AXA AND HK EXPRESS LAUNCH EXCLUSIVE PARTNERSHIP

News / Airlines

AXA Hong Kong and Macau and HK Express Airways announced an exclusive insurance partnership agreement and held the collaboration kick-off ceremony. AXA is committed to offering HK Express customers a fast, simple and convenient travel insurance experience while providing tailored protection for the mass travellers, enabling them to travel on their own terms. "One-click" to enroll in travel protection and enjoy the journey with ease and peace of mind. From now on, HK Express customers booking flights on the official website can enjoy the unique experience of "one-click" travel insurance. With just a single click, travellers can complete the application process, making travel preparations easier and giving them peace of mind during their trip.

Tailored travel insurance to meet diverse needs: The exclusive "HK Express Travel Insurance" provided by AXA is tailored for HK Express customers with the following key features:

- Medical and related expenses: coverage up to HKD500,000
- Baggage and personal belongings: HKD6,000, doubled to HKD12,000 for Japan travels (including HKD2,000 for mobile phones)
- Rental car excess: HKD3,000, doubled to HKD6,000 for Japan travels

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- Free coverage for children travelling with parents
- Free virtual medical consultation and medicine delivery services in selected cities in Japan

Expanding route network and providing comprehensive assistance services
HK Express is poised to continue its rapid growth by expanding its fleet and route network. This year, HK Express has already added four new destinations and is set to announce new routes, further extending its market reach. This exclusive partnership agreement between HK Express, AXA and AXA Partners, the international entity forming part of AXA Group offering a wide range of solutions in assistance services, travel insurance and credit protection & lifestyle, covers all the markets served by HK Express and the popular travel destinations for Hongkongers, including the Mainland China, Japan, Korea, Taiwan China, Thailand, Vietnam, and the Philippines, catering to their travel needs.

Kenneth Lai, Chief General Insurance Officer at AXA Hong Kong and Macau, commented: "AXA has been actively expanding its insurance ecosystem and is committed to being a true partner for our customers. We collaborate with leading partners from different industries and strive to offer more personalised and tailored coverage. We understand that the demand for travel insurance has become more diverse. Thus, we hope to bring a seamless travel experience to our customers. As AXA's inaugural Hong Kong-based airline partner, the partnership allows HK Express customers to effortlessly book flights and buy travel insurance through its all-in-one platform. Looking ahead, we will continue working with HK Express to explore products with comprehensive coverage and bring innovative solutions to the market."

Jeanette Mao, Chief Executive Officer, HK Express said: "HK Express is a young and vibrant brand that pride itself on daring to be different. We enable our travellers to customize their journeys according to their needs. Recognizing every journey is unique, we are dedicated to offering a wide array of value-added services and products, from inflight dining and seat selection, to checked baggage and travel insurance. We provide flexible options that allow customers to choose combinations that suit their needs, all at value fares that make it easy to 'Gotta Go' with HK Express. Travel insurance is a crucial component of the travel experience, and we are thrilled to partner with AXA, a leader in the insurance market, to offer comprehensive travel insurance solutions. For the first time, HK Express is displaying our partner's brand on our aircraft livery, signifying our long-term strategic partnership with AXA. We are continuously exploring new ways to enhance our services and are committed to delivering a safe and enjoyable flying experience, inviting our customers to discover unique destinations across Asia with us."

Adelane Mecellem, Regional CEO at AXA Partners, said: "We are thrilled to announce our exclusive partnership with AXA HK and HK Express. This partnership perfectly aligns with AXA Partners' strategic vision to push boundaries, drive innovation, and enhance our solutions by providing travellers with a seamless experience and genuine peace of mind before and during their flights."

The debut of co-branded aircraft marks a new era in Hong Kong's marketing landscape HK Express has unveiled its first A321neo aircraft that prominently displays AXA's logo, marking the official launch of the partnership. This demonstrates collaborative innovation and commitment to providing travellers with a more seamless experience and comprehensive protection coverage.

The exclusive partnership also marks a breakthrough in Hong Kong's marketing landscape, making AXA as the first brand to be featured on the exterior and interior of a Hong Kong aircraft livery. The design showcases Hong Kong's signature skyline formed by countless Chinese characters carrying AXA's two-syllable name ("Peace of mind" and "Prosperity") and its logo in the background. Inside the aircraft, AXA's comprehensive protection solutions are displayed, reflecting

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the commitment of both AXA and HK Express, rooted in Hong Kong, to providing travellers with enhanced protection and experience.

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