



For Immediate Release

**Success in 2016 and Beyond  
HK Express Celebrates 3<sup>rd</sup> Birthday  
with Highest Growth at Hong Kong International Airport**

**(Hong Kong, 31 October 2016)** HK Express, Hong Kong's award winning low-fare airline, has beaten the competition and gained 4<sup>th</sup> place at Hong Kong International in terms of the number of flights operated.

In just three short years, HK Express has already become the fastest growing airlines in Hong Kong accounting for almost 70% of all the growth\* at Hong Kong. The airline is now the 4<sup>th</sup> largest when it comes to market share. So far in 2016, the low-fare airline has produced more than 68,000 seats on average per week, representing a 37.7% year-on-year growth between January and August 2016.

Overall, low-fare airlines contribute 10% of total seats at Hong Kong International Airport, or approximately 750,000 seats per month. HK Express is proud to be the LCC market leader in Hong Kong, contributing a massive 40% of the airport's total LCC frequency.

Just in time for the low-fare airline's 3<sup>rd</sup> birthday, HK Express flew its 6 millionth Guest since transforming into an LCC in 2013. Through September 2016 this year, HK Express has flown 2,149,489 passengers. In Q3 2016 alone, the low-fare airline transported 746,155 passengers, compared with 618,320 in Q3 2015 — representing a 20.7% year-on-year increase.

During the first 9 months of 2016, the low-fare airline's load factor was 89%. Even more impressive, HK Express achieved its highest load factor in its history this summer, with a flown load factor of 92% in July and 93% in August.

Despite an exceptionally long typhoon season, the airline's On-time Performance remained steady at 76.8% through 30 September 2016, and 74% during the month of September 2016.

Currently serving a total of 25 destinations, HK Express expanded its route map into the Western Pacific this year. New routes include Guam (commencing 15 December 2016) and Saipan (commencing 17 January 2017), as well as Nha Trang (commencing 9 November 2016), Chiang Rai (commencing 25 November 2016) and Hualien, Taiwan (commencing 6 December 2016).

To keep up with the expanding route network and passenger numbers, HK Express has grown its fleet to 16 aircraft, with one brand new A321 arriving in a matter of days. The low-fare airline has a further 23 brand new aircraft on order; 11 more A321's and 12 A320neo's.

Throughout the year, HK Express has continued to diversify its revenue streams with value-added service enhancements. The low-fare airline introduced its reward-U loyalty programme, as well

**hkexpress.com**



as U-FLY Holidays, package booking portal. HK Express also formed the U-FLY Alliance with 4 of Northern Asia's fastest growing LCCs this January, including Lucky Air, West Air and Urumqi Air, followed by Eastar Jet which joined at the end of July.

To keep up with its strong growth, HK Express has expanded its team across all departments. Currently, HK Express is comprised of 750 staff members. By 2017, the company is expected to employ over 1300 people, representing a 44% year-on-year increase.

With consistent service and a host of new developments, it's no surprise that HK Express took home several awards throughout 2016: the airline was named among the Top 10 safest airlines in the world with a perfect 7/7 Star Safety Rating by aviation research website AirlineRatings.com; Top 10 Budget Airlines by Smart Travel Asia 2016; Top 3 Best Low-cost Airlines by 2016 Business Traveller Asia-Pacific Awards; Best Low-cost Airline North Asia by the Future Travel Experience Asia Awards; and 2<sup>nd</sup> lowest fare per KM in Asia by Melbourne-based search specialist Rome2rio. "With a growing team, impressive load factors, and international awards and recognition, it's evident that HK Express' revenue and marketing strategies are working," said Andrew Cowen, Director and CEO of HK Express. "We're proud of the hard work of our committed team over the past 3 years, and we will continue our commitment to affordable fares, flexible services, on-time performance and world-class safety standards."

In the midst of all the developments, HK Express also took time to hone its corporate responsibility programmes. The low-fare airline has introduced measures to protect the environment and give back to society in its home base of Hong Kong.

In 2016, HK Express turned a spotlight on sustainability and green initiatives. The low-fare airline banned the carriage of shark fin in its cargo holds, plan to introduce more energy-efficient A320neo aircraft that save 20% on fuel-burn per flight and further cut emissions, and participated in outreach programmes such as the Green Power Hike and beach cleanups.

Heading into 2017, HK Express will continue to emphasize corporate responsibility, instill eco-friendly practices in its company culture, and increase its contribution to society by planning and partaking in more outreach opportunities.

	12 Months to 30/9/2016	Year-to-date	Month of Sept 2016
<b>Guests Flown</b>	2,813,930	2,149,489	242,434
<b>% Change vs Last Year</b>	41%	35.4%	20%
<b>On-time Performance**</b>	77.5%	76.8%	74.8%
<b>Ancillary Revenue %</b>	21.25%	21.38%	27.28%
<b>Guest Complaint Rate***</b>	0.13%	0.13%	0.11%
<b>Guest Complaint Rate*** % Change vs Last Year</b>	-	- 65.8%	- 47.62%

\* The growth refers to the point to point pax increase at Hong Kong International Airport compared to 2015 (source from HKIA External Airstat)

\*\* 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' brand new A321 aircraft, a first for the carrier



Inside the cabin of HK Express' first, brand new A321 aircraft



*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](http://www.hkexpress.com), follow us on Facebook fan page: [www.facebook.com/HKExpress](http://www.facebook.com/HKExpress), SinaWeibo: [www.weibo.com/hkexpress](http://www.weibo.com/hkexpress); WeChat: HK Express; Twitter: HKExpress.jp or refer to our Instagram: @HK\_Express.

### **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 Nha Trang in Vietnam (9 November 2016), 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, a partner member of reward-U as well as U-FLY Holidays.