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Asia Pacific Air Travel Growth Remains Strong in 1 Q2026 Despite Middle East Disruptions

A total of 33.9 million passengers travelled on Asia Pacific (APAC) carriers, representing an 8.5% year-on-year (YoY) increase, based on preliminary March 2026 traffic figures released by the Association of Asia Pacific Airlines (AAPA).

This performance comes against a backdrop of ongoing geopolitical tensions in the Middle East (ME), which continue to pose challenges for the global aviation industry. These disruptions have led to flight adjustments and cancellations, driven by a sharp increase in jet fuel prices and higher operating costs.

While several Middle Eastern carriers have been impacted by restricted operations and airspace closures across key hubs and transit points, APAC airlines have responded swiftly by adjusting their networks accordingly.

These measures have included increasing capacity on key Asia-Europe routes, while rationalising or trimming less profitable services.

As a result, demand, measured in revenue passenger kilometres rose by 11.3%, reflecting not only the strength on longer-haul routes but also significantly outpacing the 1.9% YoY expansion in available seat capacity, AAPA said.

Additionally, the average international passenger load factor achieved a record high of 87.6% in March 2026.

Wong Hong, Director General of AAPA appointed on 1 April 2026, said this robust growth in international passenger traffic, reflecting healthy travel demand, brought first quarter growth of 2026 (1Q2026) to 6.2%, with 102 million international passengers carried and a 5.7% increase in air cargo demand.

Supply chains disrupted by the war in the ME resulted in cargo flight cancellations and subsequent rerouting of the Asia to Europe cargo flows away from key ME hubs.

Despite uncertainty to the global economic outlook created by the ME conflict, Wong said that APAC airlines will continue to be vigilant over cost controls while maintaining international connectivity and the highest safety standards.

According to Airports Council International (ACI) Asia Pacific and Middle East Director General Stefano Baronci, airports in these two regions are maintaining a cautious stance on potential fuel supply disruptions.

However, despite the near-term uncertainty, Baronci said APAC will continue to be the epicentre of global aviation, with the region accounting for 37% of the global passengers and projected to handle about 10 billion passengers annually by 2054 based on ACI data.

Malaysia is no exception, with its airport operator continuously improving the ambience and facilities across its local network to enhance both passenger comfort and operational efficiency.

“ We have been working closely with the airline partners and authorities to support flight continuity, network connectivity and smooth operations. ”

DATO’ MOHD IZANI GHANI
Managing Director of Malaysia Airports

Malaysia Airports has recently introduced upgraded baby care rooms at Langkawi International Airport (LGK) and Kuching International Airport (KCH), as well as refreshed the check-in counters at Alor Star (AOR), Kuantan (KUA), Labuan (LBU) and Lahad Datu (LDU).

It recently completed phase one of the washroom refurbishment at Miri Airport (MYA) in Sarawak. At Kota Kinabalu International Airport (BKI) in Sabah, Malaysia Airlines (MH) passengers can now benefit from early baggage drop-off that offer greater flexibility and a smoother pre-departure experience.

Meanwhile, data released by Tourism Malaysia showed a 40.3% decline to 4,398 visitor arrivals from the Middle East to Malaysia in March 2026, following the crisis in the Middle East.

This represented a small share of its total 2.84 million international arrivals, with the majority 2.09 million coming from the Association of Southeast Asian Nations region. The was followed by East Asia (407,771) and Europe (124,824).

At the same time, Dato’ Mohd Izani said, “Growth across our local network of airports continues to be driven by expanding connectivity and the increasing relevance of our airports as regional gateways.

