



Immediate Release

HK Express Reports Strong August Performance Continued Growth in Third Quarter

Hong Kong, 8 September 2016 Hong Kong's low-fare airline HK Express reported strong growth in August, following an unprecedented performance in the first 6 months of the year.

During the month of August, HK Express flew 255,351 Guests, representing a 13% increase over the same month last year. Guests carried year-to-date increased by 45% year over year, with 2,774,358 Guests flown during the past 12 months.

The airline continues to work on rolling out additional optional extra's for Guests including the recently launched U-First product. U-First allows the Guests to jump ahead both at check-in and at boarding. This can be purchased for an additional \$68. The airline now has one of the best ancillary product offerings of all LCC's in Asia with a revenue contribution of over 20%. More products are in the pipeline and will be rolled out over the next 12 months.

The airline saw the 77.1% year to date On-Time Performance in August, making HK Express one of the most on-time carriers in Asia, according to independent flight statistic monitoring website Flightstats.com, although this is slightly behind target as the airline dealt with the impact of two typhoons.

"We posted unbelievable results in the first 8 months of 2016, which were propelled by operational efficiency and innovative new services. The continued commercial and strategic successes of HK Express is evidence of the company's strategic position as Asia's leading low-fare carrier," said Andrew Cowen, Director and CEO of HK Express. "After achieving profitability in 2015, we continue to be one of the fastest growing and most profitable airlines in the region."

In its nearly third year of operations, HK Express boasts a growing fleet of 15 aircraft with 12 brand new Airbus A321 and 12 brand new quieter and more fuel efficient A320neo on order. The first of which arrives in October this year. The additional aircraft will not only dramatically increase capacity, but the expanded fleet will also position HK Express as the carrier of choice in Asia.

The low-fare airline currently operates 27 routes, including the new destinations Chiang Rai, Nha Trang and Hualien which will be launched in the last quarter of this year. As the only Hong Kong carrier offering flights to these hard-to-reach destinations, HK Express furthers its exploration into new and exciting destinations for the smart and cost conscious travellers.

	12 Months to 31/8/2016	Month of Aug 2016	Average OTP Year- to-date*
Guests Flown	2,774, 358	255,351	-
% Change vs Last Year	45%	13%	-
On-time Performance*	76.8%	67.97%	77.1%
Ancillary Revenue %	21%	19%	
Guest Complaint Rate**	0.15%	0.11%	-
Guest Complaint Rate** % Change vs Last Year	-	- 67.5%	-

* 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.

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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 27 of the most popular destinations in Asia. Besides Chiang Rai in Thailand, Nha Trang in Vietnam and Hualien in Taiwan 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 5 million Guests – a major achievement that attests to the popularity of the airline. HK Express is also one of the founder airlines of the world’s first LCC alliance, U-FLY Alliance.