



FOR IMMEDIATE RELEASE

Decade of Xcellence: AirAsia X reaffirms commitment to affordable long-haul flying for everyone

- Extensive network expansion underway in preparation of new aircraft delivery
- 10th anniversary marks over 30 million guests carried milestone
- Airline's largest yet - 'Scavengers Hunt' global online contest to give away 100 flights to 5 lucky winners

Gold Coast, 26 October 2017 - Award-winning long-haul low-cost carrier AirAsia X reaffirms its commitment to make long-haul flying affordable for everyone in celebration of its 10th anniversary, through an extensive network expansion to stimulate regional demand in preparation for new aircraft delivery.

The airline celebrates the milestone today at Gold Coast, Australia which was the maiden destination of AirAsia X a decade ago on 2 November 2007. An aircraft painted with a special commemoration livery was received at the Gold Coast International Airport by senior executives of AirAsia X, Gold Coast Airport Limited and Tourism Events Queensland, followed by a media conference.

AirAsia X Group CEO Datuk Kamarudin Meranun said, "This 10th anniversary is definitely a memorable milestone for all of us at AirAsia X. For an airline that many thought would not succeed in the beginning, we sure have a lot to celebrate for after 10 amazing years. We have grown from strength to strength since our inception in 2007, having flown over 30 million guests to over 25 destinations in different regions including the US, while at the same time forming the most extensive flight network of over 125 destinations in Asia and beyond with our short-haul affiliate AirAsia to serve a broader spectrum of guests, making us one of the largest airline groups in the world."

"As we receive more widebody aircraft over the next few years, route network expansion becomes even more crucial and we will definitely be launching more exciting long-haul destinations to stimulate travel demand. This is what we do best, connecting our guests to different parts of the world at one of the lowest fares on one of the world's youngest Airbus fleet. It has been a fantastic decade for AirAsia X, and we owe it all to our supportive guests and dedicated Allstars. Now everyone can fly extra long, and that is a promise we intend to keep," added Datuk Kamarudin.

AirAsia X Malaysia CEO Benjamin Ismail said, "We are excited to celebrate our 10th anniversary this year. AirAsia X has delivered a commendable performance over the past 10 years and we intend to continue for many more years to come. Our growth focus will be on tapping underserved markets and high traffic routes. Leveraging on the group advantage and dynamic pricing that we have as our core drivers in bringing the company forward, we promise to deliver not just low fares but better connectivity within our region and beyond for our guests to enjoy. A big thank you to all our guests and my fellow Allstars for being part of these 10 exciting years."

AirAsia X Group has a firm order of 66 A330neo to be delivered from 2018 through to 2027. Together with AirAsia Group, the airline groups have close to 500 aircraft on firm order with Airbus, making the airline groups one of the largest Airbus operators in the world.

To commemorate this exciting milestone, the airline is running a special **AirAsia X Anniversary Scavenger Hunt online contest from 2 to 5 November** where 100 flights to selected destinations will be given away to 5 winners, and all they need to do is to use the social media hashtags #10xcitingyears on social media platforms including Instagram, Twitter and Weibo. For contest details please log on to 10xcitingyears.airasia.com.

Press Release



AirAsia X will also run a special anniversary promotion with **all-in fares from as low as RM250* one-way for standard seats** and **RM750* one-way on our award-winning Premium Flatbed to Perth, Taipei, Osaka, New Delhi, Hangzhou, Xi'An, Shanghai and Beijing!** The promo fares are available on airasia.com for booking **from today until 29 October 2017 for travel from 1 May to 21 November 2018.**

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

** One-way all-in fare inclusive of taxes and fees. Terms and conditions apply.*

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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 25 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 30 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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