



Immediate Release

HK Express Soars into Q4 Hong Kong's low-fare airline sees incredible growth in 2015

Hong Kong, 13 October 2015 It is nothing but good news for HK Express this year. Hong Kong's low-fare airline continues to ride a jet stream of success, with strong developments in 2015.

Setting a promising tone for the remainder of the year, HK Express reached profitability targets ahead of schedule during the first quarter of 2015 and has continued to be profitable in the year to date. This was achieved through ongoing network expansion, strong passenger growth, driven by demand for HK Express' low fares, and continuing cost reduction.

Passengers numbers carried in Q3 increased 83% compared with the same quarter in 2014, including a record high load factor of 83.5% in September.

Over the past 12 months, close to two million Guests have flown on HK Express, representing a 96% increase compared with the same period in 2014, taking the cumulative total Guests flown since transformation into an LCC to 3 million.

"When we transformed HK Express into a low-fare airline just two years ago, we set out to introduce affordable fares and great service to the Hong Kong market," said Andrew Cowen, CEO of HK Express. "The consistently sky-rocketing passenger numbers attest to our strong brand identity and dedication to low fares. We hope to round out 2015 with continued successes and ride the incredible momentum into 2016."

Extraordinary demand for the airline's low-fare services has propelled HK Express to expand its exciting network of destination, adding routes to a variety of underserved cities across Asia. The popular airline has launched flights to a variety of top destinations so far in 2015, including Siem Reap, Cambodia; Bangkok-Don Mueang, Thailand (for the summer season); Jeju, South Korea; Lanzhou, China; and Hiroshima, Japan (commencing 27 October).

To keep up with incredible demand, HK Express has increased its staffing dramatically over the past year. Local job creation is a priority for the low-fare airline, which has created 127 new jobs so far in 2015. The total number of employees will grow to around 600 by the end of this year, which is a 35% increase from 2014 with the majority of jobs going to Hong Kong people.



Despite rapid growth, the airline still managed to maintain an impressive On-Time Performance (OTP) year-to-date average of 83.8%, retaining its number one position as the most on-time airline in Hong Kong. OTP is generated by independent flight monitoring website www.flightstats.com. Adding onto the fantastic OTP, the airline received a 7-star Safety rating on AirlineRatings.com which further support the rapid growth without sacrificing the spirit of offering the best flying experience on-board.

To finish the year on a high note, HK Express plans to introduce sophisticated new cabin crew uniforms, as well as a new fleet of A320neo and A321 aircraft to come in early 2016.

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HK Express is an IATA Operational Safety Audit (IOSA) registered airline and therefore in compliance with IOSA standards. HK Express is committed to delivering operational safety to its Guests and crews.

About HK Express

Independent flight statistic monitoring website flightstats.com has already recognised HK Express for its top On-Time-Performance (OTP) rate. The airline has become a leader in the Hong Kong aviation industry by concentrating on low fares, best-in-class on-time performance and safety while revolutionizing air travel throughout the Asia market. The airline also received a “7-star safety rating”, the highest ranking possible from airlineratings.com, an independent, industry-respected research group. HK Express flies to 22 of the most popular destinations in Asia, including the newly-launched routes to Hiroshima in Japan (commencing 27 October). It is expected to launch Yangon and Mandalay in Myanmar and Luang Prabang in Laos in early 2016. With its fast growing fleet and enticing number of destinations, HK Express has flown 3 million Guests – a major achievement that attests to the popularity of the airline.

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