HONG KONG AIRLINES

INFLIGHT MEDIA BROCHURE

www.hkairlines.com
Established in 2006, Hong Kong Airlines is a full-service airline firmly rooted in Hong Kong. Ever since then Hong Kong Airlines has grown to become an internationally-acclaimed carrier with its principal place of business in Hong Kong. Recognizing the warmth of its service and the quality of its onboard offering, Hong Kong Airlines has been awarded the highly-esteemed 4-star rating from Skytrax since 2011.

Hong Kong Airlines, operating one of the youngest fleets in the world. Currently, the average age of our fleet stands at just around 3.7 years.

More than 28 aircrafts (April, 2016);

Current fleet includes Airbus A330-300s, A330-200s, A320s for passenger-carrying flights and A330-200Fs cargo flights.

6 million passengers on board every year, more than 500 flights per week.

Based in Hong Kong, Hong Kong Airlines’ network currently covers over 30 cities across the Asia Pacific region, including Gold Coast, Beijing, Shanghai, Taipei, Sapporo, Bangkok, Bali and Okinawa.
### ROUTE MAP

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<th>Color</th>
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<td>Blue</td>
<td>Routes operated by Hong Kong Airlines</td>
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+ All passengers on the code-share flights must travel with Hong Kong as origin or destination without any stopover points along the whole journey.
* Domestic flight service between Gold Coast and Cairns is not for sale.
** Tokyo(Narita) route will be launched on 1 July 2016.
# Kuching route will be launched on 28 May 2016.
^ Auckland route will be launched on 10 Nov 2016.
WHY HONG KONG AIRLINES?

• **ONE-STOP BRAND MARKETING**
  We will not only be able to provide you with traditional inflight media resources and digital marketing channels to promote your brand, but also can offer you various inflight sales channels to sell your product, e.g. inflight duty free sales, inflight amenities and so on.

• **THE BEST PLACE TO INTEGRATE MARKET CULTURE**
  Based in Hong Kong, one of the most famous international metropolises in the world, Hong Kong airlines knows how to spread your brand in the most effective way. Whether it is the world’s top luxury goods or local brand, we can always find the best way to cover your market and target your customers accurately.

• **DO IT TOGETHER WITH US**
  Hong Kong Airlines invests millions of marketing resources each year in Hong Kong, mainland China, Taiwan and Southeast Asia. Your brand and its propagation effects will be continuously increased through our international commercial activities and business events all year round. Hong Kong Airlines also shares a huge customer database, route networks and industrial clusters with HNA Group, so what we can bring you is actually much more than 6 million passengers per year.

• **CUSTOMIZED MARKETING SOLUTION**
  With professional team to tailor your marketing proposal case by case, we also apply a systematic monitoring mechanism to ensure the follow-up progress and protect client’s interests after signing the contract.
COOPERATION OPPORTUNITIES

INFLIGHT MEDIA PRODUCTS
We offer attractive product bundling packages to our client, decorate our cabin with your logo and eye-catching design will definitely make a great impression to passengers aboard. We provide professional team to help you to develop your proposal and implement your unique ideas.

RETAIL CHANNELS
In addition to inflight media products, we are also able to offer our client with various retail channels, including online sales channel, inflight sales channel, and inflight procurement channel. Your product can also be displayed in the show cupboard of our VIP lounge at the airport.

RESOURCE EXCHANGE
We also offer a special cooperation model that involves equivalent exchange of media or product resources between two partners.
PRODUCT LIST AND SALES CHANNELS

AIR CARD
We provide aircraft painting to transform your logo into a huge “Air card” in the sky. Our aircraft will be the most unique and strongest promotion media to spread your brand across the country and Asia.

CABIN RESOURCES
Cabin resources refer to the various media or products that contact with passengers in the cabin during the whole flight, including inflight entertainment, inflight magazine, headrest cover, paper cup, tray mat, etc. We provide theme decorations of the cabin in accordance with investor’s requirements, making a strong visual impact to all travelers throughout the entire journey.

INFLIGHT ENTERTAINMENT
With our state-of-the-art, on-demand personal entertainment systems, we keep the passengers amused and informed all the time. Our passengers can enjoy every moment of their flight by choosing from over 100 Hollywood and Asian blockbuster movies, a wide selection of TV shows, kids’ movies, eBooks, and tourist information and over 1,500 audio tracks. Your advertisement will be played synchronously by the shared overhead screens and all the PTVs in each passenger's seatback. With around 500,000 viewers per month, your ads can be delivered to the passengers at a 100% rate.
INFLIGHT MAGAZINE
Aspire, introduces the latest hot spots of travelling, tourism, leisure and entertainment in over 23 popular destinations, as well as provides a wide range of fashion and lifestyle information to travelers visiting Mainland China and other cities in Asia. Aspire is featuring rich content and trends in Hong Kong with approximately 500,000 readers per month, leading your brand to reach the high-end travelers in Asia Pacific.

VIP LOUNGE
Business class passengers can enjoy world-class comfort in our exclusive lounge at Hong Kong International Airport. With the stunning panoramic view of the airport, passengers are provided with various buffet cuisine, fine wines, high-speed Wi-Fi and complimentary use of computers and iPads. We also have showcase in the lounge for display purpose, which is an excellent platform to exhibit your high-end products and premium brand.

BOARDING PASS
A boarding pass is issued at the check-in and contains departure gate and seat information, it should be kept by passengers during the entire flight. Put your advertising message on the back of the HKA boarding pass and you will reach over six million passengers at the airport every year. All of our flight routes are available for boarding pass advertisement, advertisers can target their market based on the locations of airports.