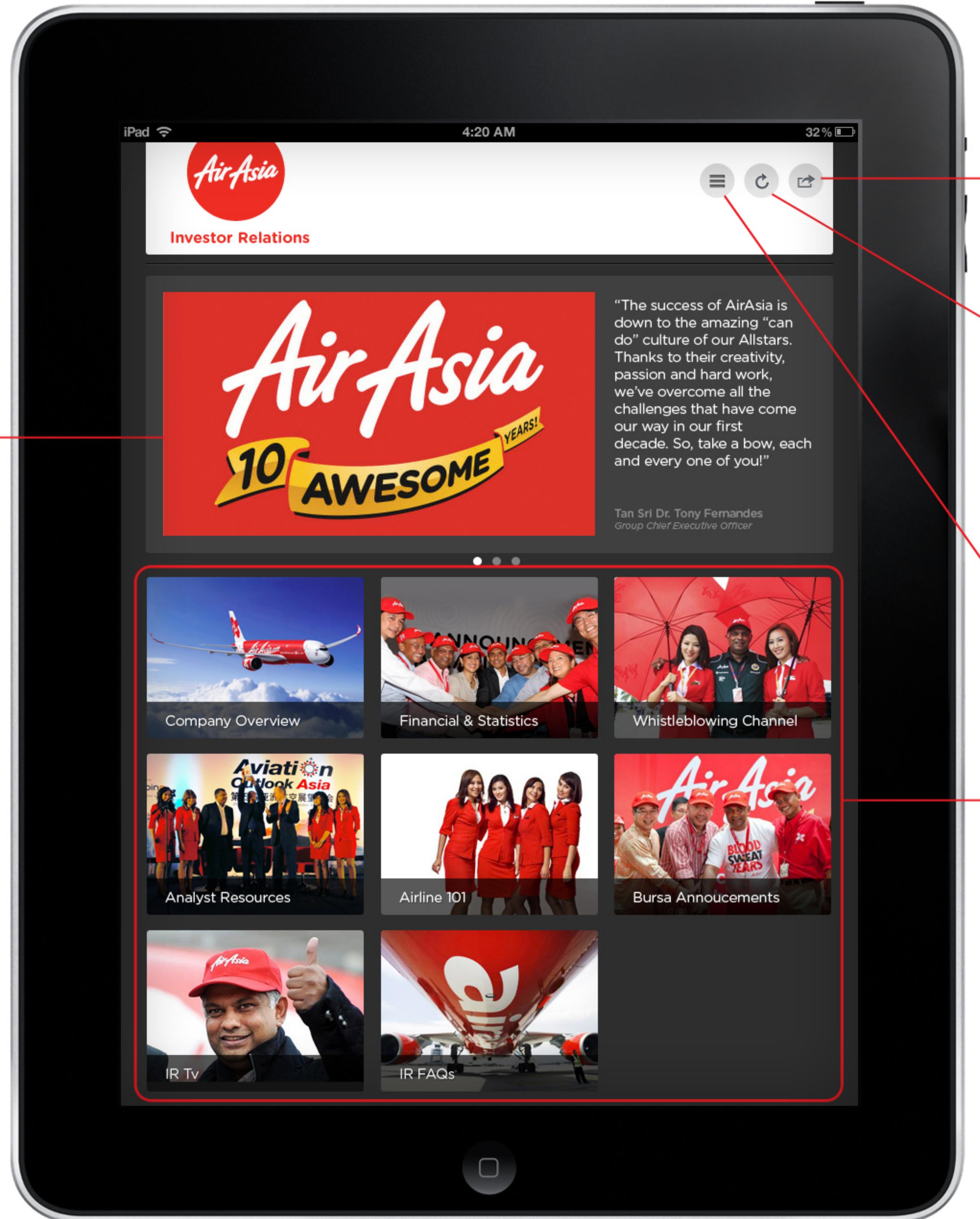




Investor Relations



Highlights Banners

Show the latest highlights contents on the main page's banners

Share

