

For Immediate Release

***HK Express' Deputy CEO Andrew Cowen Announces Partnership with DFASS Group***

***World's Largest In-Flight Retailer Provides Hassle Free In-Flight Shopping for HK Express Guests***

**Hong Kong, 10 March, 2014** – HK Express' Deputy CEO Andrew Cowen today officially announced HK Express' new partnership with DFASS Group, the world's largest in-flight concessionaire. Guests of Hong Kong's one-and-only low-fare airline can enjoy the added in-flight service of hassle free shopping with the launch of the brand new duty free shopping magazine, U'Order.

Whether they are searching for a last-minute gift for someone special or simply treating themselves to a holiday souvenir, Guests can peruse U'Order, an exclusive magazine that features 98 products from 46 international brands. Conveniently colour-coded categories make browsing a breeze, while the entire duty-free programme has been tailor-made to meet the desires of HK Express' Guests. There's something for everyone, including a range of specially selected HK Express branded items exclusive to U'Order.

Mr. Andrew Cowen, Deputy CEO of HK Express said, "We are thrilled to be working with world-leaders DFASS Group to provide a bespoke in-flight shopping service for our Guests. In-flight retail is a proven income generator for airlines and our outstanding cabin crew have been fully trained to provide the best customer service experience possible. Our partnership will strengthen our non-ticket revenue streams and contribute positively towards achieving our aggressive annual ancillary revenue targets. We at HK Express are particularly excited to launch a new range of HK Express branded product lines which I am sure our Guests will love!"

"We are very proud to be working with HK Express, Hong Kong's first and only low-fare airline and we look forward to bringing our extensive experience in operating in-flight duty free services to the partnership. We are certain that our joint business and expansion strategy will drive revenue offering a refreshing variety of excellent value products for guests of HK Express", said Mr John Garner, DFASS Group Deputy Chairman.



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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, Tokyo-Haneda, Osaka Kansai and now, Fukuoka (commences 10 April, 2014) in Japan and Seoul-Incheon in Korea (commences 30 March 2014).

For more information, please visit [hkexpress.com](http://hkexpress.com), follow us on SinaWeibo: [weibo.com/hkexpress](http://weibo.com/hkexpress) or refer to our Facebook fan page: [facebook.com/hkexpress](http://facebook.com/hkexpress)

**About DFASS Group:**

The DFASS Group is a world-class leader in retail options for travelers and travel-related audiences. Founded by Chairman and CEO Bernard "Benny" Klepach in 1987, the DFASS Group, has spent more than 27 years delivering on our global reputation as the world's largest in-flight Duty Free specialty retailer. Today's DFASS Group is built up of over 600 full-time employees, operating on five continents through a worldwide network of 120 packing and fulfillment stations.

即時發佈

## **HK Express 宣佈與 DFASS 集團攜手合作 開展全新機艙零售服務**

### **匯聚國際著名優質品牌 為旅客帶來嶄新機艙購物體驗**

(香港·2014年3月10日) HK Express 正式宣佈與全球最大的機艙免稅綜合運營商 DFASS 集團攜手合作，推出嶄新機艙零售服務，讓更多旅客可以透過全新機艙免稅雜誌 U'Order 享受一站式機艙購物新體驗。

機艙免稅雜誌 U'Order 匯聚 46 個著名國際品牌，搜羅 98 款頂尖優質產品供旅客選購，是送給自己或親友作旅行手信的最佳選擇。U'Order 印刷精美，採用顏色編碼作產品分類，方便旅客輕鬆快捷瀏覽及選購心儀產品。此外，HK Express 更推出一系列自家品牌產品於 U'Order 獨家出售，迎合不同旅客的需要。

HK Express DCEO Andrew Cowen 表示：「很高興能夠與全球最大的機艙免稅綜合運營商 DFASS 集團合作，為旅客提供尊貴機艙零售服務和嶄新購物經驗。相信透過我們優秀出色的機艙團隊及與 DFASS 集團的合作，能為機艙零售服務達到顯著收益。我們亦推出一系列 HK Express 自家品牌的產品，相信吸引廣大旅客的喜愛。」

DFASS 集團副主席 John Garner 亦表示：「我們很榮幸與唯一以香港為家的低成本航空公司 HK Express 合作，希望能透過我們豐富的機艙零售服務經驗為旅客帶來創新的購物體驗。我們有信心透過雙方的商業合作、擴展策略，以及提供全新多元化的產品帶來更高利潤。」

### **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)、首爾-仁川(韓國)(將於2014年3月30日正式啟航)、東京-羽田(日本)、大阪-關西(日本)，以及福岡(日本)(將於2014年4月10日正式啟航)。

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 [facebook.com/hkexpress](http://facebook.com/hkexpress)。

### **有關 DFISS 集團**

DFISS集團是專為旅客提供零售服務的世界領導品牌。1987年，由董事長兼行政總裁伯納德“本尼”創立，經超過27年的時間把DFISS集團打造成全球最具聲譽及最大的機艙免稅綜合運營商。至今，擁有超過600名全職員工及於五大洲設立全球網絡，包裝和工作站多達120個。