reconciliation and Translation of AIA Financial Information beginning on page 45.

See accompanying notes to the unaudited pro forma condensed combined financial statements.

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# Global Eagle Entertainment Inc.

## Unaudited Pro Forma Condensed Combined Balance Sheet

### as of June 30, 2012

Row 44 (Historical)	GEAC (Historical)	AIA (U.S. GAAP)*	Reclassifications	Combined	Pro Forma Adjustments (Assuming no redemption)	Combined Pro Forma (Assuming no redemption)	Additional Adjustments (Assuming maximum redemption)
654,477				654,477		654,477	
4,672,541		2,096,571		6,769,112		6,769,112	
		49,287,865		49,287,865	(49,287,865 )	79,677,520	<b>M</b>
					79,677,520		<b>N</b>
					68,400,000	68,400,000	<b>L</b>
			72,325	23,714,343	(22,356,270 )	47,132,000	<b>K</b>
			22,283,945		45,773,927		<b>L</b>
			1,358,073				
			84,380	84,380		84,380	
70,980				70,980		70,980	
		302,219	(302,219 )				
		334,894		334,894		334,894	
		72,325	(72,325 )				
		23,642,018	(22,283,945)				
			(1,358,073 )				
		84,380	(84,380 )				
	189,639,786			189,639,786	(189,639,786)		<b>D</b>
\$40,917,600	\$189,772,648	\$153,137,318	\$	\$383,827,566	\$94,220,875	\$478,048,441	\$(78,815,937)

Represents the historical AIA financial information reconciled from IFRS EU to U.S. GAAP and translated from \*Euros to U.S. Dollars. See Footnote 5. Reconciliation and Translation of AIA Financial Information beginning on page 45.



See accompanying notes to the unaudited pro forma condensed combined financial statements.

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# Global Eagle Entertainment Inc.

## Unaudited Pro Forma Condensed Combined Balance Sheet

### as of June 30, 2012

	Row 44 (Historical)	GEAC (Historical)	AIA (U.S. GAAP)*	Reclassifications	Combined	Pro Forma Adjustments (Assuming no redemption)	Combined Pro Forma (Assuming no redemption)	Additional Adjustments (Assuming maximum redemption)	Combined Pro Forma (Assuming maximum redemption)
<u>Liabilities</u>									
Accounts payable	\$ 10,435,389	\$	\$	\$ 7,955,701	\$ 65,000,803	\$	\$ 65,000,803	\$	\$ 65,000,803
Accrued interest				46,609,713					
Term loans				10,537,081	14,281,662		14,281,662		14,281,662
Deferred revenue	4,959,871			3,744,581	4,959,871		4,959,871		4,959,871
Provision for liability	4,602,269				4,602,269		4,602,269		4,602,269
Income tax payable			3,053,659	119,460	3,173,119		3,173,119		3,173,119
Accrued payroll and employee benefits	341,331				341,331		341,331		341,331
Accounts payable and accrued interest, net	13,782				13,782		13,782		13,782
Accrued operating expenses and liabilities		260,840			260,840	(260,840)	V		
Provision for income tax				7,955,701	(7,955,701)				
Accrued interest bearing and provisions				3,744,581	(3,744,581)				
Current assets	20,352,642	464,062	61,483,114	10,537,081	92,836,899	(464,062)	92,372,837		92,372,837

\*Represents the historical AIA financial information reconciled from IFRS EU to U.S. GAAP and translated from Euros to U.S. Dollars. See Footnote 5. Reconciliation and Translation of AIA Financial Information beginning on

page 45.

See accompanying notes to the unaudited pro forma condensed combined financial statements.

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# Global Eagle Entertainment Inc.

## Unaudited Pro Forma Condensed Combined Balance Sheet

### as of June 30, 2012

	Row 44 (Historical)	GEAC (Historical)	AIA (U.S. GAAP)*	Reclassification	Combined	Pro Forma Adjustments (Assuming no redemption)	Combined Pro Forma (Assuming no redemption)	Additional Adjustments (Assuming maximum redemption)	Combined Pro Forma (Assuming maximum redemption)
Liabilities				4,055,577	4,055,577		4,055,577		4,055,577
Revenue	152,644				152,644		152,644		152,644
Long-term debt	50,000			241,876	291,876		291,876		291,876
Accounts payable	45,583				45,583		45,583		45,583
Other liabilities			10,537,081	(10,537,081)					
Other liabilities			4,055,577	(4,055,577)					
Other liabilities		6,647,375			6,647,375	(6,647,375)			
Other liabilities			6,730,369		6,730,369	(6,446,862)	31,954,507		31,954,507
Other liabilities			241,876	(241,876)			31,671,000		31,671,000
Other liabilities	20,600,869	7,111,437	83,048,017		110,760,323	18,112,701	128,873,024		128,873,024

Represents the historical AIA financial information reconciled from IFRS EU to U.S. GAAP and translated from Euros to U.S. Dollars. See Footnote 5. Reconciliation and Translation of AIA Financial Information beginning on page 45.

See accompanying notes to the unaudited pro forma condensed combined financial statements.

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**Global Eagle Entertainment Inc.**  
**Unaudited Pro Forma Condensed Combined Balance**  
**Sheet**  
**as of June 30, 2012**

Row 44 (Historical)	GEAC (Historical)	AIA (U.S. GAAP)*	Reclassifications	Pro Forma Adjustments (Assuming no redemption)	Combined Pro Forma (Assuming no redemption)	Additional Adjustments (Assuming maximum redemption)
	177,661,208		177,661,208	(177,661,208)	<b>F</b>	
116,961,072			116,961,072	(116,961,072)	<b>G</b>	
9,162	536		9,698	(6,907 ) 1,780	<b>U</b> <b>F</b>	4,571 (1,505 ) 238 238
				1,437	<b>H</b>	1,437 238
(250,126 )			(250,126 )	250,126	<b>B</b>	
10,729,373	6,397,947		17,127,320	177,659,428 143,680,893 (250,126 ) 116,961,072 (1,398,480 ) 6,907	<b>F</b> <b>H</b> <b>B</b> <b>G</b> <b>T</b> <b>U</b>	453,787,014 (150,064,432) 47,499,524 23,749,762
(895,157 )			(895,157 )			(895,157 )
(106,237,593)			(106,237,593)	(11,875,000 ) (9,000,000 )	<b>Q</b> <b>I</b>	(127,112,593)
		23,491,667	23,491,667	(23,491,667 )	<b>C</b>	

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		19,956,830		19,956,830		(19,956,830 )	<b>C</b>	
	(1,398,480 )			(1,398,480 )		1,398,480	<b>T</b>	
		22,706,760		22,706,760		(22,706,760 )	<b>C</b>	
		3,934,044		3,934,044		(3,934,044 )	<b>C</b>	
						23,390,145	<b>J</b>	23,390,145
(96,644,341 )	5,000,003	70,089,301		(21,555,037 )	370,730,454	349,175,417		(78,815,937 )
\$40,917,600	\$189,772,648	\$153,137,318	\$	\$383,827,566	\$94,220,875	\$478,048,441		\$(78,815,937 )

Represents the historical AIA financial information reconciled from IFRS EU to U.S. GAAP and translated from \*Euros to U.S. Dollars. See Footnote 5. Reconciliation and Translation of AIA Financial Information beginning on page 45.

See accompanying notes to the unaudited pro forma condensed combined financial statements.

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# Global Eagle Entertainment Inc.

## Unaudited Pro Forma Condensed Combined Statement of Operations

### for the Six Months Ended June 30, 2012

Row 44 (Historical)	GEAC (Historical)	AIA (U.S. GAAP)*	Reclassification	Combined	Pro Forma Adjustments (Assuming no redemption)	Combined Pro Forma (Assuming no redemption)	Additional Adjustments (Assuming maximum redemption)	Combined Pro Forma (Assuming maximum redemption)
			<b>A</b>					
	\$	\$83,550,544	\$(71,039,207 )	\$	\$	\$	\$	\$
			(12,511,337 )					
Income		1,088,680	(1,088,680 )					
Revenues			71,039,207	71,039,207		71,039,207		71,039,207
	32,774,271			32,774,271		32,774,271		32,774,271
	4,683,153		12,511,337	17,194,490		17,194,490		17,194,490
	37,457,424	84,639,224	(1,088,680 )	121,007,968		121,007,968		121,007,968
		51,560,191	(51,560,191 )					
Costs of sales	30,466,775		51,560,191	93,068,761	6,313,500	97,910,427		97,910,427
			8,554,847		(1,471,834)			
			1,471,834					
			1,015,114					
	7,825,562			7,825,562		7,825,562		7,825,562
	(834,913 )	33,079,033	(12,130,475 )	20,113,645	(4,841,666)	15,271,979		15,271,979
	3,924,045		6,195,012	10,454,115		10,454,115		10,454,115
			335,058					
Expenses	4,378,259	622,406	6,438,801	12,518,950	54,878	11,494,344		11,494,344
			1,079,484		(1,079,484)			
	1,498,560		241,945	2,174,213		2,174,213		2,174,213
			46,005					
			387,703					
			270,006	270,006		270,006		270,006
Net (income)		8,919,608	(6,438,801 )	(131,688 )		(131,688 )		(131,688 )
			(46,005 )					
			(1,088,680 )					
			(335,058 )					
			(1,015,114 )					
			(397 )					

(127,241 )

Represents the historical AIA financial information reconciled from IFRS EU to U.S. GAAP and translated from \*Euros to U.S. Dollars. See Footnote 5. Reconciliation and Translation of AIA Financial Information beginning on page 45.

See accompanying notes to the unaudited pro forma condensed combined financial statements.



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# Global Eagle Entertainment Inc.

## Unaudited Pro Forma Condensed Combined Statement of Operations for the Six Months Ended June 30, 2012

Row 44 (Historical)	GEAC (Historical)	AIA (U.S. GAAP)*	Reclassification	Combined	Pro Forma Adjustments (Assuming no redemption)	Combined Pro Forma (Assuming no redemption)	Additi Adjus (Assu maxim redem
		3,063,269	(1,079,484 )				
			(241,945 )				
			(1,471,834 )				
			(270,006 )				
		15,137,562	(6,195,012 )				
			(387,703 )				
			(8,554,847 )				
costs and	9,800,864	622,406	27,120,439	(12,258,113)	25,285,596	(1,024,606 )	24,260,990
om	(10,635,777 )	(622,406 )	5,958,594	127,638	(5,171,951 )	(3,817,060 )	(8,989,011 )
expense)	(10,430,801 )			(837,440 )	(11,395,482 )		(11,395,482 )
				(127,241 )			
	27,753	5,245		44,799	77,797		77,797
expense)	(1,744 )				(1,744 )		(1,744 )
of asset				(397 )	(397 )		(397 )
			44,799	(44,799 )			
			(837,440 )	837,440			
ne	(10,404,792 )	5,245	(792,641 )	(127,638 )	(11,319,826 )		(11,319,826 )
fore	(21,040,569 )	(617,161 )	5,165,953		(16,491,777 )	(3,817,060 )	(20,308,837 )
			3,165,407		3,165,407	(935,323 )	C 2,230,084
)	(21,040,569 )	(617,161 )	2,000,546		(19,657,184 )	(2,881,737 )	(22,538,921 )
ble to						(123,367 )	D (123,367 )
interest							
)							
e	\$(21,040,569 )	\$(617,161 )	\$2,000,546	\$	\$(19,657,184 )	\$(2,758,370 )	\$(22,415,554 )
e							\$

1  
ge shares

\$(0.37 )

60,077,983

Represents the historical AIA financial information reconciled from IFRS EU to U.S. GAAP and translated from \*Euros to U.S. Dollars. See Footnote 5. Reconciliation and Translation of AIA Financial Information beginning on page 45.

See accompanying notes to the unaudited pro forma condensed combined financial statements.

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## Global Eagle Entertainment Inc. Unaudited Pro Forma Condensed Combined Statement of Operations for the Year Ended December 31, 2011

Row 44 (Historical)	GEAC (Historical)	AIA (U.S. GAAP)*	Reclassification	Combined	Pro Forma Adjustments (Assuming no redemption)	Combined Pro Forma (Assuming no redemption)	Additio nally Adjusted (Assuming maximum redemption)
			<b>A</b>				
	\$	\$ 168,704,085	\$(54,124,843 )	\$	\$	\$	\$
			(114,579,242)				
ting		1,298,784	(1,298,784 )				
revenue			114,579,242	114,579,242		114,579,242	114,579,242
revenue	3,182,188		54,124,843	57,307,031		57,307,031	57,307,031
sales	32,852,829			32,852,829		32,852,829	32,852,829
ue	36,035,017	170,002,869	(1,298,784 )	204,739,102		204,739,102	204,739,102
of goods		236,156	(236,156 )				
progress							
aterials		101,445,283	(101,445,283)				
ds sold	29,343,601		101,445,283	156,370,865	12,627,000	166,568,312	166,568,312
			236,156		(2,429,553 )		
			20,949,212				
			1,967,060				
			2,429,553				
ices	8,089,437			8,089,437		8,089,437	8,089,437
t (loss)	(1,398,021 )	68,321,430	(26,644,609 )	40,278,800	(10,197,447)	30,081,353	30,081,353
xpenses							
l wages	5,725,083		15,940,880	22,218,539		22,218,539	22,218,539
			552,576				
eral and	6,980,663	789,360	10,291,993	20,048,642	109,755	18,171,771	18,171,771
ve			1,986,626		(1,986,626 )		
d	3,392,101		1,197,125	5,142,852		5,142,852	5,142,852
it			441,220				
			112,406				
ting		14,695,465	(10,291,993 )	261,356		261,356	261,356
pense							

(112,406 )  
(552,576 )  
(197,148 )  
(1,967,060 )  
(1,298,784 )  
(14,142 )

Represents the historical AIA financial information reconciled from IFRS EU to U.S. GAAP and translated from \*Euros to U.S. Dollars. See Footnote 5. Reconciliation and Translation of AIA Financial Information beginning on page 45.

See accompanying notes to the unaudited pro forma condensed combined financial statements.

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# Global Eagle Entertainment Inc.

## Unaudited Pro Forma Condensed Combined Statement of Operations for the Year Ended December 31, 2011

	Row 44 (Historical)	GEAC (Historical)	AIA (U.S. GAAP)*	Reclassification	Combined	Pro Forma Adjustments (Assuming no redemption)	Combined Pro Forma (Assuming no redemption)	Additio nally Adjusted (Assuming maximum redemption)
				636,447	636,447		636,447	
			5,493,846	(2,429,553 )				
				(441,220 )				
				(1,986,626 )				
				(636,447 )				
			38,087,217	(15,940,880)				
				(1,197,125 )				
				(20,949,212)				
g	16,097,847	789,360	58,276,528	(26,855,899)	48,307,836	(1,876,871 )	46,430,965	4
rations	(17,495,868 )	(789,360 )	10,044,902	211,290	(8,029,036 )	(8,320,576 )	(16,349,612 )	(
se	(286,261 )			(1,009,464 )	(1,492,873 )		(1,492,873 )	(
				(197,148 )				(
e	53,442	8,041		57,567	119,050		119,050	1
sal of	(60,491 )			(14,142 )	(74,633 )		(74,633 )	(
	92				92		92	9
e			57,567	(57,567 )				
ome	(293,218 )	8,041	(1,009,464 )	1,009,464				
before	(17,789,086 )	(781,319 )	(951,897 )	(211,290 )	(1,448,364 )		(1,448,364 )	(
			9,093,005		(9,477,400 )	(8,320,576 )	(17,797,976 )	(
oss)	(17,789,086 )	(781,319 )	2,346,041		2,346,041	(2,144,340 )	201,701	2
utable			6,746,964		(11,823,441 )	(6,176,236 )	(17,999,677 )	(
olling						79,902	79,902	7
oss)	\$ (17,789,086 )	\$ (781,319 )	\$ 6,746,964	\$	\$ (11,823,441 )	\$ (6,256,138 )	\$ (18,079,579 )	\$
the								\$

Share  
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\$(0.30 ) \$0

60,077,983 5

Represents the historical AIA financial information reconciled from IFRS EU to U.S. GAAP and translated from \*Euros to U.S. Dollars. See Footnote 5. Reconciliation and Translation of AIA Financial Information beginning on page 45.

See accompanying notes to the unaudited pro forma condensed combined financial statements.

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# 1. Description of the Business Combination and Basis of Presentation

## Description of the Business Combination

The Row 44 Merger Agreement provides for the combination of the Company and Row 44 through a merger of GEAC Merger Sub (a newly formed wholly owned subsidiary of the Company) with and into Row 44, whereby Row 44 will become a wholly owned subsidiary of the Company. As a result of the Row 44 Merger, former equity holders of Row 44 will become stockholders of the Company. Concurrently with the closing of the Row 44 Merger, the Company will acquire a controlling interest in AIA from PAR pursuant to the AIA Stock Purchase Agreement, consisting of 20,464,581 shares of AIA, or approximately 86% of the issued and outstanding shares of AIA. After consummation of the Business Combination, approximately 14% of the issued and outstanding shares of AIA will be held by stockholders other than the Company, and AIA's shares will continue to be traded on the Frankfurt Stock Exchange Xetra.

Pursuant to the Row 44 Merger Agreement, upon the effectiveness of the Row 44 Merger, all shares of capital stock (including common and preferred stock) of Row 44 then outstanding will be converted into the right to receive shares of common stock of the Company (collectively, the Closing Net Merger Shares), and all options to purchase common stock of Row 44 will be net stock settled for shares of common stock of the Company (collectively, the Row 44 Option Settlement Shares). The aggregate number of Closing Net Merger Shares and Row 44 Option Settlement Shares, taken together, to be issued at closing of the Row 44 Merger is calculated by (a) dividing (i) \$250.0 million, (A) plus or minus any estimated working capital surplus or deficit at closing, as applicable, (B) minus the estimated indebtedness of Row 44 at closing, including (1) the amount of \$11.9 million payable to PAR under the Backstop Fee Agreement and (2) any obligations of Row 44 under any note or other agreement to repurchase shares of capital stock of Row 44 (which in the aggregate may not exceed \$13.1 million) and (C) minus the aggregate Black-Scholes value of certain warrants of Row 44 being assumed by the Company at closing, by (ii) \$10.00, and then (b) subtracting the number of shares of common stock of the Company into which (i) the vested portion of a certain performance warrant of Row 44 and (ii) any unexercised Row 44 penny warrants will be exercisable from and after the Row 44 Merger.

Ten percent (10%) of the Closing Net Merger Shares will be placed in escrow to secure (1) any post-closing purchase price adjustment due to the Company from Row 44 pursuant to the terms of the Row 44 Merger Agreement and (2) Row 44's indemnification obligations under the Row 44 Merger Agreement. Any shares in escrow which are not subject to pending claims as of the date 18 months after the closing will be released to the Row 44 stockholders. No portion of the Row 44 Option Settlement Shares will be placed in or subject to escrow.

In addition to the Company shares to be issued in respect of Row's outstanding shares of capital stock and options, as a result of the Row 44 Merger the Company will be assuming all outstanding warrants of Row 44, other than those penny warrants of Row 44 which are exercised prior to closing.

If the Company's public stockholders exercise their right to redeem shares of the Company's common stock in connection with the Business Combination, PAR and Putnam have separately agreed to purchase from the Company at the closing a number of shares of the Company's common stock equal to the number of shares redeemed, at a purchase price of \$10.00 per share, up to a maximum of 4,750,000 shares for PAR and 2,375,000 shares for Putnam. These agreements are referred to as the Backstop Agreements. If the Company's public stockholders redeem less than 7,125,000 shares in the aggregate, then each of PAR and Putnam will be required to purchase only their pro rata portion of any shares to be purchased, calculated on the basis of their original commitments. Additionally, if the Company's public stockholders redeem less than 7,125,000 shares, then each of PAR and Putnam will have the option

to purchase from the Company at the closing a number of shares of the Company's common stock equal to their respective original commitment minus the number of shares PAR and Putnam, as applicable, are required to purchase pursuant to their respective Backstop Agreements. The shares of the Company's common stock that PAR will receive pursuant to the PAR Backstop Agreement and the Purchase Option may be divided between shares of voting and non-voting common stock in such proportion as PAR determines in its sole discretion. As the first investor to commit to a backstop investment, Row 44 will pay to PAR \$11.9 million in cash at closing.



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Pursuant to the terms of the AIA Stock Purchase Agreement, the Company will purchase AIA Shares from PAR for a \$143.7 million purchase price consisting of 14,368,233 shares of the Company non-voting common stock.

### **Basis of Presentation**

The Business Combination will be accounted for as a reverse merger of Row 44 and the Company and a concurrent acquisition of the shares of AIA. Row 44 has been determined to be the accounting acquirer based on the following evaluation of the facts and circumstances:

Row 44 will have the greatest enterprise value of the Companies based on the consideration paid by the Company; The majority of senior management in the Combined Company will come from Row 44, including the chief operating officer (principal executive officer), chief financial officer and general counsel; The proposed board of directors of the Company after the Business Combination will consist of one of the Company's existing board members and one of the Company's existing executive officers, one director who is the current Chairman of the Board of Row 44 and the Supervisory Board of AIA and an affiliate of PAR, one director who is currently the Chief Executive Officer and member of the Board of Directors of Row 44, one director who is currently an employee and member of the Management Board of AIA, and two directors who are not affiliates, employees, or members of any of the Company, Row 44, AIA, or PAR boards of directors. The proposed composition of the board of directors does not result in the ability of any of the Companies being able to appoint, elect, or remove a majority of the board of directors. Therefore, the composition of the board of directors does not negate the evidence that Row 44 is the accounting acquirer; The Company will be paying a premium over the market value of the AIA issued and outstanding shares prior to the public announcement of the AIA Stock Purchase Agreement, which indicates that AIA is not the accounting acquirer. A preponderance of the evidence discussed above supports the conclusion that Row 44 is the accounting acquirer in the Business Combination.

Since Row 44 is determined to be the accounting acquirer in the reverse merger with the Company, the accounting for the Row 44 Merger will be similar to that of a capital infusion as the only pre-combination asset of the Company is cash held in trust. The assets and liabilities of the Company will be carried at historical cost and Row 44 will not record any step-up in basis or any intangible assets or goodwill as a result of the Row 44 Merger.

Concurrently with the Row 44 Merger, the Company will, pursuant to the AIA Stock Purchase Agreement, acquire 86% of the issued and outstanding shares of AIA held by PAR. AIA constitutes a business, with inputs, processes, and outputs. Accordingly, the acquisition of the AIA shares constitutes the acquisition of a business for purposes of Financial Accounting Standards Board's Accounting Standard Codification 805, *Business Combinations*, or ASC 805, and due to the change in control, will be accounted for using the acquisition method.

Under the acquisition method, the acquisition-date fair value of the gross consideration transferred to affect the AIA Purchase Agreement, as described in Note 4, is allocated to the assets acquired, the liabilities assumed, and noncontrolling interest based on their estimated fair values. Management of the Combined Company has made significant estimates and assumptions in determining the preliminary allocation of the gross consideration transferred in the unaudited pro forma condensed combined financial statements. As the unaudited pro forma condensed combined financial statements have been prepared based on these preliminary estimates, the final amounts recorded may differ materially from the information presented.

Under ASC 805, acquisition-related costs (such as advisory, legal, valuation, other professional fees) that are not expected to recur are expensed. Row 44, the Company, and AIA expect to incur total acquisition-related costs of \$20.9 million.



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The unaudited pro forma condensed combined balance sheet as of June 30, 2012 assumes the Business Combination was completed on June 30, 2012. The unaudited pro forma condensed combined statements of operations for the year ended December 31, 2011, and the unaudited pro forma condensed combined statements of operations for the six months ended June 30, 2012 assume the Business Combination was completed on January 1, 2011. The unaudited pro forma condensed combined financial statements are based on the historical consolidated financial statements of the Companies and related adjustments.

The unaudited pro forma condensed combined financial statements do not give effect to any anticipated synergies, operating efficiencies or cost savings that may be associated with the business combination. Certain reclassification adjustments have been made in the unaudited pro forma condensed combined financial statements to conform the Company's and AIA's historical basis of presentation to that of Row 44's.

The AIA financial statements used to prepare the pro forma adjustments were converted from International Financial Reporting Standards (IFRS) as adopted by the EU to United States generally accepted accounting principles (U.S. GAAP).

The pro forma adjustments are based on the information currently available. The assumptions and estimates underlying the pro forma adjustments are described in the accompanying notes. In accordance with ASC 805, any subsequent changes to the allocation of consideration transferred that result in material changes to the consolidated financial statements during the measurement period will be adjusted retrospectively.

The unaudited pro forma condensed combined statements of operations are not necessarily indicative of what the actual results of operations would have been had the Business Combination taken place on the date indicated, nor are they indicative of the future consolidated results of operations of the Combined Company. They should be read in conjunction with the historical consolidated financial statements and notes thereto of the Companies.

## **2. Accounting Policies**

Upon consummation of the Business Combination, Row 44 will complete a detailed review of the Company and AIA accounting policies. As a result of that review, Row 44 may identify differences between the accounting policies among the Companies that, when conformed, could have a material impact on the consolidated financial statements of the Combined Company.

## **3. Adjustments to Unaudited Pro Forma Combined Financial Statements**

The unaudited pro forma condensed combined financial information has been prepared to illustrate the effect of the Business Combination and has been prepared for informational purposes only. The unaudited pro forma condensed combined financial information is based upon the historical consolidated financial statements of the Companies and should be read in conjunction with their historical financial statements.

The historical consolidated financial statements have been adjusted in the unaudited pro forma condensed combined financial information to give effect to pro forma events that are (1) directly attributable to the Business Combination, (2) factually supportable, and (3) with respect to the statements of operations, expected to have a continuing impact on the results of the Combined Company.

There were no significant intercompany balances or transactions between the Companies as of the dates and for the periods of these unaudited pro forma combined financial statements.

The pro forma combined consolidated provision for income taxes does not necessarily reflect the amounts that would have resulted had the Companies filed consolidated income tax returns during the periods presented.

The pro forma basic and diluted earnings per share amounts presented in the unaudited pro forma condensed combined consolidated statements of operations are based upon the number of the Company's shares outstanding, assuming the transaction occurred on January 1, 2011.

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**Adjustments to Unaudited Pro Forma Combined Balance Sheet**

The pro forma adjustments included in the unaudited pro forma condensed combined balance sheet as of June 30, 2012 are as follows:

- A.** Reflects the reclassification of AIA amounts to present financial information of the Combined Company in conformity with the presentation and format of Row 44.
- B.** To remove the historical treasury stock of Row 44.
- C.** To remove the historical equity accounts of AIA.
- Reflects the reclassification of \$189.6 million of cash and cash equivalents held in the GEAC trust account that
- D.** become available for transaction consideration, transaction expenses, redemption of public shares and the operating activities of the Company following the Business Combination.
- Reflects the payment of \$6.6 million of deferred underwriters' compensation which was charged to capital at the
- E.** time of Global Eagle's initial public offering of its shares of common stock but not payable until the consummation of Business Combination.
- F.** Reflects the reclassification of common stock subject to possible redemption to permanent equity.
- G.** Reflects the exercise/conversion of preferred stock to common stock per the Row 44 Merger Agreement upon the consummation of the Business Combination.
- H.** Reflects the issuance of shares to purchase 86% of the AIA's outstanding shares held by PAR.
- I.** Reflects the adjustment to record the estimated cash payments related to acquisition related costs.
- J.** Reflects the recording of the 14% AIA non-controlling interest.
- K.** To eliminate AIA's historical intangible assets.
- L.** To record the estimated fair value of AIA's intangible assets.
- M.** To eliminate AIA's historical goodwill.
- N.** To record goodwill for the excess purchase price of AIA over the fair value of assets acquired and liabilities assumed.
- O.** Reflects the maximum redemption of 15,036,667 shares of GEAC for \$150.1 million (\$9.98 per share).
- P.** Reflects the mandatory exercise of the PAR Backstop Agreement and assumes that PAR will purchase 2,375,000 shares of common stock and 2,375,000 shares of non-voting common stock of GEAC for \$47.5 million.
- Q.** Reflects the payment of \$11.9 million to PAR in association with the Backstop Agreement.
- R.** Reflects the elimination of historical AIA deferred tax liabilities related to the historical intangibles.
- S.** Reflects the recognition of deferred tax liabilities related to the step-up of intangibles during purchase accounting for the purchase of the AIA shares.
- T.** Reflects the elimination of GEAC deficit accumulated during the development stage.
- U.** Reflects the re-capitalization of common stock of Row 44.
- V.** Reflects the payment of accrued liabilities, accounts payable and franchise tax payable of GEAC at closing.
- W.** Reflects the mandatory exercise of the Putnam Backstop Agreement whereby Putnam will purchase 2,375,000 shares of GEAC common stock for \$23.8 million.

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**Adjustments to Unaudited Pro Forma Combined Statements of Operations**

The pro forma adjustments included in the unaudited pro forma condensed statement of operations for the six months ended June 30, 2012 are as follows:

- A. Reflects the reclassification of AIA amounts to present financial information of the combined entity in conformity with the presentation and format of Row 44.
- B. Reflects amortization expense associated with the step-up of definite lived intangibles in purchase accounting of AIA.
  - C. Reflects the adjustment to record the provision for tax expense on pretax adjustments.
  - D. Reflects the income attributable to the non-controlling interest.
- E. Reflects amortization expense associated with historical intangibles eliminated as a result of AIA purchase accounting.

The pro forma adjustments included in the unaudited pro forma condensed statement of operations for the year ended December 31, 2011 are as follows:

- A. Reflects the reclassification of AIA amounts to present financial information of the combined entity in conformity with the presentation and format of Row 44.
- B. Reflects amortization expense associated with the step-up of definite lived intangibles in purchase accounting of AIA.
  - C. Reflects the adjustment to record the provision for tax expense on pretax adjustments.
  - D. Reflects the income attributable to the non-controlling interest.
- E. Reflects amortization expense associated with historical intangibles eliminated as a result of AIA purchase accounting.

**4. AIA Stock Purchase Agreement and Estimated Fair Value of Assets Acquired and Liabilities Assumed**

The total gross consideration to be transferred, or anticipated to be transferred, pursuant the AIA Stock Purchase Agreement to acquire 86% of the issued and outstanding shares of AIA currently owned by PAR is \$143.7 million.

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The preliminary allocation of the consideration to the tangible and definite-lived intangible assets acquired, liabilities assumed, and noncontrolling interest is based on various preliminary estimates. Since these unaudited pro forma condensed combined financial statements have been prepared based on preliminary estimates the actual amounts recorded for the acquisition may differ from the information presented.

	Allocation of Consideration
Cash and cash equivalents	\$ 23,879,197
Inventories	15,703,457
Trade receivables	31,506,727
Financial assets	22,515
Current income tax assets	3,162,919
Other assets	3,042,231
Total current assets	77,317,046
Property plant, and equipment, net	2,096,571
Customer relationships	68,400,000
Definite-lived intangible assets	47,132,000
Deferred tax assets long-term	302,219
Other non-current assets	334,894
Financial assets	84,380
Total identifiable assets acquired	195,667,110
Current liabilities	61,483,114
Deferred tax liabilities and other non-current liabilities	46,789,041
Net identifiable assets acquired	87,394,955
Goodwill	79,677,520
Net assets acquired	167,072,475
Noncontrolling interest	(23,390,145 )
Total gross consideration	\$ 143,682,330

Details of acquired definite-lived intangibles are as follows:

	Fair Value	Useful life
Customer relationships	\$ 68,400,000	9
Existing technology	37,800,000	9
Tradenames	7,900,000	10
Film rights	74,000	2
Non-competition agreements	1,358,000	*
Total definite-lived intangibles	\$ 115,532,000	
Weighted average life of definite-lived intangibles		9

\* The non-competition agreements are to be amortized over the lives of the respective agreements. The amortization of the definite-lived identifiable intangible assets for the first five years after acquisition and thereafter is as follows:

	Amortization Expense
2012 (from June 30, 2012)	\$ 6,368,378

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2013	12,736,755
2014	12,718,255
2015	12,699,755
2016	12,834,626
2017	12,969,496
Thereafter	45,204,735
Total future amortization	\$ 115,532,000

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**Definite-lived intangible assets** Customer relationships represent existing contractual relationships with airline customers. Existing technology relates to the software and games that are developed and licensed by AIA. Tradenames are the names that AIA owns and utilizes. Non-competition agreements relate to contracts entered into with certain individuals related to historical business acquisitions undertaken by AIA. All of the definite-lived intangible assets will be amortized on a straight-line basis over their estimated useful lives which the Combined Company management believes are the best representations of their expected impact on related cash flows. The estimated useful lives of customer relationships, existing technology, and film rights were based on the relative contributions of the cash flows over the forecast used to determine the fair value of the asset. The estimated useful life of tradenames was based on the historical operating life of AIA as well as the fact that its key customer relationships and technology assets tended to have relatively long useful lives.

To estimate the fair value of the customer relationships and existing technology, the Combined Company management applied the income approach. The key inputs are: (i) the projected revenue and earnings generated by the asset; (ii) the expected life of the asset; (iii) a discount rate of 26% that reflects the level of risk associated with receiving future cash flow; and (iv) effective tax rates ranging from 26% to 45%. The estimated discount rate is what management of the Combined Company believes to be a reasonable rate of return that a market participant would expect to receive from a similar asset.

To estimate the fair value of the tradename, management applied the royalty savings method. The method is a variation of the income approach. It is used to estimate the cost savings that accrue to the owner of an intangible asset who would otherwise have to pay royalties or license fees on revenues earned through the use of the asset. The royalty rate is tax affected and then applied to the projected revenue over the expected remaining life of the intangible asset to estimate the royalty savings. The net after-tax royalty savings is then discounted at 26%. Management of the Combined Company estimated the after-tax royalty rate for the tradename to be approximately 1.0% based on the profit split method.

The acquisition will be treated for tax purposes as a non-taxable transaction and, as such, the historical tax bases of the acquired assets and assumed liabilities, net operating losses, and other tax attributes of AIA will carryover. As a result, no new tax-deductible goodwill will be created in connection with the acquisition as there is no step-up to fair value of the underlying tax bases of the acquired net assets. Acquisition accounting includes the establishment of net deferred tax assets and liabilities resulting from book-tax basis differences related to assets acquired and liabilities assumed on the date of acquisition.

**Goodwill** Approximately \$79.7 million has been allocated to goodwill. Goodwill represents the excess of the gross consideration transferred over the fair value of the underlying net tangible and identifiable definite-lived intangible assets acquired.

Qualitative factors that contribute to the recognition of goodwill include certain intangible assets that are not recognized as separate identifiable intangible assets apart from goodwill. Intangible assets not recognized apart from goodwill consist primarily of the assembled workforces at AIA.

In accordance with ASC Topic 350, *Goodwill and Other Intangible Assets*, goodwill will not be amortized, but instead will be tested for impairment at least annually or more frequently if certain indicators are present. In the event management of the Combined Company determines that the value of goodwill has become impaired, an accounting charge for the amount of impairment during the quarter in which the determination is made may be recognized.

## **5. Reconciliation and Translation of Historical AIA Financial Information**

The AIA audited and unaudited financial information was prepared in accordance with IFRS as adopted by the EU. The following schedules convert AIA financial information from IFRS as adopted by the EU to U.S. GAAP and are translated from Euros into U.S. Dollars, only for purposes of the unaudited pro forma condensed financial statements.

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# AIA Unaudited U.S. GAAP Balance Sheet As of June 30, 2012

	AIA (Euros)	Translation Rate	AIA (U.S. \$)	Conversion Adjustments	AIA (U.S. \$) U.S. GAAP
Non-current assets					
Intangible assets:					
Goodwill	39,148,423	1.259	49,287,865		49,287,865
Film rights	57,446	1.259	72,325		72,325
Other intangible assets	23,229,191	1.259	29,245,552	(5,603,534 )	23,642,018
Property, plant and equipment		1.259			
Land and buildings	181,166	1.259	228,089		228,089
Operating and office equipment	1,484,100	1.259	1,868,482		1,868,482
Financial assets	362,962	1.259	456,969	(372,589 )	84,380
Deferred tax assets	240,047	1.259	302,219		302,219
Other long-term assets		1.259		334,894	334,894
Total non-current assets	64,703,335	1.259	81,461,501	(5,641,229 )	75,820,270
Current assets					
Inventories	12,472,960	1.259	15,703,457		15,703,457
Trade receivables	25,025,201	1.259	31,506,727		31,506,727
Financial assets	17,883	1.259	22,515		22,515
Current income tax benefits	2,512,247	1.259	3,162,919		3,162,919
Cash and equivalents	18,966,797	1.259	23,879,197		23,879,197
Other assets	2,416,387	1.259	3,042,231		3,042,231
Total current assets	61,411,475	1.259	77,317,046		77,317,046
Total assets	<b>126,114,810</b>	1.259	<b>158,778,547</b>	<b>(5,641,229)</b>	<b>153,137,318</b>
Equity attributable to the equity holders of the parent					
Subscribed capital	18,658,988	1.259	23,491,667		23,491,667
Capital reserves	15,851,334	1.259	19,956,830		19,956,830
Retained earnings	21,570,273	1.259	27,156,973	(4,450,213 )	22,706,760
Other components of equity	3,038,682	1.259	3,825,700	108,344	3,934,044
Total equity	59,119,277	1.259	74,431,170	(4,341,869 )	70,089,301
Non-current liabilities					
Interest bearing loans and borrowings	8,103,405	1.259	10,202,187	334,894	10,537,081
Financial liabilities	3,221,268	1.259	4,055,577		4,055,577
Other liabilities	192,117	1.259	241,876		241,876
Deferred tax liabilities	6,643,863	1.259	8,364,623	(1,634,254 )	6,730,369
Total non-current liabilities	18,160,653	1.259	22,864,263	(1,299,360 )	21,564,903
Current liabilities					
Interest bearing loans and borrowings	2,974,250	1.259	3,744,581		3,744,581
Trade payables	37,021,217	1.259	46,609,713		46,609,713
Income tax payable	2,425,464	1.259	3,053,659		3,053,659

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Other provisions	94,885	1.259	119,460		119,460
Other liabilities	6,319,064	1.259	7,955,701		7,955,701
Total current liabilities	48,834,880	1.259	61,483,114		61,483,114
Total equity and liabilities	<b>126,114,810</b>	1.259	<b>158,778,547</b>	<b>(5,641,229)</b>	<b>153,137,318</b>

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## AIA Unaudited U.S. GAAP Income Statement for the Six Months Ended June 30, 2012

	AIA (Euros)	Translation Rate	AIA (U.S. \$)	Conversion Adjustments	AIA (U.S. \$) U.S. GAAP
Revenue	64,433,211	1.2967	83,550,544		83,550,544
Other operating income	839,578	1.2967	1,088,680		1,088,680
Changes in inventories of goods and work in progress		1.2967			
Cost of materials	39,306,172	1.2967	50,968,313	591,878	51,560,191
Staff costs	11,673,912	1.2967	15,137,562		15,137,562
Depreciation, amortization and impairment losses	2,362,357	1.2967	3,063,269		3,063,269
Other operating expenses	6,169,379	1.2967	7,999,834	919,774	8,919,608
Income from operating activities	5,760,967	1.2967	7,470,246	(1,511,652)	5,958,594
Finance income	43,881	1.2967	56,900	(12,101 )	44,799
Finance costs	(645,824 )	1.2967	(837,440 )		(837,440 )
Earnings before income taxes	5,159,024	1.2967	6,689,706	(1,523,753)	5,165,953
Income taxes	2,796,180	1.2967	3,625,806	(460,399 )	3,165,407
Net income	2,362,844	1.2967	3,063,900	(1,063,354)	2,000,546

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## AIA Unaudited U.S. GAAP Income Statement for the Year Ended December 31, 2011

	AIA (Euros)	Translation Rate	AIA (U.S. \$)	Conversion Adjustments	AIA (U.S. \$) U.S. GAAP
Revenue	121,579,767	1.3876	168,704,085		168,704,085
Other operating income	935,993	1.3876	1,298,784		1,298,784
Changes in inventories of goods and work in progress	170,190	1.3876	236,156		236,156
Cost of materials	73,405,629	1.3876	101,857,650	(412,367 )	101,445,283
Staff costs	27,448,268	1.3876	38,087,217		38,087,217
Depreciation, amortization and impairment losses	3,959,243	1.3876	5,493,846		5,493,846
Other operating expenses	10,989,134	1.3876	15,248,522	(553,057 )	14,695,465
Income from operating activities	6,543,296	1.3876	9,079,478	965,424	10,044,902
Finance income	122,181	1.3876	169,539	(111,972 )	57,567
Finance costs	(767,927 )	1.3876	(1,065,576 )	56,112	(1,009,464 )
Earnings before income taxes	5,897,551	1.3876	8,183,441	909,564	9,093,005
Income taxes	1,490,893	1.3876	2,068,763	277,278	2,346,041
Net income for the year	4,406,657	1.3876	6,114,678	632,286	6,746,964

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TABLE OF CONTENTS**COMPARATIVE SHARE INFORMATION**

The following table sets forth historical comparative share information for Row 44, GEAC and AIA and unaudited pro forma combined share information after giving effect to the Business Combination, assuming (i) that no holders of public shares exercise their redemption rights and (ii) that holders of 15,036,667 public shares exercise their redemption rights and PAR and Putnam purchase an aggregate of 7,125,000 shares of GEAC pursuant to the Backstop Agreements. The historical information should be read in conjunction with Selected Historical Financial Data of Row 44, Selected Historical Financial Data of GEAC and Selected Consolidated Historical Financial Data of AIA included elsewhere in this proxy statement and the historical financial statements of Row 44, GEAC and AIA included elsewhere in this proxy statement. The unaudited pro forma combined share information is derived from, and should be read in conjunction with, the unaudited pro forma condensed combined financial information and related notes included elsewhere in this proxy statement.

The unaudited pro forma combined share information does not purport to represent what the actual results of operations of Row 44, GEAC and AIA would have been had the Business Combination been completed or to project Row 44, GEAC and AIA's results of operations that may be achieved after the Business Combination. The unaudited pro forma book value per share information below does not purport to represent what the value of Row 44, GEAC and AIA would have been had the Business Combination been completed nor the book value per share for any future date or period.

	Row 44 (Historical)	GEAC (Historical)	AIA (Historical)	Pro Forma Assuming No Redemption (Unaudited)	Pro Forma Assuming Maximum Redemption (Unaudited)
As of and for the Six Month Period Ended June 30, 2012 (Unaudited)					
Book value (deficit) per share <sup>(a)</sup>	\$(1.05 )	\$(0.93 )	€3.17	\$5.81	\$5.18
Shares outstanding (including redeemable stock) <sup>(c)</sup>	91,616,342	5,366,993	18,658,989	60,077,983	52,166,316
Basic and diluted earnings (loss attributable to common stock) per share <sup>(c)</sup>	\$(0.27 )	\$(0.12 )	€0.14	\$(0.37 )	\$(0.43 )
As of and for the Year Ended December 31, 2011 <sup>(b)</sup>					
Book value (deficit) per share <sup>(a)</sup>	\$(0.94 )	\$(0.94 )	€3.06	N/A	N/A
Shares outstanding (including redeemable stock) <sup>(c)</sup>	86,084,382	5,305,178	16,688,091	60,077,983	52,166,316
Basic and diluted earnings (loss attributable to common stock) per share <sup>(c)</sup>	\$(0.57 )	\$(0.16 )	€0.28	\$(0.30 )	\$(0.35 )

(a) Book value per share is calculated using the following formula:

$$\text{Book value per share} = (\text{Total Shareholders' Equity excluding Preferred Equity}) / \text{Total Outstanding Shares}$$

(b)

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For GEAC the financial information is for the period from February 2, 2011 (inception) through December 31, 2011.

(c) The shares outstanding and basic and diluted earnings (loss) per share calculation for GEAC excludes shares subject to possible redemption.

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## **CAUTIONARY NOTE REGARDING FORWARD-LOOKING STATEMENTS**

We make forward-looking statements in this proxy statement. These forward-looking statements relate to outlooks or expectations for earnings, revenues, expenses or other future financial or business performance, strategies or expectations, or the impact of legal or regulatory matters on business, results of operations or financial condition. Specifically, forward-looking statements may include statements relating to:

the benefits of the Business Combination;  
the future financial performance of the Company following the Business Combination;  
changes in the market for Row 44 or AIA products and services;  
expansion plans and opportunities; and

other statements preceded by, followed by or that include the words estimate, plan, project, forecast, intend, expect, anticipate, believe, seek, target or similar expressions.

These forward-looking statements are based on information available to us as of the date of this proxy statement, and current expectations, forecasts and assumptions, and involve a number of risks and uncertainties. Accordingly, forward-looking statements should not be relied upon as representing GEAC's views as of any subsequent date, and we do not undertake any obligation to update forward-looking statements to reflect events or circumstances after the date they were made, whether as a result of new information, future events or otherwise, except as may be required under applicable securities laws.

You should not place undue reliance on these forward-looking statements in deciding how to grant your proxy or instruct how your vote should be cast or vote your shares on the proposals set forth in this proxy statement. As a result of a number of known and unknown risks and uncertainties, our actual results or performance may be materially different from those expressed or implied by these forward-looking statements. Some factors that could cause actual results to differ include:

the occurrence of any event, change or other circumstances that could give rise to the termination of the Row 44 Merger Agreement or the AIA Stock Purchase Agreement;  
the outcome of any legal proceedings that may be instituted against the Company, Row 44, AIA or PAR following announcement of the proposed Business Combination and transactions contemplated thereby;  
the inability to complete the transactions contemplated by the proposed Business Combination due to the failure to obtain approval of the stockholders of the Company, the failure to obtain approval of the stockholders of Row 44, or other conditions to closing in the Row 44 Merger Agreement or the AIA Stock Purchase Agreement;  
the ability to obtain or maintain the listing of the Company's common stock on Nasdaq following the Business Combination;  
delays in obtaining, adverse conditions contained in, or the inability to obtain necessary regulatory approvals or complete regulatory reviews required to complete the transactions contemplated by the Row 44 Merger Agreement and the AIA Stock Purchase Agreement;  
the risk that the proposed Business Combination disrupts current plans and operations as a result of the announcement and consummation of the transactions described herein;  
the ability to recognize the anticipated benefits of the Business Combination, which may be affected by, among other things, competition, the ability to integrate the Row 44 and AIA businesses, and the ability of the combined business to grow and manage growth profitably;  
costs related to the Business Combination;  
changes in applicable laws or regulations;



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the possibility that the Company, Row 44 or AIA may be adversely affected by other economic, business, and/or competitive factors; and other risks and uncertainties indicated in this proxy statement, including those under *Risk Factors* beginning on page 52.

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## **RISK FACTORS**

*In addition to the other information contained in this proxy statement, the following risks impact the business and operations of each of Row 44, AIA and GEAC. These risk factors are not exhaustive and all investors are encouraged to perform their own investigation with respect to the business, financial condition and prospects each of Row 44, AIA and GEAC.*

### **Risks Relating to Both Row 44 s and AIA s Business**

**Row 44 s and AIA s businesses are highly dependent on the airline industry, which itself is affected by many events that are beyond the control of the airlines. The highly competitive nature of the airline industry makes it extremely sensitive to economic conditions, both domestically and abroad.**

Row 44 s and AIA s businesses are directly affected by the number of passengers flying on commercial airlines, the financial condition of these airlines and related economic conditions. If consumer demand for air travel declines or the number of aircraft and flights shrink, the number of passengers available to use Row 44 s in-flight services and enjoy AIA s delivered content will be reduced, which will have a material adverse effect on their financial condition and prospects. High unemployment rates, reduced consumer and business spending, recessionary conditions in the United States or Europe and terrorism are among the general economic and social conditions that adversely affect the airline industry. A general reduction or shift in discretionary spending can result in decreased demand for leisure and business travel and lead to a reduction in airline flights offered, the number of passengers flying and the willingness of airlines to commit to spending funds on items such as Row 44 s in-flight system. Each of Row 44 s and AIA s airline customers operate in an intensely competitive environment and constantly face pressure on in-flight offerings and pricing of all aspects of air travel. These uncertain and at times unfavorable financial circumstances in the air travel industry could cause one or more of Row 44 s or AIA s commercial airline customers to reduce expenditures on passenger services, including the deployment of the Row 44 in-flight system or AIA s in-flight content, which would have a material adverse effect on their business prospects and financial condition.

**Each of Row 44 and AIA is dependent on its airline customers to be able to generate revenue. The failure of either company to perform according to the terms of any agreement with any of its airline customers could have a material adverse effect on its financial condition and results of operations.**

Each of Row 44 and AIA is required to deliver the products and services it provides according to a variety of performance level agreements and other contractual commitments. If Row 44 or AIA is unable to deliver its products or services in compliance with any of these agreements, its customers may terminate their agreements and Row 44 s or AIA s prospects and its reputation in the marketplace may be materially adversely affected.

**A future act or threat of terrorism or other events could result in a prohibition on the use of Wi-Fi enabled devices on aircraft.**

A future act of terrorism, the threat of such acts or other airline accidents could have an adverse effect on the airline industry. In the event of a terrorist attack, terrorist threats or unrelated airline accidents, the industry would likely

experience significantly reduced passenger demand. The U.S. federal government could respond to such events by prohibiting the use of Wi-Fi enabled devices on aircraft, which would eliminate demand for Row 44's equipment and service. In addition, any association or perceived association between its equipment or service and accidents involving aircraft on which Row 44's equipment or service operates would likely have an adverse effect on demand for both Row 44's and AIA's services. Reduced demand for their products and services would adversely affect Row 44's business prospects, financial condition and results of operations.

**Air traffic congestion at airports, air traffic control inefficiencies, weather conditions, such as hurricanes or blizzards, increased security measures, new travel-related taxes, the outbreak of disease or any other similar event could harm the airline industry.**

Airlines are subject to cancellations or delays caused by factors beyond their control. Cancellations or delays due to weather conditions or natural disasters, air traffic control problems, breaches in security or other

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factors could reduce the number of passengers on commercial flights and thereby reduce demand for the services provided by the Row 44 system and AIA's products and services and harm their businesses, results of operations and financial condition.

### **Current economic conditions may impact the airline industry which in turn could have a material adverse effect on Row 44's and AIA's businesses.**

As a result of the macro-economic challenges currently affecting the economy of the United States and other parts of the world, including the European sovereign debt and economic crisis, the current economic climate is turbulent and volatile. Unfavorable economic conditions, such as higher unemployment rates, a constrained credit market, housing-related pressures, increased focus by businesses on reducing operating costs, and lower spending by consumers can reduce expenditures on both leisure and business travel. For many travelers, air travel and spending on in-flight Internet access are discretionary purchases that they can quickly eliminate in difficult economic times. Additionally, a weaker business environment may lead to a decrease in overall business travel, which has historically been an important contributor to Row 44 and AIA service revenue. These conditions may make it more difficult or less likely for commercial airlines to justify the purchase of Row 44's equipment or AIA's services. If economic conditions in the United States or globally deteriorate further or do not improve, each of Row 44 and AIA may experience material adverse effects to its business, cash flow and results of operations.

### **Risks Related to Row 44's Business**

#### **Row 44 relies on one key customer for a substantial percentage of its revenue.**

Row 44's business is substantially dependent on its customer relationship with Southwest Airlines, which accounted for 66% and virtually all of its revenues for the years ended December 31, 2011 and 2010, respectively. Row 44 and Southwest have entered into a binding memorandum of understanding, or MOU, which sets forth an amendment of the economic terms of the relationship between these parties, which terms will take effect upon the later of the closing of the Business Combination or January 1, 2013. Although the economic terms of the Southwest MOU are binding on both parties, there can be no assurance that agreement will be reached with respect to the remaining terms of a new agreement. If Row 44 is unable to finalize the terms of the MOU with Southwest Airlines into a new complete agreement, or if the complete agreement contains economic terms that are less favorable to Row 44 than the terms of the MOU, Row 44's business would be materially adversely affected.

#### **Row 44's available satellite capacity and related bandwidth may not be able to accommodate the expected growth in demand for its in-flight broadband services.**

As Row 44's in-flight system is installed in more airplanes in the US and around the world, its need and demand for satellite capacity will increase considerably. Row 44's satellite space needs will grow even further as additional, bandwidth rich services flow through its connectivity system. The availability of satellite space could diminish as competitive broadband providers tap into the supply of available transponders. Additionally, Row 44 has not secured transponder space with respect to all of the geographic regions that its new customers service. While additional satellite transponder capacity can be deployed with the launch of new satellites, the ability to deploy additional satellite capacity is dependent on many factors, including timing of launches, all of which are outside the control of Row 44. Greater demand for, and a scarce supply of, satellite transponders could result in a material increase in the operating expenses by Row 44, which could have a material adverse effect on its results of operations, especially if

Air traffic congestion at airports, air traffic control inefficiencies, weather conditions, such as hurricanes or blizzards,

Row 44 is unable to adjust the price of its equipment and services to offset any such increase in costs.

**Row 44 may not be able to grow its business with its current airline customers or successfully secure new airline customers in the future.**

Row 44 is currently in negotiations and discussions to provide its equipment to a number of commercial airlines around the world. Negotiations with potential airline customers require a substantial amount of time, energy and resources, and there can be no assurance that Row 44 will be successful. Row 44 may ultimately fail in entering into agreements with additional commercial airlines on competitive terms, and that failure

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could harm its results of operations due to a diversion of resources, the actual costs of pursuing these opportunities and the inability to deploy committed satellite transponder space segments to additional airlines. Additionally, the terms of any of Row 44's future agreements with new airline customers may be less favorable than its current agreements. To the extent that Row 44 is unable to secure new airline customers or any of its agreements with new customers are not as favorable as Row 44's existing arrangements, its growth and financial prospects would be materially and adversely affected.

**Competition from a number of companies could result in price reduction, reduced revenue and a loss of market share, all of which could harm Row 44's results of operations.**

Row 44 faces competition from land-based providers of broadband Wi-Fi services to commercial airlines and from other satellite-based broadband providers of Internet connectivity, live television and video on-demand services. Competition for such providers has affected Row 44's business prospects and will continue to do so in the future, especially given the fact that there are a limited number of commercial airlines around the world. Some of Row 44's competitors are larger, more diversified corporations with greater financial, marketing, production and research and development resources. As a result, these competitors may be better able to withstand effects of periodic economic downturns, especially those that continue for a considerable period of time. Competition within the in-flight broadband Internet access and in-cabin entertainment markets may also subject Row 44 to downward pricing pressures on its product offerings. Competition will likely increase Row 44's sales and marketing expenses and related customer acquisition costs. Row 44 may not have the liquidity, financial resources, technical expertise or marketing and support capabilities to compete successfully. Row 44's failure to respond to established and new competitors could have a material adverse effect on its business and results of operations.

**Row 44's business has a very limited operating history, which may make it difficult to evaluate its current business and predict its future performance.**

Row 44 did not complete the first installation of its connectivity system until 2009 and did not begin to generate revenue from operations until 2010. The limited operating history of Row 44's business may make it difficult to accurately evaluate the potential growth and future performance, while the recent growth in system installation is not necessarily indicative of potential future growth. Any assessments of Row 44's current business and predictions that it makes about future success or viability may not be as accurate. Row 44 has encountered and will continue to encounter risks and difficulties frequently experienced by growing companies in rapidly changing industries, and the size and nature of its market opportunity will change as it scales its business and increases deployment of the Row 44 system.

**Row 44 faces limitations on its ability to grow its domestic operations that could harm Row 44's operating results and financial condition.**

Row 44's ability to expand domestically at its current rate of growth is inherently limited by various factors, including limitations on the number of U.S. and foreign commercial airlines, the number of planes in which Row 44's system can be installed, the passenger capacity within each plane and the ability of Row 44's network infrastructure or bandwidth to accommodate increasing capacity demands. Row 44's growth may slow to the extent that it has exhausted all potential airline customers and as it approaches installation on full fleets and maximum penetration rates on all flights.

Row 44 cannot assure you that it will be able to profitably expand its existing market presence or establish new markets and, if it fails to do so, Row 44's business and results of operations could be materially adversely affected.

Row 44 may not be able to grow its business with its current airline customers or successfully secure new airline cus



**Row 44 may be unsuccessful in generating revenue from live television and content on demand services.**

Row 44 is currently developing or scheduled to deploy a host of service offerings to deliver to its commercial airline customers via the Row 44 system. Row 44 only recently launched 8 channels of live television service in the United States. Row 44 plans to offer at least 15 channels of live television service in the United States and no assurance can be given that it will ultimately be able to launch any additional channels. Further, Row 44 has yet to offer live television in Europe and there can be no assurance that it will be successful in doing so or in generating meaningful revenue from that source of content abroad. Additionally, Row 44 intends to develop a substantial revenue stream from its portal business. Row 44 has

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only nominal revenue from the portal business today. If Row 44 is unable to generate increased revenue from live television or if its such portal business does not ultimately develop, Row 44 s growth and financial prospects would be materially adversely impacted.

Row 44 also is working to increase the number of on-demand movies and television shows and a variety of other content available on its system. The future growth prospects for Row 44 s business depend, in part, on revenue from advertising fees and e-commerce revenue share arrangements on passenger purchases of goods and services, including video and media services. Row 44 s ability to generate revenue from these service offerings depends on:

growth of its commercial airline customer base;  
the attractiveness of Row 44 s customer base to media partners;  
rolling out live television and media on demand on more aircraft and with additional airline customers and increasing passenger adoption both in the US and abroad;  
establishing and maintaining beneficial contractual relationships with media partners whose content, products and services are attractive to airline passengers; and

Row 44 s ability to customize and improve its service offerings in response to trends and customer interests. If Row 44 is unsuccessful in generating revenue from its service offerings, that failure could have a material adverse effect on its growth prospects.

**Row 44 may be unsuccessful in expanding its operations internationally, which could harm the growth of its business, operating results and financial conditions.**

Row 44 s ability to expand internationally involves various risks, including the need to invest significant resources in unfamiliar markets and the possibility that there may not be returns on these investments in the near future or at all. In addition, Row 44 has incurred and expects to continue to incur expenses before it generates any material revenue in these new markets. Expansion of international marketing and advertising efforts will lead to a significant increase in Row 44 s customer acquisition costs. Row 44 s ability to expand will also be limited by the demand for in-flight broadband Internet access in international markets. Different privacy, censorship, aerospace and liability standards and regulations and different intellectual property laws and enforcement practices in foreign countries may cause its business and operating results to suffer. Additionally, any failure to compete successfully in international markets will negatively impact Row 44 s reputation and domestic operations.

Any future international operations may fail to succeed due to risks inherent in foreign operations, including:

different technological solutions for broadband Internet than those used in North America;  
varied, unfamiliar and unclear legal and regulatory restrictions;  
unexpected changes in international regulatory requirements and tariffs;  
legal, political or systemic restrictions on the ability of U.S. companies to do business in foreign countries, including restrictions on foreign ownership of telecommunications providers;  
inability to find content or service providers to partner with on commercially reasonable terms, or at all;  
Foreign Corrupt Practices Act compliance and related risks;  
difficulties in staffing and managing foreign operations;  
currency fluctuations;  
potential adverse tax consequences; and  
fewer transatlantic flights due to continuing economic turmoil in Europe.



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As a result of these obstacles, Row 44 may find it difficult or prohibitively expensive to grow its business internationally or it may be unsuccessful in its attempt to do so, which could harm Row 44's future operating results and financial condition.

### **Risks Related to Row 44's Technology, Intellectual Property and Government Regulation**

#### **Row 44 could be adversely affected if it suffers service interruptions or delays, technology failures or damage to its equipment.**

Row 44's reputation and ability to attract, retain and serve its commercial airline customers depend upon the reliable performance of its satellite transponder capacity, network infrastructure and connectivity system. Row 44 has experienced interruptions in these systems in the past, including component and service failures that temporarily disrupted users' access to the Internet, and Row 44 may experience service interruptions, service delays or technology or systems failures in the future, which may be due to factors beyond its control. If Row 44 experiences frequent system or network failures, its reputation could be harmed and its airline customers may have the right to terminate their contracts with Row 44 or pursue other remedies.

Row 44's operations and services depend upon the extent to which its equipment and the equipment of its third-party network providers is protected against damage from fire, flood, earthquakes, power loss, solar flares, telecommunication failures, computer viruses, break-ins, acts of war or terrorism and similar events. Damage to the Row 44 networks could cause interruptions in the services that it provides, which could have a material adverse effect on service revenue, Row 44's reputation and its ability to attract or retain customers.

#### **Row 44 relies on single service providers for certain critical components of and services relating to its satellite connectivity network.**

Row 44 currently sources key components of its hardware and key aspects of its connectivity services from sole providers of equipment and network services, respectively. If Row 44 experiences a disruption in the delivery of products and services from either of these providers, it may be difficult for Row 44 to continue providing its own products and services to its customers. Row 44 has experienced component delivery issues in the past and there can be no assurance that it will avoid similar issues in the future. Additionally, the loss of the exclusive source protections that Row 44 has with its hardware provider could eliminate Row 44's competitive advantage in the use of satellites for in-flight connectivity, which could have a material adverse effect on Row 44's business and operations.

#### **Assertions by third parties of infringement, misappropriation or other violation by Row 44 of their intellectual property rights could result in significant costs and substantially harm its business and operating results.**

In recent years, there has been significant litigation involving intellectual property rights in many technology-based industries, including the wireless communications industry. Any infringement, misappropriation or related claims, whether or not meritorious, is time-consuming, diverts technical and management personnel and is costly to resolve.

As a result of any such dispute, Row 44 may have to develop non-infringing technology, pay damages, enter into royalty or licensing agreements, cease providing certain products or services or take other actions to resolve the claims. These actions, if required, may be costly or unavailable on terms acceptable to Row 44. Certain of Row 44's

suppliers do not provide indemnity to Row 44 for the use of the products and services that these providers supply to Row 44. At the same time, Row 44 generally offers third party intellectual property infringement indemnity to its customer. Any of these events could result in increases in operating expenses, limit Row 44's service offerings or result in a loss of business if it is unable to meet its indemnification obligations and its airline customers terminate or fail to renew their contracts.

### **Row 44 may not be able to protect its intellectual property rights.**

Row 44 regards its trademarks, service marks, copyrights, patents, trade secrets, proprietary technologies, domain names and similar intellectual property as important to its success. Row 44 relies on trademark, copyright and patent law, trade secret protection and confidentiality agreements with its employees, vendors, airline customers, customers and others to protect its proprietary rights. Row 44 has sought and obtained

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patent protection for certain of its technologies in the United States and certain other countries. Many of the trademarks that Row 44 uses contain words or terms having a somewhat common usage, such as broadband and, as a result, it may have difficulty registering them in certain jurisdictions. Row 44 has not yet obtained registrations for its most important marks in all markets in which it may do business in the future, including countries in Asia, Africa and the Middle East. If other companies have registered or have been using in commerce similar trademarks for services similar to Row 44's in foreign jurisdictions, it may have difficulty in registering, or enforcing an exclusive right to use, its marks in those foreign jurisdictions.

There can be no assurance that the efforts Row 44 has taken to protect its proprietary rights will be sufficient or effective, that any pending or future patent and trademark applications will lead to issued patents and registered trademarks in all instances, that others will not develop or patent similar or superior technologies, products or services, or that its patents, trademarks and other intellectual property will not be challenged, invalidated, misappropriated or infringed by others. Additionally, the intellectual property laws and enforcement practices of other countries in which Row 44's service is or may in the future be offered may not protect its products and intellectual property rights to the same extent as the laws of the United States. If Row 44 is unable to protect its intellectual property from unauthorized use, its brand image may be harmed and its business and results of operations may suffer.

### **Row 44's use of open source software could limit its ability to commercialize its technology.**

Open source software is software made widely and freely available to the public in human-readable source code form, usually with liberal rights to modify and improve such software. Some open source licenses require as a condition of use that proprietary software that is combined with licensed open source software and distributed must be released to the public in source code form and under the terms of the open source license. Accordingly, depending on the manner in which such licenses were interpreted and applied, Row 44 could face restrictions on its ability to commercialize certain of its products and it could be required to (i) release the source code of certain of its proprietary software to the public, including to competitors; (ii) seek licenses from third parties for replacement software; and/or (iii) re-engineer its software in order to continue offering its products. Such consequences could materially adversely affect its business.

### **The failure of Row 44's equipment or material defects or errors in its software may damage its reputation, result in claims against Row 44 that exceed its insurance coverage, thereby requiring it to pay significant damages and impair its ability to sell its service.**

Row 44's products contain complex systems and components that could contain errors or defects, particularly when it incorporates new technology. If any of its products are defective, Row 44 could be required to redesign or recall those products or pay substantial damages or warranty claims. Such events could result in significant expenses, disrupt sales and affect its reputation and that of its products. If Row 44's on-board equipment has a severe malfunction, or there is a problem with the equipment installation, which damages an airplane or impairs its on-board electronics or avionics, significant property loss and serious personal injury or death could result. Any such failure could expose Row 44 to substantial product liability claims or costly repair obligations. In particular, the passenger jets operated by its airline customers are very costly to repair and therefore the damages in any product liability claims could be material. Row 44 carries aircraft and non-aircraft product liability insurance consistent with industry norms. However, this insurance coverage may not be sufficient to fully cover the payment of any claims. A product recall or a product liability claim not covered by insurance could have a material adverse effect on its business, financial condition and results of

operations. Further, Row 44 indemnifies most of its airline customers for losses due to third-party claims and in certain cases the causes for such losses may include failure of its products.

The software underlying its services is inherently complex and may contain material defects or errors, particularly when the software is first introduced or when new versions or enhancements are released. Row 44 has from time to time found defects or errors in its software, and defects or errors in its existing software may be detected in the future.

Any defects or errors that cause interruptions to the availability of its services could result in:

- termination or failure to renew contracts by its airline customers;
- a reduction in sales or delay in market acceptance of its service;
- sales credits or refunds to its customers and airline customers;

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loss of existing customers and difficulty in attracting new customers;  
diversion of development resources;  
harm to its reputation and brand image;  
increased insurance costs; and  
claims for substantial damages.

The costs incurred in correcting any material defects or errors in Row 44's software may be substantial and could harm its results of operations.

**Regulation by United States and foreign government agencies, such as the FAA, which regulates the civil aviation manufacturing and repair industries in the United States, and the FCC, which regulates the US telecommunications industry, may increase Row 44 costs of providing service or require it to change its services.**

Row 44 is subject to various regulations, including those regulations promulgated by various federal, state and local regulatory agencies and legislative bodies and comparable agencies outside the United States where it does, or in the future may do, business. The U.S. government agency that has primary regulatory authority over Row 44's operations is the FAA. The commercial and private aviation industries, including civil aviation manufacturing and repair industries, are highly regulated by the FAA in the United States. FAA certification is required for all equipment that Row 44 installs on commercial aircraft, and certain of its operating activities require that it obtain FAA certification as a parts manufacturer. FAA approvals required to operate its business include Supplemental Type Certificates (STCs) and Parts Manufacturing Authority (PMAs). Obtaining STCs and PMAs is an expensive and time-consuming process that requires significant focus and resources. Any inability to obtain, delay in obtaining, or change in, needed FAA certifications, authorizations, or approvals, could have an adverse effect on Row 44's ability to meet its installation commitments, manufacture and sell parts for installation on aircraft, or expand its business and could, therefore, materially adversely affect its growth prospects, business and operating results. The FAA closely regulates many of Row 44's operations. If it fails to comply with the FAA's many regulations and standards that apply to its activities, Row 44 could lose the FAA certifications, authorizations or other approvals on which its manufacturing, installation, maintenance, preventive maintenance and alteration capabilities are based. In addition, from time to time, the FAA or comparable foreign agencies adopt new regulations or amend existing regulations. The FAA could also change its policies regarding the delegation of inspection and certification responsibilities to private companies, which could adversely affect its business. To the extent that any such new regulations or amendments to existing regulations or policies apply to its activities, those new regulations or amendments to existing regulations generally increase its costs of compliance.

As a broadband Internet provider, Row 44 must comply with the Communications Assistance for Law Enforcement Act of 1994, or CALEA, and similar laws in other countries, which requires communications carriers to ensure that their equipment, facilities and services can accommodate certain technical capabilities in executing authorized wiretapping and other electronic surveillance. Currently, Row 44's CALEA solutions are deployed in its US network and Western European network though it could be subject to an enforcement action by the Federal Communications Commission (FCC), other telecommunications regulators or law enforcement agencies for any delays related to meeting any current or future CALEA or similarly mandated law enforcement related obligations. Such enforcement actions could subject Row 44 to fines, cease and desist orders or other penalties, all of which could adversely affect its business. Further, to the extent the FCC adopts additional capability requirements applicable to broadband Internet providers, its decision may increase the costs Row 44 incur to comply with such regulations.



Adverse decisions or regulations of these regulatory bodies could negatively impact Row 44's operations and costs of doing business. Row 44 is unable to predict the scope, pace or financial impact of regulations and other policy changes that could be adopted by the various governmental entities that oversee portions of its business.

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**If government regulation of the Internet, including e-commerce or online video distribution, changes, Row 44 may need to change the way it conducts its business to a manner that incurs greater operating expenses, which could harm its results of operations.**

The current legal environment for Internet communications, products and services is uncertain and subject to statutory, regulatory or interpretive change. Certain laws and regulations applicable to Row 44's business were adopted prior to the advent of the Internet and related technologies and often do not contemplate or address specific issues associated with those technologies. Row 44 cannot be certain that it, its vendors and media partners or its customers are currently in compliance with applicable regulatory or other legal requirements in the countries in which its service is used. Row 44's failure, or the failure of its vendors and media partners, customers and others with whom Row 44 transacts business to comply with existing or future legal or regulatory requirements could materially adversely affect its business, financial condition and results of operations. Regulators may disagree with its interpretations of existing laws or regulations or the applicability of existing laws or regulations to its business, and existing laws, regulations and interpretations may change in unexpected ways. For example, the FCC recently adopted regulations regarding net neutrality that, in certain situations, limit mobile broadband providers to network management techniques that are reasonable. Although these rules are currently being challenged in Federal court, future guidance or precedent from the FCC regarding the interpretation of what techniques are considered reasonable could adversely impact Row 44's ability to monitor and manage the network to optimize its users' Internet experience.

Row 44 cannot be certain what positions regulators may take regarding its compliance with, or lack of compliance with, current and future legal and regulatory requirements or what positions regulators may take regarding any past or future actions that Row 44 has taken or may take in any jurisdiction. Regulators may determine that Row 44 is not in compliance with legal and regulatory requirements, and impose penalties, or it may need to make changes to the Row 44 system, which could be costly and difficult. Any of these events would adversely affect its operating results and business.

**Risks Related to Row 44's Operating History and Industry**

**If Row 44's efforts to retain and attract customers are not successful, its revenue will be adversely affected.**

Row 44 currently generates all of its revenue from sales of its equipment and from the delivery of broadband related services across its system. If Row 44's airline customers do not view its equipment as high-quality or cost-effective or if its equipment does not keep pace with innovation, its current and potential customers may choose to do business with its competitors. If Row 44 is unable to effectively attract new and repeat customers, its business, financial condition and results of operations would be adversely affected. Unreliable service levels, uncompetitive pricing, lack of availability, security risk and lack of related features of its equipment and services are some of the factors that may adversely impact its ability to retain existing customers and partners and attract new and repeat customers. If consumers are able to satisfy their in-flight entertainment needs through activities other than broadband Internet access, at no or lower cost, they may not perceive value in Row 44's products and services.

**The demand for in-flight broadband Internet access and related services may decrease or develop more slowly than expected. Row 44 cannot predict with certainty the development of the U.S. or international in-flight broadband**

If government regulation of the Internet, including e-commerce or online video distribution, changes, Row 44 may n

## **Internet access market or the market acceptance for its products and services.**

Row 44's future success depends upon growing demand for in-flight broadband Internet access and related services, which is inherently uncertain. Row 44 has invested significant resources towards the roll-out of new service offerings, which represent a substantial part of its growth strategy. It faces the risk that the U.S. and international markets for in-flight broadband Internet access and related services may decrease or develop more slowly or differently than currently expected, or that its services may not achieve widespread market acceptance. Row 44 may be unable to market and sell its services successfully and cost-effectively to a sufficiently large number of customers.

Row 44's business depends on the continued proliferation of Wi-Fi as a standard feature in mobile devices. The growth in demand for in-flight broadband Internet access and related services also depends in part on the continued and increased use of laptops, smartphones, tablet computers and other Wi-Fi enabled devices and the rate of evolution of data-intensive applications on the mobile Internet. If Wi-Fi ceases to be a

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standard feature in mobile devices, if the rate of integration of Wi-Fi on mobile devices decreases or is slower than expected, or if the use of Wi-Fi enabled devices or development of related applications decreases or grows more slowly than anticipated, the market for its services may be substantially diminished.

**Row 44 has incurred operating losses since inception.**

Row 44 has incurred operating losses in every quarter since its inception in 2004, and it may not be able to generate sufficient revenue in the future to generate operating income or positive cash flow. Row 44 also expects its costs to increase materially in future periods, which could negatively affect its future operating results. Row 44 expects to continue to expend substantial financial and other resources as it expands internationally. The amount and timing of these costs are subject to numerous variables. Such variables include the availability and timing of certain next-generation technologies, such as Ka-band and other satellite technology, as well as costs incurred to develop and implement changes to airborne software and hardware and, with respect to satellite technologies, the cost of obtaining satellite capacity.

**Increased costs and other demands associated with Row 44 s growth could impact its ability to achieve profitability over the long term and could strain its personnel, technology and infrastructure resources.**

Row 44 expects its costs to increase in future periods, which could negatively affect its future operating results. Anticipated future growth, including growth related to the broadening of its service offerings and international expansion of its business, will require the outlay of significant operating and capital expenditures and will continue to place strains on Row 44 s personnel, technology and infrastructure. Its success will depend in part upon its ability to contain costs with respect to growth opportunities. To successfully manage the expected growth of its operations, including its network, on a timely and cost-effective basis Row 44 will need to continue to improve its operational, financial, technological and management controls and its reporting systems and procedures. In addition, as it continues to grow, Row 44 must effectively integrate, develop and motivate a large number of new employees, and it must maintain the beneficial aspects of its corporate culture. If Row 44 fails to successfully manage its growth, it could adversely affect its business, financial condition and results of operations.

**Row 44 depends upon third parties to manufacture equipment components and to provide services for its network.**

Row 44 relies on third-party suppliers for equipment components that it uses to provide satellite telecommunication Wi-Fi services. The supply of third party components could be interrupted or halted by a termination of its relationships, a failure of quality control or other operational problems at such suppliers or a significant decline in their financial condition. If Row 44 is not able to continue to engage suppliers with the capabilities or capacities required by its business, or if such suppliers fail to deliver quality products, parts, equipment and services on a timely basis consistent with its schedule, its business prospects, financial condition and results of operations could be adversely affected.

**Row 44 may fail to recruit, train and retain the highly skilled employees that are necessary to remain competitive and execute its growth strategy. The loss of one or more of its key personnel could harm its business.**

Competition for key technical personnel in high-technology industries is intense. Row 44 believes that its future success depends in large part on its continued ability to hire, train, retain and leverage the skills of qualified engineers and other highly skilled personnel needed to maintain and grow its satellite based broadband connectivity network. Row 44 may not be as successful as its competitors at recruiting, training, retaining and utilizing these highly skilled personnel. In particular, it may have more difficulty attracting or retaining highly skilled personnel during periods of poor operating performance. Any failure to recruit, train and retain highly skilled employees could negatively impact its business and results of operations.

Row 44 depends on the continued service and performance of its key personnel. Such individuals have acquired specialized knowledge and skills with respect to Row 44 and its operations. As a result, if any of these individuals were to leave Row 44, it could face substantial difficulty in hiring qualified successors and could experience a loss of productivity while any such successor obtains the necessary training and expertise.

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Row 44 does not maintain key man insurance on any of its officers or key employees. In addition, much of its key technology and systems are custom-made for its business by its personnel. The loss of key personnel, including key members of its management team, as well as certain of its key marketing or technology personnel, could disrupt its operations and have an adverse effect on its ability to grow its business.

### **Risks Related to AIA's Business**

#### **Increased competition in the in-flight entertainment industry may harm AIA's business.**

In-flight entertainment is undergoing a sea change driven first and foremost by technical innovations. Recent years saw the emergence of numerous new vendors with new technologies and new approaches, especially for the hardware systems that are built into aircraft. Increasingly, carriers are also investigating the use of systems that are not permanently installed. This would require passengers to dial into the in-flight entertainment system using either their own mobile devices or those made available to them. More and more carriers also offer passengers in-flight access to the Internet. It is impossible to say at this time which of these new technologies and approaches will gain a foothold in the market in the long term. As a content service provider, AIA's services are contingent on the technological components used in aircraft because it is these components that define the parameters for both the content and the solutions that can be used in in-flight entertainment. Over time, this will impose new technical requirements on AIA. In turn, this will entail opportunities (e.g., an expansion of AIA's own services portfolio thanks to broadened options for using the new systems) as well as risks (e.g., lowered technical barriers to market entry for competitors).

#### **AIA may not be able to grow its business with its current airline customers or successfully secure new airline customers in the future.**

AIA is constantly in negotiations and discussions with existing airline customers and potential new airline customers around the world to either maintain or expand an existing contract or win a new contract. Negotiations with airline customers require a substantial amount of time, energy and resources, and there can be no assurance that AIA will be successful in maintaining existing customers or winning new customers. Additionally, the terms of any of AIA's future agreements with existing or new airline customers may be less favorable than its current agreements. To the extent that AIA is unable to secure existing airline customers or new airline customers or any of its future agreements with existing or new customers are not as favorable as AIA's existing arrangements, its growth and profitability prospects could be materially and adversely affected.

#### **AIA's business based on applications as part of the in-flight entertainment has a limited operating history, which may make it difficult to evaluate its current business and predict its future performance.**

In 2008 AIA started to develop applications to be used on more sophisticated in-flight entertainment hardware platforms. Therefore AIA's application business is still in a ramp up phase and has limited operating history. This makes it difficult for AIA to accurately evaluate the potential growth and future performance of the application business. Any assessments of AIA's application business and predictions that it makes about future success or viability may not be accurate. In this application business, AIA has encountered and will continue to encounter risks and difficulties frequently experienced by companies expanding in new business areas in rapidly changing industries, and the size and nature of its market opportunity will change as it scales its application business.

**AIA s future financial performance is dependent on its acquisitions of new companies.**

As a holding company, AIA s growth both in revenues and profits in the past has been dependent on the ability to execute acquisitions of companies inside or outside its core industry. There can be no assurance that AIA will be successful with respect to such acquisitions, or that these acquisitions will have positive impacts on revenues or profits of AIA.

**The demand for in-flight entertainment and related services may decrease or develop more slowly than expected.**

AIA s future success depends upon growing demand for in-flight entertainment and related services, which is inherently uncertain. AIA has invested and will invest resources towards the development and roll-out of new content and service offerings, which represent part of its growth strategy. It faces the risk that

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markets for in-flight entertainment and related services may decrease or develop more slowly or differently than currently expected. AIA may be unable to market and sell its services successfully and cost-effectively to a sufficiently large number of customers.

**Increased costs and other demands associated with AIA's growth could impact its profitability over the long term and could strain its personnel, technology and infrastructure resources.**

If AIA's costs for providing its services increase in future periods, it could negatively affect its future operating results. Anticipated future growth, including growth related to the broadening of its service offerings and its expansion into other markets, could require the outlay of significant operating and capital expenditures and could place strains on AIA's personnel, technology and infrastructure. AIA's success will depend in part upon its ability to contain costs with respect to growth opportunities. To successfully manage the expected growth of its operations in a timely and cost-effective basis, AIA will need to continue to improve its operational, financial, technological and management controls and its reporting systems and procedures. In addition, as it continues to grow, AIA must effectively integrate, develop and motivate a large number of new employees, and it must maintain the beneficial aspects of its corporate culture. If AIA fails to successfully manage its growth, it could adversely affect its business, financial condition and results of operations.

**AIA may fail to recruit, train and retain the skilled employees that are necessary to remain competitive and execute its growth strategy, and may encounter significant challenges due to its widespread international locations.**

Competition for key personnel in the service industry is intense. AIA believes that its future success depends in large part on its continued ability to hire, train, retain and leverage the skills of qualified and motivated personnel needed to maintain and grow its business. AIA may not be as successful as its competitors at recruiting, training, retaining and utilizing these personnel. In particular, it may have more difficulty attracting or retaining highly skilled personnel during periods of poor operating performance. In addition, because of its widespread geographical locations, AIA has a risk of migration of employees and poor retention rate. AIA may also encounter challenges in complying with foreign employment laws and regulations in its many international locations. Any failure to recruit, train and retain highly skilled employees or any failure to comply with applicable foreign employment laws and regulations could negatively impact its business and results of operations.

**AIA may not predict accurately its profit margins with respect to its long term fixed price contracts.**

Aside from centralizing license procurement for the in-flight entertainment segment to a greater extent, in some cases AIA also closes multi-year, fixed-price delivery contracts with producers. These procurement contracts enable AIA to purchase all of the movies that a given studio releases or markets during the term of the contract at a fixed purchase price, or flat deals. Adjustments of the previously agreed upon purchase price might be necessary in certain circumstances if there are major changes in the customer base of AIA during the term of a given contract. Although such flat deals are based on diligently researched decision-making parameters and also offer a certain degree of flexibility, there is the risk that the profit margins on AIA's flat fee agreements may be smaller than predicted or even a loss, which could negatively impact AIA's financial condition and results of operations.

The demand for in-flight entertainment and related services may decrease or develop more slowly than expected.



## **AIA may not choose the most profitable content to market.**

AIA's recent acquisition of two companies, EIM and Emphasis, has substantially strengthened its positioning in the strategically important business of marketing content for the inflight entertainment market. Selecting the films to be bought is key to the success of the business model of both EIM and Emphasis. These two companies will only generate profits if they succeed in buying the marketing licenses to movies for which there is sufficient demand. There is the risk, however, if the movies acquired for marketing purposes are not sold to customers in sufficient numbers, that the costs incurred in connection with the marketing of the film licenses will not be covered at all or only in part by corresponding sales revenue, in turn potentially impacting the earnings of AIA.

## **Technological advances may harm AIA's business.**

Due to the widening use of state-of-the-art, personal electronic devices such as Apple's iPad, ever-increasing numbers of passengers have their own mobile devices, which they might use to bring their

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own content such as movies, music or games with them on a flight. Carriers now also have greater technical means at their disposal to offer passengers inflight access to the Internet. While both trends will give rise to risks as well as opportunities for AIA, it is impossible to foresee at present whether and, if so, to what extent these trends will have lasting effects. Note, too, that the in-flight entertainment systems currently in place are unable to support these developments. Given average useful lives of 15 to 20 years, the conventional systems will continue to dominate the in-flight entertainment industry for the foreseeable future. As a result, possible changes will happen slowly, giving all market players sufficient time to adapt.

**If AIA fails to expand its customers use of its products, AIA's ability to execute its growth strategy and increase its revenue will be limited.**

Many of AIA's customers initially make a purchase of only one or a limited number of AIA's available products or use AIA's products for a limited period of time. AIA's ability to grow its business and increase revenue is dependent on its ability to further penetrate its existing customers by selling additional products to them, and by increasing the number of products for customers (existing and potential) to choose from. If AIA fails to expand the usage of its products by its existing customers, or fails to attract new customers, AIA's ability to execute its growth strategy and increase its revenue will be limited.

**Many of AIA's products will have long sales cycles, which may cause AIA to expend resources without an acceptable financial return and which makes it difficult to plan its expenses and forecast its revenues which could have a materially adverse affect on its business.**

Many of AIA's products have long sales cycles that involve numerous steps, including initial customer contacts, specification writing, software engineering design, software prototyping, pilot testing, device certification, regulatory approvals (if needed), sales and marketing and commercial manufacture, integration and delivery. During this time, AIA may expend substantial financial resources and management time and effort without any assurance that product sales will result. The anticipated long sales cycle for some of its products makes it difficult to predict the quarter in which sales may occur. Delays in sales may cause AIA to expend resources without an acceptable financial return and make it difficult to plan expenses and forecast revenues which could have a materially adverse effect on its business.

**AIA may not retain or attract customers if it does not develop new products and enhance its current products in response to technological changes and competing products.**

The in-flight entertainment market is faced with rapid technological change, evolving standards in computer hardware, software development, communications and security infrastructure, and changing needs and expectations of customers. Building new products and service offerings requires significant investment in development. A substantial portion of AIA's research and development resources are devoted to maintenance requirements and product upgrades that address new technology support. These demands put significant constraints on AIA's resources available for new product development. AIA also faces uncertainty when it develops or acquires new products because there is no assurance that a sufficient market will develop for those products.

**AIA is exposed to foreign currency risks and AIA's hedging activities could create losses.**

Within AIA, currency risks essentially arise from the fact that both sales to customers and purchasing are largely effected in US dollars while most of its operating companies' fixed costs are incurred in euros, British pounds and Canadian dollars. If necessary, AIA engages in hedging transactions to counteract direct currency risks. However, AIA cannot always guarantee that all currency risks have been hedged in full. Severe currency fluctuations could also cause the hedging transactions to fail if agreed thresholds (triggers) are not met or exceeded. AIA therefore cannot fully preclude negative foreign currency effects in the future some of which might be substantial due to unforeseen exchange rate fluctuations and/or inaccurate assessments of market developments. At this time, AIA rarely resorts to hedges because of the still rudimentary nature of the system-based data that is available to it for foreign currency management as well as highly volatile foreign exchange rates. But it is also rooted in the fact that the general trend toward a strengthening of the US dollar relative to the euro is advantageous to AIA's specific foreign currency concerns. AIA continuously monitors all foreign exchange rates relevant to AIA in order to be able to initiate appropriate hedging activities immediately if the current market situation were to change.

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There are also intragroup receivables and liabilities in the AIA group such as loans that can generate significant foreign currency effects. Changes in the exchange rates of a number of foreign currencies against the euro, especially the US dollar and the Canadian dollar, could lead to the recognition of unrealized foreign exchange losses in some cases, particularly as a result of intragroup transactions. Therefore, the AIA Group is exposed to a heightened currency risk in connection with intragroup borrowing owing to the foreign currency sensitivity in severe and unforeseeable exchange rate movements that are consequently difficult to predict. Steps were taken by AIA as early as in 2010, as well as in 2011, to bring about a further sustained reduction in intragroup receivables and liabilities.

**AIA faces intense pricing pressure which may have a material negative effect on its financial condition and results of operations.**

A number of invitations to tender in 2011 by both new and current customers have shown that the price pressures from ever-increasing cost pressures in the aviation industry have further intensified. AIA expects its risk of having to grant some major concessions in connection with tenders in order to acquire new customers or keep current customers to increase against this backdrop. In turn, this may have corresponding effects on AIA's sales and earnings.

AIA continues to respond to this scenario by broadening its offerings through additional services; making integrated offers that cover the entire range of AIA's services; adjusting the composition of the content offered; and optimizing its procurement strategy. Furthermore, AIA will initiate additional structural and cost-cutting measures in the coming months with the aim of improving its cost structure and thus counteracting the increased price pressure. While these actions could adversely affect AIA's earnings in the short term, they serve to stabilize and improve the profitability of AIA in the medium and long term.

**AIA sources its content from studios, distributors and other content providers, and any reduction in the volume of content produced by such content providers could hurt AIA's business by providing it with less quality content to choose from and resulting in potentially less attractive offerings for passengers.**

AIA receives content from studios, distributors and other content providers, and in some circumstances, AIA depends on the volume and quality of the content that these content providers produce. If studios, distributors or other content providers were to reduce the volume or quality of content they make available to AIA over any given time period, whether because of their own financial limitations or other factors influencing their businesses, AIA would have less quality content to choose from and AIA's programmers would have more difficulty finding relevant and appropriate content to provide to AIA's customers. This could negatively impact the passenger experience, which could in turn reduce the demand for AIA's offerings, which would have a negative impact on AIA's revenue and results of operations.

**Certain of AIA's largest contracts for its CSP business are up for renewal in 2013, and AIA may not be successful in renewing such contracts on commercially reasonable terms or at all, which would negatively impact AIA's operating results.**

Certain of AIA's largest contracts for its CSP business are up for renewal in 2013. AIA may not be successful in renewing these contracts on commercially reasonable terms or at all. If AIA is unable to renew these contracts, or if

AIA faces intense pricing pressure which may have a material negative effect on its financial condition and results of operations.

AIA renews these contracts on substantially less favorable terms, AIA will need to find new sources of revenue from other customers or in other product offerings in order to maintain results of operations at current levels. Any attempted transition to new sources of revenue could take time, involve increased expenses, and negatively impact AIA's results of operations and profitability, on a temporary or permanent basis.

**AIA's revenue may be adversely affected by a reduction or elimination of the time between AIA's receipt of content and the content being made more broadly publicly available to the rental or home viewing market.**

AIA receives its content directly from studios, distributors and other content providers, and the timing is at the discretion of the content providers. Historically, AIA has received content prior to such content being more broadly publicly distributed via rental viewing, retail stores or Internet streaming services. AIA believes that this early window has yielded a competitive advantage to AIA, as passengers have access to its content prior to being able to rent, purchase or otherwise access such content for home viewing. The early availability of this content is a strong differentiator for AIA's business and AIA believes it allows for an enhanced

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passenger experience. If a content provider delays release of a certain content to AIA in a manner reducing or eliminating AIA's early window, AIA may not be able to generate as much revenue from such content as AIA could have with an earlier release date.

**AIA is subject to ongoing tax audits which could result in additional taxes or a reduction in tax loss carryforwards.**

A comprehensive tax audit of the AIA group of companies domiciled in Germany for 2006 through 2009 began in the 2011 financial year and is ongoing. The audit had not yet been completed at the time the 2011 annual financial statements were prepared. Even though AIA believes that all transactions relevant to taxes have been duly presented in its tax returns for the given years, AIA cannot preclude with certainty that the comprehensive tax audit will not lead to objections to the tax returns and consequent tax risks from demands for additional taxes and that its tax loss carryforwards might be cut. Also, a comprehensive tax audit of AIA Canadian subsidiary DTI Software for 2009, 2010 and 2011 is underway. In addition, DTI is claiming tax credit in the course of the development of games and applications in Canada (tax credits that support multimedia, e-commerce and research and development in Canada). Although AIA is using tax credit consultants for calculating the effective amount that it can claim in tax credits, AIA always has a certain level of risk that the tax authorities might come to a different conclusion concerning the respective amount. This would lead to an adjustment of the booked tax credits.

The intensity and volume of both intragroup and transnational transactions have risen because collaboration among individual AIA group companies has increased. In AIA's view, the structure of these transactions and, in particular, the determination of intragroup pricing have been in compliance with all tax rules and regulations. AIA cannot preclude, however, that national and international tax authorities performing comprehensive corporate tax audits might not concur with AIA's tax assessment of certain transactions and thus might issue demands for additional taxes. The same applies to AIA AG's pass-through costs that it allocates to its subsidiaries in connection with the services it renders for them.

The AIA group is active with numerous subsidiaries in several countries worldwide. Proactive management of the group's corporate tax structure entails availing itself of tax optimization features internationally as well. All of its actions in this regard take existing tax requirements into account. Nonetheless, AIA cannot say with any certainty that national and international tax authorities will concur with AIA's tax assessment of certain transactions and that this might have negative tax effects.

**AIA currently benefits from investment tax credits that are available in Canada to support multimedia, e-commerce and research and development in Canada, and any reduction in or elimination of government support for such tax credits would negatively impact AIA's business and results of operations.**

AIA's Canadian subsidiary, DTI Software, makes claims for currently available tax credits in Canada in the course of its development of games and applications in Canada, including tax credits that support multimedia, e-commerce and research and development in Canada. If governmental authorities in Canada, and in particular in the province of Quebec, were to reduce or eliminate the amount of tax credits that are available in respect of these activities by DTI, then AIA's tax liabilities would likely increase and this would have a negative impact on AIA's overall profitability.

## **Risks Related to GEAC and the Business Combination**

**Row 44's management and auditors have identified a material weakness in its internal controls over financial reporting that, if not properly remediated, could result in material misstatements in the financial statements of GEAC following the Business Combination.**

As a privately-held company, Row 44 is not currently required to comply with Section 404 of the Sarbanes-Oxley Act of 2002. As such, Row 44 did not make an assessment of the effectiveness of its internal control over financial reporting nor did it engage its auditors to express, nor have its auditors expressed, an opinion on the effectiveness of Row 44's internal controls over financial reporting. In connection with the audit of Row 44's financial statements for the year ended December 31, 2011, Row 44's auditors informed Row 44 that they had identified a material weakness in Row 44's internal control over financial reporting related to inadequate segregation of duties within the accounting and financial reporting functions and limited

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accounting staffing sufficient to perform adequate review functions. Under the standards established by the Public Company Accounting Oversight Board, a material weakness is a deficiency, or combination of deficiencies, in internal controls over financial reporting, such that there is a reasonable possibility that a material misstatement of annual or interim financial statements will not be prevented or detected and corrected on a timely basis. If the material weakness is not remediated prior to the Business Combination or if additional material weaknesses are identified in the future, a material weakness may exist in internal controls over financial reporting of GEAC subsequent to the Business Combination.

The primary factors contributing to the material weakness in financial statement close process of Row 44 were:

Inadequate segregation of duties over various accounting and financial reporting functions.

Schedules prepared by the Company's Director-Finance are not reviewed for accuracy, thereby allowing for the possibility that undetected errors will be reflected in the financial statements.

Row 44 has begun taking measures and plans to take additional measures to remediate the underlying causes of the material weakness, primarily through the development and implementation of formal policies, improved processes, improved systems and documented procedures, as well as hiring of additional finance personnel. Row 44 plans to complete this remediation process as quickly as possible. However, Row 44 cannot at this time estimate how long it will take, whether this remediation process will be complete prior to the Business Combination, or if it can successfully remediate the material weakness. If Row 44 is unable to successfully remediate this material weakness prior to the Business Combination, GEAC could be unable to produce accurate and timely financial statements. Any failure to timely provide required financial information could materially and adversely impact GEAC's financial condition and the market value of its securities.

**AIA's auditors identified a material weakness in AIA's internal control over financial reporting in connection with its most recent audit.**

In the course of auditing the financial statements of AIA for the years ended December 31, 2011, 2010 and 2009, AIA's independent auditor considered AIA's internal control over financial reporting and identified a deficiency that it concluded represented a material weakness. Under U.S. GAAP, a material weakness is defined as a deficiency, or a combination of deficiencies, in internal control over financial reporting such that there is a reasonable possibility of a material misstatement of AIA's annual or interim financial statements that may not be prevented or detected and corrected on a timely basis.

AIA prepared its consolidated financial statements for the years ended December 31, 2011, 2010, and 2009 in conformity with IFRS EU. Those financial statements, for purposes of the proposed transaction for which this proxy statement has been prepared, includes reconciliation from IFRS EU to U.S. GAAP in accordance with Item 18 of Form 20-F. U.S. GAAP varies in certain respects from IFRS EU and AIA's management does not have sufficient personnel with training and experience in reporting under U.S. GAAP to ensure the reconciliations are prepared appropriately. Therefore, AIA hired third party consultants to assist AIA with evaluating and calculating the differences between IFRS EU and U.S. GAAP, as well as preparing the required disclosures included in the U.S. GAAP reconciliations in AIA's annual and interim financial statements.

AIA concurs with the findings of its independent auditor, and has agreed to remediate this deficiency and develop plans commensurate with the closing of the Business Combination, which may include either hiring appropriate personnel or utilizing the personnel that are available through GEAC. Once AIA becomes consolidated (for accounting purposes) with GEAC, if it is unable to produce accurate and timely financial statements under U.S. GAAP for consolidation with GEAC, the stock price of GEAC may be adversely affected and GEAC may be unable



to maintain compliance with listing requirements of the Nasdaq Stock Market.

**We may not be able to timely and effectively implement controls and procedures required by Section 404 of the Sarbanes-Oxley Act of 2002 that will be applicable to us after the Business Combination.**

Neither Row 44 nor AIA is currently subject to Section 404 of the Sarbanes-Oxley Act of 2002. However, following the Business Combination, we will be subject to Section 404. The standards required for

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a public company under Section 404 of the Sarbanes-Oxley Act of 2002 are significantly more stringent than those required of Row 44 as a privately-held company or AIA, as a public company in Germany. Management may not be able to effectively and timely implement controls and procedures that adequately respond to the increased regulatory compliance and reporting requirements that will be applicable to the Company after the Business Combination. If we are not able to implement the additional requirements of Section 404 in a timely manner or with adequate compliance, we may not be able to assess whether our internal controls over financial reporting are effective, which may subject us to adverse regulatory consequences and could harm investor confidence and the market price of our common stock.

**Our working capital will be reduced if our stockholders exercise their redemption rights in connection with the Business Combination, which may adversely affect our business and future operations.**

Pursuant to our amended and restated certificate of incorporation, holders of public shares may demand that we redeem their shares for a pro rata share of the cash held in the trust account, less franchise taxes and income tax payable, calculated as of two business days prior to the closing.

If the Business Combination is consummated, the funds held in the trust account will be released to pay (i) GEAC stockholders who properly exercise their redemption rights, (ii) up to \$6.6 million in deferred underwriting compensation and certain advisory fees to the underwriters of our initial public offering and other designated persons and \$[ ] million in fees for other advisory and transaction support services, (iii) our Sponsor or its members or affiliates amounts owed pursuant to unpaid loans made to the Company and unreimbursed, out-of-pocket expenses incurred on behalf of the Company in connection with the Company's business and operations in the aggregate amount of approximately \$[ ], (iv) all fees, costs and expenses (including regulatory fees, legal fees, accounting fees, printer fees, and other professional fees) that were incurred by the Company, GEAC Merger Sub, Row 44, AIA, or PAR in connection with the transactions contemplated by the Business Combination and (v) unpaid franchise and income taxes of the Company.

Pursuant to the Row 44 Merger Agreement, we may use up to \$150.4 million of the \$189.6 million as of June 30, 2012 in the trust account to pay our stockholders who properly exercise their redemption rights. The first \$71.3 million of these payments, should they occur, will be offset through corresponding purchases of shares of our common stock by PAR and Putnam pursuant to the terms of the Backstop Agreements. Redemption payments in excess of \$71.3 million will result in a corresponding decrease in funds available for our working capital after the Business Combination. If the remaining amount is insufficient to fund our working capital requirements, we would need to borrow funds necessary to satisfy such requirements or sell additional shares of our common stock, which would result in the dilution of the ownership interest of the holders of our common stock. There is no assurance that such funds would be available to us on terms favorable to us or at all. If such funds were not available, our operations and profitability may be adversely affected.

**Subsequent to the consummation of the Business Combination, we may be required to take write-downs or write-offs, restructuring and impairment or other charges that could have a significant negative effect on our financial condition, results of operations and stock price, which could cause you to lose some or all of your investment.**

Although we have conducted due diligence on Row 44 and AIA, we cannot assure you that this diligence revealed all material issues that may be present in Row 44's and AIA's respective businesses, that it would be possible to uncover

We may not be able to timely and effectively implement controls and procedures required by Section 404 of the Sarbanes-Oxley Act of 2002.

all material issues through a customary amount of due diligence, or that factors outside of our, Row 44 s and AIA s control will not later arise. As a result, we may be forced to later write-down or write-off assets, restructure its operations, or incur impairment or other charges that could result in losses. Even if our due diligence successfully identifies certain risks, unexpected risks may arise and previously known risks may materialize in a manner not consistent with our preliminary risk analysis. Even though these charges may be non-cash items and not have an immediate impact on our liquidity, the fact that we report charges of this nature could contribute to negative market perceptions about the Company or its securities. In addition, charges of this nature may cause us to be unable to obtain future financing on favorable terms or at all.

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**Concentration of ownership after the Business Combination may have the effect of delaying or preventing a change in control.**

If the Business Combination is consummated, PAR will own approximately 40%, former Row 44 equity holders other than PAR and AIA will own 16%, AIA will own 5%, and our founders will own 7% of the issued and outstanding shares of our capital stock, assuming, in each case, that no holders of public shares elect to redeem their shares for a portion of the trust account and we do not issue any additional shares of our capital stock pursuant to the Purchase Options or otherwise. As a result, these stockholders, if acting together, have the ability to determine the outcome of corporate actions of the Company requiring stockholder approval. This concentration of ownership may have the effect of delaying or preventing a change in control and might adversely affect the market price of our common stock.

**Future sales of our common stock may cause the market price of our securities to drop significantly, even if our business is doing well.**

Former Row 44 equity holders will be subject to certain lock-up agreements after the closing. In accordance with these agreements, Row 44 stockholders will not be permitted to sell (a) (i) 40% of the Company shares held by such holder (including shares underlying any warrants), and (ii) any of the Escrow Shares held in escrow for such stockholders benefit (in each excluding any shares issued under the Backstop Agreements) until the earlier to occur of (A) the six-month anniversary of closing, or (B) if the last sales price of Company shares exceeds \$12.00 per share for any 20 trading days within any 30-trading day period commencing at least 45 days after closing, the last day of such 30-trading day period, and (b) the remaining Company shares until the earlier to occur of (i) the first anniversary of closing, or (ii) if the last sales price of Company shares exceeds \$12.00 per share for any 20 trading days within any 30-trading day period commencing at least six months after closing, the last day of such 30-trading day period.

Similarly, Row 44 option holders will not be permitted to sell (a) 50% of the Company shares held by such holder (including shares underlying any warrants) until the earlier to occur of (i) the six-month anniversary of closing, or (ii) if the last sales price of Company shares exceeds \$12.00 per share for any 20 trading days within any 30-trading day period commencing at least 45 days after closing, the last day of such 30-trading day period, and (b) the remaining

Company shares until the earlier to occur of (i) the first anniversary of closing, or (ii) if the last sales price of Company shares exceeds \$12.00 per share for any 20 trading days within any 30-trading day period commencing at least six months after closing, the last day of such 30-trading day period. None of the shares we may issue pursuant to the Backstop Agreements will be subject to a lock-up provision.

Upon the closing of the Business Combination, we will enter into an amended and restated registration rights agreement with respect to the founder shares, shares of our common stock underlying the sponsor warrants, the shares of our common stock (including shares of voting common stock issuable upon conversion of the non-voting common stock) that we will issue under the Row 44 Merger Agreement, the AIA Stock Purchase Agreement and the Backstop Agreements, and shares of common stock underlying any warrants originally exercisable for shares of capital stock of Row 44, which warrants, pursuant to the terms of Row 44 Merger Agreement, are now, or may be, exercisable, for shares of our common stock, which securities we collectively refer to as registrable securities. The stockholders of Row 44 (other than PAR) that receive shares of our common stock pursuant to the Row 44 Merger Agreement will be intended third party beneficiaries of the registration rights agreement. This registration rights agreement amends and restates entirely the registration rights agreement we entered into in connection with our initial public offering. Under this agreement, we have agreed to file a registration statement with the SEC within three (3) business days after the Business Combination covering the resale of the registrable securities. Holders of (i) a majority of the founder shares, (ii) a majority of the shares issued to PAR and its affiliates under the Row 44 Merger Agreement, the AIA Stock Purchase Agreement and the PAR Backstop Agreement, or (iii) at least 10,000,000 of the registrable securities will also be entitled to require the Company to undertake an underwritten public offering of all or a portion of the

registrable securities pursuant to and effective registration statement, no more than once during any six month period, so long as the estimated market value of the registrable securities to be sold in such offering is at least \$71.3 million.

1. Holders of registrable securities will also have certain piggyback registration rights with respect to registration statements filed subsequent to the Business Combination.

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Upon effectiveness of the registration statement we file pursuant to the registration rights agreement, or upon the expiration of the lockup periods applicable to the capital stock that we will issue to Row 44 equity holders, these parties may sell large amounts of our stock in the open market or in privately negotiated transactions, which could have the effect of increasing the volatility in our stock price or putting significant downward pressure on the price of our stock.

**Although we expect our securities to continue to be listed on Nasdaq, there can be no assurance that our securities will be so listed or, if listed, that we will be able to comply with the continued listing standards.**

Our common stock, units and warrants are currently listed on Nasdaq. As part of the continued listing process, we may be required to provide evidence that we are able to meet the continuing listing requirements. There can be no assurance that we will be able to maintain the listing standards of Nasdaq.

In addition, if after the Business Combination Nasdaq delists our securities from trading on its exchange for failure to meet the continued listing standards, we and our securityholders could face significant material adverse consequences including:

- a limited availability of market quotations for our securities;
- a determination that our common stock is a penny stock which will require brokers trading in our common stock to adhere to more stringent rules, possibly resulting in a reduced level of trading activity in the secondary trading market for our common stock;
- a limited amount of analyst coverage; and
- a decreased ability to issue additional securities or obtain additional financing in the future.

**GEAC may apply the net proceeds released from the trust account in a manner that does not improve our results of operations or increase the value of your investment.**

If the Business Combination is consummated, the funds held in the trust account will be released to pay (i) GEAC stockholders who properly exercise their redemption rights, (ii) up to \$6.6 million in deferred underwriting compensation and certain advisory fees to the underwriters of our initial public offering and other designated persons and \$[ ] million in fees for other advisory and transaction support services, (iii) our Sponsor or its members or affiliates amounts owed pursuant to unpaid loans made to the Company and unreimbursed, out-of-pocket expenses incurred on behalf of the Company in connection with the Company's business and operations in the aggregate amount of approximately \$[ ], (iv) all fees, costs and expenses (including regulatory fees, legal fees, accounting fees, printer fees, and other professional fees) that were incurred by the Company, GEAC Merger Sub, Row 44, AIA, or PAR in connection with the transactions contemplated by the Business Combination and (v) unpaid franchise and income taxes of the Company.

Although permitted under our amended and restated certificate of incorporation, we will not, prior to consummation of the Business Combination, release amounts from the trust account to purchase in the open market shares of our common stock sold in our initial public offering.

Other than these uses, we do not have specific plans for the funds and will have broad discretion regarding how we use such funds. These funds could be used in a manner with which you may not agree or applied in ways that do not improve the Company's results of operations or increase the value of your investment.

**If the Business Combination's benefits do not meet the expectations of investors or securities analysts, the market price of our securities may decline.**

If the benefits of the Business Combination do not meet the expectations of investors or securities analysts, the market price of the Company's securities prior to the closing of the Business Combination may decline. The market values of our securities at the time of the Business Combination may vary significantly from their prices on the date the Row 44 Merger Agreement and AIA Stock Purchase Agreement was executed, the date of this proxy statement, or the date on which our stockholders vote on the Business Combination. Because the share exchange ratio in the Row 44 Merger Agreement will not be adjusted to

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reflect any changes in the market price of our common stock, the market value of the Company common stock issued in the Business Combination may be higher or lower than the values of these shares on earlier dates.

In addition, following the Business Combination, fluctuations in the price of our securities could contribute to the loss of all or part of your investment. Prior to the Business Combination, there has not been a public market for Row 44's stock, AIA's stock has been publicly traded in on the Frankfurt Stock Exchange Xetra electronic platform and trading in the shares of the Company's common stock has not been active. Accordingly, the valuation ascribed to Row 44, the AIA Shares and our common stock in the Business Combination may not be indicative of the price that will prevail in the trading market following the Business Combination. If an active market for our securities develops and continues, the trading price of our securities following the Business Combination could be volatile and subject to wide fluctuations in response to various factors, some of which are beyond our control. Any of the factors listed below could have a material adverse effect on your investment in our securities and our securities may trade at prices significantly below the price you paid for them. In such circumstances, the trading price of our securities may not recover and may experience a further decline.

Factors affecting the trading price of the Company's securities may include:

actual or anticipated fluctuations in our quarterly financial results or the quarterly financial results of companies perceived to be similar to us;

- changes in the market's expectations about our operating results;
- success of competitors;
- our operating results failing to meet the expectation of securities analysts or investors in a particular period;
- changes in financial estimates and recommendations by securities analysts concerning the Company, the market for in-flight entertainment, the airline industry, or the travel market in general;
- operating and stock price performance of other companies that investors deem comparable to the Company;
- our ability to market new and enhanced products on a timely basis;
- changes in laws and regulations affecting our business;
- commencement of, or involvement in, litigation involving the Company;
- changes in the Company's capital structure, such as future issuances of securities or the incurrence of additional debt;
- the volume of shares of our common stock available for public sale;
- any major change in our board or management;
- sales of substantial amounts of common stock by our directors, executive officers or significant stockholders or the perception that such sales could occur; and
- general economic and political conditions such as recessions, interest rates, fuel prices, international currency fluctuations and acts of war or terrorism.

Broad market and industry factors may materially harm the market price of our securities irrespective of our operating performance. The stock market in general, and Nasdaq have experienced price and volume fluctuations that have often been unrelated or disproportionate to the operating performance of the particular companies affected. The trading prices and valuations of these stocks, and of our securities, may not be predictable. A loss of investor confidence in the market for retail stocks or the stocks of other companies which investors perceive to be similar to the Company could depress our stock price regardless of our



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business, prospects, financial conditions or results of operations. A decline in the market price of our securities also could adversely affect our ability to issue additional securities and our ability to obtain additional financing in the future.

**Warrants will become exercisable for our common stock, which would increase the number of shares eligible for future resale in the public market and result in dilution to our stockholders.**

Outstanding warrants to purchase an aggregate of 25,992,500 shares of our common stock will become exercisable for a like number of shares of our common stock in accordance with the terms of the warrant agreement governing those securities. Additionally, certain warrants to purchase shares of Row 44 capital stock will become exercisable for 5,832,734 shares of our common stock as a result of the Row 44 Merger. To the extent such warrants are exercised, additional shares of our common stock will be issued, which will result in dilution to the holders of common stock of the Company and increase the number of shares eligible for resale in the public market. Sales of substantial numbers of such shares in the public market could adversely affect the market price of our common stock.

**If, following the Business Combination, securities or industry analysts do not publish or cease publishing research or reports about the Company, its business, or its market, or if they change their recommendations regarding our common stock adversely, the price and trading volume of our common stock could decline.**

The trading market for our common stock will be influenced by the research and reports that industry or securities analysts may publish about us, our business, our market, or our competitors. Securities and industry analysts do not currently, and may never, publish research on the Company. If no securities or industry analysts commence coverage of the Company, our stock price and trading volume would likely be negatively impacted. If any of the analysts who may cover the Company change their recommendation regarding our stock adversely, or provide more favorable relative recommendations about our competitors, the price of our common stock would likely decline. If any analyst who may cover the Company were to cease coverage of the Company or fail to regularly publish reports on it, we could lose visibility in the financial markets, which in turn could cause our stock price or trading volume to decline.

**We will be a holding company with no business operations of our own and will depend on cash flow from Row 44 and AIA to meet our obligations.**

Following the Business Combination, we will be a holding company with no business operations of our own or material assets other than the stock of our subsidiaries. All of our operations will be conducted by our subsidiaries, Row 44 and AIA. As a holding company, we will require dividends and other payments from our subsidiaries to meet cash requirements. The terms of any agreements governing indebtedness that we may enter into may restrict our subsidiaries from paying dividends and otherwise transferring cash or other assets to us. If there is an insolvency, liquidation or other reorganization of any of our subsidiaries, our stockholders likely will have no right to proceed against their assets. Creditors of those subsidiaries will be entitled to payment in full from the sale or other disposal of the assets of those subsidiaries before the Company, as an equity holder, would be entitled to receive any distribution from that sale or disposal. If Row 44 and or AIA is unable to pay dividends or make other payments to the Company when needed, we will be unable to satisfy our obligations.

**Anti-takeover provisions contained in our certificate of incorporation and bylaws, as well as provisions of Delaware law, could impair a takeover attempt.**

The Company's certificate of incorporation and bylaws contain provisions that could have the effect of delaying or preventing changes in control or changes in our management without the consent of our board of directors. These provisions include:

- a classified board of directors with three-year staggered terms, which may delay the ability of stockholders to change the membership of a majority of our board of directors;
- no cumulative voting in the election of directors, which limits the ability of minority stockholders to elect director candidates;

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the exclusive right of our board of directors to elect a director to fill a vacancy created by the expansion of the board of directors or the resignation, death, or removal of a director, which prevents stockholders from being able to fill vacancies on our board of directors;

the ability of our board of directors to determine to issue shares of preferred stock and to determine the price and other terms of those shares, including preferences and voting rights, without stockholder approval, which could be used to significantly dilute the ownership of a hostile acquirer;

a prohibition on stockholder action by written consent, which forces stockholder action to be taken at an annual or annual meeting of our stockholders;

the requirement that an annual meeting of stockholders may be called only by the chairman of the board of directors, the chief executive officer, or the board of directors, which may delay the ability of our stockholders to force consideration of a proposal or to take action, including the removal of directors;

    limiting the liability of, and providing indemnification to, our directors and officers;

    controlling the procedures for the conduct and scheduling of stockholder meetings;

providing the board of directors with the express power to postpone previously scheduled annual meetings of stockholders and to cancel previously scheduled annual meetings of stockholders;

providing that directors may be removed prior to the expiration of their terms by stockholders only for cause; and advance notice procedures that stockholders must comply with in order to nominate candidates to our board of directors or to propose matters to be acted upon at a stockholders meeting, which may discourage or deter a potential acquirer from conducting a solicitation of proxies to elect the acquirer's own slate of directors or otherwise attempting to obtain control of the Company's.

These provisions, alone or together, could delay hostile takeovers and changes in control of the Company or changes in our management.