Allows users to share the interest page / contents to friends

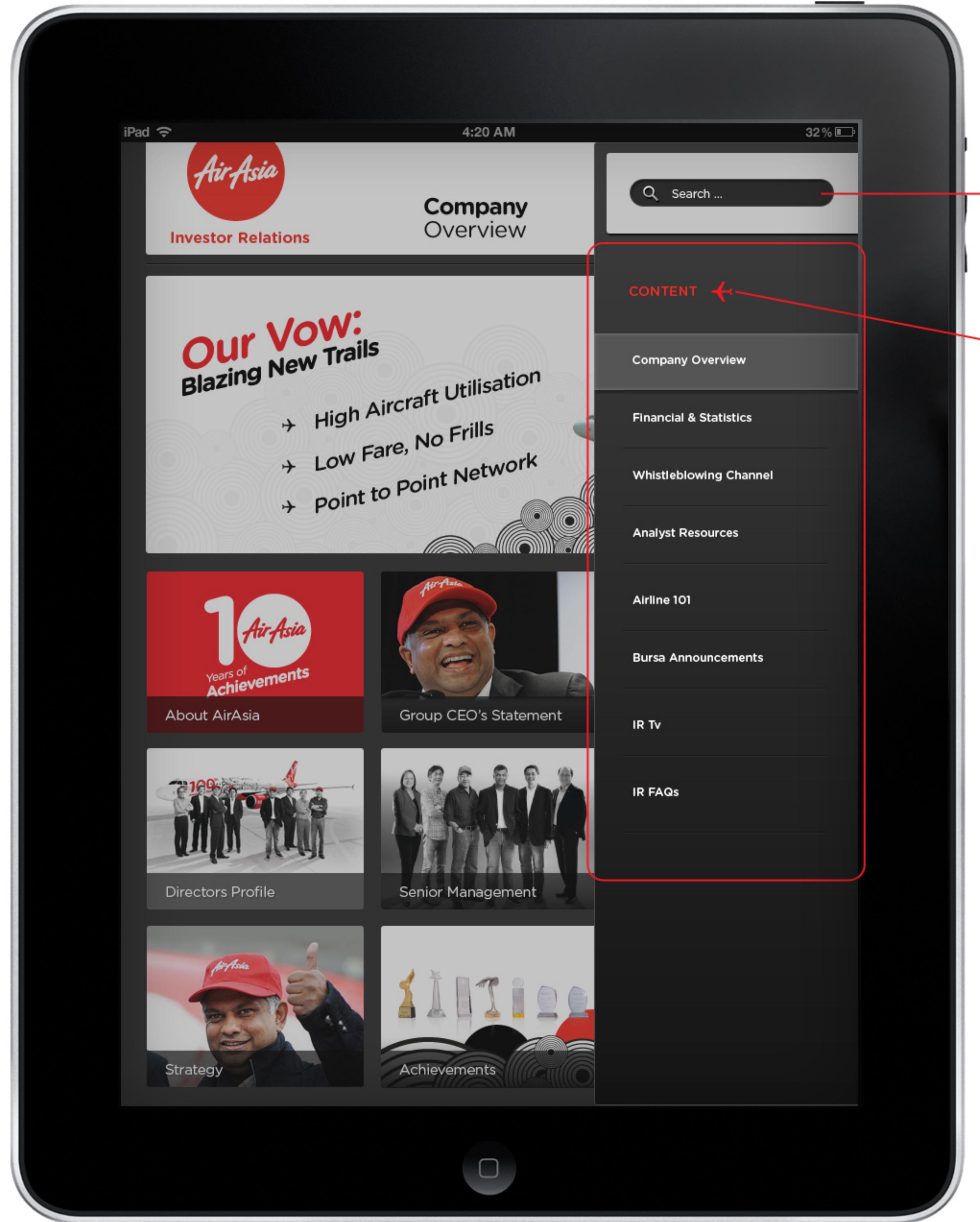
Refresh

Refresh contents (use only when necessary; otherwise, refresh automatically)

