

2018 Final Results Notes to the Editor

Soundbites & Key Message

1. **We returned to profitability** both in our core airlines business and as a group as we entered the third year of our 3-year transformation programme.
2. Our **3-year transformation** programme **is yielding positive results**. The programme **continues to be on track** on finding new sources of revenue, delivering more value to our customers and improving productivity and efficiency.
3. **We effectively competed** with more than 110 airlines operating in and out of HKIA as evidenced by our solid revenue growth and continued expansion of the airlines.
4. **Our long term future looks bright. We are where the action is. Expanded connectivity to and from the burgeoning GBA directly from our hub presents us with enormous opportunities.** We are lucky to be based in **Hong Kong where the city's infrastructure (including the 3RS)** is gearing up to capitalize on the flourishing international travel demand to and from this wider catchment area and across Asia.
5. **We are certainly in a better place today than 12 months ago**, despite **external factors** such as rising fuel costs and the geopolitical environment which are already having a negative impact on market sentiment, affecting our passenger and cargo businesses.
6. Therefore, in order to safeguard our financial sustainability, we must continue to **relentlessly focus on our proven strategy** – fly to more new **places**, delivering more for our customers by utilising modern **planes**, refining our **product**, further enhancing our **people's** unique service culture and boosting our **productivity** by modernising our ways of working and thinking.
7. **We are where we are today because of the people of Cathay Pacific.** The external environment is tough but their dedication, hard work and determination will prevail to move our airlines forward.

二零一八年度全年業績報告 傳媒參考資料

主要信息

1. 國泰集團轉虧為盈，在踏入三年企業轉型計劃的最後一年之際，核心航空以及整體集團業務均已錄得盈利。
2. 我們的**三年企業轉型計劃已見成效**。轉型計劃在開發新收入來源，為顧客創造更多價值，以及增強生產力及效率方面**進度理想**。
3. 我們具備與在香港機場營運超過 110 家航空公司**有效競爭的實力**，就錄得可觀收入增長及持續擴展航空公司業務可見一斑。
4. 我們的**長遠發展前景一片光明**。我們位於全球增長動力的核心。往來香港樞紐及大灣區的**(GBA) 交通連繫迅速提升**，為我們提供了龐大機遇。我們很榮幸能以港為家，香港的**基建設施 (包括三跑道系統) 正積極準備配合**，令我們更能充分抓緊往來大灣區及整個亞洲的國際旅遊需求。
5. 我們的現況顯然較**12 個月前更穩妥**，即使不利的外在因素仍然存在，包括燃油成本上漲，以及地緣政治因素已影響市場情緒及客貨運業務。
6. 因此，為確保財務持續穩健增長，我們必須繼續**專注不懈落實已見成效的業務策略** — 開辦全新**航點**、營運現代化**機隊**、在**產品**方向更精益求精，進一步豐富顧客體驗。另外，我們亦會提升我們**同事**的獨有服務文化，及通過更精準及具創意的工作模式及思維來增加**生產效益**。
7. **全體同事的努力成就了今天的國泰航空**。儘管經營環境艱難，但同事們的專注、努力及決心，將驅使我們繼續向前邁進。