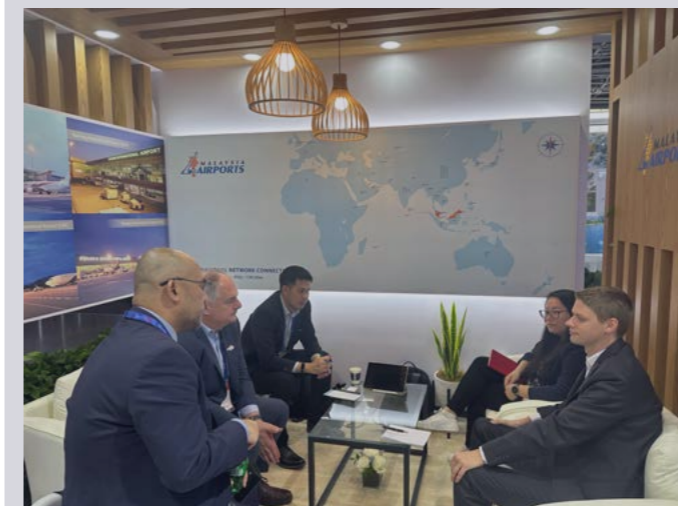
“Our priority is to match this momentum with the right capacity, seamless operations, and targeted improvements on the ground, ensuring we remain competitive while unlocking further growth opportunities for Malaysia.”

KUL recorded 16.9 million passenger movements, a 14.4% increase YoY in the 1Q2026. In March 2026 alone, it contributed 5.6 million to the 9.1 million total passenger movements by the local airports managed by Malaysia Airports.

Successful Engagements and Win at Routes Asia 2026

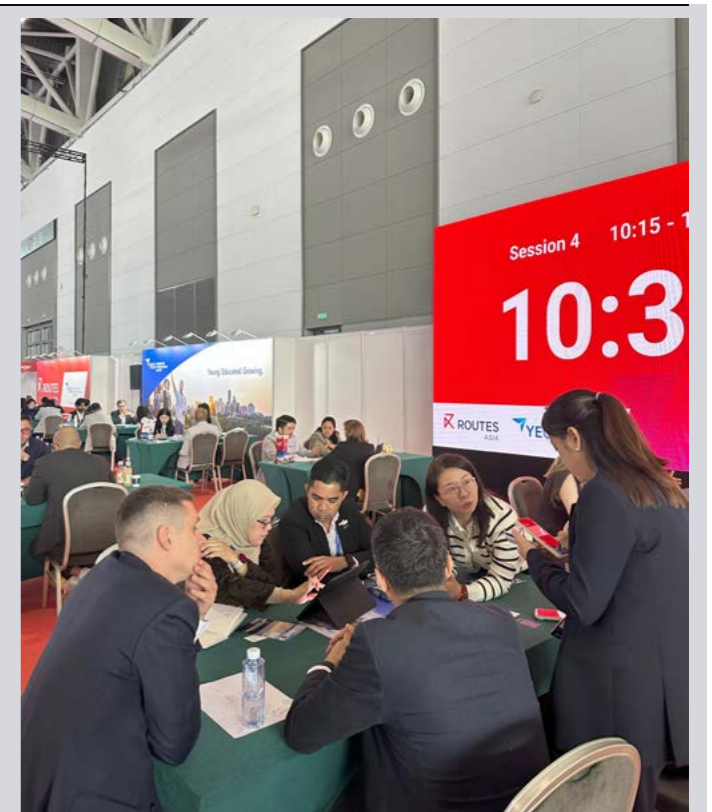
At the recent Routes Asia 2026 held in Xi’an, China, Malaysia Airports once again participated in this key regional platform connecting airlines, airports and tourism authorities.

Meeting were successfully held with over 30 airlines and 12 airports, providing airline partners with vital information such as the incentives and support that are available to help reduce costs as they plan and launch their routes.



As part of its action plan, the airport operator will work with its stakeholders to address challenges such as high fuel costs and immigration delays, in order to make travel smoother and more cost-effective.

These efforts will be aligned with the country’s Visit Malaysia 2026 campaign, which has been extended to 2027 to attract more travellers and maximise the benefits visa-free policies.



It was a proud moment for Malaysia Airports when LGK won the Routes Asia 2026 Awards in the under five million passengers category, recognising its strong performance in route development marketing.

The award also reflects LGK’s continued growth in air connectivity and its position as an emerging aviation and tourism hub in the region.

Voted by airline network planners, the Routes Asia 2026 Awards are among the industry’s most prestigious accolades, recognising excellence in airport and destination marketing and highlighting the partnerships that support route growth and connectivity.

Presented on 15 April 2026, the awards recognised the enhanced airline partnership and development support delivered by airports to their airline partners throughout 2025.