As a Delaware corporation, we are also subject to provisions of Delaware law, including Section 203 of the DGCL, which prevents some stockholders holding more than 15% of our outstanding common stock from engaging in certain business combinations without approval of the holders of substantially all of GEAC's outstanding common stock. Any provision of our certificate of incorporation or bylaws or Delaware law that has the effect of delaying or deterring a change in control could limit the opportunity for our stockholders to receive a premium for their shares of our common stock, and could also affect the price that some investors are willing to pay for our common stock.

**If we are unable to effect a business combination by February 18, 2013, we will be forced to liquidate and the warrants will expire worthless.**

If we do not complete a business combination by February 18, 2013, our amended and restated certificate of incorporation provides that we will (i) cease all operations except for the purpose of winding up, (ii) as promptly as reasonably possible, subject to lawfully available funds therefor, redeem 100% of the public shares in consideration of a per-share price, payable in cash, equal to the quotient obtained by dividing (A) the aggregate amount then on deposit in the trust account, including interest but net of franchise and income taxes payable (less up to \$100,000 of such net interest to pay dissolution expenses), by (B) the total number of then outstanding public shares, which redemption will completely extinguish rights of the public stockholders (including the right to receive further liquidation distributions, if any), subject to applicable law, and subject to the requirement that any refund of income taxes that were paid from the trust account which is received after the redemption shall be distributed to the former public stockholders, and (iii) as promptly as reasonably possible following such redemptions, subject to the approval of the remaining stockholders and the board of directors in accordance with applicable law, dissolve and liquidate, subject in each case to the Company's obligations under the DGCL to provide for claims of creditors and other requirements of applicable law. In the event of liquidation, there will be no distribution with respect to the company's outstanding warrants. Accordingly, the warrants will expire worthless.

If we are unable to effect a business combination by February 18, 2013, we will be forced to liquidate and the warrants will expire worthless.



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For illustrative purposes, based on funds in the trust account of \$189.6 million on June 30, 2012, the estimated per share redemption price would have been approximately \$9.98. We do not anticipate the trust account balance at the time the Business Combination is completed will be materially greater than the funds held in trust as of June 30, 2012.

**If we are forced to liquidate, our stockholders may be held liable for claims by third parties against the Company to the extent of distributions received by them.**

Under the DGCL, stockholders may be held liable for claims by third parties against a corporation to the extent of distributions received by them in a dissolution. The pro rata portion of the trust account distributed to our public stockholders upon the redemption of 100% of our public shares in the event we do not consummate an initial business combination by February 18, 2013 may be considered a liquidation distribution under Delaware law. If a corporation complies with certain procedures set forth in Section 280 of the DGCL intended to ensure that it makes reasonable provision for all claims against it, including a 60-day notice period during which any third-party claims can be brought against the corporation, a 90-day period during which the corporation may reject any claims brought, and an additional 150-day waiting period before any liquidating distributions are made to stockholders, any liability of stockholders with respect to a liquidating distribution is limited to the lesser of such stockholder's pro rata share of the claim or the amount distributed to the stockholder, and any liability of the stockholder would be barred after the third anniversary of the dissolution. However, we intend to redeem our public shares as soon as reasonably possible following February 18, 2013 in the event we do not consummate an initial business combination and, therefore, we do not intend to comply with those procedures.

Because we will not be complying with Section 280, Section 281(b) of the DGCL requires the Company to adopt a plan, based on facts known to us at such time that will provide for the payment of all existing and pending claims or claims that may be potentially brought against the Company within the 10 years following dissolution. However, because we are a blank check company, rather than an operating company, and our operations have been limited to searching for prospective target businesses, the only likely claims to arise would be from vendors (such as lawyers, investment bankers, and consultants) or prospective target businesses. If the Company's plan of distribution complies with Section 281(b) of the DGCL, any liability of our stockholders with respect to a liquidating distribution is limited to the lesser of such stockholder's pro rata share of the claim or the amount distributed to the stockholder, and any liability of the stockholder would likely be barred after the third anniversary of the dissolution. There can be no assurance that we will properly assess all claims that may be potentially brought against us. As such, our stockholders could potentially be liable for any claims to the extent of distributions received by them (but no more) and any liability of its stockholders may extend beyond the third anniversary of such date. Furthermore, if the pro rata portion of the trust account distributed to our public stockholders upon the redemption of 100% of our public shares in the event we do not consummate an initial business combination within the required timeframe is not considered a liquidation distribution under Delaware law and such redemption distribution is deemed to be unlawful, then pursuant to Section 174 of the DGCL, the statute of limitations for claims of creditors could then be six years after the unlawful redemption distribution, instead of three years, as in the case of a liquidation distribution.

If we are forced to file a bankruptcy case or an involuntary bankruptcy case is filed against us which is not dismissed, any distributions received by stockholders could be viewed under applicable debtor/creditor and/or bankruptcy laws as either a preferential transfer or a fraudulent conveyance. As a result, a bankruptcy court could seek to recover all amounts received by our stockholders. Furthermore, because we intend to distribute the proceeds held in the trust account to our public stockholders promptly after February 18, 2013 in the event we do not consummate an initial business combination, this may be viewed or interpreted as giving preference to our stockholders over any potential creditors with respect to access to or distributions from the Company's assets. Furthermore, our board of directors may

If we are forced to liquidate, our stockholders may be held liable for claims by third parties against the Company to

be viewed as having breached its fiduciary duties to the Company's creditors and/or may have acted in bad faith, thereby exposing itself and the Company to claims of punitive damages, by paying our stockholders from the trust account prior to addressing the claims of creditors. There can be no assurance that claims will not be brought against the Company for these reasons.

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**Unlike some other blank check companies, the Company does not have a specified maximum redemption threshold. The absence of such a redemption threshold will make it easier for us to consummate the Business Combination even if a substantial number of our stockholders do not agree.**

Since the Company has no specified maximum redemption threshold, our structure is different in this respect from the structure that has been used by some blank check companies. Previously, blank check companies would not be able to consummate a business combination if the holders of the company's public shares voted against a proposed business combination and elected to redeem or convert more than a specified percentage of the shares sold in such company's initial public offering, which percentage threshold is typically between 19.99% and 39.99%. As a result, we may be able to consummate the Business Combination even though a substantial number of our public stockholders do not agree with the transaction and have redeemed their shares. In no event, however, will we redeem public shares in an amount that would cause our stockholders' equity to be less than \$5,000,001 (17,794,592 shares or 93.7% of the Company's issued and outstanding public shares of common stock, as of June 30, 2012). In addition, it is a condition to closing under the Row 44 Merger Agreement that holders of no more than 15,036,667 public shares exercise their redemption rights.

**Activities taken by the Company and its affiliates to purchase, directly or indirectly, public shares will increase the likelihood of approval of the Business Combination Proposal and other proposals and may affect the market price of the Company's securities during the buyback period.**

We may enter into privately negotiated transactions to purchase public shares from stockholders following consummation of the Business Combination with proceeds released to it from the trust account immediately following consummation of the Business Combination. Our Sponsor, directors, officers, advisors or their affiliates may also purchase shares in privately negotiated transactions either prior to or following the consummation of the Business Combination. Neither we nor our Sponsor, directors, officers, advisors or their affiliates will make any such purchases when such parties are in possession of any material non-public information not disclosed to the seller or during a restricted period under Regulation M under the Exchange Act. Although neither we nor our Sponsor, directors, officers, advisors or their affiliates currently anticipate paying any premium purchase price for such public shares, in the event such parties do, the payment of a premium may not be in the best interest of those stockholders not receiving any such additional consideration. In addition, the payment of a premium by the Company after the consummation of the Business Combination may not be in the best interest of the remaining stockholders who do not redeem their shares, because such stockholders will experience a reduction in book value per share compared to the value received by stockholders that have their shares purchased by the Company at a premium. Except for the limitations described above on use of trust proceeds released to the Company prior to consummating the Business Combination, there is no limit on the number of shares that could be acquired by the Company or our Sponsor, directors, officers, advisors or their affiliates, or the price such parties may pay.

If such transactions are effected, the consequence could be to cause the Business Combination to be approved in circumstances where such approval could not otherwise be obtained. Purchases of shares by the persons described above would allow them to exert more influence over the approval of the Business Combination Proposal and other proposals and would likely increase the chances that such proposals would be approved. In addition, if the market does not view the Business Combination positively, purchases of public shares may have the effect of counteracting the market's view, which would otherwise be reflected in a decline in the market price of our securities. In addition, the termination of the support provided by these purchases may materially adversely affect the market price of our

Unlike some other blank check companies, the Company does not have a specified maximum redemption threshold.

securities.

As of the date of this proxy statement, no agreements with respect to the private purchase of public shares by the Company or the persons described above have been entered into with any such investor or holder. We will file a Current Report on Form 8-K with the SEC to disclose private arrangements entered into or significant private purchases made by any of the aforementioned persons that would affect the vote on the Business Combination Proposal or other proposals.



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**Our stockholders will experience immediate dilution as a consequence of the issuance of common stock as consideration in the Business Combination. Having a minority share position may reduce the influence that our current stockholders have on the management of the Company.**

We will issue 36,916,398 shares of our capital stock at the closing of the Business Combination to PAR and the other Row 44 stockholders, subject to adjustment pursuant to the terms of the Row 44 Merger Agreement and AIA Stock Purchase Agreement, as applicable. As a result, our current stockholders will hold 23,161,585 shares or approximately 39% of the issued and outstanding shares of the Company (assuming that no holders of public shares elect to redeem their shares for a portion of the trust account and we do not issue any additional shares of our capital stock pursuant to the Purchase Options or otherwise). Consequently, the ability of the our current stockholders following the Business Combination to influence management of the Company through the election of directors will be substantially reduced.

**If our stockholders fail to comply with the redemption requirements specified in this proxy statement, they will not be entitled to redeem their shares of our common stock for a pro rata portion of the trust account.**

Holders of public shares are not required to affirmatively vote against the Business Combination Proposal in order to exercise their rights to redeem their shares for a pro rata portion of the trust account. In order to exercise their redemption rights, they are required to submit a request in writing and deliver their stock (either physically or electronically) to our transfer agent at least on business day prior to the closing. Stockholders electing to redeem their shares will receive their pro rata portion of the trust account less franchise and income taxes payable, calculated as of two business days prior to the anticipated consummation of the Business Combination. See the section entitled *Annual Meeting of GEAC Stockholders Redemption Rights* beginning on page 83 for additional information on how to exercise your redemption rights.

**Directors of the Company have potential conflicts of interest in recommending that securityholders vote in favor of approval of the Business Combination Proposal and approval of the other proposals described in this proxy statement.**

When considering our board of directors' recommendation that the our stockholders vote in favor of the approval of the Business Combination Proposal, our stockholders should be aware that directors and executive officers of the Company have interests in the Business Combination that may be different from, or in addition to, the interests of our stockholders. These interests include:

- the continued right of the founders to hold our common stock following the Business Combination, subject to the lock-up agreements;
- the continued right of the founders to hold sponsor warrants to purchase shares of our common stock;
- the continuation of two officers of GEAC as directors (but not officers) of the Company;
- the repayment of loans made by, and the reimbursement of out-of-pocket expenses incurred by, certain officers or directors or their affiliates in the aggregate amount of approximately \$[ ]; and
- the continued indemnification of current directors and officers of the Company and the continuation of directors' and officers' liability insurance after the Business Combination.

These interests may influence our directors in making their recommendation that you vote in favor of the Business Combination Proposal, and the transactions contemplated thereby.

**GEAC's founders, directors and executive officers have certain interests in consummating the Business Combination that may have influenced their decision to approve the Business Combination.**

Certain of our founders, directors and entities affiliated with certain of our directors and executive officers, own shares of common stock that were issued prior to our initial public offering. Such purchasers have waived their right to receive distributions with respect to the founder shares upon our liquidation which will occur if we are unable to complete the Business Combination by February 18, 2013. Accordingly, the founder shares will be worthless if we are forced to liquidate. In addition, in the event of the Company's liquidation, the Company's warrants, including the sponsor warrants held by certain of our directors and

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executive officers, will expire worthless. These financial interests of the founders, officers and directors and entities affiliated with them may have influenced their decision to approve the Business Combination. You should consider these interests when evaluating the Business Combination and the recommendation of our board of directors to vote in favor of the Business Combination Proposal and other proposals to be presented to the stockholders.

**The exercise of discretion by our directors and officers in agreeing to changes to the terms of or waivers of closing conditions in the Row 44 Merger Agreement and the AIA Stock Purchase Agreement may result in a conflict of interest when determining whether such changes to the terms of the Row 44 Merger Agreement or the AIA Stock Purchase Agreement or waivers of conditions are appropriate and in the GEAC's securityholders' best interest.**

In the period leading up to the closing of the Business Combination, events may occur that, pursuant to the Row 44 Merger Agreement or the AIA Stock Purchase Agreement, would require the Company to agree to amend the Row 44 Merger Agreement or the AIA Stock Purchase Agreement, to consent to certain actions taken by PAR or to waive rights that we are entitled to under those agreements. Such events could arise because of changes in the course of Row 44's business, a request by PAR to undertake actions that would otherwise be prohibited by the terms of the Row 44 Merger Agreement or the AIA Stock Purchase Agreement or the occurrence of other events that would have a material adverse effect on Row 44's business and would entitle the Company to terminate the Row 44 Merger Agreement or the AIA Stock Purchase Agreement. In any of such circumstances, it would be in the discretion of the Company, acting through its board of directors, to grant its consent or waive its rights. The existence of the financial and personal interests of the directors described elsewhere in this proxy statement may result in a conflict of interest on the part of one or more of the directors between what he may believe is best for the Company and our securityholders and what he may believe is best for himself or his affiliates in determining whether or not to take the requested action. As of the date of this proxy statement, we do not believe there will be any changes or waivers that its directors and officers would be likely to make after stockholder approval of the Business Combination has been obtained. While certain changes could be made without further stockholder approval, if there is a change to the terms of the transaction that would have a material impact on the stockholders, we will be required to circulate a new or amended proxy statement or supplement thereto and resolicit the vote of our stockholders with respect to the Business Combination Proposal.

**If we are unable to complete the Business Combination by February 18, 2013, our amended and restated certificate of incorporation provides that its corporate existence will automatically terminate and we will dissolve and liquidate. In such event, third parties may bring claims against the Company and, as a result, the proceeds held in trust could be reduced and the per share liquidation price received by stockholders could be less than \$10.00 per share.**

We must complete a business combination by February 18, 2013, when, pursuant to our amended and restated certificate of incorporation, our corporate existence will terminate and we will be required to liquidate. In such event, third parties may bring claims against the Company. Although we have obtained waiver agreements from many of the vendors and service providers we have engaged and prospective target businesses with which we have negotiated, whereby such parties have waived any right, title, interest or claim of any kind in or to any monies held in the trust account for the benefit of our public stockholders, there is no guarantee that such parties will not bring claims seeking

recourse against the trust account including, but not limited to, fraudulent inducement, breach of fiduciary responsibility or other similar claims, as well as other claims challenging the enforceability of the waiver, in each case in order to gain advantage with respect to a claim against the Company's assets, including the funds held in the trust account. Further, we could be subject to claims from parties not in contract with it who have not executed a waiver, such as a third party claiming tortious interference as a result of the Business Combination. Messrs. Sloan and Sagansky have agreed that they will be liable to the Company if and to the extent any claims by a vendor for services rendered or products sold to the Company, or a prospective target business with which we have discussed entering into a business combination agreement, reduce the amounts in the trust account to below \$10.00 per share except as to any claims by a third party who executed a waiver of any and all rights to seek access to the trust account and except as to any claims under our indemnity of the underwriters of our initial public offering against certain liabilities, including liabilities under the Securities Act. Moreover, in the event that an executed waiver

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is deemed to be unenforceable against a third party, Messrs. Sloan and Sagansky will not be responsible to the extent of any liability for such third party claims. However, we have not asked Messrs. Sloan or Sagansky to reserve for such indemnification obligations and there can be no assurance that Messrs. Sloan or Sagansky would be able to satisfy those obligations. None of our officers will indemnify us for claims by third parties including, without limitation, claims by vendors and prospective target businesses. In addition, if Messrs. Sloan and Sagansky assert that they are unable to satisfy their obligations or that they have no indemnification obligations related to a particular claim, our independent directors would determine whether to take legal action against Messrs. Sloan and Sagansky to enforce their indemnification obligations. While we currently expect that the Company's independent directors would take legal action on their behalf against Messrs. Sloan and Sagansky to enforce their indemnification obligations, it is possible that the Company's independent directors in exercising their business judgment may choose not to do so in any particular instance.

**Stockholders of GEAC who wish to redeem their shares for a pro rata portion of the trust account must comply with specific requirements for redemption that may make it more difficult for them to exercise their redemption rights prior to the deadline for exercising redemption rights.**

Public stockholders who wish to redeem their shares for a pro rata portion of the trust account must, among other things, tender their certificates to our transfer agent prior to the annual meeting of stockholders or to deliver their shares to the transfer agent electronically through the DTC. In order to obtain a physical stock certificate, a stockholder's broker and/or clearing broker, DTC and our transfer agent will need to act to facilitate this request. It is our understanding that stockholders should generally allot at least two weeks to obtain physical certificates from the transfer agent. However, because we do not have any control over this process or over the brokers or DTC, it may take significantly longer than two weeks to obtain a physical stock certificate. If it takes longer than anticipated to obtain a physical certificate, stockholders who wish to redeem their shares may be unable to obtain physical certificates by the deadline for exercising their redemption rights and thus will be unable to redeem their shares.

**The financial statements included in this proxy statement do not take into account the consequences to GEAC of a failure to complete a business combination by February 18, 2013.**

The financial statements included in this proxy statement have been prepared assuming that we would continue as a going concern. As discussed in Note 1 to the Notes to the GEAC financial statements for the year ended December 31, 2011, we are required to complete the Business Combination by February 18, 2013. The possibility of the Business Combination not being consummated raises substantial doubt as to our ability to continue as a going concern and the financial statements do not include any adjustments that might result from the outcome of this uncertainty.

**The GEAC board of directors did not obtain a third-party valuation or fairness opinion in determining whether or not to proceed with the Business Combination.**

Our board of directors did not obtain a third-party valuation or fairness opinion in connection with their determination to approve the Business Combination. In analyzing the Business Combination, our board and management conducted due diligence on Row 44 and AIA, researched the industries in which each of Row 44 and AIA operates, reviewed comparisons of comparable companies and developed a long-range financial model and concluded that the Business

Combination was in the best interest of our stockholders. The lack of a third-party valuation or fairness opinion may lead an increased number of our stockholders to vote against the Business Combination Proposal or demand redemption of their shares of our common stock, which could potentially impact our ability to consummate the Business Combination.

**The Company, Row 44 and AIA will be subject to business uncertainties and contractual restrictions while the Business Combination is pending.**

Uncertainty about the effect of the Business Combination on employees and customers may have an adverse effect on the Company, Row 44 and AIA. These uncertainties may impair our or Row 44's or AIA's ability to retain and motivate key personnel and could cause customers and others that deal with any of us or them to defer entering into contracts or making other decisions or seek to change existing business relationships. If key employees depart because of uncertainty about their future roles and the potential complexities of the Business Combination, our or Row 44's or AIA's business could be harmed.

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**We will incur significant transaction and transition costs in connection with the Business Combination.**

We expect to incur significant, non-recurring costs in connection with consummating the Business Combination and integrating the operations of Row 44 and AIA and operating as a public company. We may incur additional costs to maintain employee morale and to retain key employees. We will also incur significant fees and expenses relating to financing arrangements and legal, accounting and other transaction fees and costs associated with the Business Combination. Some of these costs are payable regardless of whether the Business Combination is completed.

**The unaudited pro forma financial information included in this document may not be indicative of what our actual financial position or results of operations would have been.**

The unaudited pro forma financial information in this proxy statement is presented for illustrative purposes only and is not necessarily indicative of what our actual financial position or results of operations would have been had the Business Combination been completed on the dates indicated. See the section entitled *Unaudited Pro Forma Condensed Combined Financial Information* beginning on page 27 for more information.

**Registration of the shares underlying the warrants and a current prospectus may not be in place when an investor desires to exercise warrants, thus precluding such investor from being able to exercise its warrants and causing such warrants to expire worthless.**

Under the warrant agreement, we will be obligated to use our best efforts to maintain the effectiveness of a registration statement under the Securities Act, and a current prospectus relating thereto, until the expiration of the warrants in accordance with the provisions of the warrant agreement. In addition, we will be obligated to use our best efforts to register the shares of common stock issuable upon exercise of a warrant under the blue sky laws of the states of residence of the exercising warrant holder to the extent an exemption is not available.

If any such registration statement is not effective on the 60<sup>th</sup> day following the closing of the Business Combination or afterward, we will be required to permit holders to exercise their warrants on a cashless basis, under certain circumstances specified in the warrant agreement. However, no warrant will be exercisable for cash or on a cashless basis, and we will not be obligated to issue any shares to holders seeking to exercise their warrants, unless the shares issuable upon such exercise are registered or qualified under the Securities Act and securities laws of the state of the exercising holder to the extent an exemption is unavailable. In no event will we be required to issue cash, securities or other compensation in exchange for the warrants in the event that the shares underlying such warrants are not registered or qualified under the Securities Act or applicable state securities laws. If the issuance of the shares upon exercise of the warrants is not so registered or qualified, the holder of such warrant shall not be entitled to exercise such warrant and such warrant may have no value and expire worthless. In such event, holders who acquired their warrants as part of a purchase of units will have paid the full unit purchase price solely for the shares of common stock included in the units. If and when the warrants become redeemable, we may exercise our redemption right even if we are unable to register or qualify the underlying shares of common stock for sale under all applicable state securities laws.

The Company, Row 44 and AIA will be subject to business uncertainties and contractual restrictions while the Business

**We may redeem the public warrants prior to their exercise at a time that is disadvantageous to warrant holders, thereby making their warrants worthless.**

We will have the ability to redeem the outstanding public warrants at any time after they become exercisable (which would not be before 30 days after the consummation of the Business Combination) and prior to their expiration at a price of \$0.01 per warrant, provided that (i) the last reported sale price of our common stock equals or exceeds \$18.00 per share for any 20 trading days within the 30 trading-day period ending on the third business day before we send the notice of such redemption and (ii) on the date we give notice of redemption and during the entire period thereafter until the time the warrants are redeemed, there is an effective registration statement under the Securities Act covering the shares of our common stock issuable upon exercise of the public warrants and a current prospectus relating to them is available. Redemption of the outstanding public warrants could force holders of public warrants:



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to exercise their warrants and pay the exercise price therefor at a time when it may be disadvantageous for them to do so;

to sell their warrants at the then-current market price when they might otherwise wish to hold their warrants; or  
to accept the nominal redemption price which, at the time the outstanding warrants are called for redemption, is likely to be substantially less than the market value of their warrants.

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# **ANNUAL MEETING OF GEAC STOCKHOLDERS**

## **General**

We are furnishing this proxy statement to our stockholders as part of the solicitation of proxies by our board of directors for use at the annual meeting of stockholders to be held on [ ], 2012, and at any adjournment or postponement thereof. This proxy statement is first being furnished to our stockholders on or about [ ], 2012. This proxy statement provides you with information you need to know to be able to vote or instruct your vote to be cast at the annual meeting of stockholders, as applicable.

## **Date, Time and Place of Annual Meeting**

The annual meeting of stockholders of GEAC will be held at 10:00 a.m. Eastern time, on [ ], 2012, at the offices of McDermott Will & Emery LLP, 340 Madison Avenue, New York, New York, or such other date, time and place to which such meeting may be adjourned or postponed, to consider and vote upon the proposals.

## **Voting Power; Record Date**

You will be entitled to vote or direct votes to be cast at the annual meeting of stockholders if you owned shares of our common stock at the close of business on [ ], 2012, which is the record date for the annual meeting of stockholders.

You are entitled to one vote for each share of our common stock that you owned as of the close of business on the record date. If your shares are held in street name or are in a margin or similar account, you should contact your broker, bank or other nominee to ensure that votes related to the shares you beneficially own are properly counted. GEAC warrants do not have voting rights. On the record date, there were 23,161,585 shares of GEAC common stock outstanding, of which 18,992,500 are public shares and 4,169,085 are founder shares held by our Sponsor, independent directors and executive officers, which were acquired prior to the initial public offering.

## **Vote of GEAC Founders**

As of the record date for the annual meeting, our Sponsor and our independent directors and executive officers owned an aggregate of approximately 18% of the outstanding shares of GEAC common stock, consisting of 4,169,085 shares which were purchased prior to our initial public offering, constituting all of the founder shares. The founders have not purchased any shares during or after our initial public offering.

Our founders have waived any redemption rights, including with respect to shares of common stock purchased in our initial public offering or in the aftermarket, in connection with Business Combination. The founder shares have no redemption rights upon our liquidation and will be worthless if no business combination is effected by us prior to February 18, 2013. However, our founders are entitled to redemption rights upon our liquidation distributions with respect to any public shares they may own.

In connection with our initial public offering, we and Citigroup Global Markets, the representative of the underwriters of the initial public offering, entered into agreements with each of our founders pursuant to which the founders agreed to (i) vote their shares acquired prior to our initial public offering in accordance with the vote of the majority in interest of all other public stockholders with respect to the Business Combination Proposal and (ii) vote their shares acquired during and after our initial public offering in favor of the Business Combination Proposal.

## **Quorum and Required Vote for Stockholder Proposals**

A quorum of our stockholders is necessary to hold a valid meeting. A quorum will be present at the annual meeting of stockholders if a majority of the common stock outstanding and entitled to vote at the annual meeting of stockholders is represented in person or by proxy. Abstentions and broker non-votes will count as present for the purposes of establishing a quorum.

The approval of the Business Combination Proposal and the Incentive Plan Proposal requires the affirmative vote of the holders of a majority of the shares of our common stock voted at the annual meeting of stockholders. Accordingly, a GEAC stockholder's failure to vote by proxy or to vote in person at the annual meeting, an abstention from voting, or the failure of a GEAC stockholder who holds his or her shares in

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street name through a broker or other nominee to give voting instructions to such broker or other nominee will have no effect on the outcome of any vote on the Business Combination Proposal and the Incentive Plan Proposal.

The approval of the Certificate Proposal requires the affirmative vote of the holders of a majority of the shares of our common stock. Accordingly, a GEAC stockholder's failure to vote by proxy or to vote in person at the annual meeting, an abstention from voting, or the failure of a GEAC stockholder who holds his or her shares in street name through a broker or other nominee to give voting instructions to such broker or other nominee will have the same effect as a vote AGAINST the Certificate Proposal.

The approval of the Director Election Proposal requires the affirmative vote of the holders of a plurality of the shares of our common stock represented in person or by proxy and entitled to vote thereon at the annual meeting of stockholders. Accordingly, a GEAC stockholder's failure to vote by proxy or to vote in person at the annual meeting, an abstention from voting, or the failure of a GEAC stockholder who holds his or her shares in street name through a broker or other nominee to give voting instructions to such broker or other nominee will have no effect on the outcome of any vote on the Director Election Proposal.

The approval of the Adjournment Proposal requires the affirmative vote of the holders of a majority of the shares of our common stock represented in person or by proxy and entitled to vote thereon at the annual meeting of stockholders. Accordingly, abstentions will have the same effect as a vote AGAINST the Incentive Plan Proposal and the Adjournment Proposal, while the failure of a GEAC stockholder who holds his or her shares in street name through a broker or other nominee to give voting instructions to such broker or other nominee and shares not in attendance at the annual meeting will have no effect on the outcome of any vote on the Adjournment Proposal.

No vote of the holders of any warrants issued by Company is necessary to approve the Business Combination Proposal, and we are not asking the warrant holders to vote on the Business Combination Proposal or any other proposal being considered at the annual meeting.

## **Recommendation to GEAC Stockholders**

Our board of directors believes that each of the Business Combination Proposal, the Incentive Plan Proposal, and the Adjournment Proposal to be presented at the annual meeting of stockholders is in the best interests of, the Company and our stockholders and unanimously recommends that its stockholders vote FOR each of the proposals.

When you consider the recommendation of our board of directors in favor of approval of the Business Combination Proposal, you should keep in mind that our directors and officers have interests in the Business Combination that are different from, or in addition to, your interests as a stockholder. These interests include, among other things:

the continued right of the founders to hold our common stock following the Business Combination, subject to the lock-up agreements;

the continued right of the founders to hold sponsor warrants to purchase shares of our common stock;

the continuation of two officers of GEAC as directors (but not as officers) of the Company;

the repayment of loans made by, and the reimbursement of out-of-pocket expenses incurred by, certain officers or directors or their affiliates in the aggregate amount of approximately \$[ ]; and

the continued indemnification of current directors and officers of the Company and the continuation of directors and officers liability insurance after the Business Combination.

## **Broker Non-Votes and Abstentions**

Under the rules of various national and regional securities exchanges your broker, bank or nominee cannot vote your shares or warrants with respect to non-discretionary matters unless you provide instructions on how to vote in accordance with the information and procedures provided to you by your broker, bank or nominee. We believe the proposals presented to our stockholders will be considered non-discretionary and

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therefore your broker, bank or nominee cannot vote your shares without your instruction. If you do not provide instructions with your proxy, your bank, broker or other nominee may deliver a proxy card expressly indicating that it is NOT voting your shares; this indication that a bank, broker or nominee is not voting your shares is referred to as a broker non-vote.

Abstentions are considered present for the purposes of establishing a quorum but will have the same effect as a vote AGAINST the Business Combination Proposal, The Incentive Plan Proposal and the Adjournment Proposal. Broker non-votes, while considered present for the purposes of establishing a quorum, will have the affect of a vote AGAINST the Business Combination Proposal and will have no effect on the Incentive Plan Proposal and the Adjournment Proposal.

## **Voting Your Shares**

Each share of our common stock that you own in your name entitles you to one vote on each of the proposals. Your one or more proxy cards show the number of shares of our common stock that you own. There are several ways to vote your shares of common stock:

You can vote your shares by one of the following methods: (1) call the toll-free number specified on the enclosed proxy card and follow the instructions when prompted, (2) access the internet website specified on the enclosed proxy card and follow the instructions provided to you, or (3) complete, sign, date and return the enclosed proxy card in the postage-paid envelope provided. If you hold your shares in street name through a bank, broker or other nominee, you will need to follow the instructions provided to you by your bank, broker or other nominee to ensure that your shares are represented and voted at the annual meeting. If you vote by proxy card, your proxy, whose name is listed on the proxy card, will vote your shares as you instruct on the proxy card. If you sign and return the proxy card but do not give instructions on how to vote your shares, your shares of our common stock will be voted, as recommended by our board of directors: FOR the Business Combination Proposal, FOR the Certificate Proposal, FOR the Director Election Proposal, FOR the Incentive Plan Proposal and FOR the Adjournment Proposal.

You can attend the annual meeting of stockholders and vote in person. You will be given a ballot when you arrive. However, if your shares of common stock are held in the name of your broker, bank or other nominee, you must get a proxy from the broker, bank or other nominee. That is the only way we can be sure that the broker, bank or nominee has not already voted your shares of common stock.

## **Revoking Your Proxy**

If you give a proxy, you may revoke it at any time before the annual meeting of stockholders, or at such meeting by doing any one of the following:

you may send another proxy card with a later date;  
you may notify James A. Graf, the Company's Secretary, in writing before the annual meeting that you have revoked your proxy; or

you may attend the annual meeting, revoke your proxy, and vote in person, as indicated above.

## **No Additional Matters May Be Presented at the Annual Meeting**

The annual meeting of stockholders has been called only to consider the approval of the Business Combination Proposal, the Incentive Plan Proposal, and the Adjournment Proposal. Under our bylaws, other than procedural matters incident to the conduct of the meeting, no other matters may be considered at the annual meeting if they are not included in the notice of the annual meeting.

## **Who Can Answer Your Questions About Voting Your Shares**

If you have any questions about how to vote or direct a vote in respect of your shares of our common stock, you may call Morrow & Co., LLC, our proxy solicitor, at (800) 662-5200.

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## Redemption Rights

Pursuant to our amended and restated certificate of incorporation, any holders of our public shares may demand that such shares be redeemed into a pro rata portion of the trust account, less franchise and income taxes payable, calculated as of two business days prior to the consummation of the Business Combination. If demand is properly made and the Business Combination is consummated, these shares, immediately prior to the Row 44 Merger, will cease to be outstanding and will represent only the right to receive a pro rata share of the aggregate amount on deposit in the trust account which holds the proceeds of our initial public offering as of two business days prior to the consummation of the Business Combination, less franchise and income taxes payable, upon the consummation of the Business Combination. For illustrative purposes, based on funds in the trust account of approximately \$189.6 million on June 30, 2012, the estimated per share redemption price would have been approximately \$9.98.

In order to exercise your redemption rights, you must, prior to 4:30 p.m. Eastern time on [ ], 2012 (two business days before the annual meeting), both:

Submit a request in writing that we redeem your public shares for cash to American Stock Transfer & Trust Company, our transfer agent, at the following address:

American Stock Transfer & Trust Company  
6201 15<sup>th</sup> Avenue  
Brooklyn, New York 11219  
Tel: 718.921.8520  
Attn: Jessenia Tejada  
*E-mail: Admin42@amstock.com*  
and

Deliver your public shares either physically or electronically through DTC to our transfer agent. Stockholders seeking to exercise their redemption rights and opting to deliver physical certificates should allot sufficient time to obtain physical certificates from the transfer agent. It is our understanding that stockholders should generally allot at least two weeks to obtain physical certificates from the transfer agent. However, we do not have any control over this process and it may take longer than two weeks. Stockholders who hold their shares in street name will have to coordinate with their bank, broker or other nominee to have the shares certificated or delivered electronically. If you do not submit a written request and deliver your public shares as described above, your shares will not be redeemed. Any demand for redemption, once made, may be withdrawn at any time until 4:30 p.m. Eastern time on the day that is one business day prior to the closing of the Business Combination. If you delivered your shares for redemption to our transfer agent and decide within the required time frame not to exercise your redemption rights, you may request that our transfer agent return the shares (physically or electronically). You may make such request by contacting our transfer agent at the phone number or address listed above.

It is a condition to the closing of the Row 44 Merger that holders of not more than 15,036,667 public shares exercise their redemption rights.

Prior to exercising redemption rights, stockholders should verify the market price of our common stock as they may receive higher proceeds from the sale of their common stock in the public market than from exercising their redemption rights if the market price per share is higher than the redemption price. We cannot assure you that you will be able to sell your shares of our common stock in the open market, even if the market price per share is higher than the redemption price stated above, as there may not be sufficient liquidity in our common stock when you wish to sell your shares.



If you exercise your redemption rights, your shares of our common stock will cease to be outstanding immediately prior to the Row 44 Merger and will only represent the right to receive a pro rata share of the trust account. You will no longer own those shares. You will be entitled to receive cash for these shares only if you properly demand redemption.

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If the Business Combination is not approved and we do not consummate an initial business combination by February 18, 2013, we will be required to dissolve and liquidate and our warrants will expire worthless.

## **Appraisal Rights**

Appraisal rights are not available to holders of shares of our common stock in connection with the Business Combination.

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# PROPOSAL NO. 1 APPROVAL OF THE BUSINESS COMBINATION

We are asking our stockholders to approve and adopt the Row 44 Merger Agreement and approve the AIA Stock Purchase Agreement. Our stockholders should read carefully this proxy statement in its entirety for more detailed information concerning the Row 44 Merger Agreement and the AIA Stock Purchase Agreement, which are attached as Annex A and Annex B to this proxy statement, respectively. Please see the section entitled *The Business Combination Agreements* beginning on page 114 for additional information and a summary of certain terms of the Row 44 Merger Agreement and the AIA Stock Purchase Agreement. You are urged to read carefully the Row 44 Merger Agreement and the AIA Stock Purchase Agreement in their entirety before voting on this proposal.

Nasdaq Listing Rule 5635(a) requires shareholder approval where, among other things, the issuance of securities in a transaction exceeds 20% of the number of shares of common stock or the voting power outstanding before the transaction, and Nasdaq Listing Rule 5635(b) requires shareholder approval where the issuance of securities will result in a change of control. We currently have 23,161,585 shares of common stock outstanding, and we intend to issue approximately 36,916,398 shares of our capital stock, or approximately 160% of our currently outstanding shares of capital stock, in the Business Combination (assuming no redemptions of our public shares and no additional issuances of our capital stock pursuant to the Purchase Options or otherwise). Therefore, we are required to obtain the approval of our shareholders under both Nasdaq Listing Rules 5635(a) and 5635(b).

Because we are holding a stockholder vote on the Business Combination, our amended and restated certificate of incorporation provides that we may consummate the Business Combination only if it is approved by the affirmative vote of the holders of a majority of the shares of our common stock that are voted at the annual meeting.

Approval of this proposal is a condition to the completion of the Business Combination. If the proposal is not approved, the Business Combination will not occur.

## Vote Required for Approval

The Row 44 Merger Agreement will be approved and adopted and the AIA Stock Purchase Agreement will be approved if the holders of at least a majority of the outstanding shares of our common stock voted at the annual meeting vote **FOR** the Business Combination Proposal.

As of the record date, our founders, consisting of the Sponsor, our independent directors and our executive officers beneficially owned 4,169,085 shares of our common stock entitled to vote at the annual meeting. This represents approximately 18% of the total votes entitled to be cast at the annual meeting. Our founders have agreed to vote their founder shares, in accordance with the majority of the votes cast by our public stockholders, and any public shares held by them in favor of the Business Combination. The founders have not purchased any public shares.

## Structure of the Business Combination

The Business Combination consists of the Row 44 Merger and the AIA Stock Purchase. After the closing, Row 44 will be a wholly owned subsidiary of the Company, and the Company will own 86% of the issued and outstanding shares of AIA.

The Row 44 Merger Agreement provides for the combination of the Company and Row 44 through a merger of GEAC Merger Sub with and into Row 44. As a result of the Row 44 Merger, former stockholders of Row 44 will become stockholders of the Company. Concurrently with the closing of the Row 44 Merger, we will purchase from

PAR 20,464,581 shares of AIA, or approximately 86% of the issued and outstanding shares of AIA. After consummation of the Business Combination, approximately 14% of the issued and outstanding shares of AIA will remain held by stockholders other than the Company, and AIA's shares will continue to be traded on Frankfurt Stock Exchange Xetra electronic trading platform. As required by the German Securities Acquisition and Takeover Act, we expect to commence a mandatory takeover offer in accordance with German law for the remaining 14% of the issued and outstanding shares of AIA as soon as practicable after the closing.

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## **Consideration for Row 44 Merger and AIA Stock Purchase**

As consideration for the Row 44 Merger, the Company will issue to Row 44 equity holders the Net Merger Shares, consisting of 22,548,165 shares of common stock of the Company, as may be adjusted at closing pursuant to the terms of the Row 44 Merger Agreement. For information on how the Net Merger Shares is calculated and may be adjusted, please see the section entitled *The Business Combination Agreements The Row 44 Merger Agreement* beginning on page 114.

As consideration for the AIA Shares, the Company will issue to PAR 14,368,233 shares of non-voting common stock of the Company. For information on how the purchase price for the AIA Shares is calculated, please see the section entitled *The Business Combination Agreements Description of the AIA Stock Purchase Agreement* beginning on page 126.

## **Background of the Business Combination**

The terms of the Business Combination are the result of negotiations between the representatives of GEAC, Row 44 and PAR. The following is a brief description of the background of these negotiations, the Business Combination and related transactions.

GEAC is a blank check company formed in Delaware on February 2, 2011, for the purpose of effecting a merger, capital stock exchange, asset acquisition, stock purchase, reorganization or similar business combination with one or more businesses. We have sought to capitalize on the substantial deal sourcing, investing and operating expertise of our management team to identify and combine with media or entertainment businesses, including providers of content, with high growth potential in the United States or internationally.

On May 18, 2011, we consummated our initial public offering, or IPO, of 18,992,500 units, with each unit consisting of one share of our common stock and one warrant to purchase one share of our common stock at an exercise of \$11.50 per share. The units in our IPO were sold at an offering price of \$10.00 per unit, generating total gross proceeds of \$189,925,000. Prior to the consummation of our IPO, in February 2011, the Sponsor purchased 4,417,683 founder shares, for an aggregate purchase price of \$25,000, or approximately \$0.01 per share. Subsequently, in March 2011, the Sponsor transferred an aggregate of 44,176 founder shares to Dennis A. Miller and James M. McNamara, each of whom agreed to serve on GEAC's board of directors upon the closing of our initial public offering. As a result of the underwriters' partial exercise of their over-allotment option for our IPO, the Sponsor forfeited an aggregate of 248,598 founder shares on May 18, 2011, which we cancelled.

Simultaneously with the consummation of our IPO, we consummated the private sale of 7,000,000 sponsor warrants to the Sponsor at a price of \$0.75 per warrant, generating gross proceeds of \$5,250,000. Subsequently, in July 2011, the Sponsor transferred 333,333 sponsor warrants to Dennis A. Miller for an aggregate purchase price of \$250,000, or \$0.75 per sponsor warrant. After deducting underwriting discounts and commissions and offering expenses, approximately \$189,626,500 of the proceeds of our IPO and the private placement of the sponsor warrants (or approximately \$10.00 per unit sold in our IPO) was placed in a trust account with American Stock Transfer & Trust Company, LLC as trustee. The trust proceeds are invested in U.S. government treasury bills with a maturity of 180 days or less or money market funds meeting certain conditions under Rule 2a-7 under the Investment Company Act of 1940, as amended, which invest only in direct U.S. government treasury obligations.

Except for a portion of the interest income that may be released to us to pay any income or franchise taxes and to fund our working capital requirements, , none of the funds held in the trust account will be released until the earlier of the

completion of our initial business combination and the redemption of 100% of our public shares if we are unable to consummate a business combination by February 18, 2013, subject to the requirements of law. After the payment of approximately \$700,000 in expenses relating to our IPO, approximately \$1,050,000 of the net proceeds of our IPO and private placement of the sponsor warrants was not deposited into the trust account and was retained by us for working capital purposes. The net proceeds deposited into the trust account remain on deposit in the trust account earning interest. As of June 30, 2012, there was \$13,286 held in the trust account and \$132,862 held outside the trust account available for working

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capital purposes. As of June 30, 2012, no funds had been withdrawn from the trust account for taxes and no funds had been withdrawn for working capital purposes.

Prior to the consummation of our IPO, neither GEAC, nor anyone on its behalf, contacted any prospective target business or had any substantive discussions, formal or otherwise, with respect to such a transaction with GEAC.

After our IPO, our officers and directors commenced an active search for prospective businesses and assets to acquire in our initial business combination. Representatives of GEAC were contacted by numerous individuals and entities who offered to present ideas for acquisition opportunities, including financial advisors and other members of the financial, entertainment, media and technology communities. Our officers and directors and their affiliates also brought to our attention target business candidates. During this search process, GEAC reviewed more than 50 acquisition opportunities and entered into detailed discussions with more than ten possible target businesses (or their representatives). We ultimately determined to abandon each of our other potential acquisition opportunities either because we concluded that the target business or the terms of a potential business combination would not be a suitable acquisition for GEAC, particularly in comparison to the acquisition of Row 44 and 86% of the issued and outstanding shares of AIA.

In June 2011, a financial advisor engaged by an operating company, which we refer to as the initial target, contacted Harry Sloan, GEAC's chairman and chief executive officer, to discuss the potential for GEAC to acquire the initial target. Mr. Sloan indicated that he would be interested in learning more about the opportunity. Thereafter, GEAC participated in several calls and meetings with the initial target and its representatives, but, as described below, ultimately decided not to pursue this opportunity, and instead pursued other potential transactions.

On January 24, 2012, the initial target's financial advisor contacted Mr. Sloan to suggest that he speak with Edward Shapiro, a partner and vice president at PAR Capital Management, Inc., about the possibility of including AIA as a potential participant in a transaction involving the initial target in order to make such a transaction more compelling from GEAC's perspective. At that time, PAR was the largest shareholder of AIA, owning approximately 29% of AIA's outstanding shares, and Mr. Shapiro was serving as the Chairman of its Supervisory Board. On January 25, 2012, GEAC entered into a confidentiality agreement with AIA to facilitate the sharing of information between them.

On February 2, 2012, Jeff Sagansky, GEAC's president, and James A. Graf, GEAC's Chief Financial Officer, met with Mr. Shapiro and Louis Bélanger-Martin, AIA's chief executive officer, at the offices of Merrill Lynch, Pierce, Fenner & Smith Incorporated, or BofA Merrill Lynch, which was retained by GEAC to assist GEAC in identifying potential targets. Mr. Bélanger-Martin provided a brief overview of AIA's business and future prospects. At this meeting, Mr. Shapiro also mentioned Row 44 as a potential target for GEAC, but, with a number of other potential transactions under evaluation, GEAC did not pursue consideration of a potential transaction involving Row 44 at the time.

On February 15, 2012, Mr. Graf met with Mr. Shapiro, Mr. Bélanger-Martin and other AIA executives, the CEO of the initial target, representatives of BofA Merrill Lynch and representatives of the initial target's financial advisor. At this meeting, Mr. Bélanger-Martin provided a more detailed presentation regarding AIA's business and future prospects. Subsequent to this meeting, GEAC determined that a transaction involving the initial target, even if combined with a transaction involving AIA, would not be in the best interests of the GEAC stockholders, and therefore it was determined that AIA and the initial target would continue discussions on their own concerning a potential combination between them.

On April 25, 2012, at the initiation of PAR, Mr. Sloan, Mr. Sagansky, Mr. Graf, Mr. Shapiro, David Davis, who at the time was an advisor to PAR, Mr. Bélanger-Martin and representatives of BofA Merrill Lynch, met in GEAC's offices to revisit discussions concerning a potential transaction involving GEAC, the initial target and AIA. Subsequent to this

meeting, GEAC again determined not to engage in further discussions with the initial target or AIA relating to a potential transaction involving those companies.

On June 1, 2012, PAR published its intention to make a voluntary offer for the balance of AIA's issued and outstanding shares that it did not already own. PAR launched this takeover offer on July 11, 2012. PAR



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owned approximately 46% of the outstanding shares of AIA prior to commencement of the offer and pursuant to the offer sought to acquire all of the remaining outstanding shares.

On June 6, 2012, at the initiation of PAR, Mr. Sloan, Mr. Sagansky, Mr. Graf, Mr. Shapiro, Mr. Davis, Mr. Bélanger-Martin, representatives of BofA Merrill Lynch and RBC Capital Markets, AIA's financial advisors, again met to discuss a potential transaction involving GEAC, the initial target and AIA. As a result of this meeting, GEAC reaffirmed its determination not to pursue further discussions with the initial target and AIA, believing that such a transaction would not be in the best interests of GEAC's stockholders. GEAC continued to focus on certain other potential transactions which were at more advanced stages. There were no further discussions with PAR or AIA until July 20, 2012, after GEAC had decided not to pursue one of the other transactions it previously had been evaluating.

On June 7, 2012, pursuant to an agreement entered into on May 29, 2012, PAR made an additional \$25 million investment in Row 44, in the form of preferred stock and warrants, to provide Row 44 with additional working capital. Immediately thereafter, PAR entered into an agreement with AIA to exchange the new shares of Row 44 preferred stock and warrants for shares of AIA stock valued at \$25 million, based on the prevailing Euro / U.S. dollar exchange rate. Between the time of PAR's purchase of Row 44 shares and the closing of the exchange of Row 44 and AIA shares, AIA conducted a rights offering to all of its shareholders. PAR participated in the rights offering. As a result of PAR's exercise of its pre-emption rights and the exercise of an over-allotment option in the rights offering, and the closing of the exchange of Row 44 and AIA shares, PAR increased its ownership percentage of AIA's issued and outstanding shares from approximately 29% to approximately 46%.

On July 20, 2012, Mr. Shapiro, Mr. Sloan and Mr. Sagansky participated in a conference call at the initiation of PAR, to discuss in general terms a potential transaction involving Row44 and potentially also AIA. On the call, the parties discussed the business, operations, financial condition and prospects of Row 44 and AIA. Based on the potential prospects of a combination of Row 44 and AIA which were discussed in this call, GEAC determined that it was worthwhile to proceed with discussions. There was no discussion of the valuation or structure of a transaction on this call.

On July 25, 2012, GEAC entered into a confidentiality agreement with Row 44 to facilitate the sharing of information between them. On that day, a meeting was held at GEAC's offices with Mr. Sagansky, Mr. Graf, Mr. Bélanger-Martin, John LaValle, chief executive officer of Row 44, and other executives from Row 44, representatives of BofA Merrill Lynch, representatives of Seabury Group, Row 44's financial advisors, and representatives of RBC Capital Markets, with Mr. Sloan, Mr. Shapiro and representatives of Citigroup Global Markets, GEAC's capital markets advisors, participating telephonically. At this meeting, the participants discussed the possible business and financial synergies of a combination of Row 44 and AIA. At this point in time, however, there was no discussion of valuation or transaction structure. Following this meeting, GEAC asked its advisors to explore potential structures for consummating a business combination involving AIA, a German listed company.

In late July 2012, GEAC determined that, based on advice from its legal advisors, acquiring AIA in a transaction involving a cross-border merger or asset acquisition would be difficult, if not impossible, on GEAC's required timetable, and thus GEAC would continue to focus on another potential transaction, while staying open to a possible transaction involving Row 44 if it could be structured to meet GEAC's required timetable for closing.

On August 1, 2012, at the initiation of PAR, Mr. Sloan, Mr. Sagansky, Mr. Graf, Mr. Shapiro, Mr. LaValle, Mr. Bélanger-Martin, other executives of Row 44 and AIA, representatives of Seabury Group and RBC Capital Markets met to discuss the prospective investment case with the representatives of Citigroup Global Markets, to gauge potential market reception to a transaction involving Row 44 and AIA. Based on the information presented to them and without independent analysis, the Citigroup representatives indicated that such a transaction would be well

received. However, it was still not determined how GEAC could include AIA in the business combination given the structural challenges resulting from the requirements of German corporate law, and thus GEAC continued to focus on another potential transaction while continuing to consider the merits of a potential transaction involving Row 44.

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During early to mid-August 2012, GEAC and its advisors continued to evaluate the potential to include AIA in a business combination from a structural and timing perspective. There were no substantial discussions with AIA or PAR during this time concerning a potential transaction involving AIA, although GEAC maintained a regular dialogue with PAR about the possible Row 44 transaction.

During August 2012, GEAC continued to perform business and financial due diligence on Row 44. On August 5, 2012, Mr. Sloan, Mr. Sagansky, Mr. Graf, Mr. Shapiro, Mr. LaValle, other executives of Row 44, BofA Merrill Lynch and Seabury attended an extensive due diligence session. Following this session, Messrs. Sloan, Sagansky and Graf informed the others that if GEAC were to proceed with a transaction with Row 44, it would require (i) certain Row 44 shareholders to enter into an agreement to backstop at least 4.75 million of potential redemptions of GEAC public shares, (ii) Row 44 to restructure and extend certain commercial agreements and (iii) the inclusion of an undetermined substantial content asset in the business combination so the rationale and business case could include both connectivity and content (the transaction conditions).

On August 8, 2012, GEAC sent to Mr. LaValle, Mr. Shapiro and Seabury a draft non-binding term sheet for a potential acquisition of Row 44, including the three transaction conditions noted above. In the term sheet, GEAC included an initial minimum valuation of Row 44 of \$250 million in response to a \$250 million to \$300 million valuation range which had been requested by Row 44. The initial minimum valuation was expressly made subject to continued due diligence and satisfaction of the three transaction conditions. Thereafter, discussions on the proposed non-binding term sheet and the potential resolution of the conditions continued.

On August 8, 2012, the initial PAR takeover offer period for AIA shares closed. PAR's ownership of AIA increased to approximately 81%. In accordance with German law, an extended takeover offer period of two weeks followed.

Between August 8, 2012, and August 14, 2012, GEAC, Row 44 and PAR discussed and revised certain terms of the non-binding term sheet concerning the Row 44 transaction. The revisions related principally to the treatment of Row 44 options and warrants, adding a working capital adjustment, adding a condition that no more than a specified number of GEAC shares are redeemed in connection with the transaction, providing more specificity on the backstop arrangements and adding a lock-up requirement for the GEAC shares to be issued in the transaction.

On August 15, 2012, GEAC, Row 44 and PAR, as the largest shareholder of Row 44, signed a non-binding term sheet at a minimum \$250 million valuation, subject to working capital and other adjustments and terms discussed by the parties on August 8, 2012. The non-binding term sheet was subject to GEAC's continued due diligence and the three transaction conditions. GEAC then instructed its outside counsel to begin to conduct certain legal due diligence on Row 44.

On August 21, 2012, Mr. Sloan, Mr. Sagansky, Mr. Graf, Mr. LaValle and other executives of Row 44 and BofA Merrill Lynch and Seabury Group met to discuss prospective use of proceeds from the transaction.

On August 27, 2012, Mr. Sloan, Mr. Sagansky, Mr. Graf, Dennis Miller, an independent director of GEAC, Mr. LaValle and other executives of Row 44 and representatives of BofA Merrill Lynch met to discuss the Row 44 portal business plan and financial condition and prospects.

On August 27, 2012, the extended offering period under PAR's takeover offer for AIA shares expired, with PAR's ownership percentage of AIA's issued and outstanding shares increasing to 86%, well above the 75% stockholder vote threshold for approval of certain transactions under German law. Mr. Sloan then indicated to Mr. Shapiro that as a result of this development, GEAC would be interested in considering the outright purchase of PAR's AIA shares. After discussing this new alternative, the parties agreed to explore this structure further while at the same time continuing to

pursue the potential transaction involving Row 44 as outlined in the term sheet.

On September 5, 2012, Row 44's counsel delivered an initial draft of the Row 44 Merger Agreement. On the same date, PAR and GEAC executed a backstop agreement on the terms specified in the Row 44 non-binding term sheet.

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On September 6, 2012, Mr. Graf and representatives of BofA Merrill Lynch and RBC Capital Markets participated on a conference call to review AIA's business in more detail discuss AIA's historical financial results.

During September 2012, GEAC and PAR continued to discuss GEAC's proposed acquisition of PAR's shares of AIA and exchanged draft term sheets. The valuation discussed was based on preliminary pro forma financial projections of EBITDA for 2014 for the combined AIA and Row 44 which had been provided to GEAC and its advisors during the course of the parties' discussions. The combined company EBITDA projections for 2014 did not differ materially from those on which GEAC ultimately based its valuation for the combined companies, which are included below. On September 25, 2012, GEAC and PAR entered into a non-binding term sheet for the acquisition of PAR's shares of AIA with the purchase payable in shares of GEAC common stock. The term sheet was subject to further due diligence and information to be provided by AIA following negotiation of a new confidentiality agreement between GEAC and AIA in order to permit GEAC access to an AIA data room.

On October 2, 2012, GEAC and AIA entered into a new confidentiality agreement related to the proposed transaction to facilitate access to the data room and other corporate, business and financial information.

On October 3, 2012, PAR's counsel circulated an initial draft of the AIA Stock Purchase Agreement containing terms consistent with the term sheet entered into on September 25, 2012.

On October 4, 2012, the final of the three Row 44 term sheet conditions was satisfied, although GEAC continued to perform its legal and financial due diligence. Also, GEAC, Mr. Belanger-Martin, representatives of BofA Merrill Lynch, Seabury and RBC Capital Markets met in RBC's offices to review the combined business prospects of Row 44 and AIA, followed by a group dinner among all parties.

On October 5, 2012, GEAC's counsel provided comments on the Row 44 Merger Agreement.

On October 11, 2012, Row 44's counsel circulated a revised version of the Row 44 Merger Agreement. On the same date, GEAC's counsel provided comments on the AIA Stock Purchase Agreement to PAR's counsel.

Between October 11, 2012, and November 7, 2012, the parties continued to negotiate the Row 44 Merger Agreement and AIA Stock Purchase Agreement.

GEAC held no formal board of directors meetings during the June through October, although management kept the independent directors of GEAC apprised of the status of the various prospective transactions under consideration, including the Business Combination, on a regular basis. Mr. Sloan regularly held discussions with Mr. Miller and specifically held a breakfast meeting with Mr. Miller on August 23, during which they discussed the two prospective transactions under consideration at that time, and when Mr. Miller provided his perspective on the various opportunities. Given his digital industry experience, Mr. Miller attended the Row 44 diligence session on August 27, when the portal business was being reviewed. Mr. Sagansky discussed the potential Business Combination, as well as other prospective transactions, with Mr. Miller on at least three occasions between July and October 2012. Mr. Graf spoke with Mr. Miller by phone approximately every two weeks during the period July to October 2012, when Mr. Graf gave Mr. Miller regular detailed updates on the status of all ongoing prospective transactions. GEAC management did not provide any detailed briefing on the Business Combination to Mr. McNamara until mid-September 2013, as he was conflicted by his relationship with another target company with which GEAC was negotiating a term sheet.

On October 25, 2012, Mr. Graf informed Mr. Miller, Mr. McNamara and Mr. Sirucek of the progress of the Business Combination and subsequently held calls with each of them in the following days to review the transaction

background, rationale and terms in preparation for board approval.

On November 2, Messrs. Graf and Sloan discussed the terms of the transaction with GEAC's board members, and Mr. Graf sent them drafts of the transaction documents over the next several days. At this point in time, GEAC was in discussions with the board of AIA with respect to whether AIA would provide representation and warranties with respect to AIA, which was a condition to the signing of the AIA Stock Purchase Agreement by GEAC.

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Between November 2, 2012, and November 7, 2012, Messrs. Graf and Sloan spoke regularly with the members of the board about the terms of the transaction. On November 7, 2012, the board unanimously approved the Business Combination.

On November 8, 2012, GEAC, Row 44 and PAR entered into the Row 44 Merger Agreement, GEAC and PAR entered into the AIA Stock Purchase Agreement, GEAC and Putnam entered into the Putnam Backstop Agreement and GEAC and PAR entered into the PAR Backstop Agreement (which was amended and restated from its original version to take into account the Putnam Backstop Agreement).

Also on November 8, 2012, a press release was issued announcing the Business Combination and shortly thereafter GEAC furnished to the SEC a Current Report on Form 8-K attaching the press release and an investor presentation to be used in an investor call later in the day. The investor call was held at 4:30 p.m. Eastern time that day. On November 13, 2012, GEAC filed a Current Report on Form 8-K attaching copies of the executed Row 44 Merger Agreement and AIA Stock Purchase Agreement and other agreements signed by the parties.

## **GEAC s Board of Directors Reasons for the Approval of the Business Combination**

On November 7, 2012, our board of directors unanimously (i) approved the Row 44 Merger Agreement and the transactions contemplated thereby, (ii) approved the AIA Stock Purchase Agreement and the transactions contemplated thereby, (iii) determined that the Row 44 Merger is in the best interests of GEAC and its stockholders, and (iv) directed that the Row 44 Merger Agreement and the AIA Stock Purchase Agreement be submitted to our stockholders for approval and adoption, and recommended that our stockholders approve and adopt the Row 44 Merger Agreement and approve the AIA Stock Purchase Agreement.

Before reaching its decision, our board of directors reviewed the results of management s due diligence, which included:

- research on industry trends, cycles, operating cost projections, and other industry factors;
- extensive meetings and calls with Row 44 s and AIA s respective management teams and representatives and PAR and its representatives regarding operations, respective company products and services, major customers and vendors and financial prospects for both companies, among other typical due diligence matters;
- personal visits to Row 44 s Westlake Village, CA, headquarters and Lombard, IL, offices; and visits to AIA s Montreal, Quebec, Canada, offices and the offices of AIA s subsidiary Entertainment in Motion in Los Angeles, CA;
- review of Row 44 s and AIA s contracts and certain other legal diligence;
- financial and accounting diligence and certain tax diligence; and
- creation of an independent financial model in conjunction with management of Row 44 and AIA, which financial model was generally consistent with the financial models prepared by Row 44 and AIA, respectively, and on which GEAC based its projections included in this proxy statement below.

Our board of directors considered a wide variety of factors in connection with its evaluation of the Business Combination. In light of the complexity of those factors, its board of directors, as a whole, did not consider it practicable to, nor did it attempt to, quantify or otherwise assign relative weights to the specific factors it took into account in reaching its decision. Individual members of our board of directors may have given different weight to different factors.

In the prospectus for our IPO, we identified the following general criteria and guidelines that we believed would be important in evaluating prospective target businesses.

***Media and Entertainment Industry Targets.*** We would seek to acquire a business involved in the media or entertainment industries, including providers of content. We believed our management's significant operating and deal-making experience and relationships with companies in this space would give us a number of competitive advantages and present us with a substantial number of

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potential business targets. The factors we would consider included growth prospects, competitive dynamics, opportunities for consolidation, need for capital investment and barriers to entry. We would analyze the strengths and weaknesses of target businesses relative to their competitors. We would seek to acquire one or more businesses that demonstrate advantages when compared to their competitors, which may help to protect their market position and profitability.

**High-Growth Markets.** We would seek out opportunities in faster-growing segments of developed markets and emerging international markets. Our management has extensive experience operating media businesses and leading transactions in international markets. We would focus on assets that are undervalued or inefficiently managed, where our management is well-positioned to unlock their value.

**Business with Revenue and Earnings Growth Potential.** We would seek out one or more businesses that have multiple, diverse potential drivers of revenue and earnings growth, including but not limited to a combination of development, production, digital and distribution capabilities.

**Companies with Potential for Strong Free Cash Flow Generation.** We would seek one or more businesses that have the potential to generate strong and stable free cash flow.

In considering the Business Combination, GEAC's board of directors concluded that Row 44 and AIA met all of the above criteria. In particular, the board considered the following positive factors, although not weighted or in any order of significance:

**Media and Entertainment Industry.** Row 44 and AIA are major developers, acquirers and distributors of entertainment, gaming and other media content and work closely with major and independent studios and other content producers. Accordingly, our significant operating and deal-making experience and relationships with companies in this space gives us a number of competitive advantages and may present us with a substantial number of additional business targets and relationships in this space to facilitate growth. Within the media and entertainment industry, we found the growth prospects, competitive dynamics, opportunities for consolidation, limited need for capital investment and barriers to entry of Row 44, AIA and the markets they serve to be compelling and attractive compared to other opportunities we evaluated. We believe that Row 44 and AIA have sustainable competitive advantages due to their market positions, technology and airline industry relationships.

**High-Growth Markets.** Row 44 and AIA operate in fast-growing segments of developed markets and emerging international markets. We have extensive experience operating media businesses and leading transactions in international markets. We believe AIA has been undervalued in the German stock market and that the combined companies will benefit from central controls and substantial additional capital that will result from the transaction. We also anticipate that, over time, the shares of the combined company may achieve greater liquidity than was generally available to AIA shareholders in the German market.

**Business with Revenue and Earnings Growth Potential.** Row 44 and AIA have multiple, diverse current and potential drivers of revenue and earnings growth, including but not limited to a combination of development, digital, content acquisition, programming, distribution and sales and marketing capabilities.

**Companies with Potential for Strong Free Cash Flow Generation.** AIA has a history of strong, stable free cash flow and Row 44 has the potential for strong, stable cash flow after market adoption of its IPTV and portal businesses.

**Experienced and Motivated Management Team.** Row 44 and AIA have management teams with significant experience in their respective industries, and all the respective managers from both companies are expected to continue with the combined organization.

GEAC's board of directors considered various industry and financial data, including certain financial analyses developed by GEAC's management and its representatives following discussions with Row 44 and AIA and their

representatives, in evaluating the consideration to be paid in the Business Combination. GEAC's management collectively has decades of experience in media industry, international and public markets transactions in constructing and evaluating financial models and financial projections and conducting valuations of businesses.

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GEAC's management's developed assumptions for a financial model for the pro-forma consolidated Row 44 and AIA, following discussions with Row 44's and AIA's management and their respective advisors. The financial model based on GEAC's management's assumptions projected 2014 Adjusted EBITDA of \$75 million for the pro-forma consolidated Row 44 and AIA (including 100% of the Adjusted EBITDA of AIA), taking into account projected synergies and costs savings, as well as additional expenses to be incurred as a NASDAQ-listed company. Adjusted EBITDA represents a non-GAAP measure of financial results and reflects revenues less operating expenses, excluding depreciation and amortization.

GEAC's management and board of directors determined that the collective transaction valuation of approximately \$430 million for Row 44 and the 86% of AIA's issued and outstanding shares being purchased from PAR represents 6x the projected 2014 Adjusted EBITDA. GEAC's management and board of directors believed 6x to be a compelling entry multiple relative to other high growth companies, taking into account what they believe is the significant growth potential of the combined companies. This valuation represents a fair market value of at least 80% of the assets held in GEAC's trust account (excluding the deferred underwriting commissions and taxes payable on the income earned on the trust account), a requirement for an initial business combination under our amended and restated certificate of incorporation and Nasdaq listing rules.

GEAC's management and board of directors considered the enterprise value to 2014 projected Adjusted EBITDA ratio as the most appropriate valuation metric, to take into account the ramp-up of Row 44's business and strong visibility on AIA's business over the medium term.

Although GEAC's board of directors did not seek a third party valuation, and did not receive any report, valuation or opinion from any third party, in connection with the Business Combination, the board of directors considered valuation information regarding Row 44 and AIA, including comparisons of the enterprise values to EBITDA multiples of the pro-forma consolidated Row 44 and AIA and other companies with similar industry and growth characteristics. GEAC and its board of directors did not rely on any specific set of comparable companies for this comparison, as they did not determine a specific optimal comparable group given the uniqueness of the business model and profile of the pro-forma consolidated Row 44 and AIA.

GEAC does not intend as a matter of course to make public projections as to future sales, earnings or other results. The prospective financial information and valuation multiple set forth above was prepared solely for the purposes of estimating the enterprise value of Row 44 and AIA for purposes of the Business Combination. It was not prepared with a view toward public disclosure or with a view toward complying with the guidelines established by the American Institute of Certified Public Accountants with respect to prospective financial information, but, in the view of GEAC, Row 44 and AIA's management, was prepared on a reasonable basis, reflects the best available estimates and judgments, and presents, to the best of management's knowledge and belief, the expected future financial performance of the pro-forma consolidated Row 44 and AIA. However, this information is not fact and should not be relied upon as being necessarily indicative of future results, and readers of this proxy statement are cautioned not to place undue reliance on the prospective financial information. Neither Row 44, AIA or GEAC's independent auditors, nor any other independent accountants, have compiled, examined or performed any procedures with respect to the prospective financial information contained herein, nor have they expressed any opinion or any other form of assurance on such information or its achievability, and assume no responsibility for, and disclaim any association with, the prospective financial information.

Our board of directors also gave consideration to the following negative factors (which are more fully described in the *Risk Factors* section of this proxy statement), although not weighted or in any order of significance:

*The risk that our public stockholders would vote against the Business Combination Proposal or exercise their redemption rights*

Our board of directors considered the risk that some of the current public stockholders would vote against the Business Combination Proposal or decide to exercise their redemption rights, thereby depleting the amount of cash available in the trust account to an amount below the minimum required to consummate the Business Combination.

The board concluded, however, that this risk was substantially mitigated because

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(i) we entered into Backstop Agreements with PAR and Putnam whereby each share of our stock that is redeemed will be offset by the purchase of a like amount of shares of our common stock by PAR and Putnam, on a pro-rata basis, up to a maximum of 7.125 million shares, (ii) substantially all the current shareholders of Row 44 and AIA are rolling into the transaction, exchanging their shares for shares of GEAC, which shows their confidence in the ongoing business and the valuation to the market, and (iii) the fact that public stockholders may vote for the Business Combination Proposal while also exercising their redemption rights mitigates any incentive for a public shareholder to vote against the Business Combination Proposal, especially to the extent that they hold public warrants which would be worthless if the Business Combination is not completed.

*Our management and directors may have different interests in the Business Combination than the public stockholders*

Our board of directors considered the fact that members of our management and board of directors may have interests in the Row 44 Merger that are different from, or are in addition to, the interests of our stockholders generally, including the matters described under *Certain Benefits of GEAC's Directors and Officers and Others in the Business Combination* below. However, our board of directors concluded that the potentially disparate interests would be mitigated because (i) these interests were disclosed in the our initial public offering prospectus, (ii) these disparate interests would exist with respect to a business combination with any target company, (iii) the Business Combination was structured to permit public stockholders to redeem a substantial portion of our common stock, and (iv) the founder shares held by the Sponsor and, to a lesser extent, our board of directors are locked up for a period of one year from closing of the Business Combination, and the earn-out founder shares will be forfeited if the share price does not exceed \$13.00 for 20 of 30 consecutive days within three years of closing of the Business Combination.

## **Certain Benefits of GEAC's Directors and Officers and Others in the Business Combination**

When you consider the recommendation of our board of directors in favor of approval of the Business Combination, you should keep in mind that our board of directors and officers have interests in the Business Combination that are different from, or in addition to, your interests as a stockholder. These interests include, among other things:

the continued right of the founders to hold our common stock following the Business Combination, subject to the lock-up agreements;

the continued right of the founders to hold sponsor warrants to purchase shares of our common stock;

the continuation of two officers of GEAC as directors (but not as officers) of the Company;

the repayment of loans made by, and the reimbursement of out-of-pocket expenses incurred by, certain officers or directors or their affiliates in the aggregate amount of approximately \$[ ]; and

the continued indemnification of current directors and officers of the Company and the continuation of directors and officers liability insurance after the Business Combination.

## **Potential Purchases of Public Shares**

In connection with the stockholder vote to approve the proposed Business Combination, we may privately negotiate transactions to purchase shares after the closing of the Business Combination from stockholders who would have otherwise elected to have their shares redeemed in conjunction with a proxy solicitation pursuant to the proxy rules for a per-share pro rata portion of the trust account. The Sponsor, our directors, officers, or advisors or their respective affiliates may also purchase shares in privately negotiated transactions. Neither we nor our directors, officers or advisors or our or their respective affiliates will make any such purchases when we or they are in possession of any material non-public information not disclosed to the seller. Such a purchase would include a contractual

acknowledgement that such stockholder, although still the record holder of our shares is no longer the beneficial owner thereof and therefore agrees not to exercise its redemption rights. In the event that we, the Sponsor, our directors, officers or advisors or our or their affiliates purchase shares in privately negotiated transactions from public stockholders who have already elected to exercise their redemption rights, such selling stockholders would be required to revoke their prior

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elections to redeem their shares. Any such privately negotiated purchases may be effected at purchase prices that are in excess of the per-share pro rata portion of the trust account. In the event that we are the buyer in such privately negotiated purchases, we could elect to use trust account proceeds to pay the purchase price in such transactions after the closing of the Business Combination.

The purpose of such purchases would be to increase the likelihood of obtaining stockholder approval of the Business Combination or, where the purchases are made by the Sponsor, our directors, officers or advisors or their respective affiliates, to satisfy a closing condition in an agreement related to the Business Combination. Currently, it is a closing condition under the Row 44 Merger Agreement that holders of not more than 15,036,667 public shares exercise their right to redeem their shares pursuant to our amended and restated certificate of incorporation.

Although permitted under our amended and restated articles of incorporation, we will not, prior to consummation of the Business Combination, release amounts from the trust account to purchase public shares in the open market.

## **Total GEAC Shares to be Issued in the Business Combination**

Based on the number of shares of our common stock outstanding as of June 30, 2012, and assuming that no GEAC stockholders exercise their redemption rights and we do not issue any additional shares of capital stock pursuant to the Purchase Options or otherwise, the total number of outstanding shares of our capital stock after the closing will be approximately 60,077,983, including 22,548,165 shares issued to former Row 44 stockholders (including PAR) and 14,368,233 shares issued to PAR in consideration of the AIA Shares. Based on these assumptions, current GEAC stockholders (other than the founders) will own approximately 32%, the founders will own 7% former stockholders of Row 44 (other than PAR and AIA) will own 16%, AIA will own 5% and PAR will own 40% of the issued and outstanding shares of our capital stock. In the event that GEAC stockholders exercise their redemption rights, the percentage of our capital stock owned by holders other than our public stockholders following the closing will increase, and PAR and Putnam will purchase shares pursuant to the Backstop Agreements. For example, if the maximum number of GEAC shares is redeemed (15,036,667 shares) and we issue 7,125,000 shares to PAR and Putnam pursuant to the Backstop Agreements, then current GEAC stockholders (other than the founders) will own 7%, the founders will own 8%, former Row 44 stockholders (other than PAR and AIA) will own 19%, AIA will own 6%, Putnam will own 5%, and PAR will own 55% of the issued and outstanding shares of capital stock the Company after the closing.

## **Board of Directors of GEAC following the Row 44 Merger**

The Row 44 Merger Agreement provides that effective immediately after the closing of the Row 44 Merger, the board of directors of the Company will consist of seven members, divided into three classes, with each class having a term of three years. The board will consist of one of our existing board members and one of our existing executive officers, one director who is the current Chairman of the Board of Row 44 and the Supervisory Board of AIA and an affiliate of PAR, one director who is currently the Chief Executive Officer of Row 44, one director who is currently Chief Executive Officer and member of the Management Board of AIA, and two directors who are not affiliates, employees or members of the boards of directors of any of GEAC, Row 44, AIA or PAR. See the sections entitled *Election of Directors to the Board* and *Management After the Business Combination* beginning on pages 105 and 200, respectively, for additional information.

## **Certificate of Incorporation; Bylaws**

Pursuant to the terms of the Row 44 Merger Agreement, upon the closing of the Row 44 Merger, our amended and restated certificate of incorporation will be amended promptly to:

change our name to Global Eagle Entertainment Inc.  
remove certain provisions related to our status as a blank check company

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provide for the issuance of non-voting shares of common stock (which will be issued in the Business Combination); and

make certain other changes that our board of directors deems appropriate for a public operating company.

### **Name; Headquarters**

The name of the Company after the Business Combination will be Global Eagle Entertainment Inc. and our headquarters is expected to be located in the Los Angeles, California metropolitan area.

### **Redemption Rights**

Pursuant to our amended and restated certificate of incorporation, holders of public shares may elect to have their shares redeemed for cash at the applicable redemption price per share calculated in accordance with our amended and restated certificate of incorporation. As of June 30, 2012, this would have amounted to approximately \$9.98 per share. If a holder exercises his or her redemption rights, then such holder will be exchanging its shares of our common stock for cash and will no longer own shares of GEAC. Such a holder will be entitled to receive cash for its public shares only if it properly demands redemption and delivers its shares (either physically or electronically) to our transfer agent prior to the annual meeting of stockholders. It is a condition to closing under the Row 44 Merger Agreement that holders of not more than 15,036,667 shares of our common stock exercise their redemption rights. See the section entitled *Annual Meeting of GEAC Stockholders Redemption Rights* beginning on page 83 for the procedures to be followed if you wish to redeem your shares for cash.

### **Appraisal Rights**

There are no appraisal rights available to our stockholders in connection with the Business Combination.

### **Accounting Treatment**

The Business Combination will be accounted for as a reverse merger of Row 44 and the Company and a concurrent acquisition of the shares of AIA. Row 44 has been determined to be the accounting acquirer based on the following evaluation of the facts and circumstances:

Row 44 will have the greatest enterprise value of the Companies based on the consideration paid by the Company to acquire Row 44;

The majority of the senior management of the Combined Company will come from Row 44, including the chief operating officer (principal executive officer), chief financial officer and general counsel;

The proposed board of directors of the Company after the Business Combination will consist of one of the Company's existing board members and one of the Company's existing executive officers, one director who is the current Chairman of the Board of Directors of Row 44 and the Supervisory Board of AIA and an affiliate of PAR, one director who is currently the Chief Executive Officer and member of the Board of Directors of Row 44, one director who is currently the Chief Executive Officer and a member of the Management Board of AIA, and two directors who are not affiliates, employees, or members of any of the boards of directors of the Company, Row 44, AIA, or PAR. The proposed composition of the board of directors does not result in the ability of any of the Companies being able to appoint, elect, or remove a majority of the board of directors. Therefore, the composition of the board of directors does not negate the evidence that Row 44 is the accounting acquirer; and

The Company will pay a premium over the market value of AIA's shares prior to the public announcement of the AIA Stock Purchase Agreement, which indicates that AIA is not the accounting acquirer.

A preponderance of the evidence discussed above supports the conclusion that Row 44 is the accounting acquirer in the Business Combination.

Since Row 44 is determined to be the accounting acquirer in the reverse merger with the Company, the accounting for the Merger will be similar to that of a capital infusion as the only pre-combination asset of the

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Company is cash held in trust. The assets and liabilities of the Company will be carried at historical cost and Row 44 will not record any step-up in basis or any intangible assets or goodwill as a result of the Merger with the Company.

Concurrently with the Row 44 Merger, the Company will, pursuant to the AIA Stock Purchase Agreement, acquire 86% of the issued and outstanding shares of AIA held by PAR. AIA constitutes a business, with inputs, processes, and outputs. Accordingly, the acquisition of the AIA shares constitutes the acquisition of a business for purposes of Financial Accounting Standards Board's Accounting Standard Codification 805, *Business Combinations*, or ASC 805, and due to the change in control, will be accounted for using the acquisition method.

## **Material U.S. Federal Income Tax Considerations for Stockholders Exercising Redemption Rights**

The following is a summary of the material U.S. federal income tax considerations for holders of GEAC common stock that elect to have their GEAC common stock redeemed for cash if the acquisition is completed. This summary is based upon the Internal Revenue Code of 1986, as amended, or the Code, the regulations promulgated by the U.S.

Treasury Department, or the Treasury regulations, current administrative interpretations and practices of the IRS (including administrative interpretations and practices expressed in private letter rulings which are binding on the IRS only with respect to the particular taxpayers who requested and received those rulings) and judicial decisions, all as currently in effect and all of which are subject to differing interpretations or to change, possibly with retroactive effect. No assurance can be given that the IRS would not assert, or that a court would not sustain, a position contrary to any of the tax considerations described below. No advance ruling has been or will be sought from the IRS regarding any matter discussed in this summary. This summary does not discuss the impact that U.S. state and local taxes and taxes imposed by non-U.S. jurisdictions could have on the matters discussed in this summary. This summary is for general information only, and does not purport to discuss all aspects of U.S. federal income taxation that may be important to a particular stockholder in light of its investment or tax circumstances or to stockholders subject to special tax rules, such as:

- U.S. expatriates;
- traders in securities that elect mark-to-market treatment;
- S corporations;
- U.S. stockholders (as defined below) whose functional currency is not the U.S. dollar;
- financial institutions;
- insurance companies;
- broker-dealers;
- regulated investment companies (or RICs);
- REITs;
- trusts and estates;
- persons holding GEAC common stock as part of a straddle, hedge, conversion transaction, synthetic security or other integrated investment;
- persons subject to the alternative minimum tax provisions of the Internal Revenue Code;
- persons holding their interest in GEAC through a partnership or similar pass-through entity;
- tax-exempt organizations; and
- non-U.S. stockholders (as defined below, and except as otherwise discussed below).

This summary assumes that stockholders hold GEAC common stock as capital assets, which generally means as property held for investment.



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WE URGE HOLDERS OF GEAC COMMON STOCK CONTEMPLATING EXERCISE OF THEIR REDEMPTION RIGHTS TO CONSULT THEIR TAX ADVISOR REGARDING THE U.S. FEDERAL, STATE, LOCAL, AND FOREIGN INCOME AND OTHER TAX CONSEQUENCES THEREOF.

**U.S. Federal Income Tax Considerations to U.S. GEAC Stockholders**

This section is addressed to U.S. holders of GEAC common stock that elect to have their GEAC common stock redeemed for cash as described in the section entitled *Annual Meeting of GEAC Stockholders Redemption Rights* beginning on page 83. For purposes of this discussion, a Redeeming U.S. Holder is a beneficial owner that so redeems its GEAC common stock and is:

a citizen or resident of the U.S.;

a corporation (including an entity treated as a corporation for U.S. federal income tax purposes) created or organized in or under the laws of the U.S. or of a political subdivision thereof (including the District of Columbia);

an estate whose income is subject to U.S. federal income taxation regardless of its source; or  
any trust if (1) a U.S. court is able to exercise primary supervision over the administration of such trust and one or more U.S. persons have the authority to control all substantial decisions of the trust or (2) it has a valid election in place to be treated as a U.S. person.

Except as discussed in the following paragraph, a Redeeming U.S. Holder will generally recognize capital gain or loss equal to the difference between the amount realized on the redemption and such stockholder's adjusted basis in the GEAC stock exchanged therefor. Such gain or loss will be long-term capital gain or loss if the holding period of such stock is more than one year at the time of the exchange. Stockholders who hold different blocks of GEAC stock (generally, shares of GEAC stock purchased or acquired on different dates or at different prices) should consult their tax advisors to determine how the above rules apply to them.

Cash received upon redemption will be treated as a distribution, however, if the redemption does not effect a meaningful reduction of the Redeeming U.S. Holder's percentage ownership in GEAC (including stock such Redeeming U.S. Holder is deemed to own under certain attribution rules, which provide, among other things, that it is deemed to own any stock that it holds a warrant to acquire). Any such distribution will be treated as a dividend for U.S. federal income tax purposes to the extent of our current or accumulated earnings and profits. However, for the purposes of the dividends-received deduction and of qualified dividend treatment, due to the redemption right, a Redeeming U.S. Holder may be unable to include the time period prior to the approval of the acquisition in the holder's holding period. Any distribution in excess of our earnings and profits will reduce the Redeeming U.S. Holder's basis in the GEAC stock (but not below zero), and any remaining excess will be treated as gain realized on the sale or other disposition of the GEAC stock. If, taking into account the effect of redemptions by other stockholders, the Redeeming U.S. Holder's percentage ownership in GEAC is reduced as a result of the redemption by at least 20%, the holder will generally be regarded as having incurred a meaningful reduction in interest. Furthermore, if a Redeeming U.S. Holder has a relatively minimal stock interest and, such percentage interest is reduced by any amount as a result of the redemption, the Redeeming U.S. Holder should generally be regarded as having incurred a meaningful reduction in interest. For example, the IRS has ruled that any reduction in a stockholder's proportionate interest is a meaningful reduction if the stockholder owns less than 1% of the stock of a corporation and did not have management control over the corporation.

Holders of GEAC stock considering exercising their redemption rights should consult their own tax advisors as to whether the redemption will be treated as a sale or as a distribution under the Code.

## **U.S. Federal Income Tax Considerations to Non-U.S. GEAC Stockholders**

This section is addressed to non-U.S. holders of GEAC stock that elect to have their GEAC common stock redeemed for cash as described in the section entitled *Annual Meeting of GEAC Stockholders Redemption Rights* beginning on page 83. For purposes of this discussion, a Redeeming Non-U.S. Holder is a beneficial owner (other than a partnership) that so redeems its GEAC stock and is not a Redeeming U.S. Holder.

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A Redeeming Non-U.S. Holder who elects to have their GEAC stock redeemed will generally be treated in the same manner as a U.S. stockholder for U.S. federal income tax purposes except that any such non-U.S. stockholder will not be subject to U.S. federal income tax on the exchange unless (i) such holder is an individual who is present in the United States for 183 days or more during the taxable year in which the redemption takes place and has a tax home in the United States (in which case the non-U.S. stockholder will be subject to a 30% tax on the individual's net capital gain for the year) or (ii) such holder is engaged in a trade or business within the United States and any gain recognized in the exchange is treated as effectively connected with such trade or business (in which case the non-U.S. stockholder will generally be subject to the same treatment as a U.S. stockholder with respect to the exchange). See the discussion above under U.S. Federal Income Tax Considerations to U.S. GEAC Stockholders. Any amount treated as a distribution to a Redeeming Non-U.S. Holder will generally be subject to U.S. withholding tax at a rate of 30%, unless the Redeeming Non-U.S. Holder is entitled to a reduced rate of withholding under an applicable income tax treaty.

Non-U.S. holders of GEAC stock considering exercising their redemption rights should consult their own tax advisors as to whether the redemption of their GEAC stock will be treated as a sale or as a distribution under the Code.

### **Backup Withholding**

In general, proceeds received from the exercise of redemption rights will be subject to backup withholding for a non-corporate U.S. holder that:

fails to provide an accurate taxpayer identification number;  
is notified by the IRS regarding a failure to report all interest or dividends required to be shown on his or her federal income tax returns; or  
in certain circumstances, fails to comply with applicable certification requirements.

Any amount withheld under these rules will be creditable against the holder's U.S. federal income tax liability or refundable to the extent that it exceeds this liability, provided that the required information is furnished to the IRS and other applicable requirements are met.

### **Regulatory Matters**

#### **Recommendation of the Board**

**GEAC'S BOARD OF DIRECTORS UNANIMOUSLY  
RECOMMENDS THAT OUR STOCKHOLDERS VOTE  
FOR THE BUSINESS COMBINATION PROPOSAL.**

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# PROPOSAL NO. 2 APPROVAL OF THE SECOND AMENDED AND RESTATED CERTIFICATE OF INCORPORATION

Assuming the Business Combination Proposal is approved, our stockholders are also being asked to approve the second amended and restated certificate of incorporation. The proposed certificate is required pursuant to the terms of the Row 44 Merger Agreement, and in the judgment of our board of directors, the proposed certificate is necessary to adequately address the post-Business Combination needs of the Company.

The proposed certificate provides for, among other things, (i) the change of the Company's name to Global Eagle Entertainment Inc., (ii) the removal of certain provisions related to our status as a blank check company, (iii) the issuance of shares of non-voting common stock (which will be issued in the Business Combination), and (iv) such other changes that our board of directors deem appropriate for a public operating company.

We are required by Delaware law to obtain the approval of holders of a majority of our outstanding shares to amend our certificate of incorporation. The following table sets forth a summary of the material differences between our current certificate of incorporation and the proposed certificate. This summary is qualified by reference to the complete text of the proposed certificate, a copy of which is attached to this proxy statement as Annex C. All stockholders are encouraged to read the proposed certificate in its entirety for a more complete description of its terms.

	Current Certificate	Proposed Certificate
Name	Our current certificate provides that our name is Global Eagle Acquisition Corp.	The proposed certificate provides that our name is Global Eagle Entertainment Inc.
Duration of Existence	Our current certificate provides that if we do not consummate an initial business combination by February 18, 2013, we will cease all operations and liquidate the trust account.	The proposed certificate provides for perpetual existence.
Provisions Specific to a Blank Check Company	Under our current certificate, Article IX sets forth various provisions related to our operations as a blank check company prior to the consummation of an initial business combination.	The proposed certificate does not include these blank check company provisions because, upon consummation of the Business Combination, we will cease to be a blank check company. Additionally, the provisions requiring that the proceeds from our initial public offering be held in a trust account until a business combination or liquidation of the Company and the terms governing the Company's consummation of a proposed business combination will not be applicable following consummation of the Business Combination.
Authorized Shares		



Under our current certificate, the Company is authorized to issue up to 401.0 million shares, comprised of 400.0 million shares of common stock, par value US\$0.0001 per share, and 1.0 million shares of preferred stock, par value US\$0.0001 per share.

Under the proposed certificate we will be authorized to issue up to 401.0 million shares, comprised of [ ] million shares of common stock, par value US\$0.0001 per share, [ ] million shares of non-voting common stock, par value US\$0.0001 per share, and 1.0 million shares of preferred stock, par value of US\$0.0001 per share.

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	Current Certificate	Proposed Certificate
Dividends	Our current certificate provides that, subject to the rights of the preferred stock, if any, dividends may be declared and paid on the common stock, as the board of directors shall determine in its discretion.	The proposed certificate provides that, subject to the rights of the preferred stock, if any, dividends may be declared and paid on the common and non-voting common stock, identically and ratably, on a per share basis as if the two classes of stock constituted a single class, as the board of directors shall determine in its discretion. In the event of a dividend payable in shares of common or non-voting common stock (or rights to acquire such stock, as applicable), shares of non-voting common stock shall only be entitled to receive shares of non-voting common stock and shares of common stock shall only be entitled to receive shares of common stock. The proposed certificate states that each holder of common stock shall be entitled to one vote for each share of common stock held of record by such holder on all matters on which stockholders generally are entitled to vote. Holders of shares of non-voting common stock shall not have voting rights with respect to those shares. However, any action to amend the terms of the non-voting common stock or that would adversely affect the rights of the non-voting common stock relative to the common stock will require the approval of the holders of non-voting common stock. The proposed certificate permits the conversion of non-voting common stock into voting common stock upon the election by the non-voting common stockholder on or after October 31, 2013 or upon the sale or transfer of non-voting common stock to any person other than PAR or any other person if the ownership by such person would result in PAR being a beneficial owner of the stock for purposes of the Exchange Act.
Voting Rights	Our current certificate states that holders of shares of common stock shall be entitled to one vote for each such share of common stock held on each matter properly submitted to the stockholders on which the holders of the common stock are entitled to vote.	
Conversion Rights	Our current certificate does not provide for conversion rights.	

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	Current Certificate	Proposed Certificate
Number of Directors	Our current certificate states that the number of directors, other than those who may be elected by the holders of one or more series of the preferred stock voting separately by class or series, shall be fixed from time to time exclusively by the board of directors pursuant to a resolution adopted by a majority of the total number of directors the Company would have if there were no vacancies. Our current certificate provides that any or all of the directors may be removed from office at any time, but only for cause and only by the affirmative vote of holders of a majority of the voting power of all then outstanding shares of capital stock entitled to vote generally in the election of directors, voting together as a single class. This provision is qualified by the rights of holders of one or more series of preferred stock who may be granted rights to elect members of the board of directors. For the removal of directors elected pursuant to those rights, the removal from office is governed by the terms of the applicable series of preferred stock as set forth in the certificate of incorporation.	The proposed certificate states that the number of directors, other than those who may be elected by the holders of one or more series of the preferred stock voting separately by class or series, shall be fixed from time to time exclusively by the board of directors pursuant to a resolution adopted by the board of directors.
Removal of Directors	Our current certificate provides that any or all of the directors may be removed from office at any time, but only for cause and only by the affirmative vote of holders of a majority of the voting power of all then outstanding shares of capital stock entitled to vote generally in the election of directors, voting together as a single class. This provision is qualified by the rights of holders of one or more series of preferred stock who may be granted rights to elect members of the board of directors. For the removal of directors elected pursuant to those rights, the removal from office is governed by the terms of the applicable series of preferred stock as set forth in the certificate of incorporation.	The proposed certificate contains identical provisions, with the added requirement that at least 45 days prior to any annual or special meeting of stockholders at which it is proposed that any director be removed from office, written notice of such proposed removal and the alleged grounds thereof shall be sent to the director whose removal will be considered at the meeting.
Stockholder Action Without Meeting	Our current certificate states that, following the Company's initial public offering, any action required or permitted to be taken by the stockholders must be effected by a duly called annual or special meeting of such holders and may not be effected by written consent of the stockholders.	The proposed certificate prohibits stockholders from taking any action by written consent, except as otherwise expressly provided by the terms of any series of preferred stock, so stockholders must take any actions at a duly called annual or special meeting of the stockholders.
Special Meetings of Stockholders	Our current certificate states that, subject to the rights of the holders of any series of preferred stock, special meetings of stockholders may be called only by the Chairman of the Board, Chief Executive Officer, or the board of directors pursuant to a resolution adopted by a majority of the total number of directors the Company would have if there were no vacancies. The ability of stockholders	The proposed certificate states that, except as expressly provided by the terms of any series of preferred stock, special meetings of stockholders may be called only by the Chairman of the Board, Chief Executive Officer, or the board of directors pursuant to a resolution adopted by the board of directors. The ability of stockholders to call a special meeting is specifically denied.

to call a special meeting is specifically  
denied.

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	Current Certificate	Proposed Certificate
Exclusive Jurisdiction	Our current certificate does not contain an exclusive jurisdiction provision.	The proposed certificate contains the provision that, unless the Company consents in writing to the selection of an alternative forum, the Court of Chancery of the State of Delaware will be the sole and exclusive forum for (i) any derivative action or proceeding brought on behalf of the Company, (ii) any action asserting a claim of breach of a fiduciary duty owed by any director, officer or other employee of the Company to the Company or its stockholders, (iii) any action asserting a claim arising pursuant to any provision of the DGCL or the Company's certificate of incorporation or bylaws, or (iv) any action asserting a claim against the Company governed by the internal affairs doctrine.
Corporate Opportunity	Our current certificate provides that the doctrine of corporate opportunity, or any other analogous doctrine, does not apply with respect to the Company or any of its officers or directors or in circumstances where the application of any such doctrine would conflict with any fiduciary duties or contractual obligations they may.	The proposed certificate is silent with respect to the corporate opportunity doctrine.
Amendment to Certificate of Incorporation	The current certificate provides that the Company reserves the right to amend, alter, change or repeal any provision contained in the current certificate (including any preferred stock designation), in the manner now or hereafter prescribed by the current certificate and the DGCL; and, except as set forth in Article VIII, all rights, preferences and privileges conferred upon stockholders, directors or any other persons by and pursuant to the certificate in its present form or as amended are granted subject to the right reserved in Article XI; provided, however, that Article IX of the certificate may only be amended as provided therein.	The proposed certificate provides that the provisions set forth in Sections 4.2 (Preferred Stock), 4.3 (Common Stock and Non-Voting Common Stock) and 4.4 (Conversion of Non-Voting Common Stock to Common Stock), and Articles V (Board of Directors), VI (Bylaws), VII (Meetings of the Stockholders; Action By Written Consent), VIII (Limited Liability; Indemnification), IX (Exclusive Jurisdiction of Delaware Courts) and Article X (Amendment of Amended and Restated Certificate of Incorporation) may not be repealed or amended in any respect without the affirmative vote of the holders of not less than 66.667% of the total voting power of all outstanding shares of capital stock of the Company entitled to vote generally in the election of directors, voting together as a single class.



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	Current Certificate	Proposed Certificate
Amendment to Bylaws	The current certificate provides that the bylaws may be amended by (i) the board, pursuant to a resolution adopted by a majority of the total number of directors the Company would have if there were no vacancies or (ii) the stockholders, pursuant to the affirmative vote of at least a majority of the voting power of all then outstanding shares of capital stock of the Company entitled to vote generally in the election of directors, voting together as a single class, in addition to any vote of the holders of any class or series of capital stock of the Company required by law or by the current certificate (including any preferred stock designation).	The proposed certificate provides that the bylaws may be adopted by (i) the board, pursuant to a resolution adopted by the board or (ii) the stockholders, pursuant to the affirmative vote of at least 66.667% of the voting power of all then outstanding shares of capital stock of the Company entitled to vote generally in the election of directors, voting together as a single class, in addition to any vote of the holders of any class or series of capital stock of the Company required by law or by the current certificate (including any preferred stock designation).

Approval of this proposal is a condition to the completion of the Business Combination. If the proposal is not approved, the Business Combination will not occur.

## Vote Required for Approval

The affirmative vote of holders of a majority of the outstanding shares of our common stock is required to approve our proposed second amended and restated certificate of incorporation. Broker non-votes, abstentions or the failure to vote on the certificate proposal will have the same effect as a vote against this proposal.

## Recommendation of the Board

**GEAC S BOARD OF DIRECTORS UNANIMOUSLY RECOMMENDS THAT OUR STOCKHOLDERS VOTE FOR THE APPROVAL OF THE SECOND AMENDED AND RESTATED CERTIFICATE OF INCORPORATION.**

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## **PROPOSAL NO. 3 ELECTION OF DIRECTORS TO THE BOARD**

Our board of directors is currently divided into three classes, with each class having a term of three years. If the Certificate Proposal is approved, the proposed certificate will continue the classified structure of the board. Pursuant to the Row 44 Merger Agreement, upon the closing of the Business Combination, the Company's board will be increased to seven members. Therefore, the Company is asking its stockholders to vote to elect a total of five directors to Classes I and II, each of which currently consists of one director, each of whose terms will expire at this annual meeting, which serves as both our 2012 and 2013 annual meetings. Our independent directors have nominated each of [ ] and [ ] to serve as Class I directors, with terms expiring at the Company's annual meeting of stockholders in 2015 and until each of their respective successors is duly elected and qualified, or until their earlier resignation, removal or death. The annual meeting of stockholders in 2015 will constitute the third succeeding annual meeting of stockholders after their election pursuant to the proposed certificate. Our independent directors have nominated Harry E. Sloan, Jeff Sagansky and Edward L. Shapiro to serve as Class II directors, with terms expiring at the annual meeting of stockholders in 2016 and until each of their respective successors is duly elected and qualified, or until their earlier resignation, removal or death. If the Certificate Proposal and the Business Combination Proposal are approved, we anticipate that the board will elect, as of the closing of the Business Combination, Class III directors, which will be comprised of Louis Bélanger-Martin and John LaValle, with terms expiring at the Company's annual meeting of stockholders in 2014, and until each of their respective successors is duly elected and qualified, or until their earlier resignation, removal or death.

This proposal is conditioned upon the approval of the Certificate Proposal and the Business Combination Proposal. If the Certificate Proposal and the Business Combination Proposal are not approved, this proposal will have no effect.

The following sets forth information regarding each nominee.

### **Class I Nominees for Election to the Board of Directors**

[ ]

[ ]

### **Class II Nominees for Election to the Board of Directors**

#### **Harry E. Sloan, 62**

**Harry E. Sloan** has been our Chairman and Chief Executive Officer since our inception. From October 2005 to August 2009, Mr. Sloan served as Chairman and Chief Executive Officer of Metro-Goldwyn-Mayer, Inc., or MGM, a motion picture, television, home entertainment, and theatrical production and distribution company, and thereafter continued as non-executive chairman until January 2011. He was appointed by a consortium comprised of private equity investors, Comcast Corporation and Sony Corporation of America one year after they agreed to acquire MGM through a leveraged buyout in September 2004. MGM filed for protection under Chapter 11 of the United States Bankruptcy Code in November 2010 pursuant to a pre-packaged plan of reorganization, which was confirmed by a



federal bankruptcy court in December 2010. Mr. Sloan served as an outside consultant to MGM pursuant to a consulting agreement which expired in October 2011. From 1990 to 2001, Mr. Sloan was Chairman and Chief Executive Officer of SBS Broadcasting, S.A., or SBS, a European broadcasting group, operating commercial television, premium pay channels, radio stations and related print businesses in Western and Central and Eastern Europe, which he founded in 1990 and continued as Executive Chairman until 2005. In 1999, SBS became the largest shareholder of Lions Gate Entertainment Corp., or Lions Gate, an independent motion picture and television production company. Mr. Sloan served as chairman of the board of Lions Gate from April 2004 to March 2005. From 1983 to 1989, Mr. Sloan was Co-Chairman of New World Entertainment Ltd., an independent motion picture and television production company. In January 2011, Mr. Sloan joined the board of Promotora de Informaciones, S.A., or PRISA, Spain's largest media conglomerate which owns El Pais, the leading newspaper in the Spanish-speaking world, as well as pay television, radio and digital properties. He has served on the board of ZeniMax Media Inc., an independent producer of interactive gaming and web content, since 1999. Mr. Sloan was appointed by President Ronald Reagan in 1987 to the President's

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Advisory Council on Trade and Policy Negotiations (ACTPN). He currently serves on the UCLA Anderson School of Management Board of Visitors and the Executive Board of UCLA Theatre, Film and Television. Mr. Sloan received his Juris Doctor from Loyola Law School in 1976 and his Bachelor of Arts degree from the University of California, Los Angeles in 1971. Mr. Sloan's designation as chairman of our board of directors was based upon his extensive background and experience as an executive in the media and entertainment industries and his substantial experience in identifying and acquiring a wide variety of businesses. Mr. Sloan is the brother-in-law of James A. Graf, our Vice President, Chief Financial Officer, Treasurer and Secretary.

## **Jeff Sagansky, 60**

**Jeff Sagansky** has been our President since our inception. Mr. Sagansky has served as Chairman of Hemisphere Film Capital, a private motion picture and television finance company, since 2008. From February 2009 to April 2011, he served as non-executive Chairman of RHI Entertainment, Inc., which develops, produces and distributes original made-for-television movies and miniseries. From January 2007 through December 2011, he served as Chairman of Elm Tree Partners, a private casino development company, and from September 2007 to February 2009, he served as Co-Chairman of Peace Arch Entertainment Group, Inc., or Peace Arch, a Canadian production and sales company. He also served as interim chief executive officer of Peace Arch from November 2007 to July 2008. From December 2002 to August 2003, he was Vice Chairman of Paxson Communications Corporation, a television network and stations group. From 1998 to 2002, Mr. Sagansky served as Chief Executive Officer of Paxson Communications Corporation.

Prior to joining Paxson Communications Corporation, Mr. Sagansky was Co-President of Sony Pictures Entertainment, or SPE, a motion picture, television, and home entertainment production and distribution company which is a subsidiary of Sony Corporation of America, or SCA, from 1996 to 1998 where he was responsible for SPE's strategic planning and worldwide television operations. Prior to his position with SPE, Mr. Sagansky served as executive vice president of SCA, which he joined in 1994. Prior to joining SCA, Mr. Sagansky was President of CBS Entertainment, a television network, from 1990 to 1994. Mr. Sagansky previously served as president of production and then president of TriStar Pictures, a motion picture and television production and distribution company, from 1985 to 1989. He is currently a director of Scripps Networks Interactive, Inc., a publicly traded lifestyle media company, and serves on its audit committee and corporate governance committee. Mr. Sagansky earned a Bachelor of Arts degree from Harvard College and a Masters in Business degree from Harvard Business School.

## **Edward L. Shapiro, 47**

**Edward L. Shapiro** is a Partner and Vice President at PAR Capital Management, Inc., a Boston-based investment management firm specializing in investments in travel, media and Internet-related companies. Prior to joining PAR Capital in 1997, Mr. Shapiro was a Vice President at Wellington Management Company, LLP and before that an Analyst at Morgan Stanley & Co. Mr. Shapiro also serves as chairman of the supervisory board of AIA, and is Chairman of the Board of Legend 3D, Inc. and Lumexis Corporation, a member of the Wharton Undergraduate Board and on the Trust Board for Children's Hospital Boston. He previously served on the board of US Airways from 2005-2008. Mr. Shapiro earned his BS in economics from the University of Pennsylvania's Wharton School and an MBA from UCLA's Anderson School of Management. The principal qualifications that led to Mr. Shapiro's selection as a director include his financial expertise and extensive experience in the travel, media and related businesses. Mr. Shapiro's specific qualifications, experiences, and skills include his experience in corporate governance matters, considerable expertise in finance and financial matters and deep understanding of Row 44 and the airline industry.

## Vote Required for Approval

If a quorum is present, directors are elected by a plurality of the votes cast, in person or by proxy. This means that the five (5) nominees will be elected if they receive more affirmative votes than any other nominee for the same position. Votes marked **FOR** a nominee will be counted in favor of that nominee. Proxies will have full discretion to cast votes for other persons in the event any nominee is unable to serve. Our board of directors has no reason to believe that any nominee will be unable to serve if elected. Failure to vote by proxy or to vote in person at the annual meeting, an abstention from voting, or the failure of a GEAC stockholder

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who holds his or her shares in street name through a broker or other nominee to give voting instructions to such broker or other nominee will have no effect on the vote since a plurality of the votes cast is required for the election of each nominee.

**Recommendation of the Board**

**GEAC S BOARD OF DIRECTORS UNANIMOUSLY  
RECOMMENDS THAT OUR STOCKHOLDERS VOTE  
FOR THE ELECTION OF EACH OF THE FIVE (5)  
NOMINEES TO THE BOARD OF DIRECTORS.**

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# PROPOSAL NO. 4 APPROVAL AND ADOPTION OF THE GLOBAL EAGLE ENTERTAINMENT INC. 2012 EQUITY INCENTIVE PLAN

Our board has unanimously approved and adopted the Global Eagle Entertainment Inc. 2012 Equity Incentive Plan, and the board has unanimously approved and recommended that our stockholders approve and adopt the Incentive Plan. Set forth below is a description of the Incentive Plan. Our stockholders should read carefully the entire Incentive Plan, which is attached as Annex D to this proxy statement, before voting on this proposal.

Approval of this proposal is a condition to the completion of the Business Combination. If the proposal is not approved, the Business Combination will not occur.

## Vote Required for Approval

The Incentive Plan will be approved and adopted if holders of at least a majority of the outstanding shares of our common stock voted at the annual meeting vote **FOR** this proposal.

## Global Eagle Entertainment Inc. 2012 Equity Incentive Plan

### Background

The Incentive Plan has been approved by our board of directors and is subject to approval by our stockholders. The purpose of the Incentive Plan is to provide a means through which we and our affiliates may attract and retain key personnel and provide a means whereby directors, officers, members, managers, employees, consultants and advisors (and prospective directors, officers, members, managers, employees, consultants and advisors) of the Company and our affiliates can acquire and maintain an equity interest in GEAC, or be paid incentive compensation, thereby strengthening their commitment to the welfare of GEAC and our affiliates and aligning their interests with those of our stockholders.

We may grant stock options, stock appreciation rights, restricted stock, restricted stock units, stock bonus awards and performance compensation awards, to current or prospective employees, directors, officers, consultants and advisors, and those of our affiliates. Generally, all classes of employees will be eligible to participate in the Incentive Plan.

Pursuant to the Row 44 Merger Agreement, we will make certain awards after the closing of the Business Combination, as described under the subsection *New Plan Benefits* beginning on page 112.

The following is a summary of the material provisions of the Incentive Plan and is qualified in its entirety by reference to the complete text of the Incentive Plan, a copy of which is attached to this proxy statement as Annex D.

### Share reserve

Under the Incentive Plan, [ ] shares of our common stock will be initially reserved for issuance pursuant to a variety of stock-based compensation awards, including stock options, and restricted stock awards. The number of shares initially reserved for issuance or transfer pursuant to awards under the Incentive Plan will be increased on the first day of each calendar year beginning in 2014 and ending in 2022, to an amount equal to the least of (A) [ ] shares, (B)

[ ] of the shares of common stock outstanding (on an as-converted basis) on the last day of the immediately preceding calendar year, and (C) such smaller number of shares of stock as determined by our board of directors.

The following counting provisions will be in effect for the share reserve under the Incentive Plan:

to the extent that an award terminates, expires, or lapses for any reason, any shares subject to the award at such time will be available for future grants under the Incentive Plan, provided that no such shares may be issued pursuant to an incentive stock option;

to the extent shares are tendered or withheld to satisfy the grant, exercise price, or tax withholding obligation with respect to any award under the Incentive Plan, such tendered or withheld shares will be available for future grants under the Incentive Plan, provided that no such shares may be issued pursuant to an incentive stock option; and

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to the extent permitted by applicable law or any exchange rule, shares issued in assumption of, or in substitution for, any outstanding awards of any entity acquired in any form of combination by us or any of GEAC subsidiaries will not be counted against the shares available for issuance under the Incentive Plan.

Notwithstanding the above, no individual may be granted stock-based awards under the Incentive Plan covering more than [ ] shares in any calendar year.

### **Administration**

The compensation committee of our board of directors will administer the Incentive Plan unless our board of directors assumes authority for administration or delegates such authority to another committee of the board of directors. The compensation committee must consist of at least two members of our board of directors, each of whom is intended to qualify as an outside director, within the meaning of Section 162(m) of the Internal Revenue Code, a non-employee director for purposes of Rule 16b-3 under the Securities Exchange Act of 1934, as amended, or the Exchange Act, and an independent director within the meaning of the rules of Nasdaq, or other principal securities market on which shares of our common stock are traded. The contemplated composition of our compensation committee will meet these requirements. The Incentive Plan will provide that the compensation committee may delegate its authority to grant awards to employees other than executive officers and certain of our senior executives to one or more of our officers.

Subject to the terms and conditions of the Incentive Plan, the administrator will have the authority to select the persons to whom awards are to be made, to determine the number of shares to be subject to awards and the terms and conditions of awards, and to make all other determinations and to take all other actions necessary or advisable for the administration of the Incentive Plan. The administrator will also be authorized to adopt, amend, or rescind rules relating to administration of the Incentive Plan. Our board of directors may at any time remove the compensation committee as the administrator and reconstitute itself the authority to administer the Incentive Plan. The full board of directors will administer the Incentive Plan with respect to awards to non-employee directors.

### **Eligibility**

Awards under the Incentive Plan may be granted to individuals who are then GEAC officers, employees, directors, or consultants or are the officers, employees, directors, or consultants of certain of GEAC subsidiaries. Only executive officers and employees may be granted incentive stock options, or ISOs.

### **Awards**

The Incentive Plan will provide that the administrator may grant or issue stock options and restricted stock or any combination thereof. Each award will be set forth in a separate agreement with the person receiving the award and will indicate the type, terms, and conditions of the award.

Nonqualified stock options, or NQSOs, will provide for the right to purchase shares of our common stock at a specified price which may not be less than fair market value on the date of grant, and usually will become exercisable (at the discretion of the administrator) in one or more installments after the grant date, subject to the participant's continued employment or service with us or a subsidiary and/or subject to the satisfaction of corporate performance targets and individual performance targets established by the administrator. NQSOs may be granted for any term specified by the administrator, but may not exceed ten years.

Incentive stock options will be designed in a manner intended to comply with the provisions of Section 422 of the Internal Revenue Code and will be subject to specified restrictions contained in the Internal Revenue Code. Among

such restrictions, ISOs must have an exercise price of not less than the fair market value of a share of common stock on the date of grant, may only be granted to employees, and must not be exercisable after a period of ten years measured from the date of grant. In the case of an ISO granted to an individual who owns (or is deemed to own) at least 10% of the total combined voting power of all classes of our capital stock, the Incentive Plan will provide that the exercise price must be at least 110% of the fair market value of a share of common stock on the date of grant and the ISO must not be exercisable after a period of five years measured from the date of grant.

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Restricted stock may be granted to any eligible individual and made subject to such restrictions as may be determined by the administrator. Restricted stock, typically, may be forfeited for no consideration or repurchased by us at the original purchase price if the conditions or restrictions on vesting are not met. In general, restricted stock may not be sold, or otherwise transferred, until restrictions are removed or expire. Purchasers of restricted stock, unlike recipients of options, will have voting rights and will have the right to receive dividends, if any, prior to the time when the restrictions lapse.

### **Change of control**

In the event of a change of control, the administrator may, in its sole discretion, accelerate vesting of awards issued under the Incentive Plan such that 100% of such award may become vested and exercisable. Additionally, the administrator will also have complete discretion to structure one or more awards under the Incentive Plan to provide that such awards will become vested and exercisable on an accelerated basis. The administrator may also make appropriate adjustments to awards under the Incentive Plan and will be authorized to provide for the acceleration, termination, assumption, substitution, or conversion of such awards in the event of a change of control or certain other unusual or nonrecurring events or transactions. Under the Incentive Plan, a change of control will be generally defined as:

the transfer or exchange in a single or series of related transactions by our stockholders of more than 50% of our voting securities to a person or group;

a change in the composition of our board of directors over a two-year period such that 50% or more of the members of the board were elected through one or more contested elections;

a merger, consolidation, reorganization, or business combination in which GEAC is involved, directly or indirectly, other than a merger, consolidation, reorganization, or business combination which results in our outstanding voting securities immediately before the transaction continuing to represent a majority of the voting power of the acquiring company's outstanding voting securities and after which no person or group beneficially owns 50% or more of the outstanding voting securities of the surviving entity immediately after the transaction;

the sale, exchange, or transfer of all or substantially all of our assets; or

stockholder approval of our liquidation or dissolution.

### **Adjustments of awards**

In the event of any stock dividend, stock split, extraordinary cash dividend, combination or exchange of shares, merger, consolidation, spin-off, recapitalization, distribution of our assets to stockholders, or any other corporate event affecting the number of outstanding shares of our common stock or the share price of our common stock that would require adjustments to the Incentive Plan or any awards under the Incentive Plan in order to prevent the dilution or enlargement of the potential benefits intended to be made available thereunder, the administrator will make appropriate, proportionate adjustments to:

the aggregate number and type of shares subject to the Incentive Plan;

the terms and conditions of outstanding awards (including, without limitation, any applicable performance targets or criteria with respect to such awards);

the grant or exercise price per share of, and the aggregate number of shares subject to, any outstanding awards under the Incentive Plan; and

the performance goals pertaining to an award.

## **Amendment and termination**

Our board of directors or the compensation committee (with board approval) may terminate, amend, or modify the Incentive Plan at any time and from time-to-time. However, we must generally obtain stockholder approval:

to increase the number of shares available under the Incentive Plan (other than in connection with certain corporate events, as described above);

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to expand the group of participants under the Incentive Plan;  
to diminish the protections afforded by the Incentive Plan with regard to decreasing the exercise price for options or otherwise materially change the vesting or performance requirements of an award; or  
to the extent required by applicable law, rule, or regulation (including any applicable stock exchange rule).  
Notwithstanding the foregoing, no option may be amended to reduce the per share exercise price below the per share exercise price of such option on the grant date and no options may be granted in exchange for, or in connection with, the cancellation or surrender of options having a higher per share exercise price without receiving additional stockholder approval.

### **Expiration date**

The Incentive Plan will expire on, and no option or other award may be granted pursuant to the Incentive Plan after, ten years after the effective date of the Incentive Plan. Any award that is outstanding on the expiration date of the Incentive Plan will remain in force according to the terms of the Incentive Plan and the applicable award agreement.

### **Securities laws and federal income taxes**

The Incentive Plan will be designed to comply with certain securities and federal tax laws, including as follows:

**Securities laws.** The Incentive Plan is intended to conform to all provisions of the Securities Act and the Exchange Act and any and all regulations and rules promulgated by the SEC thereunder, including, without limitation, Rule 16b-3. The Incentive Plan will be administered, and options will be granted and may be exercised, only in such a manner as to conform to such laws, rules, and regulations.