Content list

Options for user to navigate the contents

Main buttons of IR



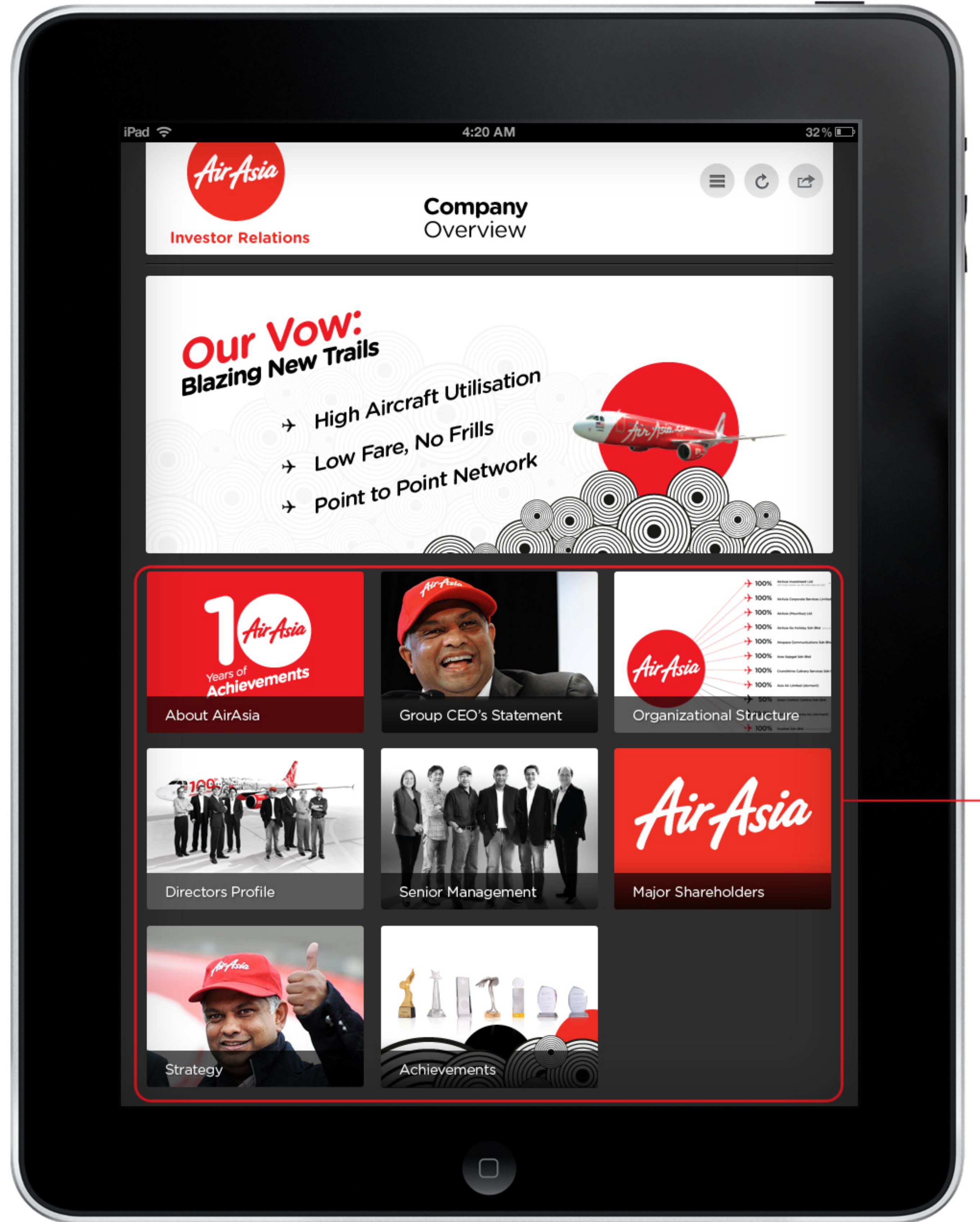
Search

Easy way to search for contents



Content List

Easy navigate the contents by using this button



→ Main buttons of Company Overview



Back button

Back to the previous page



Company Overview



Back



About AirAsia

AirAsia needs no introduction in ASEAN, where it is the leading low-cost carrier, connecting people and places across 132 routes, 40 of which are offered by no other airline. In 2010, the Group, which includes affiliates AirAsia Thailand and AirAsia Indonesia, reinforced its leadership position with two remarkable milestones: flying its 100 millionth guest and breaking the RM1 billion profit barrier.

From an airline with two aircraft plying six routes in Malaysia in January 2002, AirAsia has soared in the last nine years to cover 65 destinations in 18 countries. Today, employing more than 8,000 staff and with a market capitalisation of just over RM7.06 billion (as at 31 December 2010), it is the only Truly ASEAN airline, serving the region's 600 million population from 10 hubs in three countries - Kuala Lumpur, Kuching, Penang and Kota Kinabalu in Malaysia; Bangkok and Phuket in Thailand; and Jakarta, Bali, Bandung and Surabaya in Indonesia.

In 2011, we introduced two hubs, Chiang Mai for AirAsia Thailand and Medan for AirAsia Indonesia.