The Routes Asia 2026 Award for LGK was received by Malaysia Airports’ Chief Airport Officer, Byron Thompson, alongside the General Manager of Aviation Marketing and Development, Zainuddin Mohamed, and team members.





Thai Airways Introduces First Airbus A321 neo, Enhancing the Passenger Experience

Thai Airways International (TG) has introduced its first Airbus A321neo, marking a significant step in its fleet modernisation strategy while enhancing the overall passenger experience on short- and medium-haul routes.

The new aircraft forms part of TG's broader effort to improve operational efficiency and elevate onboard comfort, supporting the airline's long-term growth and sustainability objectives.

The A321neo is also among the first 10 aircraft under its operating lease agreements with AerCap, one of the world's leading aircraft lessors.

Equipped with next-generation engines that enhance sustainability by reducing carbon dioxide emissions and supporting the use of sustainable aviation fuel, this aircraft also features other advanced aviation technologies that improve fuel efficiency and lower noise levels.

Chai Eamsiri, TG's Chief Executive Officer said, "The recent introduction of the A321neo reinforces our commitment to enhancing and elevating the passenger experience through modern, comfortable cabin design and in-flight products."

The aircraft features new livery elements and exterior design details reflecting TG's brand identity.

Its A321neo logo, designed under the Thai Contemporary concept, incorporates a neon violet tone symbolising innovation and progress, while maintaining consistency with the airline's Airbus family branding.

The aircraft's cabin offers 16 Business (Royal Silk) Class seats, comprising four single Throne Seats and 12 Double Seats, featuring fully flat beds with 180-degree recline and increased seat pitch.

The Economy Class seats, meanwhile, are ergonomically designed with a 110-degree recline and six-way adjustable headrests.

Passengers will also benefit from an advanced in-flight entertainment system with 4K-resolution touchscreens and Bluetooth headphone connectivity. Additional enhancements include Airspace XL overhead bins, providing up to 40% more storage capacity, as well as welcome ceiling and cabin mood lighting designed to create a more comfortable inflight atmosphere.

Earlier in February, Thailand's national flag carrier had announced plans to operate flights to 62 destinations worldwide for its Summer 2026 schedule starting from 29 March to 24 October.

This includes the resumption of its Bangkok (BKK) to Amsterdam (AMS) service from July 2026 after 28 years and plans to increase flight frequencies to destinations in China and India.

TG carried a total of 16.46 million passengers last year, up 2% year-on-year.

Currently, the airline operates a fleet of 80 aircraft, comprising 59 widebodies and 21 narrow-bodies, including the first of its 32 A321neo.

Meanwhile, amid rising fuel costs and shifting global travel demand linked to ongoing United States-Iran tensions, Thai Airways has announced a reduction in flight frequencies for May 2026, affecting certain key destinations in Asia and Europe.

For more information, call **+603-20346999** or visit **www.thaiairways.com.my**



Ethiopian Airlines, The Spirit of Africa Turns 80

Africa's largest aviation group, Ethiopian Airlines (ET) Group, has built a global footprint connecting key markets across Asia, Europe, North America and South America, as it celebrates eight decades of operational excellence, network growth and aviation innovation.

Enquanhone Minyashal, ET's Regional Manager of Singapore, Australia and New Zealand said, "Our 80th anniversary is not only a milestone, it reflects the partnerships that have shaped ET since 1946."



The airline anticipates strong growth in Southeast Asia (SEA), further reinforcing Ethiopia's capital, Addis Ababa (ADD), as the key gateway linking Africa to this region and beyond.

Under its Vision 2035, ET is committed, among other things, to strengthening the Asia-Africa corridor that underpins long-term network growth and expansion in passenger and cargo connectivity.

Gebeyehu Masrie, ET's new Area Manager for Malaysia, who came on board at the end of March 2026, recently invited the travel trade to a reception to celebrate the airline's 80th year of operations at its Kuala Lumpur office.

Filip Filipov, Chief Executive Officer of the aviation data firm, OAG, said in his regional overview at WiT Africa 2026 that Eastern Africa has been a success, with ET as the dominant carrier driving sustained growth at an average annual growth rate of 5.6% over the past decade.

Data from OAG's April 2026 report showed that ET operates nearly two million seats, representing a 6.9% year-on-year increase.