**Section 409A of the Internal Revenue Code.** Certain awards under the Incentive Plan may be considered nonqualified deferred compensation for purposes of Section 409A of the Internal Revenue Code, which imposes certain additional requirements regarding the payment of deferred compensation. Generally, if at any time during a taxable year a nonqualified deferred compensation plan fails to meet the requirements of Section 409A, or is not operated in accordance with those requirements, all amounts deferred under such plan and all other equity incentive plans for the taxable year and all preceding taxable years, by any participant with respect to whom the failure relates, are includible in gross income for the taxable year to the extent not subject to a substantial risk of forfeiture and not previously included in gross income. If a deferred amount is required to be included in income under Section 409A, the amount also is subject to interest and an additional income tax. The interest imposed is equal to the interest at the underpayment rate plus one percentage point, imposed on the underpayments that would have occurred had the compensation been includible in income for the taxable year when first deferred, or if later, when not subject to a substantial risk of forfeiture. The additional federal income tax is equal to 20% of the compensation required to be included in gross income. In addition, certain states, including California, have laws similar to Section 409A, which impose additional state penalty taxes on such compensation.

**Section 162(m) of the Internal Revenue Code.** In general, under Section 162(m) of the Internal Revenue Code, income tax deductions of publicly-held corporations may be limited to the extent total compensation (including, but not limited to, base salary, annual bonus, and income attributable to stock option exercises and other non-qualified benefits) for certain executive officers exceeds \$1,000,000 (less the amount of any excess parachute payments as defined in Section 280G of the Internal Revenue Code) in any taxable year of the corporation. However, under Section 162(m), the deduction limit does not apply to certain performance-based compensation established by an independent compensation committee that is adequately disclosed to, and approved by, stockholders. In particular, stock options granted pursuant to the Incentive Plan will satisfy the performance-based compensation exception if the awards are made by a qualifying compensation committee, the Incentive Plan sets the maximum number of shares that can be granted to any



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person within a specified period, and the compensation is based solely on an increase in the stock price after the grant date. Specifically, the option exercise price must be equal to or greater than the fair market value of the stock subject to the award on the grant date.

We have attempted to structure the Incentive Plan in such a manner that, the compensation attributable to stock options, and other performance-based awards which meet the other requirements of Section 162(m) will not be subject to the \$1,000,000 limitation. We have not, however, requested a ruling from the IRS or an opinion of counsel regarding this issue.

We intend to file with the SEC a registration statement on Form S-8 covering the shares of our common stock issuable under the Incentive Plan.

## **New Plan Benefits**

Grants under the Incentive Plan will be made at the discretion of the compensation committee and are not yet determinable. The value of the awards granted under the Incentive Plan will depend on a number of factors, including the fair market value of GEAC common stock on future dates, the exercise decisions made by the participants, and the extent to which any applicable performance goals necessary for vesting or payment are achieved. The closing price of GEAC common stock as reported on Nasdaq on November 8, 2012 was \$9.95.

## **Recommendation of the Board**

**GEAC S BOARD OF DIRECTORS UNANIMOUSLY  
RECOMMENDS THAT OUR STOCKHOLDERS VOTE  
FOR THE APPROVAL AND ADOPTION OF THE  
GLOBAL EAGLE ENTERTAINMENT INC. 2012 EQUITY  
INCENTIVE PLAN.**

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## **PROPOSAL NO. 5 THE ADJOURNMENT PROPOSAL**

The Adjournment Proposal, if adopted, will allow our board of directors to adjourn the annual meeting of stockholders to a later date or dates to permit further solicitation of proxies. The Adjournment Proposal will only be presented to our stockholders in the event, based on the tabulated votes, there are not sufficient votes at the time of the annual meeting of stockholders to approve one or more of the proposals presented at the annual meeting. In no event will our board of directors adjourn the annual meeting of stockholders or consummate the Business Combination beyond the date by which it may properly do so under our amended and restated certificate of incorporation and Delaware law.

### **Consequences if the Adjournment Proposal is Not Approved**

If the Adjournment Proposal is not approved by our stockholders, our board of directors may not be able to adjourn the annual meeting of stockholders to a later date in the event, based on the tabulated votes, there are not sufficient votes at the time of the annual meeting of stockholders to approve the Business Combination Proposal or the Incentive Plan Proposal.

### **Required Vote**

Adoption of the Adjournment Proposal requires the affirmative vote of a majority of the issued and outstanding shares of our common stock as of the record date represented in person or by proxy at the annual meeting of stockholders and entitled to vote thereon. Adoption of the Adjournment Proposal is not conditioned upon the adoption of any of the other proposals.

### **Recommendation of the Board**

**GEAC S BOARD OF DIRECTORS UNANIMOUSLY RECOMMENDS THAT STOCKHOLDERS VOTE FOR THE APPROVAL OF THE ADJOURNMENT PROPOSAL.**

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## **THE BUSINESS COMBINATION AGREEMENTS**

*This section of the proxy statement describes the material provisions of the Row 44 Merger Agreement and the AIA Stock Purchase Agreement, but does not purport to describe all of the terms of the Row 44 Merger Agreement or the AIA Stock Purchase Agreement. The following summary is qualified in its entirety by reference to the complete text of the Row 44 Merger Agreement and the AIA Stock Purchase Agreement, a copy of each of which is attached as Annex A and Annex B hereto, respectively. You are urged to read the Row 44 Merger Agreement and the AIA Stock Purchase Agreement in their entirety because they are the primary legal documents that govern the Business Combination.*

*Each of the Row 44 Merger Agreement and the AIA Stock Purchase Agreement contains representations, warranties and covenants that the respective parties made to each other as of the date of each agreement or other specific dates. The assertions embodied in those representations, warranties and covenants were made for purposes of the contract among the respective parties and are subject to important qualifications and limitations agreed to by the parties in connection with negotiating each of those agreements. The representations, warranties and covenants in the Row 44 Merger Agreement are also modified in important part by the underlying disclosure schedules which are not filed publicly and which are subject to a contractual standard of materiality different from that generally applicable to stockholders and were used for the purpose of allocating risk among the parties rather than establishing matters as facts. We do not believe that these schedules contain information that is material to an investment decision.*

### **The Row 44 Merger Agreement**

#### **Structure of Merger**

The Row 44 Merger Agreement provides for the merger of our wholly-owned subsidiary, GEAC Merger Sub, with and into Row 44, with Row 44 surviving as a wholly-owned subsidiary of the Company. As result, each outstanding share of capital stock of Row 44 and outstanding options therefor will convert into the right to receive shares of our common stock, and each outstanding share of common stock of GEAC Merger Sub will convert into one share of common stock of Row 44.

#### **Company Shares to be Issued at Closing of the Row 44 Merger**

Pursuant to the Row 44 Merger Agreement, upon the effectiveness of the Row 44 Merger, all shares of capital stock (including common and preferred stock) of Row 44 then outstanding will be converted into the right to receive shares of common stock of the Company (collectively referred to as the Closing Net Merger Shares), and all options to purchase common stock of Row 44 will be net stock settled for shares of common stock of the Company (collectively referred to as the Row 44 Option Settlement Shares). The aggregate number of Closing Net Merger Shares and Row 44 Option Settlement Shares, taken together, to be issued at closing of the Row 44 Merger is calculated by (a) dividing (i) \$250.0 million, (A) plus or minus any estimated working capital surplus or deficit at closing, as applicable, (B) minus the estimated indebtedness of Row 44 at closing, including (1) the amount of \$11.9 million payable to PAR under the Backstop Fee Agreement and (2) any obligations of Row 44 under any note or other agreement to repurchase shares of capital stock of Row 44 (which in the aggregate may not exceed \$13.1 million) and (C) minus the aggregate Black-Scholes value of certain warrants of Row 44 being assumed by the Company at closing, by (ii) \$10.00, and then (b) subtracting the number of shares of common stock of the Company into which (i) the vested portion of a certain performance warrant of Row 44 and (ii) any unexercised Row 44 penny warrants will be exercisable from and after the Row 44 Merger.

Ten percent (10%) of the Closing Net Merger Shares will be placed in escrow to secure (1) any post-closing purchase price adjustment due to the Company from Row 44 pursuant to the terms of the Row 44 Merger Agreement and (2) Row 44's indemnification obligations under the Row 44 Merger Agreement. Any shares in escrow which are not subject to pending claims as of the date 18 months after the closing will be released to the Row 44 stockholders. No portion of the Row 44 Option Settlement Shares will be placed in or subject to escrow.

In addition to the Company shares to be issued in respect of Row 44's outstanding shares of capital stock and options, as a result of the Row 44 merger the Company will be assuming all outstanding warrants of Row 44, other than those penny warrants of the Company which are exercised prior to closing.



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## **Lock-Up Provisions**

Pursuant to the letters of transmittal to be delivered by Row 44 stockholders to exchange their shares of capital stock of Row 44 for Closing Net Merger Shares, the Row 44 stockholders will covenant not to sell (a) (i) 40% of the Company shares held by such holder (including shares underlying any warrants), and (ii) any of the Escrow Shares held in escrow for such stockholders benefit (in each excluding any shares issued under the Backstop Agreements) until the earlier to occur of (A) the six-month anniversary of closing, or (B) if the last sales price of Company shares exceeds \$12.00 per share for any 20 trading days within any 30-trading day period commencing at least 45 days after closing, the last day of such 30-trading day period, and (b) the remaining Company shares until the earlier to occur of (i) the first anniversary of closing, or (ii) if the last sales price of Company shares exceeds \$12.00 per share for any 20 trading days within any 30-trading day period commencing at least six months after closing, the last day of such 30-trading day period.

Pursuant to the letters of transmittal to be delivered by Row 44's option holders to exchange their options to purchase shares of capital stock of Row 44 for Row 44 Option Settlement Shares, the Row 44's option holders will covenant not to sell (a) 50% of the Company shares held by such holder (including shares underlying any warrants) until the earlier to occur of (i) the six-month anniversary of closing, or (ii) if the last sales price of Company shares exceeds \$12.00 per share for any 20 trading days within any 30-trading day period commencing at least 45 days after closing, the last day of such 30-trading day period, and (b) the remaining Company shares until the earlier to occur of (i) the first anniversary of closing, or (ii) if the last sales price of Company shares exceeds \$12.00 per share for any 20 trading days within any 30-trading day period commencing at least six months after closing, the last day of such 30-trading day period.

The foregoing restrictions applicable to Row 44 equity holders will expire immediately prior to the consummation by the Company of a liquidation, merger, stock exchange or other similar transaction after the closing.

## **Share Repurchase Right**

The Row 44 Merger Agreement provides that, prior to the closing, Row 44 will have the right to repurchase up to \$13.1 million in shares of capital stock of Row 44 from one or more Row 44 stockholders. The terms and conditions of Row 44's acquisition of any repurchased shares will be negotiated by Row 44 on an arm's length basis, in good faith, with the holder(s) thereof, and the purchase price for such repurchased shares may be paid in the form of (a) cash, (b) promissory notes issued by Row 44 or (c) a combination thereof.

## **Post-Closing Adjustments to Closing Net Merger Shares**

Within 90 days after closing of the Row 44 Merger Agreement, the Company will submit to PAR, in its capacity as Stockholders' Agent, an actual closing balance sheet of Row 44 as of 12:01 a.m. on the closing date, together with its calculations of Row 44's actual indebtedness and working capital as of such time, as well as the respective upward or downward adjustment to the number of Closing Net Merger Shares issuable to Row 44 stockholders. Subject to the dispute resolution procedures described in Section 1.14(b) of the Row 44 Merger Agreement, to the extent that there is an increase to the number of Company shares to be issued to Row 44 stockholders, the Company shall deliver such number of shares to the Exchange Agent for distribution to the Row 44 stockholders, and to the extent that the number of Company shares issued to the Row 44 stockholders should be reduced, the Company and Row 44 will instruct the Escrow Agent to release to the Company such number of Company shares in escrow.

## **Closing and Effective Time of the Row 44 Merger**

The Row 44 Merger is expected to be consummated no later than one business day following the satisfaction or waiver of the conditions described below under the subsection below entitled *Conditions to the Closing of the Row 44 Merger*.

### **Conditions to Closing of the Row 44 Merger**

#### **Conditions to the Company's and GEAC Merger Subsidiaries' Obligations**

The obligations of the Company and GEAC Merger Subsidiaries to effect the Row 44 Merger and otherwise consummate the transactions contemplated by the Row 44 Merger Agreement are subject to the satisfaction (or waiver by the Company), at or prior to the closing, of each of the following conditions:

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All of Row 44's representations and warranties in the Row 44 Merger Agreement that contain "Material Adverse Effect" or other "materiality" or similar qualifiers are accurate in all respects as of the date of the Row 44 Merger Agreement and as of the closing date as if made on and as of the closing date.

All of Row 44's representations and warranties in the Row 44 Merger Agreement that do not contain "Material Adverse Effect" or other "materiality" or similar qualifiers are accurate in all material respects as of the date of the Row 44 Merger Agreement and as of the closing date as if made on and as of the closing date.

All of the covenants and obligations that Row 44 or any of its subsidiaries is required to comply with or to perform at or prior to the closing has been complied with and performed in all material respects.

The Company has received the requisite Company stockholder approval contemplated by this proxy statement, including approval of the Row 44 Merger Agreement and the Row 44 Merger.

All specified third party consents required to be obtained in connection with the Row 44 Merger and the other transactions contemplated by the Row 44 Merger Agreement shall have been obtained by Row 44 and are in full force and effect.

The Company has received the following agreements and documents, each of which is in full force and effect: (a) the Registration Rights Agreement from PAR, (b) the Escrow Agreement, executed by PAR and the escrow agent, (c) the Certificate of Merger, executed by Row 44, to be filed with the Secretary of State of the State of Delaware, (d) a certificate executed by the Chief Executive Officer of Row 44 containing the representation of such Chief Executive Officer on behalf of Row 44 that certain closing conditions have been duly satisfied, (e) a statement in accordance with Treasury Regulation Sections 1.1445-2(c)(3) and 1.897-2(h) certifying that Row 44 is not, and has not been, a United States real property holding corporation for purposes of Sections 897 and 1445 of the Code, duly executed by Row 44, and (f) a certificate of the Secretary of Row 44, certifying to (i) the incumbency and specimen signature of each officer of Row 44 executing the Row 44 Merger Agreement and any other document executed on behalf of Row 44, (ii) the organizational documents of Row 44, (iii) the resolutions of the board of directors of Row 44 approving and adopting the Row 44 Merger Agreement, the related ancillary agreements and the transactions contemplated thereby, which has not been modified, revoked or rescinded as of the closing, and (iv) Row 44 stockholder approval of the Row 44 Merger, which has not been modified, revoked or rescinded as of the closing, (g) a certificate of good standing with respect to Row 44 and each of its subsidiaries, dated not more than five (5) days prior to the closing date, from the State of Delaware and all other specified states, (h) written resignations of all directors of Row 44 and of each subsidiary of Row 44, effective as of the closing date, (i) employment agreements between Row 44 and certain Row 44 employees, and (j) a waiver of excess payments from any disqualified person as defined under Section 280G of the Code, together with the necessary stockholder approval of such excess payments in compliance with Section 280G of the Code.

No material adverse effect with respect to Row 44 has occurred, and no event has occurred or circumstance exists that, in combination with any other events or circumstances, would reasonably be expected to have a material adverse effect with respect to Row 44.

The PAR Backstop Agreement is in full force and effect, and PAR has complied in all material respects with all of its obligations under the PAR Backstop Agreement.

The transactions contemplated by the AIA Stock Purchase Agreement are consummated.

All waiting periods applicable to the Row 44 Merger, the other transactions contemplated by the Row 44 Merger Agreement and related ancillary agreements under the HSR Act have expired or been terminated.

No temporary restraining order, preliminary or permanent injunction or other order preventing the consummation of the Row 44 Merger has been issued by any court of competent jurisdiction and

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remain in effect, and there is not any legal requirement enacted or deemed applicable to the Row 44 Merger that makes consummation of the Row 44 Merger illegal or otherwise preventing or prohibiting consummation of the transactions contemplated hereby.

No governmental body or other person has commenced or threatened to commence any legal proceeding (a) challenging or seeking the recovery of a material amount of damages in connection with the Row 44 Merger or (b) seeking to prohibit or limit the exercise by GEAC of any material right pertaining to its ownership of stock of GEAC Merger Sub or Row 44.

Row 44 stockholders holding no more than 5.0% of the outstanding shares of Row 44 common stock (on a fully diluted basis) have exercised or otherwise perfected their rights of appraisal pursuant to applicable law with respect to such shares.

**Conditions to Row 44 s Obligations**

The obligations of Row 44 to effect the Row 44 Merger and otherwise consummate the transactions thereby are subject to the satisfaction (or waiver by Row 44), at or prior to the closing, of the following conditions:

All of the Company s and GEAC Merger Sub s representations and warranties in the Row 44 Merger Agreement that contain material adverse effect or other materiality or similar qualifications are accurate in all respects as of the date of the Row 44 Merger Agreement and as of the closing date as if made on the closing date.

All of the Company s and GEAC Merger Sub s representations and warranties in the Row 44 Merger Agreement that do not contain material adverse effect or other materiality or similar qualifiers are accurate in all material respects as of the date of the Row 44 Merger Agreement and as of the closing date as if made on and as of the closing date.

All of the covenants and obligations that the Company and GEAC Merger Sub are required to comply with or to perform at or prior to the closing have been complied with and performed in all material respects.

The Company has not redeemed and is not obligated to redeem more than 12,661,667 public shares, as such number shall be increased share-for-share for additional backstop agreements entered into on or after the signing date.

The Company shall have received the requisite Company stockholder approvals contemplated by this proxy statement, including approvals of the Row 44 Merger Agreement and the Row 44 Merger.

Row 44 has received each of the following documents, each of which is in full force and effect: (a) the Registration Rights Agreement executed by the Company and the Sponsor, (b) the escrow agreement executed by the Company and the escrow agent, and (c) a certificate signed by an officer of the Company containing the representation of such officer that certain closing conditions have been duly satisfied, (d) a certificate of the Secretary of each of the Company and GEAC Merger Sub, certifying to (i) the incumbency and specimen signature of each officer of the Company or GEAC Merger Sub, as applicable, executing the Row 44 Merger Agreement and any other document executed on behalf of the Company or GEAC Merger Sub, as applicable, (ii) the organizational documents of the Company or GEAC Merger Sub, as applicable, (iii) the resolutions of the board of directors of the Company and GEAC Merger Sub, as applicable, approving and adopting the Row 44 Merger Agreement, the ancillary agreements thereto to which such entity is a party and the transactions contemplated hereby and thereby, which have not been modified, revoked or rescinded as of the closing, and (iv) the requisite approval of the Company stockholders, which has not been modified, revoked or rescinded as of the closing, and (e) a certificate of good standing with respect to GEAC Merger Sub, dated not more than five days prior to the closing date, from the state of Delaware.

The transactions contemplated by the AIA Stock Purchase Agreement have been consummated.

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All waiting periods applicable to the Row 44 Merger, the other transactions contemplated by the Row 44 Merger Agreement and related ancillary agreements under the HSR Act have expired or been terminated.

No temporary restraining order, preliminary or permanent injunction or other order preventing the consummation of the Row 44 Merger has been issued by any court of competent jurisdiction and remain in effect, and there has not been any legal requirement enacted or deemed applicable to the Row 44 Merger that makes consummation of the Row 44 Merger illegal or otherwise preventing or prohibiting consummation of the transactions contemplated by the Row 44 Merger Agreement.

No governmental body or other person has commenced or threatened to commence any legal proceeding (a) challenging or seeking the recovery of a material amount of damages in connection with the Row 44 Merger or (b) seeking to prohibit or limit the exercise by GEAC of any material right pertaining to its ownership of stock of GEAC Merger Sub or Row 44.

The Company has made arrangements to have the funds of the Company's trust account disbursed to the Company as promptly as practicable after the Closing, and the amount of such funds (assuming no redemptions of Company shares at closing) shall be no less than \$169,643,330.90.

Row 44 has received its requisite stockholder approval of the Row 44 Merger Agreement and the Row 44 Merger.

The certificate of incorporation and bylaws of the Company have been amended and restated in such form as agreed to by the parties.

## **Representations and Warranties**

Under the Row 44 Merger Agreement, the Company and GEAC Merger Sub made customary representations and warranties, including those relating to: organization and qualification; power and authorization; no conflict and consents; valid issuance; capitalization; GEAC Merger Sub; SEC filings and financial statements; taxes; no discussions; Company stockholder vote required; the Company trust account; and brokers or finders.

Under the Row 44 Merger Agreement, Row 44 made customary representations and warranties, including those relating to: organization and qualification; power and authorization; non-contravention; capitalization; no violation or default and compliance with legal requirements; brokers or finders; litigation; title to property and assets; intellectual property; disclosure; financial statements and accounting controls; changes; taxes; insurance; employee matters; related-party transactions; permits; subsidiaries; material agreements; actions; environmental and safety laws; exclusive rights; real property holding company matters; records; Row 44 stockholder approval; real property; information supplied; and no discussions.

## **Materiality and Material Adverse Effect**

Under the Row 44 Merger Agreement, an event, violation, inaccuracy, circumstance or other matter will be deemed to have a Material Adverse Effect on Row 44 and its subsidiaries, taken as a whole, if such violation or other matter (considered together with all other matters that would constitute exceptions to Row 44's representations and warranties set forth in the Row 44 Merger Agreement but for the presence of Material Adverse Effect or other materiality qualifications, or any similar qualifications, in such representations and warranties) would reasonably be expected to have a material adverse effect on the business, properties, condition (financial or otherwise), capitalization, results of operations, financial performance or prospects of Row 44 and its subsidiaries, considered as a whole.

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**Covenants of the Parties**

The Company made the following covenants under the Row 44 Merger Agreement:

The Company shall file this proxy statement as promptly as practicable after signing of the Row 44 Merger Agreement, which proxy statement shall comply as to form in all material respects with the requirements of the Exchange Act, Delaware law and NASDAQ rules. The Company shall use commercially reasonable efforts to solicit from each of its stockholders a proxy to vote in favor of the matters described in this proxy statement.

Without the prior written consent of Row 44, from the signing of the Row 44 Merger Agreement until the closing:

(a) the Company will conduct its business and operations in the ordinary course and in substantially the same manner as such business and operations have been conducted prior to the date of the Row 44 Merger Agreement; (b) the Company will not declare, accrue, set aside or pay any dividend or make any other distribution in respect of any shares of its capital stock, and the Company will not repurchase, redeem or otherwise reacquire any shares of its capital stock or other securities; (c) except as otherwise contemplated by the Row 44 Merger Agreement and by the AIA Stock Purchase Agreement, the Company will not sell, issue or authorize the issuance of (i) any capital stock or other security, (ii) any option or right to acquire any capital stock or other security, or (iii) any instrument convertible into or exchangeable for any capital stock or other security in each case other than entry into agreements for issuances and sales company shares at closing at a price per share of at least \$10.00; (d) the Company will not amend or permit the adoption of any amendment to any of its charter documents; (e) the Company will not enter into, or permit any of the assets owned or used by it to become bound by, any contract requiring the consent of any other party to such contract in connection with (i) the Row 44 Merger or the other transactions contemplated by the Row 44 Merger Agreement or (ii) the AIA Stock Purchase Agreement; (f) the Company will not (i) lend money to any person (except that the Company may make routine travel advances to employees in the ordinary course of business) or (ii) incur or guarantee any indebtedness for borrowed money in excess of \$1 million; (g) the Company will not change any of its methods of accounting or accounting practices in any material respect; or (h) the Company will not agree or commit to take any of the actions described in clauses (b) through (g) above.

From and after the date of the Row 44 Merger Agreement, except to the extent required by the Securities Act and the Exchange Act, the Company will not (i) issue any press release regarding the Row 44 Merger Agreement or the Row 44 Merger, or regarding any of the other transactions contemplated by the Row 44 Merger Agreement or (ii) make any public statement regarding the Row 44 Merger Agreement or the Row 44 Merger, or regarding any of the other transactions contemplated by the Row 44 Merger Agreement, in each case without Row 44's prior written consent.

During the period beginning after the signing of the Row 44 Merger Agreement and ending on the closing date, neither the Company nor any of its representatives will, directly or indirectly: (a) commence, initiate or renew any discussion, proposal or offer to any target; (b) commence or renew any due diligence investigation of any target; (c) participate in any discussions or negotiations or enter into any term sheet, memorandum of understanding or other contract with, any target; or (d) consider, entertain or present any proposal or offer to any target relating to a possible acquisition transaction.

The Company will enter into an indemnification agreement in such form as agreed to by the Company and Row 44 with each individual who will be a director of the Company post-closing.

The Company agrees, from and after the closing, (i) that all indemnification rights for acts or omissions in favor of directors or officers in Row 44's organizational documents or indemnification agreements shall survive the Row 44 Merger and continue in full force, (ii) to maintain directors' and officers' liability insurance for at least the same coverage for a period of six (6) years after the closing (subject to an annual cap of 200% of the annual premium therefor as of the closing), and

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(iii) if either the Company or Row 44 consolidates with or merges into another entity or transfers all or substantially of its assets to another entity, to make proper provision so that the successor or assignee assumes the foregoing obligations.

Row 44 has made the following covenants under the Row 44 Merger Agreement:

From and after the date of the Row 44 Merger Agreement, neither PAR nor Row 44 will (i) issue any press release regarding the Row 44 Merger Agreement or any of the transactions contemplated thereby or (ii) make any public statement regarding the Row 44 Merger Agreement or any of the transactions contemplated by the Row 44 Merger Agreement, in each case without the Company's prior written consent. Row 44 will not provide any written materials (including by email) to its employees generally (or to any subset thereof), or to its customers or partners generally (or to any subset thereof), regarding the Row 44 Merger Agreement or any of the transactions contemplated by the Row 44 Merger Agreement without the Company's prior written consent.

Without the prior written consent of the Company, until the Closing Date, Row 44 agrees to: (a) conduct its business and operations in the ordinary course and in substantially the same manner as such business and operations have been conducted; (b) use reasonable best efforts to preserve intact its current business organization, keep available the services of its current officers and employees and maintain its relations and good will with all suppliers, customers, landlords, creditors, employees and other persons having business relationships with it; (c) keep in full force all insurance policies; (d) not pay any dividend, or redeem any shares of capital stock; (e) not make any binding material proposal or enter into, amend or terminate any material contract; not declare, accrue, set aside or pay any dividend or make any other distribution in respect of any shares of common stock, and not repurchase, redeem or otherwise reacquire any shares of common stock or other securities; (f) not sell, issue or authorize the issuance of any capital stock or other security (except upon the valid exercise of options or warrants outstanding as of the date of the Row 44 Merger Agreement), any option or right to acquire any capital stock or other security, or any instrument convertible into or exchangeable for any capital stock or other security; (g) not amend or waive any of its rights under (any provision of any agreement evidencing any outstanding option or right to purchase equity securities of the Company, or any provision or any restricted stock purchase agreement; (h) not amend or permit the adoption of any amendment to any of its respective organizational documents; (i) not form any subsidiary or acquire any equity interest or other interest in any other entity; (j) not (1) enter into, or permit any of the assets owned or used by it to become bound by, any contract requiring the consent of any other party to such contract in connection with the Row 44 Merger, (2) enter into, or permit any of the assets owned or used by it to become bound by, any contract that is or would constitute a material contract, or amend or prematurely terminate, or waive any material right or remedy under, any material contract; (k) not lend money to any person (except that Row 44 may make routine travel advances to employees in the ordinary course of business) or incur or guarantee any indebtedness for borrowed money; not (l) establish, adopt or amend any employee benefit plan, pay any bonus or make any profit-sharing payment, cash incentive payment or similar payment to, or increase the amount of the wages, salary, commissions, fringe benefits or other compensation or remuneration payable to, any of its directors, officers or employees, or hire any new employee, consultant or independent contractor; (m) not change any of its methods of accounting or accounting practices in any material respect; (n) not make any material tax election; (o) not commence or settle any legal proceeding; (p) not take any other similar action, or enter into any similar transaction of the sort described in the changes representation made by Row 44; and (o) not agree or commit to take any of the actions described above. From the date of the Row 44 Merger Agreement through the date of the closing, none of Row 44, PAR nor any of their respective representatives shall, directly or indirectly (a) solicit or encourage the initiation of any inquiry, proposal or offer from any person (other than the Company) relating to a possible acquisition; (b) participate in any discussions or negotiations or enter into any agreement with, or provide any information to, any person (other than the Company) relating to or in connection with a possible acquisition; or (c) consider, entertain or accept any proposal or offer from any person (other than the Company) relating to a possible acquisition. Row 44 will promptly notify

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the Company in writing of any inquiry, proposal or offer relating to a possible acquisition that is received by Row 44, PAR or any representative thereof from the date of the Row 44 Merger Agreement through the closing.

Row 44 waives any right, title, interest or claim of any kind it has or may have in the future in or to any monies in the Company's trust account, and agrees not to seek recourse against the trust account or any funds distributed therefrom as a result of, or arising out of, any such claims against the Company arising under this Agreement. From the signing of the Row 44 Merger Agreement through closing, Row 44 shall provide to the Company full access to its personnel, premises, properties and assets, books, records, and other such information as the Company may reasonably request.

From the signing of the Row 44 Merger Agreement through closing, Row 44 shall promptly notify the Company of (i) any breach of its representations or warranties, (ii) any event, condition or effect that would constitute a breach of the Company's representations or warranties if made as of such date, or if such event, condition or effect had occurred prior to the date of signing, (iii) any breach of any of its covenants or obligations, (iv) any event, condition, fact or circumstance which would make it impossible to satisfy the closing conditions set forth in the Row 44 Merger Agreement. To the extent any such matter would require an update to the Row 44 Schedule of Exceptions, Row 44 shall promptly deliver such update, provided that such update shall not be deemed to supplement or amend the Schedule of Exceptions for purposes of Row 44's indemnification obligations or determining whether any closing condition has been met.

Row 44's board of directors shall submit the Row 44 Merger Agreement, together with a copy of the Company's draft proxy statement, to its stockholders on the date of signing, and shall use reasonable best efforts to obtain the written consent of stockholders required to approve the Row 44 Merger Agreement and the Row 44 Merger within three business days following signing.

Row 44 agrees to provide to the Company all information required to be included in this proxy statement and any other filings required to be made by the Company in connection with the transactions contemplated by the Row 44 Merger Agreement, to make their managers, directors, officers and employees available in connection with (i) drafting of this proxy statement and (ii) responding to SEC comments on the proxy statement.

Row 44 shall use its reasonable best efforts to have all holders of warrants with a per share exercise price less than \$0.0001, or the Row 44 Penny Warrants, to exercise such Row 44 Penny Warrants at or prior to closing.

Row 44 shall take all actions necessary to (i) terminate its 2011 Equity Incentive Plan as of the closing and (ii) ensure that the Company is not bound by any option to purchase capital stock of Row 44 from and after the closing.

The Company and Row 44 made the following mutual covenants under the Row 44 Merger Agreement:

If at any time prior to the Closing, any information relating to the Company, Row 44 or its subsidiaries, or any of their respective subsidiaries, affiliates, officers or directors, that should be set forth in an amendment or supplement to the proxy statement so that such documents would not include any misstatement of a material fact or omit to state any material fact necessary to make the statements therein, in light of the circumstances under which they were made, not misleading, should be discovered by such party, it shall promptly notify other party and an appropriate amendment or supplement describing such information shall be promptly filed with the SEC and, to the extent required by law, disseminated to the stockholders of the Company.

Each of Row 44 and the Company will its reasonable best efforts to take all actions and to do all things necessary, proper, or advisable in order to consummate and make effective the transactions contemplated by the Row 44 Merger Agreement (including satisfaction, but not waiver, of the closing conditions).

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Each of Row 44 and the Company will file any notification and report forms and related material that it may be required to file with the Federal Trade Commission and the Antitrust Division of the United States Department of Justice under the HSR Act in connection with the transactions contemplated the Row 44 Merger Agreement, will use its reasonable best efforts to obtain an early termination of the applicable waiting period, and will make any further filings pursuant thereto that may be necessary, proper or advisable.

If at any time prior to the effective time under the Row 44 Merger Agreement, any information relating to the Company, Row 44 or its subsidiaries, or any of their respective subsidiaries, affiliates, officers or directors, that should be set forth in an amendment or supplement to the proxy statement, so that such documents would not include any misstatement of a material fact or omit to state any material fact necessary to make the statements therein, in light of the circumstances under which they were made, not misleading, should be discovered by the Company or Row 44, as applicable, the party which discovers such information shall promptly notify the other party and an appropriate amendment or supplement describing such information shall be promptly filed with the SEC and, to the extent required by law, disseminated to the stockholders of the Company.

### **Board of Directors of the Company following the Row 44 Merger**

The board of directors following the Row 44 Merger shall include the individuals identified in the section entitled *Management After the Business Combination* beginning on page 200.

### **Termination**

The Row 44 Merger Agreement may be terminated at any time prior to the consummation of the Row 44 Merger (whether before or after the required Company and Row 44 stockholder votes have been obtained):

by mutual written consent of the Company and Row 44;

by either the Company or Row 44 if the Row 44 Merger has not been consummated by February 18, 2013 (unless the failure to consummate the Row 44 Merger is attributable to a failure on the part of the party seeking to terminate the Row 44 Merger Agreement to perform any material obligation required to be performed by such party at or prior to the consummation of the Row 44 Merger);

by either the Company or Row 44 if a court of competent jurisdiction or other governmental body shall have issued a final and nonappealable order, decree or ruling, or shall have taken any other action, having the effect of permanently restraining, enjoining or otherwise prohibiting the Row 44 Merger;

by the Company if its stockholders shall have taken a final vote on the principal terms of the Row 44 Merger and the adoption of the Row 44 Merger Agreement, and the requisite stockholder approval has not been received;

by the Company if any of Row 44's representations and warranties contained in the Row 44 Merger Agreement is inaccurate in any material respect as of the date of the Row 44 Merger Agreement or has become inaccurate in any material respect as of any subsequent date (as if made on such subsequent date), or if any of Row 44's covenants contained in the Row 44 Merger Agreement has been breached in any material respect; provided, however, that the Company may not terminate the Row 44 Merger Agreement on account of an inaccuracy in Row 44's representations and warranties or on account of a breach of a covenant by Row 44 unless such inaccuracy or breach (if curable) is not cured by Row 44 within ten (10) calendar days after receiving written notice from the Company of such inaccuracy or breach;

by Row 44 if any of the Company's or GEAC Merger Sub's representations and warranties contained in this Agreement is inaccurate in any material respect as of the date of the Row 44 Merger Agreement or has become inaccurate in any material respect as of any subsequent date (as if made on such subsequent date), or if any of the Company's or GEAC Merger Sub's covenants contained in the Row 44 Merger Agreement has been breached in any material respect; provided, however, that Row 44 may not terminate the Row 44 Merger Agreement on account of an

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inaccuracy in the Company's or GEAC Merger Sub's representations and warranties or on account of a breach of a covenant by the Company or GEAC Merger Sub (ii) unless such inaccuracy or breach (if curable) is not cured by GEAC within 15 calendar days after receiving written notice from Row 44 of such inaccuracy or breach;

by the Company if Row 44 has breached its exclusivity covenant regarding solicitation to discussions; by Row 44 if the Company has breached its exclusivity covenant; or by either Row 44 or the Company if Row 44's stockholder approval of the transactions is not obtained within three business days of signing.

If the Row 44 Merger Agreement is terminated by the Company pursuant to Row 44's breach of its exclusivity covenant then, concurrently with the consummation of certain specified alternative transactions by Row 44 on or prior to an agreed upon date, Row 44 will pay to the Company a termination payment consisting of \$25 million, plus reimbursement of all fees and expenses incurred by the Company in connection with the transactions contemplated by the Row 44 Merger Agreement, up to a maximum of \$27.5 million.

If the Row 44 Merger Agreement is terminated by Row 44 pursuant to the Company's breach of its exclusivity covenant, then, concurrently with the execution of a term sheet or agreement with another entity with which it will consummate a business combination on or prior to February 18, 2013, the Company will pay to Row 44 a termination payment consisting of \$25 million, plus reimbursement of all fees and expenses incurred by Row 44 in connection with the transactions contemplated by the Row 44 Merger Agreement, up to a maximum of \$27.5 million.

### **Effect of Termination**

If the Row 44 Merger Agreement is terminated pursuant to the termination provisions specified therein, all further obligations of the parties under the Row 44 Merger Agreement, other than with respect to payment of the termination payment, will terminate without any liability of any party thereto or any of their respective affiliates or their respective directors, officers, stockholders, members, managers, partners, employees, agents or representatives; provided, however, that: (a) none of the parties will be relieved of any obligation or liability arising from any prior willful breach by such party of any provision of the Row 44 Merger Agreement.

### **Fees and Expenses**

Following the Closing and upon release of the Company's trust account, the Company shall bear and pay all fees, costs and expenses (including legal fees and accounting fees) that have been incurred or that are incurred by the Company, Row 44 and PAR in connection with the transactions contemplated by this Agreement, including, without limitation, all fees, costs and expenses incurred by GEAC, Row 44 and PAR in connection with or by virtue of (a) the investigation and review conducted each party and its representatives with respect to the Company's business (and the furnishing of information to the Company and its representatives in connection with such investigation and review), (b) the negotiation, preparation and review of the Row 44 Merger Agreement and all agreements, certificates, opinion and other instruments and documents delivered or to be delivered in connection with the transactions contemplated by this Agreement, (c) the preparation and submission of any filing or notice required to be made of given in connection with any of the transactions contemplated by this Agreement, and (d) the consummation of the Row 44 Merger.

### **Amendments**

The Row 44 Merger Agreement may not be amended, modified, altered or supplemented other than by means of a written instrument duly executed and delivered on behalf of all of the parties thereto.

## Release

Effective as of the closing, each Row 44 equity holder, by virtue of accepting such number of Company shares to which such Row 44 equity holder is entitled, on behalf of himself, herself or itself and its, his or her affiliates and each of its, his or her (as applicable) and their respective officers, directors, employees, agents,

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successors and assigns (the releasing parties ), will release, acquit and forever discharge GEAC, Row 44, GEAC Merger Sub, each of their respective affiliates, subsidiaries, and any and all of each of their respective successors and assigns, together with all their present and former directors and officers (the released parties ), from any and all manner of claims, actions, suits, damages, demands and liabilities whatsoever in law or equity, whether known or unknown, liquidated or unliquidated, fixed, contingent, direct or indirect (collectively, claims ), which the releasing party ever had, has or may have against any of the released parties for, upon, or by reason of any matter, transaction, act, omission or thing whatsoever arising under or in connection with any of the released parties, from any time prior to and up to and including the closing date, with respect to such person s status as a equity holder of Row 44. The released claims do not include a release of (i) any rights of such Row 44 equity holder under the Row 44 Merger Agreement (including rights to such number of shares of the Company to which such stockholder or optionholder is entitled pursuant to the terms thereof), (ii) any rights of a Row 44 stockholder to indemnification of directors and officers under Row 44 s organizational documents, (iii) to the extent such equity holder is an employee, any rights in respect of such employment, (iv) any rights of a stockholder or its affiliates with respect to any written commercial contract between such person or entity and Row 44, and (v) PAR s rights under the PAR Backstop Agreement, the Backstop Fee Agreement and the AIA Stock Purchase Agreement and all ancillary agreements entered into in connection therewith.

### **Exchange of Certificates**

On or prior to the closing date, the Company and Row 44 will agree upon, select and engage an exchange agent in connection with the Row 44 Merger. Upon consummation of the Row 44 Merger, the Company will deposit with the exchange agent stock certificates representing the Closing Net Merger Shares, other than the Escrow Shares, and the Row 44 Option Settlement Shares.

At the closing, each Row 44 stockholder entitled to receive shares of common stock of the Company pursuant to the Row 44 Merger Agreement will surrender to the exchange agent Row 44 stock certificates representing all of such stockholder s shares of common stock of Row 44, properly endorsed for transfer, along with a letter of transmittal in such form agreed to by the Company and Row 44. As soon as practicable after the closing, the exchange agent will deliver to (i) each Row 44 stockholder who has surrendered such stock certificates a certificate representing 90% of the number of shares of common stock of GEAC that such stockholder otherwise has the right to receive pursuant to the Row 44 Merger Agreement, and (ii) the escrow agent, on behalf of each such Row 44 stockholder, a certificate representing 10% of the number of whole shares of common stock of GEAC that such Row 44 stockholder otherwise has the right to receive pursuant to the provisions of the Row 44 Merger Agreement, rounded up to the nearest whole share, which escrow shares will be held (and released) in accordance with the provisions of the Row 44 Merger Agreement and the terms of an escrow agreement to be entered into at or prior to closing. The shares held in escrow will be used to satisfy indemnification claims in accordance with the terms of the Row 44 Merger Agreement.

### **Appraisal Rights**

Appraisal rights are not available to Company stockholders in connection with the Row 44 Merger.

For purposes of the Row 44 Merger Agreement, appraisal shares refers to any shares of Row 44 capital stock outstanding immediately prior to the closing that are held by Row 44 stockholders who are entitled to demand and who properly demand appraisal of such shares pursuant to, and who comply with the applicable provisions of, Section 262 of the DGCL.

Row 44 stockholders selecting to exercise appraisal rights will be entitled only to such rights with respect to the shares of Row 44 capital stock they hold as may be granted to such holders in Section 262 of the DGCL. A holder of appraisal shares will not have and will not be entitled to exercise any of the voting rights or other rights of a stockholder of GEAC after the closing. If any holder of appraisal shares fails to perfect or waives, rescinds, withdraw or otherwise loses such holder's right of appraisal under Section 262 of the DGCL, then (i) any right of such holder to require Row 44 to purchase his or her appraisal shares for cash will be extinguished and (ii) such shares will automatically be converted into and will represent only the right to receive (upon the surrender of the certificate or certificates representing such shares) shares of common stock of the Company, and cash in lieu of any fractional share in accordance with Section 1.5(c) of the Row 44 Merger Agreement, if appropriate.

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Row 44 has agreed (i) to give the Company prompt written notice of any demand by any Row 44 stockholder for appraisal of such stockholder's shares of capital stock of Row 44 pursuant to the DGCL and of any other notice demand or instrument delivered to Row 44 pursuant to the DGCL and (ii) shall give the Company's representatives the opportunity to participate in all negotiations and proceedings with respect to any such notice, demand or instrument. Row 44 will not make any payment or settlement offer with respect to any such notice or demand unless the Company has consented in writing thereto.

## **Tax Consequences**

For federal income tax purposes, the Row 44 Merger is intended to constitute a reorganization within the meaning of Section 368 of the Code. The parties to the Row 44 Merger Agreement have adopted the Row 44 Merger Agreement as a plan of reorganization within the meaning of Sections 1.368-2(g) and 1.368-3(a) of the United States Treasury Regulations. No party to the Row 44 Merger Agreement has made any representation or warranty to any other party as to the tax consequences of the Row 44 Merger or the other transactions contemplated thereby.

## **Survival and Indemnification**

Other than claims based upon fraud or willful misconduct, which have no limitation as to survival, the representations and warranties of Row 44, the Company and GEAC Merger Sub contained in the Row 44 Merger Agreement will survive the closing and will expire on the 18 month anniversary of the closing date (the expiration date), provided, however, that if, at any time prior to the expiration date, an indemnified party properly delivers a notice of a claim for which indemnification is asserted, such claim will survive the expiration date. The covenants and other agreements by each of the parties contained in the Row 44 Merger Agreement will survive the consummation of the Row 44 Merger until they are otherwise terminated, whether by their terms or as a matter of applicable law.

From and after the closing, each stockholder that does not perfect appraisal rights, severally but not jointly, agrees to hold harmless and Row 44 indemnify each of the Company, GEAC Merger Sub and their affiliates from and against any damages that are directly or indirectly suffered or incurred by any of the them or to which any of them may otherwise become subject that arise from or as a result of: (i) any inaccuracy in or breach of any representation or warranty made by Row 44 in the Row 44 Merger Agreement or the Schedule of Exceptions as of the date of the Row 44 Merger Agreement, (ii) any inaccuracy in or breach of any representation or warranty set forth (A) in Section 2 of the Row 44 Merger Agreement or the Schedule of Exceptions as if such representation and warranty had been made on and as of the closing date, or (B) in any other document, certificate or other instrument delivered to the Company or GEAC Merger Sub in connection with the transactions contemplated by the Row 44 Merger Agreement, (iii) any breach of any covenant or obligation of Row 44 set forth in the Row 44 Merger Agreement (including the covenants set forth in Sections 4 and 6 therein) or related ancillary agreements, (iv) the exercise by any Row 44 stockholder of rights of appraisal or dissent under Section 262 of the DGCL or any other applicable law, (v) any indebtedness to the extent not included in the calculation of post-closing adjustments, and (vi) any claim, objection or dispute by any Row 44 stockholder with respect to or arising from the allocation of Company shares among Row 44 equity holders.

The rights of the Company and its affiliates to indemnification under the Row 44 Merger Agreement shall be subject to the following limitations: (i) a cap equal to the aggregate value of the Escrow Shares, based upon a price of \$10.00 per Company share, or the Cap; (ii) that no amounts shall be due in respect of such indemnification rights with respect to breaches of Row 44's representations and warranties unless aggregate damages with respect thereto exceeds \$2.5 million, or the Threshold Amount, in which case all such amounts, including the Threshold Amount, shall be due and payable; (iii) with respect to claims of fraud or willful misconduct, the foregoing limitations set forth in (i) and (ii) shall not apply, but such claims shall be subject to an overall cap of 100% of the merger consideration received by



such Row 44 stockholder; and (iv) other than with respect to claims of fraud or willful misconduct, the sole source of indemnification shall be the escrow account.

From and after the closing, the Company will hold harmless and indemnify the Row 44 stockholders who do not perfect their appraisal rights and their affiliates, and each of their respective officers, directors, employees, agents and representatives, from and against all damages that are directly suffered or incurred by

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any of them or to which any of them may otherwise be subject that arise from or as a result of, or are directly or indirectly connected with: (i) any inaccuracy in or breach of any representation or warranty made by the Company or GEAC Merger Sub in the Row 44 Merger Agreement or the Company's Schedule of Exceptions as of the date of signing, (ii) any inaccuracy in or breach of any representation or warranty set forth in (A) Section 3 of the Row 44 Merger Agreement or the Company's Schedule of Exceptions as if such representation and warranty had been made on and as of the closing date, or (B) in any other document, certificate or other instrument delivered by the Company or GEAC Merger Sub to Row 44 in connection with the transactions contemplated by the Row 44 Merger Agreement and (iii) any breach of any covenant or obligation of the Company or GEAC Merger Sub set forth in the Row 44 Merger Agreement or related ancillary agreements.

The rights of Row 44 and its affiliates to indemnification under the Row 44 Merger Agreement shall be subject to the following limitations: (i) a cap equal to the Cap; and (ii) that no amounts shall be due in respect of such indemnification rights with respect to breaches of the Company's or GEAC Merger Sub's representations and warranties unless aggregate damages with respect thereto exceeds the Threshold Amount, in which case all such amounts, including the Threshold Amount shall be due and payable.

## **Description of the AIA Stock Purchase Agreement**

### **Structure of the AIA Stock Purchase**

The AIA Stock Purchase Agreement provides for the purchase by the Company of 86% of the issued and outstanding shares of AIA, consisting of 20,464,581 shares from PAR in exchange for 14,368,233 shares of our non-voting common stock.

### **Consideration Received by PAR for AIA Shares**

Pursuant to the terms of the AIA Stock Purchase Agreement, the purchase price for the AIA Shares consists of approximately 14,368,233 shares of our non-voting common stock. The total number of shares of our common stock to be issued to PAR under the AIA Stock Purchase Agreement is calculated by dividing (i) \$143,682,330 by (ii) \$10.00.

### **Closing Conditions**

The respective obligations of each party to the AIA Stock Purchase Agreement are subject to the satisfaction, at or prior to the closing, of each of the following conditions:

The transactions contemplated by the Row 44 Merger Agreement and the Repurchase Agreement have been consummated;

No governmental body or other person has commenced or threatened to commence any legal proceeding (i) challenging or seeking the recovery of a material amount of damages in connection with the transactions contemplated by the AIA Stock Purchase Agreement, (ii) seeking to prohibit or limit the exercise by PAR of any material right pertaining to its ownership of the shares of GEAC to be issued in consideration of the AIA Shares, or (iii) seeking to prohibit or limit the exercise by GEAC of any material right pertaining to its ownership of the AIA Shares.



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**Approval of the Business Combination and the Certificate Proposal**

PAR's obligations to consummate the transactions contemplated by the AIA Stock Purchase Agreement are conditioned upon the satisfaction or waiver of the following conditions:

All of GEAC's representations and warranties contained in Section 4 of the AIA Stock Purchase Agreement are true and correct as of the date of the AIA Stock Purchase Agreement and are true and correct as of the closing date with the same effect as though such representations and warranties had been made on and as of such date (other than any such representation or warranty that is made by its terms as of a specified date, which are true and correct as of such specified date);

GEAC has performed or complied in all material respects with all agreements or covenants required to be performed by the agreement on or prior to the closing;

No material adverse effect has occurred with respect to GEAC, and no event has occurred or circumstance exists that, in combination with any other events or circumstances, would reasonably be expected to have a material adverse effect on GEAC;

PAR has received the shares of GEAC common stock issued as consideration for the AIA Shares free and clear of any and all liens;

PAR has received a registration rights agreement pertaining to the shares of GEAC common stock it receives under the AIA Stock Purchase Agreement;

PAR has received a certificate executed by an officer of GEAC containing the representation of such officer that certain closing conditions have been duly satisfied; and

PAR has received a certificate of the Secretary of GEAC, certifying to (A) the incumbency and specimen signature of each officer of GEAC executing the AIA Stock Purchase Agreement and any other document executed on behalf of GEAC, (B) the organizational documents of GEAC and (C) the resolutions of the Board of Directors of GEAC approving and adopting the AIA Stock Purchase Agreement and the transactions contemplated hereby, which have not been modified, revoked or rescinded as of the closing.

GEAC's obligations under the AIA Stock Purchase Agreement are subject to the satisfaction or waiver of the following conditions:

All of PAR's representations and warranties contained in Section 3 of the AIA Stock Purchase Agreement that contain Material Adverse Effect or other materiality or similar qualifiers are true and correct as of the date thereof and are true and correct as of the closing date with the same effect as though such representations and warranties had been made on and as of such date (other than any representation or warranty that is made by its terms as of a specified date, which are true and correct as of such specified date).

All of PAR's representations and warranties contained in Section 3 of the AIA Stock Purchase Agreement in the AIA Stock Purchase Agreement that do not contain Material Adverse Effect or other materiality or similar qualifiers are true and correct in all material respects as of the date thereof and are true and correct in all material respects as of the closing date with the same effect as though such representations and warranties had been made on and as of such date (other than any such representation or warranty that is made by its terms as of a specified date, which shall be true and correct as of such specified date).

PAR has performed or complied in all material respects with all agreements or covenants required by the AIA Stock Purchase Agreement to be performed or complied with;

No material adverse effect with respect to AIA has occurred and no event has occurred or circumstance exists that, in combination with any other events or circumstances, would reasonably be expected to have a material adverse effect with respect to AIA;

GEAC has received the AIA Shares, free and clear of any and all liens;

GEAC has received the registration rights agreement executed by PAR;



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All consents required to be obtained from or made with any governmental body have been obtained and are in full force and effect;

All material third party consents required to be obtained in connection with the transactions contemplated by the AIA Stock Purchase Agreement have been obtained by AIA and are in full force and effect;

GEAC has received a certificate executed by an executive officer of PAR containing the representation of such executive officer on behalf of PAR that certain closing conditions have been duly satisfied;

GEAC has received a certificate of an executive officer of PAR, certifying to (A) the incumbency and specimen signature of each officer of PAR executing the AIA Stock Purchase Agreement and any other document executed on behalf of PAR and (B) the resolutions of the general partner of PAR approving and adopting the AIA Stock Purchase Agreement and the transactions contemplated thereby, which have not been modified, revoked or rescinded as of the closing; and

GEAC has received a certificate executed by AIA, in form and substance reasonably satisfactory to GEAC, certifying that (A) all of the representations and warranties of AIA set forth on Annex A to the AIA Stock Purchase Agreement that contain Material Adverse Effect or other materiality or similar qualifiers are true and correct as of the date thereof and are true and correct as of the closing date with the same effect as though such representations and warranties had been made on and as of such date (other than any such representation or warranty that is made by its terms as of a specified date, which shall be true and correct and not misleading as of such specified date) and (B) all of the representations and warranties of AIA set forth on Annex A to the AIA Stock Purchase Agreement that do not contain Material Adverse Effect or other materiality or similar qualifiers are true and correct in all material respects as of the date thereof and are true and correct in all material respects as of the closing date with the same effect as though such representations and warranties had been made on and as of such date (other than any such representation or warranty that is made by its terms as of a specified date, which shall be true and correct as of such specified date).

### **Materiality and Material Adverse Effect**

Certain of the representations and warranties are qualified by materiality or material adverse effect. For the purposes of the AIA Stock Purchase Agreement, material adverse effect with respect to AIA means an event, violation, inaccuracy, circumstance or other matter that would reasonably be expected to have a material adverse effect on the business, properties, condition (financial or otherwise), capitalization, results of operations or financial performance of AIA; provided, however, that none of the following constitute, or will be considered in determining whether there has occurred, a material adverse effect: (i) changes or conditions generally affecting the industry in which AIA operates, (ii) changes in economic, capital market, regulatory or political conditions generally, (iii) the announcement or pendency of the transactions contemplated herein (including, without limitation, any cancellation of any marketing, partners, supplier, distributor, customer or similar relationships or any loss of employees), (iv) any failure by AIA to meet any internal projections or forecasts or revenue or earnings predictions for any past, current or future period, (v) any change in GAAP or applicable laws or (vi) the receipt from a governmental body of a second request or other similar antitrust investigation, claim, suit or cause of action, or (viii) changes that are the result of economic factors affecting the national, regional or world economy or acts of war or terrorism.

The term material adverse effect with respect to the GEAC means an event, violation, inaccuracy, circumstance or other matter that would reasonably be expected to have a material adverse effect on the business, properties, condition (financial or otherwise), capitalization, results of operations or financial performance of GEAC.

### **Representations and Warranties**

The AIA Stock Purchase Agreement contains a number of customary representations and warranties that the Company and PAR have made to each other.



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PAR makes the following representations as to itself: (i) existence, authority and binding effect of agreement; (ii) no conflicts or violations of law; (iii) title to securities; (iv) no litigation or proceedings; (v) no additional approval, consents or authorizations required; (vi) investment intent, investment experience and accredited investor status; (vii) no brokers or finders; (viii) no discussions regarding alternative transactions, and (ix) no additional representations and warranties.

The Company makes the following representations: (i) existence, authority and binding effect of agreement; (ii) no conflicts or violations of law; (iii) no litigations or proceedings; (iv) no additional approval, consents or authorizations required; (v) capitalization; (vi) SEC filings and financial statements; (vii) no brokers or finders; (viii) stockholder vote; (ix) valid issuance; and (x) investment intent, investment experience, and accredited investor status.

Concurrently with the execution of the AIA Stock Purchase Agreement, AIA delivered a certificate certifying that the statements set out in Annex A to the AIA Stock Purchase Agreement are true and correct. These statements relate to:

(i) existence; (ii) no conflicts; (iii) capitalization; (iv) no brokers or finders; (v) proceedings or orders; (vi) title to property and assets; (vii) intellectual property; (viii) public filings; (ix) financial statements; (x) related party transactions; (xi) permits; (xii) agreements; (xiii) environmental and safety laws; (xiv) real property; (xv) changes in operations; and (xvi) information supplied.

## **Consents; Approvals**

Each of the parties to the AIA Stock Purchase Agreement agreed to use its commercially reasonable efforts to take all appropriate actions and to do, or cause to be done, all things necessary, proper or advisable under applicable law consummate the transactions contemplated by the AIA Stock Purchase Agreement as promptly as practicable, including to obtain all consents, approvals, authorizations, qualifications and orders that are necessary for the consummation of the transactions contemplated by the agreement.

Fifty percent (50%) of the shares of our non-voting common stock to be issued to PAR under the AIA Stock Purchase Agreement may not be sold, transferred or otherwise disposed of until the earlier to occur of (1) six (6) months from the closing and, (2) if prior to the end of such six-month period the last sales price of our common stock equals or exceeds \$12.00 per share (as adjusted for stock splits, stock dividends, reorganizations, recapitalizations and the like) for any 20 trading days within any 30-trading day period commencing at least 45 days after the closing, the last day of such 30-trading day period. The remaining fifty percent (50%) of the shares of our non-voting common stock to be issued to PAR under the AIA Stock Purchase Agreement may not be sold, transferred or otherwise disposed of until the earlier to occur of (1) the first anniversary of the closing and, (2) if prior to such first anniversary the last sales price of our common stock equals or exceeds \$12.00 per share (as adjusted for stock splits, stock dividends, reorganizations, recapitalizations and the like) for any 20 trading days within any 30-trading day period commencing at least six months after the closing, the last day of such 30-trading day period. The foregoing restrictions will expire immediately prior to the consummation by the Company of any liquidation, merger, stock exchange or other similar transaction after the closing that results in all of our stockholders having the right to exchange their shares of common stock for cash, securities or other property or that results in our stockholders immediately prior to consummation of such transaction holding less than a majority of the outstanding shares immediately following consummation of such transaction.

## **Termination**

The AIA Stock Purchase Agreement may be terminated:



- (i) by mutual consent of PAR and GEAC;
- (A) by PAR if any of GEAC's representations and warranties contained in Section 4 of the AIA Stock Purchase Agreement are inaccurate in any material respect as of the date of the AIA Stock Purchase Agreement or have become inaccurate in any material respect as of any subsequent date (as if made on such subsequent date), or if any
- (ii) of GEAC's covenants contained in the AIA Stock Purchase Agreement have been breached in any material respect; *provided, however*, that PAR may not terminate the AIA Stock Purchase Agreement on account of an inaccuracy in GEAC's representations and warranties or on account of a breach of a covenant by GEAC unless such inaccuracy or breach (if curable) is not cured by GEAC within ten (10) calendar days after receiving

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written notice from PAR of such inaccuracy or breach or (B) by GEAC if any of PAR's representations and warranties contained in Section 3 of the AIA Stock Purchase Agreement have been inaccurate in any material respect as of the date of the AIA Stock Purchase Agreement or have become inaccurate in any material respect as of any subsequent date (as if made on such subsequent date), or if any of PAR's covenants contained in the AIA Stock Purchase Agreement have been breached in any material respect; *provided, however*, that GEAC may not terminate the AIA Stock Purchase Agreement on account of an inaccuracy in PAR's representations and warranties or on account of a breach of a covenant by PAR unless such inaccuracy or breach (if curable) is not cured by PAR within ten (10) calendar days after receiving written notice from GEAC of such inaccuracy or breach;

by either PAR or GEAC if the transactions contemplated by the AIA Stock Purchase Agreement have not been consummated by February 18, 2013 (unless the failure to consummate the transactions contemplated by the AIA (iii) Stock Purchase Agreement is attributable to a failure on the part of the party seeking to terminate the AIA Stock Purchase Agreement to perform any material obligation required to be performed by such party at or prior to such date);

by either PAR or GEAC if a court of competent jurisdiction or other governmental body has issued a final and nonappealable order, decree or ruling, or shall have taken any other action, having the effect of permanently (iv) restraining, enjoining or otherwise prohibiting the transactions contemplated by the AIA Stock Purchase Agreement;

(v) automatically upon the termination of the Row 44 Merger Agreement; or automatically if the transactions contemplated by the AIA Stock Purchase Agreement shall not have been (vi) consummated by December 31, 2013 as a result of GE's failure to obtain the approval of a majority of the votes cast at the GEAC annual meeting.

### **Effect of Termination**

In the event of the termination of the AIA Stock Purchase Agreement pursuant to the termination provisions contained therein, the AIA Stock Purchase Agreement will become null and void and have no effect, without any liability on the part of PAR or GEAC and their respective directors, officers, employees, partners or stockholders and all rights and obligations of any party hereto shall cease, with certain exceptions.

### **Indemnification**

From and after the closing date, PAR will hold harmless and indemnify each of GEAC and its affiliates, and each of their respective officers, directors, employees, agents and representatives (each, a GE Indemnified Party, and, collectively, the GE Indemnified Parties) from and against, and will compensate and reimburse each of the GE Indemnified Parties for, any damages that are directly or indirectly suffered or incurred by any of the GE Indemnified Parties or to which any of the GE Indemnified Parties may otherwise become subject (regardless of whether or not such damages relate to any third party claim) that arise from or as a result of, or are directly or indirectly connected with: (i) any inaccuracy in or breach of any of certain representation or warranties made by PAR, (ii) any breach of any covenant or obligation of PAR set forth in the AIA Stock Purchase Agreement, (iii) any intentional misrepresentation or fraud and (iv) any obligations associated with or arising from, whether directly or indirectly, the voluntary takeover offer conducted by PAR with respect to the shares of common stock of AIA which commenced on July 11, 2012.

From and after the closing date, GEAC will hold harmless and indemnify PAR and its affiliates, and each of their respective officers, directors, employees, agents and representatives (each, a PAR Indemnified Party, and, collectively, the PAR Indemnified Parties), from and against all damages that are directly suffered or incurred by any of the PAR Indemnified Parties or to which any of the PAR Indemnified Parties may otherwise be subject (regardless of whether or not such damages relate to any third-party claim) that arise from or as a result of, or are directly or indirectly

connected with: (i) any inaccuracy in or breach of any representation or warranty made by GEAC contained in the AIA Stock Purchase Agreement, (ii) any breach of any covenant or obligation of GEAC contained in the AIA Stock Purchase Agreement and (iii) any intentional misrepresentation or fraud.

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Certain of the representations and warranties of PAR and GEAC contained in the AIA Stock Purchase Agreement will survive indefinitely, while others will expire eighteen (18) months after the closing.

With the exception of claims based upon intentional misrepresentation or fraud, the right of any GE Indemnified Party to assert claims for indemnification and to receive indemnification will, after the closing, be such person's sole and exclusive remedy for monetary damages with respect to any breach of the representations, warranties and covenants contained in the AIA Stock Purchase Agreement. The exercise by any person of any of its indemnification rights will not be deemed to be an election of remedies and will not be deemed to prejudice, or to constitute or operate as a waiver of, any injunctive or other equitable right, remedy or relief that such person may be entitled to exercise.

In order for an indemnified party to be entitled to any indemnification provided for under the AIA Stock Purchase Agreement in respect of, arising out of or involving any damages or demand made pursuant to any third party claim, the indemnified party will deliver notice thereof to PAR, or to GEAC, as applicable, in order for the indemnifying party to exercise its right to assume the defense of such claims on the terms and conditions as set forth in the AIA Stock Purchase Agreement.

The right to indemnification, payment of damages of an Indemnified Party or other remedies of GEAC or PAR based on any representation, warranty, covenant or obligation of AIA contained in or made pursuant to the AIA Stock Purchase Agreement will not be affected or deemed waived by any investigation conducted with respect to, or any knowledge acquired (or capable of being acquired) at any time, with respect to the accuracy or inaccuracy of or compliance with, any such representation, warranty, covenant or obligation.

## **Expenses**

Each party will bear its own respective costs and expenses incurred in connection with the transactions contemplated by the AIA Stock Purchase Agreement and GEAC will reimburse AIA for 50% of the reasonable costs and expenses of AIA's auditor and other advisors for services in connection with the reissuance of its historical financial statements (including without limitation, U.S. generally accepted accounting principles reconciliation) incurred in connection with the transactions contemplated by the AIA Stock Purchase Agreement. Notwithstanding the foregoing, in the event the transactions contemplated by the AIA Stock Purchase Agreement are consummated, all costs and expenses of GEAC, PAR and AIA incurred in connection with the transactions contemplated by the AIA Stock Purchase Agreement will be paid by GEAC.

## **Additional Agreements**

### **Backstop Agreements**

Pursuant to the PAR Backstop Agreement, for each share of our common stock properly tendered for redemption, PAR has agreed to purchase a like amount of shares of our common stock for \$10.00 per share, up to a maximum of 4,750,000 shares. Additionally, in the event that PAR is required to purchase fewer than 4,750,000 shares of our common stock, PAR will have the option to purchase a number of shares of our common stock equal to 4,750,000 minus the aggregate number of shares PAR is required to purchase. As the first investor to commit to a backstop investment, Row 44 will pay to PAR \$11,875,000 in cash at closing, which amount will reduce the consideration payable by us to Row 44 equity holders in the Row 44 Merger. PAR may assign its rights and obligations under the PAR Backstop Agreement to other investors in accordance with the terms of the PAR Backstop Agreement. PAR has the right to receive shares of our voting or non-voting common stock under the PAR Backstop Agreement in such proportions as PAR determines in its sole discretion.

Pursuant to the Putnam Backstop Agreement, whereby for each share of our common stock properly tendered for redemption, Putnam has agreed to purchase a like amount of shares of our common stock for \$10.00 per share, up to a maximum of 2,375,000 shares. Additionally, in the event that Putnam is required to purchase fewer than 2,375,000 shares of our common stock, Putnam will have the option to purchase a number of shares of our common stock equal to 2,375,000 minus the aggregate number of shares Putnam is required to purchase. Putnam may assign its rights and obligations under the Putnam Backstop Agreement to other investors in accordance with the terms of the Putnam Backstop Agreement. Row 44 will not pay Putnam a fee in connection with the Putnam Backstop Agreement.

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If our public stockholders redeem less than 7,125,000 shares, then each of PAR and Putnam will be required to purchase only their pro rata portion of any shares to be purchased, calculated on the basis of their original commitments.

### **Registration Rights Agreement**

Upon consummation of the Business Combination, we will enter into an amended and restated registration rights agreement with respect to the founder shares, shares of our common stock underlying the sponsor warrants, the shares of our common stock, (including shares of voting common stock issuable upon conversion of non-voting common stock), both voting and non-voting, that we will issue under the Row 44 Merger Agreement, the AIA Stock Purchase Agreement and the Backstop Agreements, and shares of common stock underlying any warrants originally exercisable for shares of capital stock of Row 44, which warrants, pursuant to the terms of Row 44 Merger Agreement, are now, or may be, exercisable, for shares of our common stock which securities we collectively refer to as registrable securities. The stockholders of Row 44 (other than PAR) that receive shares of our common stock pursuant to the Row 44 Merger Agreement will be intended third party beneficiaries of the registration rights agreement. This registration rights agreement amends and restates entirely the registration rights agreement we entered into in connection with our initial public offering. Under this agreement, we have agreed to file a registration statement with the SEC within three (3) business days after the Business Combination covering the resale of the registrable securities. Holders of (i) a majority of the founder shares, (ii) a majority of the shares issued to PAR and its affiliates under the Row 44 Merger Agreement, the AIA Stock Purchase Agreement and the PAR Backstop Agreement, or (iii) at least 10,000,000 of the registrable securities will also be entitled to require the Company to undertake an underwritten public offering of all or a portion of the registrable securities pursuant to and effective registration statement, no more than once during any six month period, so long as the estimated market value of the registrable securities to be sold in such offering is at least \$10,000,000. Holders of registrable securities will also have certain piggy-back registration rights with respect to registration statements filed subsequent to the Business Combination.

### **Escrow Agreement**

At closing of the Row 44 Merger, the Company, PAR, in its capacity as stockholders' agent, and the escrow agent shall enter into an escrow agreement governing the Company shares to be held by the escrow agent to secure (i) any post-closing purchase price adjustment due to the Company from Row 44 under the terms of the Row 44 Merger Agreement, and (ii) the Row 44 stockholders' indemnification obligation under the Row 44 Merger Agreement, or the Escrow Agreement. The Escrow Agreement provides for procedure by which the Company may place claim as to the escrow shares. The Escrow Agreement states that all escrow shares not subject to such claim shall be released on the date that is 18 months after the closing of the Row 44 Merger.

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## INFORMATION ABOUT GEAC

### General

We are a blank check company formed in Delaware on February 2, 2011 for the purpose of effecting a merger, capital stock exchange, asset acquisition, stock purchase, reorganization or similar business combination with one or more businesses. We have sought to capitalize on the substantial deal sourcing, investing and operating expertise of our management team to identify and combine with media or entertainment businesses, including providers of content, with high growth potential in the United States or internationally.

On May 18, 2011, we consummated our initial public offering of 18,992,500 units, with each unit consisting of one share of our common stock and one warrant to purchase one share of our common stock at an exercise of \$11.50 per share. The shares of our common stock sold as part of the units in our initial public offering are referred to in this report as our public shares. The units in our initial public offering were sold at an offering price of \$10.00 per unit, generating total gross proceeds of \$189,925,000. Prior to the consummation of our initial public offering, in February 2011, the Sponsor purchased 4,417,683 shares of common stock, which are referred to herein as founder shares, for an aggregate purchase price of \$25,000, or approximately \$0.01 per share. Subsequently, in March 2011, the Sponsor transferred an aggregate of 44,176 founder shares to Dennis A. Miller and James M. McNamara (together with the Sponsor, the initial stockholders), each of whom agreed to serve on the Company's board of directors upon the closing of our initial public offering. As a result of the underwriters' partial exercise of their over-allotment option for our initial public offering, the Sponsor forfeited an aggregate of 248,598 founder shares on May 18, 2011, which we have cancelled.

Simultaneously with the consummation of our initial public offering, we consummated the private sale of 7,000,000 sponsor warrants to the Sponsor at a price of \$0.75 per warrant, generating gross proceeds of \$5,250,000. Subsequently, in July 2011, the Sponsor transferred 333,333 sponsor warrants to Dennis A. Miller for an aggregate purchase price of \$250,000, or \$0.75 per sponsor warrant. After deducting underwriting discounts and commissions and offering expenses, approximately \$189,626,500 of the proceeds of our initial public offering and the private placement of the sponsor warrants (or approximately \$10.00 per unit sold in our initial public offering) was placed in a trust account with American Stock Transfer & Trust Company, LLC as trustee. The trust proceeds are invested in U.S. government treasury bills with a maturity of 180 days or less or money market funds meeting certain conditions under Rule 2a-7 under the Investment Company Act of 1940, as amended (the Investment Company Act) which invest only in direct U.S. government treasury obligations. Except for a portion of the interest income that may be released to us to pay any income or franchise taxes and to fund our working capital requirements, and any amounts necessary to purchase up to 50% of our public shares, as discussed below, none of the funds held in the trust account will be released until the earlier of the completion of our initial business combination and the redemption of 100% of our public shares if we are unable to consummate a business combination by February 18, 2013, subject to the requirements of law. After the payment of approximately \$700,000 in expenses relating to our initial public offering, approximately \$1,050,000 of the net proceeds of our initial public offering and private placement of the sponsor warrants was not deposited into the trust account and was retained by us for working capital purposes. The net proceeds deposited into the trust account remain on deposit in the trust account earning interest. As of June 30, 2012, there was \$13,286 held in the trust account and \$132,862 held outside the trust account available for working capital purposes. As of June 30, 2012, no funds had been withdrawn from the trust account for taxes and no funds had been withdrawn for working capital purposes.

## **Effecting our initial business combination**

We are not presently engaged in, and we will not engage in, any operations for an indefinite period of time. We intend to effect the Business Combination using shares of common stock. As such, as not all of the funds released from the trust account will be used for payment of the purchase price in connection with the Business Combination or used for redemptions of purchases of our common stock, we may apply the cash released to us from the trust account that is not applied to the purchase price for general corporate purposes, including for maintenance or expansion of operations of the acquired Row 44 and AIA businesses, for the payment of principal or interest due on indebtedness assumed in the Business Combination, to fund the purchase of other companies or for working capital.

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### **Selection of a target business and structuring of our initial business combination**

Our initial business combination must occur with one or more target businesses that together have a fair market value of at least 80% of our assets held in the trust account (excluding the deferred underwriting commissions and taxes payable on the income earned on the trust account) at the time of the agreement to enter into the initial business combination. The fair market value of the target or targets will be determined by our board of directors based upon one or more standards generally accepted by the financial community, such as discounted cash flow valuation or value of comparable businesses. If our board is not able independently to determine the fair market value of the target business or businesses, we will obtain an opinion from an independent investment banking firm that is a member of FINRA with respect to the satisfaction of such criteria. Subject to this requirement, our management will have virtually unrestricted flexibility in identifying and selecting one or more prospective target businesses, although we will not be permitted to effectuate our initial business combination with another blank check company or a similar company with nominal operations. In any case, we will only complete an initial business combination in which we acquire 50% or more of the outstanding voting securities of the target or are otherwise not required to register as an investment company under the Investment Company Act. If we acquire less than 100% of the equity interests or assets of a target business or businesses, the portion of such business or businesses that we acquire is what will be valued for purposes of the 80% of net assets test. To the extent we effect a business combination with a company or business that may be financially unstable or in its early stages of development or growth, we may be affected by numerous risks inherent in such company or business. Although our management will endeavor to evaluate the risks inherent in a particular target business, we cannot assure you that we will properly ascertain or assess all significant risk factors.

### **Redemption rights for holders of public shares**

We are providing our public stockholders with the opportunity to redeem their public shares for cash equal to a pro rata share of the aggregate amount then on deposit in the trust account, including interest but net of franchise and income taxes payable, divided by the number of then outstanding public shares, upon the consummation of the Business Combination, subject to the limitations described herein. As of June 30, 2012, the amount in the trust account, net of income and franchise tax payable, is approximately \$9.98 per public share. The GEAC founders have agreed to waive their redemption rights with respect to their founder shares and any public shares they may hold in connection with the consummation of the Business Combination. The founder shares will be excluded from the pro rata calculation used to determine the per-share redemption price.

### **Submission of our initial business combination to a stockholder vote**

We are providing our public stockholders with redemption rights upon consummation of Business Combination. Public stockholders electing to exercise their redemption rights will be entitled to receive cash equal to their pro rata share of the aggregate amount then on deposit in the trust account, including any amounts representing interest earned on the trust account, less franchise and income taxes payable, provided that such stockholders follow the specific procedures for redemption set forth in this proxy statement relating to the stockholder vote on a the Business Combination. Unlike many other blank check companies, our public stockholders are not required to vote against our the Business Combination in order to exercise their redemption rights. If the Business Combination is not completed, then public stockholders electing to exercise their redemption rights will not be entitled to receive such payments.

The founders have agreed to vote their founder shares in accordance with the majority of the votes cast by our public stockholders and to vote any public shares purchased during or after our initial public offering in favor of the Business Combination. In addition, the founders have agreed to waive their redemption rights with respect to their founder shares and public shares in connection with the consummation of a business combination.

In connection with the stockholder vote to approve the proposed Business Combination, we may privately negotiate transactions to purchase shares after the closing of the Business Combination from stockholders who would have otherwise elected to have their shares redeemed in conjunction with a proxy solicitation pursuant to the proxy rules for a per-share pro rata portion of the trust account. The Sponsor, our directors, officers, or advisors or their respective affiliates may also purchase shares in privately negotiated

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transactions. Neither we nor our directors, officers or advisors or our or their respective affiliates will make any such purchases when we or they are in possession of any material non-public information not disclosed to the seller. Such a purchase would include a contractual acknowledgement that such stockholder, although still the record holder of our shares is no longer the beneficial owner thereof and therefore agrees not to exercise its redemption rights. In the event that we, the Sponsor, our directors, officers or advisors or our or their affiliates purchase shares in privately negotiated transactions from public stockholders who have already elected to exercise their redemption rights, such selling stockholders would be required to revoke their prior elections to redeem their shares. Any such privately negotiated purchases may be effected at purchase prices that are in excess of the per-share pro rata portion of the trust account. In the event that we are the buyer in such privately negotiated purchases, we could elect to use trust account proceeds to pay the purchase price in such transactions after the closing of the Business Combination. In addition, we may make purchases of our common stock, in an amount up to 50% of the public shares (9,496,250 shares), in the open market, using funds held in the trust account so long as the price paid for such shares (inclusive of commissions) does not exceed the per-share amount then held in the trust account.

The purpose of such purchases would be to increase the likelihood of obtaining stockholder approval of the Business Combination or, where the purchases are made by the Sponsor, our directors, officers or advisors or their respective affiliates, to satisfy a closing condition to an agreement related to an initial business combination.

## **Limitation on redemption rights**

Notwithstanding the foregoing our amended and restated certificate of incorporation provides that a public stockholder, together with any affiliate of such stockholder or any other person with whom such stockholder is acting in concert or as a group (as defined under Section 13 of the Exchange Act), will be restricted from seeking redemption rights with respect to more than an aggregate of 10% of the shares sold in our initial public offering.

## **Employees**

We currently have three officers. These individuals are not obligated to devote any specific number of hours to our matters but they intend to devote as much of their time as they deem necessary to our affairs until we have completed the Business Combination. We do not intend to have any full time employees prior to the consummation of the Business Combination.

TABLE OF CONTENTS**Stock Price Performance Graph****Performance Graph**

The graph below compares the cumulative total return of our units (the blue line in chart below) from May 13, 2011, the date that our units were first listed on Nasdaq, through December 31, 2011 with the comparable cumulative return of two indices, the S&P 500 Index (the green line in the chart below) and the Dow Jones Industrial Average Index (the red line in chart below). The graph plots the growth in value of an initial investment in each of our units, the Dow Jones Industrial Average Index and the S&P 500 Index over the indicated time periods, and assumes reinvestment of all dividends, if any, paid on the securities. We have not paid any cash dividends and, therefore, the cumulative total return calculation for us is based solely upon stock price appreciation and not upon reinvestment of cash dividends.

The stock price performance shown on the graph is not necessarily indicative of future price performance.

Note: Separate trading of our common stock and warrants commenced on May 27, 2011.

**Management****Directors and Executive Officers**

Our directors and executive officers are as follows:

Name	Age	Position
Harry E. Sloan	62	Chairman and Chief Executive Officer
Jeff Sagansky	60	President
James A. Graf	48	Vice President, Chief Financial Officer, Treasurer and Secretary
Dennis A. Miller	54	Director
James M. McNamara	58	Director
Cole A. Sirucek	36	Director

**Harry E. Sloan** has been our Chairman and Chief Executive Officer since our inception. From October 2005 to August 2009, Mr. Sloan served as Chairman and Chief Executive Officer of Metro-Goldwyn-Mayer, Inc., or MGM, a motion picture, television, home entertainment, and theatrical production and distribution company, and thereafter continued as non-executive chairman until January 2011. He was appointed by a consortium comprised of private equity investors, Comcast Corporation and Sony Corporation of America one year after they agreed to acquire MGM through a leveraged buyout in September 2004. MGM filed for protection under Chapter 11 of the United States Bankruptcy Code in

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November 2010 pursuant to a pre-packaged plan of reorganization, which was confirmed by a federal bankruptcy court in December 2010. Mr. Sloan served as an outside consultant to MGM pursuant to a consulting agreement which expired in October 2011. From 1990 to 2001, Mr. Sloan was Chairman and Chief Executive Officer of SBS Broadcasting, S.A., or SBS, a European broadcasting group, operating commercial television, premium pay channels, radio stations and related print businesses in Western and Central and Eastern Europe, which he founded in 1990 and continued as Executive Chairman until 2005. In 1999, SBS became the largest shareholder of Lions Gate Entertainment Corp., or Lions Gate, an independent motion picture and television production company. Mr. Sloan served as chairman of the board of Lions Gate from April 2004 to March 2005. From 1983 to 1989, Mr. Sloan was Co-Chairman of New World Entertainment Ltd., an independent motion picture and television production company. In January 2011, Mr. Sloan joined the board of Promotora de Informaciones, S.A., or PRISA, Spain's largest media conglomerate which owns El Pais, the leading newspaper in the Spanish-speaking world, as well as pay television, radio and digital properties. He has served on the board of ZeniMax Media Inc., an independent producer of interactive gaming and web content, since 1999. Mr. Sloan was appointed by President Ronald Reagan in 1987 to the President's Advisory Council on Trade and Policy Negotiations (ACTPN). He currently serves on the UCLA Anderson School of Management Board of Visitors and the Executive Board of UCLA Theatre, Film and Television. Mr. Sloan received his Juris Doctor from Loyola Law School in 1976 and his Bachelor of Arts degree from the University of California, Los Angeles in 1971. Mr. Sloan's designation as chairman of our board of directors was based upon his extensive background and experience as an executive in the media and entertainment industries and his substantial experience in identifying and acquiring a wide variety of businesses. Mr. Sloan is the brother-in-law of James A. Graf, our Vice President, Chief Financial Officer, Treasurer and Secretary.

**Jeff Sagansky** has been our President since our inception. Mr. Sagansky has served as Chairman of Hemisphere Film Capital, a private motion picture and television finance company, since 2008. From February 2009 to April 2011, he served as non-executive Chairman of RHI Entertainment, Inc., which develops, produces and distributes original made-for-television movies and miniseries. From January 2007 through December 2011, he served as Chairman of Elm Tree Partners, a private casino development company, and from September 2007 to February 2009, he served as Co-Chairman of Peace Arch Entertainment Group, Inc., or Peace Arch, a Canadian production and sales company. He also served as interim chief executive officer of Peace Arch from November 2007 to July 2008. From December 2002 to August 2003, he was Vice Chairman of Paxson Communications Corporation, a television network and stations group. From 1998 to 2002, Mr. Sagansky served as Chief Executive Officer of Paxson Communications Corporation.

Prior to joining Paxson Communications Corporation, Mr. Sagansky was Co-President of Sony Pictures Entertainment, or SPE, a motion picture, television, and home entertainment production and distribution company which is a subsidiary of Sony Corporation of America, or SCA, from 1996 to 1998 where he was responsible for SPE's strategic planning and worldwide television operations. Prior to his position with SPE, Mr. Sagansky served as executive vice president of SCA, which he joined in 1994. Prior to joining SCA, Mr. Sagansky was President of CBS Entertainment, a television network, from 1990 to 1994. Mr. Sagansky previously served as president of production and then president of TriStar Pictures, a motion picture and television production and distribution company, from 1985 to 1989. He is currently a director of Scripps Networks Interactive, Inc., a publicly traded lifestyle media company, and serves on its audit committee and corporate governance committee. Mr. Sagansky earned a Bachelor of Arts degree from Harvard College and a Masters in Business degree from Harvard Business School.

**James A. Graf** has been our Vice President, Chief Financial Officer, Treasurer and Secretary since our inception. Since late 2008, Mr. Graf has served as a managing director of TC Capital Pte. Ltd., a Singapore-based corporate finance advisory firm. From 2007 to 2008, Mr. Graf was engaged as a consultant to provide financial advisory services to Metro-Goldwyn-Mayer, Inc. In 2001, Mr. Graf founded and became Chief Executive Officer of Praeдея Solutions, Inc., an enterprise software company with operations in the United States, Malaysia and Ukraine. Praeдея Solutions, Inc. was sold in 2006 to a Mergent Inc, a wholly-owned subsidiary of Xinhua Finance Ltd., and was re-named Mergent Data Technology, Inc. Prior to founding Praeдея, Mr. Graf was a managing director at Merrill

Lynch, an investment bank, in Singapore from 1998 to 2000 and a consultant to Merrill Lynch in 2001. From 1996 to 1998, Mr. Graf served as a director and then managing director and President of Deutsche Bank's investment banking entity in Hong Kong, Deutsche Morgan Grenfell (Hong Kong) Ltd. From 1993 to 1996, he was a vice president at Smith Barney in Hong

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Kong and Los Angeles. From 1987 to 1993, Mr. Graf was an analyst and then associate at Morgan Stanley in New York, Los Angeles and Hong Kong. Mr. Graf received a Bachelor of Arts degree from the University of Chicago in 1987. Mr. Graf is the brother-in-law of Harry E. Sloan, our chairman and chief executive officer.

**Dennis A. Miller** joined our board of directors upon the closing of our initial public offering. Mr. Miller has served on the board of Radio One, Inc. since September 2011 and Storage Upreit Partners, LP since February 2012. From 2005 to August 2011, Mr. Miller was a General Partner of Spark Capital LLC, a venture fund focusing on the media, entertainment and technology industries. In 2000, Mr. Miller became a managing director of Constellation Ventures, the venture partner business anchored by Bear Stearns. From 1998 to 2000, Mr. Miller was Executive Vice President of Lions Gate. Prior to joining Lions Gate, from 1995 to 1998, he was Executive Vice President of SPE. While there, he was responsible for all television operations of SPE and actively involved with strategic planning and new media.

From 1990 to 1996, Mr. Miller was Executive Vice President of Turner Network Television, or TNT, a cable television channel, and in 1993 he took on the additional responsibility for the Turner Entertainment Company, a subsidiary of Turner Broadcasting System, Inc. Mr. Miller currently serves on the Board of FitOrbit, Inc., an online fitness company. Mr. Miller received his Juris Doctor from Boalt Law School in 1982 and his Bachelor of Arts degree in political science from the University of California, San Diego in 1978. Mr. Miller's designation as a director was based upon his twenty years of experience operating and managing media and entertainment businesses and ten years of successfully investing at the intersection of media and technology.

**James M. McNamara** joined our board of directors upon the closing of our initial public offering. In 2005, Mr. McNamara founded Panamax Films, LLC, a film production company, and he is currently its Chairman. In 2008, Mr. McNamara joined Cinelatino, Inc., a premium Spanish language film channel in the United States, where he serves as non-executive chairman and in 2010, he joined as non-executive Chairman of Pantelion Films, a Latino Hollywood studio that is a partnership between Lions Gate Entertainment and Grupo Televisa, a Spanish language media company. From 1999 to 2005, Mr. McNamara was President and Chief Executive Officer at Telemundo Communications Group, Inc., the operator of Telemundo, a Spanish-language broadcast network. From April 1996 to June 1998, Mr. McNamara was the president of Universal Television Enterprises, or Universal, a television production company where his responsibilities included domestic syndication first-run programming and international sales. Mr. McNamara joined Universal from New World, where he served as chief executive officer from 1991 to 1995 and senior vice president, Executive Vice President and then President of New World International from 1986 to 1991. Mr. McNamara served as a director of Jump TV, a leading IPTV company providing a comprehensive suite of technology and services to content owners and aggregators, from 2006 to 2008 as well as SBS from 1996 to 2005 and Film Roman, Inc., a producer of animated television programming from 1997 to 1999. Mr. McNamara received his Masters degree from the American Graduate School of International Management and undergraduate degree in business administration and political science from Rollins College. Mr. McNamara's designation as a director was based upon his twenty-five years of experience as a leading international film and television executive, extensive broadcast experience in the United States and Latin America and wide management experience in both large and small companies.

**Cole A. Sirucek** joined our board in May 2012. Mr. Sirucek is the founder and Chief Executive Officer of EPIC MMA Club, a mixed martial arts and cross fitness training facility in Hong Kong. He also currently is the Chairman of DocDoc Enterprises, Ltd., a disruptive consumer Internet company focused on the health care sector in the Asia Pacific region. From September 2005 to January 2012, Mr. Sirucek was an investment professional at Temasek Holdings, an Asia investment company headquartered in Singapore, where he sourced, executed and monitored private and public equity investments in the media, telecommunications and technology sectors. Previously, from January 1999 to August 2002, he was the co-founder and Executive Vice President of Pluto Networks, a data networking intellectual property licensing company. Mr. Sirucek also served in the public sector as an Economic Development Specialist for the State of Hawaii's Department of Business and Economic Development from December

2000 to August 2002. Mr. Sirucek earned a Masters of Business Administration from MIT Sloan School of Management, a Masters in Public Administration from Harvard University's J.F.K. School of Government and a Bachelor of Science degree from the University of Idaho.



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### **Director Independence**

Our board of directors has determined that each of Mr. Miller, Mr. McNamara and Mr. Sirucek are independent directors as such term is defined in Rule 10A-3 of the Exchange Act and the Nasdaq listing standards.

### **Board of Directors and Committees**

Prior to the consummation of our initial public offering, our board of directors formed an audit committee and a nominating committee.

During the fiscal year ended December 31, 2011, our board of directors held two meetings, our audit committee held one meeting and our nominating committee held no meetings. Each of our directors attended at least 75% of the board meetings and their respective committee meetings. The Company does not have a policy regarding director attendance at annual meetings, but encourages the directors to attend if possible.

### **Audit Committee**

We have an audit committee comprised of Dennis A. Miller, James M. McNamara and Cole A. Sirucek, all of whom are independent. Dennis A. Miller serves as the Chairman of the audit committee. Each member of the audit committee is financially literate and our board of directors has determined that Dennis A. Miller qualifies as an audit committee financial expert as defined in applicable SEC rules because he meets the requirement for past employment experience in finance or accounting, requisite professional certification in accounting or comparable experience. The responsibilities of our audit committee include:

meeting with our management periodically to consider the adequacy of our internal control over financial reporting and the objectivity of our financial reporting;

appointing the independent registered public accounting firm, determining the compensation of the independent registered public accounting firm and pre-approving the engagement of the independent registered public accounting firm for audit and non-audit services;

overseeing the independent registered public accounting firm, including reviewing independence and quality control procedures and experience and qualifications of audit personnel that are providing us audit services;

meeting with the independent registered public accounting firm and reviewing the scope and significant findings of the audits performed by them, and meeting with management and internal financial personnel regarding these matters;

reviewing our financing plans, the adequacy and sufficiency of our financial and accounting controls, practices and procedures, the activities and recommendations of the auditors and our reporting policies and practices, and reporting recommendations to our full board of directors for approval;

establishing procedures for the receipt, retention and treatment of complaints regarding internal accounting controls or auditing matters and, if applicable, the confidential, anonymous submissions by employees of concerns regarding questionable accounting or auditing matters; and

reviewing and approving all expense reimbursements made to our officers and directors, provided that any expense reimbursements payable to members of our audit committee will be reviewed and approved by our board of directors, with the interested director or directors abstaining from such review and approval.

### **Nominating Committee**

We have a nominating committee of the board of directors, consisting of Dennis A. Miller and James M. McNamara. The nominating committee is responsible for overseeing the selection of persons to be nominated to serve on our board of directors. The functions of our nominating committee include:

recommending qualified candidates for election to our board of directors;  
evaluating and reviewing the performance of existing directors; and  
developing and recommending to our board of directors nominating guidelines and principles applicable to us.

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**Code of Ethics and Committee Charters**

We have adopted a code of ethics that applies to our officers and directors. We have filed copies of our code of ethics and our board committee charters as an exhibit to our registration statement in connection with our initial public offering. You may review these documents by accessing our public filings at the SEC's web site at [www.sec.gov](http://www.sec.gov). In addition, a copy of the code of ethics will be provided without charge upon request to us in writing at 10900 Wilshire Blvd., Suite 1500, Los Angeles, CA 90024 or by telephone at (310) 209- 7280. We intend to disclose any amendments to or waivers of certain provisions of our code of ethics in a Current Report on Form 8-K.

**Section 16(a) Beneficial Ownership Reporting Compliance**

Section 16(a) of the Exchange Act requires our officers, directors and persons who own more than ten percent of a registered class of our equity securities to file reports of ownership and changes in ownership with the SEC. Officers, directors and ten percent stockholders are required by regulation to furnish us with copies of all Section 16(a) forms they file. Based solely on review of the copies of such forms furnished to us, or written representations that no Forms 5 were required, we believe that during the fiscal year ended December 31, 2011 all Section 16(a) filing requirements applicable to our officers and directors were complied with, except for (i) two late Form 4 filings for Mr. McNamara, notice of which was filed on Form 4 on July 28, 2011, or twenty-three and twenty-four business days late, respectively and (ii) three late Form 4 filings for Mr. Miller, notice of which was filed on Form 4 on July 29, 2011 and September 8, 2011, or twelve, one, and two business days late, respectively.

**Executive Compensation**

**Compensation Discussion and Analysis**

Other than as described below, none of our executive officers or directors has received any cash compensation for services rendered. Commencing on May 13, 2011 through the earlier of the consummation of our initial business combination and our liquidation, we are obligated to pay Roscomare Ltd., an entity controlled by our Chairman and Chief Executive Officer, a total of \$10,000 per month for office space and administrative services, including secretarial support. This arrangement has been agreed to by Harry E. Sloan for our benefit and is not intended to provide Mr. Sloan compensation in lieu of a salary. We believe that such fees are at least as favorable as we could have obtained from an unaffiliated third party for such services. Further, we pay a fee of \$15,000 per month to James A. Graf, the Company's Chief Financial Officer. Other than the \$10,000 per month fee to Roscomare Ltd. and the \$15,000 per month fee to Mr. Graf, no compensation of any kind, including finder's and consulting fees, has been, or will be, paid to the Sponsor or our executive officers and directors, or any of their respective affiliates, for services rendered prior to or in connection with the consummation of an initial business combination. However, these individuals will be reimbursed for any out-of-pocket expenses incurred in connection with activities on our behalf such as identifying potential target businesses and performing due diligence on the Business Combinations. Our audit committee reviews on a quarterly basis all payments made to the Sponsor or our officers, directors or our or their affiliates.

After the completion of the Business Combination, directors or members of our management team who remain with us may be paid consulting, management or other fees from the Combined Company. Any compensation to be paid to our officers will be determined, or recommended to the board of directors for determination, either by a compensation committee constituted solely by independent directors or by a majority of the independent directors on our board of directors. For a discussion of our executive compensation arrangements after the closing of the Business Combination,

please see the section entitled *GEAC Management After the Business Combination* beginning on page 200.

After the closing, provided that the Director Election Proposal is approved, Messrs. Sloan and Sagansky will be directors of the Company. Additionally, some or all of our executive officers and directors may negotiate employment or consulting arrangements to remain with us after the Business Combination. The existence or terms of any such employment or consulting arrangements may influence our management's motivation in identifying or selecting a target business, but we do not believe that the ability of our management to remain with us after the consummation of the Business Combination is a determining factor in

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our decision to proceed with the Business Combination. We are not party to any agreements with our executive officers and directors that provide for benefits upon termination of employment.

## **Compensation Committee Interlocks and Insider Participation**

We do not presently have a compensation committee of our board of directors. Our board of directors intends to establish a compensation committee upon the consummation of the Business Combination and, at that time, adopt a charter for such committee. We do not feel a compensation committee is necessary prior to consummation of the Business Combination as there will be no salary, fees or other compensation being paid to our officers or directors prior to the Business Combination other than as disclosed in this proxy statement.

## **Compensation Committee Report**

Our board of directors does not maintain a standing compensation committee since it does not compensate its officers or directors.

Our board of directors and management have reviewed and discussed the Compensation Discussion and Analysis required by Item 402(b) of Regulation S-K. Based on that review and discussion, the Company's board of directors has recommended that the Compensation Discussion and Analysis be included in this proxy statement; however, because the Company does not compensate its officers and directors, there is no relevant disclosure for this section.

Respectfully submitted,

Dennis A. Miller  
James M. McNamara  
Cole A. Sirucek

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## **Audit Committee Report**

The Company's audit committee reviewed with management and Rothstein Kass the results of the 2011 audit, including the audited financial statements. The Audit committee reviewed the requirements of the audit committee charter previously adopted and the reports required to be disclosed to the audit committee. The audit committee discussed with Rothstein Kass the matters required to be discussed by Statement on Auditing Standards No. 61, Communication with Audit Committees, as amended by the Auditing Standards Board of the American Institute of Certified Public Accountants and adopted by the Public Company Accounting Oversight Board. Rothstein Kass representatives reviewed the written disclosures required by the Independence Standards Board Standard No. 1, Independence Discussions with Audit Committees, as amended, regarding independence of public accountants with the audit committee and presented their Report on Auditor Independence regarding that matter to the audit committee. The audit committee has determined that Rothstein Kass was independent of the Company. The audit committee also discussed with management and Rothstein Kass the quality and adequacy of the Company's internal control over financial reporting and disclosure controls and procedures and internal audit organization, responsibilities, budget, staffing and identification of audit risks.

The audit committee reviewed and discussed with management and Rothstein Kass a draft of the Annual Report on Form 10-K and the audited financial statements for the year ended December 31, 2011. Management has the responsibility for the preparation of the financial statements and the reporting process, including the systems of internal control over financial reporting and disclosure controls and procedures. The external auditor is responsible for examining the financial statements and expressing an opinion on the conformity of the audited financial statements with accounting principles generally accepted in the United States of America. Based on its review of all of the above and on discussions with management and the external auditor, the audit committee recommended to the board of directors that GEAC's audited financial statements be included in the Annual Report on Form 10-K for the year ended December 31, 2011 for filing with the SEC.

Respectfully submitted,

Dennis A. Miller  
James M. McNamara  
Cole A. Sirucek

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## **Fees and Services**

The firm of Rothstein Kass acts as our independent registered public accounting firm. The following is a summary of fees paid to Rothstein Kass for services rendered.

### **Audit Fees**

Fees paid or payable for our independent registered public accounting firm were approximately \$76,500 for the services it performed in connection with the Annual Report on Form 10-K for the fiscal year ended December 31, 2011, the Quarterly Report on Form 10-Q for the fiscal quarter ended on March 31, 2011, the Quarterly Report on Form 10-Q for the fiscal quarter ended on June 30, 2011, the Quarterly Report on Form 10-Q for the fiscal quarter ended September 30, 2011 and our initial public offering, including review of our registration statement on Form S-1 and amendments thereto, comfort letters and consents.

### **Tax Fees**

We have not incurred any fees for tax services.

### **All Other Fees**

There have been no fees billed for products and services provided by our independent registered public accounting firm other than those set forth above.

### **Pre-Approval Policy**

Our audit committee was not formed until May 12, 2011. As a result, the audit committee did not pre-approve all of the foregoing services, although any services rendered prior to the formation of our audit committee were approved by our board of directors. Since the formation of our audit committee, and on a going-forward basis, the audit committee has and will pre-approve all auditing services and permitted non-audit services to be performed for us by Rothstein Kass, including the fees and terms thereof (subject to the *de minimis* exceptions for non-audit services described in the Exchange Act which are approved by the audit committee prior to the completion of the audit).

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# GEAC S MANAGEMENT S DISCUSSION AND ANALYSIS OF FINANCIAL CONDITION AND RESULTS OF OPERATIONS

The following discussion and analysis should be read in conjunction with the consolidated financial statements and related notes of GEAC included elsewhere in this report. This discussion contains forward-looking statements reflecting our current expectations, estimates and assumptions concerning events and financial trends that may affect our future operating results or financial position. Actual results and the timing of events may differ materially from those contained in these forward-looking statements due to a number of factors, including those discussed in the sections entitled *Risk Factors* and *Cautionary Note Regarding Forward-Looking Statements* beginning on page 52 and 50, respectively.

References to the Company, us or we refer to Global Eagle Acquisition Corp. The following discussion and analysis of the Company s financial condition and results of operations should be read in conjunction with the condensed financial statements and the notes thereto contained elsewhere in this proxy statement. Certain information contained in the discussion and analysis set forth below includes forward-looking statements that involve risks and uncertainties.

## Overview

We are a blank check company formed on February 2, 2011 for the purpose of effecting a merger, capital stock exchange, asset acquisition, stock purchase, reorganization or similar business combination with one or more businesses. We are not limited to a particular industry, geographic region or minimum transaction value for purposes of consummating a business combination. We have sought to capitalize on the substantial deal sourcing, investing and operating expertise of our management team to identify, acquire and operate a business in the media or entertainment sectors, although we are not limited to a particular industry or sector.

## Results of Operations

Through June 30, 2012, our efforts have been limited to organizational activities, activities relating to our initial public offering, activities relating to identifying and evaluating prospective acquisition candidates and activities relating to general corporate matters. We have not generated any revenues, other than interest income earned on the proceeds held in the trust account.

For the three-month period ended June 30, 2012, we had a net loss of \$319,836, for the three-month period ended June 30, 2011, we had a net loss of \$162,396, for the six-month period ended June 30, 2012, we had a net loss of \$617,161 and for the period from February 2, 2011 (inception) through June 30, 2011, we had a net loss of \$172,513. For the period from February 2, 2011 (inception) through June 30, 2012, we had a net loss of \$1,398,480 and incurred total costs of approximately \$11,140,000 in connection with the our initial public offering, of which \$6,647,375 of the underwriter fees have been deferred and are contingent upon the closing of a Business Combination.



## Liquidity and Capital Resources

On May 18, 2011, we consummated the public offering of 18,992,500 units at a price of \$10.00 per unit. Simultaneously with the consummation of the public offering, we consummated the private sale of 7,000,000 warrants to the Sponsor for \$5,250,000. We received net proceeds from the public offering and the sale of the sponsor warrants of approximately \$190,626,500, net of the non-deferred portion of the underwriting commissions of \$3,798,500 and offering costs and other expenses of approximately \$750,000. For a description of the proceeds generated in the public offering and a discussion of the use of such proceeds, we refer you to Note 2 of the unaudited condensed interim financial statements included in Part I, Item 1 of this report.

As of June 30, 2012, \$189,639,786 was held in the trust account (including \$6,647,375 of deferred underwriting discounts and commissions, \$5,250,000 from the sale of the sponsor warrants and \$0 in accrued interest) and we had cash outside of trust of \$132,862 and \$464,062 in accounts payable and accrued expenses, including franchise tax payable. Up to \$1,750,000 in interest income on the balance of the trust account (net of franchise and income taxes payable) may be available to us to fund our working capital requirements. Through June 30, 2012, the Company had not withdrawn any funds from interest earned on the trust proceeds. Other than the deferred underwriting discounts and commissions, no amounts are payable to the underwriters of the public offering in the event of a Business Combination.

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We depend on sufficient interest being earned on the proceeds held in the trust account to provide us with additional working capital that we may need to identify one or more target businesses, conduct due diligence and complete a Business Combination, as well as to pay any franchise and income taxes that we may owe. As described elsewhere in this proxy statement, the amounts in the trust account may be invested only in U.S. government treasury bills with a maturity of 180 days or less or money market funds meeting certain conditions under Rule 2a-7 under the Investment

Company Act which invest only in direct U.S. government treasury obligations. The current low interest rate environment may make it more difficult for such investments to generate sufficient funds, together with the amounts available outside the trust account, to locate, conduct due diligence, structure, negotiate and close a business combination. If we are required to seek additional capital, we would need to borrow funds from the Sponsor or our management team to operate or may be forced to liquidate. Neither the Sponsor nor our management team is under any obligation to advance funds to us in such circumstances. Any such loans would be repaid only from funds held outside the trust account or from funds released to us upon completion of a business combination. If we are unable to complete a business combination because we do not have sufficient funds available to us, we will be forced to cease operations and liquidate the trust account.

### **Off-balance Sheet Financing Arrangements**

We have no obligations, assets or liabilities which would be considered off-balance sheet arrangements. We do not participate in transactions that create relationships with unconsolidated entities or financial partnerships, often referred to as variable interest entities, which would have been established for the purpose of facilitating off-balance sheet arrangements.

We have not entered into any off-balance sheet financing arrangements, established any special purpose entities, guaranteed any debt or commitments of other entities, or entered into any non-financial assets.

### **Contractual Obligations**

We do not have any long-term debt, capital lease obligations, operating lease obligations or long-term liabilities other than a monthly fee of \$10,000 for office space secretarial and administrative services payable to Roscomare Ltd., an entity owned and controlled by Mr. Sloan, our Chairman and Chief Executive Officer, and consulting fees of \$15,000 a month to Mr. Graf, our Chief Financial Officer. We began incurring these fees on May 18, 2011 and will continue to incur these fees monthly until the earlier of the completion of the Business Combination and the our liquidation.

## **Critical Accounting Policies and Estimates**

The preparation of financial statements and related disclosures in conformity with GAAP requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities, disclosure of contingent assets and liabilities at the date of the financial statements, and income and expenses during the periods reported. Actual results could materially differ from those estimates. The Company has identified the following as its critical accounting policies:

### **Cash and Cash Equivalents**

We consider all highly liquid investments with original maturities of three months or less to be cash equivalents.

**Trust Account**

A total of \$189,626,500, including approximately \$184,376,500 of the net proceeds from the public offering, \$5,250,000 from the sale of the sponsor warrants and \$6,647,375 of deferred underwriting discounts and commissions, was placed in the trust account with American Stock Transfer & Trust Company, LLC serving as trustee. The trust proceeds are invested in U.S. government treasury bills with a maturity of 180 days or less or money market funds meeting certain conditions under Rule 2a-7 under the Investment Company Act which invest only in direct U.S. government treasury obligations. As of June 30, 2012, the balance in the trust account was \$189,639,786, which includes \$13,286 of interest earned since the inception of the trust account.

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### **Net Loss per Common Share**

Basic net loss per share is computed by dividing net loss by the weighted average number of common shares outstanding during the period in accordance with FASB ASC 260, Earnings Per Share . Diluted net loss per share is computed by dividing the weighted average number of common shares outstanding, plus to the extent dilutive, the incremental number of shares of common stock to settle warrants issued in the public offering and private placement, as calculated using the treasury stock method. As we reported a net loss for the six months ended June 30, 2012 and for the period from February 2, 2011 (date of inception) to June 30, 2012, the effect of the 18,992,500 warrants issued in the public offering and 7,000,000 warrants issued in the private placement have not been considered in the diluted loss per ordinary share because their effect would be anti-dilutive. As a result, dilutive loss per common share is equal to basic loss per common share.

### **Use of Estimates**

The preparation of financial statements in conformity with GAAP requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities and disclosure of contingent assets and liabilities at the date of the financial statements and the reported amounts of revenue and expenses during the reporting period. Actual results could differ from those estimates.

### **Income Taxes**

Deferred income taxes are provided for the differences between the bases of assets and liabilities for financial reporting and income tax purposes. A valuation allowance is established when necessary to reduce deferred tax assets to the amount expected to be realized.

### **Deferred Offering Costs**

Deferred offering costs consist principally of deferred underwriting discounts incurred through the balance sheet date that are related to the public offering and that will be charged to capital upon consummation of a Business Combination.

### **Recent Accounting Pronouncements**

Management does not believe that any recently issued, but not effective, accounting standards, if currently adopted, would have a material effect on the Company's financial statements.

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## INFORMATION ABOUT ROW 44

*The following section describes the business and operations of Row 44 and will also describe the business and operations of the Company following the consummation of the Business Combination.*

### Business

#### The Row 44 Advantage

Row 44 is a leading satellite-based broadband services provider to the global commercial airline industry. Row 44's Wi-Fi based platform and network enables aircraft to connect to orbiting Ku-band satellites and to communicate with existing satellite ground earth stations. The Row 44 in-cabin system and communications link currently provides airline passengers with Internet access, live television, shopping and flight and destination information. In the near future, Row 44 expects to deliver additional content on demand media and other desired communication services and to provide airlines with valuable aircraft operations data and applications. Row 44 was formed in 2004, its Wi-Fi connectivity system was first deployed by a domestic commercial airline in 2009 and its broadband services were fully operational in 2010. With its entertainment system currently installed on more than 400 aircraft worldwide, Row 44 manages the largest fleet of satellite-based Wi-Fi connected planes that operate over land and sea.

Row 44's inflight connectivity platform is in full production and currently deployed across most of the fleets of Southwest Airlines in the continental United States, Norwegian Air Shuttle in Europe and Mango Airlines in South Africa. In early 2013, Row 44 expects to commence installation on all or parts of the fleets of Icelandair for transatlantic service and Transaero Airlines and UTair Airlines for service in Russia and the Commonwealth of Independent States.

#### The Row 44 Difference

Row 44 stands apart from its in-flight broadband competitors by offering the best combination of connectivity capabilities. The Row 44 platform and network provide its commercial airline customers with the following benefits:

*Superior Performance:* The Row 44 system uses existing Ku-band satellite technology capable of delivering broadband class high speed connectivity to aircraft inflight over wide areas of coverage without the need for terrestrial-based systems, which are non-functional during transoceanic flight.

*Superior Availability:* The Row 44 system uses currently accessible Ku-band satellites to offer the best performance over Row 44's key geographic markets, including transoceanic flight paths.

*Device-based:* Row 44's system effectively employs a bring-your-own-device model, connecting to passenger owned mobile devices seamlessly through the satellite link on board. Row 44's approach to in-flight connectivity gives end users the ability to access its services using familiar interfaces and input capabilities and offers airlines a lower total weight solution for delivering first class entertainment options to travelers.

*Customizable:* The Row 44 system includes a highly customizable software platform that can be easily and readily updated and branded to meet the unique needs of each of Row 44's airline customers throughout the world.

*Expandable:* The Row 44 system includes built-in flexibility to enable additional services and features to be added to the system, such connectivity to aircraft internal maintenance and monitoring systems.

During the course of long, tiring transcontinental domestic and transoceanic international travel, Row 44 s products and services afford the leisure traveler a welcome suite of entertainment alternatives and provides business travelers an opportunity to stay connected and travel productively, all while providing airlines a lower total weight solution and delivering highly prized ancillary revenues. By enhancing the in-the-air experience for all types of travelers, the Row 44 s commercial airline customers can distinguish their flights from competitive travel on aircraft without in-flight entertainment systems or with less capable installed and/or connected systems.

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## Row 44 Enhances Air Travel

The explosive growth of smart phones and other portable Wi-Fi devices has made connectivity a near universal fact of life. Passengers embarking on commercial air travel expect to remain connected to their ground based worlds in-flight. Airlines face incredibly thin profit margins and fight to remain competitive in the price driven world of commercial aviation. The need of airlines to stand out and to generate additional revenue with distinct, reliable in-cabin services provides an ideal opportunity for the Row 44's products and services.

### The Air Travel Market and Connectivity

In 2010 there were approximately 630 million scheduled passengers on commercial airlines in the U.S. and approximately 2.7 billion passengers worldwide. It is expected that worldwide scheduled passenger traffic will exceed 3.0 billion in 2012. Only a small portion of the commercial airlines around the globe are operating with passenger accessible Internet connectivity systems. Management at Row 44 believes its expandable, highly customizable system and service is the ideal solution for the growing demand for connectivity and portable entertainment in-flight around the world.

### Differentiating Commercial Air Travel

The hyper-competitive commercial airline industry confronts an ever evolving marketplace driven by the cost of fuel, fickle consumer preferences, steep travel discounting, aging and less efficient aircraft and boom and bust world economic trends. Ticket prices rarely fluctuate in tandem with higher fuel prices, forcing airlines to compensate by seeking ancillary revenue for formerly free air travel services such as in-flight meals, baggage services, preferred boarding and even overhead bin space. Passenger revenue from sources other than ticketing represented 29% of total airline passenger revenue in 2010, as compared to 16% in 2000.

Row 44's commercial airline customers are constantly seeking ways to efficiently differentiate their in-flight services while increasing non-fare based ancillary revenue. The Row 44 connected entertainment platform leverages the Wi-Fi enabled devices that passengers routinely carry on board their flights, thus offering airlines more flexibility to deliver in-flight entertainment without installing heavy, inflexible seatback or overhead based systems. In addition, by offering reliable connectivity and a host of entertainment options that passengers can access through their smartphones and laptops, Row 44 affords its airline partners the ability to exploit new revenue streams and a means to enhance the in-flight experience for often travel-weary passengers with entertainment options not currently available on unconnected systems. Finally, by utilizing a connected system, airlines are able to regularly and easily alter the content, features and services offered to passengers.

### Commercial Airline Customers

Row 44 has high caliber customers located across the globe, including the following airlines:

**Southwest Airlines:** the most credit-worthy and respected airline in North America, Southwest has signed an agreement to equip substantially all of its fleet of Boeing 737s with Row 44 products and services, including the recently launched live television service;

**Norwegian Air Shuttle:** One of the leading low-cost carriers in Europe, Row 44 signed an agreement with Norwegian Air Shuttle to outfit its entire existing fleet with Row 44's platform. Going forward, Norwegian Air Shuttle represents a tremendous opportunity for Row 44 given the airline's recent announcement that it has placed the largest

aircraft order in European aviation history (reportedly 122 Boeing 737MAX/100 Airbus A320NEO, with additional options on both types);

**Mango Airlines:** Through a partnership with WirelessG, an Internet service provider in South Africa, Row 44 has equipped all of Mango airlines 737 aircraft with Row 44's platform hardware;

**Transaero Airlines:** Transaero signed an agreement with Row 44 for equipping a number of 737 and 767 aircraft in Transaero's fleet for service throughout Russia, the Commonwealth of Independent States, Europe, North America and parts of Asia. With the first aircraft scheduled to begin service in early 2013, Transaero should represent the first installation of the Row 44 platform on a wide-body class aircraft (a Boeing 767);

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**Icelandair:** Icelandair signed an agreement with Row 44 to equip substantially all of its transoceanic fleet with the Row 44 platform and services. Once launched in early 2013, Icelandair will be Row 44’s first airline with service over the North Atlantic, bridging Row 44’s current North American and European networks with contiguous connectivity; and

**UTair:** UTair signed an agreement with Row 44 for equipping a number of its 737 and 767 aircraft for service throughout Russia and the Commonwealth of Independent States and into Europe and parts of Asia. Row 44 expects to begin installation on UTair’s fleet in early 2013.

