



ROCKET



brisksolutions
MEMBER OF THE HENLEY AIR GROUP

WHO WE ARE

ROCKET is a leading independent and unaffiliated Helicopter Air Ambulance and Air Rescue provider within South Africa. Proudly patient-centric – we rank patients' interest and safety as sacrosanct priorities.

Our in-house emergency medical management centre, world-class pilots, professional aeromedical teams, and extensive authorised road ambulance network are standing by to render immediate emergency assistance, 24/7.



OUR STORY

ROCKET HEMS, a subsidiary of the Henley Group Holdings, started 4 years ago in response to the declining patient care in the emergency services field, which has been caused by deterioration of access to emergency services and basic infrastructure in the outlying areas. ROCKET's business is foundationally patient-centric and everything the company does is built around this premise.

This drives our continued efforts to innovate, disrupt and invest in world-class teams of aeromedical and aviation professionals.

Henley Air's track record:

- 29+ years aviation experience
- 7+ years Helicopter Emergency Services (HEMS) experience
- Internal aviation training organisation (Henley Air Flight Training)
- Own Aviation Maintenance Organisation (AMO)
- 30 aircraft / 18 owned
- 5,000 HEMS missions
- 7,000 HEMS flight hours
- BARS (Basic Aviation Risk Standard) accreditation



MEET OUR TEAM



Hendrik Louw | Chief Executive Officer

Hendrik qualified as a Chartered Accountant (SA) and Chartered Financial Analyst in 2001. He holds a Masters Degree in Financial Management from the University of Johannesburg and is a member of the Association for Investment Management and Research. He started a career in corporate finance in 2002 at PSG Investment Bank after which he joined Charles Orbach Corporate Finance as Managing Director. He was the CEO and co-founder of Rock Morphus Investments and founder of niche advisory firm Suez Capital. Hendrik has extensive executive, corporate advisory and strategic management-consulting experience. He joined ROCKET as CEO in 2021.

Björn Gussenhoven | Chief Operating Officer

A highly experienced management executive with a demonstrated history of working in the consumer services, medical and IT sectors, as well as in the development and delivery of value-added solutions for the insurance industry. Strong business development professional with a Diploma in Ambulance Emergency Care from Technikon Witwatersrand focused on Advanced Life Support Paramedic. Experience in call center management, sales, emergency management, clothing manufacturing, and machine learning. In March 2020, Bjorn joined ROCKET as a project and business development manager to help launch the company.

Patrick Walleit | Chief Clinical Officer

Patrick qualified as an advanced life support paramedic in 1998, holding an N.Dip: Ambulance Emergency Technology, and as an Emergency Care Practitioner in 2006. He started with Medical Rescue International in 1995, then graduated to 'Flight for Life' in 1998, earning his 'Silver Wings' in 2000. Senior flight paramedic and Regional Operations Manager for 'Specialised Trauma Air Rescue'. As the founder and manager of CareFlight Group (PTY) Ltd, he has been dedicated to setting up and managing aeromedical programs, both fixed and rotary wing, that ensure the highest levels of medical care are delivered to patients. Neonatology, pediatric emergency medicine, and critical care transport are his passions. As the Chief Clinical Officer of ROCKET Air Ambulance, Patrick joined the team in May 2020.

Bruce Daniels | Chief Aviation Officer

Bruce Daniels, Chief Aviation Officer for ROCKET HEMS and Head of Training/Chief Pilot at Henley Air, boasts over 22,000 hours of flying time, reflecting his extensive expertise. Formerly a pilot at South African Airways, Bruce's contributions there molded his seasoned aviation career. In his pivotal role at ROCKET HEMS, he manages and oversees aviation operations, leveraging his rich experience. Concurrently, as Head of Training and Chief Pilot at Henley Air, Bruce mentors aspiring aviators, emphasizing safety and proficiency. Bruce's versatile roles showcase his commitment to excellence, contributing significantly to aviation's success.

