

*Air  
Asia*



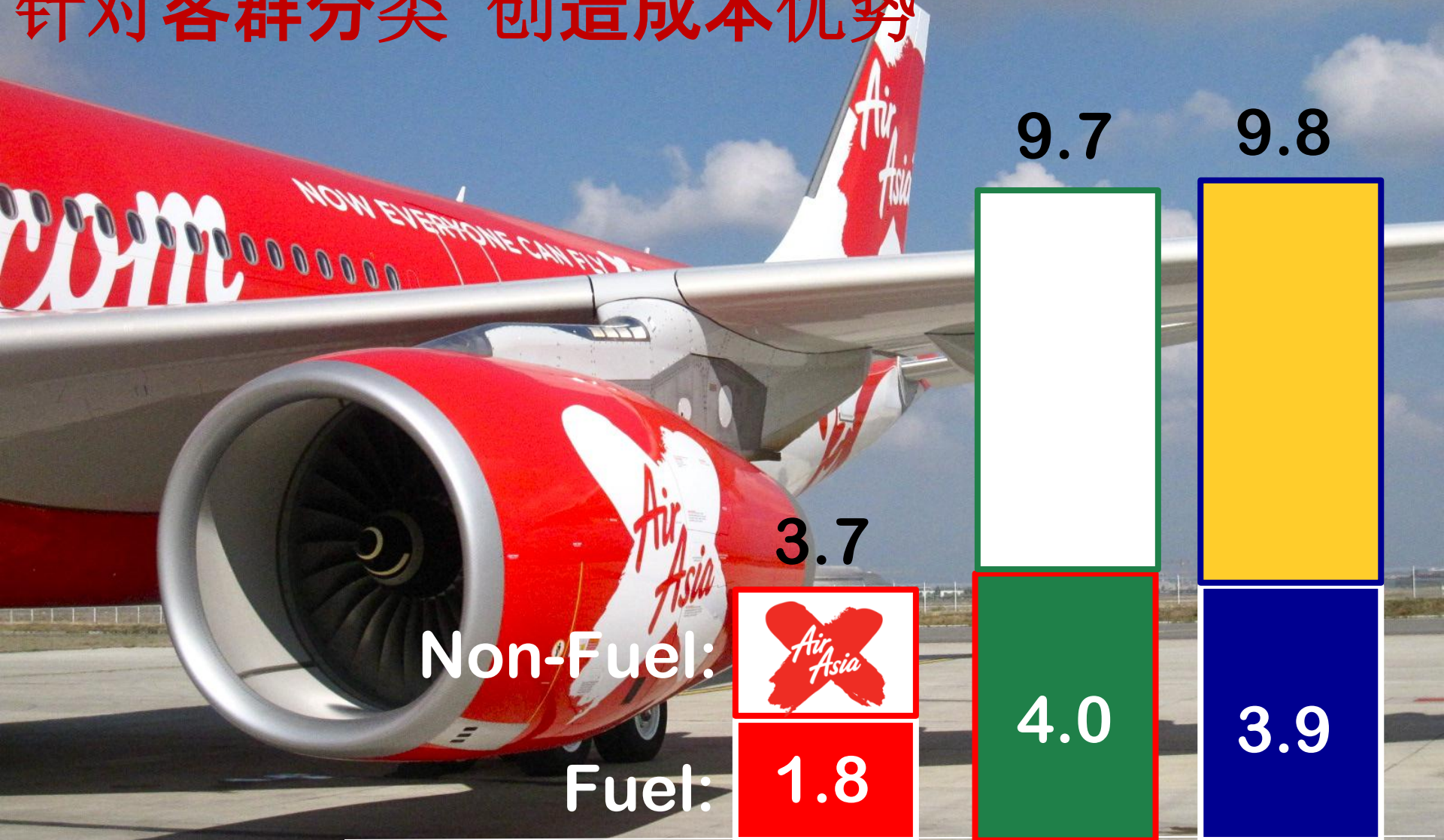
**AirAsia X:**

**Pioneering an Aviation Revolution  
低成本航空长途的先锋**



# Cost Advantage From Segment Focus

## 针对客群分类 创造成本优势



Operating Cost per Available-Seat-Kilometer

# Creating New Markets Through Branding

## 品牌宣传 开拓市场

NUMBER OF PASSENGERS ('000)