**Content Partners**

Row 44 has contracts with many live television providers, major networks and studios and premiere content managers to provide first class in-flight entertainment content as part of a live television and content on demand services. Row 44’s entertainment contracts allow Row 44 access to and widely watched television channels, including live sports programming, vast libraries of content. Row 44’s strategic content partners include the following live television providers:

Live Television Partner	Description
NFL Network/RedZone	<i>Premier content provider, multi-year contract, access to live television feed of NFL Network, access to a live feed of the NFL Redzone service (when available), and access to a library of NFL Films and related content.</i>
MLB Advanced Media	<i>Multiple contracts, including premier content agreement for access to live feeds of certain MLB games and content service provider agreement for back office services to process and deliver live and on-demand content to the Row 44 platform.</i>
NBC Universal	<i>Access to live television feeds of NBC News; CNBC; NBCSN. Premiere content provider; multi-year contract.</i>
Fox News Network, LLC	<i>Access to live television feeds to Fox News Channel and Fox News Network; Premiere content provider; multi-year contract.</i>
Fox Television Holdings	<i>Access to live television feeds of WNYW Fox 5. Premiere content provider; multi-year contract.</i>
Bloomberg	<i>Premier content provider; multi-year contract; access to live television feed of Bloomberg and certain content on demand title. To be activated in 2013.</i>
BBC	<i>Premier content provider; multi-year contract; content on demand and live television service. To be activated in 2013.</i>
<b>Content Partner</b>	<b>Description</b>
Buena Vista Non-Theatrical, Inc. (Disney)	<i>Premier content provider; multi-year contract; content on demand library access.</i>
Twentieth Century Fox	<i>Premier content provider; multi-year contract.</i>
Warner Brothers	<i>Premier content provider; multi-year contract.</i>

**Row 44’s In-flight Services**

Row 44 offers a host of in-flight services, including the following, and expects to offer additional services in the near future:

**Internet connectivity:** Passengers simply log-on and access the worldwide web through the Row 44 designed airline portal to gain in-flight Internet access directly via their mobile devices;

**Live and cached television:** Row 44 currently offers passengers up to nine live television channels. Row 44 expects to offer stored TV programs and movies from premier content providers in the near future and will be expanding its live TV offering to up to 15 channels in early 2013;

**In-Flight Information:** Row 44 s system offers connected passengers access to in-flight information such as maps, weather and flight duration information in a quickly and easily accessible manner, even while using other aspects of the Row 44 platform;

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**Games:** The expandability of Row 44's system allows for the inclusion of any number of games as part of its service offering;

**Shopping:** Row 44 provides access to a unique shopping portal designed specifically for seamless purchases in-flight;

**Destination events and deals:** Row 44 is in the process of completing a customized destination content and deal function specifically tailored to the inflight experience and key flight destinations.

Additionally, Row 44 offers airline partners a free standing content-on-demand solution utilizing a subset of the Row 44 connected entertainment platform to deliver Wi-Fi accessible stored content and other un-connected products to airlines seeking to reduce up-front costs and offer passengers a more limited selection of entertainment options. If an airline later elects to add satellite connectivity, Row 44's installed equipment can be converted to a broadband connected system with the installation of an antenna on the aircraft and additional system components.

The image below represents a typical page on the Row 44 platform, as offered by our launch partner Southwest Airlines. The page is accessed as the default landing page of a passenger's device when the passenger has connected to the Row 44 platform and launches an Internet browser.

## Revenues

There are two typical revenue models within the connectivity industry: 1) a business-to-consumer model where the connectivity provider controls pricing, branding, portal design, etc., and interacts directly with passengers and 2) a business-to-business model in which the connectivity provider like Row 44 cedes much of the control over these decisions to the airline itself, but offers product support and shares in portal revenues. In that regard, Row 44's business-to-business approach expresses its willingness to partner with airline customers to create solutions for the mutual benefit of passengers, airlines and Row 44. While competitors may demand complete product control, Row 44 offers airlines flexibility with respect to critical product decisions. In general, revenues are derived from the sale of equipment and from service fees paid by the airlines, along with a share of revenue generated by the portal. Specifically, Row 44's service agreements with

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its commercial airline customers vary depending on the goals of each airline, who, for example, can decide to charge an amenity fee for all, none or some of the services provided.

Row 44 shares fee revenue with its airline customers with respect to the following items:

**Advertising:** Row 44 has the ability to place advertisements within the portal page or as roadblocks in certain content such as movies and television. Advertising revenues are shared by Row 44 with its customers on a deal-by-deal basis;

**Movies and television:** Row 44 also shares in fees charged to passengers for accessing live television, on-demand television, demand movies or other services;

**Shopping:** Row 44 earns a commission on items, destination services or deals purchased through an airline's proprietary portal;

**Excess bandwidth:** In some instances, Row 44 provides airlines with dedicated bandwidth for their own operational data usage for a fee; and

**Games, text messaging and other entertainment:** In the future, Row 44 may also share in revenues generated by passengers accessing other portal services such as games and text messaging.

## Technology

Row 44's proprietary system optimizes both performance and user experience. A modem, server, wireless access points and related hardware are installed in the headliner of the interior cabin ceiling of an aircraft, while a satellite communications tracking antenna is mounted under a radome on the top of the aircraft's fuselage. The key system components of the Row 44 platform are illustrated below:

For connected services, the system works by enabling a passenger accessible device connected to a Row 44 wireless access point, or WAP, and authorized to use the service to send typical TCP/IP based communications to the WAPs in the aircraft cabin. The WAPs feed data to a satellite modem that then utilizes the specialized satellite antenna to point at a satellite in the Row 44 network and transmit data to the satellite for relay to a ground earth station and then to the Internet. The responsive data from the Internet travels the same path in the opposite direction, ultimately returning to the passenger. To access content on demand and similar stored services, Row 44's on board server delivers the applicable content wirelessly from solid state storage devices within the server to the passenger. For accessing live television, the live television signals are delivered in a continuous stream of data from Row 44's ground earth stations to each aircraft in the applicable coverage area. Passenger devices authorized to access the live television service through a connection to the same WAP used to deliver Wi-Fi connectivity. All of these services are monitored, maintained and controlled

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around the clock by Row 44's network operations center in Lombard, Illinois and by an additional network operation center maintained by Hughes Network Systems pursuant to Row 44's service agreements with Hughes.

### **Hughes Network Systems**

Close relationships with key industry operators like Hughes Network Systems have allowed Row 44 to develop a very sophisticated and reliable satellite based system. Hughes is a global broadband satellite network services company and has been a supplier of satellite and network services to Row 44 since 2006. Hughes supplies Row 44 with satellite gateway and related network equipment and modem cards for use as part of the Row 44 system. Hughes also (i) operates several network operations centers for monitoring and servicing the broadband system on a 24/7 basis, (ii) arranges for and provides Row 44 a terrestrial back haul link from its network operations centers to the Internet and (iii) arranges for the provision of satellite connectivity service for communications from aircraft equipped with the Row 44 platform to and from the ground-based gateway. Row 44 is currently the exclusive recipient of Ku transmission services from Hughes within the field of broadband Internet connectivity to commercial aircraft in North America.

Row 44's relationship with Hughes affords Row 44 unparalleled access to a global leader in satellite networks and services. Hughes' long term participation within the satellite industry gives Row 44 a negotiating advantage, and Hughes' turnkey network solutions and extensive network operations experience give Row 44 the power of a major network provider at a fraction of the cost of building out such infrastructure. Hughes also has extensive satellite network design engineering and program management resources that Row 44 is able to leverage as needed.

### **Industry Trends**

The quality of the in-flight experience is one of the key criteria noted by passengers when selecting an airline. Additionally, as wireless connectivity has become nearly universal terrestrially, consumers have expanded their demand for connectivity to the air. Not surprisingly airlines are increasingly seeking connectivity solutions to improve passenger experience and compete effectively with rivals.

A majority of connectivity, particularly in the United States, is delivered via air-to-ground, or ATG, technology. ATG technology in use today is generally based on 3G cellphone technology that utilizes custom terrestrial towers (either linked by wire to ground based networks or linked to other towers wirelessly) to transmit signals to aircraft flying overhead. Generally, ATG only works over land and is difficult to install except on anything but relatively accessible terrain. For the service to be effective, towers must be located within 300 miles of aircraft in service. ATG networks require significant up-front capital expenditures to construct custom connected towers in support of airline routes, and even then, changes in terrain and other factors affect service reliability and speed. ATG networks also present significant barriers to expansion as environmental and country-specific regulations, including that most countries subject cell phone related spectrum to auction systems, make serial connectivity a challenge and, of course, these land based networks are not functional for transoceanic travel.

Satellite technologies resolve the issues of land-constraints and eliminate a majority of regulatory costs and hurdles, including cross-border considerations. The ability to rent satellite transponder space on existing geosynchronous satellites greatly reduces the up-front costs of network build-out, while offering significantly more flexibility in terms of bandwidth expansion. The Ku band satellite transmissions and connectivity offered by the Row 44 system and network supports up to ten times the bandwidth available with current ATG solutions at a fraction of the build out cost. Overall, Ku band delivers the highest speed and greatest reliability amongst competitive connectivity offerings today, and is generally available in most of the world.

## Competition

Key competitors of Row 44 in the connectivity and in-flight entertainment business include Gogo, Inc., Panasonic Avionics, OnAir and LiveTV/ViaSat. Management of Row 44 believes that the reach, reliability, performance and production experience of its satellite solution to in-flight broadband connectivity needs, the breadth of its content offerings and its first mover status on transoceanic broadband service give it a meaningful competitive advantage over its ATG competitors and those new to the intricacies of satellite

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connectivity. Over time, new players are likely to emerge within the connectivity industry, some of which may be better capitalized than Row 44. Row 44 believes that the experience, quality, reliability and technological superiority of its equipment, along with its strong customer and supplier relationships and breadth of service offerings, will allow it to maintain its position as a leading satellite-based provider of in-flight connectivity and services.

## **Industry Growth**

Row 44 believes that a number of factors support industry growth and secure its position as a leading provider of connectivity solutions.

## **Expanding Demand**

According to In-Stat, in-flight Wi-Fi is estimated to be a \$1.5 billion industry by 2015. Significant growth in onboard consumer use of Wi-Fi-enabled mobile devices as well as the growing popularity of social networking will fuel demand for constant global connectivity. Strong projected growth in global aircraft fleets will provide the foundation for additional demand for in-flight connectivity solutions, particularly in international markets.

## **Limited Direct Competition**

Panasonic Avionics is the only other direct competitor in the satellite broadband space, having been installed on approximately 30 aircraft to-date and generally utilizing hardware developed in connection with the failed Connexion by Boeing service. Although larger in size, other competitors such as OnAir and Gogo either cannot match the broadband connectivity speeds of Row 44 or have ATG networks that cannot operate over water.

## **Alternative Uses**

The Row 44 platform supports a variety of media and avionics-related data. Thus, there are numerous alternative uses and growth opportunities in aviation depending on the aircraft, on-board avionics systems and airline operational needs, including the following:

- Flight operations services:
  - Weather (for Electronic Flight Bags);
  - Cabin surveillance and cabin crew operations
- Emergency medical support, including replacements of expensive current systems; and
- Re-accommodation, connecting gate and baggage claim support.
- Technical operations services:
  - Flight operations quality assurance data in real time;
  - Aircraft live conditioning monitoring;
  - Electronic logbook and data loading;
  - Cargo services; and
  - Luggage and cargo tracking.

Row 44 technologies could be of tremendous utility in other industries such as general maritime services and in the cruise ship industry, as a result of the following:

- Maritime terminals have been serviced by low-bandwidth L-band satellite systems;
- Maritime connectivity costs are very high;

Maritime traveler demand for connectivity has grown at comparable rates with the proliferation of mobile devices;  
and

Antenna design and licensing is simpler and less restrictive.

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### **Commercial Flexibility**

Row 44 offers airlines the commercial flexibility to control branding and pricing, as well as the option to select from a menu of products at different costs. Airlines choose exactly what services they want to offer passengers and at what price, while finding new ways to extend brand recognition.

### **Equipment Advantages**

The Row 44 platform is easily installed within a period of four to five days and supports most common commercial aircraft types. Installation of the Row 44 system can be coordinated with other aircraft maintenance activities to minimize ground time for aircraft. In addition, the Row 44's platform's use of an efficient radome design and ability to deliver quality services that can replace currently installed seat back IFE systems offer airlines a significant opportunity to minimize IFE related fuel costs over the life of the product.

### **Strategy**

Row 44 is in the process of rapid expansion outside of North America through the acquisition of international customers such as Norwegian Air Shuttle, Icelandair, Transaero, UTair, and the deployment of transponders covering the Atlantic Ocean, Europe and parts of Asia. Row 44's growth plans strategically tackle markets with high population and traffic density, having begun with North America and Europe. Eventually these plans will lead Row 44 to China,

Southeast Asia and South America, with a goal of maximizing returns through a first-mover advantage of its satellite-based broadband connectivity solutions. In addition to regional expansion, Row 44 intends to expand its product offerings world-wide. Row 44 recently launched its live television service in the United States and expects to offer television and content on demand in additional markets in 2013. Row 44 also has a program in place to develop and offer GSM telephone voice service (utilizing the Row 44 platform satellite link) in markets where this service is permitted and demanded.

Targeting heavily air-trafficked regions allows Row 44 to leverage launch customers and add on additional airline customers with relative ease. Adding customers in areas with existing satellite coverage (utilized for launch customers) allows Row 44 to spread fixed costs associated with transponders over a larger network base. Once multiple dense and busy regions are served, Row 44 can link coverage regions to serve long-haul flights.

### **Leverage Technology**

Row 44 believes it has the most technologically superior product offering in the market today, and plans to leverage this in new markets. The lack of a dominant connectivity offering in non-US short-haul high density markets creates a large opportunity for Row 44. With a foothold in dense markets, Row 44 can sequence connectivity to build a global network and capture market share via sales to long-haul carriers.

### **Continue Technological Evolution**

Row 44 works continuously to improve existing systems and user interfaces, while also developing plans to remain at the forefront of the technology curve. Row 44 is already working diligently toward a Ka band solution to maintain a first-mover advantage as the industry evolves.

Row 44 expects to continue to develop better performing components of its current system, and Row 44's design decision to develop key components of the system as easily replaceable plug and play components will enable Row 44 and its customers to stay on the cutting edge without completely replacing on board systems.

## **Regulatory**

### **Aviation Regulatory Authority Certificates**

In order to install the Row 44 broadband system onboard a commercial aircraft, Row 44 needs to obtain a Supplemental Type Certificate, or STC, from the FAA, or an equivalent authorization from the applicable regulatory authorities abroad, such as the European Aviation Safety Agency. To date, Row 44 has obtained an STC to install the Row 44 system on the Boeing 737-700, 737-800 and 737-900 series aircraft, commonly referred to as 737 Next Generation planes. Row 44 has also obtained an STC for the Boeing 757-200 aircraft. Row 44 currently has STCs in progress for the Boeing 757-300, 767-200 and 767-300 series aircraft and expects to launch additional STC programs in the future as needed.

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### **Service-Related Licenses**

Prior to commencing the delivery of its system and related services, Row 44 needed to obtain authorization from the Federal Communications Commission, or FCC, in order to provide airborne mobile satellite service over the United States. On May 28, 2008, Row 44 filed for authorization to operate its service with the FCC, and on August 4, 2009 the Company received final authorization from the FCC to operate the Row 44 service using the initial production equipment package. In order to obtain FCC authorization, Row 44 conducted extensive testing and evaluation of its proposed service to verify the Row 44 broadband system would perform as expected and not interfere with the operations of other satellite service providers over the United States. Row 44 believes that having obtained a FCC license to operate its service gives Row 44 a significant first mover advantage against other potential entrants into the satellite-based Internet communications market, and that the resistance was overcome in obtaining such licensure significantly improved Row 44's expertise in obtaining positive results from the FCC and other government regulators in the future.

### **Global Licensing**

Concurrently with filing for licensure in the United States, in 2009 Row 44 commenced a comprehensive effort to obtain authorization to operate its service in various key markets and countries around the world. To date, the Company has obtained authorization to provide its service in over 100 countries, including substantially all of Western Europe. Row 44 will obtain additional authorizations on an as-needed basis as the market for Row 44's service expands globally.

### **Intellectual Property**

Row 44 has a number of valuable trademarks, including *Giving Broadband Wings®*, and has applied for additional marks related to its product offerings. Row 44 also has patents relating to satellite connectivity systems, but does not currently use those patents in its current product offering. Given Row 44's experience in developing and launching its product, Row 44 believes it has key proprietary technology and related trade secrets on how to enable a satellite based in-flight connectivity platform to perform in an efficient and effective manner.

### **Employees**

As of September 30, 2012, Row 44 had 47 employees, including 18 in operations, 10 in research, development and engineering, 9 in administrative and 10 in other roles with Row 44. Of these employees, 13 were located in Westlake Village, California, 24 in Chicago, Illinois, 3 in Las Vegas, Nevada and 7 elsewhere around the world. None of Row 44's employees are represented by a labor union. Management of Row 44 believes that its relationship with its employees is good.

### **Facilities**

Row 44 currently leases approximately 7,900 square feet for corporate headquarters in Westlake Village, California under a lease agreement that expires in October 2015 and approximately 10,200 square feet for the Chicago, Illinois facility under a lease agreement that expires in June 2017. Management of Row 44 believes that its current facilities will be adequate for the foreseeable future and that sufficient commercial space at competitive rates will be available for future expansion of Row 44's business and operations.

## Legal Proceedings

Row 44 has been a party to litigation arising from time to time in the ordinary course of business, none of which has been material. Row 44 expects that litigation may also arise in future periods, the materiality of which cannot be predicted. Regardless of the outcome, litigation can have a material adverse impact on Row 44's operations because of defense and settlement costs, diversion of resources and other factors that could affect our ability to operate our business.

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Set forth below is certain information regarding the current directors and executive officers of Row 44.

Name	Age	Position
John LaValle	55	Chief Executive Officer and Director
John Guidon	53	Chief Technology Officer and Director
Douglas Walner	43	Chief Commercial Officer
H. Travis Christ	42	Chief Sales and Marketing Officer
Stephen Redford	53	Vice President Networks
James P. Costello	50	Vice President Engineering
Frederick St. Amour	54	Vice President Sales
Michael Pigott	35	VP Legal/General Counsel
Edward L. Shapiro	47	Chairman of the Board of Directors
Lawrence Kellner	53	Director
David Davis	46	Director

**Directors and Executive Officers**

**John LaValle** was promoted to Chief Executive Officer of Row 44 in January 2012. Prior to that time, he served as Row 44's Chief Operating Officer and Chief Financial Officer, positions that he held since he joined the Company in June 2007. From 2005 to 2006, Mr. LaValle was Chief Operating Officer and Chief Financial Officer of National Beverage Properties, a beverage distribution finance company. From 2002 to 2005, he was Chief Financial Officer of Telastic Communications, a privately held telecommunications company. From 2001 to 2002, he was Chief Financial Officer of Lightcross, a silicon photonics company that was subsequently merged with Kotuta. From 1998 to 2000, Mr. LaValle was Chief Financial Officer and Executive Vice President Operations of Stamps.com, a NASDAQ traded Internet postage and shipping company. From 1997 to 1998 he was Chief Financial Officer of Comcore Semiconductor, a developer of high-speed communications chips that was sold to National Semiconductor in 1998. He graduated Summa Cum Laude from Boston College and earned an MBA from Harvard Business School.

Specific qualifications, experiences, skills and expertise include;

considerable operating and management experience in several venture capital-funded technology startup and middle market companies;

core business skills, including financial, strategic and operational planning;

considerable SEC and NASDAQ experience through multiple public offerings;

considerable M&A experience through multiple public and private dispositions and acquisitions; and

deep understanding of Row 44, its history and culture.

**John Guidon** founded Row 44 in 2004 with Gregg Fialcowitz. Mr. Guidon served as Chief Executive Officer from 2004 until January 2012, when he assumed the position of Chief Technology Officer. In 1996, Mr. Guidon co-founded ComCore Semiconductor, a developer of high-speed communications chips that was sold to National Semiconductor in 1998. Mr. Guidon graduated with honors in Electrical Engineering from Imperial College in London.

**Douglas Walner** joined Row 44 in May 2012 as a full time consultant with the title of Chief Commercial Officer.

From November 2010 to March 2012, Mr. Walner was Executive in Residence at The Idea Village, a non-profit organization with a mission to identify, support and retain entrepreneurial talent in New Orleans, Louisiana. From July 2008 until March 2012, Mr. Walner pursued private investments in both real estate and start-up ventures. From May

2001 until June 2008, Mr. Walner served as President and Chief Executive Officer of PSI Services, LLC an industry leader in human capital management and assessment. Mr. Walner was Senior Vice President and General Manager of Stamps.com, from August of 1998 until January 2001, and served as Interim Co-President of that business during 2000. Mr. Walner earned a Bachelor of Arts degree in History from Tulane University.

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**H. Travis Christ** joined Row 44 in May 2011 as its Chief Sales Officer. He assumed the position of Chief Marketing Officer in January 2012. From October 2008 until April 2011, Mr. Christ was President of the Americas for Travelport, an information technology and service company. From June 1995 until September 2008, Mr. Christ worked for US Airways, serving as Vice President Marketing, Sales & Distribution from 2003 through 2008. Mr. Christ received his Bachelor in Business Administration from George Washington University and holds an MBA from the Thunderbird School of Global Management in Glendale, Arizona.

**Stephen Redford** joined Row 44 in June 2008 as its Chief Technical Officer and assumed the position of Vice President Networks in January 2012 when Mr. Guidon became Row 44's Chief Technical Officer. Prior to joining Row 44, Mr. Redford was Chief Technical Officer at Verizon Airfone, a position he held from November 2002 to August 2006. Mr. Redford joined Verizon (then GTE) in 1995. Prior to that time, Mr. Redford worked at Marconi Electronic Systems in London (formerly known as GEC-Marconi), where Mr. Redford reached the position of Systems Manager. Mr. Redford studied mathematics at the University of Reading, England.

**James P. Costello** joined Row 44 in June 2007 as Vice President, Engineering. Prior to that time, Mr. Costello was a private technology consultant. From August of 2000 to June of 2003, Mr. Costello was Director of Advanced Technology at Motorola and prior to that time he was Vice-President, Product and Service Development at Verizon Airfone. Mr. Costello received a Bachelors of Science degree in Engineering from Purdue University and an MBA from Lake Forest Graduate School of Business in Illinois.

**Frederick C. St.Amour** joined Row 44 as a full time consultant with the title of Vice President Sales in July 2008. From December 2007 until June 2008, Mr. St.Amour served as an independent consultant to the US Department of Defense. From September 2004 until December 2007, Mr. St.Amour served as Director, Worldwide Sales for Symantec Corp, an information infrastructure and security company. From October 2002 until August 2004, Mr. St.Amour served as Director of Sales for Guidance Software, a computer security software firm. From April 2001 until October 2002, Mr. St.Amour served as Strategic Account Manager for Parametric Technology Corp, a software developer for 3D computer aided design systems. From May 2000 until February 2001, Mr. St.Amour served as Director of Business Development for Encryptix, a secure transaction services firm. From February 1998 until May 2000, Mr. St.Amour served as Director, Network Service Provider Sales, at Cisco Systems. Mr. St.Amour graduated from California State University, Long Beach with a joint BS degree in Physics and Chemistry, received an MS in IT Engineering from the McCormick School of Engineering at Northwestern University and an MBA in Business Administration from the University of Southern California Marshall School of Business.

**Michael Pigott** joined Row 44 in April 2009 as Vice President-Legal Affairs and General Counsel. From June 2007 until March 2009, Mr. Pigott was in private practice with the Los Angeles law firm of Strategic Law Partners, LLP. Prior to that time, Mr. Pigott worked in private legal practice in the Los Angeles area. Mr. Pigott received his Bachelor of Arts degree in Political Economy and Philosophy from Tulane University in 1997 and received his Juris Doctor degree from the University of Southern California School of Law in 2001.

**Edward L. Shapiro** is a Partner and Vice President at PAR Capital Management, Inc., a Boston-based investment management firm specializing in investments in travel, media and Internet-related companies. Prior to joining PAR Capital in 1997, Mr. Shapiro was a Vice President at Wellington Management Company, LLP and before that an Analyst at Morgan Stanley & Co. Mr. Shapiro also serves as chairman of the supervisory board of AIA, and is Chairman of the Board of Legend 3D, Inc. and Lumexis Corporation, a member of the Wharton Undergraduate Board and on the Trust Board for Children's Hospital Boston. He previously served on the board of US Airways from 2005-2008. Mr. Shapiro earned his BS in economics from the University of Pennsylvania's Wharton School and an MBA from UCLA's Anderson School of Management. The principal qualifications that led to Mr. Shapiro's selection as a director include his financial expertise and extensive experience in the travel, media and related businesses. Mr

Shapiro's specific qualifications, experiences, and skills include his experience in corporate governance matters, considerable expertise in finance and financial matters and deep understanding of Row 44 and the airline industry.

**Lawrence W. Kellner** is president of Emerald Creek Group, a private equity firm based in Houston. From December 2004 through December 2009, Mr. Kellner was the Chairman and Chief Executive Officer of Continental Airlines. He served as President and Chief Operating Officer of Continental Airlines from March



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2003 to December 2004, as President from May 2001 to March 2003 and was a member of Continental Airlines board of directors from May 2001 to December 2009. Mr. Kellner graduated magna cum laude with a Bachelor of Science in Business Administration from the University of South Carolina, where he served as student body president. Mr. Kellner also serves on the boards of The Boeing Company, The Chubb Corporation and Marriott International, Inc. His specific qualifications, experiences, skills and expertise include his extensive experience in the airline industry and in corporate governance matters.

**David Davis** joined the Board of Directors of Row 44 in December 2011. In 2010 Mr. Davis co-founded Bearpath Capital, LLC, a private equity investment and advisory firm. From December 2008 to September 2010 he was a senior managing director at Perseus, LLC, a private equity investment firm. From February 2009 to March 2010, Mr. Davis also served as Chairman of the Board and Chief Executive Officer of Workflow Management, Inc., one of country's largest printing and promotional products companies. From July 2010 to December 2011, he served as Chief Executive Officer and a member of the Board of Established Brands, a footwear and apparel company. From August 2005 to December 2008, Mr. Davis served as a senior financial executive, including Chief Financial officer, of Northwest Airlines, where he was part of a small team that restructured the company and merged it successfully with Delta Air Lines. From 2002 to 2004 Mr. Davis served as a senior financial executive, including CFO of US Airways. Earlier in his career, Mr. Davis worked for Rosemount Aerospace (later acquired by BF Goodrich), a manufacturer of instrumentation for aircraft and spacecraft, as a marketing engineer, and for Rockwell International as a flight-planning engineer. Mr. Davis is a member of the Board of Directors of Lumexis Corporation, a leading provider of in-flight entertainment systems to airlines. Previously, Mr. Davis served on the board of ARINC, Inc. a provider of communications services to the aerospace industry, and MCH Holdings, a regional airline holding company. Mr. Davis holds a Bachelor of Aerospace Engineering and Mechanics and a Master of Business Administration, both from the University of Minnesota.

## **Composition of the Board of Directors**

The Row 44 Board of Directors is comprised of eight board positions. Currently Row 44 has five Directors and the Board has three vacancies. Under the terms of a Voting Agreement amongst major stockholders at Row 44, the following board appointment rights have been agreed to:

PAR Capital has the right to appoint 5 directors, and has appointed Edward L. Shapiro, Lawrence Kellner and David Davis;

Alaska Airlines has the right to appoint one director but has not elected to do so. In the absence of an Alaska appointment, John Guidon is serving as an at large Director on the Board;

AIA has the right to appoint one director, but has yet to do so;

holders of Row 44's common stock have the right to appoint one Director, and have appointed John LaValle.

## **Committees of the Board of Directors**

The Row 44 board of directors has two principal committees: an Audit Committee and a Compensation Committee.

### **Audit Committee**

The Audit Committee's primary duties and responsibilities are to appoint, compensate, retain and oversee the work of any registered public accounting firm engaged for the purpose of preparing or issuing an audit report for Row 44. Audit Committee members do not receive compensation for their services on the Audit Committee. The members of Row 44's Audit Committee are not deemed independent under Nasdaq rules. The Audit Committee met once in 2011.

## **Compensation Committee**

The purpose of the Compensation Committee is to review and approve the compensation of executives. The Compensation Committee approves compensation objectives and policies as well as compensation plans and specific compensation levels for all executive officers. Compensation Committee members do not receive compensation for their services on the Compensation Committee. The members of Row 44's Compensation Committee are not deemed independent under Nasdaq rules. The Compensation Committee met once in 2011.

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## Executive Compensation

### Compensation Discussion and Analysis

In this *Compensation Discussion and Analysis*, Row 44 provides an overview of its executive compensation program, including a discussion of the compensation philosophy of the Compensation Committee of the Row 44 Board of Directors. The following discussion also reviews the material elements of compensation earned by or paid to Row 44 s named executive officers in 2011, and discusses and analyzes the compensation decisions made by the Compensation Committee in 2011. In 2011, Row 44 entered into employment agreements with most of its senior executive officers. These agreements increased compensation for executive officers of Row 44, including those previously employed by it. All of the terms and conditions of these agreements and the compensation levels for Row 44 s executive officers were set by informal determination by the Board of Directors after consultation with certain executive officers.

Row 44 s named executive officers discussed in this *Compensation Discussion and Analysis* and the related compensation tables are the officers listed in the table below.

Name	Title
John Guidon	Chief Executive Officer*
John LaValle	Chief Operating Officer and Chief Financial Officer
Howard Lefkowitz	Chief Commercial Officer <sup>+</sup>
James Costello	Vice President Engineering
Gregg Fialcowitz	President**
Frederick St.Amour	Vice President Sales

\* Mr. Guidon is currently Chief Technical Officer, a position he assumed in January 2012.

Mr. LaValle is currently Chief Executive Officer, a position he assumed in January 2012.

+ Mr. Lefkowitz is no long an executive officer or an employee of Row 44.

\*\* Mr. Fialcowitz is no longer an executive officer or employee of Row 44.

The Compensation Committee has overall responsibility for approving the compensation program for Row 44 s named executive officers and makes all final compensation decisions regarding these executive officers. The Compensation Committee believes that Row 44 s compensation policies and practices are consistent with its values and support the successful recruitment, development and retention of executive talent so that Row 44 can achieve its business objectives and optimize its long-term financial returns.

## Executive Summary

Row 44 s compensation programs are intended to align its named executive officers interests with those of its stockholders. Row 44 s named executive officers total compensation is generally comprised of a mix of base salary, annual incentive compensation and long-term equity awards.

During 2011, Row 44 s short term financial goal was to commence generating revenues from operations to provide cash flow to fund continued operations. As described below in *Row 44 Management s Discussion and Analysis of Financial Condition and Results of Operations*, total revenues increased to \$36,035,017 for the year ended December 31, 2011 compared to \$16,062,326 for the prior year.

The Compensation Committee of Row 44 employs a number of practices that reflect its overall compensation philosophy:

Row 44 does not maintain any change in control-related severance or tax gross-up arrangements;

Row 44 does not provide special retirement benefits designed solely for executive officers; and

Row 44 does not provide perquisites or other executive benefits based solely on rank.

### **Establishing and Evaluating Executive Compensation**

*Executive Compensation Philosophy and Objectives.* The Row 44 Compensation Committee's informal goals with respect to executive compensation include the following objectives:

Attract, retain and motivate high performing executive talent;

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Emphasize incentive pay with a focus on equity compensation;  
Directly align executive compensation elements with both short-term and long-term Company performance; and  
Align the interests of its executives with those of Row 44's stockholders.  
These objectives guided the decisions made by the Compensation Committee with respect to 2011 executive compensation.

*Role of Compensation Consultants.* Row 44 did not use a compensation consultant to advise it with respect to setting executive salaries and bonus levels for 2011. In 2012, the Compensation Committee is using the services of an outside independent compensation advisor with respect to option grants proposed for employees of Row 44, including certain executive officers.

*Role of Executive Officer.* John Guidon, Row 44's Chief Executive Officer in 2011, was not consulted by the Compensation Committee with respect to compensation recommendations for its executive officers. John LaValle, Row 44's current Chief Executive Officer, did occasionally participate in Compensation Committee discussions and did make recommendations to the Compensation Committee with respect to the setting of components of compensation, compensation levels and performance targets for Row 44's other executives in 2011.

*Market Comparisons.* Row 44's Compensation Committee did not use peer group data to make decisions regarding named executive officer compensation in 2011.

*Changes for 2012.* Row 44's executive officers were reorganized in early 2012, as follows:

In January, Mr. Guidon relinquished his position as Chief Executive Officer and assumed the role of Chief Technical Officer to better focus his efforts on advancing the technical advantages of Row 44's business;  
In connection with Mr. Guidon's changing role, Mr. Redford relinquished his position as Chief Technology Officer and assumed the role of Vice President Networks;  
In January, Mr. LaValle was promoted to the role of Chief Executive Officer due to the belief that he was particularly well suited to lead Row 44 in the coming years;  
In January, Mr. Fialcowitz resigned from his board and executive officer positions to pursue other business interests;  
and

In March, Mr. Lefkowitz separated from Row 44 on terms mutually agreeable to both parties.

## **Elements of Compensation**

### **Base Salary**

Row 44 provides a base salary to its named executive officers to compensate them in a fixed and liquid form for services rendered on a day-to-day basis during the year. Given the startup nature of Row 44, base salaries were set at a level that the Compensation Committee believes was low for comparable businesses in the industry. The base salaries of all named executive officers are reviewed annually and adjusted when necessary to reflect individual roles and performance as well as market conditions.

*2011 Base Salaries.* Each of Row 44's named executive officers received the base salary set forth in the Summary Compensation Table under Salary. For 2011, the Compensation Committee set base salaries in accordance with the terms of the employment agreements between Row 44 and each named executive officer that was an employee during 2011. Mr. St. Amour's compensation resulted from Row 44's regular use of his consulting services in 2011. Pursuant to the terms of each employment agreement, the base salaries are reviewed at least annually. The Compensation Committee determined to make adjustments to the salaries of several of Row 44's named executive officers in 2011.

Most adjustments effected a modest increase of 5% or less.

*2012 Base Salary.* The Committee determined to make modest increases to the base salaries of certain executive officers in 2012.

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### **Annual Bonus Plan**

Row 44 does not use annual cash incentive bonuses to reward its named executive officers for the achievement of company performance goals. No cash bonuses were paid to Row 44's named executive officers in 2011. In 2010, Row 44 paid a signing bonus to Mr. Lefkowitz in connection with his joining Row 44 as Chief Commercial Officer. To date in 2012, Row 44 has paid a bonus to its Chief Sales Officer, H. Travis Christ.

### **2011 Stock Option Grants**

While Row 44 believes that equity-based awards align the interests of its named executive officers with the interests of its equity holders and encourages its named executive officers to focus on the long-term performance of Row 44, no stock options were granted to any of the named executive officers in 2011. In 2012, Row 44 made substantial grants of stock options to many of its named executive officers in accordance with the terms of the employment agreements it entered into with these individuals in 2011.

### **Employment Agreements with Named Executive Officers**

Generally, Row 44 believes that having employment agreements with its executives is beneficial to the company because it provides retentive value, subjects the executives to key restrictive covenants, and generally gives Row 44 a competitive advantage in the recruiting process over a company that does not offer employment agreements. Row 44 is in the process of renewing employment agreements with its current executive officers. In 2011, Row 44 entered into employment agreements with Messrs. Guidon, Fialcowitz, Costello and LaValle. These employment agreements have all expired and only Mr. Guidon's agreement has been currently renewed, though Row 44 intends to enter into new agreements with Messrs. Costello and LaValle in the near future.

### **Perquisites**

Row 44 does not generally provide perquisites or personal benefits to its named executive officers.

### **Other Benefits**

Row 44 has a 401(k) benefit plan in place, but does not provide any matching funds to the plan. Named executive officers participated in Row 44's health and welfare plans on the same basis as its other employees. Messrs. LaValle, Guidon and Costello are covered by Row 44's Long Term Care Plan.

### **Nonqualified Deferred Compensation**

None of Row 44's named executive officers participates in or has account balances in non-qualified defined contribution plans or other deferred compensation plans maintained by Row 44.

### **New Equity Incentive Plan**

Row 44 adopted its 2011 Amended and Restated Equity Incentive Plan to increase the number of shares of common stock available for option grants to 65,000,000 and to update the terms of its then existing stock option plan.

## Other Compensation Practices and Policies

*Stock ownership guidelines.* Row 44 has not adopted stock ownership guidelines with respect to the ownership by its executive officers of at least a minimum equity stake in Row 44.

*Policy regarding the timing of equity awards.* As a privately owned company, there has been no market for Row 44's common stock. Accordingly, in 2011, Row 44 had no program, plan or practice pertaining to the timing of stock option grants to executive officers coinciding with the release of material non-public information.

*Policy regarding restatements.* Row 44 does not currently have a formal policy requiring a fixed course of action with respect to compensation adjustments following later restatements of financial results. Under those circumstances, the Board of Directors or Compensation Committee of Row 44 would evaluate whether compensation adjustments were appropriate based upon the facts and circumstances surrounding the restatement.



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*Tax deductibility.* Row 44's Board of Directors has not considered the potential future effects of Section 162(m) of the Internal Revenue Code on the compensation paid to its named executive officers. Section 162(m) places a limit of \$1 million on the amount of compensation that a publicly held corporation may deduct in any one year with respect to its chief executive officer and each of the next three most highly compensated executive officers (other than its chief financial officer). In general, certain performance-based compensation approved by stockholders is not subject to this deduction limit. As Row 44 is not currently publicly traded, its board of directors has not previously taken the deductibility limit imposed by Section 162(m) into consideration in making compensation decisions.

## Summary Compensation Table

The following table sets forth information regarding compensation earned by Row 44's named executive officers during the fiscal years ended December 31, 2011 and 2010.

Name and Principal Position	Year	Salary (\$) <sup>(1)</sup>	Bonus (\$) <sup>(2)</sup>	Non-Equity			Total (\$)
				Option Awards (\$) <sup>(3)</sup>	Incentive Plan Compensation (\$) <sup>(4)</sup>	All Other Compensation (\$) <sup>(5)</sup>	
John Guidon	2011	332,500				9,500	342,000
Chief Executive Officer	2010	333,600				7,200	340,800
Howard Leftkowitz	2011	350,000					350,000
Chief Commercial Officer	2010	79,700	120,000				199,700
Gregg Fialcowitz <sup>(6)</sup>	2011	262,500	—	—	—	—	262,500
President	2010	245,000					245,000
James Costello	2011	280,000				9,600	289,600
Vice President Engineering	2010	255,000				9,600	264,600
John LaValle	2011	250,000				4,600	254,600
Chief Operating Officer and Chief Financial Officer	2010	227,600				4,600	232,200
Frederick St. Amour	2011	237,400					237,400
Vice President Sales	2010	180,900	88,500				269,400

(1) The amounts paid to Mr. St. Amour in 2010 and 2011 were for the consulting services, including commissions on sales of equipment, that he provided to Row 44 in those years.

(2) The amount for 2010 reflects a signing bonus paid to Mr. Leftkowitz when he joined Row 44. Mr. Leftkowitz is no longer an executive officer or employee of Row 44.

(3) No options were granted to the named executive officers in 2011, though the options called for by the employment agreements entered into in 2011 with the named executive officers were granted in 2012.

(4) Includes the cost of a long term care plan purchased by Row 44 for the named executive officers.

(5) Includes a reimbursement of \$2,300 in health related expenses for Mr. Guidon in 2011.

(6) Mr. Fialcowitz is no longer an executive officer or employee of Row 44.

## Employment Agreements

In 2011 Row 44 entered into employment agreements with Messrs. LaValle, Guidon, Redford, Pigott, Christ and Costello, all of which have expired, other than Mr. Guidon's.

Mr. Guidon's employment agreement was entered into on July 1, 2011 and is for a period of three years, with automatic renewal for additional one year terms unless Row 44 provides notice of its intent not to renew at least 90 days before the end of the then-current term. Mr. Guidon receives a base salary of \$350,000 and is eligible for performance bonuses in the discretion of the Board of Directors. Mr. Guidon is also eligible to receive one year salary as severance in the event his employment with Row 44 is terminated without cause.

The employment agreements that Row 44 entered into in 2011 with Messrs. LaValle, Guidon, Redford, Pigott, Christ and Costello are currently in the process of being renewed by Row 44.

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The following table summarizes the outstanding equity awards held by each of Row 44 s named executive officers as of December 31, 2011:

Name	Grant Date	Option Awards		Option Exercise Price (\$)	Option Expiration Date
		Number of Securities Underlying Unexercised Options Exercisable (#)	Number of Securities Underlying Unexercised Options Unexercisable (#)		
John Guidon	4/15/2007	1,493,970 <sup>(1)</sup>	0	\$ 0.18	N/A <sup>(1)</sup>
Howard Lefkowitz					
Gregg Fialcowitz	4/15/2007	1,493,970 <sup>(1)</sup>	0	\$ 0.18	N/A <sup>(1)</sup>
James Costello	10/29/2008	3,330,963	0	\$ 0.15	10/29/2018
John LaValle	10/29/2008	3,330,963	0	\$ 0.15	10/29/2018
Frederick St. Amour	10/29/2008	340,000	0	\$ 0.15	10/29/2018

<sup>(1)</sup> Messrs. Guidon and Fialcowitz were granted the right to purchase shares of restricted common stock on April 15, 2007. The restrictions on these shares expired on August 15, 2010.

**Potential Payments Upon Termination or Change of Control**

The following table describes the payments and benefits that each named executive officer would have been entitled to receive upon a hypothetical termination of employment or change in control as of December 31, 2011. None of Row 44 s executive officers is entitled to any additional severance or other benefits upon termination of employment following a change in control.

For a description of the potential payments upon a termination pursuant to the employment agreements with Row 44 s named executive officers, see Narrative to Summary Compensation Table and Grants of Plan Based Awards Table Employment Agreements with Named Executive Officers. For a description of the consequences of a termination of employment or a change-in-control for the stock options granted to named executive officers under Row 44 s Stock Option Plan, see the disclosure that follows the tables.

Element Severance	Involuntary Termination Without Cause (\$)	Termination for Good Reason (\$)	Death or Disability	Voluntary Resignation/ Retirement	Change in Control
John Guidon	350,000				

*Effect of Termination or Change in Control on Options.* Unless the terms of an optionee s option agreement provide otherwise, if an optionee s service relationship with Row 44 ceases for any reason other than disability, death or cause, the optionee may exercise the vested portion of any option for three months after the date of termination. If an optionee s service relationship with Row 44 terminates by reason of disability or death, the optionee or the optionee s

representative generally may exercise the vested portion of any option for 12 months after the date of such termination. In no event, however, may an option be exercised beyond the expiration of its term. If an optionee's service relationship with Row 44 terminates for cause, the option will terminate immediately.

## **Compensation Risk Assessment**

Row 44 management and the Compensation Committee assessed the risks associated with the Company's compensation practices and policies for employees, including a consideration of risk-mitigating factors in the Company's compensation practices and policies. Following this assessment, the Compensation Committee concluded that Row 44's compensation policies and practices for its employees are not reasonably likely to have a material adverse effect on Row 44.

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## Director Compensation

Historically, Row 44 has not compensated its directors for their participation on the Row 44 Board of Directors. In 2012, Row 44 granted common stock purchase option grants to Lawrence Kellner and David Davis in the amount of 800,000 shares each, vesting monthly over two years from the date each such board member joined the Board of Directors.

## Incentive Plans

The following is a summary of Row 44's outstanding stock option plan.

### Amended and Restated 2011 Equity Incentive Plan

Row 44's Board of Directors adopted, and its stockholders approved, the Row 44 Inc. Amended and Restated 2011 Equity Incentive Plan, which became effective on December 23, 2011 and will terminate 10 years after its effective date unless earlier terminated by the Board. The purpose of this plan is to (i) to align the interests of Row 44's stockholders and the recipients of options under the plan by providing a means to increase the proprietary interest of the optionees in Row 44's growth and success, (ii) to advance the interests of Row 44 by increasing its ability to attract and retain highly competent officers, other employees, directors, consultants, agents and independent contractors and (iii) to motivate those persons to act in the long-term best interests of Row 44 and its stockholders.

An aggregate of 65,000,000 shares of Row 44 common stock were made available for grants of options under the Equity Incentive Plan. As of June 30, 2012, options to purchase 47,574,432 shares of Row 44 common stock were outstanding under the Equity Incentive Plan with a weighted average exercise price of \$0.11 per share, and 17,393,568 shares remained available for future issuance pursuant to options to be granted under the Equity Incentive Plan. Shares subject to an option that are not issued due to expiration, termination, cancellation or forfeiture of an option are again available for reissuance under the plan.

The Equity Incentive Plan is administered by the Compensation Committee. The Compensation Committee has the power to interpret the plan and its application as well as establish rules and regulations for the administration of the plan. The Compensation Committee may delegate some or all of its power to the Board.

In the event of any stock split, reverse stock split, stock dividend, recapitalization, reorganization, merger, consolidation, combination, exchange of shares, liquidation, spin-off or other similar change in capitalization or event, or any extraordinary distribution to holders of Row 44's common stock, the Compensation Committee may appropriately adjust the number and class of securities available under the plan, the number and class of securities subject to each outstanding option and the purchase price per security, but in the case of outstanding options without an increase in the aggregate purchase price.

Participants in the plan consist of those officers, persons expected to become officers, directors, consultants, independent contractors, agents and other employees of Row 44 and its subsidiaries as the Compensation Committee may select from time to time, including agents and independent contractors. Options may be incentive stock options or nonqualified stock options. An incentive stock option is an option that meets the requirements of Section 422 of the Code, and a non-qualified stock option is an option that does not meet those requirements.

The number of shares of common stock subject to an option, whether the option is an incentive stock option or a

nonqualified stock option, the purchase price payable on exercise, the vesting schedule, if any, the period during which an option may be exercised and the other terms and provisions of the options are determined by the Compensation Committee. Options under the plan are subject to terms and provisions of an option agreement signed by the Company and the optionee. All options granted under Row 44 s Equity incentive plan expire not more than ten years (five years in the case of an incentive stock option granted to a ten percent stockholder) after the date of grant and have an exercise price that is determined by the Compensation Committee, but which in no event is less than 100% (110% in the case of incentive stock options granted to a ten percent stockholder) of the fair market value of Row 44 s common stock on the date of grant. If Row 44 common stock is not listed on an established stock exchange, payment for shares of common stock purchased on the exercise of an option must be made at the time of such exercise in cash. If

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its common stock is listed on such an exchange, payment may be made in cash, or unless otherwise disapproved by Row 44, (i) by delivery of common stock, (ii) by withholding shares which would otherwise be delivered on exercise, (iii) in cash by a broker-dealer acceptable to Row 44, or (iv) as otherwise determined by the Compensation Committee, in each case to the extent set forth in the option agreement.

All of the terms relating to the exercise, cancellation or other disposition of any option upon a termination of employment with or service to Row 44 of the recipient of such option, whether due to disability, death or under any other circumstances, are determined by the Compensation Committee. Options granted under the Equity Incentive Plan may not be transferred by the participant other than by will or pursuant to the laws of descent and distribution unless otherwise determined by the Compensation Committee.

As set forth in the applicable option agreement, upon a change in control (as defined in the Equity Incentive Plan), the Board may provide that the option may be assumed or a substantially equivalent option may be substituted, by the acquiring or succeeding corporation (or an affiliate thereof), with an appropriate and equitable adjustment to the number of shares subject to such option and the exercise price per share subject to such option, as determined by the Board in accordance with the Equity Incentive Plan, among other things.

The Board may amend or terminate the Equity Incentive Plan at any time, except that no amendment shall be made without stockholder approval if the amendment would (a) increase the maximum number of shares of common stock available under the plan, (b) effect any change inconsistent with Section 422 of the Code or (c) extend the term of the plan.

## **Compensation Committee Interlocks and Insider Participation**

Edward L. Shapiro, Lawrence Kellner and David Davis served as the members of the Row 44 Compensation Committee in 2011. None of the members of the Compensation Committee is an officer or employee of Row 44. None of Row 44's executive officers serves or in the past year has served, as a member of the board of directors or compensation committee of any entity that has one or more executive officers serving on the Row 44 Board of Directors or Compensation Committee.

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# ROW 44 MANAGEMENT'S DISCUSSION AND ANALYSIS OF FINANCIAL CONDITION AND RESULTS OF OPERATIONS

*You should read the following discussion and analysis together with Selected Historical Financial Information of Row 44 and Row 44's financial statements and the related notes included elsewhere in this proxy statement. Among other things, those historical financial statements include more detailed information regarding the basis of presentation for the financial data than included in the following discussion. This discussion contains forward-looking statements about Row 44's business, operations and industry that involve risks and uncertainties, such as statements regarding Row 44's plans, objectives, expectations and intentions. Row 44's future results and financial condition may differ materially from those currently anticipated by Row 44 as a result of the factors described in the sections entitled Risk Factors and Cautionary Note Regarding Forward-Looking Statements.*

## Overview

Row 44 is a global satellite-based broadband services provider to the worldwide commercial airline industry. Its network enables airlines to connect to orbiting Ku-band satellites and to communicate with existing satellite ground earth stations. Row 44's in-cabin communications link currently provides airline passengers with Internet access, live television, shopping and flight and destination information. In the near future, Row 44 expects to deliver to airline passengers additional content, on-demand media, and other desired communication services and to provide airlines with valuable aircraft operations data and applications.

Row 44 was formed in 2004, its Wi-Fi connectivity system was first deployed by a domestic commercial airline in 2009 and its broadband services were fully operational in 2010. Currently installed on more than 400 aircraft worldwide, Row 44 manages the largest fleet of connected entertainment enabled planes that operate over land and sea.

Since its formation, Row 44 has funded operations primarily through the private placement of preferred stock and short convertible term notes. Invested funds have been used by Row 44 to complete the research, development and engineering and to secure the complex regulatory certifications necessary to produce a fully functional satellite based communications system for commercial airlines. The development of the Row 44 system and network included the following:

- the design and creation of a turnkey system for in-flight broadband connectivity through a satellite link, including a fully operational antenna, an in-cabin modem and several other key operational components;
- the registration, testing and licensing of the Row 44 system with the FAA and the FCC;
- the establishment of a company-managed network operating center to allow for the full time monitoring of the operation of all Row 44 systems in-flight;
- the acquisition of satellite transponder space with sufficient capacity to support the connectivity demands of Row 44's airline customers worldwide; and
- the development of a just-in-time manufacturing process to allow for the efficient delivery of the Row 44 system for installation on customer aircraft on an as-needed basis.



Following the completion of the development of a licensed and operational in-flight broadband system, in 2010, Row 44 commenced the installation of its equipment on the aircraft of Southwest Airlines and began to generate revenues from operations. Row 44 generates revenues from the following sources:

sale of Row 44's connectivity equipment to its commercial airline customers;  
fees paid by airlines and/or airline passengers for the delivery of in-flight services, such as Internet access and live television; and  
revenue sharing arrangements with commercial airlines for Internet based services used by their passengers, such as shopping.

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Beginning in 2009, management at Row 44 began to focus on the global rollout of its satellite-based system and on domestic and international customer acquisitions, signing its first commercial passenger airline in 2010. Row 44 has achieved the following customer installation milestones during the past three years:

2010 Southwest Airlines Co.;  
2011 Norwegian Air Shuttle;  
2011 WirelessG (Mango Airlines);  
2012 Transaero Airlines;  
2012 UTair Airlines;  
2012 Icelandair.

The combined satellite coverage with these customers spans from Alaska to Japan, covering North America, the North Atlantic, Europe, a substantial portion of the Middle East, Russia and Asia.

## **Factors and Trends Affecting Row 44 s Results of Operations**

Row 44 s operating and business performance is driven by various economic and airline industry factors, including the following:

The costs associated with the long-term satellite coverage for Row 44 s broadband services, especially as it expands internationally;

The availability of satellite transponder space, especially in oceanic regions of the world;

The costs associated with complying with the regulatory, aeronautical, telecommunications and legal requirements of the many countries where Row 44 intends to provide its services;

The number of aircraft in service in Row 44 s markets;

The domestic and international economic environment and other trends and developments that affect business and leisure travel around the world;

The operating rate of spending in the airline industry; and

The continued demand for connectivity based in-flight entertainment services and the growing proliferation of Wi-Fi enabled devices such as smartphones, tablets and laptops.

## **Key Components of Row 44 s Statements of Operations**

The following briefly describes certain key elements or revenues and expenses as presented in the Row 44 statements of operations.

*Revenues.* Row 44 generates revenues from the sale of equipment to its commercial airline customers and from service revenue derived from the sale of in-flight connectivity and content delivery to airlines and their passengers.

*Equipment revenue.* Row 44 purchases hardware, equipment and related components from third party vendors, assembles these components and oversees the installation of the Row 44 system in the cabin of an aircraft. Equipment revenue is derived from the sale of the Row 44 system to various customers.

*Service revenue.* Row 44 also receives service revenue for providing in-flight Wi-Fi services such as Internet connectivity and live television. Service revenue can be paid to Row 44 via a fee per boarded passenger, regardless of the number of actual users of the connectivity service during a flight. Service revenue can also be a fee charged on the actual use of the provided service in-flight or revenue generated from the sale of products and advertisement. In the latter instance, Row 44 and its airline customers agree to split ad and transaction based service revenue according to a negotiated formula that varies amongst customers.



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*Revenue recognition.* Row 44 recognizes revenues when all of the following have occurred:

Persuasive evidence of an agreement with a customer exists;  
Equipment has been shipped and the customer takes delivery;  
The price for the equipment or services sold is set or easily determinable; and  
Collectability is reasonably assured.

*Deferred revenue.* Deferred revenue consists primarily of prepayments received from customers for which Row 44's revenue recognition criteria have not been met. Once these revenue recognition standards have been met, deferred revenue will be recognized as revenue.

**Operating expenses:**

Row 44's operating expenses include the following:

equipment cost of sales;  
cost of services;  
personnel;  
research and development; and  
selling, general and administrative.

Equipment cost of sales includes the acquisition cost of all hardware, equipment and componentry that Row 44 purchases for its system and platform from third party vendors. Cost of services includes the cost of satellite transponder leases and content licensing and related management fees. Personnel expenses include the costs relating to the salaries and benefits of Row 44's executive officers, employees and consultants. Research and development expenses include all costs and expenses relating to Row 44's research and development efforts, including all system engineering costs and the expenses relating to the procurement of STCs from the FAA and international authorities for specific aircraft modified to accommodate the Row 44 system. Selling, general and administrative expenses include all of the other operating expenses of Row 44.

TABLE OF CONTENTS**Results of Operations**

The following table sets forth, for the periods presented, certain data from Row 44 s statements of operations. The information contained in the table below should be read in conjunction with Row 44 s financial statements and related notes, which can be found elsewhere in this proxy statement.

**Statement of Operations Data**

	Year Ended December 31,		Six Months Ended June 30,	
	2011	2010	2012	2011
Revenues				
Equipment revenue	\$32,852,829	\$15,778,619	\$32,774,271	\$13,260,574
Services revenue	3,182,188	283,707	4,683,153	903,591
<b>TOTAL REVENUES</b>	<b>36,035,017</b>	<b>16,062,326</b>	<b>37,457,424</b>	<b>14,164,165</b>
Operating Expenses				
Equipment cost of sales	29,343,601	16,933,723	30,466,775	12,549,159
Cost of services	8,089,437	2,353,595	7,825,562	3,179,152
Personnel	5,725,083	3,688,450	3,924,045	2,780,663
Research and development	3,392,101	4,241,704	1,498,560	1,535,575
Selling, general and administrative	6,980,663	4,234,172	4,378,259	3,542,936
Total operating expenses	53,530,885	31,451,644	48,093,201	23,587,485
Operating Loss	(17,495,868)	(15,389,318)	(10,635,777)	(9,423,320 )
Other Income (Expense)				
Miscellaneous income (expense)	92	(58,054 )		
Interest income	53,442	82,169	27,753	26,553
Loss on disposal of assets	(60,491 )	(26,098 )	(1,744 )	(61,075 )
Interest expense	(286,261 )	(3,664,829 )	(10,430,801)	(5,116 )
Total Other Income (Expenses)	(293,218 )	(3,666,812 )	(10,404,792)	(39,638 )
<b>NET LOSS</b>	<b>(17,789,086)</b>	<b>(19,056,130)</b>	<b>(21,040,569)</b>	<b>(9,462,958 )</b>
Less: Preferred stock dividends	(5,360,496 )	(3,811,340 )	(3,051,642 )	(2,581,685 )
Less: Accretion of preferred stock			(96,810 )	
Net Loss Available to Common Stockholders	\$ (23,149,582)	\$ (22,867,470)	\$ (24,189,021)	\$ (12,044,643)
Net loss attributable to common stock per share basic and diluted	\$ (0.57 )	\$ (0.93 )	\$ (0.27 )	\$ (0.49 )
Weighted average number of common shares, basic and diluted	40,313,201	24,663,510	89,180,122	24,663,510

TABLE OF CONTENTS**Comparison of Results of Operations for the Six Months Ended June 30, 2012 and June 30, 2011****Revenues:**

The percentage changes in revenue for the six months ended June 30, 2012 and 2011 were as follows:

	Six Months Ended June 30,			
	2012	2011	\$ Change	% Change
Equipment revenue	\$ 32,774,271	\$ 13,260,574	\$ 19,513,697	147 %
Services revenue	4,683,153	903,591	3,779,562	418 %
Total Revenue	\$ 37,457,424	\$ 14,164,165	\$ 23,293,259	164 %

Row 44's total revenues increased by 164% to \$37,457,424 for the six months ended June 30, 2012 compared to \$14,164,165 for the prior year period due to a considerable increase in equipment sales and substantial growth in the use of Row 44 in-flight services, which resulted from greater deployment of its equipment on commercial flights, especially on the Southwest Airlines domestic fleet. Equipment revenue increased by 147% to \$32,774,271 for the six months ended June 30, 2012 compared to \$13,260,574 for the prior year for the reason noted above. Service revenue increased by 418% to \$4,683,153 for the six months ended June 30, 2012 compared to \$903,591 for the prior year period due to increased passengers available to use of Row 44's system given its greater availability.

Total operating expenses increased by 104% to \$48,093,201 for the six months ended June 30, 2012 compared to \$23,587,485 for the prior year period. Equipment cost of sales increased by 143% to \$30,466,775 for the six months ended June 30, 2012 compared to \$12,549,159 for the prior year period due to a considerable increase in equipment sold based on an increase in orders from Row 44's new and existing commercial airline customers. Cost of services increased by 146% to \$7,825,562 for the six months ended June 30, 2012 compared to \$3,179,152 for the prior year period due to a significant increase in the cost of satellite transponder space, largely due to the expansion of Row 44's business outside of the United States, and to an increase in upfront fees relating to the content delivered by Row 44's system to airlines and their passengers. Personnel expenses increased by 41% to \$3,924,045 for the six months ended June 30, 2012 compared to \$2,780,663 for the prior year period primarily due to Row 44's addition of staff to service its growing customer base and to the funding of certain severance obligations. Research and development expenses declined by 2% to \$1,498,560 for the six months ended June 30, 2012 compared to \$1,535,575 for the prior year period primarily due to a reduction in STC procurement related costs. Row 44 anticipates that research and development expense will increase in future periods as it procures additional STCs and expands its research and development efforts with respect to Ka band satellite connectivity. Selling, general and administrative expenses increased by 24% to \$4,378,259 for the six months ended June 30, 2012 compared to \$3,542,936 for the prior year period largely due to the expansion of Row 44's facilities domestically and abroad to support its growth.

Operating loss increased by 13% to \$10,635,777 for the six months ended June 30, 2012 compared to \$9,423,320 for the prior year period due to an increase in operating expenses as a result of Row 44's accelerated acquisition of additional satellite transponder space and content delivery costs, in addition to an increase in its headcount and the expansion of office space. Total other expenses grew 26,150% to a loss of \$10,404,792 for the six months ended June 30, 2012 from a loss of \$39,638 for the prior year period primarily due to a considerable growth in Row 44's interest expense relating to certain warrants issued in connection with its short term convertible promissory notes in December 2011 and March 2012, as well as the warrant expense associated with the warrant purchase agreement entered into by Row 44 with Major League Baseball Advanced Media in March 2012.

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Net loss rose by 122% to a loss of \$21,040,569 for the six months ended June 30, 2012 compared to \$9,462,958 for the prior year period primarily due to the significant increase in interest expense and warrant expense relating to Row 44's short term convertible promissory notes in December 2011 and March 2012.

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TABLE OF CONTENTS**Comparison of Results of Operations for the Years Ended December 31, 2011 and 2010****Revenues:**

The percentage changes in revenue for the years ended December 31, 2011 and 2010 were as follows:

	Year Ended December 31,			
	2011	2010	\$ Change	%Change
Equipment revenue	\$ 32,852,829	\$ 15,778,619	\$ 17,074,210	108 %
Services revenue	3,182,188	283,707	2,898,481	1022 %
Total Revenue	\$ 36,035,017	\$ 16,062,326	\$ 19,972,691	124 %

Total revenues increased by 124% to \$36,035,017 for the year ended December 31, 2011 compared to \$16,062,326 for the prior year due to an increase in equipment sales and substantial growth in the use of Row 44 in-flight services, which resulted from greater deployment of its equipment on commercial airlines.

Total operating expenses increased by 70% to \$53,530,885 for the year ended December 31, 2011 compared to \$31,451,644 for the prior year. Equipment cost of sales increased by 73% to \$29,343,601 for the year ended December 31, 2011 compared to \$16,933,723 for the prior year to a considerable increase in equipment sold based on an increase in orders from Row 44 s airline customers. Cost of services increased by 244% to \$8,089,437 for the year ended December 31, 2011 compared to \$2,353,595 for the prior year due to a significant increase in the cost of satellite transponder space, largely due to the expansion of Row 44 s business outside of the United States, and to an increase in fees relating to the content delivered by Row 44 s system. Personnel expenses increased by 55% to \$5,725,083 for the year ended December 31, 2011 compared to \$3,688,450 for the prior year primarily due to Row 44 s addition of staff to service its growing customer base, the staffing of Row 44 s Las Vegas office and the expansion of its Lombard facilities. Research and development expenses declined by 20% to \$3,392,101 for the year ended December 31, 2011 compared to \$4,241,704 for the prior year primarily due to a reduction in STC procurement related costs. Selling, general and administrative expenses increased by 65% to \$6,980,663 for the year ended December 31, 2011 compared to \$4,234,172 for the prior year largely as a result of increased headcount commensurate with its growth, considerable executive travel relating to customer acquisition efforts and an increase in trade show expenses.

Operating loss increased by 14% to \$17,495,868 for the year ended December 31, 2011 compared to \$15,389,318 for the prior year primarily due to an increase in selling, general and administrative expenses, as noted above. Total other expenses fell by 92% to \$293,218 for the year ended December 31, 2011 from \$3,666,812 for the prior year primarily due to a considerable reduction in interest expense as outstanding short term convertible promissory notes were converted into preferred equity.

Net loss fell by 7% to a loss of \$17,789,086 for the year ended December 31, 2011 compared to \$19,056,130 for the prior year primarily due to the overall growth of total revenues in 2011.

**Liquidity and Capital Resources**

Row 44 s overall financial condition has improved in 2012, as its operating and investing cash flows increased from previous periods. For the period ended December 31, 2011, Row 44 s auditors issued a going concern opinion,



primarily because, as of that time, Row 44 had not generated sufficient cash flow from operations to cover its operating losses.

	Year Ended December 31,		Six Months Ended June 30,	
	2011	2010	2012	2011
Net cash used in operating activities	\$(3,995,019)	\$(16,071,881)	\$(20,021,247)	\$(661,975 )
Net cash used in investing activities	(587,239 )	(915,339 )	(1,745,890 )	(449,388 )
Net cash provided by (used in) financing activities	9,902,937	20,371,305	34,979,500	(5,953 )
Net increase (decrease) in cash and cash equivalents	5,320,679	3,384,085	13,212,363	(1,117,316 )
Cash and cash equivalents at beginning of period	3,489,000	104,915	8,809,679	3,489,000
Cash and cash equivalents at end of period	\$8,809,679	\$3,489,000	\$22,022,042	\$2,371,684

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Row 44 has historically financed its growth and cash needs through the issuance of convertible preferred stock and short term convertible notes.

Row 44's near and long-term liquidity needs will increase in connection with its growth and anticipated capital expenditures, as well as its anticipated increase in selling, general and administrative costs in connection with Row 44's expansion into Europe and Asia. Row 44 experienced operating losses for the years ended December 31, 2010 and 2011 and for the six months ended June 30, 2012 and management of Row 44 expects that such losses from operations will continue for the foreseeable future.

Following completion of the Business Combination, it is anticipated that at least \$100 million of cash will be available to fund the Combined Company's operations, including those relating to expansion of Row 44's business. Management of Row 44 believes that cash and cash equivalents on hand both at Row 44 and at GEAC, and anticipated cash flow generated from Row 44's operating activities should be sufficient to meet its working capital and capital expenditure requirements for at least 12 months. Management of Row 44 also believes that its improved financial position will allow Row 44 to finance future equipment purchases on attractive terms.

### **Off-Balance Sheet Financing Arrangements**

Row 44 has no obligations, assets or liabilities that could be considered off-balance sheet arrangements. It does not participate in transactions that create relationships with unconsolidated entities or financial partnerships, often referred to as variable interest entities, which are established to facilitate off-balance sheet arrangements. Row 44 has not established any special purpose entities, guaranteed any debt or commitments of other entities or entered into any non-financial assets.

### **Contractual Obligations**

Row 44 does not have any significant long-term debt, capital lease obligations, operating lease obligations or long-term liabilities, other than with respect to contracts for satellite transponder space, office space leases and certain guaranteed minimum payments due by Row 44 to live television and video on demand content providers.

## **Critical Accounting Policies and Estimates**

### **Cash and Cash Equivalents**

Row 44 considers all highly liquid investments with original maturities or three months or less to be cash equivalents.

### **Use of Estimates**

The preparation of financial statements in accordance with GAAP requires management to make estimates and assumptions that affect the reported amount of assets and liabilities and disclosure of contingent assets and liabilities at the date of the financial statements and the reported amounts of revenues and expenses during the reporting period. Actual results could differ from any of the estimates made by Row 44.

### **Income Taxes**

As of December 31, 2011 Row 44 had federal and state operating loss carry forwards of \$57.9 million and \$55.3 million, respectively, which losses will begin to expire during the fiscal years ending in December 31, 2028 and 2018,

respectively. To the extent available, these net operating losses may be used to offset future taxable income generated by Row 44, thereby reducing future federal and state income taxes otherwise payable. Row 44's use of offsetting net operating losses is subject to the restrictions imposed by Section 382 of the Internal Revenue Code.

### **Recent Accounting Announcements**

Management of Row 44 does not believe that any recently issued, but not effective, accounting standards, if currently adopted, would have a material effect on its financial statements.

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## **INFORMATION ABOUT AIA**

*The following section describes the business and operations of AIA. All references to AIA refer to AIA and its subsidiaries, collectively.*

### **Overview**

AIA is the leading provider of content services, products and solutions for the inflight entertainment (IFE) market.

AIA's subsidiaries are market leaders and pioneers in the IFE content industry, providing movies and TV programming, audio, games, applications and creative solutions to approximately 130 of the world's most important commercial airlines.

AIA was incorporated in Germany in 1998 and consummated an initial public offering on the Frankfurt Stock Exchange in 1999. Since 2004, AIA has focused its business on onboard entertainment for commercial airline passengers in the form of video and music programs and video games, referred to collectively as inflight entertainment. AIA's core inflight entertainment business is divided into two separate reporting segments: Content Service Providing, or CSP; and Content. The segment division occurred in 2011 as the result of certain internal restructuring measures and the acquisitions of Emphasis Video Entertainment Ltd., or Emphasis, and Entertainment in Motion Inc. or EIM, two companies through which AIA has expanded its business into the marketing of film licenses.

AIA creates, purchases, develops and/or utilizes content such as movies and audio, and provides technical and substantive services related to inflight entertainment; however, AIA's range of services does not include development, provision or maintenance of the hardware that airlines use onboard for inflight entertainment purposes.

### **Overview of Markets Served**

AIA provides content and services to airlines around the world and across all continents. AIA's cultural expertise allows it to provide customized solutions to accommodate cultural and linguistic specificities in all key markets. The IFE market tends to be stronger in markets such as the Middle East, Asia and Europe, where airlines are more widely equipped with IFE solutions. North American airlines have traditionally focused less on IFE, however there are signs of reinvestment and a shift towards providing a wider variety of IFE content onboard North American carriers in the coming years. AIA's largest customers in terms of revenue are typically airlines based in Europe, the Middle East and Asia.

AIA has aimed to broaden its portfolio of services and to complement its position as one of the largest content service providers for inflight entertainment by becoming a solution provider for advanced, interactive uses of IFE hardware systems. The new IFE hardware systems provide the technological basis for turning the systems previously used only for the purpose of entertaining passengers into interactive passenger platforms that offer a variety of possibilities. In the inflight entertainment industry, this strategic development entails changing inflight entertainment into a total passenger experience. AIA intends to leverage its market position and technological know-how to participate in and take advantage of this cutting-edge development in inflight entertainment.

### **Markets and Customers**

## **Content Service Providing (CSP)**

AIA's CSP segment primarily focuses on making content available for inflight entertainment systems and all associated services. This includes services ranging from selection, purchase, production and technical adjustment of content to customer support in connection with the integration and servicing of inflight entertainment programs. These programs are generally comprised of audio and video programs, such as feature films, television programs, news, sports, and other similar content, and video games. AIA's services also include the development of graphical user interfaces (GUI) for a variety of inflight entertainment applications, database management related to the overall management of inflight entertainment, and both technical integration of content and operation of the respective content management systems. In addition, AIA develops software applications for the next generation of inflight entertainment systems, designed to provide passengers additional services beyond conventional entertainment, such as electronic menus and magazines that provide passengers the ability to purchase electronically a variety of consumer products during a flight.

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AIA's division Inflight Productions, or IFP, has provided movies, TV and audio programming as well as technical services for over 30 years. IFP sources a broad range of TV programs from over 100 worldwide distributors including Warner Bros., NBC Universal, Twentieth Century Fox, CBS, Paramount, the BBC, Discovery and The Walt Disney Company, as well as smaller international content providers. IFP programmers choose TV shows that are relevant and appropriate for each individual airline. Titles may include global blockbuster shows like Top Gear or easy-to-digest shows like Friends; or, as further examples, titles could include an Arabic political debate or a Taiwanese variety show, watched by tens of millions in the region.

Nothing beats the experience of going to the cinema: IFP makes sure passengers feel just that by providing a fantastic, internationally diverse range of movies; from Hollywood to Bollywood, including the best of world and independent cinema. IFP tailors movie selections to create the right atmosphere for individual airlines. IFP's audio experts cater to all international musical styles and trends.

The technical services IFP offers include encoding, editing and meta-data services which IFP does in-house in its technical facilities in Singapore, Auckland (New Zealand), and El Segundo (California). These top-of-the-range technical facilities also enable IFP to provide a full range of tailored digital production solutions including corporate videos, safety videos, animated video content, podcasts and broadcast quality radio shows. IFP has invested heavily in a global digital network, which means it can transfer any file between its seven worldwide offices in minutes. For airlines running on older legacy systems using so-called Hi8 tapes, IFP is committed to supporting analogue systems to the end, and it can advise on plug and play replacement hardware to ensure a cost effective solution beyond Hi8 tapes. IFP is also invested in emerging technologies. It can transfer files digitally to reduce shipping costs and adapt its content and databases to suit all key devices and delivery methods tablets, streaming, IOS, Android and more. Programming teams have also negotiated licensing agreements with both Hollywood and international rights holders for the use of materials on handheld systems. Through its CSP IFP, AIA can solve all content technical needs of an airline, whatever the onboard system. AIA fully supports old, new and emerging technologies. If a new system is being introduced, AIA provides guidance and support throughout this transformation.

More recently, IFP has been working on custom-built airline micro-sites to take the passenger experience beyond the onboard experience and onto the web. Through these dedicated websites, from the moment passengers book their ticket they can watch trailers, decide what to view and even provide direct feedback by voting for their favorite onboard movies. Passengers can buy an audio track they have listened to via referral links to sites such as Amazon or iTunes. IFP is also bringing entertainment even closer to passengers to their smartphones and personal handheld devices. For example, the Movies&more mobile app for airline customer KLM, created by IFP, was the first to provide full entertainment listings of films (with trailers), TV shows and music playing onboard.

AIA's division DTI Software, or DTI, is the pioneer of inflight games and has the largest market share in international inflight gaming content with over 100 airline customers. DTI has a catalog of over 180 game titles focused primarily on the casual gaming category; roughly 40% of these games are created in-house at DTI's creative facilities in Montreal, Canada. Creative teams work to produce casual games which are customized to suit the inflight environment. DTI also acquires multi-year licenses from reputable game publishers in order to adapt their branded games and concepts for inflight use. Partners such as Disney, EA, Popcap, Tetris, Namco Bandai, DK and Berlitz allow DTI to offer airlines the most engaging software content onboard airlines for a unique passenger experience. DTI's cultural expertise allows it to adapt its software to accommodate the language and cultural specificities of each airline client's passenger demographics. Popular titles such as Who Wants to be a Millionaire, Tetris, PacMan and more recently Plants vs Zombies, allow passengers to experience branded content in a new way. DTI also provides classic games such as Sudoku, Chess and Mahjong which have a widespread appeal in most countries around the world.

In 2008, DTI launched its services & solutions division, DTI Solutions, which provides unique application software catering to airline passengers' needs. DTI Solutions' suite of applications include, among others: *eMealMenu*, a digital meal menu software application; content management solutions; and *eReader*, DTI Solutions' flagship product which allows passengers to read up-to-date digital content onboard airlines,

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and which is becoming a standard for the IFE industry. AIA has also developed a system for managing inflight wireless and Internet access and for delivering content wirelessly.

## **Content**

AIA's Content segment focuses on marketing film distribution rights, which entails all activities associated with the procurement and marketing of content for inflight entertainment. The acquisition by AIA in 2011 of Emphasis and EIM provided for AIA's expansion into this market, and AIA believes Emphasis and EIM to be two leading marketers in their respective areas of inflight entertainment licenses for both film and television productions. As a result of these two acquisitions, AIA now owns a portfolio of distribution rights for inflight entertainment content.

AIA also engages to a limited extent in the marketing of its portfolio of non-current film rights related to a portfolio of what are now considered non-current movies. This consists of licensing international film rights for television, DVD and the Internet, mainly for German-speaking territories, and is a residual component of AIA's business prior to its focus in the inflight entertainment business.

AIA's division Emphasis Video Entertainment, or EVE, is the leading provider of content for the Asian market. EVE negotiates content with Asia's most prominent studios and provides technical services to accommodate airlines around the world.

AIA's division Fairdeal Multimedia Limited, or Fairdeal, is a leading provider of content for the Indian market. It negotiates and provides programming content such as Bollywood titles and Indian documentaries to numerous airlines around the world. Fairdeal also owns technical facilities to accommodate airline technical needs.

AIA's division Entertainment in Motion, or EIM, based in California, is a leading provider of movie and documentary programming from independent studios for the inflight entertainment market. Among other things, it boasts a broad catalogue of Hollywood titles.

In addition, AIA intends to promote its current products and services in markets other than inflight entertainment, by focusing not just on airline passengers but generally on all people on the move. As such, AIA is focused on applying its capacity for providing high-quality entertainment content to inflight travelers an environment that poses significant challenges, both technically and logistically to similar areas, such as hotels, trains, boats/Ferry, hospitals, etc. in order to tap into attractive opportunities for growth.

## **Commercial relationships**

AIA generally acquires new customers through submission of competitive bids to airlines in response to requests for proposals. A contract award typically engages a subsidiary of AIA as an exclusive provider with a term of two to three years, although airlines may reserve themselves the right to source content externally. Pursuant to these agreements, AIA typically will deliver a wide variety of content or a subset thereof, such as feature films, television programs, news programs, music programs, computer games and software applications, to its airline customers. AIA acquires limited and nonexclusive licenses to use content from the owners of the respective rights of use, such as studios, broadcasters and other media distributors, either specifically for a particular customer or for AIA's entire customer base.

AIA's division DTI acquires multi-year licenses from reputable game publishers in order to adapt their branded games and concepts for inflight use. Several key software game titles are licensed exclusively to DTI for the inflight



entertainment market.

With respect to its software products and services, AIA relies heavily on its longstanding commercial relationships with IFE hardware manufacturers and integrators such as Panasonic Avionics and Thales Avionics. Such companies are strategic market players in the IFE value chain with whom AIA must work closely to sell and deliver reliable software products to its airline customers.

AIA generates revenue from its customers by (i) licensing software and games on a monthly per product, per aircraft basis, (ii) charging management fees as a percentage of airline spending, (iii) licensing movie and television content on a per flight basis, and (iv) charging technical fees to airlines on a cost plus basis.

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As described above AIA's business model consists primarily of two components that are also reflected in the two operational segments: CSP and Content. AIA Group is a Group company that was created by acquiring more than 20 different companies in the Inflight Entertainment Industry, originally mostly run by entrepreneurs. Only since 2011 AIA Group started to group wide standardize and harmonize accounting and controlling structures to generate more granular financial information for more specific financial/operational analysis. The tables below are showing the split of total revenues in the two operational segments as well as geographical areas for the last three financial years.

AIA Group's total revenues by segment is as follows:

Year	CSP	Content	Total
2011	107,684	13,896	<b>121,580</b>
2010	110,154	960	<b>111,114</b>
2009	106,945	1,106	<b>108,051</b>

The development of total revenues in the CSP segment shows organic growth from the financial year 2009 to the financial year 2010. Mid 2011 AIA group stopped servicing a larger customer. Total revenues in the CSP segment decreased in the financial year 2011 compare to the financial year 2010.

**Total revenues by geographical areas for the last three financial years:**

AIA Group's total revenues from external customers by region is as follows:

Year	Germany	Rest of Europe	USA	Canada	Dubai	Rest of World	Total
2011	7,679	39,290	36,894	6,177	21,532	10,008	<b>121,580</b>
2010	10,800	35,828	31,221	6,177	21,190	5,898	<b>111,114</b>
2009	11,934	35,382	31,888	7,203	14,903	6,741	<b>108,051</b>

**Competition**

AIA's principal competitors in the inflight entertainment industry are:

Spafax (a division of WPP, a communication services group):

Spafax has an in-house advertising division with a strong custom-publishing department.

IFE Services:

IFE Services is mainly present in developing markets, such as Africa and South America, and focuses on the so-called boutique airlines segment.

Post Modern Edit (PME):

PME is an IFE lab that has developed, in recent years, a CSP division for airlines and other related industries such as cruise ships.

Stellar:

Stellar is a CSP with an Asian focused business with presence primarily in Malaysia, Indonesia and Australia.

Western Outdoor Interactive (WOI)

WOI is a direct competitor to AIA's software division DTI.

The key factors on which AIA and its competitors compete for business include: price, level of service, reputation and breadth of product and service offerings. As a leader in the in-flight entertainment industry, AIA faces intense competition from smaller market players who may seek to compete against AIA on the basis of price (such as Interact and IFE Services), and from new market entrants that are larger players and backed by corporate groups with significant financial and other resources (such as Spafax and IFP). Competition in the industry also depends on the particular strengths of each company. For example, some

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competitors may be stronger in in-flight advertising, but weaker in interactive media (such as games and applications) leading to opportunities for companies to compete most effectively for customers who value the particular areas where they are strong. Relative to its competitors, AIA believes that it is particularly competitive in interactive media offerings, and less competitive in in-flight advertising. AIA expects competition in the industry to continue to be robust in the future.

## Intellectual Property

In the CSP segment, AIA's trade names are important to the business because they are widely recognized in the in-flight entertainment industry and in certain niche markets. In the Content segment, AIA generally seeks to obtain exclusive rights to certain in-flight entertainment content (including films and other content), and these exclusive rights are important to AIA's business because exclusive rights, if obtained, provide a potential competitive advantage for the length of the rights. In the DTI business, DTI maintains a portfolio of proprietary in-flight entertainment games and software, including passenger-facing software, back-end software and internal tools and processes. AIA relies on a combination of intellectual property rights, confidentiality protections and other contractual provisions to protect its rights to its intellectual property.

## Government Regulation

As a content provider, AIA's business does not generally require the extensive set of regulatory approvals that are often applicable to hardware and technology providers in the airline industry (such as FAA clearance or FCC clearance or comparable non-US regulatory approvals). AIA's business is subject to various government regulations throughout the world, in ways that are common to most international business concerns operating in multiple countries and regions with employees and customers located around the globe.

## Management and Executives of AIA

Set forth below is certain information regarding directors and executive officers:

### Management Board:

Name	Age	Position
Louis Bélanger- Martin	42	Chief Executive Officer and Director
Wolfgang Brand	42	Chief Financial Officer and Director

### Supervisory Board:

**Edward L. Shapiro** is a Partner and Vice President at PAR Capital Management, Inc., a Boston-based investment management firm specializing in investments in travel, media and Internet-related companies. Prior to joining PAR Capital in 1997, Mr. Shapiro was a Vice President at Wellington Management Company, LLP and before that an Analyst at Morgan Stanley & Co. Mr. Shapiro also serves as Chairman of the Supervisory Board of AIA, and is the Chairman of the Board of Legend 3D Inc. and Lumexis Corporation and on the Trust Board for Children's Hospital Boston. He previously served on the board of US Airways from 2005-2008. Mr. Shapiro earned his BS in economics from the University of Pennsylvania's Wharton School and an MBA from UCLA's Anderson School of Management.

**Jürgen Chidekel** is the Vice-Chairman of the Supervisory Board of AIA. He is a seasoned investor and business leader who founded the Asset Management Company Provalue in 1997 for which he is the President. Mr. Chidekel is on the Supervisory Boards of a number of public companies in the finance and property sectors including AJCFL 2012 AG, Berlin Investment Company AG, CMJC Beteiligungen AG and Bonaparte CS AG.

**Jean-Yves Leblanc, Member**

**Jean-Yves Leblanc** is a member of the Supervisory Board of AIA. Mr. Leblanc is an engineer and holds an MBA. He was President and Chief Operating Officer of Bombardier Transportation from 1986 to 2000 and served as Chair of its Board from 2001 to 2004. Before holding these positions, he worked as a senior manager for Marine Industries, serving as its Vice-President, Hydroelectric Division, Senior Vice-President, and Chief Operating Officer. Prior to that, from 1973 to 1981, he held successively the position of Vice-President and President, of Sométal Atlantic Ltée. Mr. Leblanc currently serves as a director of various

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corporations including Keolis Group, Pomerleau Inc., Premier Tech Ltd. and Desjardins Securities Inc., and has been Chairman of the Board of Directors of the Quebec Employers Council since 2010. In March 2012, Jean-Yves Leblanc was appointed Lead Director of the Transat A.T. Inc. Board of Directors.

### **Executive Officers:**

**Louis Bélanger-Martin** is the Chief Executive Officer of Advanced Inflight Alliance AG (AIA). He has served as AIA's Chief Executive Officer since August 2011 and as a Member of the Management Board at AIA since October 2010. Mr. Bélanger-Martin previously served as Chief Operating Officer of AIA from October 2010 to August 2011.

In 1995, Mr. Bélanger-Martin co-founded DTI Software (DTI), the world's leading in-flight entertainment software and services provider, and in 2008, he managed the strategic acquisition of DTI by AIA as the Chief Executive Officer of DTI, which position he continued to hold following the acquisition and until October 2010 when he became the Chief Operating Officer of AIA. Mr. Bélanger-Martin served in various roles at DTI Software Inc., and currently remains on the Board of Directors of DTI. Mr. Bélanger-Martin has over 20 years of management, financial and business development experience. Through his sharp business development expertise and a strong network of relationships with airlines, financial institutions and content providers, Mr. Bélanger-Martin pioneered DTI's technology, today considered a market-reference and a global leader of in-flight software and interactive content.

Louis Bélanger-Martin is a certified CPA / CMA and Chartered Administrator (Adm.A).

**Wolfgang Brand** is the Chief Financial Officer of Advanced Inflight Alliance AG (AIA). He has over 15 years of financial and management expertise in listed companies the telecommunications and technology industries. Prior to joining AIA's Executive Management Committee, Mr. Brand was the CFO of SHS Viveon AG, a customer management consulting company, listed on the Munich stock exchange. He also held a variety of senior management and financial positions at Telegate AG, a telecommunications company listed in Frankfurt as well as with the Adidas Group. Mr. Brand is a qualified Capital Markets & Financing expert and holds a University degree in Financial Management.

**Wale Adepoju** is AIA Chief Strategy Officer. He has over 18 years of experience in the inflight entertainment and aviation industries, helping companies grow their business through data-based strategy and business planning. Mr. Adepoju is also the CEO of IMDC (a division of AIA), a consulting firm specializing in optimizing ROI in cabin and communication technologies and the Director of Thermal Engineering which manufactures specialist components for the aerospace industry. Previous to this, Mr. Adepoju was Director of Strategy at Spafax, a Content Services Provider for airlines. He was also an Aircraft Analyst at Euromoney, the flagship publication of business and financial publisher Euromoney Institutional Investor. Mr. Adepoju holds a degree in Manufacturing Engineering and a Master's degree in Air Transport management.

**Micha Lawrence** is the Chief Commercial Officer of Advanced Inflight Alliance AG (AIA). He has over 20 years of management expertise in the avionics industry. Prior to joining AIA's Executive Management Committee, Mr. Lawrence was the CEO of Starling Advanced Communications, a broadband wireless networking solutions provider for aircrafts, which he founded in 2001. He also held a variety of senior management positions at Elbit Systems, a global military electronics and communications technology company.

### **Employees**

As of June 30, 2012 AIA had 412 employees worldwide. None of AIA's employees are represented by a union. In two German subsidiaries, with a total of 26 employees, a works council is implemented.

## Location and Facilities

AIA operates its business through over 20 subsidiaries located in: Canada (Montreal), the People's Republic of China (Hong Kong), Dubai (Dubai), Germany (Duisburg, Munich), India (Mumbai), Netherlands (Amsterdam), New Zealand (Auckland), Singapore (Singapore), Great Britain (London) and the United States (California).

AIA leases office space in El Segundo (California, USA), Lake Forest (California, USA), Montreal (Canada), Duisburg (Germany), Munich (Germany), London (Great Britain), Hong Kong (People's Republic of China), Mumbai (India), Singapore (Singapore), Auckland (New Zealand), Dubai (Dubai). AIA does not own office space.

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AIA's headquarters are located at Schellingstr. 35, 80799 München, Germany, and its telephone number is 0049-89-613805-0.

In addition, AIA currently owns approximately 13 % of the outstanding shares of Row 44 and approximately 8% of the outstanding shares of Guestlogix Inc., a Canadian corporation listed on the Toronto Stock Exchange, which provides global payment services to the airline industry.

## **Legal Proceedings**

AIA has been a party to litigation arising from time to time in the ordinary course of business, none of which has been material. AIA expects that litigation may also arise in future periods, the materiality of which cannot be predicted. Regardless of the outcome, litigation can have a material adverse impact on AIA's operations because of defense and settlement costs, diversion of resources and other factors that could affect our ability to operate our business.

## **AIA Executive Compensation**

### **Compensation to Management Board**

For the fiscal year 2011, AIA's Management Board consisted of:

Dr. Rüdiger Berndt, AIA's Chief Executive Officer until August 10, 2011;  
Mr. Wolfgang Brand, AIA's Chief Financial Officer; and

Mr. Louis Bélanger-Martin, AIA's Chief Operating Officer until August 9, 2011, and Chief Executive Officer since August 10, 2011.

Compensation to Messrs. Berndt and Brand in 2011 was comprised of a fixed, monthly base salary and an annual bonus, consisting of a percentage of AIA's consolidated earnings before taxes, or EBT, for the 2011 financial year. Bonus compensation to these individuals was capped at a maximum of EUR 840,000 for Dr. Berndt and EUR 240,000 for Mr. Brand. 30% of the bonus is not subject to a clawback provision and is paid within one month of AIA's adoption of its 2011 annual consolidated financial statements, while the other 70% of the bonus is subject to a clawback provision and is paid in the following two installments: 50% within one month after AIA's adoption of its 2011 annual consolidated financial statements; and the remaining 50% within one month of AIA's adoption of its 2012 annual consolidated financial statements.

The clawback provision requires a bonus recipient to fully or partially repay AIA such amounts determined by AIA up to the full portion of the bonus that is subject to clawback, if either of the following occurs:

if AIA's approved consolidated financial statements show negative consolidated EBT in one or both of the two financial years following the financial year to which the respective variable compensation is attributable, the recipient shall repay 50% of the portion of the bonus that is subject to clawback and that has already been paid to such recipient for each financial year in which consolidated EBT is negative; or

if consolidated EBT in one or both of the financial years following the relevant financial year is less than consolidated EBT in the relevant financial year, the recipient shall repay one half of the percentage by which consolidated EBT decreased in the given financial year out of the portion of such recipient's bonus that is subject to clawback and was already paid.

In addition to base salary and bonus, Messrs. Berndt and Brand are paid miscellaneous compensation for health, home care, retirement, disability and accident insurance, as well as compensation in the form of a company car. Messrs.



Berndt and Brand also receive additional payments for their pensions in the form of contributions to a pension fund, in the amounts of EUR 11 thousand per month for Mr. Berndt (through August 10, 2011) and EUR 1 thousand per month for the Mr. Brand.

Furthermore, the members of the Management Board residing in Germany may be granted stock options as determined by the Supervisory Board as an additional variable element of compensation that serves as a long-term incentive. The fair value of the stock options is estimated at the time they are granted based on an accepted measurement model, taking the option conditions into account. No stock options were granted in the 2011 financial year.

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For the period from January 1, 2011 to August 31, 2011, Dr. Berndt received total compensation of EUR 592,000, consisting of base salary of EUR 240,000; performance-related compensation EUR 250,000, supplementary payments for various insurances in the amount of EUR 88,000 and a payment in kind in the amount of EUR 14,000. For 2011,

Mr. Brand received total compensation of EUR 469,000, consisting of base salary of EUR 240,000, bonus compensation of EUR 187,000, supplementary payments for various insurances in the amount of EUR 14,000 and a payment in kind in the amount of EUR 28,000.

Mr. Louis Bélanger-Martin, AIA's Management Board member residing in Canada, was paid only bonus compensation for his activities as a member of the Management Board of AIA. Mr. Bélanger-Martin's bonus, consisting of a variable percentage of the consolidated profit of AIA after taxes for the 2011 financial year, is capped at EUR 2,400 thousand per year, and is subject to the following rules:

70% of Mr. Bélanger-Martin's compensation for the 2010 financial year was paid on April 30, 2011;

70% of his compensation for the 2011 financial year was paid on April 30, 2012;

The remaining 30% of his compensation for the 2010 and 2011 financial years that has not been disbursed will be paid on April 30, 2013, if average earnings per share of AIA in 2010, 2011 and 2012 is at least EUR 0.25; and

His compensation for the 2012 financial year will be paid in full on April 30, 2013.

Other than serving on the Management Board of AIA, Mr. Bélanger-Martin continues to be the managing director of DTI, a wholly owned subsidiary of AIA. For his activities as a managing director, DTI Software Inc. pays Mr. Bélanger-Martin a fixed, monthly base salary, miscellaneous compensation for health, disability and accident insurance, and provides a company car.

For the period from August 10, 2011 to December 31, 2011, Mr. Bélanger-Martin received a total compensation of EUR 26,000 for his services on the Management Board. For his services as managing director of DTI Software Inc., Mr. Bélanger-Martin received base salary compensation of EUR 371,000, supplementary payments for various insurances in the amount of EUR 22,000 and a payment in kind in the amount of EUR 9,000.

Total compensation paid to the Management Board in 2011 was EUR 1,465 thousand, comprised of fixed compensation of EUR 851 thousand and variable compensation of EUR 463 thousand. In addition, AIA paid compensation for pension, direct, disability and accident insurance totaling EUR 124 thousand and non-cash benefits for health insurance and the use of company cars totaling EUR 27 thousand. AIA also paid termination benefits totaling EUR 1,767 thousand in 2011 to Mr. Berndt, in connection with his resignation as Chairman of the Management Board.

AIA also purchased a Director & Officer insurance policy for EUR 7,500 thousand, which covers the members of the Management Board and the Supervisory Board, among others. Pursuant to the provisions of the German Law on the Adequacy of the Management Board's Compensation, the deductible applicable to each member of the Management Board is ten percent of the loss per insured event but no more than one and one half times the annual compensation of a Management Board member within an insurance period. The insurance premium for the 2011 financial year paid by AIA was EUR 13 thousand.

## **Compensation to Supervisory Board**

Compensation to AIA's Supervisory Board is determined by the Annual General Meeting and set forth in the Articles of Incorporation of AIA. Each member of the Supervisory Board is paid fixed compensation of EUR 15 thousand for each financial year, payable at the close of the given financial year. In addition, each Supervisory Board member is paid EUR 1 thousand per Supervisory Board meeting, also payable at the close of the financial year.

Furthermore, once AIA's annual consolidated financial statements are approved, each member of the Supervisory Board is paid performance-based compensation of EUR 1 thousand for each EUR 0.01 per share in net profit for the year before taxes shown in the consolidated financial statements, provided this amount

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exceeds EUR 0.09 per share in the given consolidated financial statements. In numerical terms, the performance-based compensation is limited to twice the fixed compensation (excluding attendance fees) paid for the given financial year.

The Chairman of the Supervisory Board is paid double the annual compensation and the aforementioned attendance fees, and the Vice Chairman is paid 1.5 times these amounts.

AIA reimburses all out-of pocket expenses incurred by members of its Supervisory Board in connection with their activity as such, as well as the value-added-tax payable on their compensation.

The members of the Supervisory Board are included in the D&O insurance coverage provided by AIA. AIA pays all related insurance premiums. There is no deductible for members of the Supervisory Board.

In 2011, a total of EUR 231 thousand was paid to the Supervisory Board, specifically, fixed compensation of EUR 64 thousand, variable compensation of EUR 124 thousand and attendance fees of EUR 43 thousand.

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# AIA OPERATING AND FINANCIAL REVIEW AND PROSPECTS

*You should read the following discussion and analysis together with Selected Historical Consolidated Financial Information of AIA and AIA's consolidated financial statements and the related notes included elsewhere in this proxy statement. Among other things, those historical consolidated financial statements include more detailed information regarding the basis of presentation for the financial data than included in the following discussion. This discussion contains forward-looking statements about AIA's business, operations and industry that involve risks and uncertainties, such as statements regarding AIA's plans, objectives, expectations and intentions. AIA's future results and financial condition may differ materially from those currently anticipated by AIA as a result of the factors described in the sections entitled Risk Factors and Cautionary Note Regarding Forward-Looking Statements.*

*The financial information concerning AIA included in this proxy statement has been prepared in accordance with IFRS EU, and, unless otherwise indicated, all financial data and discussions related to such data are based upon financial statements prepared in accordance with IFRS EU. The principal differences between the accounting principles applied by AIA under IFRS EU and U.S. GAAP are discussed in Note 26 to AIA's audited financial statements included elsewhere in this proxy statement.*

## Introduction

Management's discussion and analysis of financial condition and results of operations is intended to help provide an understanding of Advanced Inflight Alliance AG (AIA) and its subsidiaries (together, AIA) financial condition, changes in financial condition and results of operations. This discussion is organized as follows:

**Overview of AIA's Business** This section provides a general description of AIA's businesses, as well as developments that occurred either during fiscal 2011 or the period ended June 30, 2012 that AIA believes are important in understanding its results of operations and financial condition or to disclose known trends.

**Results of Operations** This section provides an analysis of AIA's results of operations for the three years ended December 31, 2011 as well as the six months ended June 30, 2012. This analysis is presented on both a consolidated and a segment basis. In addition, a brief description is provided of significant transactions and events that impact the comparability of the results being analyzed.

**Liquidity and Capital Resources** This section provides an analysis of AIA's cash flows for the three years ended December 31, 2011 as well as the six months ended June 30, 2012, as well as a discussion of AIA's outstanding debt and commitments, both firm and contingent, that existed as of December 31, 2011 as well as of June 30, 2012.

## Overview of AIA's Business

The core business of AIA is in-flight entertainment. This is the international term for onboard entertainment for passengers during a flight in the form of video and music programs, as well as electronic games. AIA acts as the holding company for more than 20 international subsidiaries and their worldwide branch offices, which provide comprehensive in-flight entertainment services for passenger airlines.

AIA targets the global passenger airline industry. AIA actively pursues and enters into exclusive contracts with terms that range from two to three years. Such contracts entail that AIA delivers a wide variety of content to the airlines such as feature films, TV programs, news programs, music programs and electronic games which are edited to fit cultural tastes, dubbed in foreign languages and edited to fit the various technologies that are utilized onboard by the

passenger airlines. AIA acquires limited and nonexclusive licenses to use a range of content from various entertainment studios and broadcasters around the globe.

AIA's core business, is divided in two separate reportable operating segments, Content Service Providing (CSP) and Content.

**Content** focuses on marketing film distribution rights; the main focus is on all activities associated with the procurement and marketing of content for in-flight entertainment. During 2011, AIA acquired two companies, expanding the footprint of the Content operating segment.

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**Content Service Providing (CSP)**, focuses primarily on making content available for in-flight entertainment systems and all associated services. CSP's services range from selection, purchase, production and technical adjustment of content and customer support in connection with the integration and servicing of in-flight entertainment programs. CSP services also include the development of graphical user interfaces (GUI) for a variety of in-flight entertainment applications, database management related to the overall management of in-flight entertainment and both the technical integration of content and the operation of the respective content management systems.

All other activities, which basically encompass substantive and technical services, are combined in the CSP segment.

## **Other Business Developments**

On May 17, 2011, AIA acquired two companies, Entertainment In Motion Inc. ( EIM ), and Emphasis Video Entertainment Ltd. ( Emphasis ). Emphasis focuses on distributing Asian content to international airlines. Emphasis's customer base comprises more than 50 airline passenger companies and numerous content service providers. EIM is a vendor of licenses for independent producers' films and TV productions for use in in-flight entertainment. EIM specializes in buying and marketing independent U.S. films. EIM's customer base comprises more than 75 airline passenger companies.

AIA financed both acquisitions by raising capital through the sale of new no-par bearer shares as well as a bank loan.

Due to a change in AIA's ownership structure in which PAR Investment increased its ownership interest, there was an appointment of new members to the Supervisory Board after two members of AIA's Supervisory Board stepped down on August 10, 2011, effective immediately. Mr. Edward L. Shapiro and Mr. Jean-Yves Leblanc were appointed to the Supervisory Board of AIA effective September 1, 2011. As a result, the Supervisory Board has been a fully constituted three-member body that has a quorum as of September 1, 2011. At its meeting on September 8, 2011, the Supervisory Board constituted itself and elected Mr. Shapiro Chairman of the Supervisory Board and Mr. Jorgen Chidekel its Vice Chairman.

AIA was notified on September 9, 2011, that one of its subsidiaries will cease serving a major customer effective December 31, 2011 as a result of a merger the customer had entered into. This customer accounted for approximately 8% of fiscal 2011 consolidated revenue.

AIA acquired Inflight Management Development Centre (IMDC) Limited on April 6, 2012. IMDC provides in-flight entertainment consulting services to numerous international airline passenger companies.

On May 29, 2012, AIA resolved to acquire a strategic minority stake in Row 44 from PAR. On June 6, 2012, the Management Board of AIA signed definitive agreements with PAR for the acquisition of 84,695,034 shares of Series C-1 Preferred Stock of Row 44 (corresponding to an investment of around 17%) and warrants to purchase 21,173,758 shares of Series C-1 Preferred Stock of Row 44, in exchange for 5,255,170 newly issued shares of AIA. The 17% equity stake in Row 44 was valued at USD \$25,000,000.

On May 29, 2012, AIA resolved a cash capital increase by up to EUR 1,854,232.00 from EUR 16,688,091.00 to a maximum of EUR 18,542,323.00 through the issuance of up to 1,854,232 new shares, each with a pro-rata interest of EUR 1.00 in AIA's share capital, at a subscription price of EUR 3.00 per share. Shareholders were granted statutory subscription rights. The subscription ratio was 9:1. Shares not purchased by the shareholders were exclusively offered again to shareholders for subscription (oversubscription). The capital increase generated around EUR 5.6 million for AIA (excluding transaction costs), which will be used to finance future acquisition projects. The competent registry

court entered the cash capital increase in the relevant commercial register on June 26, 2012. The new shares from the capital increase with subscription rights were admitted to trading in the Regulated Market (General Standard) on the Frankfurt Stock Exchange with effect from June 27, 2012. Including the 116,666 shares created through the exercise of stock options, the share capital of AIA thus amounted to EUR 18,658,989.00 as of June 30, 2012.

On June 1, 2012, PAR announced its decision to submit a voluntary takeover offer in accordance with Section 10 (1) and (3) in conjunction with Section 29 and Section 34 of the German Securities Acquisition and Takeover Act (Wertpapiererwerbs- und Übernahmegesetz WpÜG). On July 11, 2012, PAR released the



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offer document for the voluntary public takeover offer with the detailed conditions and arrangements. In the voluntary public takeover offer, PAR decided to make an offer to the shareholders of AIA to buy their bearer shares of AIA at a price of EUR 4.50 per share. The acceptance period for the offer began on July 11, 2012, and ended on August 8, 2012. On July 20, 2012, the Management Board and the Supervisory Board released a joint statement on the voluntary public takeover offer made by PAR in accordance with Section 27 WpÜG. In the joint statement, the Management Board and the Supervisory Board came to the conclusion that the offer price as defined by Section 31 (1) WpÜG was fair. On August 29, 2012 in the announcement made in accordance with Section 23 (1) sentence 1, no. 1 WpÜG, PAR disclosed that 20,464,581 shares of AIA are directly held by or are attributable to it. This corresponds to a share of 86% of the share capital and the voting rights of AIA.

On August 31, 2012, AIA purchased 6 million common shares of Guestlogix Inc. for an aggregate purchase price of CAD 3 million. Guestlogix is a Canadian corporation, listed on the Toronto Stock Exchange, that provides global payment services to the airline industry. On September 4, 2012, Guestlogix announced the acquisition of its competitor BOM Merchant Technologies Limited, doing business as Initium Onboard, using the proceeds of AIA's investment to fund the cash portion of the purchase price of such acquisition.

## Results of Operations

### Comparison of Results of Operations for the Six Months Ended June 30, 2012 and 2011

The following table sets forth AIA's operating results for the period ended June 30, 2012 as compared to the period ended June 30, 2011.

	Six Months Ended June 30,			
	2012	2011	Change	% change
	(EUR in thousands)			
Revenue	€64,433	€57,075	€7,358	13 %
Other operating income	840	417	423	101 %
Changes in inventories of goods and work in progress	0	0	0	0 %
Cost of materials	(39,306)	(33,773)	(5,533)	16 %
Staff costs	(11,674)	(12,472)	798	-6 %
Depreciation, amortization and impairment losses	(2,362)	(1,646)	(716)	43 %
Other operating expenses	(6,170)	(4,763)	(1,407)	30 %
Net income from operating activities	<b>5,761</b>	<b>4,838</b>	<b>923</b>	<b>19%</b>
Finance income	44	71	(27)	-38 %
Finance costs	(646)	(229)	(417)	182 %
Net result from financing and investment activities	<b>(602)</b>	<b>(158)</b>	<b>(444)</b>	<b>281%</b>
Earnings before income taxes	5,159	4,680	479	10 %
Income taxes	(2,796)	(1,353)	(1,443)	107 %
Net income for the year	<b>2,363</b>	<b>3,327</b>	<b>(964)</b>	<b>-29%</b>

## Overview

Consolidated revenues of AIA increased by 13% from EUR 57,075 thousand for the period ended June 30, 2011 to EUR 64,433 thousand for the period ended June 30, 2012. The main drivers for this increase were the revenues contributed by the two companies acquired in June 2011, which only included one month of revenue in the period ended June 30, 2011. The appreciation of the U.S. dollar during the first six months of 2012 also had a positive effect on AIA's revenues for the period ended June 30, 2012. Furthermore, revenues from the existing customer base increased and new contracts were entered into with additional airline passenger companies. AIA's operating business generated a net negative foreign currency effect of EUR 209 thousand in the period ended June 30, 2012 that is reported in other operating expenses. This contrasts with the period ended June 30, 2011, when AIA generated a net positive foreign currency effect of EUR 199 thousand that was recognized in other operating income.

For the period ended June 30, 2012, AIA reported significantly higher tax expense than in the prior comparable period. This was mainly due to the write-off of the deferred tax assets recognized in connection with the tax loss carry forwards previously existing at AIA as of June 30, 2012. This write-off in the amount of EUR 1,516 thousand can be attributed to the voluntary public takeover offer made by PAR. The increase of

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PAR's investment to over 50% led to the elimination of the existing tax loss carry forward at AIA and thus triggering the write-off of the deferred tax assets recognized thereon. This one-off item led to a decrease in net income as of June 30, 2012. Net Income decreased by 29% to EUR 2,363 thousand as of June 30, 2012 from EUR 3,327 thousand as of June 30, 2011.

AIA generated other operating income of EUR 840 thousand in the period ended June 30, 2012 as compared to EUR 417 thousand for the period ended June 30, 2011. Other operating income is composed of income from the disposal of non-current assets as well as positive foreign currency effects. For the period ended June 30, 2012, other operating income in the amount of EUR 705 thousand was generated from the sale of an apartment owned by AIA. Other operating income for the period ended June 30, 2011 includes EUR 199 thousand in positive foreign currency effects. Cost of materials increased by 16% in the period ended June 30, 2012 as compared to the period ended June 30, 2011.

This increase is due to the change in the composition of the cost of materials in connection with the acquisitions of EIM and Emphasis. Both acquisitions were only consolidated as of June 1, 2011. Therefore, for the period ended June 30, 2011, both acquisitions were only consolidated for one month and had no material impact on the composition of the cost of materials. Staff costs of AIA for the period ended June 30, 2012 were EUR 11,674 thousand, down from EUR 12,472 thousand in the prior-year period, a decrease of EUR 798 thousand or 6%. This is attributed to the headcount reduction executed across AIA at the end of 2011. Staff costs for the period ended June 30, 2012 also include additional costs of EUR 1,012 thousand for the two companies acquired in mid-2011. Since the acquisitions were consummated in June 2011, corresponding staff costs of only EUR 140 thousand were included in the period ended June 30, 2011. Adjusting staff costs of the two entities acquired which makes it possible to compare costs after eliminating the acquisitions staff costs in the period ended June 30, 2012 were EUR 10,662 thousand, down from EUR 12,332 thousand in the period ended as of June 30, 2011. After adjusting for the acquisition-related increase in staff costs, savings in staff costs in the period ended June 30, 2012 came to EUR 1,670 thousand.

For the period ended June 30, 2012, depreciation, amortization and impairment losses totaled EUR 2,362 thousand (period ended June 30, 2011: EUR 1,646 thousand). Amortization of intangible assets in the period ended June 30, 2012 was EUR 1,742 thousand, compared with EUR 1,213 thousand in the period ended June 30, 2011. The increase is attributable to the acquisitions consummated in June 2011 and the resulting additional amortization of intangible assets. Furthermore, an impairment loss of EUR 208 thousand on intangible assets was recognized in the period ended June 30, 2012 in connection with the reduction of the useful life of several capitalized games and applications. For the period ended June 30, 2012, depreciation of property, plant and equipment was EUR 412 thousands, down slightly from EUR 433 thousand in the period ended June 30, 2011.

The other operating expenses for the period ended June 30, 2012 totaled EUR 6,169 thousand, which is an increase compared to the period ended June 30, 2011, with EUR 4,763 thousand of other operating expenses. The figure for the period ended June 30, 2012 includes one time expenses associated with the acquisition of IMDC in the amount of EUR 45 thousand completed on April 6, 2012. Expenses of EUR 136 thousand were incurred in the period ended June 30, 2012 in connection with other acquisitions that had not yet been completed. The other operating expenses in the period ended June 30, 2012 also contained EUR 209 thousand in reported negative foreign currency effects. Overall, adjusted for these items and reported foreign currency effects the adjusted other operating expenses in the period ended June 30, 2012 were EUR 5,779 thousand, compared to EUR 4,375 thousand in the period ended June 30, 2011.

At 10% in the period ended June 30, 2012, the ratio of other operating expenses to revenues adjusted for the above mentioned items and reported foreign currency effects was up compared with 8% in the period ended June 30, 2011. This increase is due to higher consulting costs and travel expenses. Other operating expenses of EUR 516 thousand were also recorded in the period ended June 30, 2011 for the entities acquired in 2011. Since the acquisitions were not consummated until June 2011, only a proportionate share of other operating expenses from the entities acquired in the amount of EUR 98 thousand are included in the figure for the period ended June 30, 2011. Adjusted for the other operating expenses of the two entities acquired, the extraordinary items and the reported foreign currency effects, the

adjusted other operating expenses in the period ended June 30, 2012 were EUR 5,263 thousand, up from EUR 4,277 thousand in the period ended June 30, 2011. The other operating expenses primarily include rent, travel expenses, marketing expenses and consulting costs.

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**Impairment** For the period ended June 30, 2012, an impairment loss of EUR 208 thousand on intangible assets was recognized in connection with the reduction of the useful life and therefore the depreciation period of several capitalized games and applications at AIA's CSP segment.

**Financial result** For the period ended June 30, 2012, AIA generated finance income of EUR 44 thousand, compared with EUR 71 thousand for the period ended June 30, 2011. Finance costs in the period ended June 30, 2012 were EUR 646 thousand as compared to the period ended June 30, 2011 of EUR 229 thousand. The rise in finance costs is primarily due to the increase of the existing acquisition loan in connection with the acquisitions consummated in June 2011.

**Income tax expenses** The income taxes of AIA for the period ended June 30, 2012 were EUR 2,796 thousand, up from EUR 1,353 thousand in the period ended June 30, 2011. As such, the income tax rate rose from 29% in the period ended June 30, 2011 to 54% in the period ended June 30, 2012. This was mainly due to the reversal of deferred tax assets at AIA and the respective increase of taxes.

The corporate income and trade tax loss carry forwards as of December 31, 2011 were EUR 46.6 million and EUR 43.1 million, respectively. As of December 31, 2011, AIA had reported deferred tax assets of EUR 1,516 thousand in its IFRS consolidated financial statements in connection with existing loss carryforward. As part of the aforementioned voluntary public takeover offer, PAR, which had already acquired 29% of the subscribed capital of AIA as of August 10, 2011, increased its stake in AIA to over 50%. PAR thus announced on August 13, 2012, that it then held a total of 86% of the share capital of AIA. This acquisition constitutes an adverse acquisition of equity under Section 8c German Corporate Income Tax Act (Körperschaftsteuergesetz - KStG); as a result, the tax loss carryforwards in existence at the time of said acquisition were reduced to zero. As a consequence, AIA fully wrote off its IFRS deferred tax assets of EUR 1,516 thousand as of June 30, 2012, which led to a corresponding deferred tax liability.

**Net income** AIA's pre-tax net income was EUR 479 thousand greater for the period ended June 30, 2012 as compared to the period ended June 30, 2011. Net income decreased EUR 964 thousand for the period ended June 30, 2012 as compared to the period ended June 30, 2011. This decrease is attributable to the reversal of the deferred tax assets recognized by AIA on unused loss carryforwards in the amount of EUR 1,516 thousand.

**Segment Analysis**

The following table sets forth AIA's revenues and segment operating income for the period ended June 30, 2012 as compared to the period ended June 30, 2011.

	Six Months Ended June 30,			
	2012	2011	Change	% change
	(EUR in thousands)			
Revenues:				
CSP	€50,339	€55,524	€(5,185 )	-9 %
Content	14,094	1,551	12,543	809 %
Total revenues	<b>64,434</b>	<b>57,075</b>	<b>7,359</b>	<b>13%</b>
Segment operating income:				
CSP	4,986	5,305	(319 )	-6 %
Content	1,133	(117 )	1,250	
Total segment operating income	<b>6,119</b>	<b>5,188</b>	<b>931</b>	<b>18%</b>

Management believes that total segment operating income is an appropriate measure for evaluating the operating performance of AIA's business segments because it is the primary measure used by AIA's chief operating decision maker to evaluate the performance and allocate resources within AIA's businesses. Total segment operating income provides management, investors and equity analysts a measure to analyze operating performance of each of AIA's business segments and its enterprise value against historical data and competitors' data, although historical results may not be indicative of future results (as operating performance is highly contingent on many factors, including customer tastes and preferences).

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The following table reconciles total segment operating income to income from continuing operations before income tax expense.

	Six Months Ended June 30,			
	2012	2011	Change	% change
	(EUR in thousands)			
Total segment operating income	<b>€ 6,119</b>	<b>€ 5,188</b>	<b>€ 931</b>	<b>18%</b>
Result, Group holding company AIA AG	(328 )	(187 )	(141 )	75 %
Result, other non-operating entities	(17 )	(90 )	73	-81 %
Consolidation	(13 )	(73 )	60	-82 %
Net income from operating activities	<b>5,761</b>	<b>4,838</b>	<b>923</b>	<b>19%</b>

AIA's revenues in the CSP segment decreased by 9% for the period ended June 30, 2012 as compared to the period ended June 30, 2011. This decrease was attributable to the loss of two large customers, one in mid-2011 as well as one as of January 1, 2012. The operating income in the CSP segment decreased by 6% for the period ended June 30, 2012 as compared to the period ended June 30, 2011. The decrease in revenues of 9% translated into a 6% loss in the operating income due to the effects of the restructuring and reduction in personnel costs executed in 2011.