Boeta Dippenaar | Henley Air Group Chief Executive Officer

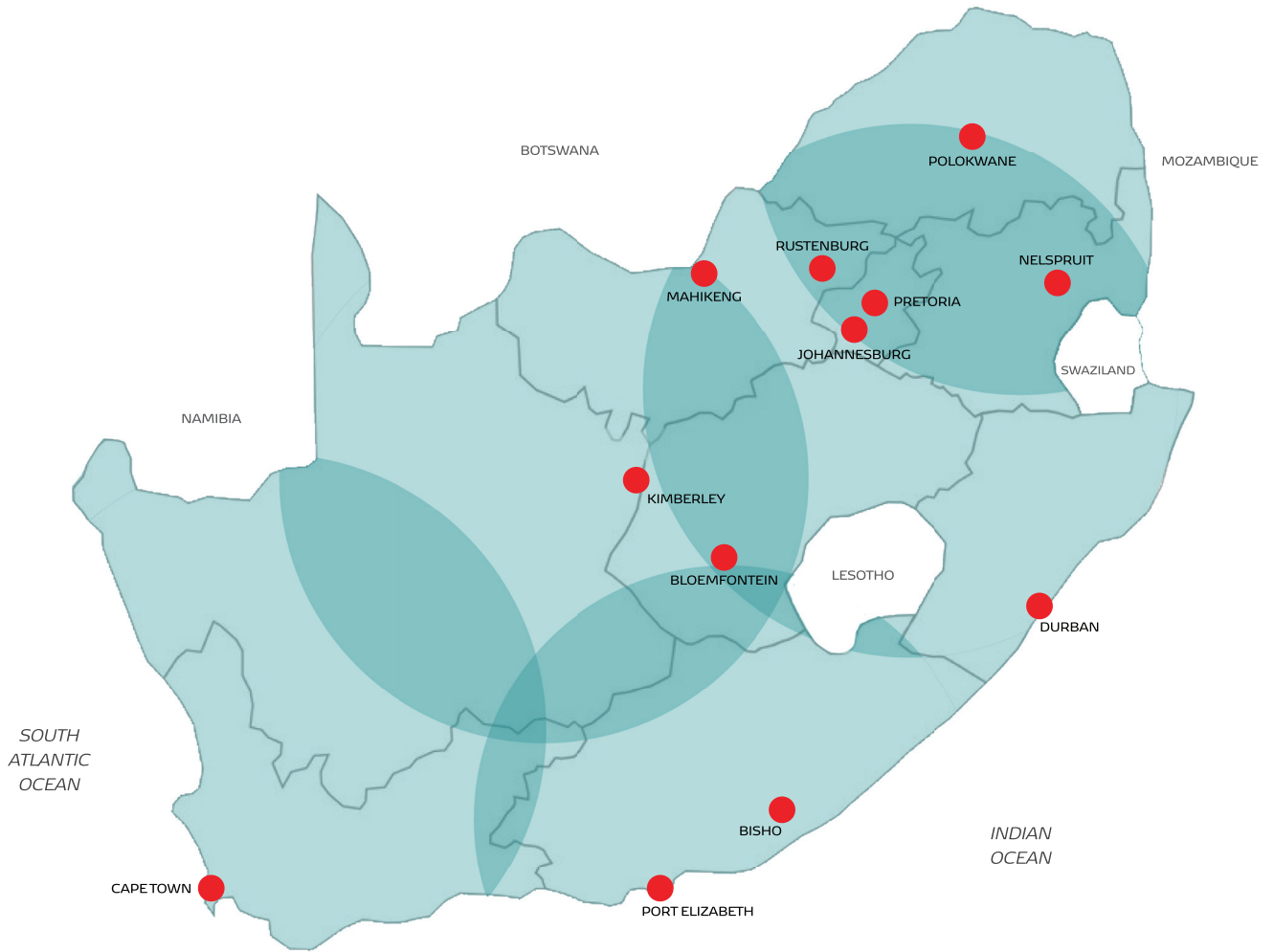
Boeta is a qualified ATPL (H) pilot with an Instrument Rating. He also holds various ratings including: Game/Cull Capture, Grade I Instructors rating, NVG rating (including NVG instructor), Winch/Sling Rating. While representing South Africa in cricket for 9 years and playing professional cricket for 17 years, Boeta completed his PPL (H) at Henley Air in 2005. After completing his CPL (H) license in 2009, Boeta continued to work for Westline Aviation for 9 years managing various international training contracts, including Botswana Police Force and Nigerian Defence Force students. His continued relationship with Henley Air was extended in 2019 when he was appointed as permanent staff member and Chief Pilot of Henley Air. He duly took over as Group Chief Executive Officer in July 2021.

André Coetzee | Group Executive Chairman

André was raised and attended school in Henley-on-Klip, a village south of Johannesburg. Having started flying helicopters at the age of 15, he completed a B. Eng (Mechanical) degree at the (then) Rand Afrikaans University and elected to become a helicopter maintenance apprentice after graduation. Henley Air was started in 1998 with his father, Johann, and the business grew incrementally from its base at Rand Airport. André is a registered Professional Engineer (ECSA) and currently serves as the Executive Chairman of Henley Air, holds a PhD in Aviation Management (Da Vinci Institute of Technology), Aircraft Maintenance Engineer licence, Airline Transport Pilot Licence (Helicopter) and acts as Designated Flight Examiner (Class I) on behalf of the SACAA. He is an avid cricket lover and married to Lonell with three daughters.