Singapore functions as a virtual hub where AirAsia features among the top 10 airlines in terms of contribution to passenger traffic. Further strengthening its ASEAN network, the Group in December 2010 signed an agreement to establish a Philippine-based low-cost affiliate, which is expected to be operational by end 2011.

The quest to democratise air travel began when Tune Air Sdn. Bhd. – founded in 2001 by Dato' Sri Dr. Tony Fernandes, Dato' Pahamin Ab. Rajab, Dato' Kamarudin Meranun and Dato' Aziz Bakar - bought over the loss-making, debt-riddled AirAsia from HI COM Holdings Berhad (now DRB-HICOM Berhad) for a token sum of RM1. The enterprising group quickly settled the airline's debts and set about rebranding and relaunching AirAsia as a low-fare carrier.

The Group's entire business model centres around a low-cost philosophy which requires its operations to be lean, simple and efficient. Several key strategies have been employed towards this effect, including:

High Aircraft Utilisation

AirAsia focuses on high frequency and high turnaround of flights, both of which add to customer convenience and greater cost efficiencies. Its turnaround of 25 minutes is the fastest in the region.

Low Fare, No Frills

This means no frequent flyer miles or airport lounges in exchange for lower fares. Guests have the choice of paying for in-flight meals, snacks and drinks.

Point to Point Network

All short-haul AirAsia flights (four-hour flight radius or less) and medium- to long haul AirAsia X flights are non-stop, doing away with the need for human resources, physical infrastructure and facilities at transit locations.

