



For Immediate Release

***HK Express Appoints New Executive Chairman & President and  
New Commercial Director***

**HONG KONG, 17 January, 2014** – HK Express is delighted to announce the appointment of two new senior executives, Mr. Zhi-min Ma as Executive Chairman & President and Mr. Luke Lovegrove as Commercial Director of HK Express, with effect from 13<sup>th</sup> January 2014 and 8<sup>th</sup> January 2014 respectively.

In his role as Executive Chairman & President, Mr. Ma is responsible for representing the interests of the various investors in HK Express, Hong Kong's one-and-only low fare airline.

Mr. Ma has significant experience in the aviation industry, having worked in a variety of senior positions for almost 16 years. Prior to joining HK Express, he served as President of West Air in China where he was responsible for guiding West Air through its transition into a low cost carrier. He has also held numerous senior positions at several major airlines in Mainland China and internationally, including HNA Aviation, Lucky Air and Hainan Airlines. Mr. Ma graduated from Nanjing University of Aeronautics and Astronautics' College of Civil Aviation.

In his new position as Commercial Director, Mr. Lovegrove will be responsible for HK Express' commercial activities, including sales, distribution, network, marketing, public relations and revenue management.

Mr. Lovegrove brings with him 12 years' experience in the aviation industry, the majority of that earned at low cost carriers. He served previously as Chief Commercial Officer of Peach Aviation in Japan and has also held several senior roles at Tiger Airways, including helping set up Tiger Australia, group business development for Tiger Singapore and commercial oversight for Tiger's LCC joint ventures across Asia.



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**About HK Express:**

HK Express commenced flights on 27 October 2013 from their home in Hong Kong, as Hong Kong's only low-fare airline. HK Express flies to Phuket and Chiang Mai in Thailand, Taichung in Taiwan, Kunming in Mainland China, Kota Kinabalu (Sabah) and Penang in Malaysia, and Tokyo-Haneda and Osaka Kansai in Japan. For more information, please visit [hkexpress.com](http://hkexpress.com), follow us on Sina Weibo: [weibo.com/hkexpress](http://weibo.com/hkexpress) or refer to our Facebook fan page: [hkexpress.com/facebook](http://hkexpress.com/facebook)

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## **HK Express 正式公佈新任執行董事長及總裁、商務總監**

(香港·2014年1月17日) HK Express 正式宣佈委任馬志敏先生為執行董事長及總裁，以及Luke Lovegrove先生出任商務總監，並分別由1月13日及1月8日正式生效。馬志敏先生履新後，將會主要負責HK Express投資者利益方面的事務。

馬志敏先生畢業於南京航空航天大學民航學院，投身航空界近16年，經驗豐富。加入HK Express前，馬先生曾為中國西部航空的主席，負責領導公司轉型為低成本航空公司。此外，他更於中國內地及海外航空公司擔任多個重要職位，曾任職海航航空控股有限公司、祥鵬航空及海南航空等。

而新任商務總監Luke Lovegrove先生則將會負責HK Express的商業業務，包括銷售、分銷渠道管理、建立航線網絡、市場營銷、公共關係及收益管理。Luke Lovegrove先生於航空界服務達12年，更於低成本航空公司方面擁有豐富經驗。他曾為日本樂桃航空擔任首席商務官、並於虎航負責多個重要職務，包括成立澳洲虎航、星加坡虎航的業務發展，及監管虎航於亞洲地區合資企業業務。

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### **有關 HK Express**

HK Express於2013年10月27日啟航，正式成為本地唯一以香港為家的低成本航空公司，現時航點包括：布吉(泰國)、清邁(泰國)、台中(台灣)、昆明(中國)、檳城(馬來西亞)、亞庇(馬來西亞)、東京-羽田(日本)，以及大阪-關西(日本)。

如需更多資訊，可瀏覽HK Express網頁 [hkexpress.com](http://hkexpress.com)、登入HK Express 新浪微博專頁 [weibo.com/hkexpress](http://weibo.com/hkexpress) 或 Facebook 專頁 [hkexpress.com/facebook](http://hkexpress.com/facebook)。