The Star Alliance member is currently the leading airline in Africa in terms of the number of aircraft, destinations served, revenue, number of passengers and other parameters.

A true African success story, Ethiopian Airlines operates flights to over 160 domestic and international passenger and cargo destinations across five continents, placing it among the world's top 10 airlines.

As the fastest-growing and most profitable airline group in Africa, it operates a young fleet that includes ultra-modern and environmentally friendly aircraft such as the Airbus A350 family, Boeing 787 Dreamliner, Boeing 777, and Boeing 737 MAX.

Meanwhile, ET's loyalty programme, ShebaMiles, has recently partnered with Marriott Bonvoy, Marriott International's award-winning travel programme, in a strategic collaboration to give travellers more opportunities to earn and redeem points and miles across both hotel stays and flights.

To access the benefits, members need to be enrolled in both programmes. No account linking is required.

For more information, call **+603-2022 0168** or visit **www.ethiopianairlines.com**



Spring Airlines to Offer More Affordable China–Malaysia Flights

China’s private carrier, Spring Airlines (9C), continues to optimise its route network, offering travellers more diverse and economical new options for their journeys.

Between 29 April and 6 May 2026, the airline increased its Kuala Lumpur (KUL)–Shanghai (PVG) service from two to three daily flights, leveraging the Labour Day Golden Week national holiday period.

Besides this route, 9C will focus on its two other direct services from Malaysia to China for the summer-autumn season this year, namely KUL to Guangzhou (CAN) and Penang (PEN) to PVG.

The five-times-weekly Kuala Lumpur–Guangzhou service offers high-frequency connectivity to meet the essential business and family travel needs of passengers in the capital and surrounding areas.

9C’s daily PEN to PVG service leverage the latter’s status as an international hub, offering connections to the wider markets of China and Northeast Asia (NEA).

All three direct routes will remain in operation until 24 October 2026.

These services reflect 9C’s long-term commitment to provide reliable travel options for business, tourism and family visits between the two countries.

Yu Jiali, its General Manager for Southeast Asia said, “9C will continue to operate its route network in Malaysia steadily, deploying high-frequency and highly reliable capacity to serve the China-Malaysia market.

“The airline has always adhered to the philosophy of ‘making flying accessible to more ordinary people,’ focusing on offering affordable and safe air services.”

“ Our low-cost operating model effectively reduces travel costs and time for passengers, providing efficient and stable travel choices for both business and leisure travellers. ”

YU JIALI

General Manager for Southeast Asia

As of March 2026, 9C operates a fleet of 134 Airbus A320 aircraft, serving over 210 domestic and international routes across Malaysia, South Korea, Thailand as well as other key cities in Southeast and NEA.

9C is ranked the eighth largest domestic airline in China, with 2.69 million departing seats for April 2026, up 11.1% year-on-year, according to OAG latest data.

Additionally, China and Malaysia, with a long-standing friendship of 52 years, are not only key source markets for each other, but are also indispensable partners within ASEAN and Asia Pacific region.

For more information, visit www.ch.com



Multiple Awards for Saudia’s Guest Experience Excellence

Saudia (SV) has emerged as the most awarded airline at the World Travel Catering and Onboard Services Expo 2026, securing 12 international accolades.

At the TravelPlus Airline Amenity Awards 2026, Saudi Arabia’s national flag carrier received six recognitions.

Of these, five were Gold awards for Economy Class Amenity Kit, Economy Class Blanket/Comfort Item, Business Class Meal Serviceware, First Class Sleeper/Lounge Suit, and Business Class Amenity Kit in the Middle East (ME).

SV also received a Highly Commended distinction in the First Class Ladies Kit category. It was among a select few airlines worldwide to be awarded the TravelPlus Passenger Amenities Five Star Rating 2026.

Widely regarded as a global benchmark for excellence in onboard comfort and design, the 2026 Onboard Hospitality Awards honoured the airline with Best First Class Food Service (Lunch and Dinner), Best Amenities: Economy, and a ‘Highly Commended’ distinction in the Best Wearable Textiles category.

Additionally, the PAX International Readership Awards 2026, reflecting the voice of the global aviation industry, recognised SV for its continued progress in in-flight entertainment (IFE) and onboard innovation in the ME under two categories: Best IFE and Connectivity as well as Best Children’s Amenity Kit.

