



Immediate Release

HK Express is #1 Most-searched Travel Brand on Google Mobile The Low-fare Airline Continues High Load Factor and Ambitious Expansion Plans

Hong Kong, 22 December 2016 Hong Kong's award-winning low-fare airline has continued its strong performance in November and finished the month with promising news for the year ahead. Google has just released its Year in Search results for Hong Kong in 2016, and HK Express topped the charts as the most popular travel brand on mobile.

The low-fare airline surpassed established travel brands, such as Expedia, Cathay Pacific, Wing On Travel, Hong Kong Airlines and more to take the No. 1 search spot. Google's Year in Search result serves as an evidence of HK Express' incredible market penetration and enviable position as the most talked-about airline in Hong Kong.

In addition to superlative search performance, November saw continued growth across all operations, including load factor, OTP and Guest numbers. The low-fare airline welcomed 2,869,665 Guests over the past 12 months, representing a 32.29% year-over-year increase. During the month of November, HK Express flew 231,517 Guests — 8.05% more Guests than the same period in 2015 despite the reduction in flights required by the implementation of the new Air Traffic Control System at Hong Kong International Airport.

HK Express continues to generate one of the highest load factors in Hong Kong — a high load factor indicates efficiency, meaning the low-fare operation flies full aircraft that optimally utilise scarce Hong Kong International Airport capacity such as slots and airport infrastructure. Over the past 12 months, the flown load factor remained steady at 88% and continued at the same rate throughout the month of November, representing a 4-point improvement compared with the same period in 2015.

HK Express is one of the most on-time airlines in Asia. In November, it maintained an 85.2% On-Time Performance (OTP), higher than its year-to-date average rate of 76.7%. In the past 12 months, OTP has held steady at 76.88%.

As HK Express continues to introduce new Guest services, the airline's ancillary revenue now accounts for 31.30% of total revenue, rising 3.8% compared to last month. It is also among the highest proportions in the industry. Increased ancillary revenue is good news for both the airline and its Guests as it means more choices for Guests and enables HK Express to continue to offer the lowest fares in Asia.

"Our ancillary options for Guests have increased resulting in a much improved ancillary revenue performance," said Andrew Cowen, Director and CEO of HK Express. "Our low-fare flexible one-



way pricing ensure Guests only pay for the services they want, at the same time enabling our team to run efficient, low-waste operations.”

Guests appreciate the flexibility. Complaint rates remain low, with a 0.13% complain rate over the past 12 months. In the month of November, the Guest complaint rate was comparable at 0.16%.

The low-fare airline finished the month on a high note, launching Hong Kong’s first non-stop flights to Nha Trang on 9 November 2016 and Chiang Rai on 25 November 2016. In December, new routes include Hualien and Guam, with Saipan to follow on 17 January 2017.

	12 Months to 30/11/2016	Month of Nov 2016	Average OTP Year-to-date*
Guests Flown	2,869,665	231,517	-
% Change vs Last Year	32.29%	8.05%	-
Load Factor	88%	88%	-
On-time Performance*	76.88%	85.2%	76.7%
Ancillary Revenue %	23.02%	31.30%	-
Guest Complaint Rate**	0.13%	0.16%	-

* 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 25 of the most popular destinations in Asia. It is expected to launch Saipan on 17 January 2017. With its fast growing fleet and enticing number of destinations, HK Express has flown over 6 million Guests since converting to LCC – a major achievement that attests to the popularity of the airline and the low fares business model. HK Express is also one of the founder airlines of the world's first LCC alliance, U-FLY Alliance (www.uflyalliance.com), and is a partner member of reward-U (www.reward-u.com) as well as U-FLY Holidays (www.uflyholidays.com).