

Media Release

Firefly to launch jet operations in 1Q21

KLIA, 15 October 2020 – Malaysia Aviation Group (MAG) today announced the commencement of jet operations for its subsidiary Firefly Airlines (Firefly) beginning first quarter of 2021. Firefly will be adding up to 10 narrow body jets to its fleet in phases, serving the domestic, ASEAN and Asia Pacific markets out of Penang International Airport.

Group Chief Executive Officer of MAG Captain Izham Ismail said, *“Based on available forecasts, domestic and short haul travel will be most preferred in the current environment, hence it makes commercial sense for Firefly to supply this demand but from the northern region. This is in line with the Group’s enhanced Long-Term Business Plan (LTBP 2.0) which has been realigned to suit the current and future environment post COVID-19, with a focus on strengthening the revenue streams of each subsidiary.”*

With this plan, Firefly will be complementing sister company, Malaysia Airlines (MAB), in serving the leisure market while diversifying its base connecting secondary cities in Malaysia to East Malaysia, Thailand, Indonesia and Singapore. It will leverage on available resources and talents from within MAG, with the possibility of deploying the Boeing 737-800 aircraft from MAB. This gives MAB room to focus on its network serving the premium market.

Chief Executive Officer of Firefly Philip See said, *“The world has evolved so much since COVID-19, and as airlines we must embrace those changes and adapt to the market needs and wants. Firefly is ready to carry that challenge, as we see strong potential in this dual hub strategy, while maintaining our turbo propeller service out of Subang Skypark, serving the mix of corporate and leisure travellers.”*

With the new jet operations, Firefly will offer a flexible service concept – with product unbundling to suit the leisure focused and price-sensitive customers, providing a more significant value proposition. Passengers will continue to enjoy the privileges and services like a premium carrier including a complimentary 20kg checked baggage allowance as well as the opportunity to accrue and redeem Enrich points with an option to add other privileges such as seat selection and insurance coverage.

The setup of Firefly’s Penang hub jet operations requires minimal investment by MAG in 2021, with an expected increase in production, measured in Average Seat per Kilometre (ASK) by 36% over the next five years.

-ends-



MALAYSIA AIRLINES BERHAD
(201401040794) (1116944-X)
Administration Building, Southern Support Zone,
KLIA, 64000 Sepang, Selangor, Malaysia.

About Malaysia Aviation Group

Malaysia Aviation Group (MAG) is a global aviation organisation comprising of different business portfolios aimed at serving Malaysian air travel needs. The subsidiaries and equity investments are organised into four distinct business segments: Air Transportation Services, Ground Services, Aircraft Leasing and Talent Development.

The largest contributing business segment in the Group is the Air Transportation Services which houses Malaysia Airlines Berhad (MAB), Firefly and MASwings, network carriers serving the global, domestic and rural markets and all passenger segments. Also under the umbrella is the division MAB Kargo providing standard, express and special cargo, as well as Amal, the pilgrimage arm of Malaysia Airlines dedicated for Hajj and Umrah.

Other subsidiaries include AeroDarat Services, providing ground handling services to local and foreign carriers operating in all domestic hubs in Malaysia; and MAB Academy, a pioneer in aviation training that offers a combination of real-world expertise and industry professionals in aviation, hospitality and professional development.

The team of board members of MAG also sit on the board of MAB.

Issued by Group Communications, Malaysia Aviation Group

For media enquiries, please contact:

Khairunnisak Dzun Nurin

Mobile : +6019 272 4926

Email : khairunnisak.dzunnurin@malaysiaairlines.com

Noraishah Mohammad Shamsudin

Mobile : + 6012 268 1419

Email : noraishah.mohammadshamsudin@malaysiaairlines.com