Share

Allows users to share the interest page / contents to friends

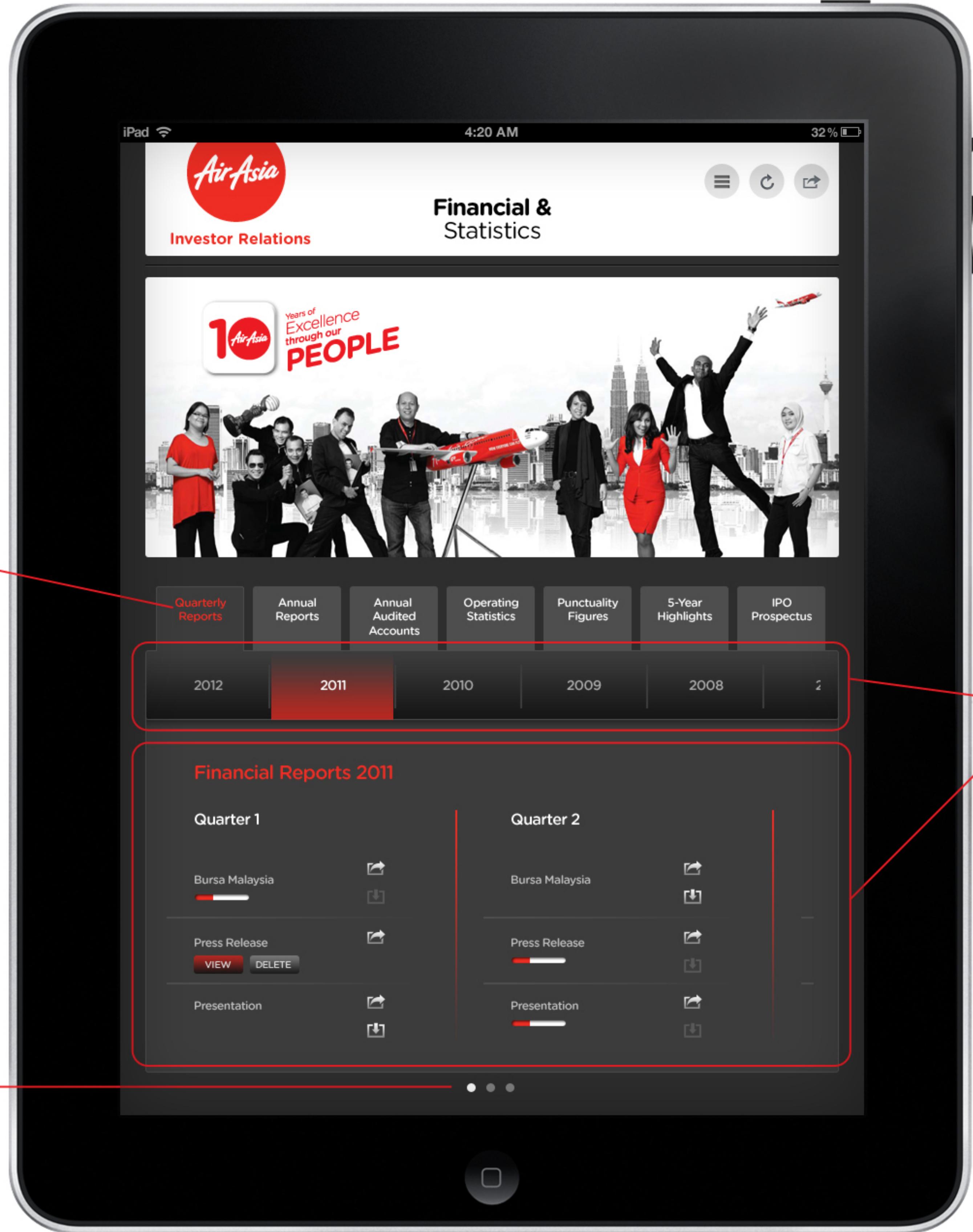


Previous / Next navigation buttons

Navigation buttons for next title's page

Scroll button

This scrollable button is vertically scrollable.





Download file

- download file for smoother viewing
- no waiting time when view the file
- it will save in device's storage, user can view in offline mode