“ As these award-winning products continue to roll out, they introduce new levels of comfort and refinement, while reflecting Saudi Arabia’s identity and hospitality. ”

ROSSEN DIMITROV

Chief Guest Experience Officer at Saudia (SV)

Meanwhile, the SV Group, which continues to invest in national capabilities as a foundation of its long-term growth strategy, has graduated over 1,000 trainees into its aviation workforce within a single year.



His Excellency Engineer Saleh Al-Jasser, Minister of Transport and Logistics Services and SV Group Director General said, “Developing national talent is fundamental to achieving the ambitions of our National Aviation Strategy.”

SV, which has also invested significantly in upgrading its aircraft, currently operates one of the youngest fleets, totalling 149 aircraft.

The airline’s extensive global route network covers around 100 destinations across four continents.

For more information, call +603-2166 0088 or visit www.saudia.com



Vietjet Air Leads Emissions Efficiency, Gains Global Recognition and Expands Network

Cirium's Flight Emissions Review 2025 has recognised Vietjet Air (VJ) as the most emissions-efficient airline in its intra-Southeast Asia (SEA) rankings, leading with 64.5 grams of carbon dioxide per available seat kilometre (CO₂/ASK).

The ranking is based on Cirium's EmeraldSky methodology, where the leading global aviation data and analytics provider measures the amount of fuel an airline burns relative to its passenger capacity.

VJ's ability to maintain the lowest emissions intensity highlights its strength in optimising operations across the entire value chain, from aircraft configuration and network planning to load management.

Its emissions performance can be attributed to its new-generation fleet, as the airline primarily operates Airbus A320 and A321 aircraft, including the latest neo variants, which offer approximately 15% to 20% fuel savings compared to the previous-generation models.

With one of the youngest fleets in the region, VJ, headquartered in Hanoi (HAN), is well-positioned to optimise fuel consumption and CO₂ emissions per flight.

Additionally, VJ was named the World's Best Ultra Low-Cost Carrier and ranked 10th among the Top 10 Best Low-Cost Airlines in 2026 by AirlineRatings.com, recognised for its highly competitive fares, including zero dollar promotions and rapid network expansion.

The airline continues to stimulate demand across emerging markets while positioning for long-haul growth, including Europe. VJ is reportedly pushing ahead with its plans to expand into Europe from HAN via Almaty (ALA) in Kazakhstan, as it navigates fuel supply disruptions and rising prices amid geopolitical crisis in the Middle East.

Earlier in January 2026, VJ was once again recognised as the World's Safest Airlines, having consistently maintained a 7/7 safety rating from AirlineRatings since 2018.

VJ operates a modern, fuel-efficient fleet with a technicality rate of 99.72%, among the highest in the region, according to the global airline safety and product rating organisation.

For more information, visit www.vietjetair.com

JL's heartfelt professionalism, exceptional world-class hospitality upheld by its cabin crew and consistent safety standards delivered across all touchpoints from the airport to the sky were also evaluated by the United Kingdom-based organisation that audits and rates airline websites, as well as airport and inflight services.

Earlier in March 2026, the JL Group unveiled its new corporate brand slogan, Soaring Together, which focuses on building a future of sustainability and personal well-being by providing encounters and experiences that resonate with customers.

JL, which aims to be the world's most empathetic airline group, carried eight million international passengers for the financial year ended 31 March 2026, up 105.6% year-on-year (Y-o-Y) with a load factor of 85.8%.

According to JL's March 2026 international passenger traffic data, the largest numbers came from Southeast Asia (199,851, +108.4% Y-o-Y) followed by East Asia (169,482, +96.4% Y-o-Y) and America (164,325, +110.9% Y-o-Y).

Meanwhile, JL has renewed its mobile application for booking and boarding on 15 April 2026, focusing on improved usability and a simpler design to enhance the customer experience from pre-trip preparation through to arrival at the final destination.

For more information, call +603-2287 6888 or visit www.jal.co.jp/my/en



5-Star Rating for Japan Airlines for Ninth Consecutive Year

Japan Airlines (JL) has been named a 5-Star Airline by Skytrax for the ninth consecutive year, the highest rating achievable in its World Airline Star Rating assessment.

