



FOR IMMEDIATE RELEASE

AirAsia Berhad announces senior leadership changes

SEPANG, 13 DECEMBER 2017 - AirAsia, the world's best low-cost airline, today announced that its Board of Directors has unanimously approved senior leadership changes, in line with the AirAsia Group's new digitalisation strategy.

Aireen Omar, the current Chief Executive Officer of AirAsia Berhad, will be promoted to Deputy Group CEO – Digital, Transformation, Corporate Services. Aireen's appointment signals AirAsia's determination to successfully transform itself from an aviation company into a digital corporation. This appointment underlines as well the fact that AirAsia is restructuring its priorities to optimally maximise the enormous potential of the Fourth Industrial Revolution.

Digital transformation will be Aireen's priority, where she will be spearheading the non-airline companies such as BIGPay, BIG Loyalty, ROKKIShoppe.com, ROKKI Portal, Travel360.com, Vidi, RedTix, AirAsiaGo, BD4H, RedCargo, Red Box and Santan. Additionally, Aireen will oversee large, strategic group-wide initiatives and help transform AirAsia into a global, cloud-driven product and platform company. Aireen will be responsible for AirAsia's digital strategy, promoting innovation throughout the group and encouraging collaboration across AirAsia's businesses and markets.

She will also continue to lead the corporate services sector for the AirAsia group, which includes risk management, government affairs and corporate development. Aireen will report directly to Tan Sri Tony Fernandes, AirAsia Group CEO effective January 10th 2018. Aireen joined AirAsia in January 2006 as Director of Corporate Finance. Her portfolio expanded quickly to also include Treasury, Fuel Procurement and Investor Relations functions. She was promoted to Regional Head of Corporate Finance, Treasury and Investor Relations, and was also appointed as member of the Safety Review Board. She was appointed AirAsia Chief Executive Officer and Executive Director effective 1 July 2012.

The airline also announced the appointment of Captain Adrian Jenkins, current Group Director, Flight Operations as Chief Operations Officer, reporting to Bo Lingam, Deputy Group CEO of AirAsia (Airline business). In his new role, Captain Adrian will be responsible for Group functions for Ground Operations, Engineering, Safety, Security, QA, NMC and customer experience. Adrian will drive AirAsia Group's On Time Performance (OTP) and overall customer experience.

Improve and standardise efficiencies, which includes improving customer experience, otp, and bringing efficiencies to operations staff using technology. Will work closely with aireen in digitally transforming the operations department into a dynamic digital operations.

Captain Adrian started his career as cabin crew with Malaysia Airlines. He joined AirAsia in 1996, when the airline was still owned by Hicom Holdings Berhad. He has served AirAsia in various positions including instructor and Company Check Airman, Assistant Chief Pilot – Training and Standards, and Assistant Chief Pilot –Operations. He was also closely involved in setting up AirAsia Thailand's flight operations and pilot training. In 2006, he was made Regional Head of Flight Operations. He assumed the Group Director of Flight Operations position on 2nd January 2015 with overall responsibility for the safe and efficient operation of AirAsia aircraft by overseeing pilot recruitment, training and



operations as well as cabin crew, ensuring compliance with national and international regulatory requirements and procedures.

The airline also announced the appointment of Rozman Omar, current Deputy Group CEO, Strategy and M&A as the Executive Director of AirAsia International Limited (AAIL), which is a holding company of all AirAsia group investments in its overseas joint ventures. His primary role is to consolidate the company's Asean units in Malaysia, Thailand, the Philippines and Indonesia together under one listed holding company, namely One AirAsia.

Rozman was part of the key management team that spearheaded AirAsia's initial public offering (IPO) on Bursa Malaysia in November 2014 and was also one of the key personnel involved in the formation of the Company's associate airlines in Thailand and Indonesia. He was appointed Deputy Group Chief Executive Officer (corporate) on 1st September 2016. Rozman has 22 years of extensive corporate finance experience. He worked with Arab-Malaysian Merchant Bank Berhad (AMMB) for six years before moving on to other financial institutions.

Tan Sri Tony Fernandes, AirAsia Group CEO said "I am very proud to announce the leadership changes. The new appointments brings focus to both our core airline business as well as our digital growth businesses. Having Bo Lingam lead the airline business, brings continued strength to our operations, serving close to 70 million guests per year. And with Aireen driving on our non-airline and digital businesses, it brings focus on disruptive growth for our new businesses. With her insights into the industry gained over the past many years, her ability to discover new ways and many successes on her resume, Aireen is the perfect person to lead our digitalisation plan".

"I am also pleased to announce the promotion of Captain Adrian Jenkins as Chief Operations Officer. With his vast experience across flight operations and various geographies, he will bring operational efficiency to a whole new level across the group. He is a great example of internal talent development and has grown with the company to take on this very critical role".

"With the appointment of Rozman Omar as Executive Director, AirAsia International Limited (AAIL) will focus on the consolidation and make the One AirAsia dream come true. AAIL is where our airline investments sit and we now have the ideal platform to take AirAsia to a whole new level".

"I am also extremely proud that apart from Riad, the rest are internal promotions. AirAsia has always been about developing internal talents" he added.

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About AirAsia

AirAsia, the leading and largest low-cost carrier in Asia by passengers carried, services an extensive network of more than 130 destinations. Since starting operations in 2001, AirAsia has carried more than 400 million guests and grown its fleet from just two aircraft to over 200. The airline is proud to be a truly Asean (Association of Southeast Asian Nations) airline with established operations based in Malaysia, Indonesia, Thailand and the Philippines as well as India and Japan, servicing a network stretching across Asia, Australia and New Zealand, the Middle East and the US. AirAsia has been named the World's Best Low-Cost Airline at the annual Skytrax World Airline Awards nine times in a row from 2009 to 2017. AirAsia was also awarded World's Leading Low-Cost Airline for the fourth consecutive year at the 2016 World Travel Awards, where it beat a field of full-service carriers to become the first ever low-cost carrier to win World's Leading Inflight Service.

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