



NEWS RELEASE

For Immediate Release

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Scoot and Tigerair to Adopt Single Brand

- **Full integration under Scoot name to enable more seamless travel experience for guests**
- **Brand integration and single operating licence expected in second half of 2017**

Budget Aviation Holdings Pte Ltd, which owns and manages the SIA Group's budget airlines Scoot and Tigerair, today announced its intention to pursue a single brand and operating licence next year.

The integration is expected to be realised between mid and end 2017, given the full spectrum of commercial, operational and regulatory considerations. This will encompass flight scheduling and connections, as well as touchpoint integration for guests including a common website, contact centre and check-in counters.

"Scoot and Tigerair have made good progress in their integration since the establishment of Budget Aviation Holdings as a common holding company in May," said Singapore Airlines CEO and Budget Aviation Holdings Chairman, Mr Goh Choon Phong.

"The integration has already led to commercial and operational synergies between Scoot and Tigerair that are providing growth opportunities for both airlines, an example being Scoot's plan to launch its first European service, to Athens, next year. Following a review, we have determined that the logical next step is to pursue a common operating licence and common brand identity to enable a more seamless travel experience for customers."



Budget Aviation Holdings CEO Lee Lik Hsin said: “Scoot – being the world’s first all-787 Dreamliner operator, three-time *Marketer of the Year*¹ and *Best Low Cost Airline (Asia/Pacific)*² for two years running – has enabled us to be a transformative force in the industry by elevating the budget travel experience for our guests.

“The Tigerair business, which has an established network and market presence in Southeast Asia, will benefit from the strength of Scoot’s brand for the next phase of its growth. A single brand touchpoint will also enable a more seamless travel experience for guests across our network and allow us to bring *Scootitude* to more guests in the region.”

About Budget Aviation Holdings

Budget Aviation Holdings (“BAH”), a wholly-owned subsidiary of Singapore Airlines Group (“SIA”) formed in 2016, owns and manages SIA’s low-cost carriers (“LCCs”) Scoot and Tigerair. Scoot and Tigerair offer a combined network of 59 destinations over 16 countries across the Asia Pacific, with Scoot operating an all-787 Dreamliner fleet to medium-to-long-haul destinations and Tigerair offering short-to-medium-haul flights on its Airbus A320-family aircraft from Singapore. Both airlines are part of Value Alliance, the world’s first pan-regional low-cost carrier alliance. Together, Scoot and Tigerair offer travellers exciting travel possibilities at exceptional value, while ensuring the highest standards of safety and reliability. Book your tickets at www.flyscoot.com and www.tigerair.com

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¹ 2014, 2015 and 2016 Marketer of the Year in Marketing Magazine’s Marketing Excellence Awards

² 2015 and 2016 Best Low Cost Airline (Asia/Pacific) by AirlineRatings.com