The recognition reflects JL's ongoing commitment to provide authentic experiences that excite the senses of its customers.

The airline was evaluated on the harmony of Japanese aesthetics and comfort of its First and Business Class cabins in its Airbus A350-1000 aircraft, featuring suites that prioritise personal space and privacy.

Other key evaluation points included JL's superior dining experience, particularly its refined First Class dining with expertly paired beverage offerings that deliver a highly sensory experience.



SriLankan Airlines Drives Revenue Growth with Next-Gen AI Pricing Platform

SriLankan Airlines (UL) recorded a 13% revenue increase in the first three quarters of its 2025/2026 financial year following the implementation of a next-generation, artificial intelligence (AI) and Machine-Learning (ML) powered Origin and Destination (O&D) revenue management platform.

Industry benchmarks show that O&D-based revenue optimisation models typically deliver a 3% to 5% increase in passenger revenue, underscoring this new revenue management system as a key driver of growth for Sri Lanka's national carrier.

Kshanaka Saparamadu, UL's Head of Revenue Management said, "We are not only refining our current processes but also positioning ourselves for long-term success in modern airline retailing, ensuring we stay ahead in a rapidly changing industry."

"Embracing this latest revenue management technology is a testament to our commitment to continuous innovation and digital transformation."

The system enables dynamic pricing and smarter inventory optimisation, while delivering a superior passenger experience across all sales channels through real-time seat availability and predictive analytics.

"This transition to a dynamic, integrated revenue management system reflects our strategic focus on remaining agile in an increasingly competitive and fast-evolving airline industry."

CHAMARA PERERA

SriLankan Airlines Group Head of Information Technology

"As the aviation sector undergoes rapid digital transformation, UL is enhancing its ability to respond swiftly to market fluctuations and meet the evolving demands of today's travellers," he added.

These capabilities enhanced scalability, boosting yield and positioning UL at the forefront of digital transformation in a dynamic global aviation market.

This transformation also enabled the airline to secure two awards, the Growth Catalyst Award at the Outperformer Customer Awards 2025 in Las Vegas by PROS and the Silver Award in the AI and Data Science category at the National Project Management Excellence Awards 2025 in Colombo by the Project Management Institute Sri Lanka Chapter.

Meanwhile, UL recently established a new interline partnership with Maldivian (Q2), the Maldives' national carrier, to expand seamless access to 17 destinations across the Maldivian archipelago via Colombo (CMD).

The oneworld Alliance member, which reportedly flies to over 114 destinations in 62 territories, also partnered with low-cost carrier, flynas (XY), in April 2026 to expand connectivity between Sri Lanka and Saudi Arabia.

Earlier in February 2026, UL and Jetwing Travels hosted a business-to-business networking event, Sri Lanka: A Journey Beyond, in Kuala Lumpur, with the latter showcasing curated travel packages targeted at the Malaysian market with emphasis on luxury and adventure, among other things. Sri Lanka is eyeing three million tourist arrivals in 2026.

For more information, visit www.srilankan.com



Philippine Airlines Reports Revenue and Profit Growth in 1Q2026

Philippine Airlines (PR) reported a 2.6% increase in net income to USD78.55 million on total revenues of USD895.7 million, up 9.7% for the first quarter of its 2026 (1Q2026) financial performance ended 31 March compared to the previous corresponding period.

This performance was driven by sustained passenger demand, stronger cargo yields, and continued growth in ancillary revenues.

PR's passenger revenues grew 8.7% to USD759.65 million as the airline carried 4.3 million passengers, up 6.1% year-on-year, with its growth supported by post-holiday travel demand and a resilient network.



In line with demand, the capacity of Philippines's flag carrier expanded, with available seat kilometres increasing 7.2% and flights operated rising by 8.4% for the 1Q2026.

PR's cargo revenues rose 22.5% to USD43.21 million amid tight global airfreight capacity, particularly on lanes affected by Middle East (ME) disruptions, while ancillary revenues increased 11.2% to USD83.56 million, driven by higher uptake of value-added and personalised travel services.