AIA's revenues in the Content segment increased by 809% for the period ended June 30, 2012 as compared to the period ended June 30, 2011, due to the acquisition of Emphasis and EIM. As such, starting in mid-2011, AIA distributed content to not only its CSP segment but also to airline passenger companies. Accordingly, external Content segment revenues increased substantially for the period ended June 30, 2012 as compared to the period ended June 30, 2011. The operating income in the Content segment turned from losses of EUR 117 thousand to profits of EUR 1,133 thousand, due to the positive impact of the acquisitions in this segment.

## Comparison of Results of Operations for the Years Ended December 31, 2011 and 2010

The following table sets forth AIA's operating results for fiscal 2011 as compared to fiscal 2010.

	Year Ended December 31,			
	2011	2010	Change	% change
	(EUR in thousands)			
Revenue	€121,580	€111,114	€10,466	9 %
Other operating income	936	349	587	168 %
Changes in inventories of goods and work in progress	(170 )	34	(204 )	-600 %
Cost of materials	(73,406 )	(67,296 )	(6,110 )	9 %
Staff costs	(27,448 )	(21,879 )	(5,569 )	25 %
Depreciation, amortization and impairment losses	(3,959 )	(3,971 )	12	0 %
Other operating expenses	(10,990 )	(9,938 )	(1,052 )	11 %
Net income from operating activities	<b>6,543</b>	<b>8,413</b>	<b>(1,870)</b>	<b>-22%</b>
Finance income	122	137	(15 )	-11 %
Finance costs	(768 )	(962 )	194	-20 %
Net result from financing and investment activities	<b>(646)</b>	<b>(824)</b>	<b>178</b>	<b>-22%</b>
Earnings before income taxes	5,898	7,589	(1,691 )	-22 %
Income taxes	(1,491 )	(2,096 )	605	-29 %

Net income for the year	4,407	5,493	(1,086)	-20%
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## Overview

In the period ended December 31, 2011 consolidated revenues of AIA increased by about 9% from EUR 111,114 thousand for the period ended December 31, 2010 to EUR 121,580 thousand for the period ended December 31, 2011. The driver of this change was the positive performance of the Content segment in 2011. Especially the major studios highly suitable portfolio of films in the first and fourth quarter of 2011 had positive impacts on the earnings of AIA.

EIM and Emphasis, the two entities that were acquired effective June 1, 2011, also made positive contributions to consolidated revenues and earnings. These acquisitions, in particular, have helped to offset the loss of a large customer of AIA as of July 1, 2011 in the CSP segment.



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AIA generated other operating income of EUR 936 thousand in the period ended 2011 as compared to EUR 349 thousand for the period ended December 31, 2010. The increase in the operating income is due to positive foreign currency effects of EUR 594 thousand compared to a positive effect of EUR 9 thousand for the period ended December 31, 2010.

The changes in inventories of goods and work in progress for the period ended December 31, 2011 was a decrease EUR 170 thousand compared to an increase of EUR 34 thousand in 2010. This development is due to the ordinary course of business.

Cost of materials increased by 9% from the period ended December 31, 2010. This increase corresponds with the increase in revenues, as the costs of materials in relation to revenues were unchanged compared to the period ended December 31, 2010.

The staff costs of AIA were EUR 27,448 thousand in the period ended December 31, 2011, compared to EUR 21,879 thousand for the period ended December 31, 2010, which corresponds to an increase of approximately 25%. The staff costs for the year ended December 31, 2011 contain EUR 3,963 thousand in one time expenses in connection with restructuring. Of this amount, EUR 1,767 thousand concerns the severance payment to AIA's previous Management Board Chairman. EUR 477 thousand in one time expenses in connection with the change on the Management Board in the period ended December 31, 2010 were taken for the same period the previous year. Adjusted for these expenses, the staff costs of AIA were EUR 23,485 thousand in the period ended December 31, 2011, compared to adjusted staff costs of EUR 21,403 thousand in the period ended December 31, 2010, which corresponds to an increase of approximately 10%. This increase after restructuring expenses stems from the increase in staff costs due to the acquisitions and a general rise in salaries. Adjusted for these restructuring expenses, the staff cost ratio remained at 19% in the period ended December 31, 2011 compared to the period ended December 31, 2010.

For the period ended December 31, 2011, depreciation, amortization and impairment losses were EUR 3,959 thousand, compared with EUR 3,971 thousand in the period ended December 31, 2010. At EUR 824 thousand, depreciation of property, plant and equipment for the period ended December 31, 2011 was down from EUR 1,017 thousand for the period ended December 31, 2010. Amortization of intangible assets for the period ended 2011 was EUR 3,075 thousand, compared with EUR 2,796 thousand in the period ended December 31, 2010. This amortization is associated to the EUR 1,975 thousand in amortized intangible assets that were capitalized as part of the purchase price allocation as of December 31, 2011 in connection with acquisitions in comparison to the EUR 1,965 thousand as of December 31, 2010. For the period ended December 31, 2011 EUR 337 thousand in capitalized development costs were amortized compared to EUR 530 thousand in the period ended December 31, 2010. AIA also wrote off a total of EUR 613 thousand in capitalized development costs in the period ended December 31, 2011 as compared to EUR 156 thousand for the period ended December 31, 2010 for electronic games that will no longer be pursued.

The other operating expenses in the period ended December 31, 2011 totaled EUR 10,990 thousand, which is an increase compared to the period ended December 31, 2010 figure of EUR 9,938 thousand. The other operating expenses in the period ended December 31, 2011 included one-time charges of EUR 292 thousand related to the two June 2011 acquisitions and EUR 211 thousand in one-time charges in connection with the restructuring that was implemented. Contrast this with the year ended December 31, 2010, when other operating expenses included a one-time charge of EUR 338 thousand for the departure of a member of the Management Board and system-related expenses. As a result, other operating expenses as adjusted for acquisition costs and foreign currency effects the other operating expenses in the period ended December 31, 2011 were EUR 10,486 thousand, compared to EUR 9,601 thousand for the period ended December 31, 2010. At 9%, the ratio of other operating expenses to revenues in 2011 was virtually the same as the previous year. The other operating expenses primarily include rent, travel expenses, marketing expenses and consulting costs.

**Impairment and restructuring charges** AIA's financial performance for the period ended December 31, 2011 was affected by one-time expenses related to comprehensive activities aimed at optimizing the Company's costs and structure. AIA began to implement these measures in the third quarter of 2011 and completed them by December 31, 2011. Substantially lowering the number of employees of AIA and simplifying its overall organizational structure had been the key components of these measures.

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By December 31, 2011, AIA reduced its existing workforce by more than 100 employees or down by 20% from the level as of June 30, 2011. The personnel reductions affected most the CSP segment. While this step became necessary due to the loss of customers, to a much larger extent it was the outcome of a Company wide review and optimization of corporate processes, as well as the closer integration of corporate units that were largely autonomous to date. Activities aimed at optimizing operational processes are being accompanied by structural measures at the level of both individual units and the Company as a whole. All of these steps served to streamline the Company and improve its alignment with the market's needs and challenges. AIA incurred EUR 4,174 thousand in aggregate one time expenses in the period ended December 31, 2011 in connection with the launch of its extensive restructuring measures. EUR 1,767 thousand of these one-time charges are related to the severance package for AIAs former Chairman of the Management Board. All restructuring expenses constitute one time expenses in the period ended December 31, 2011.

AIA wrote off a total of EUR 613 thousand in capitalized development costs in the period ended December 31, 2011 compared to EUR 156 thousand as of December 31, 2010 for electronic games that will no longer be pursued.

**Financial result** In the period ended December 31, 2011, AIA generated finance income of EUR 122 thousand as compared to EUR 137 thousand for the period ended December 31, 2010. Finance costs in the same period were EUR 768 thousand as compared to EUR 962 thousand for the period ended December 31, 2010.

**Income tax expenses** For the period ended December 31, 2011, the income taxes of AIA were EUR 1,491 thousand compared to EUR 2,096 thousand for the period ended 2010 financial year. This decrease of 29% was due to the lower pretax income.

**Net income** AIA posted net profit of EUR 4,407 thousand in the period ended December 31, 2011 (2010: EUR 5,493 thousand).

**Segment analysis**

The following table sets forth AIA's revenues and segment operating income for the period ended December 31, 2011 as compared to the period ended December 31, 2010.

	Year Ended December 31,			
	2011	2010	Change	% change
	(EUR in thousands)			
Revenues:				
CSP	€107,684	€110,154	€(2,470 )	-2 %
Content	13,896	960	12,936	1,348 %
Total revenues	<b>121,580</b>	<b>111,114</b>	<b>10,466</b>	<b>9%</b>
Segment operating income:				
CSP	6,597	9,653	(3,056 )	-32 %
Content	825	159	666	419 %
Total segment operating income	<b>7,422</b>	<b>9,812</b>	<b>(2,390)</b>	<b>-24%</b>

Management believes that total segment operating income is an appropriate measure for evaluating the operating performance of AIA's business segments because it is the primary measure used by AIA's chief operating decision maker to evaluate the performance and allocate resources within AIA's businesses. Total segment operating income provides management, investors and equity analysts a measure to analyze operating performance of each of AIA's business segments and its enterprise value against historical data and competitors' data, although historical results may

not be indicative of future results (as operating performance is highly contingent on many factors, including customer tastes and preferences).

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The following table reconciles total segment operating income to income from continuing operations before income tax expense.

	For the years ended December 31,			
	2011	2010	Change	% change
	(in EUR thousand, except %)			
Total segment operating income	<b>€ 7,422</b>	<b>€ 9,812</b>	<b>€ (2,390)</b>	<b>-24%</b>
Result, Group holding company AIA AG	(1,193)	(1,377)	184	-13 %
Result, other non-operating entities	201	14	187	1,336 %
Consolidation	113	(36 )	149	
Net income from operating activities	<b>6,543</b>	<b>8,413</b>	<b>(1,870)</b>	<b>-22%</b>

AIA's revenues in the CSP segment decreased by 2% for the period ended December 31, 2011 as compared to the period ended December 31, 2010. In the period ended December 31, 2011 the business in the CSP segment continued to grow moderately but also was affected by the loss of a large customer mid-2011. The organic growth in the CSP segment was not able to fully compensate the negative impact on revenues due to the loss of the large customer. The operating income in the CSP segment decreased by 32% for the period ended December 31, 2011 as compared to the period ended December 31, 2010. Most of the reduction of staff executed in 2011 did affect staff in the CSP segment. Therefore the majority of the corresponding restructuring costs incurred in the CSP segment and caused the decrease in operating income.

AIA's revenues in the Content segment substantially increased by 1,348% in the period ended December 31, 2011 as compared to the period ended December 31, 2010, due to the acquisition of Emphasis and EIM. As such starting mid-2011 AIA distributed content to not only its CSP segment but also to airline passenger companies. As such the external revenues in the Content segment did increase drastically in the period ended December 31, 2011 compare to the period ended December 31, 2010. The operating income in the Content segment increased by 419% for the period ended December 31, 2011 as compared to the period ended December 31, 2010, due to the positive impact of the acquisitions in this segment as well.

## Comparison of Results of Operations for the Years Ended December 31, 2010 and 2009

The following table sets forth AIA's operating results for the period ended December 31, 2010 as compared to the period ended December 31, 2009.

	Year Ended December 31,			
	2010	2009	Change	% change
	(EUR in thousands)			
Revenue	€111,114	€108,051	€3,063	3 %
Other operating income	349	443	(94 )	-21 %
Changes in inventories of goods and work in progress	34	0	34	
Cost of materials	(67,296 )	(67,732 )	436	-1 %
Staff costs	(21,879 )	(18,986 )	(2,893 )	15 %
Depreciation, amortization and impairment losses	(3,971 )	(4,917 )	946	-19 %
Other operating expenses	(9,938 )	(10,041 )	103	-1 %

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Net income from operating activities	<b>8,413</b>	<b>6,818</b>	<b>1,595</b>	23 %
Finance income	137	100	37	37 %
Finance costs	(961 )	(1,051 )	90	-9 %
Net result from financing and investment activities	<b>(824)</b>	<b>(951)</b>	<b>127</b>	-13 %
Earnings before income taxes	7,589	5,867	1,722	29 %
Income taxes	(2,096 )	(1,154 )	(942 )	82 %
Net income for the year	<b>5,493</b>	<b>4,713</b>	<b>780</b>	17 %

**Overview** AIA consolidated revenues increased from EUR 108,051 thousand in the period ended December 31, 2009 by about 3% to EUR 111,114 thousand in the period ended December 31, 2010. AIA already determined during the preparation of the 2010 half-year financial report that a shift in the revenues of a subsidiary of AIA in the period ended December 31, 2009 affected its revenues in the period ended December 31, 2010 but it did not impact earnings.

Absent this shift in revenues, consolidated revenues would

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have been about 5% higher year-on-year. Although consolidated revenues as of the first half of 2010 still fell short year-on-year, the figure for the full year represents a year-on-year increase. This is reflected in the recovery of the aviation industry that continued into the second half of the year and the resulting positive effects for AIA.

During the period ended December 31, 2010 AIA invested heavily in forward-looking developments and expanded its workforce in connection with the development of new strategic business areas. Consequently, staff costs in the period ended December 31, 2010 for AIA are EUR 21,879 thousand in the reporting period were also substantially higher than in the period ended December 31, 2009 in which it was EUR 18,986 thousand. Earnings in the period ended December 31, 2010 were also impacted by one-time charges incurred in connection with the change in AIA's Management Board as well as by increased expenses in connection with the introduction of new accounting and consolidation software totaling around EUR 800 thousand. In the period ended December 31, 2010, AIA's operating business generated positive net foreign currency effects of about EUR 9 thousand. This compares to negative net foreign currency effects of EUR 245 thousand in the period ended December 31, 2009.

AIA generated other operating income of EUR 349 thousand in the period ended December 31, 2010 as compared to EUR 443 thousand for the period ended December 31, 2009. It contains positive effects on earnings from the reversal of provisions recognized in prior periods, as well as income from the disposal of non-current assets. The changes in inventories of goods and work in progress in the period ended December 31, 2010 were EUR 34 thousand compared to EUR 0 thousand in the period ended December 31, 2009. This development is due to the ordinary course of business. Cost of materials decreased by 1% in the period ended December 31, 2010 as compared to the period ended December 31, 2009. This decrease represents the result of the execution of measures to optimize the single line items within the cost of materials and resulted in a reduction of the cost of materials in relation to revenues compared to the period ended December 31, 2009. The staff costs of AIA were EUR 21,879 thousand in the period ended December 31, 2010 compared to EUR 18,986 thousand in the period ended December 31, 2009, which corresponds to an increase of approximately 15%. However, the staff costs for the period ended December 31, 2010 financial year contain one-time charges of EUR 489 thousand in severance payments related to the change in AIA's Management Board at the start of the period ended December 31, 2010.

In the period ended December 31, 2010, depreciation, amortization and impairment losses in AIA were EUR 3,971 thousand as compared to EUR 4,917 thousand for the period ended December 31, 2009. The period ended December 31, 2010 figure includes impairment losses of EUR 141 thousand as compared to EUR 1,696 thousand for the period ended December 31, 2009 on AIA's non-current film assets in the Content segment. EUR 156 thousand in impairment losses were recognized on capitalized development costs for games in the period ended December 31, 2010 compared to EUR 0 thousand in the period ended December 31, 2009. Following the expiration of a customer contract, impairment losses of EUR 195 thousand were recognized on miscellaneous intangible assets for customer databases in the period ended December 31, 2010 that had been capitalized in connection with the acquisition of a German subsidiary of AIA.

The other operating expenses in the period ended December 31, 2010 totaled EUR 9,938 thousand, which is slightly below the period ended December 31, 2009 figure of EUR 10,041 thousand. This means that other operating expenses were not only down in absolute terms but also that the ratio of other operating expenses to revenues also declined slightly. Other operating expenses for the period ended December 31, 2010 contain one-time charges of about EUR 338 thousand in connection with the change in AIA's Management Board in early the period ended December 31, 2010 as well as the introduction of new accounting and consolidation software. In the period ended December 31, 2009, the other operating expenses included negative foreign currency effects of EUR 245 thousand. The other operating expenses primarily include rent, travel expenses, marketing expenses and consulting costs.

**Impairment** The period ended December 31, 2010 includes impairment losses of EUR 141 thousand as compared to EUR 1,696 thousand for the period ended December 31, 2009 on AIA's non-current film assets in the Content segment. The non-current film assets of AIA originate from the business activities AIA was focusing on before the concentration of the business activities on Inflight Entertainment. This historic business does only play a subordinate role in the present business.



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In the period ended December 31, 2010 EUR 156 thousand in impairment losses were recognized on capitalized development costs as compared to EUR 0 thousand for the period ended December 31, 2009 for electronic games that will no longer be pursued.

Following the loss of a large customer in Germany impairment losses of EUR 195 thousand were recognized in the period ended December 31, 2010 on miscellaneous intangible assets. This is related to intangible assets capitalized for customer contracts in the course of the acquisition of a German subsidiary.

**Financial result** In the period ended December 31, 2010, AIA generated finance income of EUR 137 thousand as compared to EUR 100 thousand for the period ended December 31, 2009. Finance costs in the same period were EUR 961 thousand as compared to EUR 1,051 thousand for the period ended December 31, 2009.

**Income tax expenses** In the period ended December 31, 2010, the income taxes of AIA were EUR 2,096 thousand compared to EUR 1,154 in the period ended December 31, 2009. This increase stems from the increase in pre-tax earnings. Furthermore, withholding tax was introduced in one customer's home country in the period ended December 31, 2010, for which appropriate provisions were recognized for the first time as of December 31, 2010.

**Net income** AIA generated net profits of EUR 5,493 thousand in the period ended December 31, 2010 compared to EUR 4,713 in the period ended December 31, 2009, representing an increase of 17 %.

**Segment analysis**

The following table sets forth AIA's revenues and segment operating income for the period ended December 31, 2010 as compared to the period ended December 31, 2009.

	Year Ended December 31,			
	2010	2009	Change	% change
	(EUR in thousand)			
Revenues:				
CSP	€110,154	€106,945	€3,209	3 %
Content	960	1,106	(146 )	-13 %
Total revenues	<b>111,114</b>	<b>108,051</b>	<b>3,063</b>	<b>3%</b>
Segment operating income:				
CSP	9,653	8,491	1,162	14 %
Content	159	(126 )	285	
Total segment operating income	<b>9,812</b>	<b>8,365</b>	<b>1,447</b>	<b>17%</b>

Management believes that total segment operating income is an appropriate measure for evaluating the operating performance of AIA's business segments because it is the primary measure used by AIA's chief operating decision maker to evaluate the performance and allocate resources within AIA's businesses. Total segment operating income provides management, investors and equity analysts a measure to analyze operating performance of each of AIA's business segments and its enterprise value against historical data and competitors' data, although historical results may not be indicative of future results (as operating performance is highly contingent on many factors, including customer tastes and preferences).

The following table reconciles total segment operating income to income from continuing operations before income tax expense.

	Year Ended December 31,			
	2010	2009	Change	% change
	(EUR in thousands)			
Total segment operating income	<b>€ 9,812</b>	<b>€ 8,365</b>	<b>€ 1,447</b>	<b>17%</b>
Result, Group holding company AIA AG	(1,378 )	(1,492 )	114	8 %
Result, other non-operating entities	14	96	(82 )	(85 )%
Consolidation	(36 )	(151 )	115	76 %
Net income from operating activities	<b>8,413</b>	<b>6,818</b>	<b>1,595</b>	<b>23%</b>

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AIA's revenues in the CSP segment increased by 3% for the period ended December 31, 2009 as compared to the period ended December 31, 2010, due to organic growth. This development is reflecting the recovery of the aviation industry that started in 2010 as well as the expansion of business with existing customers. In the period ended December 31, 2010 AIA in the CSP segment ceased supplying a few customers but also gained new customers and obtained long-term renewals of some of its contracts with current customers. During the period ended December 31, 2010 AIA determined a shift in the revenues at the Dutch subsidiary Inflight Productions BV, Amsterdam, The Netherlands, in the 2009 financial year affected its performance in the period ended December 31, 2010 but it did not impact earnings. Had this revenues shift not taken place, revenues in the period ended December 31, 2010 in the CSP segment would have increased by approximately 5%. The operating income in the CSP segment increased by 14% for the period ended December 31, 2010 as compared to the period ended December 31, 2009. This increase is mainly due to the expansion of business with high margins, as well as positive foreign currency effects.

AIA's revenues in the Content segment decreased by 13% for the period ended December 31, 2010 as compared to the period ended December 31, 2009. In the Content segment, AIA, in concert with its CSP segment, focuses on marketing film distribution rights. The main focus is on all activities associated with the procurement and marketing of content for inflight entertainment to both the CSP segment of AIA as well as airline passenger companies. Both in the period ended December 31, 2009 and the period ended December 31, 2010 the Content segment was predominately driven by intra group activities within AIA. Activities with third parties were limited and also contained the marketing of film distribution rights related to the activities of AIA before entering into the Inflight Entertainment business. The operating income in the Content segment in the period ended December 31, 2009 was negative due to intercompany transactions and returned positive again in the period ended December 31, 2010.

## **Liquidity and Capital Resources**

### **Current Financial Condition**

AIA's principal source of liquidity is internally generated operating cash. In addition AIA can access capital and debt markets subject to market conditions. In the past AIA predominately did fund its acquisitions with capital increases and bank borrowings. As of June 30, 2012 AIA has EUR 9.2 million in bank borrowings as well as EUR 2 million in mezzanine financing. As of June 30, 2012 AIA was in compliance with all of the covenants of its bank borrowings and does not anticipate the violation of such covenants.

As of June 30, 2012 consolidated assets include EUR 19 million in cash and cash equivalents, of which EUR 9.8 million were held by AIA's foreign subsidiaries. AIA earns the majority of its income outside Germany. The repatriation of capital to Germany via dividends is the main source of income for AIA. As AIA earns the majority of its income in foreign currencies, the fluctuation of the respective currencies might have a substantial impact on the liquidity position of AIA.

The principal use of cash that affects the liquidity position include the following: purchase of film and content distribution rights; development of electronic games and applications; purchase of technical equipment; acquisition of companies; debt maintenance and related payments; operational expenditures including personnel costs and other operational costs; capital expenditures; income tax payments and dividends.

AIA has evaluated, and expects to continue to evaluate, possible acquisitions of certain businesses. Such transactions may be material and may involve the use of cash payments, AIA's securities or the assumption of additional indebtedness.



TABLE OF CONTENTS**Sources and Uses of Cash    Period ended June 30, 2012 vs. period ended June 30, 2011**

Net cash provided by operating activities for the period ended June 30, 2012 and the period ended June 30, 2011 was as follows (in thousands):

	Six Months Ended June 30,			
	2012	2011	Change	% change
	(EUR in thousands)			
Net cash provided by operating activities	<b>€ 4,350</b>	<b>€ (850)</b>	<b>€ 5,200</b>	

The increase in net cash provided by operating activities during the period ended June 30, 2012 as compared to the period ended June 30, 2011 was due to the increase in earnings before income taxes as well as a positive change in working capital. Both effects resulted in an increase in the net cash flow from operating activities.

For the period ended June 30, 2012 the working capital was negatively impacted by the increase of trade receivables and inventories compared to a decrease in trade receivables and inventories in the period ended June 30, 2011. Conversely trade payables also increased in the period ended June 30, 2012 compared to a substantial decrease of trade payables in the period ended June 30, 2011.

Net cash used in investing activities for the period ended June 30, 2012 and the period ended June 30, 2011 was as follows (in thousands):

	Six Months Ended June 30,			
	2012	2011	Change	% change
	(EUR in thousands)			
Net cash provided by investing activities	<b>€ (820)</b>	<b>€ (14,119)</b>	<b>€ 13,299</b>	<b>94%</b>

For the period ended June 30, 2012 AIA generated a cash flow deficit from investing activities of EUR 820 thousand. Cash outflows of EUR 531 thousand were attributable to the acquisition of IMDC in the period ended June 30, 2012. Furthermore, AIA received EUR 1,429 thousand from the sale of an apartment owned by its subsidiary IFP. Add to that EUR 929 thousand in payments for the acquisition of intangible assets, which mainly contain the capitalized development costs of the Canadian subsidiary, DTI. The cash outflows of EUR 12,800 thousand in connection with the acquisition of the two companies, EIM and Emphasis, constitute the majority of the net cash flow from investing activities in the period ended June 30, 2011.

Net cash (used in) provided by financing activities for the period ended June 30, 2012 and the period ended June 30, 2011 was as follows (in thousands):

	Six Months Ended June 30,			
	2012	2011	Change	% change
	(EUR in thousands)			
Net cash provided by financing activities	<b>€ 1,707</b>	<b>€ 12,142</b>	<b>€ (10,435)</b>	<b>-86%</b>

Net cash flow from financing activities in the period ended June 30, 2012 was EUR 1,707 thousand. For the period ended June 30, 2012, AIA received EUR 5,515 thousand in cash from the increase in capital in June 2012. Loan payments in the period ended June 30, 2012 totaled EUR 1,653 thousand, and interest payments were EUR 408

thousand. The dividend paid in 2012 for the 2011 financial year was EUR 2,003 thousand. AIA generated EUR 233 thousand from the exercise of stock options. The net cash flow from financing activities for the period ended June 30, 2011 included bank borrowings for EUR 11,314 thousand, driven by bank borrowings totaling EUR 11,000 thousand from UniCredit Bank AG in connection with the acquisition of EIM and Emphasis. In connection with these acquisitions EUR 5,138 thousand was infused into AIA via a capital infusion generated by a capital increase.

TABLE OF CONTENTS**Sources and Uses of Cash 2011 vs. 2010**

Net cash provided by operating activities for the periods ended as of December 31, 2011 and 2010 was as follows (in thousands):

	Year Ended December 31,			
	2011	2010	Change	% change
	(EUR in thousands)			

Net cash provided by operating activities	<b>€ 6,339</b>	<b>€ 9,916</b>	<b>€ 3,577</b>	<b>-36%</b>
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The decrease in net cash provided by operation activities during the period ended December 31, 2011 as compared to the period ended December 31, 2010 was due to the decrease in earnings before income taxes as well as movements in deferred taxes and taxes paid. Both effects resulted in a decrease in the net cash flow from operating activities.

In the period ended December 31, 2011 the working capital was positively impacted by a substantial decrease of trade receivables and inventories compared to a lower decrease of trade receivables and inventories in the period ended December 31, 2010. On the other side trade payables and other payables did decrease substantially in the period ended December 31, 2011 compared to an only moderate decrease of trade payables and other payables in the period ended December 31, 2010. In addition the gains from deferred tax assets in the period ended December 31, 2011 were much higher in the period ended December 31, 2011 as compared to the period ended December 31, 2010.

Net cash used in investing activities for the periods ended as of December 31, 2011 and 2010 was as follows (in thousands):

	Year Ended December 31,			
	2011	2010	Change	% change
	(EUR in thousands)			

Net cash provided by investing activities	<b>€ (16,198)</b>	<b>€ (8,102)</b>	<b>€ ( 8,096)</b>	<b>-100%</b>
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In the period ended December 31, 2011 AIA generated negative net cash flow of EUR 16,198 thousand from investing activities (year ended December 31, 2010: EUR 8,102 thousand). The cash outflows of EUR 12,800 thousand in connection with the acquisition of the two companies, EIM and Emphasis, largely constituted the net cash flow from investing activities in the period ended December 31, 2011. The payments for other liabilities concern payments to the sellers for liabilities acquired in connection with the acquisition of EIM. There also had been EUR 851 thousand in payments for acquisitions of intangible assets, which contain the capitalized development costs of AIA's Canadian subsidiary, DTI.

Net cash (used in) provided by financing activities for the periods ended December 31, 2011 and 2010 was as follows (in thousands):

	Year Ended December 31,			
	2011	2010	Change	% change
	(EUR in thousands)			

Net cash provided by financing activities	<b>€ 9,800</b>	<b>€ (5,450)</b>	<b>€ 15,250</b>	
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Net cash flow from financing activities in the period ended December 31, 2011 year was EUR 9,800 thousand (years ended December 31, 2010: minus EUR 5,450 thousand). This includes loans for EUR 10,806 thousand (year ended December 31, 2010: EUR 5,293 thousand), mainly the acquisition loan for EUR 11,000 thousand (before transaction costs) from UniCredit Bank AG in connection with the acquisition of EIM and Emphasis. Add to that the cash inflow of EUR 5,179 thousand from the capital increase in 2011 (year ended December 31, 2010: EUR 0 thousand), which was also implemented in connection with the acquisitions. In the period ended December 31, 2011 loan payments totaled EUR 4,072 thousand (year ended December 31, 2010: EUR 8,417 thousand), and interest payments were EUR 643 thousand (year ended December 31, 2010: EUR 876 thousand). The dividend paid in 2011 for the 2010 financial year was EUR 1,740 thousand (years ended December 31, 2010: EUR 1,450 thousand).



TABLE OF CONTENTS**Sources and Uses of Cash Fiscal 2010 vs. Fiscal 2009**

Net cash provided by operating activities for the periods ended December 31, 2010 and 2009 was as follows (in thousands):

	Year Ended December 31,			
	2010	2009	Change	% change
	(EUR in thousands)			
Net cash provided by operating activities	<b>€ 10,143</b>	<b>€ 7,943</b>	<b>€ 2,200</b>	<b>28%</b>

The net cash flow from operating activities in the period ended December 31, 2010 was EUR 10,143 thousand, up substantially from EUR 7,943 thousand in the 2009 financial year mainly due to the increase in earnings before income taxes for the period ended December 31, 2010.

Net cash used in investing activities for the periods ended December 31, 2010 and 2009 was as follows (in thousands):

	Year Ended December 31,			
	2010	2009	Change	% change
	(EUR in thousands)			
Net cash provided by investing activities	<b>€ (8,329)</b>	<b>€ (5,082)</b>	<b>€ (3,301)</b>	<b>65%</b>

In the period ended December 31, 2010 AIA generated negative net cash flow of EUR 8,329 thousand from investing activities (year ended December 31, 2009: EUR 5,082 thousand). Larger investments of EUR 3,935 thousand in intangible assets (year ended December 31, 2009: EUR 1,718 thousand), particularly internally-generated software, accounted for a substantial portion of the net cash flow from investing activities in the period ended December 31, 2010. There were also cash outflows of EUR 3,710 thousand (year ended December 31, 2009: EUR 2,322 thousand) in retroactive purchase price payments (earn out), which were shown as payments under other financial liabilities.

Net cash (used in) provided by financing activities for the periods ended December 31, 2010 and 2009 was as follows (in thousands):

	Year Ended December 31,			
	2010	2009	Change	% change
	(EUR in thousands)			
Net cash provided by financing activities	<b>€ (5,450)</b>	<b>€ (4,443)</b>	<b>€ (1,007)</b>	<b>-23%</b>

The net cash flow from financing activities in the period ended December 31, 2010 was EUR 5,450 thousand (year ended December 31, 2009: EUR 4,443 thousand). This contains the loan payments of EUR 3,000 thousand to HypoVereinsbank (year ended December 31, 2009: EUR 2,000 thousand); a payment of EUR 2,607 thousand to HypoVereinsbank for interim financing obtained from it; as well as the partial conversion of the last earn-out installment of EUR 2,531 thousand owed to the sellers of DTI into a loan that was repaid in full in the period ended December 31, 2010. This item also includes the dividend payment of EUR 1,450 thousand for the period ended December 31, 2009 (dividend payment in 2009 for the 2008 financial year: EUR 1,160 thousand).

## Debt Instruments

The following table summarizes borrowings and repayments for the periods ended December 31, 2011, 2010 and 2009.

	Year Ended December 31,			Total
	2011	2010	2009	
Borrowings				
Notes due June 2015	11,000			11,000
Total	<b>11,000</b>			<b>11,000</b>

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	Year Ended December 31,			Total
	2011	2010	2009	
	(EUR in thousands)			
Repayments				
Notes due December 2012	3,000	3,000	2,000	8,000
Notes due March 2014				
Notes due June 2015	500			500
Notes due December 2014	29	28	36	93
Notes due August 2013	133	125	117	375
Total	<b>3,662</b>	<b>3,153</b>	<b>2,153</b>	<b>8,968</b>

**M&A loan from UniCredit Bank AG**

In June 2011, AIA took out an unsecured four-year loan of EUR 11,000 thousand from UniCredit Bank AG, Munich, Germany, to finance a portion of the acquisitions of EIM and Emphasis. The loan is subject to initial repayment of EUR 500 thousand and thereafter regular half-yearly repayments of EUR 1,500 thousand, no prepayment penalties and variable interest based on the six-month Euribor plus 2.35 percent. In June 2011, in order to avoid any exposure to the risk from rising interest rates associated with variable interest obligations, a portion of the variable interest payments was converted into fixed interest obligations by means of interest rate swaps over the term of the loan.

As of June 30, 2012, the non-current portion of the loan amounts to EUR 5,963 thousand and the current portion amounts to EUR 2,897 thousand (December 31, 2011: EUR 7,475 thousand non-current and EUR 2,844 thousand current).

**Commitments and Guarantees**

AIA has commitments under certain contractual arrangements to make future payments. These firm commitments secure the future rights to various assets and services to be used in the normal course of operations. The following table summarizes AIA's material firm commitments as of December 31, 2011.

	1 year	2	3 years	4	5 years	More	Total
						Than 5 years	
	(EUR in thousands)						
Operating leases							
Buildings	2,062	3,562		1,277			6,901
Equipment and vehicles	102	94		37			233
Medium-term purchasing contracts	9,635	12,042		217	193		22,088
Interest bearing loans	3,061	8,135		1,481			12,677
Trade and other payables	34,272						34,272
Earn-out payments	855	1,238		584			2,677
Total	<b>49,987</b>	<b>25,071</b>		<b>3,596</b>	<b>193</b>		<b>78,848</b>

**Critical Accounting Policies**

An accounting policy is considered to be critical if it is important to AIA's financial condition and results and if it requires significant judgment and estimates on the part of management in its application. The development and

selection of these critical accounting policies have been determined by management of AIA and the related disclosures have been reviewed with the Audit Committee of AIA's Board of Directors. For AIA's summary of significant accounting policies, see Note 2 to the consolidated financial statements of AIA.

### **Use of estimates**

The preparation of the consolidated financial statements requires the Management Board to make judgments and assumptions, as well as make estimates, that have an impact on AIA's earnings, expenses, assets and liabilities as well as on the disclosure of its contingent liabilities. The uncertainty associated with these assumptions and estimates, however, may give rise to outcomes that might lead to substantial adjustments to the carrying amounts of the given assets or liabilities in future periods.

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### **Property, Plant and Equipment**

Property, plant and equipment are recorded at cost and are depreciated on a straight-line method over the estimated useful lives of such assets. Changes in circumstances, such as technological advances, changes to AIA's business model or capital strategy, could result in the actual useful lives differing from AIA's estimates. In those cases, where AIA determines that the useful life of buildings and equipment should be shortened, AIA would depreciate the asset over its revised remaining useful life thereby increasing depreciation expense.

### **Impairment of non-financial assets**

Impairment is the amount by which the carrying amount of an asset or a cash-generating unit exceeds its recoverable amount. The recoverable amount of an asset or a cash-generating unit is the higher of its fair value less costs to sell and its value in use. The fair value less cost to sell is determined based on available data from binding sale agreements in arm's length transactions between independent partners involving similar assets or observable market prices less the costs directly attributable to the disposal of the asset.

AIA impairment tests goodwill and intangible assets with indefinite useful lives by applying the discounted cash flow method. The cash flows are derived from the financial plan for the next three years; they do not include restructuring measures AIA has not yet undertaken, nor material future investments that will boost the performance of the tested cash-generating unit. The recoverable amount largely depends on the discount rate used when applying the discounted cash flow method as well as on the estimated future cash flows and the growth rates assumed. No impairment charges were recorded as of December 31, 2011 for the cash generating units within the CSP and Content operating segments.

### **Share-based payment transactions**

At AIA the costs of awards of equity instruments to employees are measured at the fair value of the given equity instruments at the time they are granted. The valuation technique most suitable to awards of equity instruments shall be used to estimate the fair value of share-based payment transactions; it is contingent on the conditions of the award. This also requires determining key estimates including, in particular, probable maturity, volatility and dividend yield, as well as relevant assumptions that flow into this valuation technique.

### **Development costs**

Development costs associated with a single project are capitalized as an intangible asset if the recognition criteria as stated in IAS 38 are met. Initial capitalization of the costs is based on management's assessment of the extent to which a project's technical and economic feasibility have been demonstrated; this is usually the case once a product development project has achieved a specific milestone in an existing project management model. Management makes assumptions about the amount of the estimated future cash flows from the project, the discount rates to be used and the period during which AIA expects to receive the expected benefits in the future. The carrying amount of the capitalized development costs, which related solely to the proprietary development work of AIA companies, DTI Software, DTI Solutions Inc., Montreal, Canada, and DTI Software FZ-LLC., Dubai, United Arab Emirates, as of December 31, 2011, was EUR 3,994 thousand (2010: EUR 4,292 thousand).

### **Recent Accounting Pronouncements**

See Note 2 to the consolidated financial statements of AIA for discussion of recent accounting pronouncements.

## **Quantitative And Qualitative Disclosures About Market Risk**

AIA has exposure to several types of market risk: changes in foreign currency exchange rates and interest rates. AIA neither holds nor issues financial instruments for trading purposes.

The following sections provide quantitative information on AIA's exposure to foreign currency exchange rate risk, interest rate risk and stock price risk. AIA makes use of sensitivity analyses that are inherently limited in estimating actual losses in fair value that can occur from changes in market conditions.

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## **Foreign Currency Exchange Rates**

AIA is highly exposed to the change of foreign currency exchange rates. Within AIA, currency risks essentially arise from the fact that both sales to customers and purchasing are largely effected in US dollars while most of the operating companies' fixed costs are incurred in Euros, British pounds and Canadian dollars. If necessary, AIA engages in hedging transactions to counteract direct currency risks. However, it cannot always guarantee that all currency risks have been hedged in full. Severe currency fluctuations could also cause the hedging transactions to fail if agreed thresholds (triggers) are not met or exceeded. AIA therefore cannot fully preclude negative foreign currency effects in the future some of which might be substantial due to unforeseen exchange rate fluctuations and/or inaccurate assessments of market developments. At this time, AIA rarely resorts to hedges because of the still rudimentary nature of the system-based data that is available to it for foreign currency management as well as highly volatile foreign exchange rates. But it is also rooted in the fact that the general trend toward a strengthening of the US dollar relative to the euro is advantageous to AIA's specific foreign currency concerns. AIA continuously monitors all foreign exchange rates relevant to AIA in order to be able to initiate appropriate hedging activities immediately if the current market situation were to change.

There are also intercompany receivables and liabilities such as loans that can generate significant foreign currency effects. Changes in the exchange rates of a number of foreign currencies against the euro, especially the US Dollar and the Canadian Dollar, could lead to the recognition of unrealized foreign exchange losses in some cases, particularly as a result of intercompany transactions. This clearly shows that AIA is exposed to a heightened currency risk in connection with intragroup borrowing owing to the foreign currency sensitivity in severe and unforeseeable exchange rate movements that are consequently difficult to predict. Management started to minimize the impact of intercompany borrowings by reducing the magnitude and quantity of such intercompany borrowings.

## **Interest Rates**

AIA has entered into interest rate swaps to minimize its interest rate risk. AIA swaps the difference between amounts subject to fixed interest rates and variable interest rates with its counterparty at fixed intervals; the difference is determined by reference to a nominal amount stipulated ahead of time. These interest rate swaps hedge the underlying bank borrowings. As of December 31, 2011, taking into consideration interest rate swaps, approximately 59 % (2010: about 95 %) of AIA's bank borrowings were at fixed interest rates. As of the reporting date, AIA was exposed to interest rate risks because EUR 5,250 thousand (2010: EUR 4 thousand) in interest-bearing loans are subject to variable interest rates.

## **Credit Risk**

Cash and cash equivalents are maintained with several financial institutions. Deposits held with banks may exceed the amount of insurance provided on such deposits. Generally, these deposits may be redeemed upon demand and are maintained with financial institutions of reputable credit and, therefore, bear minimal credit risk.

AIA monitors its positions with, and the credit quality of, the financial institutions which are counterparties to its financial instruments. AIA is exposed to credit loss in the event of nonperformance by the counterparties to the agreements. At December 31, 2011, AIA did not anticipate nonperformance by any of the counterparties.

AIA is exposed to default risks mainly in connection with trade receivables. Sufficient allowances have been recognized to make provisions for the estimated default risk. Receivables are not insured, given the generally good

credit ratings of AIA's customers. The maximum default risk is always equivalent to the nominal amount of the receivables less loss allowances. Allowances on assets related to trade receivables amounting to EUR 737 thousand (2010: EUR 368 thousand) had to be recognized in the reporting year. However, the trade receivables do not contain substantial concentrations of individual customers. The other financial liabilities are not exposed to any default risks.



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# MANAGEMENT AFTER THE BUSINESS COMBINATION

## Management and Board of Directors

The following persons are anticipated to be the executive officers and directors of GEAC, which will be renamed Global Eagle Entertainment Inc. following the Business Combination:

Name	Age	Position
John LaValle	55	Chief Operating Officer, Director
David Davis	46	Chief Financial Officer, Treasurer
Michael Pigott	35	General Counsel, Vice President and Secretary
Edward L. Shapiro	47	Chairman, Board of Directors
Louis Bélanger-Martin	42	Director
Harry Sloan	62	Director
Jeff Sagansky	60	Director
[ ]		Director
[ ]		Director

**John LaValle** s biographical information is set forth in the section entitled *Information About Row 44 Management* beginning on page 156.

**David Davis** biographical information is set forth in the section entitled *Information About Row 44 Management* beginning on page 156.

**Michael Pigott** s biographical information is set forth in the section entitled *Information About Row 44 Management* beginning on page 157.

**Edward L. Shapiro** s biographical information is set forth in the section entitled *Information About Row 44 Management* beginning on page 157.

**Louis Bélanger-Martin** s biographical information is set forth in the section entitled *Information About AIA Management and Executives of AIA* beginning on page 178.

**Harry Sloan** s biographical information is set forth in the section entitled *Information About GEAC Management* beginning on page 136.

**Jeff Segansky** s biographical information is set forth in the section entitled *Information About GEAC Management* beginning on page 137.

## Classified Board of Directors

In accordance with the Company certificate of incorporation, the Company s board of directors is divided into three classes with staggered three-year terms. At each annual meeting of stockholders, the successors to directors whose terms then expire will be elected to serve from the time of election and qualification until the third annual meeting following election. Except as otherwise provided by law and subject to the rights of any class or series of preferred stock, vacancies on the Company board of directors (including a vacancy created by an increase in the size of the

board of directors) may be filled only by the affirmative vote of a majority of the remaining directors. A director elected by the board of directors to fill a vacancy (other than a vacancy created by an increase in the size of the board of directors) serves for the unexpired term of such director's predecessor in office and until such director's successor is elected and qualified. A director appointed to fill a position resulting from an increase in the size of the board of directors serves until the next annual meeting of stockholders at which the class of directors to which such director is assigned by the board of directors is to be elected by stockholders and until such director's successor is elected and qualified. Any additional directorships resulting from an increase in the number of directors will be distributed among the three classes so that, as nearly as possible, each class will consist of one-third of the directors.

Upon the consummation of the Business Combination, the Company's directors will be divided among the three classes as follows:

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The Class I directors will be Messrs. [ ] and [ ], with initial terms expiring at the Company's 2015 annual meeting of stockholders;

The Class II directors will be Messrs. Sloan, Sagansky and Shapiro, with initial terms expiring at the 2016 annual meeting of stockholders; and

The Class III directors will be Messrs. LaValle and Bélanger-Martin, with terms expiring at the 2014 annual meeting of stockholders.

## **Independence of the Board of Directors**

As required under the rules and regulations of The Nasdaq Stock Market, independent directors must comprise a majority of a listed company's board of directors. Based upon information requested from and provided by each proposed director concerning his background, employment, and affiliations, including family relationships, the Company has determined that Messrs. Sloan, Sagansky, [ ], and [ ], representing four of the Company's seven proposed directors, do not have a relationship that would interfere with the exercise of independent judgment in carrying out the responsibilities of a director and that each of these directors will be independent as that term is defined under the applicable rules and regulations of the SEC and the listing requirements and rules of Nasdaq.

## **Committees of the Board of Directors**

Effective upon completion of the Business Combination, the Company's board of directors will establish the following committees: an audit committee, a compensation committee, and a nominating and corporate governance committee. The proposed composition and responsibilities of each committee are described below. Members will serve on these committees until their resignation or until otherwise determined by the Company's board of directors.

### **Audit Committee**

The Company's audit committee will oversee the Company's corporate accounting and financial reporting process, the audit of its financial statements, and its internal control processes. Among other matters, the audit committee will evaluate the Company's independent auditors' qualifications, independence, and performance; determine the engagement, retention, and compensation of the independent auditors; review and approve the scope of the annual audit and the audit fee; discuss with management and the independent auditors the results of the annual audit and the review of the Company's quarterly financial statements, including the disclosures in its annual and quarterly reports to be filed with the SEC; approve the retention of the independent auditors to perform any proposed permissible non-audit services; review the Company's risk assessment and risk management processes; establish procedures for receiving, retaining and investigating complaints received by the Company regarding accounting, internal accounting controls, or audit matters; monitor the rotation of partners of the independent auditors on the Company's engagement team as required by law; review the Company's critical accounting policies and estimates; and oversee any internal audit function. Additionally, the audit committee will review and approve related person transactions and review and evaluate, on an annual basis, the audit committee charter and the committee's performance.

The initial members of the Company's audit committee will be [ ], [ ] and [ ], with [ ] serving as the chair of the committee. All members of the Company's audit committee will meet the requirements for financial literacy under the applicable rules and regulations of the SEC and Nasdaq. The Company's board of directors has determined that [ ] is an audit committee financial expert as defined under the applicable rules of the SEC and has the requisite financial sophistication as defined under the applicable rules and regulations of Nasdaq. [ ], [ ] and [ ] will be independent directors as defined under the applicable rules and regulations of the SEC and Nasdaq. The audit committee will operate under a written charter that satisfies the applicable standards of the SEC and Nasdaq.

## **Compensation Committee**

The Company's compensation committee will review and recommend policies relating to compensation and benefits of the Company's executive officers and employees. The compensation committee will annually review and approve corporate goals and objectives relevant to compensation of the Company's chief executive

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officer and other executive officers, evaluate the performance of these officers in light of those goals and objectives, and set the compensation of these officers based on such evaluations. The compensation committee will also administer the issuance of stock options and other awards under the Company's equity compensation plans. Additionally, the compensation committee will review and evaluate, on an annual basis, the compensation committee charter and the committee's performance.

The initial members of the Company's compensation committee will be [ ], [ ] and [ ], with [ ] serving as the chair of the committee. All of the members of the Company's compensation committee will be independent under the applicable rules and regulations of the SEC, Nasdaq and Section 162(m) of the Internal Revenue Code of 1986, as amended. The compensation committee will operate under a written charter.

### **Nominating and Corporate Governance Committee**

The Company's nominating and corporate governance committee will be responsible for making recommendations regarding corporate governance; identification, evaluation and nomination of candidates for directorships; and the structure and composition of the Company's board of directors and committees thereof. In addition, the nominating and corporate governance committee will oversee the Company's corporate governance guidelines, approve its committee charters, oversee compliance with its code of business conduct and ethics, contribute to succession planning, review actual and potential conflicts of interest of the Company's directors and officers other than related person transactions reviewed by the audit committee, and oversee the board of directors self-evaluation process. The Company's nominating and corporate governance committee will also be responsible for making recommendations regarding non-employee director compensation to the full board of directors. Additionally, the Nominating and Corporate Governance Committee will review and evaluate, on an annual basis, the nominating and corporate governance committee charter and the committee's performance.

The initial members of the Company's nominating and corporate governance committee will be [ ] and [ ], with [ ] serving as the chair of the committee. All of the members of the Company's nominating and corporate governance committee will be independent under the applicable rules and regulations of Nasdaq. The nominating and corporate governance committee will operate under a written charter.

### **Compensation Committee Interlocks and Insider Participation**

The Company had no compensation committee during the fiscal year ended December 31, 2011. None of the Company's executive officers currently serves, nor in the past year has served, as a member of the board of directors or compensation committee (or other board committee performing equivalent functions) of any entity that has one or more executive officers serving on the Company's board of managers or compensation committee. None of the Company's proposed executive officers currently serves, nor in the past year has served, as a member of the board of directors or compensation committee (or other board committee performing equivalent functions) of any entity that has one or more executive officers proposed to serve on the Company's board of directors or compensation committee.

### **Involvement in Certain Legal Proceedings**

The Company is not currently involved in any legal proceedings.

## **Code of Business Conduct and Ethics**

Effective upon the consummation of the Business Combination, the Company will adopt a code of business conduct and ethics that will apply to all of its employees, officers and directors, including those officers responsible for financial reporting. The code of business conduct and ethics will be available on the Company website at [ ]. The Company expects that, to the extent required by law, any amendments to the code, or any waivers of its requirements, will be disclosed on its website.

## **Director Compensation**

Following the completion of the Business Combination, each of the Company non-employee directors will receive an annual fee of \$[ ], with all of such fee payable in a combination of cash and [ ] issued pursuant to the Incentive Plan.

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## Executive Compensation

None of our officers or directors has received any compensation for service rendered to us, and it is not expected that any such compensation will be paid prior to the date of the annual meeting to which this proxy statement relates. If our stockholders approve the Business Combination, the directors of the post-combination business will determine executive and director compensation.

### Discussion and Analysis of Post-Acquisition Compensation Scheme

**Overall.** Following closing of the Business Combination, the Company intends to develop executive compensation packages that are competitive in terms of potential value to its executives, and which are tailored to its unique characteristics and needs within its industry to reward its executives for their roles in creating value for shareholders. We intend to be competitive with other similarly situated companies in our industry following completion of the Business Combination.

It is anticipated that decisions on executive compensation policies and programs following the closing of the Business Combination will be made by a compensation committee of GEAC's board of directors. Since that compensation committee will not be established until the closing of the Business Combination, no formal or informal policies or guidelines now exist for allocating compensation between long-term and currently paid out compensation, between cash and non-cash compensation, or among different forms of compensation have been adopted as of the date hereof. The following discussion is based on the present expectations as to the policies and programs to be adopted by the compensation committee. The policies and programs actually adopted will depend on the application of the judgment of the members of the compensation committee and may differ from those reflected in the following discussion.

It is anticipated that the compensation decisions regarding executives will be based on the need to retain and attract individuals with the skills necessary for GEAC to achieve its business objectives, to reward those individuals fairly, and to retain those individuals who continue to perform at or above expectations.

It is also anticipated that compensation for executives will have three primary components -salary, cash incentive bonus and stock-based awards in the form of stock options. These components of executive compensation would be related but distinct. The Company anticipates determining the appropriate level for each compensation component based in part, but not exclusively, on its view of internal equity and consistency, individual performance and other information deemed relevant and timely.

In addition to the guidance provided by its compensation committee, GEAC may utilize the services of independent third parties from time to time in connection with the hiring and compensation awarded to executive employees. This could include subscriptions to executive compensation surveys and other databases.

It is expected that the compensation committee will be charged with performing an annual review of executive officers' cash compensation and equity holdings to determine whether they provide adequate incentives and motivation to executive officers and whether they adequately compensate the executive officers relative to comparable officers in other companies.

**Benchmarking of Cash and Equity Compensation.** We expect that the compensation committee will stay apprised of the cash and equity compensation practices of publicly held companies in related industries through data obtained from such companies' public reports and from other resources. It is expected that any companies chosen for inclusion in any benchmarking group would have business characteristics comparable to GEAC following the closing of the

Business Combination, including one or more of the following: revenues, financial growth metrics, stage of development, employee headcount and market capitalization. While benchmarking may not always be appropriate as a stand-alone tool for setting compensation due to the aspects of the post-acquisition business and objectives that may be unique to GEAC. We expect gathering this information will be an important part of the compensation-related decision-making process.

### **Compensation Components.**

**Base Salary.** It is expected that executive base salaries will be set at levels generally comparable with those of executives in similar positions and with similar responsibilities at comparable companies as necessary to motivate executives to meet corporate goals. It is anticipated that base salaries will generally be reviewed annually, subject to terms of any employment agreements.

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**Annual Bonuses.** GEAC intends to utilize cash incentive bonuses for executives to focus them on achieving key operational and financial objectives within a yearly time horizon. It expects that, near the beginning of each year, the compensation committee, subject to the terms of any applicable employment agreements, will determine performance parameters for appropriate executives. It also expects that, at the end of each year, the compensation committee will determine the level of achievement for each corporate goal.

It is anticipated that the performance parameters for eligibility to receive cash bonuses under the terms of any employment agreements to be executed following the consummation of the acquisition will be set by the compensation committee each year, within 45 days of approval of such year's annual budget.

**Equity Awards.** GEAC also intends to use stock options and other stock-based awards to reward long-term performance. GEAC believes that providing a meaningful portion of an executive's total compensation package in stock options and other stock-based awards will align the incentives of its executives with the interests of shareholders and with GEAC's long-term success and will serve to retain, motivate and adequately award the executives.

Equity awards will be granted through the Incentive Plan, which has been adopted by GEAC's board and is being submitted to our stockholders for approval at the annual meeting. For a description of the Incentive Plan, please see the section of this proxy statement entitled *Proposal No. 4 Approval and Adoption of the Global Eagle Entertainment Inc. 2012 Equity Incentive Plan* beginning on page 108. Additionally, a copy of the Incentive Plan is attached to this proxy statement as Annex D. All employees, directors, officers and consultants will be eligible to participate in the Incentive Plan.

**Severance Benefits.** GEAC may enter into new employment agreements with its executive officers following consummation of the acquisition. Any new employment agreements, which will be subject to compensation committee approval, may provide severance benefits that are greater than those described below under *Potential Payments on Termination or Change-in-Control*.

**Other Compensation.** It is currently anticipated that GEAC will establish and maintain various employee benefit plans, including medical, dental, life insurance and 401(k) plans.

**Deductibility of Executive Compensation/ Code Section 162(m).** At this time, it is anticipated that one or more executive officer's annual compensation may exceed \$1.0 million. Code Section 162(m) (as interpreted by IRS Notice 2007-49) denies a federal income tax deduction for certain compensation in excess of \$1.0 million per year paid to the chief executive officer and the three other most highly-paid executive officers (other than a company's chief executive officer and chief financial officer) of a publicly-traded corporation. Certain types of compensation, including compensation based on performance criteria that are approved in advance by stockholders, are excluded from the deduction limit. GEAC's policy is to qualify compensation paid to our executive officers for deductibility for federal income tax purposes to the extent feasible. However, to retain highly skilled executives and remain competitive with other employers, the compensation committee may authorize compensation that would not be deductible under Section 162(m) or otherwise if it determines that such compensation is in the best interests of GEAC and its stockholders.

**Accounting Considerations.** Any equity compensation expense will be accounted for in accordance with Financial Accounting Standards Board Codification 718, *Compensation - Stock Compensation*, which requires a company to estimate and record an expense for each award of equity compensation over the service period of the award.



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## DESCRIPTION OF SECURITIES

The following summary of the material terms of the Company's securities following the Business Combination is not intended to be a complete summary of the rights and preferences of such securities. We urge you to read our proposed certificate in its entirety for a complete description of the rights and preferences of the Company's securities following the Business Combination. The proposed certificate is described in *Proposal No. 2 Approval of the Second Amended and Restated Certificate of Incorporation* beginning on page 100 and the full text of the proposed certificate is attached as Annex C to this proxy statement.

### Authorized and Outstanding Stock

The proposed certificate authorizes the issuance of 401,000,000 shares, consisting of [ ] shares of common stock, \$0.0001 par value per share, [ ] shares of non-voting common stock, \$0.0001 par value per share, and 1,000,000 shares of undesignated preferred stock, \$0.0001 par value. The outstanding shares of our common stock are, and the shares of GEAC common stock issued in the Business Combination will be, duly authorized, validly issued, fully paid and non-assessable. As of the record date for the annual meeting, there were 23,161,585 shares of GEAC common stock outstanding, held of record by [ ] stockholders and one unitholder.

### Common Stock

The proposed certificate, which we will adopt if the Certificate Proposal is approved, provides that, except with respect to voting rights and conversion rights applicable to the non-voting common stock, the common stock and non-voting common stock will have identical rights, powers, preferences and privileges.

### Voting Power

Except as otherwise required by law or as otherwise provided in any certificate of designation for any series of preferred stock, the holders of common stock possess all voting power for the election of our directors and all other matters requiring stockholder action. Holders of common stock are entitled to one vote per share on matters to be voted on by stockholders. Holders of non-voting common stock will have no voting power and no right to participate in any meeting of stockholders or to receive notice thereof, except as required by applicable law and except that any action that would adversely affect the rights of the non-voting common stock relative to the common stock with respect to the modification of the terms of the securities or dissolution will require the approval of the non-voting common stock voting separately as a class. Except as otherwise provided by law, applicable stock exchange rules, our certificate of incorporation or our bylaws or in respect of the election of directors, all matters to be voted on by our stockholders must be approved by a majority of the votes cast by the stockholders present in person or represented by proxy at the meeting and entitled to vote on the subject matter. In the case of an election of directors, where a quorum is present a plurality of the votes cast will be sufficient to elect each director.

### Conversion of Non-Voting Common Stock

Any share of non-voting common stock will convert into one fully paid and non-assessable share of common stock immediately upon the earlier to occur of (i) the delivery of written notice by the holder of such share to our transfer agent of the holder's election to convert such share into a share of common stock, provided that such election cannot be made until on or after October 31, 2013, or (ii) the sale or transfer of such share by the holder to any person other than PAR or any person if the ownership of such share by such person would result in PAR having beneficial ownership of

such shares within the meaning of Rule 13d-3 promulgated under the Exchange Act. When shares of non-voting common stock have been converted to common stock, such shares will be cancelled and will become authorized but unissued shares of non-voting common stock.

### **Dividends**

Holders of common stock and non-voting common stock will be equally entitled to receive such dividends, if any, as may be declared from time to time by our Board of Directors in its discretion out of funds legally available therefor. In no event will any stock dividends or stock splits or combinations of stock be declared or made on common stock or non-voting common stock unless the shares of common stock and non-voting common stock at the time outstanding are treated equally and identically, provided that, in the

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event of a dividend of common stock or non-voting common stock, shares of non-voting common stock shall only be entitled to receive shares of non-voting common stock and shares of common stock shall only be entitled to receive shares of common stock.

### **Liquidation, Dissolution and Winding Up**

In the event of our voluntary or involuntary liquidation, dissolution, distribution of assets or winding-up, the holders of the common stock and non-voting common stock will be entitled to receive an equal amount per share of all of our assets of whatever kind available for distribution to stockholders, after the rights of the holders of the preferred stock have been satisfied.

### **Corporate Transactions**

In the event that any consideration is paid or distributed our stockholders or any shares of our capital stock are converted into any other form of consideration in connection with (i) any sale, lease, transfer, exclusive license, exchange or other disposition of any material portion of our property and assets (or any material portion of the property and assets of any of our direct or indirect subsidiaries, (ii) any merger, consolidation, business combination or other similar transaction involving us or any of our direct or indirect subsidiaries with any other entity, or (iii) any recapitalization, liquidation, dissolution or other similar transaction involving us or any of our direct or indirect subsidiaries, then the shares of common stock and non-voting common stock will be treated equally, identically and ratably on a per share basis with respect to any such consideration or distribution or conversion.

### **Preemptive or Other Rights**

Our stockholders have no preemptive or other subscription rights and there are no sinking fund or redemption provisions applicable to our common stock or non-voting common stock.

### **Election of Directors**

Our board of directors is divided into three classes, each of which will generally serve for a term of three years with only one class of directors being elected in each year. There is no cumulative voting with respect to the election of directors, with the result that the holders of more than 50% of the shares voted for the election of directors can elect all of the directors. Our stockholders are entitled to receive ratable dividends when, as and if declared by the board of directors out of funds legally available therefor.

### **Common Stock Prior to the Business Combination**

We are providing stockholders with the opportunity to redeem their shares upon the consummation of the Business Combination at a per-share price, payable in cash, equal to the aggregate amount then on deposit in the trust account, including interest but net of franchise and income taxes payable, divided by the number of then outstanding public shares, subject to the limitations described herein. The GEAC founders have agreed to waive their redemption rights with respect to their founder shares and public shares in connection with the Business Combination.

We will consummate the Business Combination only if a majority of the outstanding shares of common stock voted at the annual meeting are voted in favor of the Business Combination Proposal. However, the participation of our Sponsor, officers, directors, advisors or their affiliates in privately-negotiated transactions (as described in this proxy statement), if any, could result in the approval of the Business Combination even if a majority of the stockholders

vote, or indicate their intention to vote, against the Business Combination.

The GEAC founders have agreed to vote their founder shares in accordance with the majority of the votes cast by the public stockholders on the Business Combination Proposal and to vote any public shares purchased in favor of the Business Combination. The GEAC founders do not currently hold any public shares. Public stockholders may elect to redeem their public shares whether they vote for or against the Business Combination.

Pursuant to our amended and restated certificate of incorporation, if we are unable to consummate a business combination by February 18, 2013, we will (i) cease all operations except for the purpose of winding up, (ii) as promptly as reasonably possible but no more than ten business days thereafter, redeem 100% of the public shares, at a per-share price, payable in cash, equal to the aggregate amount then on deposit in the trust

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account, including interest but net of franchise and income taxes payable (less up to \$100,000 of such net interest to pay dissolution expenses), divided by the number of then outstanding public shares, which redemption will completely extinguish public stockholders' rights as stockholders (including the right to receive further liquidation distributions, if any), subject to applicable law, and subject to the requirement that any refund of income taxes that were paid from the trust account which is received after such redemption shall be distributed to the former public stockholders, and (iii) as promptly as reasonably possible following such redemption, subject to the approval of our remaining stockholders and its board of directors, dissolve and liquidate, subject in each case to the Company's obligations under Delaware law to provide for claims of creditors and the requirements of other applicable law. The GEAC founders have agreed to waive their redemption rights with respect to their founder shares if the Company fails to consummate a business combination by February 18, 2013. However, the founders and any of our officers, directors or affiliates who acquired public shares in or after the initial public offering are entitled to redemption rights with respect to such public shares if the Company fails to consummate the business combination within the required time period.

In the event of a liquidation, dissolution or winding up of the Company after the Business Combination, our stockholders are entitled to share ratably in all assets remaining available for distribution to them after payment of liabilities and after provision is made for each class of stock, if any, having preference over the common stock. Our stockholders have no preemptive or other subscription rights. There are no sinking fund provisions applicable to the common stock, except that we will provide stockholders with the opportunity to redeem their shares of our common stock for cash equal to their pro rata share of the aggregate amount then on deposit in the trust account, including interest but net of any franchise and income taxes payable, upon the consummation of an initial business combination, subject to the limitations described herein.

## **Founder Shares**

The founder shares are identical to the shares of common stock sold in our initial public offering, and holders of these shares have the same stockholder rights as public stockholders, except that (i) the founder shares are held in escrow and will be released only upon the occurrence of certain events, as described in more detail below, and (ii) holders of the founder shares have agreed (A) to waive their redemption rights with respect to their founder shares and public shares in connection with the consummation of a business combination and (B) to waive their redemption rights with respect to their founder shares if the Company fails to consummate a business combination by February 18, 2013, although they will be entitled to redemption rights with respect to any public shares they hold if the Company fails to consummate a business combination within such time period. The founders have agreed to vote their founder shares in accordance with the majority of the votes cast by the public stockholders and to vote any public shares purchased during or after the offering in favor of our initial business combination.

Upon consummation of our initial public offering, the founder shares were placed into a segregated escrow account maintained by American Stock Transfer & Trust Company, LLC acting as escrow agent. While in escrow, the founder shares are not transferable, other (a) to our officers or directors, any affiliates or family members of any of our officers or directors, any members of our sponsor, or any affiliates of our sponsor, (b) by gift to a member of one of the members of our sponsor's immediate family or to a trust, the beneficiary of which is a member of one of the members of our sponsor's immediate family, an affiliate of our sponsor or to a charitable organization; (c) by virtue of laws of descent and distribution upon death of one of the members of our Sponsor; (d) pursuant to a qualified domestic relations order; (e) by virtue of the laws of the state of Delaware or our Sponsor's limited liability company agreement upon dissolution of our Sponsor; (f) in the event of our liquidation prior to our completion of our initial business combination; or (g) in the event of our completion of a liquidation, merger, stock exchange or other similar transaction which results in all of our stockholders having the right to exchange their shares of common stock for cash, securities or other property subsequent to our completion of our initial business combination; provided, however, that these

permitted transferees must enter into a written agreement agreeing to be bound by these transfer restrictions. The founder shares will be released from escrow on the earlier of (x) one year after the completion of our initial business combination or earlier if, subsequent to our business combination, the last sales price of our common stock equals or exceed \$12.00 per share (as adjusted for stock splits, stock dividends, reorganizations, recapitalizations and the like) for any 20 trading days within any 30-trading day period



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commencing at least 150 days after our initial business combination, or (y) the date on which we complete a liquidation, merger, stock exchange or other similar transaction after our initial business combination that results in all of our stockholders having the right to exchange their shares of common stock for cash, securities or other property.

With certain limited exceptions, the founder shares are not transferable, assignable or salable (except to the Company's officers and directors and other persons or entities affiliated with the holders of these shares, each of whom will be subject to the same transfer restrictions) until the earlier of (i) one year after the completion of the Business Combination or earlier if, subsequent to the Business Combination, the last sales price of our common stock equals or exceeds \$12.00 per share (as adjusted for stock splits, stock dividends, reorganizations, recapitalizations and the like) for any 20 trading days within any 30-trading day period commencing at least 150 days after the Business Combination, or (ii) the date on which the Company consummates a liquidation, merger, stock exchange or other similar transaction after the Business Combination that results in all of our stockholders having the right to exchange their shares of common stock for cash, securities or other property.

## **Preferred Stock**

Our amended and restated certificate of incorporation currently provides, and the proposed certificate will provide, that shares of preferred stock may be issued from time to time in one or more series. Our board of directors is authorized to fix the voting rights, if any, designations, powers, preferences, the relative, participating, optional or other special rights and any qualifications, limitations and restrictions thereof, applicable to the shares of each series. The board of directors is able to, without stockholder approval, issue preferred stock with voting and other rights that could adversely affect the voting power and other rights of the holders of the common stock and could have anti-takeover effects. The ability of our board of directors to issue preferred stock without stockholder approval could have the effect of delaying, deferring or preventing a change of control of the Company or the removal of existing management. The Company has no preferred stock outstanding at the date hereof. Although we do not currently intend to issue any shares of preferred stock, we cannot assure you that we will not do so in the future. No shares of preferred stock are being issued in connection with in the Business Combination.

## **Warrants**

### **Public Warrants**

Each warrant entitles the registered holder to purchase one share of GEAC common stock at a price of \$11.50 per share, subject to adjustment as discussed below, at any time commencing on the later of one year from the closing of the initial public offering or 30 days after the completion of an initial business combination. The warrants will expire five years after the completion of the Business Combination, at 4:30 p.m., New York time, or earlier upon redemption or liquidation.

We are not obligated to deliver any shares of common stock pursuant to the exercise of a warrant and have no obligation to settle such warrant exercise unless a registration statement under the Securities Act with respect to the shares of common stock underlying the warrants is effective and a prospectus relating thereto is current, subject to the Company satisfying its obligations described below with respect to registration. No warrant is exercisable and we are not obligated to issue shares of common stock upon exercise of a warrant unless common stock issuable upon such warrant exercise has been registered, qualified or deemed to be exempt under the securities laws of the state of residence of the registered holder of the warrants. In the event that the conditions in the two immediately preceding sentences are not satisfied with respect to a warrant, the holder of such warrant will not be entitled to exercise such warrant and such warrant may have no value and expire worthless. In no event will the Company be required to net

cash settle any warrant.

We have agreed that as soon as practicable, but in no event later than fifteen (15) business days, after the closing of the Business Combination, we will use our best efforts to file with the SEC a registration statement for the registration, under the Securities Act, of the shares of common stock issuable upon exercise of the warrants, and we will use our best efforts to take such action as is necessary to register or qualify for sale, in those states in which the warrants were initially offered by us, the shares of common stock issuable upon exercise of the warrants, to the extent an exemption is not available. We will use our best efforts to cause the

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same to become effective and to maintain the effectiveness of such registration statement under the Securities Act, and a current prospectus relating thereto, until the expiration of the warrants in accordance with the provisions of the warrant agreement. In addition, the Company will be obligated to use its best efforts to register the shares of common stock issuable upon exercise of a warrant under the blue sky laws of the states of residence of the exercising warrant holder to the extent an exemption is not available.

If any such registration statement is not effective on the 60<sup>th</sup> business day following the closing of the Business Combination or afterward, holders of the warrants will have the right, during the period beginning on the 61<sup>st</sup> business day after the closing of the Business Combination and ending upon such registration statement being declared effective by the SEC, and during any other period when the Company fails to maintain an effective registration statement covering the shares of common stock issuable upon exercise of the warrants, to exercise such warrants on a cashless basis, by exchanging the warrants (in accordance with Section 3(a)(9) of the Securities Act or another exemption) for that number of shares of common stock equal to the quotient obtained by dividing (x) the product of the number of shares of common stock underlying the warrants, multiplied by the difference between the warrant exercise price and the fair market value by (y) the fair market value. For this purpose, fair market value means the volume weighted average price of common stock as reported during the ten (10) trading day period ending on the trading day prior to the date that notice of exercise is received by the warrant agent from the holder of such warrants or the Company's securities broker or intermediary.

Once the warrants become exercisable, we may call the warrants for redemption:

in whole and not in part;  
at a price of \$0.01 per warrant;

upon not less than 30 days prior written notice of redemption (the 30-day redemption period) to each warrant holder; and  
if, and only if, the last reported sale price of the common stock equals or exceeds \$18.00 per share for any 20 trading days within a 30 trading day period ending three business days before the Company sends the notice of redemption to the warrant holders.

We will not redeem the warrants unless an effective registration statement covering the shares of common stock issuable upon exercise of the warrants is current and available throughout the 30-day redemption period.

We established the last of the redemption criterion discussed above to prevent a redemption call unless there is at the time of the call a significant premium to the warrant exercise price. If the foregoing conditions are satisfied and the Company issues a notice of redemption of the warrants, each warrant holder will be entitled to exercise his, her or its warrant prior to the scheduled redemption date. However, the price of the common stock may fall below the \$18.00 redemption trigger price as well as the \$11.50 warrant exercise price after the redemption notice is issued.

If the Company calls the warrants for redemption as described above, we will have the option to require any holder that wishes to exercise his, her or its warrant to do so on a cashless basis. If the Company takes advantage of this option, all holders of warrants would pay the exercise price by surrendering his, her or its warrants for that number of shares of common stock equal to the quotient obtained by dividing (x) the product of the number of shares of common stock underlying the warrants, multiplied by the difference between the exercise price of the warrants and the fair market value by (y) the fair market value. For this purpose, the fair market value shall mean the average reported last sale price of the common stock for the 10 trading days ending on the third trading day prior to the date on which the notice of redemption is sent to the holders of warrants. If we take advantage of this option, the notice of redemption will contain the information necessary to calculate the number of shares of common stock to be received upon exercise of the warrants, including the fair market value in such case. Requiring a cashless exercise in this manner will reduce the number of shares to be issued and thereby lessen the dilutive effect of a warrant redemption. The Company

believes that this feature is an attractive option if the Company does not need the cash from the exercise of the warrants after the Business Combination. If the Company calls the warrants for redemption and does not take advantage of this option, members of the Sponsor and their permitted transferees would still be entitled

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to exercise their sponsor warrants for cash or on a cashless basis using the same formula described above that other warrant holders would have been required to use had all warrant holders been required to exercise their warrants on a cashless basis, as described in more detail below.

A holder of a warrant may notify the Company in writing in the event it elects to be subject to a requirement that such holder will not have the right to exercise such warrant, to the extent that after giving effect to such exercise, such person (together with such person's affiliates), to the warrant agent's actual knowledge, would beneficially own in excess of 9.8% of the shares of the Company's common stock outstanding immediately after giving effect to such exercise.

If the number of outstanding shares of common stock is increased by a stock dividend payable in shares of common stock, or by a split-up of shares of common stock or other similar event, then, on the effective date of such stock dividend, split-up or similar event, the number of shares of common stock issuable on exercise of each warrant will be increased in proportion to such increase in the outstanding shares of common stock. A rights offering to holders of common stock entitling holders to purchase shares of common stock at a price less than the fair market value will be deemed a stock dividend of a number of shares of common stock equal to the product of (i) the number of shares of common stock actually sold in such rights offering (or issuable under any other equity securities sold in such rights offering that are convertible into or exercisable for common stock) multiplied by (ii) the quotient of (x) the price per share of common stock paid in such rights offering divided by (y) the fair market value. For these purposes (i) if the rights offering is for securities convertible into or exercisable for common stock, in determining the price payable for common stock, there will be taken into account any consideration received for such rights, as well as any additional amount payable upon exercise or conversion and (ii) for this purpose fair market value means the volume weighted average price of common stock as reported during the ten (10) trading day period ending on the trading day prior to the first date on which the shares of common stock trade on the applicable exchange or in the applicable market, regular way, without the right to receive such rights.

In addition, if at any time while the warrants are outstanding and unexpired, the Company pays a dividend or makes a distribution in cash, securities or other assets to the holders of common stock on account of such shares of common stock (or other shares of capital stock for which the warrants are exercisable), other than (a) as described above, (b) certain ordinary cash dividends, (c) to satisfy the redemption rights of the holders of common stock in connection with a proposed initial business combination, or (d) in connection with the redemption of the public shares upon the Company's failure to consummate an initial business combination, then the warrant exercise price will be decreased, effective immediately after the effective date of such event, by the amount of cash and/or the fair market value of any securities or other assets paid on each share of common stock in respect of such event.

If the number of outstanding shares of common stock is decreased by a consolidation, combination, reverse stock split or reclassification of shares of common stock or other similar event, then, on the effective date of such consolidation, combination, reverse stock split, reclassification or similar event, the number of shares of common stock issuable on exercise of each warrant will be decreased in proportion to such decrease in outstanding shares of common stock.

Whenever the number of shares of common stock purchasable upon the exercise of the warrants is adjusted, as described above, the warrant exercise price will be adjusted by multiplying the warrant exercise price immediately prior to such adjustment by a fraction (x) the numerator of which will be the number of shares of common stock purchasable upon the exercise of the warrants immediately prior to such adjustment, and (y) the denominator of which will be the number of shares of common stock so purchasable immediately thereafter.

In case of any reclassification or reorganization of the outstanding shares of common stock (other than those described above or that solely affects the par value of such shares of common stock), or in the case of any merger or

consolidation of us with or into another corporation (other than a consolidation or merger in which we are the continuing corporation and that does not result in any reclassification or reorganization of our outstanding shares of common stock), or in the case of any sale or conveyance to another corporation or entity of the assets or other property of us as an entirety or substantially as an entirety in connection with which we are dissolved, the holders of the warrants will thereafter have the right to purchase and receive,

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upon the basis and upon the terms and conditions specified in the warrants and in lieu of the shares of our common stock immediately theretofore purchasable and receivable upon the exercise of the rights represented thereby, the kind and amount of shares of stock or other securities or property (including cash) receivable upon such reclassification, reorganization, merger or consolidation, or upon a dissolution following any such sale or transfer, that the holder of the warrants would have received if such holder had exercised their warrants immediately prior to such event. The warrant agreement provides for certain modifications to what holders of warrants will have the right to purchase and receive upon the occurrence of certain events, and that if more than 30% of the consideration receivable by the holders of common stock in the applicable event is payable in the form of common stock in the successor entity that is not listed for trading on a national securities exchange or on the OTC Bulletin Board, or is not to be so listed for trading immediately following such event, then the warrant exercise price will be reduced in accordance with a formula specified in the warrant agreement.

The warrants have been issued in registered form under a warrant agreement between American Stock Transfer & Trust Company, LLC, as warrant agent, and us. You should review a copy of the warrant agreement, which is filed as an exhibit to the registration statement pertaining to our initial public offering, for a complete description of the terms and conditions applicable to the warrants.

The warrants may be exercised upon surrender of the warrant certificate on or prior to the expiration date at the offices of the warrant agent, with the exercise form on the reverse side of the warrant certificate completed and executed as indicated, accompanied by full payment of the exercise price (or on a cashless basis, if applicable), by certified or official bank check payable to us, for the number of warrants being exercised. The warrant holders do not have the rights or privileges of holders of common stock and any voting rights until they exercise their warrants and receive shares of common stock. After the issuance of shares of common stock upon exercise of the warrants, each holder will be entitled to one vote for each share held of record on all matters to be voted on by stockholders.

No fractional shares will be issued upon exercise of the warrants. If, upon exercise of the warrants, a holder would be entitled to receive a fractional interest in a share, we will, upon exercise, round up to the nearest whole number the number of shares of common stock to be issued to the warrant holder.

## **Sponsor Warrants**

The sponsor warrants (including the common stock issuable upon exercise of the sponsor warrants) were deposited into a segregated escrow account maintained by American Stock Transfer & Trust Company, LLC acting as escrow agent, and will not be released until 30 days after the completion of the Business Combination. While in escrow, the sponsor warrants will not be transferable, other than (a) to our officers or directors, any affiliates or family members of any of our officers or directors, any members of our sponsor, or any affiliates of our sponsor, (b) by gift to a member of one of the members of our sponsor's immediate family or to a trust, the beneficiary of which is a member of one of the members of our sponsor's immediate family, an affiliate of our sponsor or to a charitable organization; (c) by virtue of laws of descent and distribution upon death of one of the members of our Sponsor; (d) pursuant to a qualified domestic relations order; (e) by virtue of the laws of the state of Delaware or our Sponsor's limited liability company agreement upon dissolution of our Sponsor; (f) in the event of our liquidation prior to our completion of our initial business combination; or (g) in the event of our completion of a liquidation, merger, stock exchange or other similar transaction which results in all of our stockholders having the right to exchange their shares of common stock for cash, securities or other property subsequent to our completion of our initial business combination; provided, however, that these permitted transferees must enter into a written agreement agreeing to be bound by these transfer restrictions. The sponsor warrants are not redeemable by us so long as they are held by the sponsor or its permitted transferees. Otherwise, the sponsor warrants have terms and provisions that are identical to those of the public

warrants, except that such warrants may be exercised by the holders on a cashless basis. If the sponsor warrants are held by holders other than the sponsor or its permitted transferees, the sponsor warrants will be redeemable by us and exercisable by the holders on the same basis as the public warrants.

If holders of the sponsor warrants elect to exercise them on a cashless basis, they would pay the exercise price by surrendering his, her or its warrants for that number of shares of common stock equal to the quotient

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obtained by dividing (x) the product of the number of shares of common stock underlying the warrants, multiplied by the difference between the exercise price of the warrants and the fair market value (defined below) by (y) the fair market value. The fair market value means the average reported last sale price of the common stock for the 10 trading days ending on the third trading day prior to the date on which the notice of warrant exercise is sent to the warrant agent. The reason that we have agreed that these warrants will be exercisable on a cashless basis so long as they are held by our sponsor or its affiliates and permitted transferees is because it is not known at this time whether they will be affiliated with us following a business combination. If they remain affiliated with us, their ability to sell our securities in the open market will be significantly limited. We expect to have policies in place that prohibit insiders from selling our securities except during specific periods of time. Even during such periods of time when insiders will be permitted to sell our securities, an insider cannot trade in our securities if he or she is in possession of material non-public information. Accordingly, unlike public stockholders who could exercise their warrants and sell the shares of common stock received upon such exercise freely in the open market in order to recoup the cost of such exercise, the insiders could be significantly restricted from selling such securities. As a result, we believe that allowing the holders to exercise such warrants on a cashless basis is appropriate.

## **Registration Rights**

Upon consummation of the Business Combination, we will enter into an amended and restated registration rights agreement with respect to the founder shares, shares of our common stock underlying the sponsor warrants, the shares of our voting common stock (including shares of voting common stock issuable upon conversion of non-voting common stock) that we will issue under the Row 44 Merger Agreement, the AIA Stock Purchase Agreement and the Backstop Agreement, which securities we collectively refer to as registrable securities. This registration rights agreement amends and restates entirely the registration rights agreement we entered into in connection with our initial public offering. Under this agreement, we have agreed to file a registration statement with the SEC within three (3) business days after the Business Combination covering the resale of the registrable securities. Holders of (i) a majority of the founder shares, (ii) a majority of the shares issued to PAR and its affiliates under the Row 44 Merger Agreement, the AIA Stock Purchase Agreement and the Backstop Agreement, or (iii) at least 10,000,000 of the registrable securities will also be entitled to require the Company to undertake an underwritten public offering of all or a portion of the registrable securities pursuant to and effective registration statement, no more than once during any six month period, so long as the estimated market value of the registrable securities to be sold in such offering is at least \$10,000,000. Holders of registrable securities will also have certain piggy-back registration rights with respect to registration statements filed subsequent to the Business Combination.

## **Dividends**

We have not paid any cash dividends on our common stock to date and do not intend to pay cash dividends prior to the completion of the Business Combination. The payment of cash dividends following the Business Combination will be dependent upon our revenues and earnings, capital requirements and general financial condition, and will be within the discretion of the board of directors at such time. We are not currently contemplating and do not anticipate declaring any dividends in the foreseeable future.

## **Certain Anti-Takeover Provisions of Delaware Law**

We are subject to the provisions of Section 203 of the DGCL regulating corporate takeovers. This statute prevents certain Delaware corporations, under certain circumstances, from engaging in a Merger with:

a stockholder who owns 15% or more of our outstanding voting stock (otherwise known as an interested stockholder);

an affiliate of an interested stockholder; or  
an associate of an interested stockholder, for three years following the date that the stockholder became an interested  
stockholder.

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A Merger includes a merger or sale of more than 10% of our assets. However, the above provisions of Section 203 do not apply if:

Our board of directors approves the transaction that made the stockholder an interested stockholder, prior to the date of the transaction;

after the completion of the transaction that resulted in the stockholder becoming an interested stockholder, that stockholder owned at least 85% of our voting stock outstanding at the time the transaction commenced, other than statutorily excluded shares of common stock; or

on or subsequent to the date of the transaction, the Row 44 Merger is approved by our board of directors and authorized at a meeting of its stockholders, and not by written consent, by an affirmative vote of at least two-thirds of the outstanding voting stock not owned by the interested stockholder. Securities Eligible for Future Sale

**Rule 144**

Pursuant to Rule 144, a person who has beneficially owned restricted shares of our common stock or warrants for at least six months would be entitled to sell their securities provided that (i) such person is not deemed to have been one of our affiliates at the time of, or at any time during the three months preceding, a sale and (ii) we are subject to the Exchange Act periodic reporting requirements for at least three months before the sale and have filed all required reports under Section 13 or 15(d) of the Exchange Act during the 12 months (or such shorter period as we were required to file reports) preceding the sale.

Persons who have beneficially owned restricted shares of our common stock or warrants for at least six months but who are our affiliates at the time of, or at any time during the three months preceding, a sale, would be subject to additional restrictions, by which such person would be entitled to sell within any three-month period only a number of securities that does not exceed the greater of:

1% of the total number of shares of common stock then outstanding; or  
the average weekly reported trading volume of the common stock during the four calendar weeks preceding the filing of a notice on Form 144 with respect to the sale.

Sales by our affiliates under Rule 144 are also limited by manner of sale provisions and notice requirements and to the availability of current public information about us.

**Restrictions on the Use of Rule 144 by Shell Companies or Former Shell Companies**

Rule 144 is not available for the resale of securities initially issued by shell companies (other than business combination related shell companies) or issuers that have been at any time previously a shell company. However, Rule 144 also includes an important exception to this prohibition if the following conditions are met:

the issuer of the securities that was formerly a shell company has ceased to be a shell company;  
the issuer of the securities is subject to the reporting requirements of Section 13 or 15(d) of the Exchange Act;  
the issuer of the securities has filed all Exchange Act reports and material required to be filed, as applicable, during the preceding 12 months (or such shorter period that the issuer was required to file such reports and materials), other than Form 8-K reports; and  
at least one year has elapsed from the time that the issuer filed current Form 10 type information with the SEC reflecting its status as an entity that is not a shell company.

As of the date of this proxy statement, we had 23,161,585 shares of common stock outstanding. Of these shares, the 18,992,500 shares sold in our initial public offering are freely tradable without restriction or further registration under

the Securities Act, except for any shares purchased by one of our affiliates within the meaning of Rule 144 under the Securities Act. All of the remaining 4,169,085 shares and all 7,000,000 sponsor warrants are restricted securities under Rule 144, in that they were issued in private transactions not involving a public offering. Similarly, the shares of our common stock we will issue in the Business Combination will be restricted securities for purposes of Rule 144.

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As of the date of this proxy statement, there are a total of 25,992,500 warrants to purchase shares of GEAC common stock outstanding, including 7,000,000 sponsor warrants. Each warrant is exercisable for one share of our common stock, in accordance with the terms of the warrant agreement governing the warrants. 18,992,500 of these warrants are public warrants and are freely tradable. In addition, we will be obligated to maintain an effective registration statement under the Securities Act covering the 18,992,500 shares of our common stock that may be issued upon the exercise of the public warrants.

**Transfer Agent and Warrant Agent**

The transfer agent for the shares of Company common stock and warrants is American Stock Transfer & Trust Company.

**Quotation of Securities**

We have applied to continue the listing of our common stock on The Nasdaq Stock Market upon the closing of the Business Combination. Following the closing, we expect that our warrants will trade on the OTC Bulletin Board under the symbol [ ].

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## **BENEFICIAL OWNERSHIP OF SECURITIES**

The following table sets forth information known to the Company regarding (i) the actual beneficial ownership of our common stock as of November 12, 2012 (pre-Business Combination) and (ii) expected beneficial ownership of our common stock immediately following consummation of the Business Combination (post-Business Combination), assuming that no public shares of the Company are redeemed, and alternatively the maximum number of shares of the Company are redeemed, by:

each person who is, or is expected to be, the beneficial owner of more than 5% of the outstanding shares of our common stock;

each of our current executive officers and directors;

each person who will become an executive officer or director of the Company post-Business Combination; and all executive officers and directors of the Company as a group pre-Business Combination and post-Business Combination.

Beneficial ownership is determined according to the rules of the SEC, which generally provide that a person has beneficial ownership of a security if he, she or it possesses sole or shared voting or investment power over that security, including options and warrants that are currently exercisable or exercisable within 60 days.

The beneficial ownership of our common stock pre-Business Combination is based on 23,161,585 shares of common stock issued and outstanding as of November 12, 2012.

The expected beneficial ownership of shares of our common stock post-Business Combination assuming none of our public shares are redeemed has been determined based upon the following: (i) no GEAC stockholder has exercised its redemption rights to receive cash from the trust account in exchange for their shares of GEAC common stock and we have not issued any additional shares of our common stock pursuant to the Purchase Options or otherwise, (ii) 36,916,398 shares of our common stock are issued pursuant to the Row 44 Merger Agreement and the AIA Stock Purchase Agreement, and (iii) there will be an aggregate of 60,077,983 issued and outstanding shares of capital stock at closing.

The expected beneficial ownership of shares of our common stock post-Business Combination assuming the maximum number of public shares have been redeemed has been determined based on the following: (i) GEAC shareholders have exercised their redemption rights with respect to 15,036,667 shares of our common stock, (ii) PAR and Putnam have purchased 7,125,000 shares of our capital stock pursuant to the Backstop Agreements, (iii) 36,918,398 shares of GEAC capital stock are issued pursuant to the Row 44 Merger Agreement and the AIA Stock Purchase Agreement, and (iv) there will be an aggregate of 52,166,316 shares of capital stock issued and outstanding at closing.

The presentation of beneficial ownership of our common stock post-Business Combination assumes the conversion of all shares of our non-voting common stock (which will all be held by PAR) into shares of our common stock.

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Unless otherwise indicated, we believe that all persons named in the table below have sole voting and investment power with respect to all shares of capital stock beneficially owned by them.

Name and Address of Beneficial Owner <sup>(1)</sup>	Before the Business Combination		After the Business Combination		Assuming Maximum Redemption	
	Number of shares	%	Number of shares	%	Number of shares	%
Global Eagle Acquisition LLC (the Sponsor) <sup>(2)</sup>	4,114,909	17.80%	10,781,576	16.2%	10,781,576	18.3%
Harry E. Sloan <sup>(2)</sup>	4,114,909	17.80%	10,781,576	16.2%	10,781,576	18.3%
Jeff Sagansky <sup>(2)</sup>	4,114,909	17.80%	10,781,576	16.2%	10,781,576	18.3%
GLG Partners LP <sup>(5)</sup>	2,071,900	8.95 %	2,071,900	3.4 %	2,071,900	4.0 %
AQR Capital Management LLC <sup>(6)</sup>	1,680,000	7.25 %	1,680,000	2.8 %	1,680,000	3.2 %
Fir Tree Value Master Fund, L.P. <sup>(7)</sup>	1,575,000	6.80 %	1,575,000	2.6 %	1,575,000	3.0 %
Deutsche Bank AG <sup>(9)</sup>	1,253,071	5.41 %	1,253,071	2.1 %	1,253,071	2.4 %
Empyrean Associates, LLC <sup>(8)</sup>	1,200,000	5.62 %	1,200,000	2.0 %	1,200,000	2.3 %
James A. Graf <sup>(2)(3)</sup>	164,596	*	431,263	*	431,263	*
Dennis A. Miller <sup>(4)</sup>	22,088	*	455,421	*	455,421	*
James M. McNamara <sup>(4)</sup>	22,088	*	334,738	*	334,738	*
Cole A. Sirucek <sup>(5)</sup>	10,000	*	10,000	*	10,000	*
PAR Investment Partners, L.P. <sup>(10)</sup>			24,020,812	40.0%	28,770,812	55.0%
Putnam Capital Spectrum Fund Putnam Equity Fund.					2,375,000	4.6 %
John LaValle			258,452	*	258,452	*
Michael Pigott			29,129	*	29,129	*
David Davis						
Edward L. Shapiro <sup>(10)</sup>						
Louis Bélanger-Martin						
[Nominee]						
[Nominee]						
All executive officers and directors as a group (Pre-Business Combination) (6 individuals)	4,169,085	18 %				
All executive officers and directors as a group (Post-Business Combination) (9 individuals)			11,869,316	17.6%	11,869,316	19.9%

(1) Unless otherwise noted, the business address of each of the following is 10900 Wilshire Blvd., Suite 1500, Los Angeles, California 90024.

(2) These shares represent one hundred percent of our shares of common stock held by the Sponsor including shares underlying the sponsor warrants, which will become exercisable 30 days after completion of the Business Combination. Messrs. Sloan, Sagansky, and Graf are members of the Sponsor. As a result of the underwriters partial exercise of their over-allotment option for our initial public offering, the Sponsor forfeited an aggregate of 248,598 founder shares on May 18, 2011, which the Company has cancelled. Includes a portion of the founder

shares that are subject to forfeiture by the Sponsor in the event the last sales price of our stock does not equal or exceed \$13.00 per share (as adjusted for stock splits, stock dividends, reorganizations, recapitalizations and the like) for any 20 trading days within any 30-trading day period within 24 months following the closing of the Business Combination. Messrs. Sloan and Sagansky have voting and dispositive control of the shares of our common stock held by the Sponsor. Each of Messrs. Sloan and Sagansky disclaim beneficial ownership of these shares except to the extent of his pecuniary interest therein.

These shares represent 4% of the shares of our common stock held by our sponsor (Pre-Business Combination), (3) and 4% of the shares of our common stock including 4% of the shares underlying the sponsor warrants, which will become exercisable 30 days after completion of the Business Combination (Post-Business Combination).

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- For each of Messrs. Miller and McNamara (pre-Business Combination), consists of 22,088 founder shares purchased from the Sponsor. Includes a portion of the founder shares that are subject to forfeiture by each of Messrs. Miller and McNamara in the event the last sales price of our stock does not equal or exceed \$13.00 per share (as adjusted for stock splits, stock dividends, reorganizations, recapitalizations and the like) for any 20 trading days within any 30-trading day period within 24 months following the closing of our initial business combination. For Mr. Miller (post-Business Combination), includes 333,333 sponsor warrants and 65,000 public warrants, each of which will become exercisable 30 days after completion of the Business Combination. For Mr. Miller (post-Business Combination), includes 312,650 public warrants, which will become exercisable 30 days after completion of the Business Combination.
- (4) Consists of 10,000 founder shares purchased from the Sponsor in May 2012. Includes a portion of the founder shares that are subject to forfeiture by Mr. Sirucek in the event the last sales price of our stock does not equal or exceed \$13.00 per share (as adjusted for stock splits, stock dividends, reorganizations, recapitalizations and the like) for any 20 trading days within any 30-trading day period within 24 months following the closing of our initial business combination.
- According to an amendment to Schedule 13G filed with the SEC on February 13, 2012 on behalf of Interfund Equity USA ( USA Fund ), GLG Partners, LP, (the Investment Manager ), and GLG Partners Limited (the General Partner ), USA Fund beneficially owns 1,240,281 shares of the Company s common stock, GLG Partners LP beneficially owns 2,071,900 shares of the Company s common stock, and GLG Partners Limited beneficially owns 2,071,900 shares of the Company s common stock. The business address of this stockholder is c/o GLG Partners LP, 1 Curzon Street, London W1J 5HB United Kingdom.
- (6) According to a Schedule 13G filed with the SEC on February 14, 2012 on behalf of AQR Capital Management, LLC, a Delaware limited liability company ( AQR LLC ), AQR LLC is the beneficial owner of 1,680,000 shares of the Company s common stock as a result of being the investment manager of AQR Diversified Arbitrage Fund. The business address of this stockholder is Two Greenwich Plaza, 3<sup>rd</sup> floor, Greenwich, CT 06830.
- (7) According to a Schedule 13G filed with the SEC on May 23, 2011 on behalf of Fir Tree Value Master Fund, L.P., a Cayman Islands exempted limited partnership ( Fir Tree Value ), and Fir Tree, Inc., a New York corporation ( Fir Tree ), Fir Tree Value is the beneficial owner of 1,575,000 shares of the Company s common stock. Fir Tree may be deemed to beneficially own the shares of common stock held by Fir Tree Value as a result of being the investment manager of Fir Tree Value. Fir Tree has been granted investment discretion over the Company s common stock held by Fir Tree Value, and thus, has shared power to direct the vote and disposition of 1,575,000 shares of the Company s common stock. The business address of this stockholder is c/o Citco Fund Services (Cayman Islands) Limited, 89 Nexus Way, Camana Bay, Box 31106 Grand Cayman KY1-1205, Cayman Islands.
- (8) According to a Schedule 13G filed with the SEC on May 23, 2011 on behalf of Empyrean Capital Fund, LP ( ECF ), a Delaware limited partnership, Empyrean Capital Overseas Master Fund, Ltd. ( ECOMF ), a Cayman Islands corporation, Empyrean Capital Partners, LP ( ECP ), a Delaware limited partnership, which serves as investment manager to ECF and ECOEF, Empyrean Associates, LLC ( EA ), a Delaware limited liability company and the general partner of ECF, and Messrs. Amos Meron and Michael Price, ECF beneficially own 341,400 shares of the Company s common stock, ECOMF beneficially owns 858,600 shares of the Company s common stock, ECP beneficially owns 1,200,000 shares of the Company s common stock, EA beneficially owns 341,400 shares of the Company s common stock, Mr. Meron beneficially owns 1,200,000 shares of the Company s common stock and Mr. Price beneficially owns 1,200,000 shares of the Company s common stock. EA, has the power to direct the affairs of ECF including decisions with respect to the disposition of the proceeds from the sale of the shares of Common Stock held by ECF. Messrs. Amos Meron and Michael Price are managing members of EA and may, by virtue of their position as managing members, be deemed to have power to direct the vote and disposition of the shares of Common Stock held by ECF. ECP serves as the investment manager to ECF and ECOMF. As such, it has the power to direct the disposition of the proceeds from the sale of the entities. Messrs. Meron and Price are the managing members of Empyrean Capital, LLC which is the general partner of ECP and may, by virtue of such position, be deemed to have power to direct the vote and disposition of the shares of Common Stock held by ECF.
- (9)

and ECOMF. Messrs. Meron and Price disclaim beneficial ownership of the Common Stock reported herein. The business address of this stockholder is c/o Empyrean Capital Partners, LP, 10250 Constellation Blvd., Suite 2950, Los Angeles, California 90067.

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(10) According to a Schedule 13G filed with the SEC on February 10, 2012 on behalf of the Corporate and Investment Banking business group and the Corporate Investments business group of Deutsche Bank AG and its subsidiaries and affiliates, Deutsche Bank AG and Deutsche Bank Securities Inc. are the beneficial owners of 1,253,071 shares of the Company's common stock. The business address of this stockholder is Theodor-Heuss-Allee 70, 60468 Frankfurt am Main, Federal Republic of Germany.

(11) Includes 14,368,233 shares of our non-voting common stock in the no redemption presentation and 16,743,233 shares of our non-voting common stock in the maximum redemption presentation (which assumes that 50% of the shares of capital stock that PAR will receive pursuant to the PAR Backstop Agreement will be non-voting common stock). All shares are held directly by PAR Investment Partners, L.P. ( PAR ). PAR Capital Management, Inc. ( PCM ), as the general partner of PAR Group, L.P., which is the general partner of PAR, has investment discretion and voting control over shares held by PAR. No stockholder, director, officer or employee of PCM has beneficial ownership (within the meaning of Rule 13d-3 promulgated under the Exchange Act) of any shares held by PAR. The shares held by PAR are part of a portfolio managed by Edward L. Shapiro. As an employee of PCM, Mr. Shapiro has the authority to make investment decisions with respect to our shares held by PAR. The address of PAR is One International Place, Suite 2401, Boston, MA 02110.

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# **CERTAIN RELATIONSHIPS AND RELATED TRANSACTIONS**

## **GEAC Related Person Transactions**

In February 2011, the Sponsor purchased the founder shares for an aggregate purchase price of \$25,000, or approximately \$0.01 per share. Subsequently, in March 2011, the Sponsor transferred an aggregate of 44,176 founder shares to Dennis A. Miller and James M. McNamara, our independent directors. As a result of the underwriters' partial exercise of their over-allotment option for our initial public offering, the Sponsor forfeited an aggregate of 248,598 founder shares on May 18, 2011, which we have cancelled. In May 2012, the Sponsor transferred 10,000 shares of our common stock to a newly elected independent director.

In connection with the consummation of our initial public offering, members of the Sponsor purchased an aggregate of 7,000,000 sponsor warrants in a private placement. Subsequently, in July 2011, the Sponsor transferred 333,333 sponsor warrants to Dennis A. Miller for an aggregate purchase price of \$250,000, or \$0.75 per sponsor warrant. Each sponsor warrant entitles the holder to purchase one share of our common stock at \$11.50 per share. The sponsor warrants (including the common stock issuable upon exercise of the sponsor warrants) may not, subject to certain limited exceptions, be transferred, assigned or sold by it until 30 days after the completion of our initial business combination.

Each of Messrs. Sloan, Sagansky and Graf is a member of Global Eagle Acquisition LLC. Each of our officers and directors (other than our independent directors) has agreed, pursuant to a written agreement with us, that until the earliest of our initial business combination or our redemption of 100% of our public shares if we do not complete our initial business combination by February 18, 2013, or such time as he ceases to be an officer or director, to present to us for our consideration, prior to presentation to any other entity, any business combination opportunity with a target business having an enterprise value of \$100,000,000 or more, subject to any pre-existing fiduciary or contractual obligations he might have, currently or in the future in respect of the companies to which he currently has fiduciary duties or contractual obligations. If any of our officers and directors (other than our independent directors) becomes aware of a business combination opportunity that falls within the line of business of any entity to which he has pre-existing fiduciary or contractual obligations, he may be required to present such business combination opportunity to such entity prior to presenting such business combination opportunity to us. All of our officers and directors currently have certain relevant fiduciary duties or contractual obligations that may take priority over their duties to us.

In addition, our officers and directors have agreed not to participate in the formation of, or become an officer or director of, any blank check company until we have entered into a definitive agreement regarding our initial business combination or we have failed to complete our initial business combination within the prescribed time frame.

Roscomare Ltd., an entity owned and controlled by Mr. Sloan, our Chairman and Chief Executive Officer, has agreed to, from the date that our securities were first listed on Nasdaq through the earlier of our consummation of a business combination or our liquidation, make available to us office space and certain office and secretarial services, as we may require from time to time. We have agreed to pay Roscomare Ltd. \$10,000 per month for these services. However, this arrangement is solely for our benefit and is not intended to provide Mr. Sloan compensation in lieu of salary. We believe, based on rents and fees for similar services in the Los Angeles metropolitan area, that the fee charged by Roscomare Ltd. is at least as favorable as we could have obtained from an unaffiliated person. Further, we pay a fee of \$15,000 per month to James A. Graf, GEAC's Chief Financial Officer.

Other than the \$10,000 per-month administrative fee paid to Roscomare Ltd. and \$15,000 per-month paid to Mr. Graf, our Chief Financial Officer, as well as reimbursement of any out-of-pocket expenses incurred in connection with activities on our behalf such as identifying potential target businesses and performing due diligence on suitable business combinations, no compensation or fees of any kind, including finder's fees, consulting fees or other similar compensation, is or will be paid to our Sponsor, officers or directors, or to any of their respective affiliates, prior to or with respect to our initial business combination (regardless of the type of transaction that it is). Our independent directors review on a quarterly basis all payments that made to our Sponsor, officers, directors or our or their affiliates.

Prior to the completion of our initial public offering, the Company issued an unsecured promissory note (the Note) to the Sponsor on February 2, 2011 that provided for the Sponsor to advance to the Company, from time to time, up to \$200,000 for expenses related to our initial public offering. The Note was

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non-interest bearing and was payable on the earlier of August 1, 2011 or the completion of our initial public offering. The Sponsor advanced \$140,000 to the Company under the Note in a series of transactions prior to our initial public offering. The Note was paid in full on May 18, 2011 and no balance remained outstanding subsequent to such date.

In addition, in order to finance transaction costs in connection with an intended initial business combination, the Sponsor or an affiliate of the Sponsor or certain of our officers and directors may, but are not obligated to, loan us funds as may be required. If we consummate an initial business combination, we would repay such loaned amounts. In the event that the initial business combination does not close, we may use a portion of the working capital held outside the trust account to repay such loaned amounts but no proceeds from our trust account would be used for such repayment, other than the interest on such proceeds that may be released to us for working capital purposes. Up to \$500,000 of such loans may be convertible into warrants of the post business combination entity at a price of \$0.75 per warrant at the option of the lender. The warrants would be identical to the sponsor warrants.

On August 21, 2012, the Company issued a promissory note to the Sponsor pursuant to which the Sponsor advanced to the Company \$250,000 for ongoing expenses. The note is non-interest bearing and is payable on the earlier of (i) the completion of an initial business combination by the Company or (ii) February 18, 2013. On November 6, 2012, the Company issued a convertible promissory note to the Sponsor that provides for the Sponsor to advance to the Company, from time to time, up to \$1,000,000 for ongoing expenses. The convertible note is non-interest bearing and is payable on the earlier of (i) the completion of an initial business combination by the Company or (ii) February 18, 2013. At the option of the Sponsor, any amounts outstanding under the convertible note up to \$500,000 may be converted into warrants to purchase shares of common stock of the Company at a conversion price of \$0.75 per warrant. Each warrant will entitle the Sponsor to purchase one share of common stock of the Company at an exercise price of \$11.50 per share commencing 30 days after the completion of an initial business combination by the Company. Each warrant will contain such other terms identical to the warrants purchased by the Sponsor in connection with the Company's initial public offering.

After the Business Combination, members of our management team who remain with us may be paid consulting, management or other fees from the Company. At this time, amount of such compensation is not known, as it will be up to the directors of the post-Business Combination business to determine executive and director compensation.

We believe that all ongoing and future transactions between us and any member of our management team or his or her respective affiliates have been and will be on terms we believe to be no less favorable to us than are available from unaffiliated third parties.

## **Registration Rights Agreement**

Upon consummation of the Business Combination, we will enter into an amended and restated registration rights agreement with respect to the founder shares, shares of our common stock underlying the sponsor warrants, the shares of our voting common stock (including shares of voting common stock issuable upon conversion of non-voting common stock) that we will issue under the Row 44 Merger Agreement, the AIA Stock Purchase Agreement and the Backstop Agreement, which securities we collectively refer to as registrable securities. This registration rights agreement amends and restates entirely the registration rights agreement we entered into in connection with our initial public offering. Under this agreement, we have agreed to file a registration statement with the SEC within three (3) business days after the Business Combination covering the registrable securities. Holders of (i) a majority of the founder shares, (ii) a majority of the shares issued to PAR and its affiliates under the Row 44 Merger Agreement, the AIA Stock Purchase Agreement and the Backstop Agreement, or (iii) at least 10,000,000 of the registrable securities will also be entitled to require the Company to undertake an underwritten public offering of all or a portion of the

registrable securities pursuant to and effective registration statement, no more than once during any six month period.

Holders of registrable securities will also have certain piggy-back registration rights with respect to registration statements filed subsequent to the Business Combination.

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## **Row 44 Related Person Transactions**

Pursuant to the PAR Backstop Agreement, for each share of our common stock properly tendered for redemption, PAR has agreed to purchase a like amount of shares of our common stock for \$10.00 per share, up to a maximum of 4,750,000 shares. Additionally, in the event that PAR is required to purchase fewer than 4,750,000 shares of our common stock, PAR will have the option to purchase a number of shares of our common stock equal to 4,750,000 minus the aggregate number of shares PAR is required to purchase. As the first investor to commit to a backstop investment, Row 44 will pay to PAR \$11,875,000 in cash at closing, which amount will reduce the consideration payable by us to Row 44 equity holders in the Row 44 Merger. PAR may assign its rights and obligations under the PAR Backstop Agreement to other investors in accordance with the terms of the PAR Backstop Agreement. PAR has the right to receive shares of our voting or non-voting common stock under the PAR Backstop Agreement in such proportions as PAR determines in its sole discretion.

### **Indemnification Agreements**

Effective immediately upon the consummation of the Row 44 Merger, we will enter into indemnification agreements with each of the newly elected directors and newly appointed executive officers which provide, among other things, that we will indemnify such directors and executive officers under the circumstances and to the extent provided for therein, for expenses, damages, judgments, fines and settlements he or she may be required to pay in actions or proceedings to which he or she is or may be made a party by reason of his or her position as a director or executive officer, and otherwise to the fullest extent permitted under Delaware law and our by-laws.

Other than as described above under this section Related Person Transactions, since the beginning of Row 44's last completed fiscal year, neither Row 44 nor GEAC has entered into any transactions, nor are there any currently proposed transactions, between GEAC or Row 44 and a related party where the amount involved exceeds, or would exceed, \$120,000, and in which any related person had or will have a direct or indirect material interest. Row 44 and GEAC believe that the terms of the transactions described above are comparable to terms that could have obtained in arm's length dealings with unrelated third parties.

## **AIA Related Party Transactions**

AIA's subsidiary, Inflight Productions Ltd, received consulting services from Inflight Management Development Centre (IMDC) Limited, during the 2011 and 2010. The shareholder/managing director of this entity also serves as the interim manager of Inflight Productions Ltd. The equivalent of EUR 125 thousand was paid in consulting fees for the aforementioned services. As of December 31, 2011, there were no liabilities outstanding.

AIA received consulting services from Inflight Management Development Centre (IMDC) Limited, during 2011. The shareholder/managing director of this entity also serves as the interim manager of Inflight Productions Ltd. The equivalent of EUR 3 thousand were paid in consulting fees for the aforementioned services. As of December 31, 2011, there was EUR 3 thousand in liabilities outstanding.

During 2011 and 2010, AIA's subsidiary, Inflight Productions Inc., occasionally rented an apartment to employees and customers, for which it paid rent equivalent to EUR 7 thousand in 2011 and EUR 23 thousand in 2010. The owners of the apartment are current and former managing directors of Inflight Productions Limited. As of December 31, 2011, there were unpaid rent liabilities to 13029 Mindanao #5 Inc. equivalent to EUR 1 thousand.



AIA's subsidiary, Fairdeal Multimedia, rented office space belonging to the Company's managing director, for which it paid rent equivalent to EUR 23 thousand in the first six months of 2011, EUR 25 thousand in 2010.

AIA's subsidiary, Fairdeal Studios, rented office space belonging to the company's managing director, for which it paid rent equivalent to EUR 14 thousand in the first six months of 2011 and EUR 11 thousand in 2010.

AIA entered into an agreement with Auctus Capital Partners AG, Munich, for the provision of consulting services related to potential acquisitions. Auctus Capital Partners would be paid a success fee of 1% of any

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transaction value. Auctus Capital Partners is related to Auctus sechszwanzigste Beteiligungs GmbH, which as of August 10, 2011, was the Company's single largest shareholder. Auctus Capital Partners was entitled to the stipulated success fee during 2011 amounting to EUR 102 thousand. AIA's subsidiary, Entertainment in Motion, rented office space belonging to a company in which the company's managing directors own shares. Rent equivalent to EUR 86 thousand was paid for this office space in 2011. There were no unpaid lease liabilities as of December 31, 2011. EIM also made a loan to the managing director. As of December 31, 2011, the outstanding balance on the loan was EUR 17 thousand.

## **Policies and Procedures for Related Person Transactions**

Effective upon consummation of the Business Combination, our board of directors will adopt a written related person transaction policy that sets forth the policies and procedures for the review and approval or ratification of related person transactions. This policy will be administered by GEAC's audit committee and will cover any transaction, arrangement, or relationship, or any series of similar transactions, arrangements, or relationships, in which was or is to be a participant, the amount involved exceeds \$50,000 and a related person had or will have a direct or indirect material interest. While the policy will cover related person transactions in which the amount involved exceeds \$50,000, the policy will state that related person transactions in which the amount involved exceeds \$120,000 are required to be disclosed in applicable filings as required by the Securities Act, Exchange Act, and related rules. GEAC's board of directors determined to set the threshold for approval of related person transactions in the policy at an amount lower than that which is required to be disclosed under the Securities Act, Exchange Act, and related rules because GEAC believes that it is appropriate for its audit committee to review transactions or potential transactions in which the amount involved exceeds \$50,000, as opposed to \$120,000. Pursuant to this proposed policy, GEAC's audit committee will (i) review the relevant facts and circumstances of each related person transaction, including if the transaction is on terms comparable to those that could be obtained in arm's-length dealings with an unrelated third party and the extent of the related party's interest in the transaction, and (ii) take into account the conflicts of interest and corporate opportunity provisions of GEAC's code of business conduct and ethics. Management will present to GEAC's audit committee each proposed related person transaction, including all relevant facts and circumstances relating thereto, and will update the audit committee as to any material changes to any related person transaction. All related person transactions may only be consummated if GEAC's audit committee has approved or ratified such transaction in accordance with the guidelines set forth in the policy. Certain types of transactions will have been pre-approved by GEAC's audit committee under the policy. These pre-approved transactions will include: (i) certain compensation arrangements; (ii) transactions in the ordinary course of business where the related party's interest arises only (a) from his or her position as a director of another entity that is party to the transaction, (b) from an equity interest of less than 5% in another entity that is party to the transaction, or (c) from a limited partnership interest of less than 5%, subject to certain limitations; and (iii) transactions in the ordinary course of business where the interest of the related party arises solely from the ownership of a class of equity securities of GEAC where all holders of such class of equity securities will receive the same benefit on a pro rata basis. No director will be permitted to participate in the approval of a related person transaction for which he or she is a related party.

TABLE OF CONTENTS**PRICE RANGE OF SECURITIES AND DIVIDENDS****GEAC****Price Range of GEAC Securities**

Our units, common stock, and warrants are each quoted on Nasdaq under the symbols EAGLU, EAGL, and EAGLW, respectively. Our units commenced public trading on May 13, 2011, and our common stock and warrants commenced public trading on May 27, 2012.

The following table includes the high and low bids for our units, common stock and warrants for the periods presented.

	Units		Common Stock		Warrants	
	<b>High</b>	<b>Low</b>	<b>High</b>	<b>Low</b>	<b>High</b>	<b>Low</b>
2012						
Second Quarter	\$ 10.50	\$ 9.96	\$ 9.79	\$ 9.69	\$ 0.54	\$ 0.39
First Quarter	\$ 10.25	\$ 9.90	\$ 9.76	\$ 9.52	\$ 0.59	\$ 0.49
2011						
Fourth Quarter	\$ 10.23	\$ 9.95	\$ 9.62	\$ 9.50	\$ 0.75	\$ 0.50
Third Quarter	\$ 10.28	\$ 10.00	\$ 9.64	\$ 9.43	\$ 0.85	\$ 0.60
Second Quarter <sup>(1)</sup>	\$ 10.50	\$ 9.97	\$ 10.20	\$ 9.50	\$ 1.04	\$ 0.55

<sup>(1)</sup> The figures for the second quarter 2011 are for the period from May 13, 2011 to June 30, 2011 with respect to our units, and from May 27, 2011 to June 30, 2011 with respect to our common stock and warrants.

