

Press Release



FOR IMMEDIATE RELEASE

AirAsia X Annual Report Wins the Best of Malaysia at ARC Awards

SEPANG, 19 October 2017 - AirAsia X Berhad's 2016 annual report has won the Best of Malaysia category in the 31st Annual International Annual Report Competition (ARC) Awards.

ARC Awards is the world's largest annual report competition to honor overall excellence in annual reports and to encourage noteworthy and vital writing, as well as imaginative and original design.

This year, the ARC Awards received close to 2,000 entries from over 30 countries.

AirAsia X Investor Relations Manager Hanif Idrose Mohamed received the award on behalf of the company at the *Grand ARC Awards Winners Dinner*, last Thursday, 12 October 2017 at The Ritz-Carlton Hotel in Tokyo, Japan.

AirAsia X Group CEO Datuk Kamarudin Meranun said, "Thank you ARC for presenting us with this prestigious award. This award is significant to us as our annual report is a very important document for us to communicate with our investors regarding what we have done over the past year and presenting our data in a transparent, accurate and clear manner. We will continue to engage with our investors and maintain effective communication with them. I'm proud of our IR team and also the other AllStars for their commitment, in the spirit of One AirAsia in producing the best report for the year."

AirAsia X CEO Benjamin Ismail said, "First of all, congratulations to the team for winning this award. I'm proud of you for your incredible efforts in coming up with an interesting and non-conventional way of presenting our data for our investors through this publication. The team had indeed came up with brilliant ideas in putting together this unique annual report. For instance, the cover depicting three 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 - precisely encapsulates the concept of how powerful dreams can be. To be presented with this Award, is to have AirAsia X recognised as an airline that encourages AllStars push boundaries and challenge convention to turn their great ideas and passion into reality and work together as a team to achieve greater heights."

Winning an ARC award which was established by MerComm Inc in 1987, is highly coveted due to the impartiality of the judging organisations, which boasts global representation.

In August this year, AirAsia X 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.

Stay up to date with AirAsia's latest promotions and activities via Twitter (twitter.com/AirAsia) and Facebook (facebook.com/AirAsia).

ENDS

Press Release



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.

About the AirAsia X Annual Report

Themed "Realising Dreams", the creative design of AirAsia X annual report makes a lasting impression of its brand story.

The annual report 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.

The 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.

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.

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

For media enquiries, please contact:

Izatun Hanim Shari

Communications

AirAsia X

Mobile: +601111118028

izatunhanim@airasia.com

Shahinaz Mohd Tahir

Communications

Mobile: +60176886348

shahinazmohdtahir@airasia.com