



For Immediate Release

HK Express Launches Mobile App The Low-fare Airline Brings Seamless Experience at Your Fingertips

Hong Kong, 24 February 2016 Hong Kong's dedicated low-fare airline is not only leading the pack in terms of affordable fares, but it's also pioneering innovative online experiences for its Guests. In its latest round of exceptional technology upgrades, HK Express has launched a cutting-edge mobile app, available for both iOS and Android devices.

Within a week of its launch, the HK Express mobile app has already surpassed 45,000 total downloads and shot up to No. 2 in the Hong Kong iTunes rankings. And this is only the beginning!

The airline recognises that technology plays a vital role in modern-day travel and its new mobile app will make travelling on HK Express more convenient for the airline's tech-savvy Guests. In its first phase of development, the new app has several crucial features, such as route map information, flight booking services, check-in baggage purchases, seat upgrades, and a seamless check-in service for flights departing from Hong Kong International Airport.

The easy-to-use Check-in service is sure to be a crowd-pleaser, as Guests can access their boarding passes and proceed straight to the departure hall, all from the convenience of their phone. This handy function is made possible by using a QR code, allowing the airport security staff to scan the Guests' phone at the departure hall entrance without using a print out of the boarding pass. The HK Express mobile booking option also enhances travel planning by offering easy in-app credit card purchases and the ability to input discount promo codes.

"Hongkongers are always on-the-go and appreciate an airline that moves as fast as they do," said Andrew Cowen, CEO of HK Express. "We are determined to keep up with our Guests and continue to innovate our online and mobile services to cater to their needs. The new app has been equipped with an intelligently designed interface to ensure the mobile experience is as smooth as our flights."

For those travelling on multi-leg journeys through Hong Kong International Airport, the app also makes it extra easy to use HK Express' U-Connect services. Two separate QR codes will be created via the mobile app Check-in function for Guests using the U-Connect service. U-Connect allows Guests to clear customs before boarding flights with transfers, so there's no need to wait in line or worry about missing a connection. As the enhancement of HK Express mobile app progresses, additional features will be

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HKexpress

Hong Kong's low-fare airline

introduced later in 2016. Stay tuned to the official website and social media platforms for the latest updates.

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.

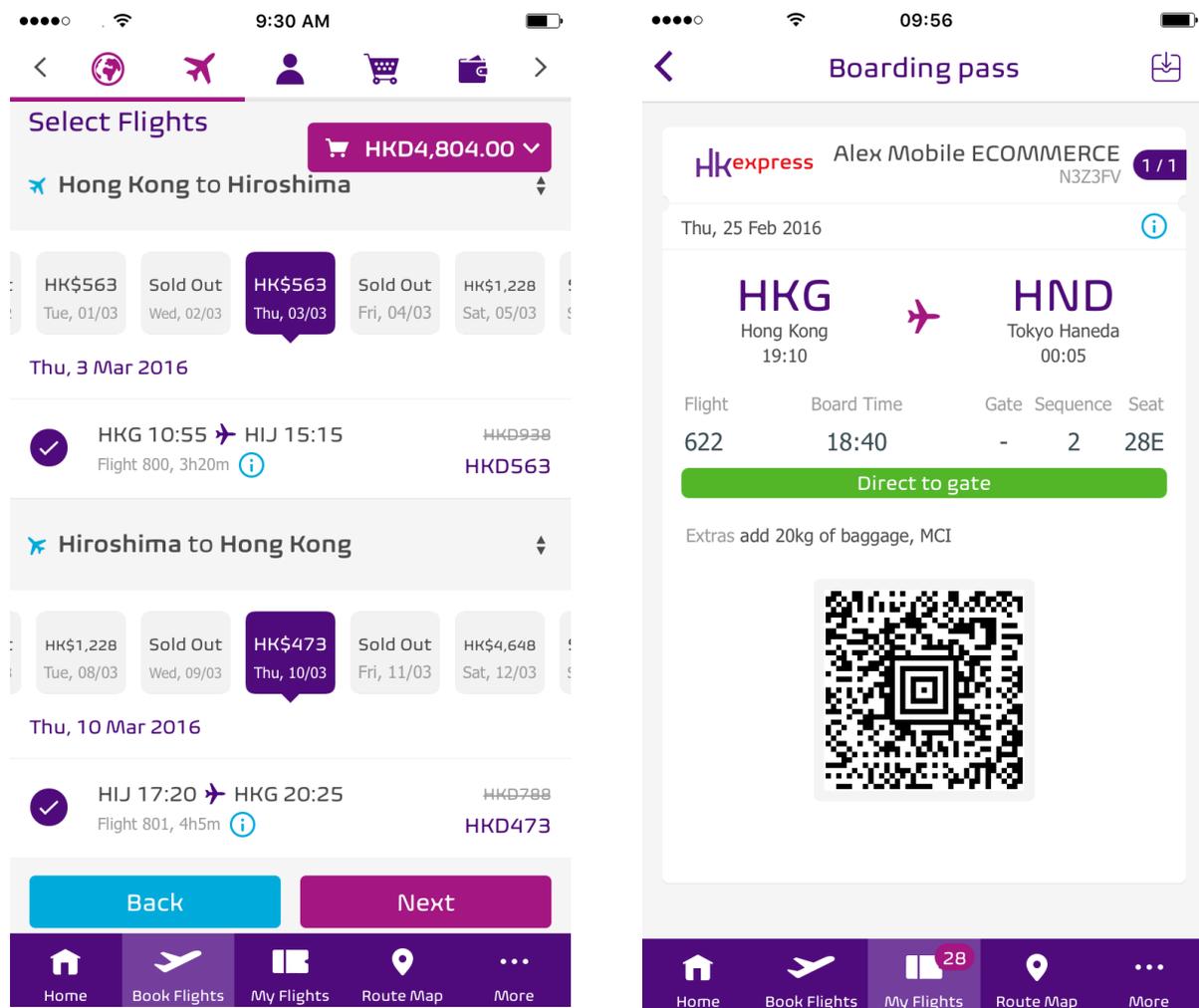


Photo Caption: Access to HK Express mobile app for flight search and Check-in function



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 20 of the most popular destinations in Asia, including the newly-launched routes to Hiroshima in Japan. Besides Yangon and Mandalay in Myanmar 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 3 million Guests – a major achievement that attests to the popularity of the airline.