

HK Express Six Month Performance Review

Hong Kong's Only Low-Fare Airline Reveals Strong Passenger Numbers, Superior On-Time Performance and Growing Profitability

Hong Kong, 7 May 2014 – HK Express today released figures detailing the airline's strong performance since transformation to a low-cost carrier (LCC) in October last year.

HK Express' internal figures show that in the six months since transforming to an LCC, the airline has already flown over 500,000 passengers. The same figures show load factor averages of over 80% for 2014, proving that there is substantial demand for the airline's low-fare services to its ever growing network of destinations, including cities such as Tokyo, Seoul and Osaka and holiday destinations such as Chiang Mai and Phuket.

Adding to the airline's good news are recently released figures from independent aviation monitoring website flightstats.com, which show HK Express' On-Time Performance (OTP) for October to April 2014 as the best of all Hong Kong-based carriers, with an average OTP figure of 90%, nearly 18% better than their closest Hong Kong based competitor. On-Time Performance is calculated by monitoring how often airlines arrive or depart within 15 minutes of their states arrival or departure time.

From an aircraft perspective, HK Express took delivery of its sixth aircraft in early April, and is still on track to take delivery of another four aircraft in 2014, bringing its fleet total to 10. HK Express has doubled the number of destinations in its network from five to 10 since it first launched in October 2013. Initially HK Express offered services to Taichung, Kunming, Kota Kinabalu, Chiang Mai and Phuket. Five new destinations were subsequently added, Tokyo-Haneda, Osaka-Kansai, Penang, Seoul and Fukuoka offering Hongkongers even greater choice. With plans to bring its total network to approximately 20 destinations by the end of 2014 and ticket prices at least 30% less than that of other full service, Hong Kong-based airlines, HK Express is clearly making good on its promise to make air travel more accessible to Hongkongers than ever before.



Additionally, together with the very strong passenger demand, HK Express has made significant progress in reducing its cost base to being competitive with other LCCs competing in the Hong Kong market, and underpinning its low fares offering. “Given the strength of our ticket sales over the last six months, our unit cost improvement, and our market leading on-time performance, we are making good progress towards our objective of breaking into profit for 2014” said HK Express’ Deputy CEO, Mr. Andrew Cowen

Mr. Cowen also remarked that he was especially satisfied that as part of the airline’s LCC development, HK Express had created a significant number of new employment opportunities “We have also increased our staff numbers by 57% since October. In the past six months, we have added approximately one new staff member every working day, creating 101 new jobs for Hong Kong citizens across the various business functions of our company including pilots, service crew, engineers, administration and customer support.” HK Express now employs over 330 staff.

“In October last year, we undertook a mission to revolutionize air travel in Hong Kong by offering the city a locally-based LCC,” commented Mr. Cowen, “Six months later, we are happy to report that HK Express is growing and thriving, and Hongkongers can continue to enjoy the low-fare travel that they have embraced so wholeheartedly.”

ENDS

About HK Express:

HK Express commenced flights on 27 October 2013 from their home in Hong Kong, as Hong Kong’s only low-fare airline. HK Express flies to Phuket and Chiang Mai in Thailand, Taichung in Taiwan, Kunming in Mainland China, Kota Kinabalu (Sabah) and Penang in Malaysia, Tokyo-Haneda, Osaka-Kansai and Fukuoka in Japan and Seoul-Incheon in Korea.



Hong Kong's low-fare airline

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HK Express 首次公佈半年業務總結 獲評為最準時航空公司 整體載客率上升 業務盈利持續增長

(香港·2014年5月7日) HK Express 自去年十月成功轉型為低成本航空公司後，首次公佈半年業績數據，總結過往 6 個月的營運表現。

按數據顯示，HK Express 正式轉型為低成本航空公司後，半年間整體載客率持續上升，至今已成功乘載超過五十萬名旅客遨遊亞洲，踏入 2014 年至今平均載客率更超過 80%，可見香港人對低成本航空公司的強烈需求，當中更以東京、大阪、首爾以及其他度假熱點，如清邁和布吉等航點最受旅客歡迎。

HK Express 於過去 6 個月 (由 2013 年 10 月至今年 4 月) 航班準時率成績有目共睹，更獲著名獨立飛行資訊網站 Flightstats.com 網站評為香港最準時航空公司，HK Express 航班平均準時率(OTP)高達 90%，比其他以香港為基地的航空公司的準時率優勝達 18%。準時率(OTP)以航班可以於公布時間 15 分鐘內起飛及到達目的地的比率計算。

為了滿足廣大旅客對平價機票的龐大需求，HK Express 計劃將於今年內把現在六架 A320 客機擴充至 10 架；同時，迅速把航點數目增加一倍，由 2013 年 10 月成功轉型時的 5 個航點，包括台中(台灣)、昆明(中國)、亞庇(馬來西亞)、清邁(泰國)及布吉(泰國)，至現時 10 個航點，5 新增航點包括東京-羽田(日本)、大阪-關西(日本)、檳城(馬來西亞)、首爾-仁川(韓國)，以及福岡(日本)，全面滿足不同旅客的喜愛。HK Express 更計劃將飛行網絡不斷擴張，預期於 2014 年底把航點數目增加至 20 個城市，同時推出以低於傳統航空公司 30%的機票價錢予一眾香港人，務求讓更多旅客飛出香港，真正感受悠閒假期的樂趣。

另外，伴隨著旅客的熱熾需求，HK Express 亦大幅減低成本以增加與其他低成本航空公司的競爭力，並提供更優惠的機票價格。HK Express DCEO Andrew Cowen 表示：「由於首六個月的機票銷售情況理想、成本控制以及榮膺最準時航空公司的美譽，我們正朝著目標進發，並有信心可於 2014 年內錄得盈利。」 Andrew Cowen 更表示他很高興可以成為推動本地廉價航空業發展的一員，並補充：「HK Express 的團隊人數已經由去年 10 月起大幅上升 57%，意味過去六個月內平均每天就會有一位新員工加入，提供 101 個工作職位，職責橫跨飛機師、地勤團隊、工程師、行政以及客戶服務。HK Express 團隊數目已超過 330 人。」



Andrew Cowen 回顧：「去年 10 月，我們以低成本航空公司的姿態出現，矢志為香港航空旅遊掀起一場革命。6 個月後的今日，我們很高興告訴大家，HK Express 正在茁壯成長，希望所有香港人可繼續全情投入平價旅遊的樂趣。」

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有關 HK Express

HK Express於2013年10月27日啟航，正式成為本地唯一以香港為家的低成本航空公司，現時航點包括：布吉(泰國)、清邁(泰國)、台中(台灣)、昆明(中國)、檳城(馬來西亞)、亞庇(馬來西亞)、首爾-仁川(韓國)、東京-羽田(日本)、大阪-關西(日本)，以及福岡(日本)。

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