BEIJING

+127%

203

463

TAIPEI

+99%

350

695

SEOUL

+147%

229

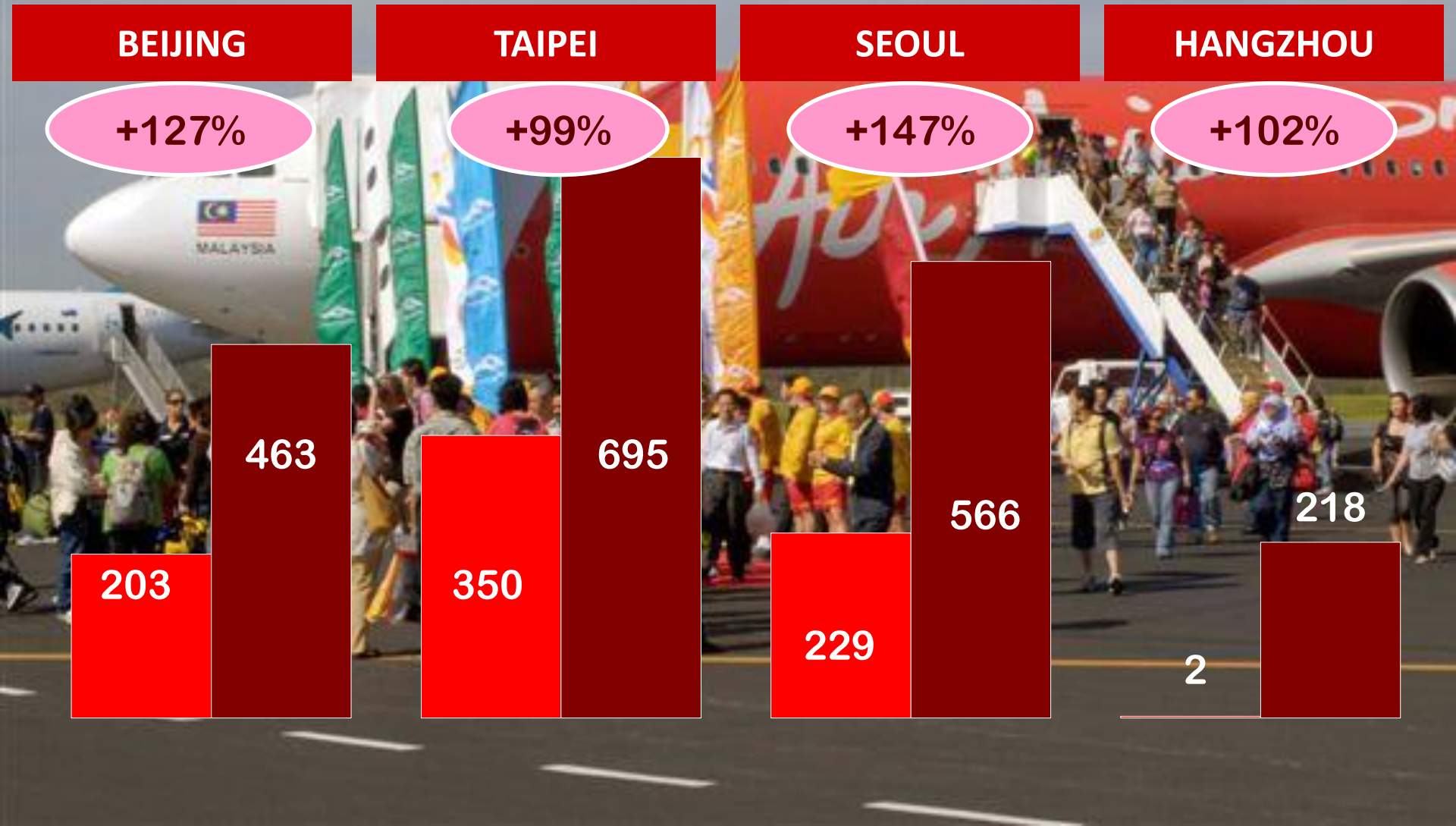
566

HANGZHOU

+102%

2

218



# Branding: The Difference

## 建立个性的品牌



# Importance of Feeder Network

## 支线网络的重要性



### Island Paradise

Bali



Phuket



Langkawi



Penang



### Cosmopolitan Cities

Hong Kong



Kuala Lumpur



Bangkok



Singapore



### Exotic Destinations

Angkor Wat



Wat Phra Kaew



Borobudur



Orang Utan Sanctuary (Sabah)



Air Asia  
ALTITUDE



Everest Summit 21 May 2011  
2011年5月21日登顶珠峰



Believe The Unbelievable. 相信令人難以置信的  
Dream The Impossible. 夢想不可能的  
Never Take No For An Answer. 從來沒有說“不”的答案

Air Asia