On November 7, 2012, the date before the public announcement of the Row 44 Merger, the Company's units, common stock and warrants closed at 9.89, respectively.

**Dividend Policy of GEAC**

GEAC has not paid any cash dividends on its common stock to date and does not intend to pay cash dividends prior to the completion of a Merger. Following completion of the Business Combination, GEAC's board of directors will consider whether or not to institute a dividend policy. It is the present intention of GEAC to retain any earnings for use in its business operations and, accordingly, GEAC does not anticipate the board of directors declaring any dividends in the foreseeable future.

**Row 44**

Historical market price information regarding Row 44 is not provided because there is no public market for Row 44's common stock.

TABLE OF CONTENTS**AIA****Price Range of AIA Securities**

AIA's common stock is quoted on the Frankfurt Stock Exchange under the symbol DVN1. AIA's common stock commenced public trading in 1999.

The following table includes the high and low bids for AIA's common stock for the periods presented.

2012	<b>High</b>	<b>Low</b>
Second Quarter	€ 4.45	€ 3.60
First Quarter	€ 4.25	€ 3.21
2011	<b>High</b>	<b>Low</b>
Fourth Quarter	€ 3.64	€ 3.07
Third Quarter	€ 3.69	€ 2.51
Second Quarter	€ 3.73	€ 3.03
First Quarter	€ 3.80	€ 3.02
2010	<b>High</b>	<b>Low</b>
Fourth Quarter	€ 3.32	€ 2.75
Third Quarter	€ 3.18	€ 2.70
Second Quarter	€ 3.20	€ 2.60
First Quarter	€ 3.30	€ 2.20

On November 7, 2012, the date before the public announcement of the Business Combination, AIA's common stock closed at €3.91.

**Dividend Policy of AIA**

AIA has traditionally paid an annual cash dividend on its common stock.

The following table includes the annual cash dividend paid for AIA's common stock for the periods presented.

Date	Amount	
June 18, 2012	€0.0884	(1)
June 13, 2011	€0.08835	(1)
June 8, 2010	€0.073625	(1)

(1) The amounts listed above are the amounts received by shareholders per share after applicable German taxes and fees are withheld by AIA on behalf of the shareholder.

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## **INDEPENDENT PUBLIC ACCOUNTING FIRMS**

Representatives of our independent registered public accounting firm, Rothstein Kass, will be present at the annual meeting of the stockholders. The representatives will have the opportunity to make a statement if they so desire and they are expected to be available to respond to appropriate questions.

The audited financial statements of Global Eagle Acquisition Corp. (a development stage company) as of December 31, 2011, and for the period from February 2, 2011 (inception) through December 31, 2011, included in this proxy statement have been audited by Rothstein Kass, its independent auditors, as stated in its report, appearing elsewhere herein.

The audited financial statements of Row 44 as of December 31, 2011, and 2010 and for the years ended December 31, 2011 and 2010 included in this proxy statement have been audited by Rose, Snyder & Jacobs LLP its independent auditors, as stated in its report, appearing elsewhere herein.

The consolidated financial statements of AIA as of December 31, 2011 and 2010, and for the years ended December 31, 2011, 2010 and 2009 included in this proxy statement have been audited by Ernst & Young GmbH Wirtschaftsprüfungsgesellschaft, its independent auditors, as stated in its report, appearing elsewhere herein.

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## **APPRAISAL RIGHTS**

Our stockholders do not have appraisal rights in connection with the Business Combination under Delaware law.

## **DELIVERY OF DOCUMENTS TO STOCKHOLDERS**

Pursuant to the rules of the SEC, we and servicers that we employ to deliver communications to our stockholders are permitted to deliver to two or more stockholders sharing the same address a single copy of the proxy statement. Upon written or oral request, we will deliver a separate copy of the proxy statement to any stockholder at a shared address to which a single copy of the proxy statement was delivered and who wishes to receive separate copies in the future.

Stockholders receiving multiple copies of the proxy statement may likewise request that we deliver single copies of the proxy statement in the future. Stockholders may notify us of their requests by calling or writing us at our principal executive offices at 10900 Wilshire Blvd. Suite 1500, Los Angeles, California 90024.

## **TRANSFER AGENT AND REGISTRAR**

The transfer agent for our securities and warrant agent for our warrants is American Stock Transfer & Trust Company.

## **SUBMISSION OF STOCKHOLDER PROPOSALS**

Our board of directors is aware of no other matter that may be brought before the annual meeting. Under Delaware law, only business that is specified in the notice of annual meeting to stockholders may be transacted at the annual meeting.

## **FUTURE STOCKHOLDER PROPOSALS**

If you are a stockholder and you want to include a proposal in the proxy statement for GEAC's next annual meeting, presently expected to be held in 2014, under applicable rules of the SEC, a stockholder proposal must be received a reasonable time before a company begins to print and mail its annual meeting proxy materials.

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## WHERE YOU CAN FIND MORE INFORMATION

We file reports, proxy statements and other information with the SEC as required by the Exchange Act. You can read GEAC's SEC filings, including this proxy statement, over the internet at the SEC's website at <http://www.sec.gov>. You may also read and copy any document we file with the SEC at the SEC public reference room located at 100 F Street, N.E., Room 1580 Washington, D.C., 20549. You may obtain information on the operation of the Public Reference Room by calling the SEC at 1-800-SEC-0330. You may also obtain copies of the materials described above at prescribed rates by writing to the SEC, Public Reference Section, 100 F Street, N.E., Washington, D.C. 20549.

If you would like additional copies of this proxy statement or if you have questions about the Business Combination or the proposals to be presented at the annual meeting, you should contact us by telephone or in writing:

James A. Graf, Secretary  
Global Eagle Acquisition Corp.  
10900 Wilshire Blvd. Suite 1500  
Los Angeles, California 90024  
Tel: (310) 209-7280  
*Email: [jgraf@geacq.com](mailto:jgraf@geacq.com)*

You may also obtain these documents by requesting them in writing or by telephone from GEAC's proxy solicitation agent at the following address and telephone number:

Morrow & Co., LLC  
470 West Avenue 3<sup>rd</sup> Floor  
Stamford, Connecticut 06902  
Telephone: (800) 662-5200

**If you are a stockholder of GEAC and would like to request documents, please do so by [ ] to receive them before the GEAC annual meeting of stockholders.** If you request any documents from us, we will mail them to you by first class mail, or another equally prompt means.

All information contained or incorporated by reference in this proxy statement relating to GEAC has been supplied by GEAC, and all such information relating to Row 44 and AIA has been supplied by Row 44 and AIA, respectively. Information provided by either GEAC, Row 44 or AIA does not constitute any representation, estimate or projection of any other party.

This document is a proxy statement of GEAC for the annual meeting of our stockholders. We have not authorized anyone to give any information or make any representation about the Business Combination, the Company, Row 44 or AIA that is different from, or in addition to, that contained in this proxy statement. Therefore, if anyone does give you information of this sort, you should not rely on it. The information contained in this document speaks only as of the date of this document unless the information specifically indicates that another date applies.

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**(a corporation in the development stage)**

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Report of Independent Registered Public Accounting Firm

To the Board of Directors and Stockholders of  
Global Eagle Acquisition Corp. (a corporation in the development stage)

We have audited the accompanying balance sheet of Global Eagle Acquisition Corp. (a corporation in the development stage) (the Company) as of December 31, 2011, and the related statements of operations, changes in stockholders' equity and cash flows for the period February 2, 2011 (inception) to December 31, 2011. These financial statements are the responsibility of the Company's management. Our responsibility is to express an opinion on these financial statements based on our audit.

We conducted our audit in accordance with the standards of the Public Company Accounting Oversight Board (United States). Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free of material misstatement. The Company is not required to have, nor were we engaged to perform, an audit of its internal control over financial reporting. Our audit included consideration of internal control over financial reporting as a basis for designing audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Company's internal control over financial reporting. Accordingly, we express no such opinion. An audit also includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements, assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation. We believe that our audit provides a reasonable basis for our opinion.

In our opinion, the financial statements referred to above present fairly, in all material respects, the financial position of Global Eagle Acquisition Corp. as of December 31, 2011, and the results of its operations and its cash flows for the period February 2, 2011 (inception) to December 31, 2011, in conformity with generally accepted accounting principles.

/s/ ROTHSTEIN KASS

Roseland, New Jersey  
March 28, 2012

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**GLOBAL EAGLE ACQUISITION CORP.**  
**(A Corporation in the Development Stage)**  
**Balance Sheet**

	December 31, 2011
Assets:	
Current assets:	
Cash	\$446,281
Prepaid insurance	31,712
Total current assets	477,993
Non-current assets:	
Investments held in trust	189,634,541
Total assets	\$190,112,534
Liabilities and Stockholders' Equity:	
Current liabilities:	
Franchise tax payable	\$113,222
Accrued operating expenses and accounts payable	73,567
Total current liabilities	186,789
Deferred underwriter compensation	6,647,375
Total liabilities	6,834,164
Commitment and contingencies:	
Common stock subject to possible redemption: 17,856,407 shares (at redemption value)	178,278,367
Stockholders' equity:	
Preferred stock, \$0.0001 par value; 1,000,000 shares authorized; none issued and outstanding	
Common stock, \$0.0001 par value; 400,000,000 shares authorized; 5,305,178 shares issued and outstanding at December 31, 2011 (excluding 17,856,407 shares subject to possible redemption)	530
Additional paid-in capital	5,780,792
Deficit accumulated during the development stage	(781,319 )
Total stockholders' equity, net	5,000,003
Total liabilities and stockholders' equity	\$190,112,534

*The accompanying notes are an integral part of these financial statements.*

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**GLOBAL EAGLE ACQUISITION CORP.  
(A Corporation in the Development Stage)  
Statement of Operations**

	Period from February 2, 2011 (inception) through December 31, 2011
Revenue	\$
General and administrative expenses	789,360
Loss from operations	(789,360 )
Other income	
Interest income	8,041
Net loss attributable to common shares outstanding	\$ (781,319 )
Weighted average number of common shares outstanding, basic and diluted	4,990,617
Net loss per common share outstanding, basic and diluted	\$ (0.16 )

*The accompanying notes are an integral part of these financial statements.*

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# GLOBAL EAGLE ACQUISITION CORP. (A Corporation in the Development Stage) Statement of Stockholders Equity

For the period from February 2, 2011 (date of inception) to December 31, 2011

	Common Stock		Additional Paid-in Capital	Deficit Accumulated During the Development Stage	Total Stockholders Equity
	Shares	Amount			
Sale on February 2, 2011 of common stock to Sponsor at \$0.01 per share	4,417,683	\$442	\$24,558		\$25,000
Sale on May 18, 2011 of 18,992,500 units, net of offering expenses	18,992,500	1,899	189,923,101		189,925,000
Underwriters' discount and offering expenses			(11,140,311 )		(11,140,311 )
Proceeds from private placement of 7,000,000 warrants on May 18, 2011			5,250,000		5,250,000
Proceeds subject to possible redemption of 17,856,407 shares	(17,856,407)	(1,786)	(178,276,581)		(178,278,367)
Forfeiture of common stock issued to Sponsor	(248,598 )	(25 )	25		
Net loss for the period from February 2, 2011 to December 31, 2011				(781,319)	(781,319 )
Balances as of December 31, 2011	5,305,178	\$530	\$5,780,792	\$(781,319)	\$5,000,003

*The accompanying notes are an integral part of these financial statements.*

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**GLOBAL EAGLE ACQUISITION CORP.**  
**(A Corporation in the Development Stage)**  
**Statement of Cash Flows**

	Period from February 2, 2011 (inception) through December 31, 2011
Cash Flows From Operating Activities:	
Net loss	\$ (781,319 )
Changes in operating assets and liabilities:	
Accrued operating expenses and accounts payable	73,567
Prepaid insurance	(31,712 )
Franchise tax payable	113,222
Net cash used in operating activities	(626,242 )
Cash Flows from Investing Activities:	
Principal deposited in Trust Account	(189,626,500 )
Interest reinvested into Trust Account	(8,041 )
Net cash used in investing activities	(189,634,541 )
Cash Flows from Financing Activities:	
Proceeds from sale of common stock to Sponsor	25,000
Proceeds from note payable to Sponsor	140,000
Net proceeds from Public Offering, after payment of upfront underwriting fee	186,126,500
Net proceeds from private placement	5,250,000
Repayment of Sponsor note	(140,000 )
Payment of offering expenses	(694,436 )
Net cash provided by financing activities	190,707,064
Increase in cash during period	446,281
Cash at beginning of period	
Cash at end of period	\$ 446,281
Supplemental Disclosure of Non-Cash Financing Activities:	
Deferred underwriting compensation	\$ 6,647,375

*The accompanying notes are an integral part of these financial statements.*

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**GLOBAL EAGLE ACQUISITION CORP.  
(A Corporation in the Development Stage)  
NOTES TO FINANCIAL STATEMENTS**

**1. Organization and Business Operations**

**Incorporation**

Global Eagle Acquisition Corp. (the Company) was incorporated in Delaware on February 2, 2011.

**Sponsor**

The company's sponsor is Global Eagle Acquisition LLC, a Delaware limited liability company (the Sponsor). Members of the Sponsor include Harry E. Sloan, the Company's Chairman and Chief Executive Officer, Jeff Sagansky, the Company's President, and James A. Graf, the Company's Vice President, Chief Financial Officer, Treasurer and Secretary.

**Fiscal Year End**

The Company has selected December 31 as its fiscal year end.

**Business Purpose**

The Company was formed to effect a merger, capital stock exchange, asset acquisition, stock purchase, reorganization or similar business combination with one or more businesses (an Initial Business Combination).

**Financing**

The registration statement for the Company's initial public offering (the Public Offering) (as described in Note 3) was declared effective May 12, 2011. The Company consummated the Public Offering on May 18, 2011, and simultaneously with the closing of the Public Offering, the Sponsor purchased \$7,000,000 of warrants in a private placement (as described in Note 4).

On May 18, 2011, \$189,626,500 from the Public Offering and private placement was placed in the Trust Account (discussed below).

**Trust Account**

The trust account (the Trust Account) can either be invested in permitted United States government securities within the meaning of Section 2(a)(16) of the Investment Company Act of 1940, as amended (the Investment Company Act), having a maturity of 180 days or less, or in money market funds meeting certain conditions under Rule 2a-7 promulgated under the Investment Company Act which invest only in direct U.S. government treasury obligations.

Except for a portion of interest income earned on the Trust Account balance that may be released to the Company to pay any taxes on such interest and to fund working capital requirements, and any amounts necessary for the Company to purchase up to 50% of the Company's public shares if the Company seeks stockholder approval of the Initial Business Combination, none of the funds held in trust will be released until the earlier of: (i) the consummation of the Initial Business Combination; or (ii) the redemption of 100% of the shares of common stock included in the units being sold in the Public Offering if the Company is unable to consummate an Initial Business Combination within 21 months from the closing of the Public Offering (subject to the requirements of law).

### **Business Combination**

An Initial Business Combination is subject to the following size, focus and stockholder approval provisions:

**Size** The Initial Business Combination must occur with one or more target businesses that together have a fair market value of at least 80% of the assets held in the Trust Account (excluding the deferred underwriting commissions and taxes payable on the income earned on the Trust Account) at the time of the agreement to enter into the Initial Business Combination. The Company will not complete an Initial Business Combination unless it acquires 50% or more of the outstanding voting securities of a target company or is otherwise not required to register as an investment company under the Investment Company Act.

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**GLOBAL EAGLE ACQUISITION CORP.  
(A Corporation in the Development Stage)  
NOTES TO FINANCIAL STATEMENTS**

**1. Organization and Business Operations (continued)**

**Focus** The Company's efforts in identifying prospective target businesses will initially be focused on businesses in the media or entertainment sectors but the Company may pursue opportunities in other business sectors.

**Tender Offer/Stockholder Approval** The Company, after signing a definitive agreement for an Initial Business Combination, will either (i) seek stockholder approval of the Initial Business Combination at a meeting called for such purpose in connection with which stockholders may seek to redeem their shares, regardless of whether they vote for or against the Initial Business Combination, for cash equal to their pro rata share of the aggregate amount then on deposit in the Trust Account, including interest but less franchise and income taxes payable, or (ii) provide stockholders with the opportunity to sell their shares to the Company by means of a tender offer (and thereby avoid the need for a stockholder vote) for an amount in cash equal to their pro rata share of the aggregate amount then on deposit in the Trust Account, including interest but less franchise and income taxes payable. The decision as to whether the Company will seek stockholder approval of the Initial Business Combination or will allow stockholders to sell their shares in a tender offer will be made by the Company, solely in its discretion, and will be based on a variety of factors such as the timing of the transaction and whether the terms of the transaction would otherwise require the Company to seek stockholder approval. If the Company seeks stockholder approval, it will consummate its initial business combination only if a majority of the outstanding shares of common stock voted are voted in favor of the Initial Business Combination. However, in no event will the Company redeem its public shares in an amount that would cause its net tangible assets to be less than \$5,000,001. In such case, the Company would not proceed with the redemption of its public shares and the related Initial Business Combination, and instead may search for an alternate Initial Business Combination.

Regardless of whether the Company holds a stockholder vote or a tender offer in connection with an Initial Business Combination, a public stockholder will have the right to redeem their shares for an amount in cash equal to their pro rata share of the aggregate amount then on deposit in the Trust Account, including interest but less franchise and income taxes payable. As a result, such shares of common stock will be recorded at conversion/tender value and classified as temporary equity upon the completion of the Public Offering, in accordance with Financial Accounting Standards Board, or FASB, ASC Topic 480, Distinguishing Liabilities from Equity.

**Permitted Purchase of Public Shares** If the Company seeks stockholder approval prior to the Initial Business Combination and does not conduct redemptions pursuant to the tender offer rules, prior to the Initial Business Combination, the Company's Amended and Restated Certificate of Incorporation will permit the release to the Company from the Trust Account, amounts necessary to purchase up to 50% of the shares sold in the Public Offering. All shares so purchased by the Company will be immediately cancelled.

**Liquidation**

If the Company does not consummate an Initial Business Combination by February 18, 2013, the Company will (i) cease all operations except for the purpose of winding up, (ii) as promptly as reasonably possible but not more than

ten business days thereafter, redeem 100% of the common stock sold as part of the units in the Public Offering, at a per-share price, payable in cash, equal to the aggregate amount then on deposit in the Trust Account, including interest but net of franchise and income taxes payable (less up to \$100,000 of such net interest to pay dissolution expenses), divided by the number of then outstanding public shares, which redemption will completely extinguish Public Stockholders' rights as stockholders (including the right to receive further liquidation distributions, if any), subject to applicable law, and subject to the requirement that any refund of income taxes that were paid from the Trust Account which is received after such redemption shall be distributed to the former Public Stockholders, and (iii) as promptly as reasonably possible following such redemption, subject to the approval of the Company's remaining stockholders and the Company's board of directors, dissolve and liquidate, subject in each case to the Company's obligations under Delaware law to provide for claims of creditors and the requirements of other applicable law.

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**GLOBAL EAGLE ACQUISITION CORP.  
(A Corporation in the Development Stage)  
NOTES TO FINANCIAL STATEMENTS**

**1. Organization and Business Operations (continued)**

In the event of liquidation, it is likely that the per share value of the residual assets remaining available for distribution (including Trust Account assets) will be less than the initial public offering price per share in the Public Offering (assuming no value is attributed to the warrants contained in the units to be offered in the Public Offering discussed in Note 3).

**2. Significant Accounting Policies**

**Basis of Presentation**

The accompanying financial statements of the Company are presented in U.S. dollars in conformity with accounting principles generally accepted in the United States of America and pursuant to the rules and regulations of the Securities and Exchange Commission.

**Development Stage Company**

The Company is considered to be in the development stage as defined by FASB ASC 915, Development Stage Entities, and is subject to the risks associated with activities of development stage companies. The Company has neither engaged in any operations nor generated any income to date. All activity through the date the financial statements were issued relates to the Company's formation and the Public Offering. Following such offering, the Company will not generate any operating revenues until after completion of an Initial Business Combination, at the earliest. The Company will generate non-operating income in the form of interest income on the designated Trust Account after the Public Offering.

**Net Loss Per Share**

Basic net loss per share is computed by dividing net loss by the weighted average number of shares of common stock outstanding during the period in accordance with FASB ASC 260, Earnings Per Share. Diluted net loss per share is computed by dividing net loss per share by the weighted average number of shares of common stock outstanding, plus to the extent dilutive, the incremental number of shares of common stock to settle warrants issued in the Public Offering and private placement, as calculated using the treasury stock method. As the Company reported a net loss for the period from February 2, 2011 (inception) to December 31, 2011, the effect of the 18,992,500 warrants and 7,000,000 warrants issued to the Sponsors in connection with the private placement have not been considered in the diluted loss per common share because their effect would be anti-dilutive. As a result, dilutive loss per common share is equal to basic loss per common share. The net loss per common share calculation reflects the exclusion of common stock subject to possible redemption.

## **Use of Estimates**

The preparation of financial statements in conformity with accounting principles generally accepted in the United States requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities and disclosure of contingent assets and liabilities at the date of the financial statements and the reported amounts of revenue and expenses during the reporting period. Actual results could differ from those estimates.

## **Concentration of Credit Risk**

Financial instruments that potentially subject the Company to concentrations of credit risk consist of cash accounts in a financial institution, which at times, may exceed the Federal depository insurance coverage of \$250,000. The Company has not experienced losses on these accounts and management believes the Company is not exposed to significant risks on such accounts.

## **Income Taxes**

Deferred income taxes are provided for the differences between the bases of assets and liabilities for financial reporting and income tax purposes. A valuation allowance is established when necessary to reduce deferred tax assets to the amount expected to be realized.

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**GLOBAL EAGLE ACQUISITION CORP.  
(A Corporation in the Development Stage)  
NOTES TO FINANCIAL STATEMENTS**

**2. Significant Accounting Policies (continued)**

The Company evaluates the uncertainty in tax positions taken or expected to be taken in the course of preparing the Company's financial statements to determine whether the tax positions are more likely than not of being sustained by the applicable tax authority. Tax positions deemed not to meet the more likely than not threshold would be recorded as a tax expense in the current period. The Company has no uncertain tax positions at December 31, 2011.

The Company recognizes interest and penalties related to unrecognized tax benefits in interest expense and other expenses, respectively. No interest expense or penalties have been recognized as of and for the period ended December 31, 2011.

The Company files an income tax return in the U.S. federal jurisdiction, and may file income tax returns in various U.S. states and foreign jurisdictions. Generally, the Company is subject to income tax examinations by major taxing authorities since inception.

The Company may be subject to potential examination by U.S. federal, U.S. states or foreign jurisdiction authorities in the areas of income taxes. These potential examinations may include questioning the timing and amount of deductions, the nexus of income among various tax jurisdictions and compliance with U.S. federal, U.S. state and foreign tax laws. The Company's management does not expect that the total amount of unrecognized tax benefits will materially change over the next twelve months.

**Deferred Offering Costs**

Deferred offering costs consist principally of legal, accounting, and underwriting fees incurred through the balance sheet date that are related to the Public Offering and that were charged to stockholders' equity upon the receipt of the capital at the closing of the Offering on May 18, 2011.

**Redeemable Common Stock**

As discussed in Note 1, all of the 18,992,500 common shares sold as part of a Unit in the Public Offering contain a redemption feature which allows for the redemption of common shares under the Company's Liquidation or Tender Offer/Stockholder Approval provisions. In accordance with ASC 480, redemption provisions not solely within the control of the Company require the security to be classified outside of permanent equity. Ordinary liquidation events, which involve the redemption and liquidation of all of the entity's equity instruments, are excluded from the provisions of ASC 480. Although the Company does not specify a maximum redemption threshold, its Charter provides that in no event will they redeem its public shares in an amount that would cause its net tangible assets (stockholders' equity) to be less than \$5,000,001.

The Company recognizes changes in redemption value immediately as they occur and will adjust the carrying value of the security to equal the redemption value at the end of each reporting period. Increases or decreases in the carrying

amount of redeemable common stock shall be affected by charges against common stock and additional paid-in capital.

Accordingly, at December 31, 2011, 17,856,407 of the 18,992,500 public shares are classified outside of permanent equity at its redemption value. The redemption value is equal to the pro rata share of the aggregate amount then on deposit in the Trust Account, including interest but less franchise and income taxes payable (approximately \$10.00 at December 31, 2011).

### **Fair Value of Financial Instruments**

Unless otherwise disclosed, the fair value of the Company's assets and liabilities, which qualify as financial instruments under FASB ASC 820, "Fair Value Measurements and Disclosures", approximates the carrying amounts represented in the balance sheet.

### **Recent Accounting Pronouncements**

Management does not believe that any recently issued, but not effective, accounting standards, if currently adopted, would have a material effect on the Company's financial statements.

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**GLOBAL EAGLE ACQUISITION CORP.  
(A Corporation in the Development Stage)  
NOTES TO FINANCIAL STATEMENTS**

**3. Public Offering**

**Public Units**

On May 18, 2011, the Company sold 18,992,500 units at a price of \$10.00 per unit (the Public Units ) (which included 1,497,500 units to cover the partial exercise of the over allotment option of the underwriters) in the Public Offering.

Each unit consists of one share of the Company's common stock, \$0.0001 par value (the Public Stock ), and one warrant (the Public Warrants ).

**Public Warrant Terms and Conditions:**

**Exercise Conditions** Each Public Warrant will entitle the holder to purchase from the Company one share of common stock at an exercise price of \$11.50 per share commencing on the later of: (i) 30 days after the consummation of an Initial Business Combination, or (ii) 12 months from the date of the prospectus for the offering, provided that the Company has an effective registration statement covering the shares of common stock issuable upon exercise of the Public Warrants and such shares are registered or qualified under the securities laws of the state of the exercising holder. The Public Warrants expire five years from the date of the prospectus, unless earlier redeemed. The Public Warrants will be redeemable in whole and not in part at a price of \$0.01 per warrant upon a minimum of 30 days notice after the warrants become exercisable, only in the event that the last sale price of the common stock exceeds \$17.50 per share for any 20 trading days within a 30-trading day period. If the Public Warrants are redeemed by the Company, management will have the option to require all holders that wish to exercise warrants to do so on a cashless basis.

**Registration Risk** In accordance with a warrant agreement relating to the Public Warrants, the Company will be required to use its best efforts to maintain the effectiveness of a registration statement relating to common stock which would be issued upon exercise of the Public Warrants. The Company will not be obligated to deliver securities, and there are no contractual penalties for failure to deliver securities, if a registration statement is not effective at the time of exercise. Additionally, in the event that a registration is not effective at the time of exercise, the holders of such Public Warrants shall not be entitled to exercise such Public Warrants (except on a cashless basis under certain circumstances) and in no event (whether in the case of a registration statement not being effective or otherwise) will the Company be required to net cash settle or cash settle the Public Warrants. Consequently, the Public Warrants may expire unexercised, unredeemed and worthless, and an investor in the Public Offering may effectively pay the full unit price solely for the shares of common stock included in the Public Units.

**Accounting** Since the Company is not required to net cash settle the Public Warrants are recorded at fair value and classified within stockholders' equity as Additional paid-in capital in accordance with FASB ASC 815-40.

## **Underwriting Agreement**

The Company paid an underwriting discount of 2.0% of the public unit offering price to the underwriters at the closing of the Public Offering, with an additional fee of 3.5% of the gross offering proceeds payable upon the Company's consummation of an Initial Business Combination. Such amount is reflected as deferred offering costs of \$6,647,375 on the balance sheet. The underwriters will not be entitled to any interest accrued on the deferred discount.

### **4. Related Party Transactions**

**Founder Shares** In February 2011, the Sponsor purchased 4,417,683 shares of common stock (the Founder Shares ) for \$25,000, or \$0.01 per share. Subsequently, in March 2011, the Sponsor returned an aggregate of 44,176 Founder Shares to the Dennis A. Miller and James M. McNamara (together with the Sponsor, the Initial Stockholders ), each of whom agreed to serve on the Company's board of directors upon the closing of the Public Offering.

On May 18, 2011, members of the Sponsor purchased an aggregate of 7,000,000 warrants (the Sponsor Warrants ) at \$0.75 per warrant (for an aggregate purchase price of \$5,250,000) from the Company on a

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**GLOBAL EAGLE ACQUISITION CORP.  
(A Corporation in the Development Stage)  
NOTES TO FINANCIAL STATEMENTS**

**4. Related Party Transactions (continued)**

private placement basis simultaneously with the closing of the Public Offering. Subsequently, in July 2011, the Sponsor transferred 333,333 Sponsor Warrants to Dennis A. Miller for an aggregate purchase price of \$250,000, or \$0.75 per Sponsor Warrant.

**Forfeiture** As a result of the underwriters' partial exercise of their over-allotment option for the Public Offering, the Sponsor forfeited an aggregate of 248,598 Founder Shares on May 18, 2011, reflected on the audited balance sheet as of May 19, 2011, which the Company has cancelled. After giving effect to the forfeitures, the Initial Stockholders owned 18% of the Company's issued and outstanding shares.

In addition, a portion of the Founder Shares in an amount equal to 4.0% of the Company's issued and outstanding shares after the Public Offering ( Earnout Shares ), will be subject to forfeiture by the Sponsor in the event the last sales price of the Company's stock does not equal or exceed \$13.00 per share for any 20 trading days within any 30-trading day period within 24 months following the closing of the Company's Initial Business Combination.

**Rights** The Founder Shares are identical to the shares of common stock included in the units being sold in the Public Offering except that (i) the Founder Shares are subject to certain transfer restrictions, as described in more detail below, and (ii) the Initial Stockholders have agreed to waive their redemption rights with respect to the Founder Shares and public shares it purchases in connection with the Initial Business Combination and has also waived their redemption rights with respect to the Founder Shares if the Company fails to consummate an Initial Business Combination by February 18, 2013.

**Voting** If the Company seeks stockholder approval of its Initial Business Combination, the Initial Stockholders will agree to vote the Founder Shares in accordance with the majority of the votes cast by the Public Stockholders and to vote any public shares purchased during or after the Public Offering in favor of the Initial Business Combination.

**Liquidation** Although the Initial Stockholders waived their redemption rights with respect to the Founder Shares if the Company fails to consummate an Initial Business Combination by February 18, 2013, they will be entitled to redemption rights with respect to any Public Shares they may own.

**Exercise Conditions** Each Sponsor Warrant is exercisable into one share of common stock at \$11.50 per share. The proceeds from the sale of the Sponsor Warrants was added to the proceeds from the Public Offering held in the Trust Account. The Sponsor Warrants are identical to the warrants included in the units sold in the Public Offering except that the Sponsor Warrants (i) are not redeemable by the Company as long as they are held by members of the Sponsor or any of their permitted transferees, (ii) are subject to certain transfer restrictions described in more detail below and (iii) may be exercised for cash or on a cashless basis.

**Accounting** Since the Company is not required to net-cash settle the Sponsor Warrants, management has determined that the Sponsor Warrants will be recorded at fair value and classified within stockholders' equity as Additional paid-in capital upon their issuance in accordance with FASB ASC 815-40.

## **Disposition Restrictions**

The Initial Stockholders have agreed not to transfer, assign or sell any of the Founder Shares, except to certain permitted transferees, until one year after the completion of its Initial Business Combination or earlier if the last sales price of the Company's common stock exceeds \$13.00 per share (as adjusted for stock splits, stock dividends, reorganizations, recapitalizations and the like) for any 20 trading days within any 30-trading day period commencing at least 150 days from the date of consummation of an Initial Business Combination. The holders of the Sponsor Warrants have agreed not to transfer, assign or sell any of the Sponsor Warrants including the common stock issuable upon exercise of the Sponsor Warrants until 30 days after the completion of an Initial Business Combination.

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**GLOBAL EAGLE ACQUISITION CORP.  
(A Corporation in the Development Stage)  
NOTES TO FINANCIAL STATEMENTS**

**4. Related Party Transactions (continued)**

**Registration Rights**

The holders of the Founder Shares, Sponsor Warrants and warrants that may be issued upon conversion of working capital loans will have registration rights to require the Company to register a sale of any of the securities held by them pursuant to a registration rights agreement. These stockholders will be entitled to make up to three demands, excluding short form demands, that the Company register such securities for sale under the Securities Act. In addition, these stockholders have piggy-back registration rights to include their securities in other registration statements filed by the Company. However, the registration rights agreement provides that the Company will not permit any registration statement filed under the Securities Act to become effective until termination of the applicable lock-up period, which occurs (i) in the case of the Founder Shares, (A) one year after the completion of the Initial Business Combination or earlier if, subsequent to the Initial Business Combination, the last sales price of the Company's common stock equals or exceeds \$13.00 per share (as adjusted for stock splits, stock dividends, reorganizations, recapitalizations and the like) for any 20 trading days within any 30-trading day period commencing at least 150 days after the Initial Business Combination or (B) when the Company consummates a liquidation, merger, stock exchange or other similar transaction after the Company's Initial Business Combination which results in all of the Company's stockholders having the right to exchange their shares of common stock for cash, securities or other property, and (ii) in the case of the Sponsor Warrants and the respective common stock underlying such warrants, 30 days after the completion of the Company's initial business combination. The Company will bear the costs and expenses of filing any such registration statements.

**5. Other Related Party Transactions**

**Administrative Services**

The Company has agreed to pay up to \$10,000 a month in total for office space and general and administrative services to Roscomare Ltd., an entity owned and controlled by Harry E. Sloan, the Company's Chairman and Chief Executive Officer, commencing promptly after the date the Company's securities were first listed on Nasdaq (May 13, 2011) and terminating upon the earlier of (i) the completion of a Business Combination or (ii) the liquidation of the Company. \$55,806 in payments have been made under this agreement as of December 31, 2011. The Company has also agreed to pay \$15,000 a month to James A. Graf, the Company's Chief Financial Officer, commencing promptly after the date the Company's securities were first listed on Nasdaq (May 13, 2011) and terminating upon the earlier of (i) the completion of an Initial Business Combination or (ii) the liquidation of the Company. The Company has incurred or accrued approximately \$114,000 under this agreement for the period ended December 31, 2011.

**Note Payable**

The Company issued an unsecured promissory note (the Note) to the Sponsor on February 2, 2011 that provided for

the Sponsor to advance to the Company, from time to time, up to \$200,000 for expenses related to the Public Offering. The Note was non-interest bearing and was payable on the earlier of August 1, 2011 or the completion of the Public Offering. The Sponsor advanced \$140,000 to the Company under the Note in a series of transactions prior to the Public Offering. The Note was paid in full on May 18, 2011 and no balance remained outstanding subsequent to such date.

## **6. Trust Account**

A total of \$189,626,500, which includes \$184,376,500 of the net proceeds from the Offering and \$5,250,000 from the private placement, was placed in the Trust Account.

As of December 31, 2011, investment securities in the Company's Trust Account consist of \$189,634,541 in money market funds meeting certain conditions under Rule 2a-7 under the Investment Company Act which invest only in direct U.S. government treasury obligations.

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# GLOBAL EAGLE ACQUISITION CORP. (A Corporation in the Development Stage) NOTES TO FINANCIAL STATEMENTS

## 7. Fair Value Measurements

The Company has adopted ASC 820, Fair Value Measurement for its financial assets and liabilities that are re-measured and reported at fair value at each reporting period, and non-financial assets and liabilities that are re-measured and reported at fair value at least annually. The adoption of ASC 820 did not have an impact on the Company's financial position or results of operations.

The following table presents information about the Company's assets and liabilities that are measured at fair value on a recurring basis as of December 31, 2011, and indicates the fair value hierarchy of the valuation techniques the Company utilized to determine such fair value. In general, fair values determined by Level 1 inputs utilize quoted prices (unadjusted) in active markets for identical assets or liabilities. Fair values determined by Level 2 inputs utilize data points that are observable such as quoted prices, interest rates and yield curves. Fair values determined by Level 3 inputs are unobservable data points for the asset or liability, and includes situations where there is little, if any, market activity for the asset or liability:

Description	December 31, 2011	Quoted Prices in Active Markets (Level 1)	Significant Other Observable Inputs (Level 2)	Significant Other Unobservable Inputs (Level 3)
Assets:				
Restricted cash equivalents held in Trust Account	\$ 189,634,541	\$ 189,634,541	\$	\$

## 8. Income Taxes

Components of the Company's deferred tax assets at December 31, 2011 are as follows:

Net operating loss carryforwards	\$ 45,000
Amortizable start-up costs	267,000
	312,000
Valuation allowance	(312,000)
	\$

The Company established a valuation allowance of approximately \$312,000 as of December 31, 2011, which fully offsets the deferred tax asset of approximately \$312,000. The deferred tax asset results from applying an effective combined federal and state tax rate of 40% to start-up costs of approximately \$668,000 and net operating losses of approximately \$113,000. The Company's net operating losses will expire beginning in 2031. Effective tax rates differ from statutory rates due to timing differences in the deductibility of expenses and the establishment of the valuation allowance.

## 9. Stockholder s Equity

**Common Stock** The authorized common stock of the Company includes up to 400,000,000 shares. Holders of the Company s common stock are entitled to one vote for each share of common stock. At December 31, 2011, there were 23,161,585 shares of common stock outstanding.

**Preferred Shares** The Company is authorized to issue 1,000,000 preferred shares with such designations, voting and other rights and preferences as may be determined from time to time by the Board of Directors. At December 31, 2011, there were no shares of preferred stock outstanding.

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# GLOBAL EAGLE ACQUISITION CORP.

## (A Corporation in the Development Stage)

### Condensed Interim Balance Sheets

	June 30, 2012 (unaudited)	December 31, 2011
Assets:		
Current assets:		
Cash	\$ 132,862	\$ 446,281
Prepaid insurance		31,712
Total current assets	132,862	477,993
Non-current assets:		
Investments held in trust	189,639,786	189,634,541
Total assets	\$ 189,772,648	\$ 190,112,534
Liabilities and Stockholders' Equity:		
Current liabilities:		
Accrued operating expenses and accounts payable	\$ 260,840	\$ 73,567
Franchise tax payable	203,222	113,222
Total current liabilities	464,062	186,789
Deferred underwriter compensation	6,647,375	6,647,375
Commitment and contingencies:		
Common stock subject to possible redemption: 17,794,592 and 17,856,407 shares (at redemption value) as of June 30, 2012 and December 31, 2011, respectively	177,661,208	178,278,367
Stockholders' equity:		
Preferred stock, \$0.0001 par value; 1,000,000 shares authorized; none issued and outstanding		
Common stock, \$0.0001 par value; 400,000,000 shares authorized; 5,366,993 and 5,305,178 shares issued and outstanding at June 30, 2012 and December 31, 2011, respectively (excluding 17,794,592 and 17,856,407 shares subject to possible redemption, respectively)	536	530
Additional paid-in capital	6,397,947	5,780,792
Deficit accumulated during the development stage	(1,398,480 )	(781,319 )
Total stockholders' equity, net	5,000,003	5,000,003
Total liabilities and stockholders' equity	\$ 189,772,648	\$ 190,112,534

The accompanying notes are an integral part of these condensed interim financial statements.

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**GLOBAL EAGLE ACQUISITION CORP.**  
**(A Corporation in the Development Stage)**  
**Condensed Interim Statements of Operations**  
**(Unaudited)**

	Three Months Ended June 30, 2012	Three Months Ended June 30, 2011	Six Months Ended June 30, 2012	Period from February 2, 2011 (inception) through June 30, 2011	Period from February 2, 2011 (inception) through June 30, 2012
Revenue	\$	\$	\$	\$	\$
General and administrative expenses	322,459	164,238	622,406	174,355	1,411,766
Loss from operations	(322,459 )	(164,238 )	(622,406 )	(174,355 )	(1,411,766)
Other income					
Interest income	2,623	1,842	5,245	1,842	13,286
Net loss attributable to common shares outstanding	\$(319,836 )	\$(162,396 )	\$(617,161 )	\$(172,513 )	\$(1,398,480)
Weighted average number of common shares outstanding, basic and diluted	5,335,310	4,752,050	5,320,408	4,657,093	5,107,165
Net loss per common share outstanding, basic and diluted	\$(0.06 )	\$(0.03 )	\$(0.12 )	\$(0.04 )	\$(0.27 )

The accompanying notes are an integral part of these condensed interim financial statements.



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# GLOBAL EAGLE ACQUISITION CORP.

## (A Corporation in the Development Stage)

### Condensed Interim Statement of Stockholders Equity

For the period from February 2, 2011 (inception) to June 30, 2012

	Common Stock		Additional	Deficit	Total
	Shares	Amount	Paid-in Capital	Accumulated During the Development Stage	Stockholders Equity
Sale on February 2, 2011 of common stock to Sponsor at \$0.01 per share	4,417,683	\$442	\$24,558	\$	\$25,000
Sale on May 18, 2011 of 18,992,500 units, net of offering expenses	18,992,500	1,899	189,923,101		189,925,000
Forfeiture of common stock issued to Sponsor	(248,598 )	(25 )	25		
Proceeds subject to possible redemption of 17,856,407 shares on December 31, 2011	(17,856,407)	(1,786)	(178,276,581)		(178,278,367)
Underwriters discount and offering expenses			(11,140,311 )		(11,140,311 )
Proceeds from private placement of 7,000,000 warrants on May 18, 2011			5,250,000		5,250,000
Net loss attributable to stockholders for the period ended December 31, 2011				(781,319 )	(781,319 )
Balances as of December 31, 2011	5,305,178	\$530	\$5,780,792	\$(781,319 )	\$5,000,003
Net loss attributable to stockholders for the six month period ended June 30, 2012 (unaudited)				(617,161 )	(617,161 )
Decrease in carrying amount of redeemable shares to 17,494,592 at June 30, 2012 (unaudited)	61,815	6	617,155		617,161
Balances as of June 30, 2012 (unaudited)	5,366,993	\$536	\$6,397,947	\$(1,398,480)	\$5,000,003

The accompanying notes are an integral part of these condensed interim financial statements.



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**GLOBAL EAGLE ACQUISITION CORP.**  
**(A Corporation in the Development Stage)**  
**Condensed Interim Statements of Cash Flows**  
**(Unaudited)**

	Six Months Ended June 30, 2012	Period from February 2, 2011 (inception) through June 30, 2011	Period from February 2, 2011 (inception) through June 30, 2012
Cash Flows from Operating Activities:			
Net loss	\$(617,161)	\$(172,513 )	\$(1,398,480 )
Adjustments to reconcile net loss to net cash used in operating activities:			
Prepaid insurance	31,713	(73,200 )	
Franchise tax payable	90,000	23,220	203,222
Accrued expenses and accounts payable	187,274		260,842
Net cash used in operating activities	(308,174)	(222,493 )	(934,416 )
Cash Flows from Investing Activities:			
Principal deposited in Trust Account		(189,626,500)	(189,626,500)
Interest reinvested into Trust Account	(5,245 )	(1,842 )	(13,286 )
Net cash used in investing activities	(5,245 )	(189,628,342)	(189,639,786)
Cash Flows from Financing Activities:			
Proceeds from sale of common stock to Sponsor		25,000	25,000
Proceeds from note payable to Sponsor		140,000	140,000
Net proceeds from Public Offering, after payment of upfront underwriting fee		186,126,500	186,126,500
Net proceeds from private placement		5,250,000	5,250,000
Repayment of Sponsor note		(140,000 )	(140,000 )
Payment of offering expenses		(678,394 )	(694,436 )
Net cash provided by financing activities		190,723,106	190,707,064
Increase (decrease) in cash during period	(313,419)	872,271	132,862
Cash at beginning of period	446,281		
Cash at end of period	\$ 132,862	\$ 872,271	\$ 132,862
Supplemental Disclosure of Non-Cash Financing Activities:			
Deferred underwriting compensation	\$	\$ 6,647,375	\$ 6,647,375
Accrued offering costs	\$	\$ 16,042	\$

The accompanying notes are an integral part of these condensed interim financial statements.



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**GLOBAL EAGLE ACQUISITION CORP.  
(A Corporation in the Development Stage)  
NOTES TO CONDENSED INTERIM FINANCIAL  
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(Unaudited)**

**Note 1. Interim Financial Information**

The accompanying unaudited interim financial statements of Global Eagle Acquisition Corp. (the Company) should be read in conjunction with the audited financial statements and notes thereto included in the Company's Annual Report on Form 10-K filed with the Securities and Exchange Commission (the SEC) on March 28, 2012. The accompanying financial statements have been prepared in accordance with accounting principles generally accepted in the United States of America (GAAP) for interim financial information and in accordance with the instructions to Form 10-Q and Article 10 of Regulation S-X. Accordingly, since they are interim statements, the accompanying financial statements do not include all of the information, notes and disclosures required by GAAP for a complete financial statement presentation. In the opinion of management, the interim financial statements reflect all adjustments consisting of normal, recurring adjustments that are necessary for a fair presentation of the financial position, results of operations and cash flows for the interim periods presented. Interim results are not necessarily indicative of results for a full year.

**Note 2. Organization and Business Operations**

**Incorporation**

The Company was incorporated in Delaware on February 2, 2011.

**Sponsor**

The Company's sponsor is Global Eagle Acquisition, LLC, a Delaware limited liability company (the Sponsor). Members of the Sponsor include Harry E. Sloan, the Company's Chairman and Chief Executive Officer, Jeff Sagansky, the Company's President, and James A. Graf, the Company's Vice President, Chief Financial Officer, Treasurer and Secretary.

**Fiscal Year End**

The Company has selected December 31 as its fiscal year end.

**Business Purpose**

The Company was formed to effect a merger, capital stock exchange, asset acquisition, stock purchase, reorganization or similar business combination with one or more businesses (a Business Combination).

## **Financing**

On May 18, 2011, the Company consummated a public offering (the Public Offering Note 4) and a private placement (Note 5) and placed \$189,626,500 of the proceeds thereof in the Trust Account (discussed below). The Company intends to finance a Business Combination in part with proceeds from the Public Offering and the private placement.

## **Trust Account**

The amounts held in the trust account (the Trust Account ) are required to be invested in United States government securities within the meaning of Section 2(a)(16) of the Investment Company Act of 1940, as amended (the Investment Company Act ), having a maturity of 180 days or less, or in money market funds meeting certain conditions under Rule 2a-7 promulgated under the Investment Company Act which invest only in direct U.S. government treasury obligations.

Except for a portion of interest income earned on the Trust Account balance that may be released to the Company to pay any taxes on such interest and up to \$1.75 million to fund working capital requirements, and any amounts necessary for the Company to purchase up to 50% of the Company s public shares if the Company seeks stockholder approval of the Business Combination, none of the funds held in the Trust Account will be released until the earlier of:

- (i) the consummation of the Business Combination; or (ii) the

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**GLOBAL EAGLE ACQUISITION CORP.  
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**Note 2. Organization and Business Operations (continued)**

redemption of 100% of the shares of common stock, par value \$0.0001 per share, included in the units sold in the Public Offering ( Public Shares ) if the Company is unable to consummate a Business Combination within 21 months from the closing of the Public Offering (subject to the requirements of law).

**Business Combination**

A Business Combination is subject to the following size, focus and stockholder approval provisions:

**Size and Nature of Transaction** The Company's Business Combination must occur with one or more target businesses that together have a fair market value of at least 80% of the assets held in the Trust Account (excluding the deferred underwriting commissions and taxes payable on the income earned on the Trust Account) at the time of the agreement to enter into the Business Combination. The Company will not complete a Business Combination unless it acquires 50% or more of the outstanding voting securities of a target company or is otherwise not required to register as an investment company under the Investment Company Act.

**Focus** The Company's efforts in identifying prospective target businesses initially will be focused on businesses in the media or entertainment sectors, but the Company may pursue opportunities in other business sectors.

**Tender Offer/Stockholder Approval** The Company, after signing a definitive agreement for a Business Combination, will either (i) seek stockholder approval of the Business Combination at a meeting called for such purpose in connection with which holders of Public Shares ( Public Stockholders ) may seek to redeem their shares, regardless of whether they vote for or against the Business Combination, for cash equal to their pro rata share of the aggregate amount then on deposit in the Trust Account, including interest but less franchise and income taxes payable, or (ii) provide Public Stockholders with the opportunity to sell their shares to the Company by means of a tender offer (and thereby avoid the need for a stockholder vote) for an amount in cash equal to their pro rata share of the aggregate amount then on deposit in the Trust Account, including interest but less franchise and income taxes payable. The decision as to whether the Company will seek stockholder approval of the Business Combination or will allow Public Stockholders to sell their shares in a tender offer will be made by the Company, solely in its discretion, and will be based on a variety of factors such as the timing of the transaction and whether the terms of the transaction would otherwise require the Company to seek stockholder approval. If the Company seeks stockholder approval, it will consummate the Business Combination only if a majority of the outstanding shares of common stock voted are voted in favor of the Business Combination. However, in no event will the Company redeem its Public Shares in an amount that would cause its net tangible assets to be less than \$5,000,001. In such case, the Company would not proceed with the redemption of its Public Shares and the related Business Combination, and instead may search for an alternate Business Combination.

Regardless of whether the Company holds a stockholder vote or a tender offer in connection with a Business Combination, Public Stockholders will have the right to redeem their shares for an amount in cash equal to their pro rata share of the aggregate amount then on deposit in the Trust Account, including interest but less franchise and income taxes payable upon the closing of the Business Combination. As a result, such shares of common stock were recorded at conversion/tender value and classified as temporary equity in accordance with Financial Accounting Standards Board, or FASB, ASC Topic 480, Distinguishing Liabilities from Equity.

**Permitted Purchase of Public Shares** If the Company seeks stockholder approval prior to the Business Combination and does not conduct redemptions pursuant to the tender offer rules, prior to the Business Combination, the Company's Amended and Restated Certificate of Incorporation permits the release to the Company from the Trust Account amounts necessary to purchase up to 50% of the Public Shares. All shares so purchased by the Company will be immediately cancelled.



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**Note 2. Organization and Business Operations (continued)**

**Liquidation**

If the Company does not consummate a Business Combination within 21 months from the closing of the Public Offering (February 18, 2013), the Company will (i) cease all operations except for the purpose of winding up, (ii) as promptly as reasonably possible but not more than ten business days thereafter, redeem 100% of the Public Shares, at a per-share price, payable in cash, equal to the aggregate amount then on deposit in the Trust Account, including interest but net of franchise and income taxes payable (less up to \$100,000 of such net interest to pay dissolution expenses), divided by the number of then outstanding Public Shares, which redemption will completely extinguish Public Stockholders' rights as stockholders (including the right to receive further liquidation distributions, if any), subject to applicable law, and subject to the requirement that any refund of income taxes that were paid from the Trust Account which is received after such redemption shall be distributed to the former Public Stockholders, and (iii) as promptly as reasonably possible following such redemption, subject to the approval of the Company's remaining stockholders and the Company's board of directors, dissolve and liquidate, subject in each case to the Company's obligations under Delaware law to provide for claims of creditors and the requirements of other applicable law.

In the event of liquidation, it is possible that the per share value of the residual assets remaining available for distribution (including Trust Account assets) will be less than the price per unit sold in the Public Offering (assuming no value is attributed to the warrants contained in the units offered in the Public Offering discussed in Note 4).

**Going Concern**

In the event that the Company does not consummate a Business Combination by February 18, 2013, the proceeds held in the Trust Account will be distributed to the Company's public stockholders. The potential mandatory liquidation raises substantial doubt about the Company's ability to continue as a going concern. The accompanying financial statements do not include any adjustments that may be necessary if the Company is unable to continue as a going concern.

**Note 3. Significant Accounting Policies**

**Development Stage Company**

The Company is considered to be in the development stage as defined by FASB ASC 915, Development Stage Entities, and is subject to the risks associated with activities of development stage companies. The Company has neither engaged in any operations nor generated any operating revenues to date. All activity through the date the

financial statements were issued relates to the Company's formation and the Public Offering. The Company will not generate any operating revenues until after completion of a Business Combination, at the earliest. The Company will generate non-operating income in the form of interest income on the Trust Account.

### **Net Loss Per Share**

Basic net loss per share is computed by dividing net loss by the weighted average number of shares of common stock outstanding during the period in accordance with FASB ASC 260, Earnings Per Share. Diluted net loss per share is computed by dividing net loss by the weighted average number of shares of common stock outstanding, plus to the extent dilutive, the incremental number of shares of common stock to settle warrants issued in the Public Offering and private placement, as calculated using the treasury stock method. As the Company reported a net loss for the six months ended June 30, 2012 and for all periods presented, the effect of the 18,992,500 warrants issued in the Public Offering and 7,000,000 warrants issued in the private placement have not been considered in the diluted loss per ordinary share because their effect would be anti-dilutive. As a result, dilutive loss per common share is equal to basic loss per common share.

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**Note 3. Significant Accounting Policies (continued)**

**Use of Estimates**

The preparation of financial statements in conformity with GAAP requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities and disclosure of contingent assets and liabilities at the date of the financial statements and the reported amounts of revenue and expenses during the reporting period. Actual results could differ from those estimates.

**Reclassifications**

Certain reclassifications have been made to amounts previously reported for 2011 to conform with the 2012 presentation. Such reclassifications have no effect on previously reported net income (loss).

**Income Taxes**

Deferred income taxes are provided for the differences between the bases of assets and liabilities for financial reporting and income tax purposes. A valuation allowance is established when necessary to reduce deferred tax assets to the amount expected to be realized.

The Company is required to determine whether its tax positions are more likely than not to be sustained upon examination by the applicable taxing authority, including resolution of any related appeals or litigation processes, based on the technical merits of the position. The tax benefit recognized is measured as the largest amount of benefit that has a greater than fifty percent likelihood of being realized upon ultimate settlement with the relevant taxing authority. De-recognition of a tax benefit previously recognized results in the Company recording a tax liability that reduces ending retained earnings. Based on its analysis, the Company has determined that it has not incurred any liability for unrecognized tax benefits as of June 30, 2012 and December 31, 2011. The Company's conclusions may be subject to review and adjustment at a later date based on factors including, but not limited to, on-going analyses of and changes to tax laws, regulations and interpretations thereof. The Company has been subject to income tax examinations by major taxing authorities since inception.

The Company recognizes interest and penalties related to unrecognized tax benefits in interest expense and other expenses, respectively. No interest expense or penalties have been recognized as of and for the quarterly period ended June 30, 2012 and 2011 or the period from February 2, 2011 (inception) to June 30, 2012 and 2011.

The Company may be subject to potential examination by U.S. federal, U.S. states or foreign jurisdiction authorities in the areas of income taxes. These potential examinations may include questioning the timing and amount of deductions, the nexus of income among various tax jurisdictions and compliance with U.S. federal, U.S. state and foreign tax laws. The Company's management does not expect that the total amount of unrecognized tax benefits will materially change over the next twelve months.

The Company is incorporated in the State of Delaware and is therefore required to pay franchise taxes to the State of Delaware on an annual basis.

### **Redeemable Shares of Common Stock**

All of the 18,992,500 Public Shares contain a redemption feature which allows for the redemption of such shares of common stock under provisions of the Company's Amended and Restated Certificate of Incorporation. In accordance with ASC 480, redemption provisions not solely within the control of the Company require the security to be classified outside of permanent equity. Ordinary liquidation events, which involve the redemption and liquidation of all of the entity's equity instruments, are excluded from the provisions of ASC 480. Although the Company does not specify a maximum redemption threshold, its Amended and Restated Certificate of Incorporation provides that in no event will the Company redeem any of its Public Shares if the aggregate amount of such redemption requests would cause its net tangible assets (shareholders' equity) to be less than \$5,000,001.

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**Note 3. Significant Accounting Policies (continued)**

The Company recognizes changes in redemption value immediately as they occur and will adjust the carrying value of the security to equal the redemption value at the end of each reporting period. Increases or decreases in the carrying amount of redeemable shares of common stock are affected by charges against common stock and paid-in capital.

At June 30, 2012 and December 31, 2011, 17,794,592 and 17,856,407, respectively, of the 18,992,500 Public Shares were classified outside of permanent equity at their redemption value. The redemption value is equal to the pro rata share of the aggregate amount then on deposit in the Trust Account, including interest exceeding \$1.75 million that the Company may withdraw for working capital purposes but less taxes payable. For all periods presented, the pro rata redemption amount was approximately \$9.98.

**Fair Value of Financial Instruments**

Unless otherwise disclosed, the fair value of the Company's assets and liabilities that qualify as financial instruments under FASB ASC 820, Fair Value Measurements and Disclosures, approximates the carrying amounts due primarily to their short term nature.

**Recent Accounting Pronouncements**

Management does not believe that any recently issued, but not effective, accounting standards, if currently adopted, would have a material effect on the Company's condensed financial statements.

**Note 4. Public Offering**

**Public Units**

On May 18, 2011, the Company sold 18,992,500 units at a price of \$10.00 per unit in the Public Offering (which included 1,497,500 units to cover the partial exercise of the over allotment option of the underwriters). Each unit consists of one Public Share and one warrant (the Public Warrants).

**Public Warrant Terms and Conditions**

**Exercise conditions** Each Public Warrant entitles the holder to purchase from the Company one share of common stock at an exercise price of \$11.50 per share commencing on the later of: (i) 30 days after the consummation of a

Business Combination, or (ii) 12 months from the date of the prospectus for the Public Offering, provided that the Company has an effective registration statement covering the shares of common stock issuable upon exercise of the Public Warrants (or the Public Warrants are exercisable on a cashless basis) and such shares are registered or qualified under the securities laws of the state of the exercising holder. The Public Warrants expire five years from the date of the prospectus for the Public Offering, unless earlier redeemed. The Public Warrants are redeemable in whole and not in part at a price of \$0.01 per warrant upon a minimum of 30 days' notice after the warrants become exercisable, only in the event that the last sale price of the common stock exceeds \$17.50 per share for any 20 trading days within a 30-trading day period. If the Public Warrants are redeemed by the Company, management will have the option to require all holders that wish to exercise warrants to do so on a cashless basis.

**Registration Risk** In accordance with the warrant agreement relating to the Public Warrants, the Company will be required to use its best efforts to maintain the effectiveness of a registration statement relating to common stock which would be issued upon exercise of the Public Warrants. The Company will not be obligated to deliver securities, and there are no contractual penalties for failure to deliver securities, if a registration statement is not effective at the time of exercise. Additionally, in the event that a registration is not effective at the time of exercise, the holders of such

Public Warrants shall not be entitled to exercise such Public Warrants (except on a cashless basis under certain circumstances) and in no event (whether in the case of a registration statement not being effective or otherwise) will the Company be required to net cash settle or cash settle the Public Warrants. Consequently, the Public Warrants may expire unexercised, unredeemed and worthless.

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**Note 4. Public Offering (continued)**

**Accounting** Because the Company is not required to net cash settle the Public Warrants, the Public Warrants were recorded at fair value and classified within stockholders' equity as Additional paid-in capital upon their issuance in accordance with FASB ASC Topic 815-40.

**Underwriting Discount**

The Company paid an underwriting discount of 2.0% of the public unit offering price to the underwriters at the closing of the Public Offering and is committed to pay to the underwriters an additional fee of 3.5% of the gross offering proceeds payable upon the Company's consummation of a Business Combination. Such amount is reflected as deferred offering compensation of \$6,647,375 on the condensed interim balance sheets. The underwriters will not be entitled to any interest accrued on the deferred discount.

**Note 5. Related Party Transactions**

**Founder Shares** In February 2011, the Sponsor purchased 4,417,683 shares of common stock (the Founder Shares) for an aggregate purchase price of \$25,000, or approximately \$0.01 per share. Subsequently, in March 2011, the Sponsor transferred an aggregate of 44,176 Founder Shares to Dennis A. Miller and James M. McNamara and in May 2012, the Sponsor transferred an aggregate of 10,000 Founder Shares to Cole A. Sirucek (together with the Sponsor, the Initial Stockholders), in the case of Dennis A. Miller and James M. McNamara each of whom agreed to serve on the Company's board of directors upon the closing of the Public Offering and in the case of Cole A. Sirucek who agreed to serve on the Company's board of directors as of May 2012.

The securities described in the preceding paragraph were issued by the Company in connection with the Company's organization pursuant to the exemption from registration contained in Section 4(2) of the Securities Act of 1933, as amended (the Securities Act), and were sold to accredited investors.

**Forfeiture** As a result of the underwriters' partial exercise of their over-allotment option for the Public Offering, the Sponsor forfeited an aggregate of 248,598 Founder Shares on May 18, 2011, reflected on the audited balance sheet as of May 19, 2011, which the Company has cancelled. After giving effect to the forfeitures, the Initial Stockholders owned 18% of the Company's issued and outstanding shares.

In addition, a portion of the Founder Shares in an amount equal to 4.0% of the Company's issued and outstanding shares after the Public Offering (Earnout Shares), will be subject to forfeiture on the third anniversary of the closing of the Company's Business Combination unless following the Business Combination (i) the last sales price of the

Company's stock equals or exceeds \$13.00 per share (as adjusted for stock splits, stock dividends, reorganizations, recapitalizations and the like) for any 20 trading days within any 30-trading day period or (ii) the Company completes a liquidation, merger, stock exchange or other similar transaction that results in all of the Company's stockholders having the right to exchange their shares of common stock for consideration in cash, securities or other property which equals or exceeds \$13.00 per share (as adjusted for stock splits, stock dividends, reorganizations, recapitalizations and the like).

**Rights** The Founder Shares are identical to the shares of common stock included in the units sold in the Public Offering except that (i) the Founder Shares are subject to certain transfer restrictions, as described in more detail below, and (ii) the Initial Stockholders have agreed to waive their redemption rights with respect to the Founder Shares (and any Public Shares they may purchase) in connection with the Business Combination and also waived their redemption rights with respect to the Founder Shares if the Company fails to consummate a Business Combination within 21 months from the closing of the Public Offering.

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**Note 5. Related Party Transactions (continued)**

**Voting** If the Company seeks stockholder approval of the Business Combination, the Initial Stockholders have agreed to vote the Founder Shares in accordance with the majority of the votes cast by the public stockholders and to vote any public shares purchased during or after the Public Offering in favor of the Business Combination.

**Liquidation** Although the Initial Stockholders waived their redemption rights with respect to the Founder Shares if the Company fails to consummate a Business Combination within 21 months from the closing of the Public Offering, they will be entitled to redemption rights with respect to any Public Shares they may own.

**Disposition Restrictions** The Initial Stockholders have agreed not to transfer, assign or sell any of their Founder Shares, except to certain permitted transferees, until one year after the completion of the Business Combination or earlier if the last sales price of the Company's common stock exceeds \$13.00 per share (as adjusted for stock splits, stock dividends, reorganizations, recapitalizations and the like) for any 20 trading days within any 30-trading day period commencing at least 150 days from the date of consummation of a Business Combination.

**Sponsor Warrants** The Sponsor purchased an aggregate of 7,000,000 Sponsor Warrants at a price of \$0.75 per warrant (for an aggregate purchase price of \$5,250,000) from the Company on a private placement basis simultaneously with the closing of the Public Offering. Subsequently, in July 2011, the Sponsor transferred 333,333 Sponsor Warrants to Dennis A. Miller for an aggregate purchase price of \$250,000, or \$0.75 per Sponsor Warrant.

**Exercise conditions** Each Sponsor Warrant is exercisable into one share of common stock at \$11.50 per share. The proceeds from the sale of the Sponsor Warrants were added to the portion of the proceeds from the Public Offering placed in the Trust Account. The Sponsor Warrants are identical to the warrants included in the units sold in the Public Offering except that the Sponsor Warrants (i) are not be redeemable by the Company as long as they are held by the Sponsor or any of its permitted transferees, (ii) are subject to certain transfer restrictions described in more detail below and (iii) may be exercised for cash or on a cashless basis.

**Accounting** Because the Company is not required to net-cash settle the Sponsor Warrants, the Sponsor Warrants were recorded at fair value and classified within stockholders' equity as Additional paid-in capital upon their issuance in accordance with FASB ASC Topic 815-40.

**Disposition Restrictions** The holders of the Sponsor Warrants may not transfer, assign or sell any of the Sponsor Warrants, including the common stock issuable upon exercise of the Sponsor Warrants, except to certain permitted transferees, until 30 days after the completion of a Business Combination.

**Registration Rights** The holders of the Founder Shares, Sponsor Warrants and warrants that may be issued upon conversion of working capital loans which may be made to the Company as described in the prospectus for the Public Offering have registration rights, pursuant to a registration rights agreement, to require the Company to register for sale any of the securities held by them. These security holders will be entitled to make up to three demands, excluding short form demands, that the Company register such securities for sale under the Securities Act of 1933, as amended (the Securities Act ). In addition, these security holders have piggy-back registration rights to include their securities in other registration statements filed by the Company. However, the registration rights agreement provides that the Company will not permit any registration statement filed under the Securities Act to become effective until termination of the applicable lock-up period, which occurs (i) in the case of the Founder Shares, (A) one year after the completion of the Business Combination or earlier if, subsequent to the Business Combination, the last sales price of the Company s common stock equals or exceeds \$13.00 per share (as adjusted for stock splits, stock dividends, reorganizations, recapitalizations and the like) for any 20 trading days within any 30-trading day period commencing at least 150 days after the Business Combination or (B) when the Company consummates a liquidation, merger, stock exchange or other

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(Unaudited)**

**Note 5. Related Party Transactions (continued)**

similar transaction after the Company's Business Combination which results in all of the Company's stockholders having the right to exchange their shares of common stock for cash, securities or other property, and (ii) in the case of the Sponsor Warrants and the respective common stock underlying such warrants, 30 days after the completion of the Company's Business Combination. The Company will bear the costs and expenses of filing any such registration statements.

**Note 6. Other Related Party Transactions**

**Administrative Services**

The Company has agreed to pay \$10,000 a month in total for office space and general and administrative services to Roscomare Ltd., an entity owned and controlled by Harry E. Sloan, the Company's Chairman and Chief Executive Officer, commencing promptly after the date the Company's securities were first listed on Nasdaq (May 13, 2011) and terminating upon the earlier of (i) the completion of a Business Combination or (ii) the liquidation of the Company. The Company has incurred or accrued approximately \$30,000 under this agreement for the three-month period ended June 30, 2012, approximately \$16,000 for the three-month period ended June 30, 2011, approximately \$60,000 for the six-month period ended June 30, 2012, approximately \$16,000 for the period from February 2, 2011 (inception) to June 30, 2011 and approximately \$136,000 for the period from February 2, 2011 (inception) to June 30, 2012, prior to approximately \$56,000 in offsets paid to the Company by Roscomare Ltd. for sharing of certain expenses. The Company has also agreed to pay \$15,000 a month to James A. Graf, the Company's Chief Financial Officer, commencing promptly after the date the Company's securities were first listed on Nasdaq (May 13, 2011) and terminating upon the earlier of (i) the completion of a Business Combination or (ii) the liquidation of the Company. The Company has incurred or accrued approximately \$45,000 under this agreement for the three-month period ended June 30, 2012, approximately \$24,000 under this agreement for the three-month period ended June 30, 2011, approximately \$90,000 for the six-month period ended June 30, 2012, approximately \$24,000 for the period from February 2, 2011 (inception) to June 30, 2011 and \$204,000 for the period from February 2, 2011 (inception) to June 30, 2012.

**Note Payable**

The Company issued an unsecured promissory note (the "Note") to the Sponsor on February 2, 2011 that provided for the Sponsor to advance to the Company, from time to time, up to \$200,000 for expenses related to the Public Offering. The Note was non-interest bearing and was payable on the earlier of August 1, 2011 or the completion of the Public Offering. In the period from February 2, 2011 (inception) to June 30, 2012, the Sponsor advanced \$140,000 to the

Company under the Note in a series of transactions prior to the Public Offering, leaving a total \$60,000 as yet undrawn on such date. The Note was paid in full on May 18, 2011 and no balance remained outstanding as of June 30, 2012 and December 31, 2011.

## **Note 7. Trust Account**

A total of \$189,626,500 of the net proceeds from the Public Offering and the private placement was placed in the Trust Account.

As of June 30, 2012 and December 31, 2011, investment securities in the Company's Trust Account consist of \$189,639,786 and \$189,634,541, respectively, in money market funds meeting certain conditions under Rule 2a-7 under the Investment Company Act which invest only in direct U.S. government treasury obligations.

## **Note 8. Fair Value Measurements**

The Company complies with ASC 820, Fair Value Measurement, for its financial assets and liabilities that are re-measured and reported at fair value at each reporting period, and non-financial assets and liabilities that are re-measured and reported at fair value at least annually. The adoption of ASC 820 did not have an impact on the Company's financial position or results of operations.

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**GLOBAL EAGLE ACQUISITION CORP.**  
**(A Corporation in the Development Stage)**  
**NOTES TO CONDENSED INTERIM FINANCIAL**  
**STATEMENTS**  
**(Unaudited)**

**Note 8. Fair Value Measurements (continued)**

The following tables present information about the Company's assets and liabilities that are measured at fair value on a recurring basis as of June 30, 2012 and December 31, 2011, and indicate the fair value hierarchy of the valuation techniques the Company utilized to determine such fair value. In general, fair values determined by Level 1 inputs utilize quoted prices (unadjusted) in active markets for identical assets or liabilities. Fair values determined by Level 2 inputs utilize data points that are observable such as quoted prices, interest rates and yield curves. Fair values determined by Level 3 inputs are unobservable data points for the asset or liability, and includes situations where there is little, if any, market activity for the asset or liability:

Description	June 30, 2012 (unaudited)	Quoted Prices in Active Markets (Level 1)	Significant	
			Other Observable Inputs (Level 2)	Other Unobservable Inputs (Level 3)
Assets:				
Restricted cash equivalents held in Trust Account	\$ 189,639,786	\$ 189,639,786	\$	\$

Description	December 31, 2011	Quoted Prices in Active Markets (Level 1)	Significant	
			Other Observable Inputs (Level 2)	Other Unobservable Inputs (Level 3)
Assets:				
Restricted cash equivalents held in Trust Account	\$ 189,634,541	\$ 189,645,541	\$	\$

**Note 9. Stockholders Equity**

**Common Stock** At June 30, 2012, the authorized common stock of the Company included up to 400,000,000 shares. Holders of the Company's common stock are entitled to one vote for each share of common stock. At June 30, 2012 and December 31, 2011, there were 5,366,993 and 5,305,178 shares of common stock outstanding, excluding 17,794,592 and 17,856,407 shares at redemption value, respectively.

**Preferred Shares** The Company is authorized to issue 1,000,000 preferred shares with such designations, voting and other rights and preferences as may be determined from time to time by the Company's board of directors. At June 30, 2012 and December 31, 2011, there were no shares of preferred stock outstanding.



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# REPORT OF INDEPENDENT REGISTERED PUBLIC ACCOUNTING FIRM

To the Board of Directors  
Row 44, Inc.

We have audited the accompanying balance sheets of Row 44, Inc. as of December 31, 2011 and 2010, and the related statements of operations, stockholders' deficit, and cash flows for each of the two years in the period ended December 31, 2011. These financial statements are the responsibility of the Company's management. Our responsibility is to express an opinion on these financial statements based on our audits.

We conducted our audits in accordance with the standards established by the Public Company Accounting Oversight Board (United States). Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free of material misstatement. We were not engaged to perform an audit of the Company's internal control over financial reporting. Our audits included consideration of internal control over financial reporting as a basis for designing audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Company's internal control over financial reporting. Accordingly, we express no such opinion. An audit also includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements, assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation. We believe that our audits provide a reasonable basis for our opinion.

In our opinion, the financial statements referred to above present fairly, in all material respects, the financial position of Row 44, Inc. at December 31, 2011 and 2010, and the results of its operations and its cash flows for each of the two years in the period ended December 31, 2011, in conformity with U.S. generally accepted accounting principles.

The accompanying financial statements have been prepared assuming that the Company will continue as a going concern. As discussed in note 1 to the financial statements, the Company has incurred recurring operating losses and has not generated cash flows from operations. These conditions raise substantial doubt about the Company's ability to continue as a going concern. Management's plans in regard to these matters also are described in note 1. The accompanying financial statements do not include any adjustments to reflect the possible future effects on the recoverability and classification of assets or the amounts and classification of liabilities that may result from the outcome of this uncertainty.

Rose, Snyder & Jacobs LLP  
Encino, California  
November 5, 2012

TABLE OF CONTENTS**ROW 44, INC.****BALANCE SHEETS  
DECEMBER 31, 2011 AND 2010****ASSETS**

	2011	2010
<b>CURRENT ASSETS</b>		
Cash and cash equivalents	\$8,809,679	\$3,489,000
Accounts receivable, net of allowance for doubtful accounts of \$7,293 and \$48,293	4,415,989	5,256,768
Inventories	3,047,287	4,027,120
Prepaid expenses	1,339,257	523,679
Advances, related parties		211,924
Other current assets	211,742	156,685
<b>TOTAL CURRENT ASSETS</b>	<b>17,823,954</b>	<b>13,665,176</b>
<b>PROPERTY AND EQUIPMENT, net</b>	<b>2,813,544</b>	<b>3,151,236</b>
<b>OTHER ASSETS</b>		
Notes receivable, related parties	70,095	
Other assets	262,197	199,907
<b>TOTAL OTHER ASSETS</b>	<b>332,292</b>	<b>199,907</b>
<b>TOTAL ASSETS</b>	<b>\$20,969,790</b>	<b>\$17,016,319</b>
<b>LIABILITIES AND STOCKHOLDERS' DEFICIT</b>		
<b>CURRENT LIABILITIES</b>		
Accounts payable and accrued expenses	\$12,799,156	\$6,552,159
Accrued employee paid-time-off	322,313	205,625
Deferred revenue	8,403,996	2,663,879
Notes payable and accrued interest, current portion	7,353,183	12,148
<b>TOTAL CURRENT LIABILITIES</b>	<b>28,878,648</b>	<b>9,433,811</b>
<b>LONG-TERM LIABILITIES</b>		
Deferred revenue	222,923	667,021
Other non-current liabilities	50,000	50,000
Notes payable and accrued interest, non-current portion	52,612	66,912
<b>TOTAL LIABILITIES</b>	<b>29,204,183</b>	<b>10,217,744</b>
<b>COMMITMENTS AND CONTINGENCIES</b>		
<b>REDEEMABLE PREFERRED STOCK, at redemption value</b>		
Series A-1, \$0.0001 par value; 9,794,142 shares authorized, issued and outstanding	8,558,796	7,924,811
Series A-2, \$0.0001 par value; 19,887,000 shares authorized, issued and outstanding	19,860,613	18,389,457
Series B-1, \$0.0001 par value; 73,783,872 shares authorized, issued and outstanding	25,447,132	23,562,159



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Series B-2, \$0.0001 par value; 62,326,439 shares authorized, issued and outstanding	18,497,358	17,126,976
<b>TOTAL REDEEMABLE PREFERRED STOCK</b>	<b>72,363,899</b>	<b>67,003,403</b>
<b>STOCKHOLDERS' DEFICIT</b>		
Common stock, \$0.0001 par value; 500,000,000 shares authorized, 86,084,342 and 24,663,510 shares issued and outstanding at December 31, 2011 and 2010, respectively	8,608	2,466
Treasury stock, 2,501,263 shares in treasury at December 31, 2011	(250,126 )	
Additional paid-in capital	5,708,964	8,035,980
Subscriptions receivable	(868,714 )	(835,336 )
Accumulated deficit	(85,197,024)	(67,407,938)
<b>TOTAL STOCKHOLDERS' DEFICIT</b>	<b>(80,598,292)</b>	<b>(60,204,828)</b>
<b>TOTAL LIABILITIES AND STOCKHOLDERS' DEFICIT</b>	<b>\$20,969,790</b>	<b>\$17,016,319</b>

See report of independent registered public accounting firm and notes to financial statements.

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TABLE OF CONTENTS**ROW 44, INC.**

**STATEMENTS OF OPERATIONS  
FOR THE YEARS ENDED DECEMBER 31, 2011 AND  
2010**

	2011	2010
REVENUES		
Equipment revenue	\$32,852,829	\$ 15,778,619
Services revenue	3,182,188	283,707
TOTAL REVENUES	36,035,017	16,062,326
OPERATING EXPENSES		
Equipment cost of sales	29,343,601	16,933,723
Cost of services	8,089,437	2,353,595
Personnel	5,725,083	3,688,450
Research and development	3,392,101	4,241,704
Selling, general and administrative	6,980,663	4,234,172
TOTAL OPERATING EXPENSES	53,530,885	31,451,644
OPERATING LOSS	(17,495,868)	(15,389,318)
OTHER INCOME (EXPENSE)		
Miscellaneous income (expense)	92	(58,054 )
Interest income	53,442	82,169
Loss on disposal of assets	(60,491 )	(26,098 )
Interest expense	(286,261 )	(3,664,829 )
TOTAL OTHER INCOME (EXPENSES)	(293,218 )	(3,666,812 )
NET LOSS	(17,789,086)	(19,056,130)
Less: Preferred stock dividends	(5,360,496 )	(3,811,340 )
NET LOSS AVAILABLE TO COMMON STOCKHOLDERS	\$(23,149,582)	\$(22,867,470)
Net loss attributable to common stock per share basic and diluted	\$(0.57 )	\$(0.93 )
Weighted average number of common shares outstanding basic and diluted	40,313,201	24,663,510

See report of independent registered public accounting firm and notes to financial statements.

TABLE OF CONTENTS**ROW 44, INC.****STATEMENTS OF STOCKHOLDERS' DEFICIT  
FOR THE YEARS ENDED DECEMBER 31, 2011 AND  
2010**

	Common Stock		Treasury Stock		Additional Paid-in Capital	Subscriptions Accumulated		Total
	Shares	Amount	Shares	Amount		Receivable	Deficit	
Balance, January 1, 2010	24,663,510	\$2,466		\$	\$3,793,390	\$(794,387 )	\$(48,351,808)	\$(45,350,333)
Warrants for common stock issued for services					10,256			10,256
Account on convertible promissory notes					2,182,500			2,182,500
Classification of derivative liabilities					5,717,533			5,717,533
Stock-based compensation					143,641			143,641
Deferred stock dividends					(3,811,340)			(3,811,340)
Interest income on subscriptions receivable						(40,949 )		(40,949)
Net loss							(19,056,130)	(19,056,130)
Balance, December 31, 2010	24,663,510	2,466			8,035,980	(835,336 )	(67,407,938)	(60,204,822)
Purchase of common stock from officers			(900,000 )	(90,000 )				(90,000)
Receipt of common stock from officers as payment of advances and subscription receivable			(1,601,263)	(160,126 )		12,750		(147,376)
Exercise of warrants for common stock	61,420,832	6,142						6,142
Account on convertible promissory notes					2,939,440			2,939,440
Stock-based compensation					94,040			94,040
Deferred stock dividends					(5,360,496)			(5,360,496)
Interest income on subscriptions receivable						(46,128 )		(46,128)
Net loss							(17,789,086)	(17,789,086)
Balance, December 31, 2011	86,084,342	\$8,608	(2,501,263)	\$(250,126 )	\$5,708,964	\$(868,714 )	\$(85,197,024)	\$(80,598,292)

See report of independent registered public accounting firm and notes to financial statements.



TABLE OF CONTENTS**ROW 44, INC.**

**STATEMENTS OF CASH FLOWS  
FOR THE YEARS ENDED DECEMBER 31, 2011 AND  
2010**

	2011	2010
<b>CASH FLOWS FROM OPERATING ACTIVITIES:</b>		
Net loss	\$(17,789,086)	\$(19,056,130)
Adjustments to reconcile net loss to net cash used in operating activities:		
Non-cash interest on convertible promissory notes	249,791	2,860,212
Depreciation and amortization	928,184	837,156
Reserve for excess and obsolete inventory	131,236	649,736
Interest income on subscriptions receivable	(46,128 )	(40,949 )
Stock-based compensation	94,040	143,641
Loss on disposal of property and equipment	60,491	26,098
Warrants for common stock issued for services		10,256
Changes in operating assets and liabilities:		
Accounts receivable	840,779	(4,933,122 )
Inventories	792,568	(3,008,122 )
Prepaid expenses and other current assets	(953,767 )	(510,440 )
Accounts payable and accrued expenses	6,284,167	5,480,848
Accrued employee paid-time-off	116,688	42,560
Deferred revenue	5,296,018	1,426,375
<b>NET CASH USED IN OPERATING ACTIVITIES</b>	<b>(3,995,019 )</b>	<b>(16,071,881 )</b>
<b>CASH FLOWS FROM INVESTING ACTIVITIES:</b>		
Proceeds from sale of property and equipment	6,592	
Purchases of property and equipment	(593,831 )	(915,339 )
<b>NET CASH USED IN INVESTING ACTIVITIES</b>	<b>(587,239 )</b>	<b>(915,339 )</b>
<b>CASH FLOWS FROM FINANCING ACTIVITIES:</b>		
Proceeds from issuance of notes payable	10,000,000	525,000
Payments on notes payable	(13,205 )	(2,753,695 )
Proceeds from the exercise of common stock warrants	6,142	
Repurchase of common stock from officers	(90,000 )	
Proceeds from the issuance of preferred stock		22,600,000
<b>NET CASH PROVIDED BY FINANCING ACTIVITIES</b>	<b>9,902,937</b>	<b>20,371,305</b>
<b>NET INCREASE IN CASH AND CASH EQUIVALENTS</b>	<b>5,320,679</b>	<b>3,384,085</b>
<b>CASH AND CASH EQUIVALENTS, BEGINNING OF YEAR</b>	<b>3,489,000</b>	<b>104,915</b>
<b>CASH AND CASH EQUIVALENTS, END OF YEAR</b>	<b>\$8,809,679</b>	<b>\$3,489,000</b>
Supplemental disclosures:		
Interest paid in cash	\$6,881	\$281,312
Income taxes paid in cash	\$3,420	\$3,350
Supplemental disclosure of non-cash financing and investing activities:		

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Notes payable and accrued interest converted into preferred stock	\$	\$16,227,000
Property and equipment purchased with a note payable	\$	\$79,060
Inventory converted to property and equipment	\$56,031	\$400,769
Satisfaction of advances and subscriptions receivable via surrender of common stock	\$160,126	\$

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**ROW 44, INC.**

**NOTES TO FINANCIAL STATEMENTS  
DECEMBER 31, 2011 AND 2010**

**1. ORGANIZATION AND SUMMARY OF SIGNIFICANT  
ACCOUNTING POLICIES**

Organization

Row 44, Inc. (the Company, Row 44, we, us, our) was founded in 2004 and provides satellite based in-flight broadband connectivity for commercial air passengers, as well as commercial airline operations services for cockpit and crew. In addition to its in-flight broadband system, the Company offers its customers a private labeled portal that is free to access for passengers. This portal currently comprises a custom menu of entertainment services, which includes online shopping, games, and a moving map with plans to add additional features such as streaming video, live TV, movies, and texting. Row 44 currently offers services in the United States and Western Europe and plans to extend satellite coverage to other regions. The Company has several wholly owned, dormant subsidiaries that were created for regulatory purposes in current and anticipated operating regions.

Going Concern

The financial statements have been prepared in conformity with accounting principles generally accepted in the United States of America, which contemplate continuation of the Company as a going concern. The Company has reported recurring losses and has not generated cash flows from operations. These conditions raise substantial doubt about the Company's ability to continue as a going concern. The Company has historically raised capital through the issuance of convertible promissory notes (bridge loans) sufficient to continue operations until such time that additional equity funding (in the form of Preferred Stock rounds) is obtained.

Between December 2011 and June 2012, the Company successfully raised approximately \$45 million of funding, which comprised \$25 million of new cash investment from an existing preferred shareholder for Series C-1 Preferred units and the issuance of two \$10 million bridge loan rounds. The two \$10 million bridge loans and related accrued interest were converted into Series C-2 Preferred units in June 2012.

Management intends to become profitable by continuing to seek out additional airline companies in various global markets that are interested in offering connectivity to their customers and to expand its product offering with emphasis on bringing to market enhanced products like streaming video, live TV, and movies. If the Company is not successful in becoming profitable, it may have to further delay or reduce expenses, or curtail operations. The accompanying financial statements do not include any adjustments to reflect the possible future effects on the recoverability and classification of assets or the amounts and classification of liabilities that could result should the Company not continue as a going concern.

**Use of Estimates**

The preparation of financial statements in conformity with accounting principles generally accepted in the United States of America requires management to make estimates and assumptions that affect the reported amounts and disclosures. Management uses its historical records and knowledge of its business in making these estimates.

Accordingly, actual results may differ from these estimates.

**Cash and Cash Equivalents**

For the purpose of the statement of cash flows, the Company considers cash equivalents to include short-term, highly liquid investments with an original maturity of three months or less.

**Revenue Recognition**

Revenues consist primarily of sales of equipment to airlines, which are hardware equipment sets that Row 44 purchases from third party vendors and then sells to the commercial airlines. Revenues also consist of service revenue, which is received for Row 44 providing in-flight connectivity. Fees for services can be based on (i) the number of boarded passengers (RPB), regardless of the number of actual users of the service or (ii) a fee per user.

The Company recognizes revenue when all of the following have occurred: persuasive evidence of an agreement with the customer exists, products are shipped and the customer takes delivery, the selling price is

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**ROW 44, INC.**

**NOTES TO FINANCIAL STATEMENTS  
DECEMBER 31, 2011 AND 2010**

**1. ORGANIZATION AND SUMMARY OF SIGNIFICANT  
ACCOUNTING POLICIES (continued)**

fixed or determinable, and collectability of the selling price is reasonably assured. For equipment sales, revenue recognition generally occurs at the time of shipment or delivery, depending on shipping terms. Service revenue is recognized in the either the period of (i) enplanement for boarded passengers or (ii) usage by passengers, dependent on the specific contract.

**Debt and Equity Instruments**

The Company accounts for convertible instruments issued with freestanding warrants in accordance with ASC 470, *Debt* and ASC 480, *Distinguishing Liabilities from Equity*. In addition, the Company considers the provisions of ASC 815, *Derivatives and Hedging*, when evaluating freestanding and embedded instruments. These instruments include the bridge loans, preferred stock, and associated warrants.

**Derivative Financial Instruments**

All derivatives are accounted for on a fair value basis. Embedded derivative instruments subject to bifurcation are also accounted for on a fair value basis. The change in fair value of derivatives is recorded through earnings. Cash flows from embedded derivatives subject to bifurcation are reported consistently with the host contracts within the Statements of Cash Flows. Cash flows from other derivatives are reported in cash flows from investing activities within the Statements of Cash Flows.

Derivative financial instruments during the year ended December 31, 2010 include warrants to purchase common stock. During 2011, the Company had no instruments that were considered to be material derivatives.

**Warranties**

The Company is not directly responsible for warranty costs related to equipment sales. The vendors that supplied the individual parts, which comprise the assemblies sold by the Company to customers, provide the warranty.

**Deferred Revenue**

Deferred revenue primarily consists of prepayments received from customers for which the Company's revenue recognition criteria have not been met. The deferred revenue will be recognized as revenue once the criteria for revenue recognition have been met.

**Inventories**

Inventories, which are classified as finished goods, are comprised of individual parts and assemblies and are stated at the lower of cost or market. Cost of inventories is determined using actual cost on a first-in, first-out basis. The Company provides inventory write-downs based on excess and obsolete inventories determined primarily by future demand forecasts. The write-down is measured as the difference between the cost of the inventory and market based upon assumptions about future demand and charged to the provision for inventory, which is a component of cost of sales. At the point of the loss recognition, a new, lower cost basis for that inventory is established, and subsequent changes in facts and circumstances do not result in the restoration or increase in that newly established cost basis.

The following table reconciles changes in the Company's allowance for inventory reserves for the years ended December 31, 2011 and 2010:

	2011	2010
Beginning allowance for inventory reserves	\$ 649,736	\$
Accruals for obsolete inventory	94,269	274,524
Inventory write-downs	100,352	375,212
Disposal of previously reserved inventory	(63,385 )	
Ending allowance for inventory reserves	\$ 780,972	\$ 649,736

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**ROW 44, INC.**

**NOTES TO FINANCIAL STATEMENTS  
DECEMBER 31, 2011 AND 2010**

**1. ORGANIZATION AND SUMMARY OF SIGNIFICANT  
ACCOUNTING POLICIES (continued)**

Long-Lived Assets

The Company accounts for the impairment and disposition of long-lived assets in accordance with ASC 350, *Intangibles Goodwill and Other* and ASC 360, *Property and Equipment*. Long-lived assets to be held and used are reviewed for events or changes in circumstances that indicate that their carrying value may not be recoverable. No impairment losses were recorded during the years ended December 31, 2011 and 2010.

Software Development Costs

The Company accounts for the development of software to be used for internal purposes in accordance with ASC 350-40, *Goodwill and Other Internal-Use Software*. These costs are expensed as incurred due to the frequency with which software is updated.

Shipping and Handling

Shipping and handling costs are recorded as part of selling, general and administrative expenses and amounted to \$173,174 and \$71,617 for the years ended December 31, 2011 and 2010, respectively.

Research and Development

Costs relating to designing and developing new products are expensed in the period incurred.

Property and Equipment

Property and equipment are stated at cost. Depreciation and amortization are being provided using the straight-line method over the estimated useful lives of the assets. The estimated useful lives used are as follows:

Classification	Life
Albatross (aircraft)	5 Years
Furniture and fixtures	7 Years
Equipment	5 - 7 Years
Computer equipment	3 Years
Computer software	3 Years
Automobiles	5 Years

Leasehold improvements are amortized using the straight-line method over the shorter of the lease terms or the useful lives of the improvements. Expenses for repairs and maintenance are charged to expense as incurred, while renewals and betterments are capitalized.

**Accounts Receivable**

The Company extends credit to its customers. An allowance for doubtful accounts is maintained for estimated losses resulting from the inability of the Company's customers to make required payments. Management specifically analyzes the age of customer balances, historical bad debt experience, customer credit-worthiness, and changes in customer payment terms when making estimates of the collectability of the Company's trade accounts receivable balances. If the Company determines that the financial condition of any of its customers has deteriorated, whether due to customer specific or general economic issues, an increase in the allowance may be made. After all attempts to collect a receivable have failed, the receivable is written off. Based on the information available, management believes the Company's accounts receivable, net of the allowance for doubtful accounts, are collectable.

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TABLE OF CONTENTS**ROW 44, INC.****NOTES TO FINANCIAL STATEMENTS  
DECEMBER 31, 2011 AND 2010****1. ORGANIZATION AND SUMMARY OF SIGNIFICANT  
ACCOUNTING POLICIES (continued)**

The following table reconciles changes in the Company's allowance for doubtful accounts for the years ended December 31, 2011 and 2010:

	2011	2010
Beginning allowance for doubtful accounts	\$ 48,293	\$ 48,293
Doubtful account accruals		
Receivables written off	(41,000 )	
Ending allowance for doubtful accounts	\$ 7,293	\$ 48,293

**Marketing and Advertising**

Marketing and advertising costs are expensed as incurred. Marketing and advertising amounted to \$387,306 and \$347,618 for the years ended December 31, 2011 and 2010, respectively and are included in selling, general and administrative expenses.

**Preferred Stock**

The Company elects to accrete the difference between the redemption value and carrying value of outstanding preferred stock over the period from the date of issuance to the earliest redemption date using the effective interest method.

**Currency**

All of the Company's contracts, agreements, and transactions are denominated in U.S. dollars.

**Income Taxes**

The Company accounts for income taxes using the liability method in accordance with ASC 740, *Income Taxes*. To date, no current income tax liability has been recorded due to the Company's accumulated net losses. Deferred income tax assets and liabilities are recognized for temporary differences between the financial statement carrying amounts of assets and liabilities and the amounts that are reported in the income tax returns. Deferred income tax assets and liabilities are recorded on a net basis; however, the net deferred income tax assets have been fully reserved by a valuation allowance due to the uncertainty of the Company's ability to realize future taxable income and to recover its net deferred income tax assets.

**Stock-Based Compensation**

The Company accounts for stock-based employee compensation arrangements in accordance with ASC 718, *Compensation - Stock Compensation*, which requires the measurement and recognition of compensation expense for all share-based payment awards made to employees and directors based on the estimated grant date fair value of the award. The value of the portion of the award that is ultimately expected to vest is recognized as expense over the requisite service periods in the Company's statement of operations.

The Company has issued stock options and warrants to certain non-employees for services rendered. These various instruments are expensed as services are rendered.

The Company estimates fair value of share-based awards using the Black-Scholes model. This model requires the Company to estimate the expected volatility and value of its common stock and the expected term of the stock options; all of which are highly complex and subjective variables. The variables take into consideration, among other things, actual and projected employee stock option exercise behavior. The Company uses an average of similar companies' historical volatility as a basis for its expected volatility. Expected term is computed using the simplified method provided within Securities and Exchange Commission Staff Accounting Bulletin No. 110. The Company has selected a risk-free rate based on the implied yield available on U.S. Treasury securities with a maturity equivalent to the expected term of the stock option or warrant.

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DECEMBER 31, 2011 AND 2010****1. ORGANIZATION AND SUMMARY OF SIGNIFICANT  
ACCOUNTING POLICIES (continued)**Earnings (Loss) per Share

Basic earnings (loss) per share is computed using the weighted-average number of common shares outstanding during the period. Diluted earnings (loss) per share are computed using the weighted-average number of common shares and dilutive potential common shares outstanding during the period. Dilutive potential common shares, which primarily consist of stock options issued to employees, warrants issued to third parties, convertible promissory notes, and convertible preferred stock, have been excluded from the diluted loss per share calculation because their effect is anti-dilutive.

The Company includes participating securities, which consists of Preferred Stock outstanding, in the computation of earnings per share pursuant to the two-class method. The participating securities have contractual participation rights to distributed earnings equivalent to those of stockholders of unrestricted common stock. The two-class method of computing earnings per share is an allocation method that calculates earnings per share for common stock and participating securities. During periods when the Company generates a net loss, no portion of the loss is allocated to the preferred stock as the preferred shareholders are not contractually obligated to participate in losses.

	For the Years Ended December 31,	
	2011	2010
Net loss	\$ (17,789,086 )	\$ (19,056,130 )
Less: Preferred stock dividends	(5,360,496 )	(3,811,340 )
Undistributed losses	\$ (23,149,582 )	\$ (22,867,470 )
Allocation of undistributed losses to participating securities:		
Common stock	\$ (23,149,582 )	\$ (22,867,470 )
Preferred stock		
Undistributed losses	\$ (23,149,582 )	\$ (22,867,470 )

Fair Value of Financial Instruments

The Company groups financial assets and financial liabilities measured at fair value into three levels of hierarchy in accordance with ASC 820-10, *Fair Value Measurements and Disclosure*. Assets and liabilities recorded at fair value in the accompanying balance sheet are categorized based upon the level of judgment associated with the inputs used to measure their fair value. The categories are as follows:

Level Input: Input Definition:  
Level I

- Inputs are unadjusted, quoted prices for identical assets or liabilities in active markets at the measurement date.
- Level II Inputs, other than quoted prices included in Level I, that are observable for the asset or liability through corroboration with market data at the measurement date.
- Level III Unobservable inputs that reflect management's best estimate of what market participants would use in pricing the asset or liability at the measurement date.

**Effect of Recently Issued Accounting Standards**

In May 2011, the FASB issued FASB ASU No. 2011-04, *Amendments to Achieve Common Fair Value Measurement and Disclosure Requirements in U.S. GAAP and IFRSs*, which is now codified under FASB ASC Topic 820, *Fair Value Measurements and Disclosures*. This new guidance provides common requirements for measuring fair value and for disclosing information about fair value measurements in accordance with U.S. generally accepted accounting principles ( GAAP ) and International Financial Reporting Standards ( IFRSs ). Certain fair value measurement principles were clarified or amended in this ASU, such as the application of the highest and best use and valuation premise concepts. New and revised

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**1. ORGANIZATION AND SUMMARY OF SIGNIFICANT  
ACCOUNTING POLICIES (continued)**

disclosure requirements include: quantitative information about significant unobservable inputs used for all Level 3 fair value measurements and a description of the valuation processes in place, as well as a qualitative discussion about the sensitivity of recurring Level 3 fair value measurements; public companies will need to disclose any transfers between Level 1 and Level 2 fair value measurements on a gross basis, including the reason(s) for those transfers; a requirement regarding disclosure on the highest and best use of a nonfinancial asset; and a requirement that all fair value measurements be categorized in the fair value hierarchy with disclosure of that categorization. FASB ASU No. 2011-04 will be effective on a prospective basis for public companies during interim and annual periods beginning after December 15, 2011. Early adoption by public companies is not permitted. The Company does not expect the adoption of this ASU will have a material impact on its financial position, results of operations or cash flows.

In June 2011, the FASB issued FASB ASU No. 2011-05, *Presentation of Comprehensive Income*, which is now codified under FASB ASC Topic 220, *Comprehensive Income*. This ASU gives entities two options for presenting the total of comprehensive income, the components of net income and the components of other comprehensive income. The first option is a single, continuous statement of comprehensive income. The second option is two separate, but consecutive statements. In either option, the following must be presented: each component of and a total of net income; each component of and a total of other comprehensive income; and a total of comprehensive income. The new guidance eliminates the option to present the components of other comprehensive income as a part of the statement of changes in stockholders' equity. This ASU does not change the items which must be reported in other comprehensive income or when an item of other comprehensive income must be reclassified to net income. FASB ASU No. 2011-05 should be applied retrospectively, and for public companies is effective for fiscal years, and interim periods within those years, beginning after December 15, 2011. Early adoption is permitted. The Company is evaluating the disclosure options, and does not expect the adoption of this ASU will have a material impact on its financial position, results of operations or cash flows.

In September 2011, the FASB issued FASB ASU No. 2011-08, *Testing Goodwill for Impairment*, which is now codified under FASB ASC Topic 350, *Intangibles - Goodwill and Other*. This new guidance allows an entity to first assess qualitative factors to evaluate if the existence of events or circumstances leads to a determination it is necessary to perform the current two-step test. After assessing the totality of events or circumstances, if it is determined it is not more likely than not that the fair value of a reporting unit is less than its carrying amount, then performing the two-step impairment test is unnecessary. Otherwise, the entity is required to perform Step 1 of the impairment test. An entity has the option to bypass the qualitative assessment for any reporting unit in any period and proceed directly to Step 1 of the two-step impairment test, and then resume performing the qualitative assessment in any subsequent period. Reporting units with zero or negative carrying amounts continue to be required to perform a qualitative assessment in place of Step 1 of the impairment test. The new guidance includes examples of events and circumstances an entity should consider in its evaluation of whether it is more likely than not that the fair value of a

reporting unit is less than its carrying amount, such as macroeconomic conditions; industry and market considerations; cost factors; overall financial performance; and other relevant entity-specific events. The examples of events and circumstances included in this ASU supersede the previous examples entities should have considered. FASB ASU No. 2011-08 is effective for annual and interim goodwill impairment tests performed for fiscal years beginning after December 15, 2011. Early adoption is permitted, even if an entity's annual test date is before the issuance date of September 15, 2011, provided the entity has not yet performed its 2011 annual impairment test or issued its financial statements. The Company does not expect the adoption of this ASU will have a material impact on its financial position, results of operations or cash flows.

In December 2011, the FASB issued FASB ASU No. 2011-12, *Deferral of the Effective Date for Amendments to the Presentation of Reclassifications of Items Out of Accumulated Other Comprehensive Income in Accounting Standards Update No. 2011-05*, which is now codified under FASB ASC Topic 220,

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ACCOUNTING POLICIES (continued)**

*Comprehensive Income.* The amendments in this ASU will allow the FASB time to reconsider the presentation of reclassification adjustments contained in FASB ASU No. 2011-05, *Presentation of Comprehensive Income*, issued in June 2011. While the FASB is reconsidering the requirement to measure and present reclassification adjustments from accumulated other comprehensive income to net income by income statement line item in net income and also in other comprehensive income, the new guidance will supersede and defer only those related paragraphs in FASB ASU No. 2011-05. Entities should continue to report reclassifications out of accumulated other comprehensive income consistent with the presentation requirements which were in effect before FASB ASU No. 2011-05. All other requirements of FASB ASU No. 2011-05 are not affected by this ASU, including the requirement to report comprehensive income either in a single, continuous statement of comprehensive income or two separate, but consecutive statements. This guidance is effective at the same time as the amendments contained in FASB ASU No. 2011-05, so entities will not be required to comply with the requirements it is deferring. For public companies, this is for fiscal years, and interim periods within those years, beginning after December 15, 2011. The Company is evaluating the disclosure options, and do not expect the adoption of this ASU will have a material impact on its financial position, results of operations or cash flows.

**2. PROPERTY AND EQUIPMENT**

Depreciation and amortization of property and equipment amounted to \$924,838 and \$833,555 during the years ended December 31, 2011 and 2010, respectively, and are included in the accompanying statements of operations in selling, general and administrative expenses.

At December 31, 2011 and 2010, property and equipment consists of the following:

	2011	2010
Albatross (aircraft)	\$ 384,798	\$ 384,798
Furniture and fixtures	500,868	469,922
Equipment	3,221,605	3,048,203
Computer equipment	768,738	529,666
Computer software	109,315	75,629
Automobiles	37,423	37,423
Leasehold improvements	340,551	311,313
	5,363,298	4,856,954
Less accumulated depreciation and amortization	2,549,754	1,705,718
Total	\$ 2,813,544	\$ 3,151,236

### 3. CONVERTIBLE, REDEEMABLE PREFERRED STOCK

As of December 31, 2011, the Company is authorized to issue, and has issued, 165,791,453 shares of Convertible Redeemable Preferred Stock ( Preferred Stock ), which is allocated to various Series as follows:

Series A-1:	9,794,142 shares
Series A-2:	19,887,000 shares
Series B-1:	73,783,872 shares
Series B-2:	62,326,439 shares

#### **8% Cumulative Dividends**

The Preferred Stock accrues cumulative dividends at the rate of 8% per annum on the base amount, which is defined as the sum of (i) such Preferred Stock's Original Issue Price plus (ii) any Accruing Dividends accrued and unpaid thereon, whether or not declared, together with any other dividends declared but unpaid, subject to appropriate adjustment in the event of any stock dividend, stock split, combination or other similar

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**3. CONVERTIBLE, REDEEMABLE PREFERRED STOCK  
(continued)**

recapitalization, and are payable only if and when declared by the Company's Board of Directors. The Company may not declare, pay, or set aside any dividends on shares of any other class or series unless the holders of the Preferred Stock then outstanding receive a dividend equal to the sum of i) any unpaid cumulative dividends and ii) the dividend per share that would be received had the Preferred Stock been converted into shares of common stock at the applicable conversion price in effect at that time. No dividends on the Preferred Stock shall be paid in cash without the consent of the holders of at least a majority of the outstanding shares of Preferred Stock. Cumulative but unpaid dividends as of December 31, 2011 and 2010 amounted to \$12,072,796 and \$6,712,300, respectively.

**Liquidation**

At December 31, 2011, the Preferred Stock has an aggregate liquidation preference of \$72,363,899, which includes cumulative but unpaid dividends. In the event of any voluntary or involuntary liquidation, dissolution or winding up of the Company, the holders of the Company's Preferred Stock then outstanding shall be entitled to be paid out of the assets of the Company available for distribution to its stockholders, before any payments shall be made to the holders of the Company's Common Stock, the greater of (i) the applicable Original Issue Price plus any Accruing Dividends accrued but unpaid, whether or not declared, together with any other dividends declared but unpaid thereon and (ii) such amount per share as would have been payable had all shares of Preferred Stock been converted into Common Stock immediately prior to such liquidation, dissolution or winding up. If, upon any such liquidation, dissolution or winding up of the Company, the assets of the Company available for distribution to its stockholders shall be insufficient to pay the holders of Preferred Stock the full liquidation amount, then the holders of Preferred Stock shall share ratably in any distribution of the assets available for distribution in proportion to the respective amounts which would otherwise be payable in respect of the shares held by them upon such distribution if all amounts payable on or with respect to such shares were paid in full.

**Voting Rights**

Holders of Preferred Stock are entitled to cast the number of votes equal to the number of common shares into which the shares of Preferred Stock held by such holders are convertible as of the record date. The holders of Preferred Stock vote together with the holders of common stock as a single class. Certain activities of the Company require the written consent or affirmative vote of the holders of at least a majority of the then outstanding shares of Preferred Stock including, but not limited to: (i) liquidate, dissolve or wind-up the business and affairs of the Company, effect any Liquidation Transaction, or consent to any of the foregoing, (ii) amend, alter or repeal any provision of the Certificate of Incorporation or Bylaws of the Company in a manner that adversely affects the powers, preferences or rights of the Preferred Stock, or (iii) authorize the issuance of any debt security if the aggregate indebtedness of the Company for borrowed money following such action would exceed \$1 million.

**Optional Conversion Rights**

Holders of the Preferred Stock, at their option, may convert their shares into shares of common stock at the following conversion prices, subject to certain adjustments for future issuances at a lower price and customary adjustments for stock splits, combinations, etc.:

Series A-1 \$0.5064

Series A-2 \$0.5577

Series B-1 \$0.3063

Series B-2 \$0.2604

The Company evaluated the embedded conversion rights under the guidance of ASC 815, *Derivatives and Hedging*. The Company determined that for purposes of evaluating embedded features that may require

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**3. CONVERTIBLE, REDEEMABLE PREFERRED STOCK  
(continued)**

bifurcation, the preferred stock primarily had characteristics of equity. Therefore, the conversion feature permitting conversion to common stock would be clearly and closely related to the host instrument, and as a result was not bifurcated.

In the event of a notice of redemption of any shares of Preferred Stock, the Conversion Rights of the shares designated for redemption shall terminate unless the redemption is not fully paid on such redemption date, in which case the Conversion Rights for such shares shall continue until such price is paid in full, provided that the Conversion Rights shall be appropriately modified to take into account that portion of redemption proceeds actually received by the holders of Preferred Stock.

At December 31, 2011, there were approximately 207 million shares of common stock issuable upon the conversion of preferred stock.

**Mandatory Conversion**

All outstanding shares of Preferred Stock shall automatically be converted into shares of Common Stock, at the then effective conversion rate, upon either (a) the closing of the sale of shares of Common Stock to the public at a price of at least \$2.50 per share resulting in at least \$50,000,000 of gross proceeds resulting in the shares of Common Stock being listed for trading on either the New York Stock Exchange or the NASDAQ Global Market or (b) the date and time, or the occurrence of an event, specified by vote or written consent of the holders of at least a majority of the then outstanding shares of Preferred Stock.

**Redemption Rights**

The Preferred Stock shall be redeemed by the Company, at any time on or after March 31, 2015, at a price equal to the greater of i) the Original Issue Price per share, plus any accumulated but unpaid dividends, or ii) the fair market value of the common stock, if a majority of the then outstanding holders of Preferred Stock, as determined on an as converted into Common Stock basis, provide written notice to the Company requesting redemption of the Preferred Stock. The Preferred Stock was recorded outside of permanent equity due to the fact that its redemption is outside the control of the Company. The Preferred Stock is presented on the accompanying balance sheet at its redemption amount. Changes to the redemption amount related to cumulative but unpaid dividends. As a result of the Company's accumulated deficit, cumulative dividends are charged against additional paid-in capital.

During the year ended December 31, 2010, the Company issued 136,110,311 shares of Series B convertible redeemable preferred stock, with a par value of \$0.0001 per share, for consideration of \$22,600,000 of cash and \$16,227,000 for the conversion of convertible bridge loans and accrued interest. Additionally, during 2012, the

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Company issued an aggregate of 170,445,375 shares of Series C Preferred Stock and warrants to purchase an aggregate 42,611,344 of Series C Preferred Stock. See note 12 for further discussion of the Series C issuances.

The following is a reconciliation of the preferred stock activity for the years ended December 31, 2011 and 2010:

	Preferred Stock			
	Series A-1	Series A-2	Series B-1	Series B-2
Balance, January 1, 2010	\$ 7,337,788	\$ 17,027,275	\$	\$
Issuance of Series B			22,600,000	16,227,000
Cumulative dividends	587,023	1,362,182	962,159	899,976
Balance, December 31, 2010	7,924,811	18,389,457	23,562,159	17,126,976
Cumulative dividends	633,985	1,471,156	1,884,973	1,370,382
Balance, December 31, 2011	\$ 8,558,796	\$ 19,860,613	\$ 25,447,132	\$ 18,497,358

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DECEMBER 31, 2011 AND 2010****4. STOCK OPTIONS, WARRANTS, AND TREASURY STOCK**Stock Options

During 2007, the Company adopted a stock option/stock purchase plan to attract and retain the best available personnel to promote the success of the Company's business. Pursuant to the plan, the Company may grant employees, consultants, and directors of the Company incentive stock options or nonqualified stock options or allow such parties to purchase restricted stock of the Company. A total of 13,237,940 shares were available for issuance pursuant to the plan. In 2007, two of the Company's officers purchased a total of 2,987,940 shares of restricted stock under the plan subject to certain restrictions for a period of three years. During 2010, those shares of restricted stock became fully vested and all restrictions were removed. Prior to 2010, the Company granted options representing a total of 8,978,825 shares. During 2010, the Company granted an additional 372,000 stock options. During 2011, the Company increased the number of shares under the plan to a total of 65,000,000 in order to grant additional options to employees, consultants, and directors of the Company. As of December 31, 2011, there were 53,069,235 shares available for issuance pursuant to the plan. Options granted pursuant to the plan must be granted at not less than the fair value of the Company's common stock on the date of the grant, and are subject to vesting and other limitations as determined by the plan and the Board of Directors of the Company.

Stock option activity for the years ended December 31, 2011 and 2010 is as follows:

		Shares	Weighted- average exercise price	Weighted- average remaining contractual term	Aggregate Intrinsic Value
Outstanding	January 1, 2010	8,978,825	\$ 0.15		
Granted		372,000	0.08		
Exercised					
Forfeited					
Outstanding	December 31, 2010	9,350,825	\$ 0.15	7.91 years	
Granted					
Exercised					
Forfeited		(408,000 )	0.14		
Outstanding	December 31, 2011	8,942,825	\$ 0.15	6.91 years	\$
Exercisable at December 31, 2011		8,460,807	\$ 0.15	6.87 years	\$
Expected to vest at December 31, 2011		482,018	\$ 0.13	7.61 years	\$

The weighted-average grant date fair value of awards granted under the plan during 2010 was \$0.04 per option. There were no option awards granted during 2011. Fair values were determined using the Black-Scholes model and the

following level 3 assumptions for the year ended December 31, 2010:

Value of common stock	\$ 0.08 per share
Expected stock volatility	50%
Expected dividends	0%
Weighted-average expected term	5.91 years
Risk-free rate	2.44%

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(continued)**

Information about stock options at December 31, 2011 is summarized as follows:

Exercise Price	Number Outstanding	Weighted Average Remaining Contractual Life	Number Exercisable	Weighted Average Remaining Contractual Life
\$0.08	304,000	8.42 years	157,166	8.42 years
\$0.15	8,638,825	6.85 years	8,303,641	6.85 years

The fair value of share options vested, and related share-based compensation recognized, during the years ended December 31, 2011 and 2010 amounted to \$94,040 and \$143,641, respectively, and was included in personnel costs and research and development expenses as follows:

	Years Ended December 31,	
	2011	2010
Personnel	\$ 78,503	\$ 121,770
Research and development	15,537	21,871
Total	\$ 94,040	\$ 143,641

As of December 31, 2011, the Company had \$26,975 of total unrecognized compensation costs related to non-vested share-based compensation arrangements. These costs are expected to be recognized over the weighted-average period of 1.38 years.

Warrants

During 2011, 61,420,832 warrants for common stock with an exercise price of \$0.0001 per share were exercised for total proceeds of \$6,142. In connection with the bridge loans issued in December 2011 (see note 5), the Company granted warrants to purchase 50,000,000 shares of common stock at an exercise price of \$0.0001 per share.

During 2010, the Company issued warrants to purchase 125,000 shares of common stock at an exercise price of \$0.15 per share to a director. These warrants had an initial term of seven years, vested immediately, were valued at \$10,256 using the assumptions below and are included in the accompanying statements of operations in personnel costs.

During 2009, the Company issued 30,475,000 warrants to purchase common stock in connection with convertible bridge loans ( Debt Warrants ). The Company performed an evaluation under the provisions of ASC 815 and

determined that 17,837,500 of the Debt Warrants met the criteria of derivative liabilities ( Derivative Warrants ) as a result of an embedded provision that required the issuance of additional warrants ( Penalty Warrants ) upon failure to pay the convertible bridge loans pursuant to their contractual terms. The Penalty Warrants were issuable on a monthly basis at a rate of one warrant per \$1 of outstanding principal in default and shared the same terms and conditions as the Debt Warrants (i.e. exercise price, term, etc.). During 2010 and 2009, the Company issued 20,300,000 and 27,358,332 Penalty Warrants, respectively. The Debt Warrants and Penalty Warrants have a contractual term of 7 years, an exercise price of \$0.0001, and vested immediately upon issuance.

The Derivative Warrants were recorded at fair value using the Black-Scholes valuation model and the assumptions below. The Derivative Warrants, upon issuance, were recorded as (i) a discount to the convertible bridge loans in 2009, which was amortized to interest expense through the maturity date using the effective interest method and (ii) derivative liabilities. During 2010, the convertible bridge loans were converted into Series B-2 Preferred Stock. The fair market value of the derivative liabilities was reclassified to equity on the conversion date. During the year ended December 31, 2010, the Company recognized interest expense of \$2,860,212 related to these warrants, \$2,181,325 of which related to changes in value of the derivative liabilities.

