



For Immediate Release

HK Express Springs Ahead In April The Low-fare Airline Launches “reward-U” Guest Loyalty Program

Hong Kong, 6 May 2016 They say April showers bring May flowers, but there was nothing stormy about the incredible month that Hong Kong low-fare airline just flew through. In fact, it's been quite the opposite: HK Express clocked in an outstanding On-Time Performance (OTP) rate of 79.5%, introduced an innovative “reward-U” loyalty program and announced a slew of exciting new routes.

The achievements just keep pouring in, with yet another strong showing when it comes to passenger growth. HK Express flew 2,553,931 Guests over the past 12 months, marking a 62% increase compared with the same time last year. For the month of April, HK Express flew 222,727 Guests on its routes across the region.

One of the most impressive stats from April is the airline's excellent OTP rate. The rate's been consistent over the course of the year, citing a 79.5% rate in April and 78.4% year-to-date. Likewise, in the past 12 months, HK Express has remained the #1 on-time airline for Hong Kong-based airlines, with an average OTP rate of 76.7%, according to independent flight statistic monitoring website Flightstats.com.

“We're not just offering Guests safe flights and unprecedented low-fare prices — we're also leading the market with our continuously excellent on-time performance,” said Andrew Cowen, Director and CEO of HK Express. “You can expect the same sky-high standards as we continue to roll out much-anticipated new routes to Japan this June and July.”

To add to the list of accomplishments this spring, HK Express also introduced “reward-U” that turned traditional frequent flyer programs on their heads. Put simply: The airline has eschewed blackout dates and fare classes in favour of an easy-breezy points redemption program that accommodates both individuals and groups. Guests earn 10 points per HKD1 spent, which is then redeemable for flights and selected services. The reward-U program has already seen an amazing response from HK Express Guests who have enrolled online at www.reward-u.com.

hkexpress.com

	12 Months to 30/4/2016	Month of April 2016	Average OTP Year- to-date*
Guests Flown:	2,553,931	222,727	-
% change vs last year	62%	35%	-
On-time Performance*	76.7%	79.5%	78.4%
Guest Complaint Rate**	-	0.11%	-
Guest Complaint Rate** % change vs last year	-	- 48%	-

*Departures <15 minutes of scheduled departure time from Hong Kong (industry standard measure of punctuality)

**Guest Complaint Rate is calculated based on the number of complaint case per number of carried Guests.

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.

For reservations or information, please visit www.hkexpress.com, follow us on Facebook fan page: www.facebook.com/HKExpress, SinaWeibo: www.weibo.com/hkexpress; WeChat: HK Express; Twitter: HKExpress.jp or refer to our Instagram: @HK_Express.

About HK Express

Independent flight statistic monitoring website flightstats.com has already recognized 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, as well as a recognition of one of the world’s 10 safest low-fare airlines from airlineratings.com, an independent, industry-respected research group. HK Express flies to 24 of the most popular destinations in Asia. Besides Yangon and Mandalay in Myanmar, and Ishigaki, Takamatsu and Kagoshima in Japan commencing in second half 2016, it is also expected to launch Luang Prabang in Laos, Guam and Saipan in 2016. With its fast growing fleet and enticing number of destinations, HK Express has flown 4 million Guests – a major achievement that attests to the popularity of the airline, supported by consistent Guest satisfaction scores of +93% and a complaint rate of < 0.1%.