“Our first quarter results reflect both the strength of demand for Philippine travel and the disciplined execution of our team. However, these results only partially reflect the impact of the escalation in the ME late in the quarter, which has introduced volatility in fuel prices and disrupted parts of the global aviation network.”

RICHARD NUTTALL
President of Philippine Airlines (PR)

Additionally, the airline's total operating expenses rose 7.1% to USD793.85 million in 1Q2026.

Its flying operation, the largest cost component, increased 9.2% to USD447.08 million, reflecting higher flight activity, late-quarter fuel price pressures linked to developments in the ME, as well as increased depreciation and amortisation from fleet expansion.

Nuttall added, “We are actively managing our network and costs to protect margins and liquidity.

“While near-term headwinds remain, we are confident in the strength of our fundamentals and are taking prudent steps to sustain our momentum.”

PR's sustained net profitability generated strong operating cash flow during the quarter, allowing the airline to fund capital expenditures, service debt, and strengthen its cash position, while maintaining the liquidity needed to manage near term disruptions and support investments in fleet and passenger experience.

For more information, visit www.philippineairlines.com



Continuous Drive for Malaysia Aviation Group Towards the Roadmap to 2030

Malaysia Aviation Group (MAG) is on track with its long-haul fleet renewal, with its fleet modernisation continuing to be a primary growth lever as it transitions into its Long-Term Business Plan (LTBP) 3.0. This transition is supported by a stronger operational base and clearer strategic priorities under its 2030 roadmap.

The Group's national flag carrier, Malaysia Airlines (MH), welcomed its 15th Boeing 737-8 aircraft on 8 April 2026, the first arrival for the year.

MAG has placed an order for 30 new narrowbodies, including the Boeing 737-10 and additional Boeing 737-8, and exercised options for an additional 20 Airbus A330neo aircraft to support its future growth and product competitiveness.

Its President and Group Chief Executive Officer, Captain Nasaruddin A. Bakar, who assumed his current position in February 2026, said the Group has gone through nine crises and shown its ability to adapt, recover and move forward with strength and purpose.

“MAG's near-term priorities are clear: placing people first, a resilient network and strong financial discipline, with customer trust at the heart of everything we do.”

CAPTAIN NASARUDDIN A. BAKAR
Chief Executive Officer of Malaysian Aviation Group (MAG)

The ongoing Middle East crisis, particularly fluctuations in fuel prices and foreign exchange rates have significantly impacted the profitability of airlines, the aviation industry's route network, cost and safety.

Captain Nasaruddin maintained, “The current crisis does not change our direction, we remain focused on prioritising groupwide strategic initiatives that drive the ambitions of our LTBP.”

Reviewing MAG's performance for the financial year ended 31 December 2025, he said it recorded a net profit after interest and tax of RM137 million, more than double the RM54 million achieved in 2024.

This marked its fourth consecutive year of operating profit, reflecting disciplined execution and continued focus on cost management and operational efficiency.

Additionally, MAG's total revenue for 2025 grew to 6% increase year-on-year RM14.6 billion, driven by sustained travel demand, network optimisation and disciplined commercial performance.

The passenger revenue improved by 6% to RM11.6 billion, while its cargo revenue rose by 7% to RM1.62 billion, driven mainly by higher capacity.

The Group's available seat kilometres rose by 16% while total passengers carried increased by 12% to 18.6 million with a load factor of 81% in 2025, reflecting strong demand across international and domestic segments.

For more information, visit www.malaysiaairlines.com



Another Huge Success for Malaysia Airports' Licence To Win 2025

Licence to Win (LTW) 2025, the flagship airport sales campaign by Malaysia Airports, which ran from 21 July to 31 December, attracted the highest number of entries and generated over RM200 million in total sales.

With a lower minimum entry spend of RM100 compared to RM200 previously at participating outlets across the country's five major international airports in Kuala Lumpur (KUL), Penang (PEN), Langkawi (LGK), Kota Kinabalu (BKI) and Kuching (KCH), entries increased, particularly from lower-spend categories such as food and beverage (F&B), gifts and souvenirs.

The ease of entry, with a minimum spend of RM100 either in a single receipt or across two same-day receipts, was one of the contributing factors for the highly successful LTW 2025.