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(continued)**

Substantially all of the warrants that have been issued by the Company are fully vested on their grant date.

Warrants granted during 2011 and 2010 were valued at \$4,995,818 and \$3,053,627, respectively. These values were used in the calculation of the relative fair value of the convertible bridge loans in footnote 5. The warrants were valued under the Black-Scholes valuation model using the following level 3 assumptions:

	2011	2010
Common stock value (per share)	\$ 0.10	\$ 0.15
Expected term	7 years	7 years
Risk-free rate	2.57%	3.04% - 3.16%
Stock volatility	50%	50%
Dividend yield	0%	0%

Following is a summary of warrant activity for the years ended December 31, 2011 and 2010:

	Number of Warrants	Weighted Average Exercise Price	Weighted Average Remaining Contractual Term
Outstanding, January 1, 2010	59,845,937	\$ 0.0126	6.63 years
Granted	20,425,000	0.0010	
Exercised			
Forfeited, cancelled and expired			
Outstanding, December 31, 2010	80,270,937	0.0097	5.75 years
Granted	50,000,000	0.0001	
Exercised	(61,420,832)	0.0001	
Forfeited, cancelled and expired			
Outstanding, December 31, 2011	68,850,105	\$ 0.0113	6.29 years
Exercisable, December 31, 2011	68,850,105	\$ 0.0113	6.29 years

The following is a summary of the warrants outstanding at December 31, 2011:

Exercise Price	Number	Class of Shares	Weighted Average
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per Warrant		of Warrants		Remaining Life
\$0.00	\$0.0001	67,787,605	Common	5.43 Years
\$0.15		125,000	Common	5.19 Years
\$0.80		937,500	Common	2.99 Years
Total outstanding:		68,850,105		

**Treasury Stock**

During 2011, the Company repurchased a total of 2,501,263 shares of common stock from two officers. The Company expects to reissue these shares in the future; in connection with the exercise of warrants or stock options. Therefore, at December 31, 2011, the shares are being presented on the accompanying balance sheet as treasury stock.

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**5. NOTES PAYABLE AND CONVERTIBLE BRIDGE LOANS**

In December 2010, the Company entered into a note payable for the payment of leasehold improvements associated with its move to its new corporate facilities. The note bears interest at 8% per annum and is payable in monthly installments of principal and interest and matures in 2016. Interest expense related to this note payable amounted to \$9,783 and \$0 during the years ended December 31, 2011 and 2010, respectively. The balance outstanding amounted to \$65,856 and \$79,060 at December 31, 2011 and 2010, respectively.

In 2009, the Company entered into convertible bridge loans amounting to \$14,550,000 with various maturity dates in 2009. The Company was successful in extending these loans into 2010 and the loans were ultimately converted into shares of Series B-2 Preferred Stock. In connection with the convertible bridge loans, the Company issued Debt Warrants and Penalty Warrants. See note 4 for further discussion regarding the warrants, including valuation methodology and accounting treatment.

During 2010, the Company converted \$16,227,000 of convertible bridge loans and accrued interest into shares of Series B-2 Preferred Stock. The conversion price of the bridge loans was to be determined based on the issuance price of a future round of Qualified Financing, as defined in the agreement, which was ultimately the Series B capital raise in 2010, discounted by 15% (see note 3 for further discussion regarding the Series B capital raise). The Company determined that these bridge loans constituted share-settled debt in accordance with ASC 480, *Distinguishing Liabilities from Equity*. As such, the convertible bridge loans were initially recorded at an amount equal to their residual allocated amount and were accreted to their redemption amount, which was approximately 15% greater than its face amount, through the maturity date using the effective interest method. During 2010, the Company incurred \$678,887 of interest expense related to the accretion of the convertible bridge loans and amortization of note discount.

In December 2011, the Company entered into convertible bridge loans with existing preferred shareholders for a total debt raise of \$10,000,000. The bridge loans bear interest at the rate of 12% per annum and mature on May 31, 2012.

The bridge loans and related interest are convertible into preferred shares at such time as the Company raises additional equity funding through the issuance of a future round of Qualified Financing, which was ultimately the Series C Preferred Stock capital raise in 2012 (see note 12). The conversion price of the loans is to be determined based on a 20% discount of the issuance price of the Qualified Financing. The Company granted the note holders thereto a security interest in substantially all assets of the Company. Additionally, in connection with these bridge loans, the Company granted warrants to purchase 50,000,000 shares of common stock at \$0.0001 per share (see note 4 for additional discussion regarding the warrants). The Company determined that the 2011 bridge loans constituted share-settled debt in accordance with ASC 480, *Distinguishing Liabilities from Equity*. As such, the convertible bridge loans were initially recorded at an amount equal to their residual allocated amount and are being accreted to their redemption amount, which is approximately 20% greater than its face amount, through the maturity date using the effective interest method. During the year ended December 31, 2011, the Company amortized \$249,791 of the note discount to interest expense, resulting in a net carrying amount of the note of \$7,310,351 at December 31, 2011.

At December 31, 2011, the Company had accrued but unpaid interest amounting to \$29,588 included in the notes

payable balance.

During the years ended December 31, 2011 and 2010, the Company's effective interest rate on convertible bridge loans was 126% and 167%, respectively.

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DECEMBER 31, 2011 AND 2010****5. NOTES PAYABLE AND CONVERTIBLE BRIDGE LOANS  
(continued)**

The following is a schedule, by year, of future minimum principal payments required under notes payable as of December 31, 2011:

Years Ending December 31,	
2012	\$ 10,013,244
2013	14,343
2014	15,534
2015	16,823
2016	5,912
	\$ 10,065,856

**6. FAIR VALUE OF FINANCIAL INSTRUMENTS**

During the year ended December 31, 2010, the Company had warrants to purchase common stock outstanding that met the criteria of derivative liabilities as a result of an embedded provision that required the issuance of additional warrants upon a failure to pay convertible bridge loans pursuant to their contractual terms. These warrants were reclassified to equity during 2010 upon conversion of the underlying debt to Series B-2 Preferred Stock.

The following table presents the fair value reconciliation of Level 3 derivative liabilities measured at fair value on a recurring basis for the years ended December 31, 2011 and 2010:

Balance, January 1, 2010	\$3,536,208
Change in value	2,181,325
Reclassification to equity	(5,717,533)
Balance, December 31, 2010	
Change in value	
Reclassification to equity	
Balance, December 31, 2011	\$

The fair value of derivatives were valued using a probability-weighted Black-Scholes model, which utilized Level 3 unobservable inputs. Significant inputs used in valuing the derivatives included (i) the Company's current stock price, (ii) the Company's expected stock-price volatility, (iii) the expected term of the instrument, and (iv) the probability that the Company would default on the convertible bridge loans. The change in value of derivative liabilities is presented as interest expense in the accompanying statements of operations.

The carrying amount of certain of the Company's financial instruments, including cash, accounts receivable, and accounts payable and accrued expenses, approximates fair value due to the relatively short maturity of such instruments. The fair value of borrowings is not considered to be significantly different than its carrying amount because the stated rates for such debt reflect current market rates and conditions.

## 7. CONCENTRATIONS

### Concentration of Credit Risk

The Company maintains its cash and cash equivalents at a financial institution which may, at times, exceed federally insured limits. Historically, the Company has not experienced any losses in such accounts.

### Major Customers

During the years ended December 31, 2011 and 2010, one customer represented 66% and 99% of net revenues, respectively. Total accounts receivable from this customer represented 58% and 100% of total

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**ROW 44, INC.**

**NOTES TO FINANCIAL STATEMENTS  
DECEMBER 31, 2011 AND 2010**

**7. CONCENTRATIONS (continued)**

accounts receivable at December 31, 2011 and 2010, respectively. During the year ended December 31, 2011, another customer represented 33% of net revenues. Total accounts receivable from this customer represented 39% of total accounts receivable at December 31, 2011.

Major Suppliers

The Company purchases its satellite bandwidth from a single supplier. This supplier also provides the Company with the equipment and servers required to terminate the satellite stream, provides space at its datacenters to house the equipment and servers, and also provides network operations service support. During the years ended December 31, 2011 and 2010, the Company paid \$8,161,381 and \$3,472,977 to this supplier for services and purchased \$31,767 and \$433,844 of equipment and servers, respectively.

The Company purchases equipment from third party suppliers for sale to the airlines. The supplier that provides satellite bandwidth also provides modems for use within the equipment on the aircraft. During the years ended December 31, 2011 and 2010, the Company purchased modems, which comprised 0.3% and 13.1% of total inventory purchases, respectively.

The Company purchases the antenna assembly and related cabling from a single supplier which, during the years ended December 31, 2011 and 2010, comprised 52.1% and 49.7% of total inventory purchases, respectively.

The Company also purchases radomes and rings from a single supplier which, during the years ended December 31, 2011 and 2010, comprised 13.7% and 16.8% of total inventory purchases, respectively.

Any interruption in the supply from these significant vendors would have a significant impact on the Company's ability to provide equipment to the airlines for installation.

**8. INCOME TAXES**

The difference between income tax expense attributable to continuing operations and the amount of income tax expense that would result from applying domestic federal statutory rates to pre-tax income (loss) is mainly related to an increase in the valuation allowance, partially offset by state income taxes. Valuation allowances are established, when necessary, to reduce deferred income tax assets to the amount expected to be realized. Deferred income tax assets are mainly related to net operating loss carryforwards. Management has chosen to take a 100% valuation allowance against the deferred income tax asset until such time as management believes that its projections of future profits make the realization of the deferred income tax assets more likely than not. Significant judgment is required in the evaluation of deferred income tax benefits and differences in future results from management's estimates could

result in material differences.

A reconciliation of the expected income tax (benefit) computed using the federal statutory income tax rate to the Company's effective income tax rate is as follows for the years ended December 31, 2011 and 2010:

	2011	2010
Pretax Loss based on statutory rate	34.00 %	34.00 %
State tax, net of federal benefit	2.94	3.72
State minimum tax	(0.02 )	(0.02 )
Permanent difference	(0.79 )	(6.75 )
Federal R&D credit	0.92	1.01
CA R&D Credit	0.70	0.70
State rate change	(4.59 )	
Change in prior year deferred taxes		0.27
Change of Valuation Allowance	(33.18 )	(32.95 )
Income Tax based on effective tax rate	(0.02 %)	(0.02 %)

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DECEMBER 31, 2011 AND 2010****8. INCOME TAXES (continued)**

Significant components of the Company's deferred income tax assets and liabilities as of December 31, 2011 and 2010, are as follows:

	2011	2010
Deferred tax assets:		
Depreciation and Amortization of Property and Equipment and Research and Development Costs	\$4,866,372	\$4,544,173
Accrued Expenses	264,523	103,017
Allowance, Reserves & Other	634,006	901,741
NOL, capital loss & credit carryforward	22,715,095	17,118,365
	28,479,996	22,667,296
Less: Valuation Allowance	(28,479,996)	(22,667,296)
Total Deferred Tax Assets:	\$	\$

As of December 31, 2011, the Company has federal and state net operating loss carry forwards of \$54.4 million and \$55.2 million respectively, which will begin to expire during the fiscal years ending December 31, 2028 and 2018, respectively. These NOLs may be used to offset future taxable income, to the extent the Company generates any taxable income, and thereby reduce or eliminate future federal income taxes otherwise payable. Section 382 of the Internal Revenue Code imposes limitations on a corporation's ability to utilize NOLs if it experiences an ownership change as defined in Section 382. In general terms, an ownership change may result from transactions increasing the ownership of certain stockholders in the stock of a corporation by more than 50 percent over a three-year period. In the event that an ownership change has occurred, or were to occur, utilization of the Company's NOLs would be subject to an annual limitation under Section 382 as determined by multiplying the value of the Company's stock at the time of the ownership change by the applicable long-term tax-exempt rate as defined in the Internal Revenue Code. Any unused annual limitation may be carried over to later years. The Company could experience an ownership change under Section 382 as a result of events in the past in combination with events in the future. If so, the use of the Company's NOLs, or a portion thereof, against future taxable income may be subject to an annual limitation under Section 382, which may result in expiration of a portion of the NOLs before utilization. Therefore, the Company could be liable for income taxes sooner than otherwise would be true if the Company were not subject to Section 382 limitations. The Company is performing a study to determine the extent of the limitation. Due to the existence of the valuation allowance, future changes in the Company's unrecognized tax benefits will not impact its effective tax rate. Any carryforwards that expire prior to utilization as a result of such limitations will be removed, if applicable, from deferred tax assets with a corresponding reduction of the valuation allowance.

The Company has adopted guidance issued by the FASB that clarifies the accounting for uncertainty in income taxes recognized in an enterprise's financial statements and prescribes a recognition threshold of more likely than not and a measurement process for financial statement recognition and measurement of a tax position taken or expected to be

taken in a tax return. In making this assessment, a company must determine whether it is more likely than not that a tax position will be sustained upon examination, based solely on the technical merits of the position and must assume that the tax position will be examined by taxing authorities. The Company's policy is to include interest and penalties related to unrecognized tax benefits in income tax expense. Interest and penalties totaled \$0 for the years ended December 31, 2011 and 2010. The Company files income tax returns with the Internal Revenue Service ( IRS ) and several states. All of the Company's tax filings are subject to examination at December 31, 2011. The Company's net operating loss carryforwards are subject to IRS examination until they are fully utilized and such tax years are closed.

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**ROW 44, INC.**

**NOTES TO FINANCIAL STATEMENTS  
DECEMBER 31, 2011 AND 2010**

**9. EMPLOYEE BENEFIT PLAN**

The Company has established a 401(k) employee retirement savings plan that is available to all of its employees. Under the provisions of the plan, employees may make pre-tax contributions not to exceed the limit set by the Internal Revenue Service. The Company elected to not make any matching contributions during 2011 and 2010.

**10. RELATED PARTY TRANSACTIONS**

PAR Investment Partners, L.P. ( PAR ) owns more than 50% of the outstanding equity of Row 44 as of December 31, 2011. Accordingly, PAR can exercise significant influence on the Company.

As discussed in Notes 4, 5 and 12, in connection with the December 2011 and March 2012 bridge loans, PAR loaned Row 44 \$13,000,000 and was granted warrants to purchase 65 million shares of Row 44 s \$0.0001 par value common stock. In August 2012, PAR exercised these warrants. In connection with the June 2012 financing, PAR s bridge loans were converted into 55,737,722 shares of Series C-2 Preferred Stock and warrants to purchase an additional 13,934,431 shares of Series C-2 Preferred Stock.

As discussed in Note 5, in 2009 and during January through March 2010, PAR loaned Row 44 a total of \$7,275,000 and was granted warrants to purchase 61,220,832 shares of Row 44 s \$0.0001 par value common stock. In September 2011, PAR exercised these warrants. In connection with the April 2010 financing, PAR s various bridge loans were converted into 31,803,678 shares of Series B-2 Preferred Stock.

Subscriptions Receivable, Notes Receivable and Advances

At December 31, 2010, the Company had subscriptions receivable and advances due from two of its officers, which aggregated \$1,047,260; of which, \$835,336 related to subscriptions receivable. The subscriptions receivable bore interest at 6% and were due on March 31, 2011. During 2010, the Company advanced \$105,000 to one of its officers, which bears interest at 3% per annum. In July 2011, the balance of the advances and subscriptions receivable, including accrued interest receivable, were converted into two new long-term receivables ( officers receivables ), which bear interest at 6% per annum and are due in one payment of all principal and accrued interest in July 2014. At December 31, 2011, the balance of these officers receivables amounted to \$938,809, of which \$70,095 is presented as notes receivable, related parties and \$868,714 is presented as subscriptions receivable. These officers receivables are collateralized by all of the outstanding shares of common stock owned by each of the officers. The Company recognizes interest income when earned, using the simple interest method. The Company makes ongoing assessments regarding the collectability of the notes receivable balance. Notes receivable are presented on the accompanying balance sheets at their estimated net realizable value.

Share Repurchase

In connection with the restructuring of the officers' receivables mentioned above, the Company repurchased a total of 2,501,263 shares of common stock from these two officers. The purchase price paid by the Company was \$0.10 per share and was paid \$90,000 in cash and \$160,126 via a reduction of the advances, accrued interest receivable, and subscriptions receivable.

## **11. COMMITMENTS AND CONTINGENCIES**

### Lease Commitments

The Company leases its operating facilities under non-cancelable operating leases that expire through 2016. The Company also leases certain facilities under month-to-month arrangements. Total rent expense for the years ended December 31, 2011 and 2010 was \$387,287 and \$280,353, respectively. The Company is responsible for certain operating expenses in connection with these leases. The following is a schedule, by year, of future minimum rental payments required under non-cancelable operating leases as of December 31, 2011:

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DECEMBER 31, 2011 AND 2010****11. COMMITMENTS AND CONTINGENCIES (continued)**

Years Ending December 31,	
2012	\$ 417,392
2013	381,774
2014	392,717
2015	403,921
2016	167,404
Thereafter	
	\$ 1,763,208

Vendor Payable

In December 2011, the Company amended an agreement with one of its major suppliers to pay specific invoices that amounted to \$12,435,666. In connection with the bridge loan funding in December 2011 (see note 5), \$3,662,000 of the open invoices were paid and the remaining balance was to be paid in nine monthly installments (four installments of \$1,250,000, four installments of \$754,733, and one installment of \$754,734) from January 2012 – September 2012.

No interest is payable on these amounts provided that the Company makes all nine installments in the agreed upon amounts and on or before the agreed upon due dates. At December 31, 2011, the amount of invoices subject to the agreement and still outstanding amounted to \$8,773,666 and is presented as accounts payable and accrued expenses in the accompanying balance sheet. During 2012, pursuant to terms of the amended agreement, the Company paid this balance in full and did not incur any related interest charges.

Video License Commitments

In connection with the distribution of entertainment services, the Company has certain contracted commitments with various video content providers that expire through 2016. The Company expenses these license fees over the applicable period the contracted commitment covers as a charge to cost of services. The following is a schedule, by year, of the future payments required under these contracted commitments as of December 31, 2011:

Years Ending December 31,	
2012	\$ 525,500
2013	1,520,000
2014	620,000
2015	170,000
2016	120,000
Thereafter	
	\$ 2,955,500

Employment Agreements

The Company has entered into employment agreements with several officers which may require the payment of severance benefits upon their termination.

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**ROW 44, INC.**

**NOTES TO FINANCIAL STATEMENTS  
DECEMBER 31, 2011 AND 2010**

**11. COMMITMENTS AND CONTINGENCIES (continued)**

Legal Matters

The Company is involved from time to time in various legal proceedings in the normal conduct of its business. The Company does not believe that the outcome of any pending litigation will have a material adverse impact on the Company's financial position, results of operations, or cash flows.

**12. SUBSEQUENT EVENTS**

The Company has evaluated subsequent events through November 5, 2012, the date the financial statements were available to be issued.

In March 2012, the Company entered into a second bridge loan round with the same preferred shareholders as the December 2011 round and raised an additional \$10,000,000. These bridge loans bear interest at the rate of 12% per annum and matured on May 31, 2012. The bridge loans and related interest are convertible into preferred shares upon the Company raising additional equity funding through the issuance of Series C Preferred Shares. The security interest granted by the Company to the December 2011 bridge loan note holders (see note 5) was extended to include this additional bridge loan round. Additionally, in connection with this second bridge loan round, the Company granted warrants to purchase 50,000,000 shares of common stock at an exercise price of \$0.0001 per share. The loans were initially recorded at an amount equal to their residual allocated amount and will be accreted to their redemption amount, which is approximately 20% greater than their face amount, through the maturity date using the effective interest method. The Company recognized \$4,939,440 of interest expense in connection with the accretion of this loan during 2012.

In March and April 2012, the Company granted stock options to certain employees to purchase 40,725,667 shares of \$0.0001 par value common stock at an exercise price of \$0.10 per share. The options vest over various periods up to four years and have a contractual term of 10 years. The grant-date fair value of these options amounted to \$1,787,881 and will be recorded to compensation expense over the shorter of the requisite service period or vesting period.

In March 2012, the Company issued 5,500,000 of \$0.0001 par value common shares to a supplier for services to be received. In addition, the Company granted warrants to the same supplier to purchase up to 20,000,000 shares of common stock based on certain criteria at an exercise price of the greater of i) \$0.30 per share or ii) the price per share of Preferred Stock with respect to any sale of Preferred Stock that occurs on or before the date that is three months following the effective date of the Technology Agreement. The warrants have a contractual term of 5 years. The shares and warrants were valued at \$550,000 and \$279,505, respectively, which were recorded to cost of services during 2012. Pursuant to the terms of the related services agreement, the Company is committed to pay the supplier \$1M on the anniversary dates of the first use of the service on board a commercial aircraft, subject to a maximum of

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\$3M over the term. The first commercial use of the service was in June 2012.

In June 2012, the Company amended its articles of incorporation to increase the authorized number of common and preferred shares to 900,000,000 and 378,848,172, respectively. The increase in the preferred shares authorized of 213,056,719 relates to (i) 105,868,792 shares, which have been designated as Series C-1, and (ii) 107,187,927 shares, which have been designated as Series C-2.

In August 2012, the Company signed a term sheet with Global Eagle Acquisition Corp. (GEAC) whereby GEAC would acquire 100% of the equity interests of the Company in exchange for shares of GEAC common stock. The Company is proceeding with this transaction and expects to enter into a definitive merger agreement in November 2012 and close the transaction in January 2013.

In August 2012, 65,000,000 of the common stock warrants granted in conjunction with the December 2011 and March 2012 bridge loans were exercised for total proceeds of \$6,500.

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DECEMBER 31, 2011 AND 2010****12. SUBSEQUENT EVENTS (continued)**

In October 2012, the Company signed a binding Memorandum of Understanding with a major customer regarding certain business model, economic and service provision changes to the current Services Agreement between the Company and the customer, all expected to be incorporated into a definitive agreement between the parties effective as of January 2013. As of the date these financial statements were available to be issued, an estimate of the financial effect of this event cannot be made.

Preferred Stock and Warrant Purchase Agreement

In June 2012, the Company entered into a Preferred Stock and Warrant Purchase Agreement ( Preferred Stock Agreement ) with an existing preferred shareholder. Pursuant to the Preferred Stock Agreement, the Company issued 84,695,034 units of Series C-1 Preferred Stock for cash and 85,750,341 units of Series C-2 Preferred Stock for conversion of convertible bridge loans and related accrued interest. Each unit is comprised of one share of Preferred Stock and a warrant to purchase 0.25 shares of preferred stock.

Following is a summary of the activity under the Preferred Stock Agreement:

	Shares	Warrants	Form of Consideration	
			Cash Proceeds	Debt/Interest Conversion
Series C-1	84,695,034	21,173,758	\$ 24,981,190	\$
Series C-2	85,750,341	21,437,586	\$ -	\$ 20,790,295

The Series C-1 and C-2 Preferred Stock share similar rights and privileges as the Company's other classes of preferred stock, including, but not limited to, conversion rights, voting rights, cumulative dividends, liquidation preferences, and redemption rights.

The Series C-1 Warrants have an exercise price equal to the lower of (i) \$0.369 per share of Series C-1 Preferred Stock and (ii) 125% of the purchase price per share paid in connection with the issuance by the Company on or before June 7, 2013 of a new series of convertible preferred stock that is initially convertible into shares of the Company's common stock at a ratio of one-to-one. The Series C-2 Warrants have an exercise price equal to the lower of (i) \$0.2952 per share of Series C-2 Preferred Stock and (ii) 125% of the purchase price per share paid in connection with the issuance by the Company on or before June 7, 2013 of a new series of convertible preferred stock that is initially convertible into shares of the Company's common stock at a ratio of one-to-one. All of the Series C warrants expire on June 7, 2017.

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**CONDENSED BALANCE SHEETS  
AS OF JUNE 30, 2012 AND DECEMBER 31, 2011  
(UNAUDITED)**

	2012	2011
<b>ASSETS</b>		
<b>CURRENT ASSETS</b>		
Cash and cash equivalents	\$22,022,042	\$8,809,679
Accounts receivable, net of allowance for doubtful accounts of \$7,293	6,772,212	4,415,989
Inventories	3,839,599	3,047,287
Prepaid expenses	2,676,736	1,339,257
Other current assets	209,013	211,742
<b>TOTAL CURRENT ASSETS</b>	<b>35,519,602</b>	<b>17,823,954</b>
<b>PROPERTY AND EQUIPMENT, net</b>	<b>4,672,541</b>	<b>2,813,544</b>
<b>OTHER ASSETS</b>		
Notes receivable, related parties	70,980	70,095
Deposits and other assets	654,477	262,197
<b>TOTAL OTHER ASSETS</b>	<b>725,457</b>	<b>332,292</b>
<b>TOTAL ASSETS</b>	<b>\$40,917,600</b>	<b>\$20,969,790</b>
<b>LIABILITIES AND STOCKHOLDERS' DEFICIT</b>		
<b>CURRENT LIABILITIES</b>		
Accounts payable and accrued expenses	\$10,435,389	\$12,799,156
Accrued employee paid-time-off	341,331	322,313
Deferred revenue	4,959,871	8,403,996
Derivative liabilities	4,602,269	
Notes payable and accrued interest, current portion	13,782	7,353,183
<b>TOTAL CURRENT LIABILITIES</b>	<b>20,352,642</b>	<b>28,878,648</b>
<b>LONG-TERM LIABILITIES</b>		
Deferred revenue	152,644	222,923
Other non-current liabilities	50,000	50,000
Notes payable and accrued interest, non-current portion	45,583	52,612
<b>TOTAL LIABILITIES</b>	<b>20,600,869</b>	<b>29,204,183</b>
<b>COMMITMENTS AND CONTINGENCIES</b>		
<b>REDEEMABLE PREFERRED STOCK</b>		
Series A-1, \$0.0001 par value; 9,794,142 shares authorized, issued and outstanding	8,890,618	8,558,796
Series A-2, \$0.0001 par value; 19,887,000 shares authorized, issued and outstanding	20,630,603	19,860,613
Series B-1, \$0.0001 par value; 73,783,872 shares authorized, issued and outstanding	26,435,477	25,447,132
	19,217,771	18,497,358

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Series B-2, \$0.0001 par value; 62,326,439 shares authorized, issued and outstanding		
Series C-1, \$0.0001 par value; 105,868,792 shares authorized, 84,695,034 and 0 issued and outstanding	23,188,832	
Series C-2, \$0.0001 par value; 107,187,927 shares authorized, 85,750,341 and 0 issued and outstanding	18,597,771	
<b>TOTAL REDEEMABLE PREFERRED STOCK</b>	<b>116,961,072</b>	<b>72,363,899</b>
<b>STOCKHOLDERS' DEFICIT</b>		
Common stock, \$0.0001 par value; 900,000,000 and 500,000,000 shares authorized, 91,616,342 and 86,084,342 shares issued and outstanding at June 30, 2012 and December 31, 2011, respectively	9,162	8,608
Treasury stock, 2,501,263 shares in treasury	(250,126 )	(250,126 )
Additional paid-in capital	10,729,373	5,708,964
Subscriptions receivable	(895,157 )	(868,714 )
Accumulated deficit	(106,237,593)	(85,197,024)
<b>TOTAL STOCKHOLDERS' DEFICIT</b>	<b>(96,644,341 )</b>	<b>(80,598,292)</b>
<b>TOTAL LIABILITIES AND STOCKHOLDERS' DEFICIT</b>	<b>\$40,917,600</b>	<b>\$20,969,790</b>

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**CONDENSED STATEMENTS OF OPERATIONS  
FOR THE SIX MONTHS ENDED JUNE 30, 2012 AND  
2011  
(UNAUDITED)**

	2012	2011
REVENUES		
Equipment revenue	\$32,774,271	\$13,260,574
Services revenue	4,683,153	903,591
TOTAL REVENUES	37,457,424	14,164,165
OPERATING EXPENSES		
Equipment cost of sales	30,466,775	12,549,159
Cost of services	7,825,562	3,179,152
Personnel	3,924,045	2,780,663
Research and development	1,498,560	1,535,575
Selling, general and administrative	4,378,259	3,542,936
TOTAL OPERATING EXPENSES	48,093,201	23,587,485
OPERATING LOSS	(10,635,777)	(9,423,320 )
OTHER INCOME (EXPENSE)		
Interest income	27,753	26,553
Loss on disposal of assets	(1,744 )	(61,075 )
Interest expense	(10,430,801)	(5,116 )
TOTAL OTHER INCOME (EXPENSE)	(10,404,792)	(39,638 )
NET LOSS	(21,040,569)	(9,462,958 )
Less: Preferred stock dividends	(3,051,642 )	(2,581,685 )
Less: Accretion of preferred stock	(96,810 )	
NET LOSS AVAILABLE TO COMMON STOCKHOLDERS	\$(24,189,021)	\$(12,044,643)
Net loss attributable to common stock per share basic and diluted	\$(0.27 )	\$(0.49 )
Weighted average number of common shares outstanding basic and diluted	89,180,122	24,663,510

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**CONDENSED STATEMENTS OF STOCKHOLDERS'  
DEFICIT  
FOR THE SIX MONTHS ENDED JUNE 30, 2012 and THE  
YEAR ENDED DECEMBER 31, 2011  
(UNAUDITED)**

	Common Stock		Treasury Stock		Additional	Subscriptions Accumulated	Total	
	Shares	Amount	Shares	Amount	Paid-in Capital	Receivable	Deficit	
Balance, January 1, 2011	24,663,510	\$2,466		\$	\$8,035,980	(835,336 )	\$(67,407,938 )	\$(60,204,828 )
Purchase of common stock from officers			(900,000 )	(90,000 )				(90,000 )
Receipt of common stock from officers as payment of advances and subscription receivable			(1,601,263 )	(160,126 )		12,750		(147,376 )
Exercise of warrants for common stock	61,420,832	6,142						6,142
Amount on convertible promissory notes					2,939,440			2,939,440
Stock-based compensation					94,040			94,040
Preferred stock dividends					(5,360,496 )			(5,360,496 )
Interest income on subscriptions receivable						(46,128 )		(46,128 )
Loss							(17,789,086 )	(17,789,086 )
Balance, December 31,	86,084,342	8,608	(2,501,263 )	(250,126 )	5,708,964	(868,714 )	(85,197,024 )	(80,598,222 )
Amount on convertible promissory notes					6,939,440			6,939,440
Warrants for common stock issued for services					279,505			279,505
Common stock issued for services	5,500,000	550			549,450			550,000
Exercise of common stock options	32,000	4			4,796			4,800
Stock-based compensation					675,175			675,175
Preferred stock dividends					(3,051,642 )			(3,051,642 )
Redemption of redeemable preferred stock					(96,810 )			(96,810 )
					(279,505 )			(279,505 )

Classification of									
Common stock warrant									
Alternative									
Interest income on						(26,443 )		(26,443 )	
Subscription receivable							(21,040,569 )	(21,040,569 )	
Loss									
Balance, June 30, 2012	91,616,342	\$9,162	(2,501,263)	\$(250,126 )	\$10,729,373	\$(895,157 )	\$(106,237,593)	\$(96,644,300)	

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**CONDENSED STATEMENTS OF CASH FLOWS  
FOR THE SIX MONTHS ENDED JUNE 30, 2012 AND  
2011  
(UNAUDITED)**

	2012	2011
<b>CASH FLOWS FROM OPERATING ACTIVITIES:</b>		
Net loss	\$ (21,040,569)	\$ (9,462,958 )
Adjustments to reconcile net loss to net cash used in operating activities:		
Non-cash interest on convertible promissory notes	9,629,089	
Depreciation and amortization	492,368	465,819
Reserve for excess and obsolete inventory		101,962
Interest income on subscriptions receivable	(26,443 )	(23,064 )
Stock-based compensation	675,175	71,179
Loss on disposal of property and equipment		46,580
Warrants for common stock issued for services	279,505	
Common stock issued for services	550,000	
Changes in operating assets and liabilities:		
Accounts receivable	(2,356,223 )	(4,950,485 )
Inventories	(792,312 )	4,169
Prepaid expenses and other current assets	(1,125,737 )	(282,792 )
Deposits and other assets	(603,976 )	58,499
Accounts payable and accrued expenses	(3,005,908 )	4,069,753
Accrued interest	799,170	
Accrued employee paid-time-off	19,018	77,384
Deferred revenue	(3,514,404 )	9,161,979
<b>NET CASH USED IN OPERATING ACTIVITIES</b>	<b>(20,021,247)</b>	<b>(661,975 )</b>
<b>CASH FLOWS FROM INVESTING ACTIVITIES:</b>		
Proceeds from the sale of property and equipment		6,500
Purchases of property and equipment	(1,745,890 )	(455,888 )
<b>NET CASH USED IN INVESTING ACTIVITIES</b>	<b>(1,745,890 )</b>	<b>(449,388 )</b>
<b>CASH FLOWS FROM FINANCING ACTIVITIES:</b>		
Proceeds from issuance of notes payable	10,000,000	
Payments on notes payable	(6,490 )	(5,953 )
Proceeds from the exercise of common stock options	4,800	
Proceeds from the issuance of preferred stock and warrants	24,981,190	
<b>NET CASH PROVIDED BY (USED IN) FINANCING ACTIVITIES</b>	<b>34,979,500</b>	<b>(5,953 )</b>
<b>NET INCREASE (DECREASE) IN CASH AND CASH EQUIVALENTS</b>	<b>13,212,363</b>	<b>(1,117,316 )</b>
<b>CASH AND CASH EQUIVALENTS, BEGINNING OF YEAR</b>	<b>8,809,679</b>	<b>3,489,000</b>
<b>CASH AND CASH EQUIVALENTS, END OF YEAR</b>	<b>\$22,022,042</b>	<b>\$2,371,684</b>

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Supplemental disclosures:

Interest paid in cash	\$2,543	\$5,116
Income taxes paid in cash	\$3,532	\$850
<u>Supplemental disclosure of non-cash financing and investing activities:</u>		
Notes payable and accrued interest converted into preferred stock and warrants	\$20,790,295	\$

See the notes to condensed financial statements

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**ROW 44, INC.**

**NOTES TO CONDENSED FINANCIAL STATEMENTS  
JUNE 30, 2012  
(UNAUDITED)**

**1. ORGANIZATION AND SUMMARY OF SIGNIFICANT  
ACCOUNTING POLICIES**

Organization

Row 44, Inc. (the Company, Row 44, we, us, our) was founded in 2004 and provides satellite based in-flight broadband connectivity for commercial air passengers, as well as commercial airline operations services for cockpit and crew. In addition to its in-flight broadband system, the Company offers its customers a private labeled portal that is free to access for passengers. This portal currently comprises a custom menu of entertainment services, which includes streaming live TV, online shopping, games, and a moving map with plans to add additional features such as video on demand, movies, and texting. Row 44 currently offers services in the United States and Western Europe and plans to extend satellite coverage to other regions. The Company has several wholly owned, dormant subsidiaries that were created for regulatory purposes in current and anticipated operating regions.

Basis of Presentation

The accompanying unaudited condensed financial statements and notes have been prepared in accordance with accounting principles generally accepted in the United States of America ( U.S. GAAP ) and in conformity with Article 8 of Regulation S-X promulgated under the Securities Act of 1933, as amended. Accordingly, they do not include all the information and notes required by U.S. GAAP for complete financial statements and should be read in conjunction with our annual financial statements and the notes thereto. In the opinion of management, all adjustments considered necessary for a fair presentation of the results of interim periods have been made. All adjustments are of a normal, recurring nature, except as otherwise disclosed.

Going Concern

The condensed financial statements have been prepared in conformity with U.S. GAAP, which contemplates the continuation of the Company as a going concern. The Company has reported recurring losses and has not generated cash flows from operations. These conditions raise substantial doubt about the Company's ability to continue as a going concern.

The Company has historically raised capital through the issuance of convertible promissory notes ( bridge loans ) sufficient to continue operations until such time that additional equity funding (in the form of Preferred Stock rounds) is obtained. During the six months ended June 30, 2012, the Company received approximately \$35 million through debt and equity financing, which was comprised of \$25 million of new cash investment from an existing preferred shareholder in June 2012 for Series C-1 Preferred units and the issuance of a \$10 million bridge loan in March 2012. This \$10 million bridge loan and its accrued interest and a previously issued December 2011 \$10 million bridge loan

and its accrued interest were converted into Series C-2 Preferred units in June 2012 in conjunction with the Series C-1 financing.

Management intends to become profitable by continuing to seek out additional airline companies in various global markets that are interested in offering connectivity to their customers and to expand its product offering with emphasis on bringing to market enhanced products like streaming video, live TV, and movies. If the Company is not successful in becoming profitable, it may have to further delay or reduce expenses, or curtail operations. The accompanying condensed financial statements do not include any adjustments to reflect the possible future effects on the recoverability and classification of assets or the amounts and classification of liabilities that could result should the Company not continue as a going concern.

**Use of Estimates**

The preparation of financial statements in conformity with U.S. GAAP requires management to make estimates and assumptions that affect the reported amounts and disclosures. Management uses its historical records and knowledge of its business in making these estimates. Accordingly, actual results may differ from these estimates.

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**ROW 44, INC.**

**NOTES TO CONDENSED FINANCIAL STATEMENTS  
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**1. ORGANIZATION AND SUMMARY OF SIGNIFICANT  
ACCOUNTING POLICIES (continued)**

Inventories

Inventories, which are classified as finished goods, are comprised of individual parts and assemblies and are stated at the lower of cost or market. Cost of inventories is determined using actual cost on a first-in, first-out basis. The Company provides inventory write-downs based on excess and obsolete inventories determined primarily by future demand forecasts. The write-down is measured as the difference between the cost of the inventory and market based upon assumptions about future demand and charged to the provision for inventory, which is a component of cost of sales. At the point of the loss recognition, a new, lower cost basis for that inventory is established, and subsequent changes in facts and circumstances do not result in the restoration or increase in that newly established cost basis. The Company did not recognize any increases in the reserve for excess and obsolete inventory during the six months ended June 30, 2012.

Long-Lived Assets

The Company accounts for the impairment and disposition of long-lived assets in accordance with ASC 350, *Intangibles Goodwill and Other* and ASC 360, *Property and Equipment*. Long-lived assets to be held and used are reviewed for events or changes in circumstances that indicate that their carrying value may not be recoverable. No impairment losses were recorded during the six months ended June 30, 2012.

**2. RECENT ACCOUNTING PRONOUNCEMENTS**

In May 2011, the Financial Accounting Standards Board ( FASB ) issued Accounting Standards Codification update ( ASU ) No. 2011-04, *Amendments to Achieve Common Fair Value Measurement and Disclosure Requirements in U.S. GAAP and International Financial Reporting Standards*. This pronouncement was issued to provide a consistent definition of fair value and ensure that the fair value measurement and disclosure requirements are similar between U.S. GAAP and IFRS. ASU 2011-04 changes certain fair value measurement principles and enhances the disclosure requirements particularly for Level 3 fair value measurements. We applied the provisions of ASU 2011-04 to our fair value measurements during 2012; however, the adoption did not have a material effect on our financial statements.

**3. EARNINGS (LOSS) PER SHARE**

Basic earnings (loss) per share is computed in accordance with ASC 260, *Earnings Per Share*, using the weighted-average number of common shares outstanding during the period. Diluted earnings (loss) per share are



computed using the weighted-average number of common shares and dilutive potential common shares outstanding during the period. Dilutive potential common shares, which primarily consist of stock options issued to employees, warrants issued to third parties, convertible promissory notes, and convertible preferred stock, have been excluded from the diluted loss per share calculation because their effect is anti-dilutive.

The Company includes participating securities, which consists of Preferred Stock outstanding, in the computation of earnings per share pursuant to the two-class method. The participating securities have contractual participation rights to distributed earnings equivalent to those of stockholders of unrestricted common stock. The two-class method of computing earnings per share is an allocation method that calculates earnings per share for common stock and participating securities. During periods when the Company generates a net loss, no portion of the loss is allocated to the preferred stock as the preferred shareholders are not contractually obligated to participate in losses.

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**NOTES TO CONDENSED FINANCIAL STATEMENTS**  
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**3. EARNINGS (LOSS) PER SHARE (continued)**

	The Six Months Ended June 30,	
	2012	2011
Net loss	\$ (21,040,569 )	\$ (9,462,958 )
Less: Preferred stock dividends	(3,051,642 )	(2,581,685 )
Less: Preferred stock accretion	(96,810 )	
Undistributed losses	\$ (24,189,021 )	\$ (12,044,643 )
Allocation of undistributed losses to participating securities:		
Common stock	\$ (24,189,021 )	\$ (12,044,643 )
Preferred stock		
Undistributed losses	\$ (24,189,021 )	\$ (12,044,643 )

**4. PROPERTY AND EQUIPMENT**

Depreciation and amortization of property and equipment amounted to \$490,567 and \$464,018 during the six months ended June 30, 2012 and 2011, respectively, and are included in the accompanying statements of operations in selling, general and administrative expenses.

At June 30, 2012, property and equipment consists of the following:

	2012
Albatross (aircraft)	\$ 384,798
Furniture and fixtures	517,135
Equipment	5,406,655
Computer equipment	874,420
Computer software	151,881
Automobiles	37,423
Leasehold improvements	340,551
	7,712,863
Less accumulated depreciation and amortization	3,040,322
Total	\$ 4,672,541

## 5. CONVERTIBLE, REDEEMABLE PREFERRED STOCK

As of June 30, 2012, the Company is authorized to issue 378,848,172 shares of Convertible Redeemable Preferred Stock ( Preferred Stock ), which is allocated to various Series as follows:

Series A-1: 9,794,142 shares  
Series A-2: 19,887,000 shares  
Series B-1: 73,783,872 shares  
Series B-2: 62,326,439 shares  
Series C-1: 105,868,792 shares  
Series C-2: 107,187,927 shares

### Preferred Stock and Warrant Purchase Agreement

In June 2012, the Company entered into a Preferred Stock and Warrant Purchase Agreement ( Preferred Stock Agreement ). Pursuant to the Preferred Stock Agreement, the Company issued 84,695,034 units of Series C-1 Preferred Stock for cash and 85,750,341 units of Series C-2 Preferred Stock for conversion of convertible bridge loans and related accrued interest. Each unit is comprised of one share of Preferred Stock and a warrant to purchase 0.25 shares of preferred stock.

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**NOTES TO CONDENSED FINANCIAL STATEMENTS**  
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**(UNAUDITED)**

**5. CONVERTIBLE, REDEEMABLE PREFERRED STOCK**  
**(continued)**

Following is a summary of the activity under the Preferred Stock Agreement:

	Shares	Warrants	Form of Consideration	
			Cash Proceeds	Debt/Interest Conversion
Series C-1	84,695,034	21,173,758	\$ 24,981,190	\$
Series C-2	85,750,341	21,437,586	\$	\$ 20,790,295

The Series C-1 and C-2 Preferred Stock share similar rights and privileges as the Company's other classes of preferred stock, including, but not limited to, conversion rights, voting rights, cumulative dividends, liquidation preferences, and redemption rights.

The Series C-1 Warrants have an exercise price equal to the lower of (i) \$0.369 per share of Series C-1 Preferred Stock and (ii) 125% of the purchase price per share paid in connection with the issuance by the Company on or before June 7, 2013 of a new series of convertible preferred stock that is initially convertible into shares of the Company's common stock at a ratio of one-to-one. The Series C-2 Warrants have an exercise price equal to the lower of (i) \$0.2952 per share of Series C-2 Preferred Stock and (ii) 125% of the purchase price per share paid in connection with the issuance by the Company on or before June 7, 2013 of a new series of convertible preferred stock that is initially convertible into shares of the Company's common stock at a ratio of one-to-one. All of the Series C warrants expire on June 7, 2017.

The Series C-1 and C-2 warrants ( Series C Warrants ) were determined to be derivatives as a result of the provisions that provide the holder with (i) downward adjustments to the exercise price based upon future equity issuances and (ii) the ability to net-settle the instrument via a cashless exercise option. The Series C Warrants were recorded at their fair market value on the grant date and were recorded as a reduction of the carrying amount of the Series C-1 and Series C-2 Preferred Stock. See note 8 for further discussion regarding the fair value of the Series C Warrants.

**8% Cumulative Dividends**

The Preferred Stock accrues cumulative dividends at the rate of 8% per annum on the base amount, whether or not declared, together with any other dividends declared but unpaid, subject to appropriate adjustment in the event of any stock dividend, stock split, combination or other similar recapitalization, and are payable only if and when declared by the Company's Board of Directors. Cumulative but unpaid dividends as of June 30, 2012 amount to \$15,124,438.

**Liquidation**

At June 30, 2012, the Preferred Stock has an aggregate liquidation preference of \$121,187,026, which includes cumulative but unpaid dividends.

**Optional Conversion Rights**

Holdes of the Preferred Stock, at their option, may convert their shares into shares of common stock at the following conversion prices, subject to certain adjustments for future issuances at a lower price and customary adjustments for stock splits, combinations, etc.

Series A-1 \$0.5064

Series A-2 \$0.5577

Series B-1 \$0.3063

Series B-2 \$0.2604

Series C-1 \$0.2952

Series C-2 \$0.2429

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**NOTES TO CONDENSED FINANCIAL STATEMENTS**  
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**5. CONVERTIBLE, REDEEMABLE PREFERRED STOCK**  
**(continued)**

The Company evaluated the embedded conversion rights under the guidance of ASC 815, *Derivatives and Hedging*. The Company determined that for purposes of evaluating embedded features that may require bifurcation, the preferred stock primarily had characteristics of equity. Therefore, the conversion feature permitting conversion to common stock would be clearly and closely related to the host instrument, and as a result was not bifurcated.

In the event of a notice of redemption of any shares of Preferred Stock, the Conversion Rights of the shares designated for redemption shall terminate unless the redemption is not fully paid on such redemption date, in which case the Conversion Rights for such shares shall continue until such price is paid in full, provided that the Conversion Rights shall be appropriately modified to take into account that portion of redemption proceeds actually received by the holders of Preferred Stock.

At June 30, 2012, there were approximately 386 million shares of common stock issuable upon conversion of the outstanding Preferred Stock.

Redemption Rights

The Preferred Stock shall be redeemed by the Company, at any time on or after March 31, 2015, at a price equal to the greater of i) the Original Issue Price per share, plus any accumulated but unpaid dividends, or ii) the fair market value of the common stock, if a majority of the then outstanding holders of Preferred Stock, as determined on an as converted into Common Stock basis, provide written notice to the Company requesting redemption of the Preferred Stock. The Preferred Stock was recorded outside of permanent equity due to the fact that its redemption is outside the control of the Company. The Preferred Stock is presented on the accompanying balance sheet at its redemption amount. Changes to the redemption amount related to cumulative but unpaid dividends. As a result of the Company's accumulated deficit, cumulative dividends are charged against additional paid-in capital.

The following is a reconciliation of the preferred stock activity for the period ended June 30, 2012:

	Preferred Stock					
	Series A-1	Series A-2	Series B-1	Series B-2	Series C-1	Series C-2
Balance, January 1, 2012	\$8,558,796	\$19,860,613	\$25,447,132	\$18,497,358	\$	\$
Series C issuance					24,981,190	20,790,295
					(1,967,938)	(2,354,826)

Reclassification of derivatives						
Cumulative dividends	331,822	769,990	988,345	720,413	131,507	109,565
Accretion of preferred stock					44,073	52,737
Balance, June 30, 2012	\$8,890,618	\$20,630,603	\$26,435,477	\$19,217,771	\$23,188,832	\$18,597,771

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(UNAUDITED)****6. STOCK-BASED COMPENSATION**Stock Options

During the six months ended June 2012, the Company granted 40,725,667 stock-options to purchase common stock, which had a weighted-average grant date fair value of \$0.04 per stock option. There were no option awards granted during 2011. Fair values were determined using the Black-Scholes model and the following level 3 assumptions for the six months ended June 30, 2012:

Stock value (per share)	\$ 0.10
Weighted-average expected term	5.58 years
Risk-free rate	1.00%
Expected stock volatility	48%
Dividend yield	0%

Stock option activity for the six months ended June 30, 2012 is as follows:

	Shares	Weighted-average exercise price	Weighted-average remaining contractual term	Aggregate Intrinsic Value
Outstanding January 1, 2012	8,942,825	\$ 0.15	6.91 years	
Granted	40,725,667	0.10		
Exercised	(32,000 )	0.15		
Forfeited	(5,050,000 )	0.10		
Outstanding June 30, 2012	44,586,492	\$ 0.11	8.48 years	\$
Exercisable at June 30, 2012	25,210,497	\$ 0.12	7.57 years	\$
Expected to vest at June 30, 2012	19,375,995	\$ 0.10	9.67 years	\$

Information about stock options at June 30, 2012 is summarized as follows:

Exercise Price	Number Outstanding	Weighted Average Remaining Contractual Life	Number Exercisable	Weighted Average Remaining Contractual Life



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\$ 0.08	304,000	7.93 years	207,666	7.93 years
\$ 0.10	35,675,667	9.25 years	16,511,565	9.17 years
\$ 0.15	8,606,825	6.38 years	8,491,266	6.38 years

The fair value of share options vested, and related share-based compensation recognized, during the six months ended June 30, 2012 and 2011 amounted to \$675,175 and \$71,179, respectively, and was included in personnel costs and research and development expenses as follows:

	Six Months Ended June 30,	
	2012	2011
Personnel	\$ 653,010	\$ 60,244
Research and development	22,165	10,935
Total	\$ 675,175	\$ 71,179

As of June 30, 2012, the Company had \$878,355 of total unrecognized compensation costs related to non-vested share-based compensation arrangements. These costs are expected to be recognized over the weighted-average period of 1.99 years.

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**6. STOCK-BASED COMPENSATION (continued)**

Common Stock Shares and Warrants

In connection with each round of bridge loans issued in December 2011 and March 2012 (see note 7), the Company granted warrants to purchase 50,000,000 shares of common stock at an exercise price of \$0.0001 per share, totaling 100,000,000 warrants issued. Both grants of 50,000,000 warrants to purchase common stock were valued at \$4,995,818 each under the Black-Scholes valuation model using the level 3 assumptions below. This value was used in the calculation of the relative fair value of the convertible bridge loans (see note 7).

In March 2012, the Company issued 5,500,000 of \$0.0001 par value common shares to a supplier for services to be received. In addition, the Company granted warrants to the same supplier to purchase up to 20,000,000 shares of common stock based on certain criteria at an exercise price of the greater of i) \$0.30 per share or ii) the price per share of Preferred Stock with respect to any sale of Preferred Stock that occurs on or before the date that is three months following the effective date of the Technology Agreement. The warrants have a contractual term of 5 years. The shares and warrants were valued at \$550,000 and \$279,505, respectively, which were recorded to cost of services during 2012. Pursuant to the terms of the related services agreement, the Company is committed to pay the supplier \$1M on the anniversary dates of the first use of the service on board a commercial aircraft, subject to a maximum of \$3M over the term. The first commercial use of the service was in June 2012.

The 20,000,000 warrants were determined to be a derivative liability, under the provisions of ASC 815, *Derivatives and Hedging*, at the point that performance was completed by the supplier. See note 8 for further discussion regarding the valuation of the common stock warrant derivative liability.

Warrants granted during 2012 were valued under the Black-Scholes valuation model using the following Level 3 assumptions:

Stock value (per share)	\$ 0.10
Expected term	5 7 years
Risk-free rate	2.57%
Expected stock volatility	50%
Dividend yield	0%

Following is a summary of the warrants for common stock activity for the six months ended June 30, 2012:

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	Number of Warrants	Weighted Average Exercise Price	Weighted Average Remaining Contractual Term
Outstanding, January 1, 2012	68,850,105	\$ 0.0113	6.29 years
Granted	70,000,000	0.0858	
Exercised			
Forfeited, cancelled and expired			
Outstanding, June 30, 2012	138,850,105	\$ 0.0488	5.98 years
Exercisable, June 30, 2012	118,850,105	\$ 0.0066	6.19 years
Expected to vest, June 30, 2012	20,000,000	\$ 0.3000	4.72 years

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JUNE 30, 2012  
(UNAUDITED)****6. STOCK-BASED COMPENSATION (continued)**

The following is a summary of all warrants outstanding at June 30, 2012:

Exercise Price per Warrant	Number of Warrants	Class of Shares	Weighted Average Remaining Life
\$0.00 \$0.0001	117,787,605	Common	6.23 years
\$0.15	125,000	Common	4.69 years
\$0.30	20,000,000	Common	4.72 years
\$0.80	937,500	Common	2.49 years
Total outstanding:	138,850,105		
\$0.369	21,173,758	Preferred Series C-1	4.94 years
\$0.2952	21,437,586	Preferred Series C-2	4.94 years
Total outstanding:	42,611,344		

**7. NOTES PAYABLE AND CONVERTIBLE BRIDGE LOANS**

During 2010, the Company entered into a note payable for the payment of leasehold improvements associated with its move to its new corporate facilities. The note bears interest at 8% per annum and is payable in monthly installments of principal and interest and matures in 2016. Interest expense related to this note payable amounted to \$2,527 and \$4,567 during the six months ended June 30, 2012 and 2011, respectively. The note payable balance outstanding amounted to \$59,365 at June 30, 2012.

In December 2011 and March 2012, the Company entered into convertible bridge loans with existing preferred shareholders for debt raises of \$10,000,000 and \$10,000,000, respectively. The bridge loans bear interest at the rate of 12% per annum and matured on May 31, 2012. The bridge loans and related interest are convertible into preferred shares at such time as the Company raises additional equity funding through the issuance of a future round of Qualified Financing, as defined in the agreement, which was ultimately the Series C Preferred Stock capital raise in June 2012 (see note 5). The conversion price of the loans is to be determined based on a 20% discount of the issuance

price of the Qualified Financing. The Company granted the note holders thereto a security interest in substantially all assets of the Company. Additionally, in connection with these two rounds of bridge loans, the Company granted warrants to purchase a total of 100,000,000 shares of common stock at \$0.0001 per share (see note 6 for additional discussion regarding the warrants). The Company determined that the bridge loans constituted share-settled debt in accordance with ASC 480, *Distinguishing Liabilities from Equity*. As such, the convertible bridge loans were initially recorded at an amount equal to their residual allocated amount and were accreted to their redemption amount, which is approximately 20% greater than its face amount, through the maturity date using the effective interest method. During the six months ended June 30, 2012, the Company recognized interest expense of \$9,629,089 relating to the accretion of the bridge loans. In June 2012, the Company converted \$20,000,000 of principal and \$790,295 of related accrued interest into units of Series C-2 Preferred Stock.

During the six months ended June 30, 2012, the Company's effective interest rate on convertible bridge loans was 421%.

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**ROW 44, INC.**

**NOTES TO CONDENSED FINANCIAL STATEMENTS  
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**7. NOTES PAYABLE AND CONVERTIBLE BRIDGE LOANS  
(continued)**

The following is a schedule, by year, of future minimum principal payments required under notes payable as of June 30, 2012:

Years Ending December 31,	
Remainder of 2012	\$ 6,753
2013	14,343
2014	15,534
2015	16,823
2016	5,912
	\$ 59,365

**8. FAIR VALUE OF FINANCIAL INSTRUMENTS**

The Series C Warrants were determined to be derivatives as a result of the provisions that provide the holder with (i) downward adjustments to the exercise price based upon future equity issuances and (ii) the ability to net-settle the instrument via a cashless exercise option. The Series C Warrants were recorded at their fair market value on the grant date and were recorded as a reduction of the carrying amount of the Series C-1 and Series C-2 Preferred Stock.

The 20,000,000 warrants granted to a supplier in 2012 were determined to be a derivative, under the provisions of ASC 815, *Derivatives and Hedging*, at the point in time when the performance by the supplier was complete. The Company determined that these warrants are derivatives due to the adjustable exercise price provisions contained therein. As such, the fair value of the derivatives were reclassified from equity to derivative liabilities on the date performance by the supplier was complete.

The fair value of derivatives was determined using a Black-Scholes model, which utilized Level 3 unobservable inputs. Significant inputs used in valuing the derivatives included (i) the Company's current stock price, (ii) the Company's expected stock-price volatility, (iii) the expected term of the instrument, and (iv) the probability that the Company would default on the convertible bridge loans.

The assumptions used to value the Series C warrants and the common stock warrants classified as derivatives were as follows during the six months ended June 30, 2012:

	Common Stock Warrants	Series C Warrants
Stock value (per share)	\$ 0.10	\$ 0.27
Expected term	5 years	5 years
Risk-free rate	2.57%	1.00%
Expected stock volatility	50%	50%
Dividend yield	0%	0%

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**8. FAIR VALUE OF FINANCIAL INSTRUMENTS (continued)**

The following table presents instruments measured at fair value on a recurring basis and their level within the fair value hierarchy as of June 30, 2012:

	Level 1	Level 2	Level 3	Total
Series C Warrants	\$	\$	\$ 4,322,764	\$ 4,322,764
Common stock warrants			279,505	279,505
Derivative liabilities	\$	\$	\$ 4,602,269	\$ 4,602,269

The following table presents the fair value reconciliation of Level 3 derivative liabilities measured at fair value on a recurring basis for the six months ended June 30, 2012:

Balance, January 1, 2012	\$
Series C warrants	4,322,764
Common stock warrants	279,505
Change in value	
Reclassification to equity	
Balance, June 30, 2012	\$ 4,602,269

The carrying amount of certain of the Company's financial instruments, including cash, accounts receivable, and accounts payable and accrued expenses, approximate fair value due to the relatively short maturity of such instruments. The fair value of borrowings is not considered to be significantly different than its carrying amount because the stated rates for such debt reflect current market rates and conditions.

**9. CONCENTRATIONS**Major Customers

During the six months ended June 30, 2012, two customers represented 96% of net revenues. Accounts receivable from these two customers represented 93% of total accounts receivable at June 30, 2012.

During the six months ended June 30, 2011, two customers represented 99.9% of net revenues.



**Major Suppliers**

The Company purchases its satellite bandwidth from a single supplier. This supplier also provides the Company with the equipment and servers required to terminate the satellite stream, provides space at its datacenters to house the equipment and servers, and also provides network operations service support. During the six months ended June 30, 2012 and 2011, the Company paid \$7,088,241 and \$3,163,453 to this supplier for services and purchased \$1,319,567 and \$9,345 of equipment and servers, respectively.

The Company purchases equipment from third party suppliers for sale to the airlines. The supplier that provides satellite bandwidth also provides modems for use within the equipment on the aircraft. During the six months ended June 30, 2012 and 2011, the Company purchased modems, which comprised 3% and 1% of total inventory purchases, respectively.

The Company purchases the antenna assembly and related cabling from a single supplier which, during the six months ended June 30, 2012 and 2011, comprised 65% and 61% of total inventory purchases, respectively.

The Company also purchases radomes and rings from a single supplier which, during the six months ended June 30, 2012 and 2011, comprised 11 % and 13% of total inventory purchases, respectively.

Any interruption in the supply from these significant vendors would have a significant impact on the Company's ability to provide equipment to the airlines for installation.

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**10. INCOME TAXES**

The difference between income tax expense attributable to continuing operations and the amount of income tax expense that would result from applying domestic federal statutory rates to pre-tax income (loss) is mainly related to non-deductible expenses and an increase in the valuation allowance, partially offset by state income taxes.

**11. RELATED PARTY TRANSACTIONS**

PAR Investment Partners, L.P. ( PAR ) owns more than 40% of the outstanding equity of Row 44 as of June 30, 2012. Accordingly, PAR can exercise significant influence on the Company.

As discussed in Notes 5, 7 and 13, in connection with the December 2011 and March 2012 bridge loans, PAR loaned Row 44 \$13,000,000 and was granted warrants to purchase 65 million shares of Row 44 s \$0.0001 par value common stock. In August 2012, PAR exercised these warrants. In connection with the June 2012 financing, PAR s bridge loans were converted into 55,737,722 shares of Series C-2 Preferred Stock and warrants to purchase an additional 13,934,431 shares of Series C-2 Preferred Stock.

**Subscriptions Receivable, Notes Receivable and Advances**

At June 30, 2012, the Company had balances owed from a current officer and a former officer under long-term receivable agreements ( officers receivables ), which amounted to \$966,137, of which \$70,980 is presented as notes receivable, related parties and \$895,157 is presented as subscriptions receivable. These officers receivables are collateralized by all of the outstanding shares of common stock owned by each of these individuals. The Company recognizes interest income when earned, using the simple interest method. The Company makes ongoing assessments regarding the collectability of the notes receivable balance. Notes receivable are presented on the accompanying balance sheets at their estimated net realizable value.

**12. COMMITMENTS AND CONTINGENCIES**

**Lease Commitments**

The Company leases its operating facilities under non-cancelable operating leases that expire through 2016. The Company also leases certain facilities under month-to-month arrangements. Total rent expense for the six months ended June 30, 2012 and 2011 was \$251,647 and \$160,701, respectively. The Company is responsible for certain operating expenses in connection with these leases. The following is a schedule, by year, of future minimum rental payments required under non-cancelable operating leases as of June 30, 2012:

Years Ending December 31,	
Remainder of 2012	\$ 208,696
2013	381,774
2014	392,717
2015	403,921
2016	167,404
Thereafter	
	\$ 1,554,512

**Vendor Payable**

In December 2011, the Company amended an agreement with one of its major suppliers to pay specific invoices that amounted to \$12,435,666. In connection with the bridge loan funding in December 2011 (see note 7), \$3,662,000 of the open invoices were paid and the remaining balance was to be paid in nine monthly installments (four installments of \$1,250,000, four installments of \$754,733, and one installment of \$754,734) from January 2012 - September 2012.

No interest is payable on these amounts provided that the Company makes all nine installments in the agreed upon amounts and on or before the agreed upon due dates. At

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**ROW 44, INC.**

**NOTES TO CONDENSED FINANCIAL STATEMENTS  
JUNE 30, 2012  
(UNAUDITED)**

**12. COMMITMENTS AND CONTINGENCIES (continued)**

June 30, 2012, the amount of invoices subject to the agreement and still outstanding amounted to \$2,264,200 and is presented as accounts payable and accrued expenses in the accompanying balance sheet. In September 2012, pursuant to terms of the amended agreement, the Company paid this balance in full and did not incur any related interest charges.

**Video License Commitments**

In connection with the distribution of entertainment services, the Company has certain contracted commitments with various video content providers that expire through 2016. The Company expenses these license fees over the applicable period the contracted commitment covers as a charge to cost of services. The following is a schedule, by year, of the future payments required under these contracted commitments as of June 30, 2012:

Years Ending December 31,	
Remainder of 2012	\$ 438,000
2013	1,520,000
2014	620,000
2015	170,000
2016	120,000
Thereafter	\$ 2,868,000

**Services Agreement**

Pursuant to the terms of a services agreement, the Company is committed to pay a supplier \$1,000,000 on the anniversary dates of the first use of the service on board a commercial aircraft, subject to a maximum of \$3M over the term. The first commercial use of the service was in June 2012.

**Legal Matters**

The Company is involved from time to time in various legal proceedings in the normal conduct of its business. The Company does not believe that the outcome of any pending litigation will have a material adverse impact on the Company's financial position, results of operations, or cash flows.

## 13. SUBSEQUENT EVENTS

The Company has evaluated subsequent events through November 5, 2012, the date the unaudited condensed financial statements were available to be issued.

In August 2012, the Company signed a term sheet with Global Eagle Acquisition Corp. (GEAC) whereby GEAC would acquire 100% of the equity interests of the Company in exchange for shares of GEAC common stock. The Company is proceeding with this transaction and expects to enter into a definitive merger agreement in November 2012 and close the transaction in January 2013.

In August 2012, 65,000,000 of the common stock warrants granted in conjunction with the December 2011 and March 2012 bridge loans were exercised for total proceeds of \$6,500.

In October 2012, the Company signed a binding Memorandum of Understanding with a major customer regarding certain business model, economic and service provision changes to the current Services Agreement between the Company and the customer, all expected to be incorporated into a definitive agreement between the parties effective as of January 2013. As of the date these unaudited condensed financial statements were available to be issued, an estimate of the financial effect of this event cannot be made.

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# REPORT OF INDEPENDENT AUDITORS

To the Supervisory Board  
Advanced Inflight Alliance, AG

We have audited the accompanying consolidated balance sheets of Advanced Inflight Alliance AG, as of December 31, 2011 and 2010, and the related consolidated income statements and consolidated statements of comprehensive income, statement of changes in equity and consolidated cash flow statements for each of the three years in the period ended December 31, 2011. These financial statements are the responsibility of the Company's management. Our responsibility is to express an opinion on these financial statements based on our audits.

We conducted our audits in accordance with United States generally accepted auditing standards. Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting principles used and significant estimates made by the management, as well as evaluating the overall financial statement presentation. We believe that our audits provide a reasonable basis for our opinion.

In our opinion, the consolidated financial statements referred to above present fairly, in all material respects, the consolidated balance sheets of Advanced Inflight Alliance AG, at December 31, 2011 and 2010, and the related consolidated income statements and consolidated statements of comprehensive income, statement of changes in equity and consolidated cash flow statements for each of the three years in the period ended December 31, 2011 in conformity with International Financial Reporting Standards as adopted by the European Union (IFRS).

IFRS varies in certain respects from those generally accepted in the United States. Information relating to such difference is presented in Notes 26 to the consolidated financial statements.

Munich, October 31, 2012

Ernst & Young GmbH  
Wirtschaftsprüfungsgesellschaft

/s/ Müller  
Müller  
Wirtschaftsprüfer  
[German Public Auditor]

/s/ Nöhmeier  
ppa Nöhmeier  
Wirtschaftsprüferin  
[German Public Auditor]

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# ADVANCED INFLIGHT ALLIANCE AG

## Consolidated Income Statements

### For the years ended December 31, 2011, 2010 & 2009

	Notes	2011 EUR	2010 EUR	2009 EUR
Revenue	5.	121,579,767	111,113,924	108,050,822
Other operating income	6.1	935,993	348,711	442,758
Changes in inventories of goods and work in progress		-170,190	33,895	
Cost of materials	6.6	-73,405,629	-67,295,568	-67,731,900
Staff costs	6.5	-27,448,268	-21,879,143	-18,985,624
Depreciation, amortization and impairment losses	6.7	-3,959,243	-3,970,775	-4,917,394
Other operating expenses	6.2	-10,989,134	-9,938,200	-10,040,610
Net income from operating activities		6,543,296	8,412,844	6,818,052
Finance income	6.4	122,181	137,170	99,915
Finance costs	6.3	-767,927	-961,501	-1,050,886
Net result from financing and investment activities		-645,746	-824,331	-950,971
Earnings before income taxes		5,897,550	7,588,513	5,867,081
Income taxes	7.	-1,490,893	-2,095,901	-1,154,246
Net income for the year		4,406,657	5,492,612	4,712,835
Basic EPS	9.	0.28	0.38	0.33
Diluted EPS	9.	0.28	0.38	0.32
Average number of shares (basic)		15,705,759	14,500,000	14,500,000
Average number of shares (diluted)		15,823,436	14,542,729	14,513,361
Number of weighted stock options		117,677	42,729	13,361

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**ADVANCED INFLIGHT ALLIANCE AG**  
**Consolidated Statements of Comprehensive Income**  
**For the years ended December 31, 2011, 2010 & 2009**

	2011	2010	2009
	EUR	EUR	EUR
Net income for the year	4,406,657	5,492,612	4,712,835
Other comprehensive income			
Exchange differences on translation of foreign operations	1,738,796	3,847,739	3,559,905
Cash flow hedges			
Gains/(losses) from cash flow hedges for the period	-119,070		11,734
Reclassification to profit or loss	78,814	131,356	
Income tax effect	13,276	-43,363	-3,872
	-26,980	87,993	7,861
Other comprehensive income for the year, net of tax	1,711,816	3,935,731	3,567,766
Total comprehensive income for the year, net of tax	6,118,473	9,428,343	8,280,601

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# ADVANCED INFLIGHT ALLIANCE AG

## Consolidated Balance Sheets

### As of December 31, 2011 & 2010

	Notes	2011 EUR	2010 EUR
<b>ASSETS</b>			
Non-current assets			
Intangible assets:			
Goodwill	11./13.	37,962,663	25,835,772
Film rights	11./13.	57,446	117,315
Other intangible assets	11.	22,320,180	18,594,236
Property, plant and equipment			
Land and buildings	10.	756,566	708,652
Operating and office equipment	10.	1,496,562	1,505,465
Financial assets	12.1		3,318
Deferred tax assets	7.	1,944,574	1,540,190
Total non-current assets		64,537,988	48,304,948
Current assets			
Inventories	14.	11,701,247	1,294,630
Trade receivables	15.	19,843,741	18,781,089
Financial assets		17,401	
Current income tax assets	7.	2,566,180	3,320,577
Cash and cash equivalents	16.	15,959,760	13,954,402
Other assets		2,231,011	2,405,498
Total current assets		52,319,340	39,756,196
<b>TOTAL ASSETS</b>		<b>116,857,328</b>	<b>88,061,144</b>
<b>EQUITY AND LIABILITIES</b>			
Equity attributable to equity holders of the parent			
Subscribed capital	18.	16,688,091	14,500,000
Capital reserves	18.	12,058,795	8,871,025
Retained earnings	18.	21,209,999	18,543,342
Other components of equity	18.	1,151,537	-560,279
Total equity		51,108,422	41,354,089
Non-current liabilities			
Interest bearing loans and borrowings	12.2.	9,615,769	2,314,880
Financial liabilities	12.2.	2,655,448	142,968
Other liabilities	21.	178,379	188,343
Deferred tax liabilities	7.	6,795,213	5,248,792
Total non-current liabilities		19,244,809	7,894,983
Current liabilities			
Interest bearing loans and borrowings	12.2.	3,060,621	3,937,031
Trade payables	22.	34,272,016	25,121,243
Other financial liabilities			

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Income tax payable	<b>7.</b>	2,417,043	1,655,405
Other provisions	<b>21.</b>	267,865	159,836
Other liabilities	<b>22.</b>	6,486,552	7,938,557
Total current liabilities		46,504,097	38,812,072

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## ADVANCED INFLIGHT ALLIANCE AG

### Statement of Changes in Equity

	Note	Subscribed capital (No-par value shares)		Capital reserves	Retained earnings	Adjustments from foreign currency translation	Other neutral transactions	Other recognized gains and losses Total	Equity
		Number	EUR	EUR	EUR	EUR	EUR	EUR	EUR
Balance as of December 31, 2008		14,500,000	14,500,000	8,676,644	10,947,895	-7,915,101	-148,675	-8,063,776	26,911,058
Dividends paid	18.				-1,160,000				-1,160,000
Share repurchases	20.			117,646					117,646
Net income/(loss)	18.				4,712,835				4,712,835
Group income						3,559,905	7,861	3,567,766	3,567,766
Comprehensive income									8,283,237
Balance as of December 31, 2009		14,500,000	14,500,000	8,794,290	14,500,730	-4,355,196	-140,814	-4,496,010	33,993,910
Balance as of January 1, 2010		14,500,000	14,500,000	8,794,290	14,500,730	-4,355,196	-140,814	-4,496,010	33,993,910
Share repurchases					-1,450,000				-1,450,000
Dividends				76,735					76,735
Net income					5,492,612				5,492,612
Group income						3,847,739	87,993	3,935,731	3,935,731
Comprehensive income									9,481,950
Balance as of December 31, 2010		14,500,000	14,500,000	8,871,025	18,543,342	-507,458	-52,821	-560,279	41,804,869
Balance as of January 1, 2011		14,500,000	14,500,000	8,871,025	18,543,342	-507,458	-52,821	-560,279	41,804,869
Increase	18.	2,071,428	2,071,428	3,107,142					5,179,998
Share repurchases				-31,702					-31,702
Dividends	19.				-1,740,000				-1,740,000
Share repurchases	20.	116,663	116,663	112,330					229,026
Net income	18.2.				4,406,657				4,406,657
Group income	18.2.					1,738,796	-26,980	1,711,816	1,711,816
Comprehensive income									6,128,473
Balance as of December 31, 2011		16,688,091	16,688,091	12,058,795	21,209,999	1,231,338	-79,801	1,151,537	51,369,425

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# ADVANCED INFLIGHT ALLIANCE AG

## Consolidated Cash Flow Statements

### For the years ended December 31, 2011, 2010 & 2009

	Notes	2011 TEUR	2010 TEUR	2009 TEUR
Operating activities				
Income before Tax		5,898	7,589	5,867
Adjustments to reconcile net income to net cash flow:				
Depreciation and impairment of property, plant and equipment	6.7.	824	1,018	911
Amortization and impairment of intangible assets	6.7.	3,135	2,954	3,867
Share-based payments expense	20.	-43	77	118
Gain/loss on disposal of non-current property, plant and equipment		10	-56	11
Finance income	6.4.	-122	-137	-97
Finance costs	6.3.	768	962	1,051
Movements in provisions		-44	-34	245
Other non-cash adjustments		0	0	-4
Working capital adjustments:				
Movements in trade and other receivables and prepayments	15.	4,224	217	1,639
Movements in inventories	14.	-175	-330	-479
Movements in trade and other payables	22.	-3,947	-332	-3,235
Gain/loss from deferred taxes	7.	-1,898	-780	
Income tax paid		-2,291	-1,230	-2,246
Net cash flows from operating activities		<b>6,339</b>	<b>9,916</b>	<b>7,647</b>
Investing activities				
Purchase of property, plant and equipment		-772	-600	-821
Purchase of intangible assets		-851	-3,935	-1,718
Acquisition of subsidiaries, net of cash	4.	-12,800	-3,710	-2,322
Changes of other financial assets		100	143	76
Cash paid for other financial liabilities		-1,875	0	0
Net cash flows from investing activities		<b>-16,198</b>	<b>-8,102</b>	<b>-4,785</b>
Financing activities				
Proceeds from borrowings	12.2	10,806	5,293	6,036
Proceeds from capital increase	18.	5,179	0	0
Proceeds from exercise of stock options	20.	229		0
Repayments of borrowings	12.2	-4,072	-8,417	-8,323
Interest paid and transaction costs	6.3.	-643	-876	-995
Interest received	6.4.	41	0	0
Dividends paid	19.	-1,740	-1,450	-1,160
Net cash flows from financing activities		<b>9,800</b>	<b>-5,450</b>	<b>-4,443</b>
Net increase in cash and cash equivalents		-59	-3,636	-1,581
Exchange rate differences in cash and cash equivalents		-62	1,124	572
Cash and cash equivalents at 1 <sup>st</sup> January		13,954	16,465	17,474

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Changes in cash due to changes in the composition of consolidated companies	2,126	1	0
Cash and cash equivalents as of December 31, 2011	<b>15,960</b>	<b>13,954</b>	<b>16,465</b>

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## ADVANCED INFLIGHT ALLIANCE AG

### Statement of Changes in Non-Current Assets for Financial Year 2011

	of Acquisition or Production				Accumulated Depreciation					
	Changes of consol. EUR	Additions EUR	Disposals EUR	Curr. Differ EUR	Dec. 31, 2011 EUR	Jan. 1, 2011 EUR	Additions EUR	Disposals EUR	Curr. Differ. EUR	Dec. 31, 2011 EUR
	11,063,008	0	-13,502	1,063,883	37,962,663	13,502	0	-13,502	0	0
	0	0	0	0	3,397,500	3,280,185	59,869	0	0	3,340,054
	5,491,223	850,794	-777,495	683,266	34,413,048	9,571,024	3,075,478	-780,049	226,415	12,092,868
	16,554,231	850,794	-790,997	1,747,149	75,773,210	12,864,711	3,135,347	-793,551	226,415	15,432,922
	0	73,437	0	50,434	912,260	79,737	53,306	0	22,651	155,694
	77,596	698,212	-110,199	233,675	6,700,279	4,295,530	770,590	-85,774	223,370	5,203,717
	77,596	771,650	-110,199	284,109	7,612,539	4,375,268	823,896	-85,774	246,021	5,359,411
	0	0	-3,318	0	0	0	0	0	0	0
	0	0	-3,318	0	0	0	0	0	0	0
<b>3,735</b>	<b>16,631,826</b>	<b>1,622,444</b>	<b>-904,514</b>	<b>2,031,258</b>	<b>83,385,749</b>	<b>17,239,979</b>	<b>3,959,243</b>	<b>-879,325</b>	<b>472,437</b>	<b>20,792,333</b>

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## ADVANCED INFLIGHT ALLIANCE AG

### Statement of Changes in Non-Current Assets for Financial Year 2010

	of Acquisition or Production					Accumulated Depreciation					
	Changes of consol. EUR	Additions EUR	Disposals EUR	Reclass EUR	Curr Differ EUR	Dec. 31, 2010 EUR	Jan. 1, 2010 EUR	Additions EUR	Disposals EUR	Curr Differ EUR	Dec. 31, 2010 EUR
91	0	0	0	0	2,151,283	25,849,273	13,502	0	0	0	13,502
0	0	0	0	0	0	3,397,500	3,121,789	158,396	0	0	3,280,185
94	0	2,412,222	-25,335	0	2,455,178	28,165,260	6,284,426	2,795,349	-25,335	516,584	9,571,024
85	0	2,412,222	-25,335	0	4,606,461	57,412,033	9,419,717	2,953,744	-25,335	516,584	12,864,711
	0	0	0	0	37,211	788,389	56,932	17,052	0	5,753	79,737
2	53,397	600,412	-310,808	0	652,922	5,800,995	3,055,129	1,000,889	-288,976	528,489	4,295,530
9	53,397	600,412	-310,808	0	690,134	6,589,384	3,112,061	1,017,941	-288,976	534,242	4,375,268
	0	3,318	-24,794	0	1,818	3,318	0	0	0	0	0
	0	3,318	-24,794	0	1,818	3,318	0	0	0	0	0
<b>09</b>	<b>53,397</b>	<b>3,015,952</b>	<b>-360,937</b>	<b>0</b>	<b>5,298,413</b>	<b>64,004,735</b>	<b>12,531,778</b>	<b>3,971,685</b>	<b>-314,311</b>	<b>1,050,826</b>	<b>17,239,979</b>

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# ADVANCED INFLIGHT ALLIANCE AG

## NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS

### 1. General disclosures

Advanced Inflight Alliance AG (hereinafter referred to as AIA AG) is domiciled in Munich, Germany, and is registered in the commercial register at Munich under number HRB 122000. The Company's offices are located at Schellingstrasse 35, 80799 Munich. AIA AG is primarily involved in holding and actively managing investments in operating companies. Its shares are quoted in German Stock Exchange's General Standard trading segment. Shares of the Company are publically traded. The Management Board released these financial statements for publication/to the Supervisory Board on October 31, 2012.

The Advanced Inflight Alliance Group (hereinafter: AIA Group or Group) operates in the Content Service Providing (CSP) segment with its subsidiaries Atlas Air Film + Media Service GmbH, Duisburg (hereinafter: Atlas Air); IFE Alliance Licensing GmbH, Duisburg (hereinafter: IFEL); DTI Software Inc., Montreal, Canada (hereinafter: DTI Software); and Inflight Productions Limited, London, UK, along with their respective subsidiaries. The Group subsidiaries, Fairdeal Multimedia Pvt. Ltd., Mumbai, India; and Fairdeal Studios Pvt. Ltd., Mumbai, India; as well as the two companies newly acquired in the 2011, Entertainment in Motion Inc., Los Angeles, USA (hereinafter: EIM); and Emphasis Video Entertainment Ltd., Hong Kong (hereinafter: EVE or Emphasis); constitute the Content segment. Atlas Air Film + Media Service GmbH, Duisburg, and IFE Alliance Licensing GmbH, Duisburg; as well as Atlas Air Entertainment Concepts Inc., Los Angeles, USA, (hereinafter: AAEC) were combined in the Atlas Group for purposes of internal reporting and analysis. Inflight Productions Limited, London, UK, and its subsidiaries constitute the IFP Group. DTI Software Inc., Montreal, Canada, DTI Solutions Inc., Montreal, Canada, and DTI Software FZ-LLC, Dubai, United Arab Emirates, are combined in the DTI Group. The two Indian companies Fairdeal Multimedia Pvt. Ltd., Mumbai, and Fairdeal Studios Pvt. Ltd., Mumbai constitute the Fairdeal Group. The Group's ultimate parent company, AIA AG prepared the accompanying consolidated financial statements, in accordance with the International Financial Reporting Standards (IFRS) of the International Accounting Standards Board (IASB) applicable as of that date in the EU.

The term IFRS also includes the applicable International Accounting Standards (IAS). The interpretations of the IFRS Interpretations Committee (IFRS IC) previously the International Financial Reporting Interpretations Committee (IFRIC) were also taken into account.

The application of the accounting, measurement and reporting methods is governed by the principle of consistency. Changes may be necessary as a result of new or revised IFRS. The Company complied with all new or revised IFRS whose first-time application was mandatory as of January 1, 2011.

The closing date of all the financial statements of the companies included in consolidation is December 31. The income statement is structured based on the nature of expense format.

The accompanying consolidated financial statements differ from consolidated financial statements prepared in accordance with United States Generally Accepted Accounting Principles (U.S. GAAP). Differences between

accounting and measurement principles applied in AIA Group's consolidated financial statements and those of U.S. GAAP are presented as a separate reconciliation to supplement the consolidated financial statements, and explained in detail in Note 26.

## **2. Accounting policies**

### **2.1. Basis for Preparation of the financial statements**

The consolidated financial statements are generally prepared using the historical cost method.

However derivative financial instruments and available-for-sale financial assets, are measured at fair value. The carrying amounts of the assets and liabilities that are recognized in the statement of financial position and represent hedged items in fair value hedges and are otherwise recognized at amortized cost are adjusted to reflect fair value changes attributable to risks hedged in effective hedges. The consolidated financial statements are prepared in Euro.

Unless otherwise specified, all figures are rounded up or down to the nearest thousand (EUR thousand).

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**ADVANCED INFLIGHT ALLIANCE AG**

**NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS**

**2. Accounting policies (continued)**

**2.2. Adoption of new and revised accounting Standards**

**Standards, Interpretations and revised Standards to be applied for the first time**

The new and revised Standards and Interpretations that took effect from January 1, 2011, and are specified below:

IAS 24 Related Party Disclosures (revised 2009)  
Amendment to IAS 32 Classification of Rights Issues  
Amendment to IFRIC 14 Prepayments of a Minimum Funding Requirement  
Improvements to IFRSs 2010 (issued in May 2010)

The application of these Standards and Interpretations is explained in greater detail below:

**IAS 24 Related Party Disclosures (revised 2009)**

The IASB published an amendment to IAS 24, which revises the definition of a related party in order to simplify identification of related party relationships and transactions. The new definition follows a symmetrical view of transactions with related parties and clarifies in which cases and under what circumstances key management personnel establish relationships with related parties. The revised Standard also entails a partial exemption for government-related entities from the disclosure requirements regarding transactions with the given government entity and with companies that are controlled, jointly controlled or significantly influenced by the given government entity. The application of revised IAS 24 does not affect the Group's financial position, cash flows or results of operations.

**Amendment to IAS 32 Classification of Rights Issues**

The amendment to IAS 32 changes the definition of a financial liability in order to make it possible to designate certain rights (as well as certain options and warrants) as equity if the entity offers these rights to all existing owners of the same class of its own non-derivative equity instruments in order to acquire a fixed number of the entity's own equity instruments for a fixed amount of any currency. This amendment did not affect the presentation of the Group's financial position, cash flows or results of operations.

## **Amendment to IFRIC 14 Prepayments of a Minimum Funding Requirement**

Some of the consequences of applying IFRIC 14, an Interpretation published in July 2007, for companies that are subject to minimum funding requirements and must make prepayments to cover these commitments were unintended. The amendment now allows companies to recognize prepayments on future service costs as an asset. Since the Group is not subject to minimum funding requirements the amendment of this Interpretation did not affect the presentation of the Group's financial position, cash flows or results of operations.

### **Improvements to IFRSs (issued in May 2010)**

In May 2010, the IASB issued its third collection of amendments to various IFRSs with the primary goal of removing inconsistencies and clarifying the wording in some cases. The collection of amendments includes transitional provisions for each amended IFRS. While the adoption of the following new guidance led to changes in the accounting policies, it did not have any impact on the presentation of the Group's financial position, cash flows and results of operations.

**IFRS 3 Business Combinations:** The existing measurement option for non-controlling interests was restricted insofar as only the components of non-controlling interests that are present ownership interests and entitle their holders to a proportionate share of the entity's net assets in the event of liquidation are measured at either fair value or proportionate share in the acquiree's net identifiable assets. Other components must be measured at their fair value as of the acquisition date. See note 4.

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# ADVANCED INFLIGHT ALLIANCE AG

## NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS

### 2. Accounting policies (continued)

**IFRS 7 Financial Instruments: Disclosures:** The amendment simplifies the disclosures by reducing the scope of the disclosures on securities held and adding certain qualitative disclosures.

**IAS 1 Presentation of Financial Statements:** This amendment clarifies that comprehensive income for individual components of equity shall be presented either in the statement of changes in equity or in the notes. For further information, we refer to the consolidated statement of changes in equity.

**IAS 34 Interim Financial Reporting:** This amendment requires additional disclosures in interim financial reports on fair values and reclassifications of financial assets, as well as on changes related to contingent liabilities and contingent assets.

The new guidance in the amendments to IFRS listed below did not have any effect on the Group's accounting policies and presentation of its financial position, cash flows and results of operations.

**IFRS 3 Business Combinations** Provides clarification that contingent consideration paid in connection with business combinations prior to the application of IFRS 3 (revised 2008) must be accounted for in accordance with IFRS 3 (2004).

**IFRS 3 Business Combinations** Unreplaced and voluntarily replaced share-based payment transactions and their treatment in connection with the accounting treatment of the business combination.

**IAS 27 Consolidated and Separate Financial Statements** Application of the transition requirements under IAS 27 (revised 2008) to subsequent amendments of other Standards

**IFRIC 13 Customer Loyalty Programmes** Allowing for other discounts and incentives offered to customers who have not earned award credits from an initial sale in the determination of the fair value of an award credit.

### The following Standards were not applied:

#### a) EU endorsement completed

The IASB published the Standards and Interpretations enumerated below that have already been endorsed but are not yet effective. The Group has not applied these Standards and Interpretations.

## **Amendment to IFRS 7 Disclosures on Transfers of Financial Assets**

The amendment to IFRS 7 was published in October 2010 and shall be applied for the first time in the financial year beginning on or after July 1, 2011. It requires extensive new qualitative and quantitative disclosures on transferred financial assets that do not qualify for derecognition and on the entity's continuing involvement in the transferred financial assets on the reporting date. This amendment is likely to further expand the scope of disclosures on financial instruments but it will not affect the recognition and measurement of assets and liabilities in the consolidated financial statements and earnings in future financial years.

## **IFRS 10 Consolidated Financial Statements**

IFRS 10 was published in May 2011 and shall be applied for the first time in the financial year beginning on or after January 1, 2013. The new Standard replaces the requirements of both IAS 27 Consolidated and Separate Financial Statements and SIC-12 Consolidation – Special Purpose Entities. IFRS 10 establishes a uniform control concept that applies to all companies, including special purpose entities. The changes that IFRS 10 introduces generally require management to exercise substantial judgment in whether the Group controls the given entities and they should be consolidated. This Standard will not have any impact on the AIA Group.

## **IFRS 11 Joint Arrangements**

IFRS 11 was published in May 2011 and shall be applied for the first time in the financial year beginning on or after January 1, 2013. It replaces both IAS 31 Interests in Joint Ventures and the Interpretation SIC-13

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**ADVANCED INFLIGHT ALLIANCE AG**

**NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS**

**2. Accounting policies (continued)**

Jointly Controlled Entities Non-Monetary Contributions by Venturers. IFRS 11 thus eliminates the previously available option of proportionate consolidation for joint ventures. In the future, such entities may only be consolidated using the equity method. The Standard will not have any impact on the Group because it does not have any interests in joint ventures.

**IFRS 12 Disclosure of Interests in other Entities**

IFRS 12 was published in May 2011 and shall be applied for the first time in the financial year beginning on or after January 1, 2013. This Standard governs the disclosure requirements related to Group accounting principles and consolidates the disclosures required of subsidiaries (heretofore subject to IAS 27); the disclosures required of jointly controlled and associated entities (heretofore subject to IAS 31 and IAS 28, respectively); as well as those required of structured entities. The notes disclosures regarding this group of entities will be more comprehensive in the future because the new Standard contains new disclosure requirements above and beyond the current ones.

**IFRS 13 Fair Value Measurement**

IFRS 13 was published in May 2011 and shall be applied for the first time in the financial year beginning on or after January 1, 2013. It provides guidance on measuring the fair value and defines comprehensive quantitative and qualitative disclosures on fair value measurements. This Standard does not address when assets and liabilities must or may be measured at the fair value. IFRS 13 defines the fair value as the price that a party would receive or pay, respectively, in a routine transaction between market participants for the sale of an asset or the transfer of a liability on the measurement date. The Group is reviewing at this time whether the new Standard will affect its results of operations, cash flows and financial position in the future.

**Amendment of IAS 1 Presentation of Items of other Comprehensive Income**

The amendment to IAS 1 was published in June 2011 and shall be applied for the first time in the financial year beginning on or after July 1, 2012. The amendment of IAS 1 concerns the presentation of the items of other comprehensive income. Henceforth, items requiring reclassification to profit and loss (so-called recycling) in the future shall be presented separately from items remaining in equity. This amendment solely concerns the presentation in the consolidated financial statements and thus does not affect the Group's financial position, cash flows and results of operations.

## **Amendment to IAS 12    Deferred Tax: Recovery of Underlying Assets**

The amendment to IAS 12 was published in December 2010 and shall be applied for the first time in the financial year beginning on or after January 1, 2012. The amendment of IAS 12 introduces a simplification. Accordingly, there is the (rebuttable) presumption that realizing the carrying amount on disposal is decisive to the measurement of deferred taxes on real property measured at fair value. The Standard requires basing the measurement of non-consumable items of property, plant and equipment in accordance with the revaluation model on the assumption that they will be sold. The Group does not possess the types of assets affected thereunder, and the amendment thus does not have any impact on its financial position, cash flows and financial performance.

## **IAS 19 Employee Benefits (revised 2011)**

Revised IAS 19 was published in June 2011 and shall be applied for the first time in the financial year beginning on or after January 1, 2013. The adjustments made range from fundamental changes such as those concerning the determination of expected income from plan assets and the elimination of the corridor method (which served to distribute or smooth out volatilities resulting over time from pension liabilities). This amendment does not affect the Group's financial position, cash flows and financial performance because it does not have any pension liabilities or plan assets.

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**ADVANCED INFLIGHT ALLIANCE AG**  
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**2. Accounting policies (continued)**

**IAS 28 Investments in Associates and Joint Ventures (revised 2011)**

Revised IAS 28 was published in May 2011 and shall be applied for the first time in the financial year beginning on or after January 1, 2013. The adoption of IFRS 11 and IFRS 12 broadened the scope of IAS 28 such that the equity method shall now also be applied to joint ventures besides associates. Please see our disclosures on IFRS 11 in regards to the effects.

**Amendment to IAS 32 and IFRS 7 Offsetting a Financial Asset and a Financial Liability**

The amendment to IAS 32 and IFRS 7 was published in December 2011 and shall be applied for the first time in the financial year beginning on or after January 1, 2013. This amendment is designed to eliminate inconsistencies by supplementing the application guidance. However, the current basic rules regarding the offsetting of financial instruments were maintained. The amendment also serves to define supplementary disclosures. Though it will not affect the Group's accounting policies, it will entail additional disclosures.

The new requirements listed below do not apply to the Group and thus will not affect its financial position, cash flows and financial performance.

Amendment to IFRS 1 Severe Hyperinflation and Removal of Fixed Dates for First-time Adopters  
IAS 27 Separate Financial Statements (revised 2011)

**b) EU endorsement pending**

The IASB published the following Standards and Interpretations that were not yet required to be applied in 2011. These Standards and Interpretations have not yet been adopted by the EU and have not yet been applied by the Group.

**IFRS 9 Financial Instruments: Classification and Measurement**

The first part of Phase I of the preparation of IFRS 9 Financial Instruments was published in November 2009. This Standard contains new requirements regarding the classification and measurement of financial assets. Accordingly, debt instruments shall be accounted for either at amortized cost or measured at fair value through profit or loss depending on their characteristics, taking the entity's business model into account. Equity instruments shall always be measured at fair value. Changes in the value of equity instruments may be recognized in other comprehensive income

if the entity so elects on initial recognition of the financial instrument. In this case, only certain dividends from equity instruments would be recognized in profit or loss. Financial assets that are held for trading and must be measured at fair value through profit or loss are an exception. The IASB completed the second part of Phase I of the project in

October 2010. This added requirements regarding financial liabilities and retains the existing classification and measurement requirements for financial liabilities, with the following exceptions: Effects from changes in an entity's own credit risk from financial liabilities designated as at fair value through profit or loss shall be recognized in equity, and derivative liabilities linked to unquoted equity instruments may no longer be recognized at cost. IFRS 9 shall be applied for the first time in the financial year beginning on or after January 1, 2015. It is anticipated that this project will be completed in 2012. The Group will quantify the effects in connection with the other phases once they have been published in order to obtain a comprehensive picture of the potential impact.

## **IFRIC 20: Stripping Costs in the Production Phase of a Surface Mine**

This interpretation is effective for annual periods beginning on or after January 1, 2013. It applies to waste removal (stripping) costs incurred in surface mining activity, during the production phase of the mine. The Group does not possess the types of assets affected by the interpretation, and thus does not expect any impact on its financial position, cash flows and financial performance.

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**ADVANCED INFLIGHT ALLIANCE AG**  
**NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS**

**2. Accounting policies (continued)**

**2.3. Principles of consolidation**

**Principles of consolidation**

The consolidated financial statements comprise the financial statements of AIA AG and its subsidiaries as of December 31, 2011.

Subsidiaries are consolidated from the acquisition date, i.e., from the date on which the Group obtains control. Consolidation ends when the parent company relinquishes control.

The subsidiaries' financial statements are prepared as of the same reporting date as the parent company's financial statements using uniform accounting policies.

All intercompany balances, income and expenses as well as unrealized gains and losses from intercompany transactions are eliminated.

**Basis of consolidation**

At the reporting date, the AIA Group comprised of, including the Group parent AIA AG, 24 entities (2010: 22, 2009: 21) which were included in the consolidated financial statements in accordance with IAS 27.12.

**Fully consolidated companies**

In addition to the parent company, the following subsidiaries are included as fully consolidated companies in the consolidated financial statements of AIA AG:

Company, registered office	Business activities	Percentage of capital owned
Atlas Air Film + Media Service GmbH, Duisburg	CSP (content service providing)	100
IFE Alliance Licensing GmbH, Duisburg	CSP	100
Advanced Film GmbH, Munich	No operating activities	100
Advanced Inflight Alliance Limited, Bristol, UK	Holding	100

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DTI Software Inc., Montreal, Canada	CSP	100
Inflight Productions Limited, London, UK	CSP	100
Inflight Studios Limited, London, UK	No operating activities	100 <sup>(1)</sup>
WMRS Studios Limited, London, UK	No operating activities	100 <sup>(1)</sup>
28 Limited, London, UK	CSP	100 <sup>(1)</sup>
Inflight Productions Inc., Los Angeles, USA	CSP	100 <sup>(1)</sup>
The Lab.Aero Inc., Los Angeles, USA	CSP	100 <sup>(1)</sup>
Atlas Air Entertainment Concepts, Inc., Glendale, USA	CSP	100 <sup>(1)</sup>
Inflight Productions BV, Amsterdam, Neatherland	CSP	100 <sup>(1)</sup>
Inflight Productions Pty Limited, Melbourne, Australia	CSP	100 <sup>(1)</sup>
Inflight Productions Limited, Auckland, New Zealand	CSP	100 <sup>(1)</sup>
Inflight Productions Pte Limited, Singapore	CSP	100 <sup>(1)</sup>
Inflight Productions FZ-LLC, Dubai, UAE	CSP	100 <sup>(1)</sup>
DTI Software FZ-LLC., Dubai, UAE	CSP	100 <sup>(2)</sup>
DTI Solutions Inc., Montreal, Canada	CSP	100 <sup>(2)</sup>
Fairdeal Multimedia Pvt. Ltd., Mumbai, India	Content	100
Fairdeal Studios Pvt. Ltd., Mumbai, India (Acquired 2010)	Content	100

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**ADVANCED INFLIGHT ALLIANCE AG**  
**NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS**

**2. Accounting policies (continued)**

Company, registered office	Business activities	Percentage of capital owned
Entertainment in Motion Inc., Los Angeles, USA (Acquired 2011)	Content	100
Emphasis Video Entertainment Ltd., Hong Kong (Acquired 2011)	Content	100

(1) indirect holding via Inflight Productions Limited, London, UK.

(2) indirect holding via DTI Software Inc., Montreal, Canada.

**2.4. Summary of significant accounting policies**

**2.4.1. Business combinations and goodwill**

**Business combinations from January 1, 2010**

Business combinations are accounted for using the acquisition method. The cost of a business combination is the sum total of the consideration assigned, which is measured at the acquisition-date fair value, and the non-controlling interests in the acquiree. For each business combination, the acquirer measures the non-controlling interest in the acquiree at either fair value or the proportionate share in the acquiree's identifiable net assets. Costs incurred in connection with a business combination are recognized as an expense and reported under other operating expenses.

Whenever the Group acquires an entity, it shall assess the appropriate classification and designation of the financial assets and the liabilities assumed in accordance with the terms of the agreement, the economic environment and conditions existing at the acquisition date. This also involves separating embedded derivatives from their host contracts.

In step acquisition, the acquirer remeasures its previously held equity interest in the acquiree at its acquisition-date fair value and recognizes the resulting gain or loss, if any, in income statement.

The contingent consideration agreed is recognized at the acquisition-date fair value. Subsequent changes to the fair value of contingent consideration classified as an asset or a liability are recognized either in profit or loss or in other comprehensive income in accordance with IAS 39. Contingent consideration classified as equity is not remeasured and its subsequent settlement is accounted for within equity.

On initial recognition, goodwill is measured at cost, which is the excess of the total consideration assigned and the value of the non-controlling interest over the Group's identifiable assets acquired and liabilities assumed. If this consideration is less than the fair value of the net assets of the acquired subsidiary, the difference is recognized in profit or loss.

Following initial recognition, goodwill is measured at cost less accumulated impairment losses. For the purpose of impairment testing, goodwill acquired in a business combination is allocated, from the acquisition date, to each of the Group's cash-generating units that is expected to benefit from the business combination, irrespective of whether other assets or liabilities of the acquiree are assigned to those cash-generating units.

If goodwill has been allocated to a cash-generating unit and an operation within that unit is sold, the goodwill associated with the operation disposed of is included in the carrying amount of the operation when determining the gain or loss on disposal. The value of the portion of goodwill sold is measured on the basis of the relative values of the operation disposed of and the portion of the cash-generating unit retained.

## **Business combinations prior to January 1, 2010**

Compared to the aforementioned requirements, the following principles applied to the accounting for business combinations under the method prior to January 1, 2010:

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# **ADVANCED INFLIGHT ALLIANCE AG**

## **NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS**

### **2. Accounting policies (continued)**

Business combinations were accounted for using the acquisition method. Transaction costs directly attributable to the business combination were accounted for as part of the acquisition cost. The non-controlling interest (previously referred to as minority interest) was measured at the proportionate share in the recognized amounts of the acquiree's identifiable net assets.

Individual investments related to step acquisitions were recognized separately. Any additional equity interest acquired did not affect the goodwill from the preceding investment.

When the Group acquired a company, the embedded derivatives that the acquired company had recognized separately from the host contract were remeasured only if the business combination resulted in a modification of the terms, in turn triggering substantial changes in the cash flows that would have otherwise arisen from the contract.

Contingent consideration was only recognized if the Group had a present obligation, if it was more probable than not that an outflow of resources embodying economic benefits would be required, and if a reliable estimate was possible. Retrospective adjustments of the contingent consideration were reported as part of the goodwill.

#### **2.4.2. Foreign currency translation**

The consolidated financial statements are prepared in Euro, the parent company's functional currency. Every company in the Group defines its own functional currency, which is used to measure the items in this entity's financial statements.

#### **Foreign currency transactions and balances**

Foreign currency transactions are initially translated by the Group companies into the functional currency using the spot rate at the date of the transaction. Monetary assets and liabilities in a foreign currency are translated into the functional currency using the closing rate.

All exchange differences are recognized in profit or loss, with the exception of exchange differences arising on a monetary item that forms part of an effective hedge of a net investment in a foreign operation. These are recognized in other comprehensive income up to the disposal of the net investment and only recognized in profit or loss on disposal. Taxes resulting from the exchange differences arising on these monetary items are also reported as a component of equity.

Foreign currency non-monetary items measured at historical cost are translated using the exchange rate at the date of the transaction. Non-monetary items that are measured at fair value in a foreign currency are translated using the

exchange rate at the date when the fair value was determined.

In the period prior to January 1, 2005, the Group treated the goodwill arising from the business combination and the fair-value adjustments of the carrying amounts of the assets acquired and liabilities assumed as assets and liabilities of the parent company. These assets and liabilities are therefore either already stated in the presentation currency or they are considered foreign currency non-monetary items on which no other exchange differences arise.

## **Translation of the financial statements of consolidated companies**

The assets and liabilities of foreign operations are translated into Euro at the exchange rate prevailing at the reporting date. Income and expenses are translated at the exchange rate at the date of the transaction. The resulting exchange differences are recognized in other comprehensive income. The amount reported in other comprehensive income for a foreign operation is reclassified to profit or loss on disposal of the foreign operation. Any goodwill arising on the acquisition of a foreign operation after January 1, 2005, and any fair value adjustments to the carrying amounts of assets and liabilities arising on the acquisition of that foreign operation are treated as assets and liabilities of the foreign operation and translated at the closing rate.

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**ADVANCED INFLIGHT ALLIANCE AG**  
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**2. Accounting policies (continued)**

**2.4.3. Revenue recognition**

Revenue is recognized when it is probable that the economic benefits associated with the transaction will flow to the Group and the amount of revenue can be measured reliably. Revenue is measured at the fair value of the consideration received. Trade discounts, rebates, and value-added tax or other charges are not considered. The recognition of revenue is also contingent on the criteria listed below:

**Revenue in the CSP segment**

In the CSP segment, revenue is recognized for service arrangements associated with licenses after the service has been rendered and the customer can actually use the service in the form of an inflight entertainment package. This is the case at the beginning of what is known as the on-board cycle, i.e., at the inception of the license or from the time when the customer can use the services provided in the aircraft.

Revenue from pure service arrangements is recognized when the significant risks and rewards of ownership of the goods and products sold have transferred to the buyer. This usually occurs on delivery of the goods and products.

**Revenue in the Content segment**

Revenue from the use and/or sublicensing of the film rights for inflight entertainment is realized at the time the customer's license period begins. Any additional services rendered, such as technical services or the provision of materials, are billed as ancillary costs.

**Interest income**

Interest income and interest expense are recognized using the effective interest rate for all financial instruments measured at amortized cost as well as for interest-bearing financial assets and financial assets classified as held for sale. The effective interest rate is the rate that exactly discounts estimated future cash payments or receipts through the expected life of the financial instrument or, when appropriate, a shorter period to the net carrying amount of the financial asset or financial liability. Interest income is presented in the income statement under finance income.

**Rental income**

Income from letting and sub-letting is recognized in profit or loss on a pro rata basis.

## **2.4.4. Taxes**

### **Current taxes**

Current tax assets and liabilities for current and prior periods are measured in the amount expected to be refunded by the tax authorities or paid to the tax authorities. This amount is calculated based on the tax rates and tax laws applicable at the reporting date in the countries in which the Group is active and generates taxable profit.

Current taxes relating to items recognized in equity are recognized directly in equity rather than in profit or loss. Management regularly assesses individual tax issues to determine whether applicable tax provisions allow room for interpretation. Provisions for taxes are realized on the basis of taxable income and respective applicable local tax rates.

### **Deferred taxes**

Deferred taxes are measured on the temporary differences existing at the reporting date between the carrying amount of an asset or liability in the statement of financial position and its tax base. The liability method is used for this.

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**2. Accounting policies (continued)**

A deferred tax liability is recognized for all taxable temporary differences, except to the extent that the deferred tax liability arises from:

initial recognition of goodwill or an asset or liability in a transaction that is not a business combination and, at the time of the transaction, affects neither accounting profit nor taxable profit (tax loss), taxable temporary differences associated with investments in subsidiaries if the timing of the reversal of the temporary differences can be controlled and it is probable that the temporary differences will not reverse in the foreseeable future.

A deferred tax asset is recognized for all deductible temporary differences and the carryforward of unused tax losses and unused tax credits to the extent that it is probable that taxable income will be available against which a deductible temporary difference and the unused tax losses and tax credit can be utilized, unless the deferred tax asset arises from:

the initial recognition of an asset or liability in a transaction that is not a business combination and, at the time of the transaction, affects neither accounting profit nor taxable profit (tax loss), investments in subsidiaries to the extent that it is probable that the temporary differences will not reverse in the foreseeable future or sufficient taxable profit will not be available against which the temporary differences can be utilized.

The carrying amount of the deferred tax assets is reviewed at the end of each reporting period and reduced to the extent that it is no longer probable that sufficient taxable profit will be available to allow the benefit of part or all of that deferred tax asset to be utilized. Unrecognized deferred tax assets are reassessed at the end of each reporting period and recognized to the extent that it has become probable that future taxable profit will allow the deferred tax asset to be recovered.

Deferred tax assets and liabilities are measured at the tax rates that are expected to apply to the period when the asset is realized or the liability is settled, based on tax rates (and tax laws) that have been enacted by the end of the reporting period. Future changes in tax rates are taken into account to the extent that significant effectiveness requirements within the framework of a legislative procedure have been met at the end of the reporting period.

Deferred taxes relating to items recognized outside profit or loss are recognized either in other comprehensive income or directly in equity consistent with the underlying transaction. Deferred tax assets and liabilities are offset if the Group has a legally enforceable right to set off current tax assets against current tax liabilities and the deferred tax assets and liabilities relate to income taxes levied by the same taxation authority on the same taxation entity.

**Value-added tax**

Income, expenses, and assets are recognized net of value-added tax. An exception is made in the following cases:

If the value-added tax charged on the purchase of assets or the utilization of services cannot be reclaimed from the tax authorities, the tax is recognized as part of the cost of the asset or as a component of expense.

Receivables and liabilities are carried together with the amounts of value-added tax included in these items.

The amount of value-added tax to be refunded by the tax authorities is presented in the statement of financial position under other assets, while the amount to be transferred to the tax authorities is reported under other liabilities.

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**2. Accounting policies (continued)**

**2.4.5. Government grants**

Government grants are recognized when there is reasonable assurance that the grants will be received and the entity will comply with the conditions associated with them. DTI Software and DTI Solutions Inc., Montreal, Canada, receive government grants for documented personnel costs incurred in connection with the development of software for the media industry in our case software for games and applications for inflight entertainment systems. As the grants are awarded subsequently for a period that has ended, payment is not subject to any reservations. The grants are deducted directly from the assets recognized. In the financial year, the Companies received grants of EUR 640 thousand (2010: EUR 1,522 thousand).

**2.4.6. Pensions and other post-employment benefits**

The Group has not extended any defined benefit pension commitments or other commitments for post-employment benefits. Pension arrangements are made for the members of the Management Board through contributions to a pension fund.

**2.4.7. Share-based payment**

The Group's executives receive share-based payment in the form of equity instruments as part of their compensation package (equity-settled share-based payment transactions).

**Equity-settled share-based payment transactions**

Expenses from the award of the equity instruments to executives are measured by reference to the fair value of these equity instruments at grant date. The fair value is determined by an external expert by applying a suitable option pricing model. Please refer to note 20 for more information.

Expenses resulting from the award of equity instruments and the corresponding increase in equity are recognized in the period during which the service or performance conditions are required to be met (vesting period). This period ends on the day on which the equity instruments initially vest, i.e., the date on which the employee in question irrevocably becomes a beneficiary. The cumulative expense from the award of equity instruments that is presented at each reporting date up until the vesting date reflects the expired part of the vesting period as well as the number of equity instruments that, according to the Group's best estimate, actually vest at the end of the vesting period. The income or expense reported in net profit or loss for the period corresponds to the movement of the accumulated expense recognized at the beginning and end of the reporting period.

Expense is not recognized for rights to equity instruments that cannot be exercised, with the exception of rights for which certain market conditions need to be satisfied before these can be exercised. Irrespective of whether the market conditions are satisfied, these are considered exercisable providing all other performance conditions are satisfied.

If the terms and conditions of an equity-settled share-based payment arrangement are modified, expenses are recognized, at a minimum, equal to the amount in which they would be incurred if the terms and conditions of the arrangement had not changed. The Company also recognizes the effects of modifications that increase the total fair value of the share-based payment arrangement or are otherwise beneficial to the employee, measured at the date of the modification.

If an equity-settled payment arrangement is canceled, this is treated as if it had been exercised at the cancellation date.

The unrecognized expense is recognized immediately. This applies to all payment arrangements when non-vesting conditions over which either the Company or the counterparty has influence are not satisfied. However, if the canceled payment arrangement is replaced by a new payment arrangement and the new payment arrangement is declared a replacement for the canceled payment arrangement at grant date, the canceled and the new payment arrangements are accounted for as a modification to the original payment arrangement (see the section above).

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**2. Accounting policies (continued)**

The accounting treatment for all cancellations of payment arrangements for equity-settled transactions is the same.

Please refer to note 9 for information on the dilutive effect of the outstanding stock options in the calculation of (diluted) earnings per share.

**2.4.8. Financial instruments initial recognition and subsequent measurement**

**2.4.8.1. Financial assets**

**Initial recognition and measurement**

Financial assets, as defined in IAS 39, are designated as financial assets at fair value through profit or loss; as loans and receivables; as financial investments held to maturity; as financial assets available for sale; or as derivatives that are designated and effective hedging instruments. The Group establishes the classification of its financial assets on initial recognition.

They are measured at fair value on initial recognition. Transaction costs directly attributable to the acquisition of a financial asset are also accounted for in cases where financial investments are not designated as at fair value through profit or loss.

Purchases or sales of financial assets requiring delivery of the assets within the time frame established by regulation or convention in the marketplace concerned (customary market purchases) are measured on the trading day, i.e., the day on which the Group entered into the obligation to purchase or sell the given financial asset.

The Group's financial assets comprise cash and short-term investments, as well as trade and other receivables. For further information on the financial assets, please see note 12.

**Subsequent measurement**

Subsequent measurement of financial assets depending on their classification, is carried out as follows:

**Financial assets at fair value through profit or loss**

The group of financial assets at fair value through profit or loss includes the financial assets held for trading, as well as financial assets designated on initial recognition as at fair value through profit or loss. Financial assets are classified as held for trading if they were acquired for the purpose of sale or re-purchase in the short term. This category comprises the Group's derivative financial instruments which, pursuant to IAS 39, are not designated hedging instruments in a hedge. Derivatives, including separately measured embedded derivatives, are also classified as held for trading unless they are designated and effective hedging instruments. Financial assets at fair value through profit or loss are recognized at fair value in the statement of financial position, and changes in their fair value are recognized in the income statement under finance income or finance costs.

The Group has not designated any financial assets on initial recognition as at fair value through profit or loss.

**Loans and receivables**

Loans and receivables are non-derivative financial assets with fixed or determinable payments that are not quoted in an active market. After initial recognition, such financial assets are subsequently measured at amortized cost using the effective interest method less any impairment. Amortized costs include premiums or discounts on acquisition, as well as all fees or points that are an integral part of the effective interest rate. Income from amortization resulting from the application of the effective interest method is reported in the income statement under finance income. Impairment losses are recognized in the income statement under finance costs.

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**2. Accounting policies (continued)**

**Held-to-maturity investments**

Non-derivative financial assets with fixed or determinable payments and fixed maturity are designated as financial investments held to maturity if the Group has the positive intention and ability to hold them to maturity. Upon initial recognition, held-to-maturity financial investments are recognized at amortized cost using the effective interest method. This method is based on the effective interest rate that exactly discounts estimated future cash receipts over the expected life of the financial instrument to the net carrying amount of the financial asset. Gains and losses are recognized in the consolidated income statement if the financial investments are derecognized or impaired, as well as through the amortization process.

The Group did not have any held-to-maturity financial investments as of the financial years ending, respectively, on December 31, 2011, and December 31, 2010.

**Available-for-sale financial investments**

Available-for-sale financial assets contain debt and equity instruments. Equity instruments designated as held for sale concern those not designated as held for trading nor as at fair value through profit or loss. The debt instruments in this category concern those that shall be held for an indefinite period and that may be sold in response to liquidity needs or changes in market rates or risks.

Upon initial measurement, available-for-sale financial assets are subsequently measured at fair value. Unrealized gains or losses are recognized as other comprehensive income in available-for-sale financial assets reserve. The cumulative gain or loss is reclassified to other operating income on derecognition of such an asset. If an asset is impaired, the cumulative loss is recognized through profit or loss under finance costs and derecognized from available-for-sale financial assets reserve.

The Group assessed whether its ability and intention to dispose of its available-for-sale financial assets in the near term still applies. If the Group cannot trade these financial assets because there is no active market for them and if there is a fundamental change in management's intention to sell them in the foreseeable future, the Group may decide to reclassify these financial assets in rare circumstances. Reclassification to the category, loans and receivables, is permitted if the financial asset meets the definition of loans and receivables and if the Group has the positive intention and the ability to hold the asset for the foreseeable future or until maturity. They may only be reclassified to the held-to-maturity category if the entity has the ability and the positive intention to hold the financial assets accordingly.

