



For Immediate Release

**HK Express Takes Off into 2016
The low-fare airline sees a promising start in the new year**

Hong Kong, 18 February 2016 Following a wildly successful 2015, Hong Kong's low-fare airline HK Express began the new year with a bevy of excellent achievements. The airline saw another month of rising numbers as well as plummeting Guest complaint rates.

Over the past 12 months, HK Express flew 2,338,790 Guests, which represents a 75% increase in number of Guests flown as compared to last year. In January 2016, the low-fare airline counted 237,923 on board its various routes.

Customer complaints are down 91% compared with the same month last year and feedback from Guests has been incredibly positive. The low-fare airline has heard travellers raving about the airline's amazing flash sales, enticing routes and friendly service as documented in its annual customer satisfaction survey.

Of course, an excellent on-time performance (OTP) is also a crowd-pleaser. HK Express has continued to hit a high OTP average of 78.3% over the past 12 months, as reported by independent flight statistic monitoring website Flightstats.com.

"HK Express hit several huge milestones in 2015 and we're excited to see the momentum continue in 2016," said Andrew Cowen, CEO of HK Express. "As we enter into the Year of the Monkey, we are pleased to see the reducing complaint rates, which is a testament to our commitment to affordable fares, excellent on-time performance, safety travelling experience, world-class service and creative marketing strategies."

The airline's growing popularity is reflected in two major awards, which were announced at the beginning of the year. HK Express was named 'Most Popular Airline' by Guangdong Radio and Television's most popular travelogue "DAYDOW Trip's Ranking of Life" as well as "Asia's Safest Low-fare Airline" by independent site AirlineRankings.com.

The low-fare airline looks forward to flying into the Year of the Monkey with lots of great news to celebrate. HK Express recently just watched its first flights take off from the state-of-the-art Midfield Concourse at Hong Kong International Airport, which just opened at the end of 2015.

The airline is also expecting a new fleet of eco-friendly A320neo and 230-seat A321 aircraft to begin arriving in 2016 and stay tuned for a series of new route launches: The airline also has big plans to add Saipan, Guam, and Luang Prabang to its stable of destinations.



	12 Months to 31/1/2016	Month of January 2016	Average OTP Year-to-date*
Guests Flown:	2,338,790	237,923	-
% change vs last year	75%	57%	-
On-time Performance*	78.3%	-	75.2%
Guest Complaint Rate**	--	0.03%	-
Guest Complaint Rate** % change vs last year	-	-91%	-

*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.

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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.

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.