Additionally, purchases made at Eraman outlets, or travellers who are members of Traveloka, Southeast Asia's leading travel tech platform, for aspirational travel rewards and seamless digital integration, qualified to double contest entries.

LTW 2025 also revealed some interesting insights and travellers' trends. The highest single receipt submitted was a remarkable RM93,000 spent at a premium retail store, while the average spend per entry stood at RM447.

“The LTW 2025 campaign reflects the strength of our evolving retail strategy and our continued focus on elevating the airport experience for travellers.”

HANI EZRA HUSSIN
Malaysia Airports Senior General Manager
of Commercial Services

“Strong participation and sustained sales demonstrate our ability to create more engaging and rewarding retail experiences across all touchpoints while supporting our partners in driving visibility and growth.”

Underscoring Malaysia Airports' efforts to deliver greater value for travellers while supporting a more seamless and enjoyable journey, the LTW 2025 initiative also supports the broader objectives of Visit Malaysia 2026, now extended to 2027, to position the country's airports as welcoming gateways that showcase the best of Malaysia to both domestic and international travellers.

This proves to be more so as our airports evolve beyond transit hubs into vibrant lifestyle destinations reflecting the warmth, vibrancy and hospitality of Malaysia.

At the spectacular grand finale of Malaysia Airports' LTW 2025 held recently at the iconic Bangunan Sultan Abdul Samad, four semi-finalists competed in high-stakes games challenging their speed, focus and precision skills.

It was an adrenaline-charged night from the first game segment, Reflex Rush to the second segment, Can You Catch Faster than Max?, which saw the contestants narrowed to only two for the last segment, Unlock the Dream.



The final segment comprised two rounds. Round one, Rapid Fire (Trivia), required the finalists to be the first to press the buzzer and answer questions.

The second round, The Final Unlock, involved the finalists picking the correct key to unlock the box for the grand prize, a Porsche 911 Carrera.



It took several attempts before Raenita Santoso, the wife of James Robert from Indonesia, who acted as his proxy in the games, emerged as the grand prize winner. Her selection of the number 10 key helped her beat her rival to win the coveted and stunning red Porsche.

The other finalist, Abu Ashraff, won the first prize worth RM80,000, comprising a Traveloka travel package to Switzerland worth RM50,000 and an Eraman shopping spree worth RM30,000.

The second prize, consisting of a Traveloka travel package to Australia worth RM30,000 and an Eraman shopping spree valued at RM20,000, went to another Malaysian, Woon Hooi Yin.

The third prize winner, Mohammad Hashim bagged the third prize, which comprised a Traveloka travel package to Japan worth RM20,000 and an Eraman shopping spree valued at RM10,000.

Stevens Hendrajaya, Traveloka's Head of Partnership; Md Fadzwin Abdul Rahim, General Manager of Eraman Malaysia and Zeid Abdul Razak, Chief Financial Officer of Malaysia Airports, were present at the LTW 2025 grande finale and prize giving ceremony.

A BMW R1300 GS motorbike was also presented to Ang Mei See on behalf of the winner, Ang Hock Lai.



As Hani summed up in her speech, “Tonight, we are not only celebrating winners but also a campaign made possible by the support and trust of our travellers, tenants and partners.”



She recalled that the LTW campaign previously gave away a Lamborghini in 2017, an Aston Martin the following year, and a McLaren 570S Coupe in 2019. In 2024, the prize was a RM1 million shopping spree.

“The vision behind LTW has always been to make the airport experience more memorable and to turn everyday travel moments into something exciting and experiential.”

LTW 2025, built around the theme, Own the Dream, was something very real for its passengers. It was either a long-awaited holiday, a special reward or turning a routine moment into a memorable one, she remarked.

“For our tenants and partners, the dream is about growth, seeing your brands ignite, your stores come alive and your efforts translate into real results.”

“For Malaysia Airports, we see ourselves as more than just a base. We are here to create an environment where passengers feel inspired to explore, discover and engage more deeply what we have to offer,” she added.

Overall, Malaysia Airports recorded more than 44 million transactions across its network and saw strong growth in key categories such as F&B, which grew by more than 19%, while gifts and souvenirs rose by 42% to become the fastest-growing category, supported by increased participation from the lower minimum spend.



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