Ané du Preez | Henley Air Group Chief Operations Officer

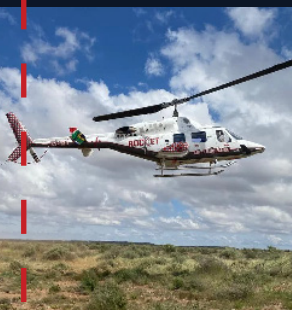
After completing her BA (ED) degree at the University of Pretoria, Ané started her secondary school teaching career in Vanderbijlpark, at which time she also taught Saturday School at Springfield Primary until 1998. From 1994 - 2000 she lectured at the private Vaal Career College (Industrial Orientation N1-N3 and Cognitive Development N1-N3), and from 2001 at Riverside High School (Guidance and Afrikaans). Ané joined at Henley Air in February 2002 as an Administrator, Operations Controller, Book-keeper, Flight Training School & Charter Administrator. In 2004 she became one of the Directors and a Shareholder of Henley Air, as well as the responsible person for Flight Operations and was appointed the Chief Operating Officer of Henley in 2020. Ané has 8 years of experience in education and training and 18 years of experience in Helicopter Management.



OUR FOOTPRINT

Aeromedical bases in:

- Germiston - Gauteng
- Kimberley - Northern Cape
- Polokwane - Limpopo



OUR ROCKET SERVICES



ROCKET Air Ambulance is a fully licensed, unaffiliated, independent, and patient-centric air ambulance service.

Offering a proven aviation and emergency aeromedical track record with unmatched quality in terms of our flight and medical crew.



ROCKET Air Rescue is a fully licensed air rescue and HEMS service.

Offering tailor-made long-line and short-haul solutions to South Africa's leading mines, construction companies and outdoor industries.



ROCKET CONNECT FAMILY

Our innovative subscription model and mobile app offering direct access to our world-class emergency medical service.

A convenient & accessible way of alerting us to your medical emergency and allows you to track our response for your peace of mind.

ROCKET Connect bridges the access gap to specialised emergency services countrywide, negating multiple pre-authorisation processes.

ROCKET CONNECT CORPORATE

Our ROCKET Connect Corporate Solution is tailor-made to Industry and SMME's looking for a world-class Emergency Medical Services (EMS) & Helicopter Emergency Medical Services (HEMS) solution to cover their staff whilst on duty.



ROCKET Solutions specialises in innovative, enabling platforms and services:

- Emergency management centre capabilities
- Access to our proprietary 'white labelled' case management software and mobile application (*panic button*)
- Call taking and dispatch
- Incident management
- Reporting
- Fleet management
- Client access to your 'white labelled' mobile panic app
- Customising your own ePRF (patient report form)

In addition, we provide independent reviews and gap analyses of your current infrastructure, as well as dispatch and emergency call center training.



OUR KEY DIFFERENTIATORS

Our courage

We strive to always do what is right, not what is easy.

Our people, unique culture and values

ROCKET strives to be the employer of choice for the industry's leading talent, operating in an empowering inclusive culture.

Our unique asset base and infrastructure

We own the largest twin-engine helicopter ambulance fleet in Africa with a notable track record as part of the Henley Air Group.

Our enthusiasm for disruptive innovation

De-commoditising the emergency services value chain and re-igniting the soul of the industry, are key ROCKET objectives. Technology, innovative engagement solutions and platforms drive our innovation.





**WE OWN
YOUR
CALL**

Centralised air ambulance/rescue and emergency management services are supported by our 24/7 in-house emergency management centre.

We are the voice on the line from the time you call, to the time we get to you.



**WE ARE
COMPLIANCE
LEADERS**

Our safety record speaks for itself.

In compliance with the highest possible standards, we have served industry in South Africa for the past 25 years.



**WE HAVE
WORLD-
CLASS
TEAMS**

Exceptional aeromedical trauma professionals.

Highly experienced pilots, aeromedical & rescue crew.



**WE ARE
INDUSTRY
LEADERS**

Core air rescue and commercial HEMS services.

We offer a combination of these services to the relevant industries. SA leaders in NVIS/NVG capabilities.



Experience.

One word that we use to convey our Team at ROCKET's world-class qualifications, expertise and professionalism in emergency trauma medicine.


Henley Air launched ROCKET as a stand-alone HEMS (helicopter emergency medical service) provider 4 years ago in the South African HEMS industry. We have more than 5,000 air ambulance missions amounting to over 7,000 flight hours....and increasing daily.


Experience we offer to our Clients – both private and corporate.



GAUTENG

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