View / Delete

User can view the downloaded contents & delete the file after viewed it





Page Indicator

Indicates how many views are open and which one is currently visible



Thumbnail button

Click to view the specific page





→ Select Month / Year

→ Calendar

- red circle indicate event / meeting / function



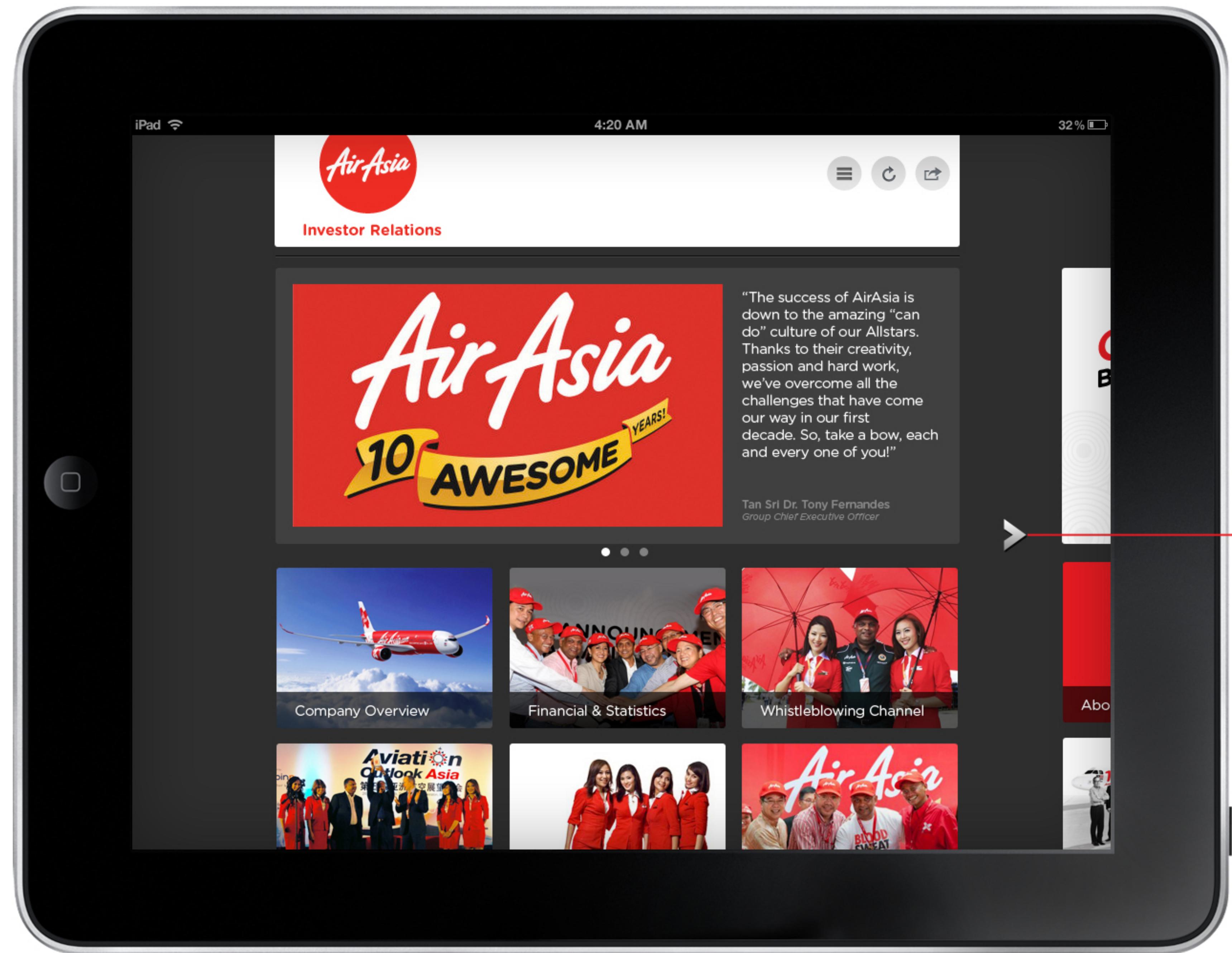


Vertically Scrollable list of buttons

