



For Immediate Release

**Strong Business Performance Continues
Hong Kong's Low-Fare Airline Sees Impressive Growth in 2016**

Hong Kong, 21 November 2016 Following 9 months of rapid growth, Hong Kong's low-fare airline HK Express finished October with a surge in passenger numbers, ancillary revenue and ever improving Guest satisfaction.

The airline flew 258,761 Guests in the month of October, representing a 17.5% increase compared with the same month last year. In the past 12 months, HK Express flew 2,852,419 Guests, a 36.4% improvement over the same period last year.

HK Express has continued its growth in load factor, topping 88% in October 2016, up 1 point on October 2015 levels. Load factor is a measure of how healthy the airline is in attracting Guests and keeping its planes full. HK Express' load factor year to date has been consistently around the 89% mark, rising 3 points on same period 2015 and beating other airlines based in Hong Kong.

With the introduction of additional features for guests such as U-First, the priority check-in and boarding offering for those regular fliers, HK Express has seen a jump in ancillary revenue. In the month of October, ancillary revenue increased to 27.5% of total revenue putting it among the highest low-fare airlines in the world. The additional ancillary revenue – which is optional for Guests – means that the airline can continue to drive down its air fares.

“Going forward, we will continue to diversify our revenue streams with more useful services for our Guests.” Said Andrew Cowen, CEO and Managing Director of HK Express. “Allowing guests to choose what they want, ensures a more efficient business and one that allows us to focus on driving air fares down still further”.

As HK Express services expand, so does its loyal following. The Guest complaint ratio has remained consistent at 0.12% over the past 12 months. During the month of October, Guest complaints have decreased by 32% when compared with the same month last year.

The end of 2016 will see more exciting expansion across the route map. HK Express currently operates a total of 25 routes, with new destinations expected soon, including Chiang Rai in November, Hualien and Guam in December, and Saipan next January.

	12 Months to 31/10/2016	Month of Oct 2016	Average OTP Year-to-date*
Guests Flown	2,852,419	258,761	-
% Change vs Last Year	36.42%	17.47%	-
Load Factor	89%	88%	-
On-time Performance*	76.5%	66.4%	75.8%
Ancillary Revenue %	21.79%	27.53%	
Guest Complaint Rate**	0.12%	0.13%	-
Guest Complaint Rate** % Change vs Last Year	-	- 31.58%	-

* 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. Besides Chiang Rai in Thailand (25 November 2016) and Hualien in Taiwan (6 December 2016), it is also expected to launch Guam (15 December 2016) and Saipan (17 January 2017). With its fast growing fleet and enticing number of destinations, HK Express has flown 6 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 (www.uflyalliance.com), a partner member of reward-U (www.reward-u.com) as well as U-FLY Holidays (www.uflyholidays.com).