



**FOR IMMEDIATE RELEASE**

## **AirAsia X bags two gold at 31<sup>st</sup> International ARC Awards**

- Gold for Best Non-Traditional Annual Report (Airlines)
- Gold for Printing and Production (Airlines)
- Silver for Cover Photo/Design (Airlines)

**SEPANG, 25 August 2017** - AirAsia X Berhad's 2016 annual report has won two gold awards at the International Annual Report Competition (ARC) Awards for the first time ever.

The airline won the top prize in two categories, Best Non-Traditional Annual Report (Airlines) and Printing and Production (Airlines). It also bagged silver in the Cover Photo/Design (Airlines) category.

The annual report, themed "Realising Dreams", features a memorable cover of three adorable children – a boy donning a pilot's uniform, a girl wearing a cabin crew uniform, and another boy in ordinary clothes with a boarding pass in his pocket like a passenger – to inspire children to strive to make their dreams come true.

**AirAsia X Group CEO Datuk Kamarudin Meranun** said, "I am proud that the efforts of AirAsia X investor relations team led by Hanif Idrose and other Allstars have been recognised. It's a recognition of their hard work, blood, sweat and tears. The team that put together this publication has done an amazing job of showing the heart of AirAsia X - its people. Kudos to them and the entire AirAsia X family. I am confident that with their dedication and passion, we will continue to reach new heights."

**AirAsia X CEO Benyamin Ismail** said, "The gold and silver awards we won are a truly meaningful honour for us. It serves as a strong testament to and recognition of the airline for its commitment towards realising our dream to serve all three billion people in the Asia Pacific region, from China, Japan and Korea to Australia, all the way to the Middle East and now, even the US."

Elaborating on the theme of the annual report, Benyamin said, "The cover photo is about larger-than-life childhood aspirations and how AirAsia X is a dream factory for our Allstars that turns ideas and passion into reality. It is a celebration of the power of dreams, quite different from the traditional concept of having our crew on our covers, that also conveys clear, accurate information in an effective and creative manner to our investors and stakeholders."

The annual report also has dedicated pages where Datuk Kamarudin, AirAsia Group CEO Tan Sri Tony Fernandes and Benyamin pay tribute to AirAsia's late Group Chief Operating Officer Anaz Ahmad Tajuddin, who passed away on 13 January 2017 from cancer. There is also a page with a note from Datuk Kamarudin, Tan Sri Tony and Benyamin thanking and attributing the success of the airline's turnaround to the staff. The distinctive presentation and overall concept, design and layout of the annual report reflects the spirit and vision of the airline to become Asia's airline of choice.

Established by MerComm Inc in 1987, the ARC Awards aims to encourage noteworthy and vital writing, as well as imaginative and original design. The ARC Awards is the world's largest international competition honoring excellence in annual reports. Winning an ARC award is highly coveted due to the impartiality of the judging organisations, which boasts global representation.

AirAsia X's award-winning annual report can be viewed and downloaded at <http://airasiax.listedcompany.com/misc/ar/ar2016.pdf>.

## Press Release



CD Corporate Reports Sdn Bhd is the Malaysia-based creative agency commissioned by AirAsia X for the creative execution and publication of its 2016 annual report.

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### **About the AirAsia X Group**

AirAsia X is the long-haul, low-cost affiliate carrier of the AirAsia Group that serves 24 destinations across Asia, Australia, New Zealand, the Middle East and the US. AirAsia X operates a core fleet of 30 A330-300s with a seat configuration of 12 Premium Flatbeds and 365 economy seats. The airline has carried over 27 million guests since commencing operations in 2007. AirAsia X was awarded the World's Best Low-Cost Airline Premium Cabin and Best Low-Cost Airline Premium Seat at the annual Skytrax World Airline Awards for five consecutive years from 2013 to 2017.

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