

World's first pan-regional LCC alliance unveiled

Alliance formed by eight market champions brings exceptional value to invaluable travel experiences



Bangkok, 16 May 2016 – Eight Low Cost Carriers (LCC), each a market champion in the Asia Pacific, today announced the formation of the world's largest LCC alliance – the Value Alliance.

The partner airlines – Cebu Pacific (including subsidiary Cebgo), Jeju Air, Nok Air, NokScoot, Scoot, Tigerair Singapore, Tigerair Australia and Vanilla Air – will provide greater value, connectivity and choice for travel throughout Southeast Asia, North Asia and Australia, as they bring their extensive networks together.

Customers will be able to view, select and book the best-available airfares on flights from any of the airlines in a single transaction, directly from each partner website, thanks to groundbreaking technology developed by Air Black Box (ABB). This means more destinations, more routing options and greater convenience for customers of each airline.

Unlike typical interline technologies, ABB also allows guests to enjoy the full suite of ancillary choices they have come to appreciate from LCCs, such as seat and meal selection, variable baggage allowances and other inflight features – across all partner airline sectors in a single itinerary. ABB's Air Connection Engine (ACE) platform has filed for NDC Certification with IATA and is expected to complete full certification soon.

The Value Alliance airlines, who together cover a third of the earth and serve more than 160 destinations with a collective fleet of 176 aircraft across the Asia Pacific region, will strengthen distribution in their non-home markets, expand their saleable networks via the provision of interline itineraries, retain their ancillary revenue opportunities and offer their customers a better, one-stop-shop experience.

"We are extremely excited by the opportunities this partnership presents to our guests. The Value Alliance partners are leaders in their respective territories, having forged loyal followings by providing value, service and commitment to their home markets. By working together we can offer our guests a wider choice of destinations and flights – at the most competitive airfares – all in one go," said **Scot CEO Campbell Wilson**.

Said Patee Sarasin, CEO of Nok Air, "The opportunity enabled by ABB and the Value Alliance to offer ancillary products through interline channels is a significant benefit over other partnerships, given LCCs typically earn 10-25 percent of their revenues from such items."

Scout, Nok Air and NokScoot are already offering each other's flights and fares powered by the new ABB technology and other alliance members will follow in the coming months.

"The technology enables us to interface with other airlines within the Value Alliance, including those using different passenger service systems (PSS), to provide a solution to a guest's travel query – even on routes Vanilla Air may not itself serve to connect Japan to the rest of Asia Pacific," added **Katsuya Goto, President of Vanilla Air**.

Asia Pacific's tourism industry is the largest in the world, offering travellers experiences as diverse as visiting the Great Barrier Reef in Australia, exploring Tokyo's mix of traditional shrines and modern shopping, or island hopping in Thailand. With more than 500 million visitors expected to arrive in Asia Pacific by 2020¹, the new Value Alliance will connect travellers to more of the unique destinations they wish to explore that are typically found in secondary cities.

Lance Gokongwei, President and CEO of Cebu Pacific concluded, "All of our airline partners are champions in their local markets and well regarded for their value and service regionally and nationally. The Value Alliance is a clear example of how LCCs can accomplish more by working together than we could do individually."

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About Value Alliance

Established in May 2016, Value Alliance is the world's first pan-regional Low Cost Carrier (LCC) alliance comprising eight Asia Pacific market champions – Cebu Pacific (including subsidiary Cebgo), Jeju Air, Nok Air, NokScoot, Scout, Tigerair Singapore, Tigerair Australia and Vanilla Air. Its members provide unparalleled access to more than 160 destinations across the region, covering a third of the world. In 2015, the airlines collectively served more than 47 million travellers from 17 hubs.

Powered by ABB's revolutionary web technology, travellers will be able to book flights offered by any Value Alliance partner at the most competitive fare, including connecting flights for multi-destination itineraries. While doing so, they can also select from the full range of service options in a single transaction.

The Alliance also provides a framework for further cooperation amongst member airlines, including shared services, in order to enhance the overall guest experience.

For more information, please visit the website at: www.valuealliance.com

About ABB

Air Black Box (ABB) is a UK based venture backed company specializing in cloud based airline passenger software platforms. ABB is the developer of the world's first dedicated multi-carrier interlining and booking system, Air Black Box gives any airline the tools to connect its products to a partner airline's brand. This is the first time airlines can truly cross-merchandise their products while maintaining their brand integrity. The Value Alliance carriers are already using the revolutionary Air Connection EngineSM (ACE) to combine inventory and cooperate in a broader route network. www.airblackbox.com

About IATA NDC

The NDC (New Distribution Capability) is a travel industry-supported programme (NDC Programme) launched by International Air Transport Association (IATA), the trade association for the world's airlines, for the development and market adoption of a new, XML-based data transmission standard (NDC Standard). The NDC Standard will enhance the capability of communications between airlines and travel agents.

Photo caption from left to right:



World's first pan-regional LCC Value Alliance launched today by eight partner airlines. From left to right: (*Katsuya Goto President of Vanilla Air, Robert Sharp Chief Executive Officer of Tigerair Australia, Lee Lik Hsin Chief Executive Office of Tigerair, Campbell Wilson Chief Executive Officer of Scoot, Piya Yodmani Chief Executive Officer of Nok Scoot, Patee Sarasin Chief Executive Officer of Nok Air, Ken Choi Chief Executive Officer of Jeju Air and Michael B. Szucs Chief Executive Adviser of Cebu Pacific*)



Cabin crew at the launch of the new Value Alliance. From left to right: (*Cebu Pacific, Jeju Air, Nok Air, NokScoot, Scoot, Tigerair Australia, Tigerair and Vanilla Air*)
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