If a financial asset was reclassified out of the available-for-sale category, all earlier gains or losses on this asset that were recognized directly in equity shall be recycled through profit or loss over the term to maturity of the financial investment using the effective interest method. Any differences between the new amortized cost and the expected cash

flows shall be reversed over the remaining life of the asset using the effective interest method. If the asset is subsequently impaired, any amount recognized in equity shall be reclassified to profit or loss.

The Group did not have any available-for-sale financial assets in the financial years ending, respectively, on December 31, 2011, and December 31, 2010.

## **Derecognition**

A financial asset (or a part of a financial asset or a part of a group of similar financial assets) is derecognized if one of the following conditions has been met:

The contractual rights to receive the cash flows of a financial asset have expired.

The Group has transferred its contractual rights to receive the cash flows of the financial asset to third parties or has assumed a contractual obligation to pay the cash flows to a third party immediately under a contract that fulfills the requirements of IAS 39.19 (so-called transfer contract)

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# **NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS**

### **2. Accounting policies (continued)**

and, in that connection, (a) has either transferred substantially all of the risks and rewards of ownership of the financial asset or (b) has neither transferred nor retained substantially all of the risks and rewards of ownership of the financial asset but has not retained control over the asset.

If the Group transfers its contractual rights to cash flows from an asset or enters into a transfer contract pursuant to which it neither transfers nor retains substantially all of the risks and rewards of ownership of this asset but retains control over the asset transferred, the Group shall recognize the asset to the extent of its continuing involvement.

In this case, the Group shall also recognize the associated liability. The transferred asset and the related liability are measured to reflect the rights and obligations that the Group retained. If the Group's continuing involvement takes the form of guaranteeing the transferred asset, the extent of its continuing involvement shall be the lower of the initial carrying amount of the asset and the maximum amount of the consideration received that the Group could have to repay.

#### **2.4.8.2. Impairment of financial assets**

The Group assesses at the end of each reporting period whether there is any objective evidence that a financial asset or a group of financial assets is impaired. A financial asset or a group of financial assets is only considered impaired if, and only if, there is objective evidence of impairment as a result of one or more events that occurred after the initial recognition of the asset (a loss event) and that loss event has an impact on the estimated future cash flows of the financial asset or group of financial assets that can be reliably estimated. Impairment may be indicated if there are indications that the debtor or a group of debtors are having significant financial difficulties; in case of a default or delinquency in interest or principal payments; if it is probable that the borrower will enter bankruptcy or other financial reorganization; and if observable data indicate that there is a measurable reduction in the expected future cash flows such as adverse changes in the payment status of borrowers or economic conditions that correlate with defaults.

#### **Financial assets carried at amortized cost**

The Group first assesses whether objective evidence of impairment exists individually for financial assets that are individually significant, and individually or collectively for financial assets that are not individually significant. If the Group determines that no objective evidence of impairment exists for an individually assessed financial asset, whether significant or not, it includes the asset in a group of financial assets with similar credit risk characteristics and collectively assesses them for impairment. Assets that are individually assessed for impairment and for which an impairment loss is or continues to be recognized are not included in a collective assessment of impairment.

If there is objective evidence that impairment has occurred, the amount of the impairment loss is measured as the difference between the carrying amount of the asset and the present value of estimated future cash flows (excluding future credit losses that have not been incurred). The present value of estimated future cash flows is discounted at the financial asset's original effective interest rate. If a loan has a variable interest rate, the discount rate for measuring any impairment loss is the current effective interest rate.

The asset's carrying amount is reduced by means of an allowance account and the impairment loss is recognized through profit or loss. Interest income is thereafter recognized on the carrying amount for which an impairment loss was recognized using the interest rate that was applied to discount the future cash flows for the purpose of measuring the impairment loss. The interest income is recognized through profit or loss in finance income. Receivables (including any impairment) are derecognized as soon as they are considered as uncollectible and all collateral has been used and sold. If, in a subsequent period, the amount of the estimated impairment loss increases or decreases due to an event occurring after the impairment was recognized, the previously recognized impairment loss is reversed either directly or by adjusting the allowance account. If a receivable that was written off is designated at a later date as being collectible, the corresponding amount is offset directly against the finance costs.

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**2. Accounting policies (continued)**

The present value of estimated future cash flows is discounted at the financial asset's original effective interest rate. If a loan has a variable interest rate, the discount rate for measuring any impairment loss is the current effective interest rate.

**Available-for-sale financial investments**

The Group assesses at the end of each reporting period whether there is any objective evidence that an available-for-sale financial asset or a group of available-for-sale financial assets are impaired.

A significant or prolonged decline in the fair value of equity instruments designated as held for sale below their cost is also objective evidence of impairment. The criterion, significant, is assessed based on the cost of the financial investment and the criterion, prolonged, based on the period during which the fair value was below cost.

If there is evidence of impairment, the cumulative loss which is defined as the difference between the acquisition cost and the current fair value, less any impairment loss on that financial asset previously recognized in profit or loss is reclassified from equity to profit or loss. Impairment losses on equity instruments cannot be reversed through profit or loss; any subsequent increase in the fair value is recognized in other comprehensive income.

The same criteria that apply to financial assets recognized at amortized cost shall be used to measure any impairment of debt instruments classified as available for sale. However, the amount recognized as the impairment loss is the cumulative loss corresponding to the difference between the amortized cost and the current fair value, less any impairment loss on that instrument previously recognized in profit or loss.

Interest income is thereafter recognized on the carrying amount for which an impairment loss was recognized using the interest rate that was applied to discount the future cash flows for the purpose of measuring the impairment loss.

The interest income is recognized in finance income. If, in a subsequent period, the fair value of a debt instrument increases and the increase can be objectively related to an event occurring after the impairment loss was recognized in profit or loss, the amount of the reversal is recognized in profit or loss.

**2.4.8.3. Financial liabilities**

**Initial recognition and measurement**

Financial liabilities as defined in IAS 39 are designated as financial liabilities at fair value through profit or loss, as loans or as derivatives that are designated and effective hedging instruments. The Group establishes the classification

of its financial liabilities on initial recognition.

Financial liabilities are measured at fair value on initial recognition; in the case of loans, transaction costs directly attributable to them are also accounted for on initial recognition.

The Group's financial liabilities comprise trade and other payables, bank overdrafts, loans and derivative financial instruments.

## **Subsequent measurement**

Subsequent measurement of financial liabilities depending on their classification, carried out as follows:

### **Financial liabilities at fair value through profit or loss**

Financial liabilities at fair value through profit or loss contain the financial liabilities held for trading, as well as other financial liabilities designated on initial recognition as at fair value through profit or loss.

Financial liabilities are classified as held for trading if they were acquired for the purpose of selling them in the short term. This category comprises the Group's derivative financial instruments which, pursuant to IAS 39, are not designated hedging instruments in a hedge.

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**2. Accounting policies (continued)**

Separately measured embedded derivatives are also classified as held for trading unless they are designated and effective hedging instruments.

Gains or losses from held-for-trading financial liabilities are recognized through profit or loss.

The Group has not designated any financial liabilities as at fair value through profit or loss.

**Loans**

Following initial recognition, interest-bearing loans are measured at amortized cost using the effective interest method. Gains and losses are recognized through profit or loss if the liabilities are derecognized as well as through the amortization process using the effective interest method.

Amortized costs include premiums or discounts on acquisition, as well as all fees or points that are an integral part of the effective interest rate. Amortization using the effective interest method is reported in the income statement under finance costs.

**Derecognition**

A financial liability is derecognized upon satisfaction, termination or expiration of the underlying obligation. Any exchange of a financial liability for another financial liability with substantially different terms involving the same lender, or any substantial modification of the terms of an existing liability, is accounted for as an extinguishment of the original financial liability and the recognition of a new financial liability. The difference between the respective carrying amounts is recognized through profit or loss.

**2.4.8.4. Offsetting financial instruments**

Financial assets and financial liabilities are offset against one another and the resulting net amount is shown in the consolidated statement of financial position if the entity has a currently enforceable legal right to set off the recognized amounts and if it intends to settle on a net basis or to realize the asset and settle the liability simultaneously.

**2.4.8.5. Fair value of financial instruments**

The fair value of financial instruments traded on active markets is measured using the quoted market price on the reporting date or a publicly quoted price (the bid price offered by the buyer for *long* positions and the asking price for

*short* positions) without deducting the transaction costs.

The fair value of financial instruments for which no active market exists is determined by applying valuation techniques. Valuation techniques include using recent arm's length market transactions between knowledgeable, willing parties, if available, reference to the current fair value of another instrument that is substantially the same, the use of discounted cash flow methods and option valuation models.

Please see note 12.3 for an analysis of the fair values of financial instruments and further details on the measurement of financial instruments.

## **2.4.9. Derivative financial instruments and hedges**

### **Initial recognition and subsequent measurement**

The Group uses derivative financial instruments such as foreign exchange futures and interest rate swaps to hedge exchange rate and interest rate risks. These derivatives are recognized at fair value on the transaction date and subsequently remeasured at fair value. Derivatives are measured as financial assets when their fair value is positive and as financial liabilities when their fair value is negative.

Gains or losses on changes in the fair value of derivatives are recognized immediately in profit or loss, with the exception of the effective portion of a cash flow hedge, which is included in other comprehensive income.

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**2. Accounting policies (continued)**

Hedging instruments are classified as follows for hedge accounting purposes:

as a fair value hedge if the purpose is to hedge the exposure to changes in the fair value of a recognized asset or liability or an unrecognized firm commitment (excluding currency risk);

as a cash flow hedge if the purpose is to hedge the exposure to variability in cash flows that is attributable to a particular risk associated with a recognized asset or liability, or a highly probable forecast transaction or the currency risk of an unrecognized firm commitment;

as a hedge of a net investment in a foreign operation.

Both the hedging relationship and the Group's risk management objectives and strategies are formally designated and documented with respect to the hedge at its inception. The documentation contains the determination of the hedging instrument, the hedged item or the transaction being hedged as well as the type of risk hedged and a description of

how the Company determines the effectiveness of the change in the fair value of the hedging instrument when compensating for risks from changes in the fair value of or the cash flows from the hedged item caused by the hedged risk. Such hedging relationships are considered highly effective in compensating for risks from fair value or cash flow changes. Continuous assessments are made to determine whether or not they actually were highly effective during the entire reporting period for which the hedging relationship was designated.

Hedging transactions that meet the strict criteria to qualify for hedge accounting are accounted for as follows:

**Fair value hedges**

Any change in the fair value of the derivative interest rate hedging instrument is recognized in profit or loss under finance income. Changes in the fair value of the hedged item attributable to the hedged risk shall adjust the carrying amount of the hedged item and also be recognized in profit or loss under finance income.

When hedging the fair value of hedged items measured at cost, the adjustment of the carrying amount is recognized in profit or loss over its remaining life until maturity. Amortization using the effective interest method may begin as soon as an adjustment exists and shall begin no later than when the hedged item ceases to be adjusted for changes in its fair value attributable to the risk being hedged. If the hedged item is derecognized, the fair value not carried at cost is immediately recognized in profit or loss.

When an unrecognized firm commitment is classified as a hedged item, the subsequent cumulative change in the fair value of the firm commitment attributable to the hedged risk is recognized as an asset or liability with a corresponding gain or loss recognized in profit or loss.

The Group did not use any fair value hedges in 2010 and 2011.

## Cash flow hedges

The effective portion of the gain or loss on a hedging instrument is recognized in other comprehensive income under the provisions for cash flow hedges while the ineffective portion is recognized in profit or loss immediately.

The amounts recognized in other comprehensive income are reclassified to profit or loss in the period during which the hedged transaction has an impact on the profit or loss for the period, e.g. when hedged financial income or expenses are recognized or when an expected sale is executed. If a hedge results in the recognition of a non-financial asset or a non-financial liability, the amounts recognized in other comprehensive income are allocated to the acquisition-date cost of the non-financial asset or the non-financial liability.

However, if the forecast transaction or the firm commitment is no longer expected to occur, the cumulative gains or losses recognized in other comprehensive income shall be reclassified to profit or loss. If the hedging instrument expires or is sold, terminated or exercised without resulting in its replacement or rollover into another hedging instrument, or if the hedge no longer meets the criteria for hedge accounting, the cumulative

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### **2. Accounting policies (continued)**

gains or losses on the hedging instrument that have been recognized in other comprehensive income shall remain in other comprehensive income until the forecast transaction or the firm commitment has an impact on the profit or loss.

The Group has interest rate swaps that are used to hedge its exposure to changes in the interest expense associated with a variable interest rate loan. For further disclosures/details, please see note 12.4.

### **Hedges of a net investment**

Hedges of a net investment in a foreign operation, including monetary items, which are recognized as part of the net investment, are recognized like cash flow hedges. Gains or losses from the hedging instruments that are attributable to the hedging instrument's effective portion are recognized in other comprehensive income while gains or losses attributable to the hedging instrument's ineffective portion are recognized in the income statement. The cumulative value of such gains or losses that have been recognized in equity are reclassified to profit or loss on the disposal of the foreign operation.

#### **Designation as current and non-current**

Derivative financial instruments that are not designated and effective hedging instruments are classified as current or non-current or disaggregated into a current and a non-current portion based on an assessment of the facts and circumstances (i.e. the underlying contractual cash flows).

If the Group holds a derivative for more than 12 months after the reporting date for hedging purposes (and does not account for it as a hedging relationship), the derivative is designated as non-current in accordance with the designation of the underlying position (or disaggregated into a current and a non-current portion). Embedded derivatives not closely related to their host contracts are designated in accordance with the cash flows of the host contract.

The classification of derivative financial instruments that are designated and effective hedging instruments corresponds to that of the underlying hedged item. Derivative financial instruments are disaggregated into a current and a non-current portion only if they can be reliably classified.

### **2.4.10. Property, plant and equipment**

Property, plant and equipment is measured at cost less cumulative depreciation and/or cumulative impairment losses.

Straight-line depreciation is based on the following economic useful lives of the assets:

Buildings: 30 years

Technical, operating and office equipment: 3 to 10 years

Property, plant and equipment is derecognized either on disposal or when no economic benefit is expected from the continuing use or sale of the recognized asset. Gains or losses arising from the retirement or disposal of investment property shall be determined as the difference between the net disposal proceeds and the carrying amount of the asset and shall be recognized in profit or loss in the period in which the asset is derecognized.

The residual values, useful lives and depreciation methods applied to assets are reviewed at the end of each financial year and adjusted prospectively as necessary.

## **2.4.11. Leases**

Determining whether an arrangement contains a lease is based on the substance of the arrangement at the time it is made and requires an assessment of whether fulfillment of the arrangement is dependent on the use of a specific asset or specific assets and whether the arrangement conveys a right to use the asset.

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**2. Accounting policies (continued)**

**The Group as lessee**

In finance leases where substantially all risks and rewards of ownership of the leased asset are transferred to the Group, the leased item is capitalized at the commencement of the lease term. The leased asset is measured at the lower of its fair value or the present value of the minimum lease payments. Lease payments are apportioned between the finance charge and the reduction of the outstanding liability so as to produce a constant periodic rate of interest on the remaining balance of the lease liability over the term of the lease. Finance costs are recognized in profit or loss.

Leased assets are depreciated over their useful life. If there is no reasonable certainty that the Group will obtain ownership of the leased item by the end of the lease term, it is fully depreciated over the shorter of the expected useful life and the lease term.

Lease payments under operating leases are recognized as an expense in the income statement on a straight-line basis over the term of the lease.

**2.4.12. Borrowing costs**

Borrowing costs that are directly attributable to the acquisition, construction or production of an asset that takes a substantial period of time to get ready for its intended use or sale are capitalized as part of the cost of the respective asset. All other borrowing costs are recognized as an expense in the period in which they are incurred. Borrowing costs are interest and other costs incurred by an entity in connection with the borrowing of funds.

The Group did not capitalize any borrowing costs in 2011, 2010 or in 2009 as they were not directly attributable to the production of qualifying assets.

**2.4.13. Intangible assets**

Intangible assets that are acquired other than in a business combination are measured at cost on initial recognition.

Intangible assets acquired in a business combination are recorded at their fair value at the acquisition date. In subsequent periods, the intangible assets are recognized at cost less cumulative amortization and any cumulative impairment losses. With the exception of capitalized development costs, the costs of internally generated intangible assets are not capitalized and are recognized in profit or loss in the period in which they are incurred.

Intangible assets are divided into those with finite useful lives and those with indefinite useful lives.

Intangible assets with finite useful lives are amortized over their useful life and tested for impairment if there is any indication of impairment. Both the amortization period and the amortization method applied to intangible assets with finite useful lives are reviewed at least at the end of each financial year. Any changes in the amortization method or amortization period resulting from changes in the asset's expected useful life or the way in which the asset's economic benefits are expected to be consumed are treated as estimates. Amortization of intangible assets with finite useful lives is recognized in the income statement under amortization and impairment losses.

Intangible assets with indefinite useful lives are tested for impairment at least once a year either at the level of the individual asset or at the level of the cash-generating unit. These intangible assets are not amortized. The useful life of an intangible asset is reviewed once a year to determine whether events and circumstances continue to support an indefinite useful life assessment for that asset. If they do not, the change in the useful life assessment from indefinite to finite is accounted for prospectively.

Gains or losses arising from the derecognition of an intangible asset shall be determined as the difference between the net disposal proceeds and the carrying amount of the asset and shall be recognized in profit or loss when the asset is derecognized.

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## **ADVANCED INFLIGHT ALLIANCE AG**

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## **2. Accounting policies (continued)**

### **Film rights**

Capitalized film rights concern non-current licenses classified as fixed assets. These are older movies from the time before the Company expanded into inflight entertainment that are no longer being marketed as part of the Group's operating business. The Company owns the master tapes and may bar third parties from using them.

The film rights assets are measured at cost less amortization and impairment losses. The useful life of film rights with finite useful lives corresponds to the respective licensing period. Amortization is recognized in line with the sales generated at the respective stage of exploitation in the respective period. Each film is tested for impairment at least once a year pursuant to IAS 36, accounting for the marketability of the given film right; an impairment loss is recognized as necessary. If the discounted future cash flows are lower than its carrying amount as of the reporting date, an impairment loss is recognized. Impairment losses are also shown under the item, amortization and impairment losses. If the marketability test reveals that the discounted future cash flows of a film right exceed its carrying amount as of the reporting date, a write-up to no more than the amortized cost is recognized in the income statement.

Certain film rights in the Company's portfolio may be used in perpetuity. These film rights with indefinite useful lives are tested for impairment at least once a year in accordance with the aforementioned criteria. For further disclosures, please see note 11.

### **Research and development costs**

Research costs are recognized as an expense in the period in which they are incurred. Development costs associated with individual projects are capitalized as an intangible asset only if the Group can demonstrate the following:

- the technical feasibility of completing the intangible asset so that it will be available for use internally or sale;
- the Group's intention to complete the intangible asset and to use or sell it;
- how the intangible asset will generate future economic benefits;
- the availability of resources to complete the asset; and

the Group's ability to reliably measure the expenditure attributable to the intangible asset during its development. After initial recognition, development costs are accounted for using the cost model less any accumulated amortization and any accumulated impairment losses. They are amortized upon completion of the development phase and from the date on which the asset can be used. The amortization is taken over the period for which future economic benefits are expected. An impairment test is conducted annually during the development phase after capitalization.

## 2.4.14. Inventories

Inventories are measured at the lower of cost and net realizable value.

The measurement of work in progress is based on the directly attributable costs of materials and production as well as on appropriate portions of production overheads excluding borrowing costs.

Net realizable value is the estimated selling price in the ordinary course of business less the estimated costs of completion and the estimated costs necessary to make the sale.

The film distribution rights for the airline sector that are acquired for a period exceeding a defined customer's onboard cycle, are also shown under inventories. They consist of minimum guarantees or flat fees already paid to the licensors, as well as the film rights identified in connection with the purchase price allocation. The

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## **ADVANCED INFLIGHT ALLIANCE AG**

# **NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS**

### **2. Accounting policies (continued)**

resulting cost of materials is recognized in accordance with the sales revenue generated through the licenses and reported in the consolidated income statement.

#### **2.4.15. Impairment of non-financial assets**

The Group assesses at each reporting date whether there is an indication that non-financial assets may be impaired. If any such indication exists, or when annual impairment testing for an asset is required, the Group makes an estimate of the asset's recoverable amount. An asset's recoverable amount is the higher of an asset's or cash-generating unit's (CGU) fair value less costs to sell and its value in use. Recoverable amount is determined for an individual asset, unless the asset does not generate cash inflows that are largely independent of those from other assets or groups of assets. Where the carrying amount of an asset or a CGU exceeds its recoverable amount, the asset is considered impaired and is written down to its recoverable amount. In assessing value in use, the expected future cash flows are discounted to their present value using a pre-tax discount rate that reflects the current market assessments of the time value of money and the risks specific to the asset. A suitable valuation technique is used to determine the asset's fair value less costs to sell.

Impairment losses of continuing operations are recognized in profit or loss in those expense categories consistent with the function of the impaired asset in the Company. Previously revalued assets where the revaluation was recognized in other comprehensive income. In such cases, the impairment loss up to the amount in the revaluation surplus is also recognized in other comprehensive income.

Assets other than goodwill are assessed at each reporting date to determine whether there is any indication that a previously recognized impairment loss may no longer exist or may have decreased. If such indication exists, the Group estimates the recoverable amount of the asset or CGU. A previously recognized impairment loss is reversed only if there has been a change in the estimates used to determine the asset's recoverable amount since the last impairment loss was recognized. If that is the case, the carrying amount of the asset is increased to its recoverable amount. That increased amount cannot exceed the carrying amount that would have been determined, net of depreciation, had no impairment loss been recognized for the asset in prior years. Such reversal is recognized in profit or loss unless the asset is carried at the revalued amount, in which case the reversal is treated as a revaluation increase.

The following criteria must also be taken into account for specific assets:

### **Goodwill**

Goodwill is tested for impairment once a year (as of December 31) and also if there is any indication that the asset may be impaired.

Impairment losses are calculated by determining the recoverable amount of the cash-generating unit (or group of cash-generating units) to which the goodwill is allocated. If the recoverable amount of the cash-generating unit is lower than this unit's carrying amount, an impairment loss is recognized. An impairment loss recognized for goodwill may not be reversed in a subsequent period.

## **Intangible assets**

Intangible assets with indefinite useful lives are tested for impairment at least once a year as of December 31. This test is performed at the level of individual assets or the cash-generating unit and also if there is any indication that the asset may be impaired.

### **2.4.16. Cash and cash equivalents**

The item, cash and cash equivalents, in the statement of financial position comprises cash on hand, bank balances, checks as well as short-term investments with an original term of less than three months.

For the purposes of the consolidated statement of cash flows, cash and cash equivalents comprise the cash defined above as well as short-term investments; overdraft credit lines used are not deducted.

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## **ADVANCED INFLIGHT ALLIANCE AG**

# **NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS**

## **2. Accounting policies (continued)**

### **2.4.17. Provisions**

Provisions are recognized if the Group has a present obligation (legal or constructive) as a result of a past event; if it is probable that an outflow of resources embodying economic benefits will be required to settle the obligation; and if a reliable estimate can be made of the amount of the obligation. If the Group expects to be reimbursed for some or all of the expenditure (e.g. under an insurance contract), the reimbursement is recognized as a separate asset only to the extent that it is virtually certain. The expense relating to the recognition of the provisions is recognized in the income statement net of the reimbursement. If the interest effect resulting from discounting is significant, provisions are discounted before taxes using an interest rate that reflects the risks specific to the liability. In case of discounting, the increase in the provisions over time is recognized in finance costs.

## **3. Decisions involving considerable judgment, estimates and assumptions**

### **Judgments**

The preparation of the consolidated financial statements requires the Management Board to make judgments and assumptions, as well as make estimates, that have an impact on the Group's earnings, expenses, assets and liabilities as well as on the disclosure of its contingent liabilities. The uncertainty associated with these assumptions and estimates, however, may give rise to outcomes that might lead to substantial adjustments to the carrying amounts of the given assets or liabilities in future periods.

### **Estimates and assumptions**

The key assumptions concerning the future, and other major sources of estimation uncertainty at the end of the reporting period, that have a significant risk of causing a material adjustment to the carrying amounts of assets and liabilities within the next financial year are disclosed below.

### **Impairment of non-financial assets**

An impairment is the amount by which the carrying amount of an asset or a cash-generating unit exceeds its recoverable amount. The recoverable amount of an asset or a cash-generating unit is the higher of its fair value less costs to sell and its value in use. The fair value less cost to sell is determined based on available data from binding sale agreements in arm's length transactions between independent partners involving similar assets or observable market

prices less the costs directly attributable to the disposal of the asset.

The Group's impairment tests of goodwill and intangible assets with indefinite useful lives are based on calculations of their value in use applying the discounted cash flow method. The cash flows are derived from the financial plan for the next three years; they do not include restructuring measures the Group has not yet undertaken, nor material future investments that may increase the performance of the tested cash-generating unit. The recoverable amount largely depends on the discount rate used when applying the discounted cash flow method as well as on the estimated future cash flows and the growth rate used for purposes of extrapolation. The basic assumptions underlying the determination of the recoverable amount of the different cash-generating units, including a sensitivity analysis, are disclosed in greater detail in note 13.

## **Share-based payment transactions**

Group-wide, the costs of awards of equity instruments to employees are measured at the fair value of the given equity instruments at the time they are granted. The valuation technique most suitable to awards of equity instruments shall be used to estimate the fair value of share-based payment transactions; it is contingent on the conditions of the award. This also requires determining suitable data including, in particular, probable maturity, volatility and dividend yield, as well as relevant assumptions that flow into this valuation calculation. The assumptions and procedures used to estimate the fair value of share-based payment transactions are disclosed in note 20.

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## **ADVANCED INFLIGHT ALLIANCE AG**

### **NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS**

#### **3. Decisions involving considerable judgment, estimates and assumptions (continued)**

##### **Taxes**

There are uncertainties regarding the interpretation of complex tax regulations as well as the amount of future taxable earnings and the date on which they may arise. Given the large range of international business relationships and both the long-term nature and the complexity of existing contractual arrangements, differences between actual results and the assumptions made, or future changes in such assumptions, might necessitate adjustments of the tax income and tax expense previously recognized. Using reasonable assumptions, the Group recognizes provisions for the potential effects of field audits in countries where it does business. The amount of these provisions depends on a variety of factors such as experiences from earlier field audits and the divergent interpretations of the tax regulations by the Company liable for the taxes and the responsible tax authority. Such divergent interpretations may arise from a multitude of different factors depending on prevailing conditions in the given Group company's country of domicile.

Deferred tax assets are recognized for all tax loss carryforwards not utilized to the extent that it is likely that taxable income will be available so that the loss carryforwards can actually be used. Determining the amount of the deferred tax assets that can be recognized requires considerable judgments by management regarding the estimated date on which the future taxable income will be earned and its amount, as well as future tax planning strategies.

The Group has corporate income tax loss carryforwards of EUR 46,624 thousand (2010: EUR 66,030 thousand). In determining deferred tax assets, the Group has estimated EUR 6,191 thousand in loss carryforwards that may be utilized for a period of upto three years into account (2010: EUR 4,396 thousand, 2009: EUR 4,696 thousand). The difference of EUR 40,433 thousand (2010: EUR 61,634 thousand, 2009: EUR 61,594 thousand) was not considered as inflow of corresponding future economic benefit was improbable.

For further details on the deferred taxes, please see note 7.

##### **Fair value of financial instruments**

The fair value of the financial assets and financial liabilities recognized in the statement of financial position shall be determined using valuation techniques (including the discounted cash flow method) if it cannot be determined based on data from an active market. To the extent possible, the input parameters that go into the model are based on observable market data. In case it is not possible, determining the fair values will be a matter of judgment to a certain extent. These judgments concern input parameters such as liquidity risk, credit risk and volatility. Changes in the assumptions regarding these factors could have an impact on the fair values recognized for the financial instruments.

## Development costs

Development costs are capitalized in accordance with the accounting policies described in note 2.4.13. Initial capitalization of the costs is based on management's assessment of the extent to which a project's technical and economic feasibility have been demonstrated; this is usually the case once a product development project has achieved a specific milestone in an existing project management model. Management makes assumptions about the amount of the estimated future cash flows from the project, the discount rates to be used and the period during which the Group expects to receive the expected benefits in the future. The carrying amount of the capitalized development costs, which related solely to the proprietary development work of the Group companies, DTI Software, DTI Solutions Inc., Montreal, Canada, and DTI Software FZ-LLC., Dubai, United Arab Emirates, as of December 31, 2011, was EUR 3,994 thousand (2010: EUR 4,292 thousand).

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## ADVANCED INFLIGHT ALLIANCE AG

### NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS

#### 4. Business combinations

##### Acquisitions in 2011

##### Acquisition of Emphasis Video Entertainment Ltd., Hong Kong

Effective June 1, 2011, AIA AG acquired 100 percent of the voting shares in Emphasis Video Entertainment Ltd. ( Emphasis or EVE ), Hong Kong.

Emphasis has been the global leader in the inflight entertainment licensing of content in Asian languages for decades and services more than 50 carriers with a library of Asian films and TV shows.

In addition, Emphasis also acts as a service provider to carriers for Asian content. With its presence in Hong Kong and the contacts it has established over the years with the most important Chinese producers, the Company is in an excellent position to benefit from the expanding airline industry in China.

The transaction was accounted for using the acquisition method. The earnings of Emphasis for the seven-month period from the acquisition date are included in the consolidated financial statements.

The provisional fair values of the identifiable assets and liabilities of Emphasis at the acquisition date thus are as follows:

Items in the statement of financial position	Fair Value as of the acquisition date EUR
Assets	
Intangible Assets	3,918,459
Property, plant and equipment	50,934
Trade receivables	1,238,825
Other assets	161,263
Cash and cash equivalents	559,847
Total assets	<b>5,929,329</b>
Liabilities	
Trade payables	-329,787
Other current liabilities	-1,727,208
Non-current liabilities	-9,475

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Deferred tax liabilities	-529,650
Total liabilities	<b>-2,596,119</b>
Total identifiable net assets at fair value	3,333,210
Goodwill from acquiring the company	6,835,340
Total purchase consideration	<b>10,168,549</b>

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# ADVANCED INFLIGHT ALLIANCE AG

## NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS

### 4. Business combinations (continued)

The acquisition cost totaling CHF 12,500 thousand (corresponding to EUR 10,169 thousand) was paid in cash. There were also transaction costs of EUR 194 thousand.

Cash outflow due to the company acquisition	EUR
Cash acquired with the subsidiary	559,847
Cash outflow	-10,168,549
Actual cash outflow	<b>-9,608,702</b>

The fair value of trade receivables at the acquisition date was EUR 1,238,825. The gross amount of trade receivables was EUR 1,244,125. One receivable was written down by EUR 5,300.

Emphasis Video Entertainment Ltd. has contributed EUR 4,349 thousand to consolidated revenues and EUR 390 thousand to consolidated net income since the acquisition date (unaudited).

The acquisition of Emphasis was recognized in accordance with the provisions of IFRS 3 and IAS 27. The purchase price was allocated to all identifiable assets, liabilities and contingent liabilities. This approach resulted in the identification of the intangible assets, customer relationships, brand name, and film licenses. These assets were recognized at their fair values. They are amortized over periods of 6 months to 15 years. These assets changed as follows from the date of initial consolidation to December 31, 2011:

Purchase price allocation	EUR
Customer relationships	1,801,880
Brand name	792,620
Film licenses	615,498
As of June 1, 2011	<b>3,209,998</b>
Customer relationships	1,864,586
Brand name	847,702
Film licenses	283,259
As of December 31, 2011	<b>2,995,547</b>

The recognized goodwill arises from the synergies and other benefits that the combination of the assets and activities of EVE with those of the Group is expected to generate and from the position gained through this acquisition in this high-growth market. The Company believes that the recognized goodwill will not be tax deductible.

## **Acquisition of Entertainment in Motion Inc., Los Angeles, USA**

The Group acquired all voting shares in Entertainment in Motion Inc. ( Entertainment in Motion or EIM ), Los Angeles, USA, via Atlas Air Entertainment Concepts Inc., Glendale, USA, effective June 1, 2011.

EIM was established in 1988 and is the leading independent inflight entertainment licensing company for English-language films and TV shows. Its active customer base includes more than 75 airlines.

The transaction was accounted for using the acquisition method. The earnings of EIM for the seven-month period from the acquisition date are included in the consolidated financial statements.

All assets and liabilities acquired were analyzed once again in connection with the preparation of the consolidated financial statements, and an additional tax review was also performed. This led to the identification of additional facts that affect initial determinations made in connection with the opening balance sheet and/or purchase price allocation.

The figures were adjusted accordingly.

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The final acquisition-date fair values of the identifiable assets and liabilities of EIM are as follows:

Items in the statement of financial position	Fair value as of the acquisition date EUR
Assets	
Goodwill	612,658
Intangible assets	11,825,892
Property, plant and equipment	24,242
Trade receivables	4,311,435
Other assets	383,685
Cash and cash equivalents	1,566,170
Total assets	<b>18,724,081</b>
Liabilities	
Trade payables	-268,154
Other current liabilities	-8,698,548
Non-current liabilities	-3,235,237
Deferred taxes	-2,657,488
Total liabilities	<b>-14,859,427</b>
Total identifiable net assets at fair value	3,864,655
Goodwill from acquiring the company	3,267,571
Purchase consideration	<b>7,132,225</b>

The total acquisition cost of U.S.D 10,254 thousand (corresponding to EUR 7,132 thousand) comprises a cash payment of U.S.D 6,840 thousand (corresponding to EUR 4,758 thousand), as well as discounted anticipated earn-out payments of U.S.D 3,414 thousand (corresponding to EUR 2,374 thousand). Possible earn-out payments range from U.S.D 1,998 thousand to U.S.D 4,149 thousand. The earn-out payments for the 2011 through 2014 financial years will be due and payable if EMI's defined EBIT targets for the given financial years are surpassed. There were also transaction costs of EUR 89 thousand.

Cash outflow due to the company acquisition

	EUR
Cash acquired with the subsidiary	1,566,170
Cash outflow	-4,757,599
Actual cash outflow	<b>-3,191,429</b>

The fair value of the trade receivables and the gross amount of the trade receivables are EUR 4,311,435. The fair value of a loan and the gross loan amount are EUR 100,000. Neither the trade receivables nor the loan were impaired, and the full contractual amount is likely to be recoverable.

Entertainment in Motion has contributed EUR 12,204 thousand to consolidated sales and EUR 86 thousand to consolidated earnings since the acquisition date.

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The acquisition of EIM was recognized in accordance with the provisions of IFRS 3 and IAS 27. The purchase price was allocated to all identifiable assets, liabilities and contingent liabilities. This approach resulted in the identification of the intangible assets, film licenses, customer relationships and non-compete clause. These assets were recognized at their fair values. With the exception of the non-compete clause, they are amortized over periods of 11 months to 10 years. The non-compete clause is amortized over a period of 18 months from its effective date. These assets changed as follows from the date of initial consolidation to December 31, 2011:

Purchase price allocation	EUR
Film licenses	2,415,664
Customer relationships	2,171,524
Non-compete clause	546,707
As of June 1, 2011	<b>5,133,894</b>
Film licenses	1,568,406
Customer relationships	2,272,110
Non-compete clause	625,148
As of December 31, 2011	<b>4,465,664</b>

The recognized goodwill arises from the synergies and other benefits that the combination of the assets and activities of EIM with those of the Group is expected to generate. The Company believes that the recognized goodwill will not be tax deductible.

Had the two business combinations taken place at the start of the year, the net profit for the period would have been EUR 6,019 thousand and sales revenue would have been EUR 130,606 thousand.

The film licenses that both acquired companies have capitalized represent portions of the minimum guarantees or flat fees already paid, or yet to be paid, to the producers or licensors, as well as expected sales revenue from the marketing of these licenses. The film rights held by EIM and Emphasis were classified as intangible assets as of the date of initial consolidation. They were reclassified in connection with the change in the accounting method (see note 2.2).

**Acquisitions in 2010****Acquisition of Fairdeal Studios Pvt. Ltd., Mumbai, India**

Effective April 1, 2010, AIA AG acquired 100 percent of the voting interests in Fairdeal Studios Pvt. Ltd. ( Fairdeal Studios ), Mumbai, India, an unlisted company that specializes in technical services for inflight entertainment. The

agreement on the acquisition of Fairdeal Studios had already been concluded in August 2008 as part of the acquisition of Fairdeal Multimedia Pvt. Ltd., Mumbai, India ( Fairdeal Multimedia ). On March 31, 2010, the concrete acquisition date was specified as April 1, 2010 in an addendum to this agreement.

AIA AG acquired Fairdeal Studios because it enhances the Group s existing product portfolio. The transaction also generates synergy effects in the Group, especially in the cooperation with Fairdeal Multimedia.

At the closing date, the transaction was accounted for using the acquisition method. The earnings of Fairdeal Studios for the period of nine months from the acquisition date are included in the 2010 consolidated financial statements.

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The acquisition-date fair values of the identifiable assets and liabilities of Fairdeal Studios date are as follows:

Items in the statement of financial position	Fair value as of the acquisition date EUR
Asset	
Property, plant and equipment	53,584
Trade receivables	115,310
Other assets	9,863
Cash and cash equivalents	1,205
Total assets	<b>179,962</b>
Liabilities	
Trade payables	-27,205
Current income tax liabilities	-15,818
Deferred tax liabilities	-323
	<b>-43,346</b>
Total identifiable net assets at fair value	136,616
Difference	-62,472
Total purchase consideration	<b>74,144</b>

The acquisition cost totaling U.S.D 100 thousand (corresponding to EUR 74 thousand) was paid in cash.

Cash outflow due to the company acquisition

	EUR
Cash acquired with the subsidiary	1,205
Cash outflow	-74,144
Actual cash outflow	<b>-72,939</b>

None of the trade receivables were impaired and the full contractual amount is likely to be recoverable.

The acquisition of Fairdeal Studios was recognized in accordance with the provisions of IFRS 3 and IAS 27.

The acquisition cost was EUR 74 thousand. The net assets acquired amount to EUR 137 thousand.

Since the cost of acquisition was about EUR 62 thousand less than the acquired net assets, this difference was recognized as other operating income as of the acquisition date. This difference results from the fact that the transaction itself as well as its terms and conditions were already fixed during the acquisition of Fairdeal Multimedia

in August 2008. The changes in the net assets, which have resulted since that date, were not taken into consideration in the determination of the purchase price.

## 5. Segment reporting

Segmentation follows the management approach in accordance with IFRS 8 (Operating Segments). Thereunder, both the delineation of the segments and all related disclosures must fulfill the criteria the management uses for purposes of allocating resources and evaluating the performance of the Group's components. The segment reporting below follows this definition.

The core business of the AIA Group is inflight entertainment. This is the international term for onboard entertainment for passengers during a flight in the form of video and music programs, as well as electronic games. In 2011, the previous core business, Inflight Entertainment, was realigned to reflect the Group's internal structure, resulting in the establishment of two separate reportable operating segments, Content

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**NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS**

**5. Segment reporting (continued)**

Service Providing (CSP) and Content. The division of the Inflight Entertainment segment and the attendant change in reporting are based, for one, on the intragroup reorganization measures carried out and, for another, on the acquisitions made during 2011. The acquisition of the two companies, Emphasis and EIM, helped to substantially expand the Group's position as a marketer of film licenses.

In the CSP segment, the AIA Group, in concert with its subsidiaries, focuses primarily on making content available for inflight entertainment systems and all associated services. The AIA Group's services range from selection, purchase, production and technical adjustment of content including a limited amount of customer support in connection with the integration and servicing of inflight entertainment programs. The content mainly comprises audio and video programs (feature films, TV programs, news, sports etc.), as well as electronic games. Our services also include the development of graphical user interfaces (GUI) for a variety of inflight entertainment applications; database management related to the overall management of inflight entertainment; as well as both technical integration and operation of the respective content and content management systems. For quite some time now, the AIA Group has also been developing applications for the next generation of inflight entertainment systems particularly through its Canadian subsidiary DTI that carriers will use to offer their passengers additional services above and beyond conventional entertainment such as electronic menus and magazines, or even the option of purchasing all kinds of products.

In the Content segment, the AIA Group through certain of its subsidiaries keeps marketing film distribution rights. Here, the main focus is on all activities associated with the procurement and marketing of content for inflight entertainment. The acquisition of Emphasis and EIM two leading marketers in their respective area of inflight entertainment licenses for both film and TV productions enabled the AIA Group in mid-2011 to substantially expand its positioning in the Content segment. As a result to these two acquisitions, for the first time the AIA Group now has major holdings of own distribution rights for inflight entertainment content.

All other activities, which basically encompass substantive and technical services, are included in the CSP segment.

The corresponding information relating to previous reporting periods was adjusted accordingly to reflect the new segment structure. Management monitors each unit's operating profit separately in order to make decisions concerning the allocation of resources and determine each unit's profitability. Each segment's development is assessed based on its operating profit. The Group's financing (including finance cost and income), as well as corporate income taxes, are managed group-wide; they are not allocated to individual operating segments.

Intragroup pricing between the operating segments is determined at market rates as if in arms' length transactions. The operating segments were combined as follows to form the reportable operating segments.

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Atlas Air, IFEL, DTI Software and Inflight Productions Limited, London, UK, along with their respective subsidiaries, have been combined to form the CSP segment.

Fairdeal Multimedia Pvt. Ltd., Fairdeal Studios Pvt. Ltd., Mumbai, India as well as EIM and EVE comprise the Content segment.

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Key segment figures are:

Segments 2011	CSP	Content	Total Segments	Holding Other & Consolidation	Group
	EUR	EUR	EUR	EUR	EUR
	thousand	thousand	thousand	thousand	thousand
Revenue	107,781	18,513	126,293	-4,713	121,580
External revenue	107,684	13,895	121,580	0	121,580
Intersegment revenue	96	4,617	4,713	-4,713	0
Segment net income from operating activities	6,597	825	7,422	-879	6,543
Segment investments	1,475	147	1,622	0	1,622
Depreciation/amortization of segment assets	-2,764	-454	-3,218	-75	-3,293
Impairment losses on segment assets	-666	0	-666	0	-666
Finance income	489	21	510	-387	122
Finance costs	-225	-8	-233	-535	-768
Income taxes	-1,276	-233	-1,509	18	-1,491
Segements 2010	CSP	Content	Total Segments	Holding Other & Consolidation	Group
	EUR	EUR	EUR	EUR	EUR
	thousand	thousand	thousand	thousand	thousand
Revenue	110,194	1,361	111,555	-441	111,114
External revenue	110,154	960	111,114	0	111,114
Intersegment revenue	41	401	441	-441	0
Segment net income from operating activities	9,653	159	9,812	-1,399	8,413
Segment investments	3,011	5	3,016	0	3,016
Depreciation/amortization of segment assets	-3,232	-156	-3,389	-89	-3,478
Impairment losses on segment assets	-493	0	-493	0	-493
Finance income	639	0	639	-502	137

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Finance costs	-243	-3	-246	-716	-962
Income taxes	-2,095	-28	-2,123	27	-2,096

Segments 2009	CSP	Content	Total Segments	Holding Other & Consolidation	Group
	EUR	EUR	EUR	EUR	EUR
	thousand	thousand	thousand	thousand	thousand
Revenue	107,484	1,240	108,724	-673	108,051
External revenue	107,415	1,106	108,521	-470	108,051
Intersegment revenue	69	134	203	-203	0
Segment net income from operating activities	8,491	-126	8,365	-1,547	6,818
Segment investments	2,352	87	2,439	100	2,539
Depreciation/amortization of segment assets	-2,909	-272	-3,181	-40	-3,221
Impairment losses on segment assets	-1,696	0	-1,696	0	-1,696
Finance income	4,104	0	4,104	-4,004	100
Finance costs	-126	-8	-134	-917	-1,051
Income taxes	-1,453	42	-1,411	257	-1,154

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Reconciliation of the results	2011	2010	2009
	EUR	EUR	EUR
	thousand	thousand	thousand
Segment net income from operating activities	7,422	9,812	8,365
Net operating loss, Group holding company AIA AG	-1,192	-1,378	-1,492
Net operating income, other non-operating entities	201	14	96
Consolidation	112	-36	-151
Consolidated net income from operating activities	<b>6,543</b>	<b>8,413</b>	<b>6,818</b>

Information about geographical areas	2011	2010	2009
	EUR	EUR	EUR
	thousand	thousand	thousand
<u>External revenue</u>			
Europe	46,968	46,627	47,317
Rest of world	74,612	64,487	60,734
Total	<b>121,580</b>	<b>111,114</b>	<b>108,051</b>

The foregoing disclosures on segment revenue are broken down by the companies' domicile. In the CSP segment, sales revenue in excess of 10 percent totaling EUR 14,424 thousand was generated from a single customer. In 2010, no sales revenue in excess of 10 percent was generated from a single customer. In 2009, sales revenue in excess of 10 percent totaling EUR 11,130 thousand was generated from a single customer in CSP segment.

Information about geographical areas	non-current assets	2011	2010
		EUR	EUR
		thousand	thousand
<u>Non-current assets:</u>			
Europe		12,627	12,892
Rest of world		50,033	34,092
Total		<b>62,660</b>	<b>46,984</b>

The non-current assets include intangible assets, property, plant and equipment, as well as other financial assets.

**6. Other income and expenses as well as adjustments**

## 6.1. Other operating income

Other operating income consists of the following items:

Other operating income	2011 EUR thousand	2010 EUR thousand	2009 EUR thousand
Currency gains	594	9	0
Derecognition of liabilities	91	18	0
Reversal of provisions	71	173	65
Income from non-cash benefits	50	47	60
Rental income	28	6	21
Reversal of allowances on receivables	4	5	134
Income from the disposal of fixed assets	0	69	1
Other	98	22	162
	<b>936</b>	<b>349</b>	<b>443</b>

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(continued)**

In 2011 currency gains of EUR 6,451 thousand (2010: EUR 7,137 thousand, 2009: EUR 7,887 thousand) and currency losses of EUR 5,857 thousand (2010: EUR 7,128 thousand, 2009: 8,133 thousand) were reported on a net basis. The net gain of EUR 594 thousand (2010: EUR 9 thousand, 2009: net loss of EUR 245 thousand) is reported in other operating income (2009: Other operating expenses).

**6.2. Other operating expenses**

Other operating expenses are comprised as follows:

Other operating expenses	2011 EUR thousand	2010 EUR thousand	2009 EUR thousand
Rent, cleaning, heating and electricity, maintenance	2,577	2,511	2,459
Advertising, entertainment, representation, travel	2,198	1,831	1,965
Legal and consulting costs	1,936	1,690	1,569
Impairment losses on assets	737	368	122
Audit and tax consultancy	657	675	649
Freight, post, telecommunication	584	554	495
IT costs	569	914	545
Other staff costs	398	244	327
Compensation of Supervisory Board members	191	260	230
Investor relations, public relations	184	127	266
Insurance, levis	167	187	177
Office supplies	153	192	186
Bank fees	142	133	94
Annual General Meeting	100	80	80
Other taxes	1	46	159
Currency losses	0	0	245
Other	395	126	473
	<b>10,989</b>	<b>9,938</b>	<b>10,041</b>

Travel related to both the acquisitions of EIM and EVE. The fact that the Group is growing and expanding accounts for most of the increase in expenses for advertising, meals and entertainment, representation and travel. The increase in legal and consulting fees is related to the two acquisitions during 2011. The 2011 decrease in IT costs from EUR 914 thousand in 2010 to EUR 569 thousand in 2011 is primarily attributable to the expenses incurred in connection

with the introduction of new bookkeeping and consolidation software in 2010.

The other operating expenses also contain expenses of EUR 211 thousand (2010: EUR 0 thousand, 2009: EUR 0 thousand) that were incurred in connection with the Group's restructuring. These are mainly legal and consulting fees.

### 6.3. Finance costs

The items included in finance costs are as follows:

Finance Costs	2011 EUR thousand	2010 EUR thousand	2009 EUR thousand
Interest on loans	644	805	1,006
Reclassification amount from cash flow hedges	79	131	45
Interest on bank overdrafts and other finance costs	45	26	0
	<b>768</b>	<b>962</b>	<b>1,051</b>

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(continued)****6.4. Finance income**

The items included in finance income are as follows:

Finance Income	2011 EUR thousand	2010 EUR thousand	2009 EUR thousand
Interest from the fair value measurement of derivatives	81	95	0
Interest income on bank balances	41	42	75
Other	0	0	25
	<b>122</b>	<b>137</b>	<b>100</b>

**6.5. Employee benefit expenses**

Staff costs are comprised as follows:

Employee benefit expenses	2011 EUR thousand	2010 EUR thousand	2009 EUR thousand
Wages and salaries	21,843	18,152	16,085
Social security contributions	2,796	2,846	2,406
Other post-employment benefits	2,852	804	377
Share-based payment costs/income	-43	77	118
	<b>27,448</b>	<b>21,879</b>	<b>18,986</b>

Post-employment benefits include termination benefits amounting to EUR 2,578 thousand (2010: EUR 489 thousand, 2009: EUR 10 thousand). Staff costs in 2011 also contain expenses of EUR 3,963 thousand that were incurred in connection with the Group's restructuring (2010: EUR 0 thousand, 2009: EUR 0 thousand).

**6.6. Cost of materials**

Cost of materials are comprised as follows:

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Cost of Materials	2011 EUR thousand	2010 EUR thousand	2009 EUR thousand
Expenses for the purchase of film and audio licenses	64,710	62,755	63,010
Other cost of materials	7,782	2,145	1,882
Production costs data media	742	2,305	2,760
Customs duties and freight	172	91	80
	<b>73,406</b>	<b>67,296</b>	<b>67,732</b>

Cost of materials are recognized for realizing minimum guarantees and flat fees. Producers fees exceeding minimum guarantees are also shown under expenses for the purchase of film and audio licenses.

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(continued)****6.7. Depreciation, amortization and impairment losses**

Depreciation, amortization and impairment losses on intangible assets and on property, plant and equipment split up as follows:

Depreciation, amortization and impairment losses	2011 EUR thousand	2010 EUR thousand	2009 EUR thousand
Amortization and impairment losses on film rights			
Amortization	7	17	164
Impairment losses	53	141	1,696
	<b>60</b>	<b>158</b>	<b>1,860</b>
Amortization and impairment losses on other intangible assets			
Amortization			
Customer base (4 – 20 years)	990	788	959
Games library and technology (6 – 10 years)	854	859	747
Capitalized development costs (10 years)	337	530	275
Trademark rights and non-competition agreements (3 – 10 years)	131	124	110
Software and similar rights (3 – 5 years)	150	144	56
Impairment losses			
Customer base (4 – 20 years)	0	195	0
Capitalized development costs (10 years)	613	156	0
	<b>3,075</b>	<b>2,796</b>	<b>2,147</b>
Depreciation and impairment losses on property, plant and equipment	<b>824</b>	<b>1,017</b>	<b>910</b>
	<b>3,959</b>	<b>3,971</b>	<b>4,917</b>

Amortization of customer bases increased over 2010 as a result of the additional amortization of customer bases in connection with the acquisition of EIM and EVE.

Impairment losses of EUR 53 thousand (2010: EUR 141 thousand, 2009: EUR 1,696 thousand) on the film assets arise from the adjustments of the carrying amounts to the forecast discounted cash flows from the individual film rights.

Based on an impairment test carried out on December 31, 2011, an impairment loss of EUR 613 thousand (2010: EUR 156 thousand, 2009: EUR 0 thousand) was recognized for electronic games' development costs which were capitalized by DTI (the development of these electronic games was discontinued in 2011 due to new market assessments).

## **6.8. Research and development costs**

In 2011, DTI Software and newly founded DTI Solutions Inc., Montreal, Canada, were the only Group companies to incur research and development costs, specifically, EUR 3,944 thousand. In 2010 DTI Software alone incurred EUR 4,999 thousand (2009: EUR 3,492 thousand) in research and development costs. A total of EUR 629 thousand in expenses were capitalized (2010: EUR 2,127 thousand, 2009: EUR 1,609 thousand). Tax credits in the amount of EUR 640 thousand in 2011 (2010: EUR 1,522 thousand, 2009:

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(continued)**

EUR 585 thousand) were deducted from capitalized development costs. The remaining research and development costs of EUR 2,675 thousand in 2011 (2010: EUR 1,350 thousand, 2009: EUR 952 thousand) were recognized in profit or loss.

**7. Income taxes**

Income tax expense for 2011, 2010 and 2009 comprises the following material elements:

Income tax expense	2011 EUR thousand	2010 EUR thousand	2009 EUR thousand
Consolidated income statement			
Current income taxes:			
Current tax expense	-3,448	-2,516	-1,948
Adjustment on income tax paid in the previous year	59	-359	-3
Deferred income taxes:			
Origination and reversal of temporary differences	1,898	779	797
Tax expense shown in the consolidated income statement	<b>-1,491</b>	<b>-2,096</b>	<b>-1,154</b>
Other comprehensive income			
Deferred income taxes on items recognized other comprehensive income:			
Net loss from the remeasurement of cash flow hedges	13	-43	-4
Tax expense recognized in other comprehensive income	<b>13</b>	<b>-43</b>	<b>-4</b>

The reconciliation between the income tax expense shown and expected for 2011, 2010 and 2009 is as follows:

Tax reconciliation	2011 EUR thousand	2010 EUR thousand	2009 EUR thousand
Earnings before taxes	<b>5,898</b>	<b>7,589</b>	<b>5,867</b>
Anticipated tax expense	-1,946	-2,503	-1,936
Change in the valuation allowance on loss carryforwards	232	131	189
Effects from tax rate changes	1,745	930	407
Prior-period tax income / expense	59	-359	-3

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Tax effect from expenses/income not affecting taxes	-1,117	157	103
Ineligible foreign withholding tax	-513	-485	0
Other	49	33	86
Current tax expense	<b>-1,491</b>	<b>-2,096</b>	<b>-1,154</b>

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TABLE OF CONTENTS**ADVANCED INFLIGHT ALLIANCE AG****NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS****7. Income taxes (continued)****Deferred taxes**

Deferred tax assets and liabilities as of December 31 are as follows:

Deferred taxes	2011 EUR thousand	2010 EUR thousand
Deferred tax liabilities		
Non-current assets		
Intangible assets	7,210	4,670
Property, plant and equipment	149	110
Financial assets	180	183
Current assets		
Financial assets	58	10
Other assets	180	6
Non-current liabilities		
Financial liabilities	46	0
Current liabilities		
Financial liabilities	457	672
	<b>8,280</b>	<b>5,651</b>
Deferred tax assets		
From loss carryforwards	2,051	1,450
Non-current assets		
Property, plant and equipment	57	83
Financial assets	218	0
Current assets		
Financial assets	395	19
Other assets	214	120
Non-current liabilities		
Financial liabilities	77	117
Current liabilities		
Financial liabilities	58	4
Other liabilities	360	149
	<b>3,430</b>	<b>1,942</b>
Deferred tax liabilities, net	<b>4,850</b>	<b>3,709</b>

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Shown in the statement of financial position

Deferred tax assets	1,945	1,540
Deferred tax liabilities	6,795	5,249
Deferred tax liabilities, net	<b>4,850</b>	<b>3,709</b>

The Group had total corporate income tax loss carryforwards of EUR 46,624 thousand as of December 31, 2011 (2010: EUR 66,030 thousand, 2009: EUR 66,290 thousand); of this amount, loss carryforwards of EUR 40,433 thousand (2010: EUR 61,634 thousand, 2009: EUR 61,594 thousand) were not recorded as it is not

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likely they will be realized. The remaining loss carryforwards of EUR 6,191 thousand (2010: EUR 4,396 thousand, 2009: EUR 4,696 thousand) were measured at the respective applicable tax rate and shown in the statement of financial position. For further details on status after the balance sheet date, please see note 27.

As of December 31, 2011, the Group did not recognize deferred tax liabilities for untransferred profits of its subsidiaries. The Group has decided not to distribute the previously undistributed profits of its subsidiaries in the foreseeable future. The temporary differences in connection with equity interests in subsidiaries for which no deferred tax liabilities were recognized, amount to EUR 28,591 thousand (2010: EUR 26,609 thousand).

Current tax liabilities	2011 EUR thousand	2010 EUR thousand
Corporate income tax, municipal trade tax and solidarity surcharge	224	272
Foreign income tax liabilities	881	687
Withholding tax	1,312	696
	<b>2,417</b>	<b>1,655</b>

Current tax assets	2011 EUR thousand	2010 EUR thousand
Corporate income tax, municipal trade tax and solidarity charge	7	6
Foreign income tax assets	2,553	3,288
Withholding tax	6	27
	<b>2,566</b>	<b>3,321</b>

Taxes paid or owed on income and earnings as well as deferred and prepaid tax items, are reported in the income statement under Income taxes.

In 2011, the company's combined income tax rate was 33 percent (2010: 33 percent, 2009: 33 percent).

The deferred tax rate for the domestic corporations was calculated based on the tax rates applicable to the period in which the relevant asset will be realized or liability will be met, taking into account the trade earnings tax, the corporate income tax, as well as the solidarity surcharge. These calculations are based on combined tax rate of 33 percent (2010: 33 percent, 2009: 33 percent).

The tax rates customary for the respective country were used for the Group's foreign subsidiaries (16.5 – 39.8 percent).

## **8. Components of other comprehensive income**

Please see the statement of comprehensive income for the components of other comprehensive income.

## **9. Earnings per share**

Basic earnings per share are determined by dividing the profit for the year attributable to the owners of the parent's ordinary shares by the weighted average number of ordinary shares outstanding during the reporting year.

Diluted earnings per share are determined by dividing the profit for the year attributable to the owners of the parent's ordinary shares by the weighted average number of ordinary shares outstanding during the reporting year as well as by the weighted average number of ordinary shares that would arise from conversion of all potential ordinary shares with dilutive potential into ordinary shares.

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The following table shows the amounts used to calculate the basic and diluted earnings per share:

Reconciliation of earnings per share	2011	2010	2009
	EUR	EUR	EUR
Net income for the period	4,406,657	5,492,612	4,712,835
Average number outstanding in the financial year	15,705,759	14,500,000	14,500,000
Basic earning per share	<b>0.28</b>	<b>0.38</b>	<b>0.33</b>
Average number of shares outstanding taking into account dilution	15,823,436	14,542,729	14,513,361
Diluted earnings per share	<b>0.28</b>	<b>0.38</b>	<b>0.32</b>
Calculation of the weighted average number of shares outstanding	2011	2010	2009
Average number of shares outstanding in the financial year, weighted by days:	15,705,759	14,500,000	14,500,000
Effect on including options when calculating the average number of shares outstanding	117,677	42,729	13,361
Average number of shares outstanding in the financial year (diluted)	15,823,436	14,542,729	14,513,361

Earnings per share are calculated by dividing the net income for the period by the average number of shares. The number of shares after the capital increase was as follows in the reporting period:

Number of shares	2011	2010	2009
Number of shares on January 1	14,500,000	14,500,000	14,500,000
Number of shares on December 31	16,688,091	14,500,000	14,500,000
Weighted average number of shares (basic)	15,705,759	14,500,000	14,500,000
Number of weighted stock options	117,677	42,729	13,361
Weighted average number of shares (diluted)	15,823,436	14,542,729	14,513,361
Net income for the period	4,406,657	5,492,612	4,712,835
Basic EPS	0.28	0.38	0.33
Diluted EPS	0.28	0.38	0.32

As of the reporting date, a total of 371,669 stock options had been issued to one member of the Company's Management Board and to members of the management of AIA AG's associates. Subsequently, the shares to be included were determined pursuant to IAS 33 by considering the respective exercise prices, holding periods and

extrapolated share price performance as well as future staff costs.

## **10. Property, plant and equipment**

Property, plant, and equipment encompasses land, rights equivalent to land, and buildings with a carrying amount of EUR 757 thousand (2010: EUR 709 thousand), as well as operating and office equipment in the amount of EUR 1,497 thousand (2010: EUR 1,505 thousand). Please see the separate consolidated statement of changes in non-current assets with regards to the development of property, plant and equipment and the relevant depreciation in 2011.

## **11. Intangible assets**

### **Film rights**

The intangible assets include non-current film rights with a total carrying amount of EUR 57 thousand (2010: EUR 117 thousand). By definition, the assumptions used to measure the film rights are subject to estimation

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### **11. Intangible assets (continued)**

uncertainty that are reflected in the currently expected discounted cash flows from the relevant film rights. The non-current film assets comprise film rights with finite and indefinite useful lives. In 2011, total amortization of EUR 7 thousand (2010: EUR 17 thousand, 2009: EUR 164 thousand), as well as impairment losses of EUR 53 thousand (2010: EUR 141 thousand, 2009: EUR 1,696 thousand), were recognized on the film assets. Amortization and impairment losses were attributable exclusively to film rights with finite useful lives. No impairment losses were recognized on film rights with indefinite useful lives in 2011 (2010: EUR 0 thousand, 2009: EUR 86 thousand).

Please see note 13.2 with respect to the impairment test for film rights with indefinite useful lives.

### **Goodwill**

The goodwill in the statement of financial position as of December 31, 2011, was EUR 37,963 thousand (2010: EUR 25,836 thousand). It was allocated to the cash-generating units Atlas Air, IFEL, AAEC, IFP Group, Fairdeal, DTI Group, EIM and EVE. The change in the carrying amount is essentially due to the acquisition of EIM and EVE.

The impairment tests to be conducted at least once a year did not trigger any impairment losses in regards to any of the cash-generating units. The impairment test was conducted by comparing the expected future discounted cash flows allocable to goodwill with the assets of the cash-generating unit as of the reporting date. Please see note 13.1 for additional disclosures.

### **Other intangible assets**

The other intangible assets comprise the value of the customer databases, non-current contracts and the catalog of games at December 31, 2011 in the amount of EUR 15,579 thousand (2010: EUR 12,759 thousand) that was determined at the time Atlas Air, IFP, DTI Software, Fairdeal, EIM and EVE were acquired, as well as the value of software, non-competition agreements, brands and similar rights in the amount of EUR 6,741 thousand (2010: EUR 5,836 thousand). The customer databases, brands as well as DTI's catalog of games are amortized over a period of up to 20 years using the straight-line method, and the non-competition agreements over a period of 18 to 36 months using the same method. Contracts are also amortized using the straight-line method over different periods depending on the type of contract. An impairment loss was identified for the capitalized software during the annual impairment test. For details, please see note 6.8.

Please see the separate consolidated statement of changes in non-current assets for changes in the intangible assets during the 2011 and 2010 financial years.

## 12. Other financial assets and financial liabilities

### 12.1. Other financial assets

Other financial assets consist of the following:

Other financial assets	2011 EUR thousand	2010 EUR thousand
Loan receivable (other)	17	0
Interest receivables	0	3
	<b>17</b>	<b>3</b>

### 12.2. Financial liabilities

The Group uses futures to hedge a portion of its transaction risks, as well as to minimize the risk of increases in variable interest rates. Other liabilities of EUR 153 thousand (2010: EUR 115 thousand) from interest rate swaps were recognized as of the reporting date.

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The changes in other financial liabilities were as follows:

Other financial liabilities	2011 EUR thousand	2010 EUR thousand
Earn-out liability	1,784	0
Producer fees	684	0
Derivatives (interest rate swaps)	153	115
Interest, banks	34	0
Interest, non-banks	0	27
	<b>2,655</b>	<b>142</b>

All of the financial liabilities shown here are non-current.

**Interest-bearing loans****Bank overdrafts**

The bank overdrafts are secured by a portion of the current assets of the Group's local subsidiaries.

**Bank loan with an initial nominal value of EUR 10,000,000**

In February 2008, AIA AG took out an unsecured five-year loan of EUR 10,000 thousand from UniCredit Bank AG, Munich, Germany (initial maturity: December 31, 2012). The loan is subject to regular semi-annual repayments of EUR 1,000 thousand, no prepayment penalties and variable interest based on the six-month Euribor plus 2.75 percent. In order to avoid any exposure to the risk from rising interest rates associated with variable interest obligations, in July 2008 the major part of the variable interest payments was converted into fixed interest obligations by means of interest rate swaps over the term of the loan.

Under the terms of the loan agreement, mandatory special loan payments are agreed under certain conditions. This led to mandatory special loan payments of EUR 1,000 thousand each based on the consolidated financial statements for the years ended, respectively, December 31, 2009, and December 31, 2010. The loan was extinguished as of December 31, 2011 (loan amount outstanding as of December 31, 2010: EUR 3,045 thousand).

**Subordinated bank loan with an initial nominal value of EUR 2,000,000**

The non-current financial liabilities include liabilities of nominal value of EUR 2,000 thousand from taking up mezzanine capital through a financing program of Capital Efficiency Group AG, Zug, Switzerland. This financing program has a term of seven years and runs until March 7, 2014. The interest is 8.8 percent per annum. A payment of 1 percent p.a. must be made each year and interest of 7.8 percent on the principal is due quarterly. The carrying amount as of December 31, 2011, was EUR 1,974 thousand (December 31, 2010: EUR 1,953 thousand).

**Mortgage with an initial nominal value of GBP 250,000**

In 1999, Inflight Productions Limited, London, UK, obtained a mortgage for initially GBP 250,000 from HSBC, London, UK, to finance real property. The mortgage initially ran until December 31, 2014, and had an interest rate of 3 percent above the base rate of the Bank of England. The remaining balance was discharged ahead of schedule in January 2012 in connection with the sale of the property. No prepayment penalty was incurred thereby. The entire debt has thus been classified as of December 31, 2011. The current mortgage amount outstanding was EUR 81 thousand (December 31, 2010: EUR 79 thousand non-current, EUR 25 thousand current).

**Annuity loan for originally EUR 727,524**

In December 2007, AIA AG signed a loan agreement for up to EUR 800 thousand with HVB Investitionsbank GmbH, Munich, to finance investments in hardware for the technical services of The Lab.Aero, a subsidiary

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of Inflight Productions Inc., Los Angeles, USA. This loan has a term of five years, which started with the first installment payment once absolutely all purchase contracts for the individual pieces of equipment were closed in August 2008. The non-current portion of the loan outstanding is EUR 159 thousand (December 31, 2010: EUR 279 thousand), the current amount EUR 142 thousand (December 31, 2010: EUR 157 thousand).

**Obtaining new loans**

In June 2011, AIA AG took out an unsecured four-year loan of EUR 11,000 thousand from UniCredit Bank AG, Munich, Germany, to finance a portion of its acquisitions. The loan is subject to initial repayment of EUR 500 thousand and thereafter regular semi-annual repayments of EUR 1,500 thousand, no prepayment penalties and variable interest based on the six-month Euribor plus 2.35 percent. In order to avoid any exposure to the risk from rising interest rates associated with variable interest obligations, also in June 2011 a portion of the variable interest payments was converted into fixed interest obligations by means of interest rate swaps over the term of the loan.

As of December 31, 2011, the outstanding balance on the loan was EUR 10,319 thousand, of which EUR 2,844 thousand were current and EUR 7,475 thousand were non-current.

**12.3. Fair value**

The following table shows both the carrying amounts and the fair values of all financial instruments recognized in the consolidated financial statements:

Fair value of financial instruments	December 31, 2011		December 31, 2010	
	Carrying amount	Fair Value	Carrying amount	Fair Value
	EUR	EUR	EUR	EUR
	thousand	thousand	thousand	thousand
Financial assets:				
Non-current financial assets	0	0	3	3
Trade receivables	19,844	19,844	18,781	18,781
Other current assets	2,231	2,231	2,405	2,405
Cash and cash equivalents	15,960	15,960	13,954	13,954
Financial liabilities:				
Non-current financial liabilities	12,271	12,271	2,458	2,458
Trade payables	34,272	34,272	25,121	25,121
Interest-bearing loans, current	3,061	3,061	3,937	3,937

Other current liabilities	6,487	6,487	7,939	7,939
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The fair values of the financial assets and financial liabilities are recognized at the price at which the respective instrument could be exchanged between knowledgeable, willing parties in a current arm's length transaction (excluding mandatory sale or liquidation).

The following methods and assumptions were used to determine the fair values:

The fair values of cash and cash equivalents, trade receivables, trade payables and other current liabilities are very close to their carrying amounts because the maturities of these instruments are very short.

The Group applies different yet relevant parameters to the measurement of non-current receivables and loans subject to fixed and variable interest rates. Allowances are recognized based on this measurement to account for any expected losses on these receivables. As of December 31, 2011, the carrying amounts of these receivables less allowances equal to their fair values.

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The fair values of unquoted instruments, bank loans and other financial liabilities as well as other non-current financial liabilities is estimated by discounting the future cash flows using current market interest rates for borrowings or similar instruments with comparable maturities.

The Group enters into derivative financial instruments with banks with an investment grade (IG) rating. The determination of the fair values of derivative financial instruments depends on the type of the financial instrument:

Derivative interest contracts: The fair values of derivative interest contracts (such as interest rate swaps) are determined by discounting the future expected cash flows using current market interest rates and interest yield curves over the remaining maturity of the instrument.

Foreign exchange futures: The fair values of foreign exchange futures are based on forward exchange rates.

**Financial cost on loans payable**

Financial cost of EUR 700 thousand (2010: EUR 946 thousand, 2009: EUR 1,044 thousand) was generated from loans payable in 2011 and was comprised of the following:

Financial cost on loans payable	2011 EUR thousand	2010 EUR thousand	2009 EUR thousand
Interest	-645	-804	-1,006
Fees	-55	-142	-38
	-700	-946	-1,044

**12.4. Hedge accounting and derivatives****Cash flow hedges**

AIA AG entered into an interest rate swap with HypoVereinsbank AG, Munich, on June 9, 2011, in connection with the loan for the acquisitions. The interest rate swap stipulates a fixed interest rate of 2.50% on EUR 5,500 thousand in lieu of variable interest payments in order to preclude any risk from rising short-term interest rates.

The terms of the interest rate swap were negotiated in accordance with the terms of the underlying loan. The fixed-interest payments are tailored to the structure of the underlying loan agreement such that the initially stipulated semi-annual variable interest payments were partially replaced by defined fixed interest payments. The hedge of the cash flows from expected future interest payments has been deemed to be highly effective. An unrealized loss of EUR 119 thousand (2010: EUR 131 thousand, 2009: EUR 210 thousand) was recognized in other comprehensive income in connection with the hedge as of December 31, 2011, including deferred income tax effects of EUR 39 thousand (2010: EUR 43 thousand, 2009: EUR 69 thousand).

Cash flow hedge item in equity	Assets	Liabilities	Assets	Liabilities	Assets	Liabilities
	2011	2011	2010	2010	2009	2009
	EUR	EUR	EUR	EUR	EUR	EUR
	thousand	thousand	thousand	thousand	thousand	thousand
Other comprehensive income	39	119	43	131	69	210

The amounts in other comprehensive income as of December 31, 2011, will be due in 2015 upon maturity and will then be recorded in the income statement.

The Group's interest rate swaps as of December 31, 2011 and 2010 were designated as hedges of interest payments under the February 2008 loan agreement at the time they were entered into.

Due to the mandatory special loan payment made, which shortened the term of the loan, the interest rate swaps no longer satisfy the conditions for hedge accounting set out in IAS 39. As a result, the unrealized

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losses previously recognized in equity were reclassified as profit or loss. In accordance with the expected cash flows from the hedged item, this reclassification will be made over the remainder of the loan term.

Of the hedging instruments, unrealized losses of EUR 79 thousand in 2011 (2010: EUR 131 thousand, 2009: EUR 0 thousand) were thus reclassified from equity to profit or loss in the income statement, including deferred tax liabilities of EUR 26 thousand (2010: EUR 43 thousand). In addition, the fair value changes resulted in gains of EUR 81 thousand (2010: EUR 95 thousand, 2009: EUR 0 thousand) that were recognized in profit or loss.

The derivative measured at fair value through profit or loss from the date on which the hedge accounting ended.

The following overview reflects the independent performance of the item under equity and of the derivatives:

Cash flow hedge item in equity/derivatives	Assets	Liabilities	Assets	Liabilities
	2011	2011	2010	2010
	EUR	EUR	EUR	EUR
	thousand	thousand	thousand	thousand
Other comprehensive income	0	0	26	79
Fair value of the derivatives	0	34	0	115

**Derivatives not designated as hedging instruments**

The Group uses foreign exchange futures to hedge a portion of its transaction risks from its operating business. These derivatives do not qualify for hedge accounting. Contracts of this type were entered into during 2011 in connection with the two acquisitions, because they were made in foreign currencies (U.S. dollar and Swiss francs). A net loss of EUR 49 thousand resulted from these transactions which was recorded in the profit and loss.

U.S. dollar foreign exchange futures were used during the 2010 financial year. Total net losses from these contracts that were recognized in profit or loss in 2010 were EUR 85 thousand.

**Fair value hierarchy**

All financial instruments recognized at fair value are allocated to one of the three categories defined below:

Level 1 Listed market prices

Level 2 Valuation techniques (input parameters based on observable market data)

## Level 3 Valuation techniques (input parameters not based on observable market data)

As of December 31, 2011, the Group was holding the following financial instruments recognized at fair value:

## Liabilities measured at fair value:

Financial liabilities at fair value	December 31, 2011	Level 1	Level 2	Level 3
	EUR	EUR	EUR	EUR
	thousand	thousand	thousand	thousand
Interest rate swap no hedge	34	0	34	0
Interest rate swap hedge	119	0	119	0

There were no reclassifications between Level 1 and Level 2 in the period from January 1 until December 31, 2011, and no reclassifications from or into Level 3, nor were there any reclassifications between the individual levels of the fair value hierarchy. There were no changes in the financial assets which would have triggered a change in their respective classification.

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**13. Impairment tests on goodwill and intangible assets with  
indefinite useful lives**

**13.1. Impairment of goodwill**

Goodwill with indefinite useful lives acquired as part of business combinations was allocated to the following cash-generating units for the purpose of testing it for impairment:

Atlas Air  
IFEL  
AAEC-IFP Group  
DTI Group  
Fairdeal Group  
EIM  
EVE

The cash-generating units Atlas Air, IFEL, AAEC, IFP Group, Fairdeal, DTI Group, EIM and EVE are all included in the CSP segment. The cash-generating units EIM, EVE and Fairdeal Group are included in the Content segment.

The cash generating units were modified in 2011. Through 2010, three companies (AAEC, AAFS and IFEL) were combined in the cash generating unit labeled Atlas Air Group because they had very close business relationships with each other and thus were managed as the Atlas Air Group within the Group. This is also underscored by the fact that one Group executive also served as the managing director of all three companies. In addition, AAFS staff carried out all operating activities for IFEL pursuant to a service contract because the latter did not have its own staff. The Atlas Air Group was disbanded in 2011. AAEC was sold to IFP UK and merged with IFP USA, a wholly-owned subsidiary of IFP UK, effective January 1, 2012. Additionally, the employment contracts of those AAFS employees who worked primarily for IFEL were transferred to the latter for the purpose of managing IFEL as a separate entity. As of the reporting date, therefore, the Atlas Air Group did not exist anymore as a cash generating unit. The individual entities have taken its place as cash generating units. To allocate the carrying amount of the Atlas Air Group to the individual entities/new cash generating units, the value in use of each individual entity was determined using the discounted cash flow method. Then, the value in use of the individual entities was added up to determine the percentage share of each entity in the total value in use. As a result, the carrying amount of the Atlas Air Group was allocated in accordance with the percentages thus determined.

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The carrying amounts of the goodwill allocated to the cash-generating units:

CGU 2011	Atlas Air EUR thousand	IFEL EUR thousand	AAEC EUR thousand	IFP Group EUR thousand	DTI Group EUR thousand	Fairdeal Group EUR thousand	EIM EUR thousand	EVE EUR thousand
Carrying amount of goodwill	496	689	1,202	7,451	15,241	967	4,311	7,606
Impairment loss								
Planning period	30 years	30 years	30 years	30 years	3 years	3 years	3 years	3 years
Discount rate	12.36	12.82	13.78	14.34	6.68	7.84	9.67	7.14
CGU 2010/2009	Atlas Air Group 2010 EUR thousand	IFEL 2009 EUR thousand	AAEC 2010 EUR thousand	IFP Group 2009 EUR thousand	DTI Group 2010 EUR thousand	Fairdeal Group 2009 EUR thousand	EIM 2010 EUR thousand	EVE 2009 EUR thousand
Carrying amount of goodwill	2,383	2,375	7,230	6,916	15,111	13,402	1,112	991
Impairment loss								
Planning period	3 years	3 years	3 years	3 years	3 years	3 years	3 years	3 years
Discount rate	13.20 <sup>(1)</sup> 12.78 <sup>(2)</sup>	10.27 <sup>(1)</sup> 11.35 <sup>(2)</sup>	8.63	9.62	8.49	8.22	9.75	10.22

(1) Discount rate Atlas Group Germany, Duisburg

(2) Discount rate Atlas Air Entertainment Concepts Inc., Glendale

The changes in the carrying amounts of goodwill shown above result exclusively from foreign currency effects.

**Values in use of the cash-generating units**

The recoverable amount of each individual cash-generating unit was determined by calculating its value in use based on the discounted cash flow method. Cash flow forecasts based on a three-year budgeting period authorized by

management were applied. While the cash flow forecasts for the cash generating units of the Content segment are based on a horizon of three years and a perpetual annuity starting from the fourth year, the cash flow projections for the cash generating units of the CSP segment are based on a planning horizon of 30 years. The estimated average useful life of an inflight entertainment system was used as the underlying planning horizon. A discount rate before taxes pursuant to the foregoing table was used to compute the value in use. The weighted total capital cost rate that was utilized is based on a risk-free interest rate of 2.75 percent (base rate) as well as risk premiums of 5.5 percent for the equity (market risk premium). To determine the perpetual annuity, the discount rate was lowered by one percent for growth weighted by the equity ratio. A beta factor derived from the given peer group, as well as the capital structure of this peer group, were also taken into account. The interest rate on borrowing costs (after taxes) is 5.22 percent and was calculated based on a peer group average. The tax rate of 33 percent applicable to the Group was taken into account.

## **Key assumptions used in the determination of the values in use**

The determination of the values in use is subject to estimation uncertainty regarding the following assumptions: gross profit margins, discount rates, currency developments and growth rates underlying the extrapolation of the cash flow forecasts above and beyond the three-year budgeting period.

### **Gross profit margins**

The gross profit margins are determined based on historical values; they are forecast for the next three years taking into account macroeconomic developments and the specific forecasts for the aviation industry.

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indefinite useful lives (continued)**

**Discount rates**

The discount rates reflect the current market assessments regarding the specific risks to be allocated to each cash-generating unit. The discount rate was estimated using the average weighted total capital cost rate.

**Currency developments**

Analyses by banks and publicly available sources are used to estimate the development of foreign exchange rates.

**Estimates of the growth rates**

Industry-specific market surveys, as well as our own analyses, are used to estimate the potential growth rates. Allowing for the current economic situation and major uncertainties regarding the development of the global economy in the medium term in particular, the development of air traffic a growth rate of one percent was assumed for the cash-generating units in the Content segment for the time after the end of the three-year planning period. This growth rate was taken into account in the calculation of the terminal value.

**Sensitivity of the assumptions made**

In the Company's view, no changes are believed reasonably possible in any one of the basic assumptions underlying the determination of the value in use of the cash-generating units that could cause the carrying amounts of the cash-generating units to exceed their values in use.

**Results of the impairment tests**

The impairment test performed as of December 31, 2011, of the goodwill acquired did not result in any need to recognize impairment losses on the cash generating units in the CSP and Content segments.

Nor did different measurement scenarios (using changed discounting rates or changed growth rates) that were applied show any need to recognize impairment losses on the goodwill.



## **13.2. Impairment of the intangible assets with indefinite useful lives**

The Group's intangible assets include a portfolio of more than 750 film rights, among other things. Some of these film rights may be used in perpetuity.

The annual impairment test pursuant to IAS 36 of the film rights that may be used in perpetuity showed that they were not impaired as of December 31, 2011 (2010: no impairment, 2009: impairment loss of EUR 86 thousand). As of December 31, 2011, the Group thus recognized a residual carrying amount of EUR 8 thousand (2010: EUR 8 thousand, 2009: EUR 8 thousand) for film rights that may be used in perpetuity.

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Inventories as of December 31, 2011, contain goods valued at EUR 800 thousand (2010: EUR 631 thousand), as well as EUR 953 thousand (2010: EUR 444 thousand) in prepayments on goods. The film rights for the airline sector that are acquired for a longer period of time than a defined customer's onboard cycle, included in inventories. As of December 31, 2011 they were EUR 9,948 thousand (2010: EUR 219 thousand).

**15. Trade receivables**

Trade receivables	2011	2010
	EUR	EUR
	thousand	thousand
Trade receivables	19,844	18,781

Please see note 23 regarding the terms of receivables from related parties.

Trade receivables do not bear interest and usually have a term of up to 90 days.

Trade receivables with a nominal value of EUR 1,642 thousand (2010: EUR 943 thousand) were impaired as of December 31, 2011. The movement of the allowance account is as follows:

	Impaired	Portfolio-based valuation allowances	Total
	EUR thousand	EUR thousand	EUR thousand
Balance on January 1, 2010	672	93	765
Additions through profit and loss	266	98	364
Reclassifications	102	-102	0
Foreign currency effects	31	4	35
Utilization	-203	-13	-216
Reversal	0	-5	-5
Balance on December 31, 2010	<b>868</b>	<b>75</b>	<b>943</b>
Balance on January 1, 2011	868	75	943
Business combination	5	0	5
Additions through profit and loss	809	0	809
Reclassifications	0	0	0

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Foreign currency effects	68	2	70
Utilization	-107	0	-107
Reversal	-68	-10	-78
Balance on December 31, 2011	<b>1,575</b>	<b>67</b>	<b>1,642</b>

The aging structure of the trade receivables as of December 31, 2011 and 2010, is as follows:

	Total	Neither past due nor impaired	Past due but not impaired				
			< 30 days	30 - 60 days	60 - 90 days	90 - 120 days	> 120 days
	EUR thousand	EUR thousand	EUR thousand	EUR thousand	EUR thousand	EUR thousand	EUR thousand
2011	19,844	10,516	5,728	2,355	552	298	395
2010	18,781	9,997	4,952	2,732	398	171	531

Trade receivables are written off if they are expected to be uncollectible. Individual write-downs or portfolio-based write-downs are made based on percentage-based valuation allowances depending on their aging.

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### 15. Trade receivables (continued)

A net gain of EUR 58 thousand was generated from trade receivables in 2011 (2010: net loss of EUR 427 thousand, 2009: net gain of EUR 132 thousand) as follows:

	2011	2010	2009
	EUR	EUR	EUR
	thousand	thousand	thousand
Currency gains/losses	867	-63	121
Valuation allowances	-809	-364	-73
Other	0	0	85
	<b>58</b>	<b>-427</b>	<b>133</b>

### 16. Cash and cash equivalents

Bank balances have variable interest rates for on-demand deposits. Current investments are made for different time periods ranging from one day to three months depending on the Group's given cash flow needs. These current investments have market interest rates for short-term investments.

As of December 31, 2011, EUR 4,093 thousand (2010: EUR 1,721 thousand) in unused credit lines were available to the Group; all conditions applicable to drawdowns from them had already been fulfilled.

Restricted bank accounts represent bid guarantee deposited as per normal market practice to secure the contracts from customers.

Please see the statement of cash flows for disclosures on changes in cash and cash equivalents and the reasons for the changes. Cash and cash equivalents comprise the following:

	2011	2010
	EUR	EUR
	thousand	thousand
Development of cash and cash equivalents		
Current Accounts	15,715	13,658
Restricted bank accounts	232	225
Cash-in-hand	13	15
Time deposits	0	56
	<b>15,960</b>	<b>13,954</b>



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### 16. Cash and cash equivalents (continued)

The cash and cash equivalents generated a net loss of EUR 113 thousand (2010: EUR 109 thousand, 2009: EUR 12 thousand) in 2011. This net loss consists of the following:

	2011 EUR thousand	2010 EUR thousand	2009 EUR thousand
Currency gains/losses	4	-1	-1
Bank fees	-142	-133	-94
Interest	25	25	83
	<b>-113</b>	<b>-109</b>	<b>-12</b>

### 17. Statement of cash flows

The statement of cash flows shows the changes in the Group's cash and cash equivalents from cash inflows and outflows during the financial year. IAS 7 (Statement of Cash Flows) requires distinguishing between cash flows from operating, investing and financing activities.

The amounts of cash that are analyzed in the statement of cash flows comprise all cash and cash equivalents reported in the statement of financial position i.e. cash on hand, checks and bank balances to the extent that these funds are freely available within three months. Changes in the Group's cash and cash equivalents from foreign exchange rates were EUR -62 thousand (2010: EUR 1,124 thousand).

The cash flows from investing and financing activities are determined based on payments. In contrast, the cash flows from operating activities are derived from the consolidated net profit for the year using the indirect method. Under the indirect method, changes in items in the statement of financial position related to operating activities are adjusted for effects from both currency translation and changes in the basis of consolidation. Such changes in the relevant items of the statement of financial position thus cannot be reconciled to the corresponding figures based on the published consolidated financial statements.

### 18. Subscribed capital and reserves

#### 18.1. Subscribed capital

The Company's subscribed capital as of December 31, 2011, was EUR 16,688,091 (2010: EUR 14,500,000, 2009: EUR 14,500,000). It is denominated in 16,688,091 (2010: 14,500,000, 2009: 14,500,000) no-par bearer shares. These

shares have been fully issued and paid up. There are no preferences or restrictions attached to the shares.

The number of shares outstanding changed as follows during the reporting period.

The Management Board resolved on May 17, 2011, with the approval of the Supervisory Board, to increase the Company's share capital from then EUR 14,500,000 by up to EUR 2,071,428 to a maximum of EUR 16,571,428 through the issuance of up to 2,071,428 new no-par bearer shares with a pro-rata interest of EUR 1.00 per share in the Company's share capital ( New Shares ) in return for cash contributions. All of the New Shares were issued at an issue price of EUR 1.00 per share and participated in profits from the start of 2011. The capital increase was recorded in the appropriate German Commercial Register on June 8, 2011. The new shares were listed on June 10, 2011.

A total of 116,663 stock options were exercised in 2011. The shares underlying the stock options were issued by drawing on Contingent Capital 2007/I.

For the development of equity we refer to the separate statement of changes in equity.

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**18. Subscribed capital and reserves (continued)**

**18.2. Reserves**

**Capital reserves**

Capital reserves are recognized in accordance with requirements of the law, especially the German Stock Corporation Act. Capital reserves comprise the premium received from capital increases after deducting the costs for the capital increase. Changes resulting from capital decreases are also shown under capital reserves.

Capital reserves as of December 31, 2011, amounted to EUR 12,059 thousand (2010: EUR 8,871 thousand).

**Retained earnings**

Retained earnings totaling EUR 21,210 thousand in 2011 (2010: EUR 18,543 thousand) are comprised as follows:

Development of retained earnings	EUR thousand
Brought forward as of December 31, 2009	14,501
Dividend paid	-1,450
Net income for 2010	5,492
Balance as of December 31, 2010	<b>18,543</b>
	EUR thousand
Brought forward as of December 31, 2010	18,543
Dividend paid	-1,740
Net income for 2011	4,407
Balance as of December 31, 2011	<b>21,210</b>

**Other components of equity**

The accumulated other comprehensive income as of December 31, 2011, was EUR 1,712 thousand (2010: EUR 3,936 thousand).



**Reserves for cash flow hedges**

Until the 2009 financial year, the effective portion of the gains or losses on hedging instruments used to hedge cash flows from the February 2008 loan were recognized under the provisions for cash flow hedges. Once the hedging relationship ends, this amount was reclassified to the income statement over the hedged item's term to maturity (see note 12.4). The corresponding gains and losses from this new interest rate swap are recognized in this item since inception of the contract in June 2011. As of December 31, 2011, the remaining unrealized loss from interest rate swaps (cash flow hedge) of EUR 80 thousand (2010: EUR 53 thousand) reduced the other equity.

**Reserve for currency translation differences**

Reserve for currency translation differences serve to recognize differences from the translation of foreign subsidiaries financial statements. They also serve to recognize the effects from hedges of a previous net investment in a foreign operation. The reserves for currency translation differences were EUR 1,231 thousand (2010: EUR 508 thousand) as of December 31, 2011.

## **18.3. Authorized capital**

### **Authorized Capital 2011**

The Management Board was authorized by resolution of the Annual General Meeting on June 10, 2011, subject to the approval of the Supervisory Board, to increase the Company's share capital until June 9, 2016,

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**18. Subscribed capital and reserves (continued)**

in one go or more than once, by a total of up to EUR 7,250,000 by issuing up to 7,250,000 new no-par bearer shares in exchange for contributions in cash and/or in kind. The shareholders must be granted a subscription right. Such subscription right may also be granted to shareholders such that the new shares may be purchased by a bank or another company working in the field under Section 53 (1) sentence 1, Section 53b (1) sentence 1, or Section 53b (7) of the German Banking Act, with the proviso that the shares must be offered to the shareholders for subscription. The Management Board is authorized to exclude shareholders' subscription rights in full or in part with the consent of the Supervisory Board and to determine the rights accruing to the shares in the future and the conditions for issuing shares.

**18.4. Contingent capital**

**18.4.1. Contingent Capital (2011) Convertible bonds and/or bonds with warrants**

By resolution of the Annual General Meeting on June 10, 2011, the Management Board was authorized to issue bearer convertible bonds and/or bonds with warrants with the approval of the Supervisory Board until June 9, 2016, in one go or more than once, for a total par value of up to EUR 20,000,000 (hereinafter jointly referred to as Bonds ) and maturities of no more than 20 years and to grant to the holders of these Bonds conversion rights to or options on new Company shares with a pro rata interest of up to EUR 2,139,675 in its share capital, subject to the conditions of the convertible bonds or options. The Bonds may be issued at once or more than once, in total or in parts, as well as simultaneously in different tranches.

**Creation of Contingent Capital 2011**

The share capital will be contingently increased by up to EUR 2,139,675 by issuing up to 2,139,675 no-par bearer shares (Contingent Capital 2011). This contingent capital increase serves to grant shares issued in accordance with the foregoing Authorization to the holders of convertible bonds or bonds with warrants. The contingent capital increase shall be executed only insofar as the holders of convertible bonds and/or bonds with warrants that the Company issues until June 9, 2016, in accordance with the authorization of the Annual General Meeting on June 10, 2011, exercise their conversion right or option or conversion obligations under such bonds are fulfilled and provided no other types of fulfillment are used to service these bonds. The new shares shall participate in the Company's profit from the start of the financial year in which they are issued through the exercise of conversion rights and/or options or through the fulfillment of conversion obligations. The Management Board is authorized to fix all other details of the execution of the contingent capital increase with the approval of the Supervisory Board. The Supervisory Board is authorized to amend the wording of the Articles of Association to reflect the degree to which the contingent capital has been

utilized.

**Authorization to issue convertible bonds and/or bonds with warrants**

The shareholders shall have the right to subscribe to the Bonds. The statutory subscription right may also be granted such that the Bonds are taken over by one or more credit institutions with the obligation to offer them to the shareholders for subscription. However, the Management Board is authorized, subject to the approval of the Supervisory Board, to exclude, in whole or in part, the right of the Company's shareholders to subscribe to the Bonds entailing conversion rights to or options on the Company's shares,

if the issue price for one Bond is not substantially less than the theoretical market value of the Bonds that is determined using standard mathematical methods. The total number of shares to be issued based on the Bonds under this Authorization pursuant to Section 186 (3) sentence 4 German Stock Corporation Act (in return for cash contributions subject to exclusion of shareholders' subscription right), along with other shares issued or sold pursuant to or in accordance with the foregoing statutory provision while this Authorization is in effect, may not exceed 10% of the respective share capital, specifically, neither at the time the Authorization takes effect nor at the time it is exercised;

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**18. Subscribed capital and reserves (continued)**

in order to grant to the holders of conversion rights to and/or options on Company shares, for the purpose of offsetting dilution, subscription rights in the scope to which they would be entitled after exercising these rights; and in order to exclude fractional shares that arise in consequence of the subscription ratio from shareholders' subscription right.

If convertible bonds are issued, the holders of such convertible bonds shall be granted the right to convert them into shares of Advanced Inflight Alliance AG in accordance with the conditions of the convertible bonds. The pro-rata portion of the share capital represented by the shares to be issued in connection with the conversion may not exceed the par value of the convertibles. The conversion ratio is determined by dividing the par amount of a convertible bond by the previously fixed conversion price for Advanced Inflight Alliance AG shares. The conversion ratio may also be obtained by dividing the convertible bond's issue price, which is less than the nominal amount, by the previously established conversion price for one share of the Company. The terms may also provide for a variable conversion ratio and that the conversion price shall be established within a range that is contingent on the development of the share price during the maturity of the convertibles or a specific period of time during their maturity. The conversion ratio may be rounded in any case. An additional cash payment to be made may also be established. For the rest, the terms and conditions may also provide for combining and/or offsetting fractional amounts in cash.

If bonds with warrants are issued, one or more warrants, which entitle the holder to subscribe to shares of Advanced Inflight Alliance AG in accordance with the option conditions to be fixed by the Management Board, shall be attached to each individual bond with warrant. The pro rata interest in the share capital of the shares to be subscribed per bond with warrant may not exceed the par value of the bonds with warrants.

The respective Bond conditions may also provide for a conversion obligation either at maturity or at an earlier point in time. Finally, the Bond conditions may permit the Company to pay to the holder of the conversion right or option the equivalent value in cash upon exercise of the conversion rights and/or options in lieu of issuing shares. Furthermore, the respective Bond conditions may stipulate that the Company may also grant treasury shares when a conversion right or option is exercised.

Even in case of a variable conversion ratio or price, the price to be paid for one share of Advanced Inflight Alliance AG based on a conversion right and/or option (subscription price) must correspond to either (a) at least 80% of the price of one share of Advanced Inflight Alliance AG in XETRA trading (or a functionally comparable successor system that has taken the place of the XETRA system) on the ten trading days immediately prior to the date of the Management Board's resolution on the issuing of convertible bonds or bonds with warrants or (b) at least 80% of the closing auction price of the Company's share in XETRA trading (or a functionally comparable successor system that has taken the place of the XETRA system) during those days (excepting the last two subscription right trading days) on which the subscription rights are traded on the Frankfurt Stock Exchange. This shall not affect Section 9 (1) and Section 199 (2) German Stock Corporation Act.

If the economic value of the existing conversion rights or options is diluted during the term of a Bond and if no compensation in the form of subscription rights is granted therefor, the given conversion rights or options shall be adjusted in ways preserving their value irrespective of the lowest issue price pursuant to Section 9 (1) German Stock Corporation Act unless such adjustment already is subject to mandatory German law. At any rate, the pro rata interest in the share capital of the bearer shares to be subscribed per Bond may not exceed the par value per Bond.

In lieu of adjusting the option or conversion price, the conditions governing the bonds with warrants and/or convertible bonds may also provide for payment in cash of the corresponding amount by the Company upon exercise of the option or conversion right or upon fulfillment of the option or conversion obligation. The

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**18. Subscribed capital and reserves (continued)**

conditions of the Bond may also provide for adjustments of the option and/or conversion rights and/or obligations in the event of a decrease in capital or other extraordinary measures or events.

The Management Board is authorized, subject to the approval of the Supervisory Board, to establish additional details in regards to the issuance of the convertible bonds and/or bonds with warrants and their terms and conditions in particular, interest rates; issue price; maturity and denomination; conversion and/or exercise price; and conversion and/or exercise period.

**18.4.2. Contingent Capital 2009/I Stock Option Plan**

The Annual General Meeting resolved on June 12, 2009, to authorize the Management Board, with the approval of the Supervisory Board, to establish an Employee Stock Option Plan 2009 that grants options on shares in Advanced Inflight Alliance AG to members of the Company's Management Board and to senior management of AIA AG's affiliates, in addition to creating (new) Contingent Capital 2009 I and executing the corresponding amendment of the Articles of Association, subject to the following requirements:

**Issuance of Contingent Capital 2009/I**

The Company's share capital shall be contingently increased by up to EUR 310,000 by issuing up to 310,000 new no-par bearer shares ( Contingent Capital 2009/I ). Contingent Capital 2009/I shall serve to issue stock options on shares issued by Advanced Inflight Alliance AG pursuant to the authorization of its Annual General Meeting on June 12, 2009, under the Stock Option Plan 2009 between the date on which Contingent Capital 2009/I is recorded in the Commercial Register and June 11, 2014. This contingent capital increase shall be executed only insofar as stock options are issued and the holders of these options exercise their right to subscribe to shares of the Company. Shares from Contingent Capital 2009/I shall be issued at the exercise price fixed in item b) number 5 of agenda item 8 of the Annual General Meeting on June 12, 2009. The new no-par shares issued by Advanced Inflight Alliance AG upon exercise of the stock options shall participate in profits from the start of the financial year in which they are issued.

**Authorization to issue stock options on shares of Advanced Inflight Alliance AG**

The Management Board was hereby authorized, with the approval of the Supervisory Board, to issue up to 310,000 stock options on shares of Advanced Inflight Alliance AG until June 11, 2014, having terms of up to five years, in one or several tranches, in accordance with the Stock Option Plan 2009 (hereinafter: SOP 2009 ) and subject to the additional requirements set forth below, with the proviso that each stock option grants the right to purchase one share in Advanced Inflight Alliance AG. Only members of the Management Board of Advanced Inflight Alliance AG, as well as senior management of Advanced Inflight Alliance AG's affiliates, shall be entitled to purchase these stock options. This authorization shall be limited to the Supervisory Board inasmuch as stock options are granted to

members of the Management Board of Advanced Inflight Alliance AG. There shall be no subscription right on the part of the Company's shareholders.

### **18.4.3. Contingent Capital 2008/I    Stock Option Plan**

The Annual General Meeting resolved on July 01, 2008, to authorize the Management Board, with the approval of the Supervisory Board, to establish an Employee Stock Option Plan 2008 that grants options on shares in Advanced Inflight Alliance AG to members of the Company's Management Board and to senior management of AIA AG's affiliates, in addition to creating (new) Contingent Capital 2008/I and executing the corresponding amendment of the Articles of Association, subject to the following requirements:

#### **Creation of Contingent Capital 2008/I**

The Company's share capital shall be contingently increased by up to EUR 340,000 by issuing up to 340,000 new no-par bearer shares ( Contingent Capital 2008/I ). Contingent Capital 2008/I shall serve to issue stock options on shares issued by Advanced Inflight Alliance AG pursuant to the authorization of its Annual General Meeting on July 01, 2008, under the Stock Option Plan 2008 between the date on which Contingent Capital

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2008/I is recorded in the Commercial Register and June 30, 2013. This contingent capital increase shall be executed only insofar as stock options are issued and the holders of these options exercise their right to subscribe to shares of the Company. Shares from Contingent Capital 2008/I shall be issued at the exercise price fixed in item b) number 5 of agenda item 6 of the Annual General Meeting on July 01, 2008. The new no-par shares issued by Advanced Inflight Alliance AG upon exercise of the stock options shall participate in profits from the start of the financial year in which they are issued.

**Authorization to issue stock options on shares of Advanced Inflight Alliance AG**

The Management Board was authorized, with the approval of the Supervisory Board, to issue up to 340,000 stock options on shares of Advanced Inflight Alliance AG until June 30, 2013, having terms of up to seven years, in one or several tranches, in accordance with the Stock Option Plan 2008 (hereinafter "SOP 2008" and subject to the additional requirements set forth below, with the proviso that each stock option grants the right to purchase one share in Advanced Inflight Alliance AG. Only members of the Management Board of Advanced Inflight Alliance AG, as well as senior management of Advanced Inflight Alliance AG's affiliates, shall be entitled to purchase these stock options. This authorization shall be limited to the Supervisory Board inasmuch as stock options are granted to members of the Management Board of Advanced Inflight Alliance AG. There shall be no subscription right on the part of the Company's shareholders.

**18.4.4. Contingent Capital 2007/I Stock Option Plan**

Based on a resolution of the Annual General Meeting on July 02, 2007 and of the Annual General Meeting on July 01, 2008 regarding a change of the performance targets (item 6) the Management Board was authorized, with the approval of the Supervisory Board, to establish a Stock Option Plan 2007 that grants options on shares in Advanced Inflight Alliance AG to members of the Company's Management Board and to senior management of AIA AG's affiliates, in addition to creating (new) Contingent Capital I and executing the corresponding amendment of the Articles of Association, subject to the following requirements:

**Issuance of Contingent Capital I**

The Company's share capital shall be contingently increased by up to EUR 800,000 by issuing up to 800,000 new no-par bearer shares ( "Contingent Capital I "). Contingent Capital II shall serve to issue stock options on shares issued by Advanced Inflight Alliance AG pursuant to the authorization of its Annual General Meeting on July 02, 2007, under the Stock Option Plan 2007 between the date on which Contingent Capital I is recorded in the Commercial Register and July 01, 2012. This contingent capital increase shall be executed only insofar as stock options are issued, the holders of these options exercise their right to subscribe to shares of the Company, and the Company does not grant treasury shares in fulfillment of these options. Shares from Contingent Capital I shall be issued at the exercise price



fixed in item b) number 5 of agenda item 7 of the Annual General Meeting on July 02, 2007. The new no-par shares issued by Advanced Inflight Alliance AG upon exercise of the stock options shall participate in profits from the start of the financial year in which they are issued.

**Authorization to issue stock options on shares of Advanced Inflight Alliance AG:**

The Management Board was authorized, with the approval of the Supervisory Board, to issue up to 800,000 stock options on shares of Advanced Inflight Alliance AG until July 01, 2012, having terms of up to seven years, in one or several tranches, in accordance with the Stock Option Plan 2007 (hereinafter SOP 2007) and subject to the additional requirements set forth below, with the proviso that each stock option grants the right to purchase one share in Advanced Inflight Alliance AG. Only members of the Management Board of Advanced Inflight Alliance AG, as well as senior management of Advanced Inflight Alliance AG's affiliates, shall be entitled to purchase these stock options. This authorization shall be limited to the Supervisory Board inasmuch as stock options are granted to members of the Management Board of Advanced Inflight Alliance AG. The stock options may also be purchased by a bank, subject to the obligation to transfer them, pursuant

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to the instructions of Advanced Inflight Alliance AG and in accordance with the provisions of item 2 below, to those optionees who alone are entitled to exercise them. There shall be no subscription right on the part of the Company's shareholders.

A total of 116,663 stock options were exercised in 2011. The shares underlying the stock options were issued by drawing on Contingent Capital 2007/I. Following this drawdown, Contingent Capital 2007/I was EUR 683,337 as of December 31, 2011.

**18.5. Treasury shares**

**Authorization to purchase own shares**

The Company and its Management Board were authorized by resolution of the Annual General Meeting on June 7, 2010, to purchase own shares in accordance with the following provisions:

- In accordance with Section 71 (1) no. 8 German Stock Corporation Act, the Company is authorized to repurchase until June 6, 2015 own shares representing up to a total of ten percent of the Company's share capital.
- a) This authorization may be exercised, in whole or in part, in one go or more than once, and in connection with one or several purposes. This authorization may not be used by the Company for the purpose of trading treasury shares. Such purchases of own shares may be made on the stock exchange or by means of a public purchase offer to all of
- b) the Company's shareholders, subject to the principle of equal treatment under Section 53a German Stock Corporation Act.
- If the shares are purchased on the stock exchange, the price per share paid by the Company (excluding ancillary purchase costs) may not be more than ten percent above or below the share's price on the stock exchange as
- (1) determined in the opening auction of the trading day in XETRA trading on the Frankfurt Stock Exchange (or any successor system that has taken its place.
- If the shares are purchased by way of a public offer to all of the Company's shareholders, the share price offered or the upper and lower end of the offer spread per share (excluding ancillary purchase costs) may not be more than ten percent above or below the mean closing price of the share in XETRA trading on the Frankfurt Stock Exchange (or any successor system that has taken its place) on the ten trading
- (2) days prior to publication of the offer. If the shares are oversubscribed, acceptance shall be based on quotas. In this case, provisions may be made for preferred acceptance of small lots of up to 100 shares per shareholder. The provisions of the German Securities Acquisition and Takeover Act must be complied with, inasmuch as and to the extent that they apply.
- c) The Management Board is authorized to resell the Company's treasury shares that are purchased under the foregoing authorization by offering them to the shareholders or on the stock exchange, subject to compliance with the

principle of equal treatment under Section 53a German Stock Corporation Act.

- d) The Management Board is authorized, with the approval of the Supervisory Board, to use own shares that are purchased under the foregoing authorization for the purpose of
- offering them to third parties as consideration in connection with business combinations; the acquisition of
  - (1) companies, equity interests in companies or business units; as well as the acquisition of receivables against the Company;
  - selling them to third parties in return for contributions in cash. The price at which the Company's treasury shares
  - (2) are sold to third parties may not be substantially lower than the stock market price of the shares on the date of sale.
- The exclusion of shareholders' subscription

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right under other authorizations pursuant to Section 186 (3) sentence 4 German Stock Corporation Act shall be taken into account when using the present authorization;

retiring them such that neither the retirement nor its implementation require another resolution of the Annual General Meeting. The retirement may be limited to a portion of the treasury shares purchased. This retirement authorization may be utilized repeatedly. The retirement will reduce the share capital. In a deviation herefrom, the (3) Management Board may determine, subject to the approval of the Supervisory Board, that such retirement of treasury shares shall not affect the share capital but instead shall raise the interest of all other shares in the share capital in accordance with Section 8 (3) German Stock Corporation Act. The Management Board is authorized in such cases to adjust the number of shares set forth in the Articles of Association.

The foregoing authorizations may be utilized once or repeatedly, individually or in conjunction with each other, and in regards to all or portions of the own shares purchased. Shareholders' subscription right to such own shares e) purchased shall be excluded insofar as these shares are used in accordance with the authorization set forth above in items d) (1) and (2). The Management Board will inform the Annual General Meeting in each case of the reasons for and the purpose of the purchase of own shares, the number of shares purchased and their proportion of the share capital as well as the amount paid for the shares.

The existing authorization that the Annual General Meeting granted to the Company on June 12, 2009, until f) December 11, 2010, to purchase or use own shares is voided from the date on which the new authorization takes effect, to the extent that it has not yet been utilized.

**19. Dividends paid and proposed**

AIA AG paid a dividend for the 2010 financial year in 2011 and for the 2009 financial year in 2010. The dividend of EUR 0.12 per share (2010: EUR 0.10 per share) for an absolute distribution of EUR 1,740 thousand (2010: EUR 1,450 thousand) was resolved and paid during the financial year.

The Management Board has proposed to the Supervisory Board and the Annual General Meeting, and approved by both the bodies, to pay a dividend of EUR 0.12 for the 2011 (EUR 0.10 for the 2010) financial year. Based on the number of shares outstanding i.e. 16,688,091 shares (2010: 14,500,000 shares), this corresponded to a total dividend payment of EUR 2,003 thousand (2010: EUR 1,450 thousand) (the dividend was not recognized as a liability as of December 31, 2011). Dividend for 2011 has been paid in 2012.

**20. Share-based payment**

A total of EUR 43 in income from stock options (2010: expense of EUR 77 thousand, 2009: EUR 117 thousand) was recognized during the year because a number of option holders resigned from the Group and thus their options lapsed.

Share based expenses/income recognized for services received during the financial year solely comprise of expenses/income from equity-settled share-based payment transactions.

The share-based payment arrangements are disclosed below.

## **Stock option plan for executives**

On May 15, 2008, 400,000 stock options were granted to Management Board members and the managing directors of subsidiaries as well as its present or future associates, pursuant to the Stock Option Plan 2007. The options' exercise price of EUR 2.03 corresponded to the average of the opening and closing prices of the shares of Advanced Inflight Alliance AG in XETRA trading on the last five trading days before the relevant stock option was issued.

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The stock options may be exercised only if the average of the opening and closing prices of the shares of AIA AG in XETRA trading (or a successor system that has taken its place) on the last five trading days prior to the start of the given exercise period have risen by at least 20 percent over the exercise price for the first third (option terms and conditions, item 5.1 sentence 2) of the options granted in a tranche, by at least 30 percent over the exercise price for the second third (option terms and conditions, item 5.1 sentence 3) of the options granted in a tranche, and by at least 40 percent over the exercise price for the final third (option terms and conditions, item 5.1 sentence 4) of the options granted in a tranche.

On May 8, 2009, a further 400,000 stock options were granted to the members of the Management Board and to managing directors of subsidiaries under this stock option plan. The options' exercise price of EUR 2.32 corresponded to the average of the opening and closing prices of the shares of Advanced Inflight Alliance AG in XETRA trading on the last five trading days before the relevant stock option was issued. All other terms and conditions of the option plan remained unchanged.

The resignation of Management Board members in the previous year caused 200,000 stock options granted to them to lapse. The total equivalent value for these stock options of EUR 74 thousand reported under staff costs until the stock options lapsed was adjusted through profit or loss as of December 31, 2010.

A total of 116,663 stock options were exercised in 2011. A total of 111,668 stock options lapsed due to the resignation of the stock option holders. Hence a total of 371,669 stock options (2010: 600,000) were outstanding as of December 31, 2011. Total of 214,996 stock options were vested as of December 31, 2011. The remaining 156,668 stock options are still within the contractual vesting period and can therefore not yet be exercised. No stock options outstanding were exercisable as of December 31, 2010 because they were still subject to the stipulated vesting period.

The stock options granted under Stock Option Plan 2007 may be exercised only if the average of the opening and closing prices of the shares of Advanced Inflight Alliance AG in XETRA trading (or a successor system that has taken its place) on the last five trading days prior to the start of the given exercise period have risen by at least 20% p.a. over the exercise price for the first third (option terms and conditions, item 5.1 sentence 2) of the options granted in a tranche, by at least 30% p.a. over the exercise price for the second third (option terms and conditions, item 5.1 sentence 3) of the options granted in a tranche, and by at least 40% p.a. over the exercise price for the final third (option terms and conditions, item 5.1 sentence 4) of the options granted in a tranche.

The fair value of the stock options was estimated at the time they were granted using a binomial model and taking the conditions at which the options were granted into account.

The term of the options granted is governed by item 5.4 of the option terms and conditions. The term of a stock option shall begin on the date it is granted and end upon expiration of five years for the first third of the options granted in a

tranche, upon expiration of six years for the second third of the options granted in a tranche, and upon expiration of seven years for the final third of the options granted in a tranche. There shall be no cash settlements. The Group has not executed any share-based payments entailing cash settlements in the past.

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The following table contains the assumptions underlying the measurement of the plan for the 2011 and 2010 financial years:

Valuation parameters for equity options	Tranche 2009		Tranche 2008	
Dividend yield	3.22	%	0.00	%
Expected volatility	60	%	64	%
Risk-free rate of interest	1.230	%	4.021	%
Anticipated period of the option (years)	5.00		5.00	
Weighted average share price (EUR)	2.370		2.030	
Weighted average contract duration (years)	3.16		2.38	
<u>Applied model</u>				
Allocation of the share price	Monte Carlo		Monte Carlo	
Determination of the option value	Binominal		Binominal	

The anticipated maturity of the stock options is based on historical data and does not necessarily correspond to the option holders' actual exercise behavior. The expected volatility is based on the assumption that future trends may be derived from the historical volatility over a period similar to that of the stock options; however, the actual volatility may deviate from the assumptions made.

The present stock option plan is an equity-settled plan such that the fair value is determined at the grant date.



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Provisions as of December 31, 2011 were EUR 446 thousand (2010: EUR 348 thousand). They changed as follows:

	Provisions					Total EUR thousand
	Contingent losses	Dismantling obligations	Capital market requirements	Restructuring	Others provisions	
	EUR thousand	EUR thousand	EUR thousand	EUR thousand	EUR thousand	EUR thousand
Balance January 1, 2011	29	159	110	0	50	<b>348</b>
Addition	0	13	155	41	66	<b>275</b>
Utilization	0	0	-110	0	-50	<b>-160</b>
Reversal	-29	0	0	0	0	<b>-29</b>
Foreign currency effect	0	6	0	2	4	<b>12</b>
Balance December 31, 2011	<b>0</b>	<b>178</b>	<b>155</b>	<b>43</b>	<b>70</b>	<b>446</b>
Of which in 2011						
Current	0	0	155	43	70	<b>268</b>
Non-current	0	178	0	0	0	<b>178</b>
	<b>0</b>	<b>178</b>	<b>155</b>	<b>43</b>	<b>70</b>	<b>446</b>
Balance January 1, 2010	25	139	110	0	100	<b>374</b>
Addition	29	14	110	0	49	<b>202</b>
Utilization	-25	0	-100	0	0	<b>-125</b>
Reversal	0	0	-10	0	-100	<b>-110</b>
Foreign currency effect	0	6	0	0	1	<b>7</b>
Balance December 31, 2010	<b>29</b>	<b>159</b>	<b>110</b>	<b>0</b>	<b>50</b>	<b>348</b>
Of which in 2010						
Current	0	0	110	0	50	<b>160</b>
Non-current	29	159	0	0	0	<b>188</b>
	<b>29</b>	<b>159</b>	<b>110</b>			