



For Immediate Release

**HK Express Celebrates a Marvelous March
The Low-fare Airline Launches New Japan Routes And New Inflight Menu**

Hong Kong, 8 April 2016 While March may have been uncharacteristically chilly for the rest of Hong Kong, HK Express was totally on heat. After flying its 4 millionth Guest, HK Express continued to fly high with endless innovations and announcements.

The low-fare airline turned heads when it announced 3 new routes to Japan taking off this June and July. What's so exciting? HK Express will be the first low-fare airline to connect Hong Kong with Ishigaki and Takamatsu together with its second point in Kyushu - Kagoshima — a trio of gorgeous, seaside destinations that offer endless beaches, hiking, snorkelling and gourmet experiences.

“We're especially excited to watch the new Japan routes take off, as we're already seeing incredible sales ahead of the inaugural flights,” said Andrew Cowen, CEO of HK Express. “We must encourage people to book as early as possible so they are not disappointed as we are experiencing very high demand.”

In addition to the awesome new routes, HK Express also expanded its inflight menu to include some tasty premium options inspired by Japan, Thailand and China — think Japanese Beef Red Curry, Thai Chicken Green Curry with Rice and even a series of special seasonal dishes that can be pre-ordered online.

As one might expect with the nonstop innovations and consistent service, Guests complaint rates have been decreasing all year. March was no different — complaint rates plummeted 60.7% when compared with the same month in 2015.

As complaints decreased, passenger growth skyrocketed. The month of March alone saw an influx of 246,447 passengers on board HK Express across its network. Over the past 12 months, HK Express flew almost 2.5m Guests, marking a 67% year-on-year increase.

Guests have come to expect the best from HK Express, and this includes the airline's On-Time Performance (OTP). The low-fare airline boasts an average OTP of 84% in the past 12 months, and a strong 80.3% OTP rate in March, according to independent flight statistic monitoring website Flightstats.com.

Following a successful start to 2016, HK Express enters the next quarter with several awards under its belt and a vision for the future — picture a new fleet of energy-efficient A320neo aircraft, creative marketing campaigns, and a clutch of new routes to come.

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	12 Months to 31/3/2016	Month of March 2016	Average OTP Year-to-date*
Guests Flown:	2,496,068	246,447	-
% change vs last year	67%	46%	-
On-time Performance*	84%	80.3%	78.1%
Guest Complaint Rate**	-	0.11%	-
Guest Complaint Rate** % change vs last year	-	-60.7%	-

*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 23 of the most popular destinations in Asia. Besides Yangon and Mandalay in Myanmar, and Ishigaki, Takamatsu and Kagoshima in Japan 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 4 million Guests – a major achievement that attests to the popularity of the airline.