



Immediate Release

HK Express Achieves 2nd Lowest Fares per KM in Asia The Low-fare Airline Demonstrates Its Commitment to Affordable Travel and Community

Hong Kong, 5 September 2016

Hong Kong's low-fare airline is thrilled to announce a recent achievement that represents one of the company's core values — affordable travel. HK Express has been listed among the most affordable airlines in the world — offering the 2nd lowest fares per kilometer in Asia, according to the 2016 Global Flight Pricing Ranking.

Melbourne-based search specialist Rome2rio analysed more than 200 airlines around the globe to reveal the world's most affordable airlines. The airline's 2nd place ranking is an excellent example of HK Express' continuous commitment to accessible fares, community and transparency. Offering affordable flights is a cornerstone of HK Express' philosophy, and the team is proud to see this effort recognised worldwide.

"The HK Express team works tirelessly to provide the lowest fares in Asia, and we're thrilled to rank 2nd in the 2016 Global Flight Pricing Ranking," said Andrew Cowen, Director and CEO of HK Express. "Gone are the days of Hong Kong people being ripped off by the high fares of flag carriers."

As one of the most transparent airlines in the world, HK Express provides a clear summary of charges and taxes during the online booking process, so Guests can make informed decisions before purchasing flights. Additionally, the airline's pay-as-you-go approach enables travellers to save or splurge as much as they like. With this wallet-friendly model, Guests can choose to purchase only the services and products they intend to use on their trip — be it baggage, in-flight meals or extra leg room.

As part of its relentless commitment to low fares, HK Express promises to offer an average of 50%* lower fares than Full-Service Carriers on the same route.

Committed to providing a safe, affordable and enjoyable experience to all Guests, HK Express welcomes travellers to reach out and express their thoughts on Facebook and social media. From new routes to amazing promotions, the low-fare airline is constantly striving to improve and innovate its offerings to better serve the travel community in Asia.

* Average one-way fares on a year-round basis

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 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.