Click on the button and contents will show at the right side area

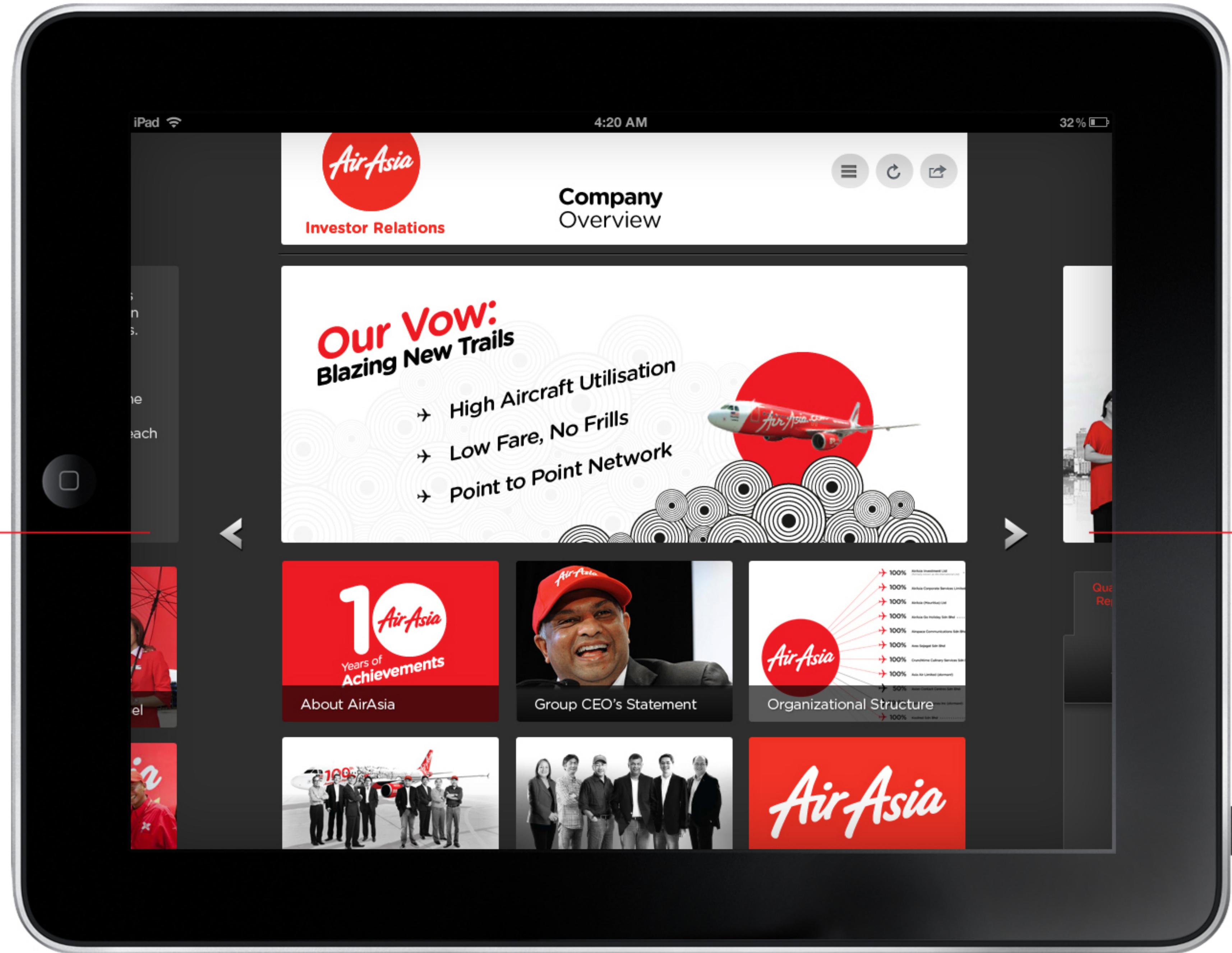
Page Indicator

Indicates how many views of the years of Bursa announcements are open and which one is currently visible



→ **Next arrow**

-Click for next info page



Previous page



View previous page by gesture function



Next page

View next page by gesture function

