

TO:

ALL SHAREHOLDERS OF BRAVOFLY RUMBO GROUP N.V.

Amsterdam, 7 April 2015

Re: Convening notice, agenda and proxy for the 2015 annual general meeting of shareholders of Bravofly Rumbo Group N.V. (the "Company")

Dear Shareholder,

On behalf of the board of managing directors (*bestuur*) of the Company (the "**Board**"), we herewith invite you to attend the annual general meeting of shareholders of the Company which is to be held at the offices of Van Campen Liem, J.J. Viottastraat 52, 1071 JT Amsterdam, The Netherlands, on 19 May 2015, at 10:30 A.M. CET (the "**Meeting**").

The agenda for the Meeting is as follows:

1. Opening and announcements.
2. Discussion of (i) certain disclosures concerning directors' compensation during the year 2014, as set forth in the Shareholders Circular relating to the Meeting posted on the Company's website (the "**Shareholders Circular**") and (ii) the application during the year 2014 of the Company's remuneration policy for directors.
3. To authorize the preparation of the Company's annual accounts, including the annual report of the Management Board (*jaarverslag*), in the English language for the year 2014 and all succeeding financial years of the Company.*
4. To discuss the annual report of the Management Board for the year ended December 31, 2014 and to adopt the Company's annual accounts for the year ended December 31, 2014, including allocation of the Company's profits for the year 2014 (being EUR 2,266,000) to the Company's retained earnings reserve. A copy of the draft annual accounts of the Company, including the auditors report related thereto and the annual report of the Management Board of the Company, for the year 2014, is available for inspection by shareholders free of charge at the address of the Company in The Netherlands: Jan van Goyenkade 8, 1075 HP Amsterdam, The Netherlands, and can also be obtained free of charge by email request to investor.relations@bravoflyrumbo.com.*

5. To discharge all present and former members of the Board from liability in respect of the exercise of their duties during the year ended December 31, 2014.*
6. To ratify, by a non-binding advisory vote, the Company's acquisition of the lastminute.com business from SABRE Inc. *
7. To amend the Company's articles of association substantially in the form of the draft deed of amendment prepared by Van Campen & Partners N.V. (the "**Deed of Amendment**"), a copy of which is attached as **Exhibit 1** to the Shareholders Circular, and to authorize each member of the Board, as well as each (candidate) civil-law notary, lawyer and/or paralegal of Van Campen & Partners N.V. (an "**Attorney**"), jointly as well as severally, to execute and sign the Deed of Amendment and to perform all acts and to sign all instruments and resolutions, and to make the necessary filings, which any Attorney deems reasonably necessary in connection with the aforementioned. A copy of the official Dutch language version of the Deed of Amendment is available for inspection by shareholders free of charge at the address of the Company in The Netherlands: Jan van Goyenkade 8, 1075 HP Amsterdam, The Netherlands, and can also be obtained free of charge by e-mail request to investor.relations@bravoflyrumbo.com.*
8. To authorize the Board, during a period of 18 months beginning on the date of the Meeting and ending on November 19, 2016, to acquire – through purchases on SIX Swiss Exchange, through privately negotiated transactions or in one or more self tender offers – up to a maximum of 1,044,458 shares of the Company, for a price not less than the nominal value of a share, and not greater than the average closing price of a share on SIX Swiss Exchange during the five trading days prior to the date of acquisition plus a 10% premium.*
9. To elect the following persons as directors, for a one-year term ending on the date of the Company's annual general meeting of shareholders to be held in the year 2016:
 - Mr. Fabio Cannavale Non-Executive Director and Chairman
 - Mr. Francesco Signoretti Executive Director and CEO
 - Mr. Jérôme Cohen Scali Executive Director
 - Mr. Roberto Italia Non-Executive Director
 - Mr. Ottonel Popesco Non-Executive Director
 - Ms. Julia Bron Non-Executive Director
 - Mr. Minter Dial Non-Executive Director
 - Mr. Fabio Selmoni Non-Executive Director

Minter Dial and Fabio Selmoni are being proposed as new directors, while current directors Dr. Christian de Prati and Matteo Renzulli will not stand for re-election.*

10. To approve the participation of the directors of the Company in a share participation program to be established by a subsidiary of the Company, as more fully described in the Shareholders Circular, up to the maximum number of shares from time to time issuable under such share participation program.*
11. To approve the remuneration for 2015 of the executive directors and non-executive directors of the Company, as more fully set forth in the Shareholders Circular.*
12. To appoint KPMG Accountants N.V. (“KPMG”) as the Company’s independent registered public accounting firm to audit the Company’s accounts for the year ended December 31, 2015, subject to the Board reaching agreement with KPMG as to terms of engagement.*
13. Discussion of dividend policy.
14. Discussion of the Company’s observance of the Dutch Corporate Governance Code.
15. Closing.

The agenda items marked * are for voting. All other agenda items are discussion items.

Important information concerning procedures for attendance and voting at the Meeting, the record date for the Meeting and other relevant matters relating to the Meeting are contained in the document entitled “Procedures for Voting and Attendance at the 2015 Annual General Meeting (the ‘Meeting’) of Bravofly Rumbo Group N.V. (the ‘Company’)” posted on the Company’s website. The contents of that document are incorporated by reference into this convening notice.

You are urged to read the document entitled “Procedures for Voting and Attendance at the 2015 Annual General Meeting (the ‘Meeting’) of Bravofly Rumbo Group N.V. (the ‘Company’)” posted on the Company’s website and to follow the procedures set forth therein for casting your vote at the Meeting.

The website of the Company is www.bravoflyrumbogroup.com.

Yours sincerely,

On behalf of the board of managing directors of the Company:

Name: Mr. Fabio Cannavale

Title: Chairman

Name: Mr. Francesco Signoretti

Title: Executive Director