



media information

Malaysia Airlines to join oneworld on 1 February 2013

Monday, 29 October 2012: Malaysia Airlines will become a full member of **oneworld**[®] with effect from Friday 1 February 2013, adding one of commercial aviation's most frequent award winners to the world's leading quality airline alliance.

The national airline of Malaysia received clearance to board **oneworld** after successfully completing a thorough review of its readiness conducted by Qantas, which is sponsoring its entry into the alliance, with the **oneworld** central team.

While its alliance implementation programme is on track for completion in the coming weeks, its addition to **oneworld** is being held until the beginning of 2013 to avoid the end-of-year holiday season and for other administrative reasons.

Malaysia Airlines will start offering **oneworld**'s full range of services and benefits from 1 February 2013 – becoming the alliance's second airline operating the Airbus A380, after its **oneworld** sponsor Qantas.

From then, the 2 million members of Malaysia Airlines' Enrich loyalty programme will, in effect, have their frequent flyer privileges extended to whenever they fly with any **oneworld** member airline – airberlin, American Airlines, British Airways, Cathay Pacific Airways, Finnair, Iberia, Japan Airlines, LAN Airlines, Qantas, Royal Jordanian, S7 Airlines and some 25 affiliated airlines. This includes earning and redeeming mileage awards and earning tier status points when flying with all these airlines. *(See notes)*

Enrich Platinum cardholders will have Emerald status in the **oneworld** programme. Enrich Gold will be equivalent to **oneworld** Sapphire and Enrich Silver will be **oneworld** Ruby.

From 1 February, Enrich Platinum and Gold members will be able to use any of the 550 airport lounges worldwide offered by **oneworld** member airlines whenever they fly with any of the alliance's carriers. Malaysia Airlines' First and Business Class passengers will also be able to use **oneworld** partner airline lounges. *(See notes)*

Also from 1 February, the 125 million members of the established **oneworld** airlines' frequent flyer programmes will be able to earn and redeem awards and tier status points and receive all other **oneworld** benefits on Malaysia Airlines. *(See notes)*

Malaysia Airlines is already participating in Global Explorer, the round-the-world fare offered by all **oneworld** members and various airlines that are not part of the alliance. From 1 February, Malaysia Airlines' network – serving more than 60 destinations in nearly 30 countries – will be covered by **oneworld**'s full and extensive range of alliance fares and sales products.

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Malaysia Airlines will substantially expand the alliance's network in South East Asia, where it will add 14 destinations and one country – Brunei – to the **oneworld** map. More significantly, it will strengthen the alliance's connectivity between many key business cities in Asia and other parts of the world.

Its addition will expand **oneworld's** global coverage to some 840 destinations in 156 countries, served by some 9,000 departures a day operated by a combined fleet of some 2,500 aircraft, carrying nearly 340 million passengers a year, with annual revenues of US\$ 110 billion. Add **oneworld's** other members elect – Qatar Airways and Sri Lankan Airlines – and the alliance network reaches to 856 destinations in 159 countries.

Currently three of **oneworld's** active member airlines serve three points in Malaysia, with Cathay Pacific, Japan Airlines and Royal Jordanian flying to Kuala Lumpur, Cathay Pacific operating to Penang and its Dragonair regional affiliate to Kota Kinabalu.

Malaysia Airlines' **oneworld** implementation programme has represented one of the most extensive projects in the airline's history, with working groups covering some 20 streams of activity. Projects are nearing completion to bring its various internal processes and procedures into line with the alliance's requirements, and extensive employee training and communications programmes are now underway at Malaysia Airlines and the alliance's existing members, to ensure they are ready to provide **oneworld's** customer services and benefits across the expanded alliance from 1 February.

oneworld CEO Bruce Ashby said: "Malaysia Airlines is an ideal candidate for **oneworld**, with its world-class reputation for customer service mirroring **oneworld's** own focus. Its Kuala Lumpur home will provide our customers with another of the world's best airports, geographically well placed between our existing hubs. This will greatly enhance **oneworld's** offering throughout one of the world's fastest growing region for air travel demand."

Malaysia Airlines Group Chief Executive Ahmad Jauhari Yahya added: "**oneworld** membership represents one of the most significant achievements to date for Malaysia Airlines. It will strengthen our competitive position considerably, enabling our customers to enjoy a truly global network together with our partners who include some of the best and biggest airlines in the world, while enabling us also to tap into all the financial benefits that come from being part of a global alliance, through additional passenger feed and cost reduction opportunities. We are very pleased and proud to join what is clearly the world's top quality airline grouping on 1 February".

Notes

Because of an upgrade to LAN's frequent flyer information technology system being implemented shortly after Malaysia Airlines joins **oneworld**, frequent flyer services and benefits between Malaysia Airlines and LAN will be available from 1 April 2013. So members of Malaysia Airlines' Enrich programme will be able to earn or redeem frequent flyer reward points and receive other **oneworld** frequent flyer services and benefits when flying on LAN Airlines, and members of LAN's LANPASS programme will be able to earn or redeem frequent flyer reward points, and receive other **oneworld** benefits when flying on Malaysia Airlines from 1 April 2013.

About Malaysia Airlines

Malaysia Airlines started operations in 1947. Today, it serves more than 60 destinations in almost 30 countries across Asia, Australasia, Middle East, Europe, and North America, including **oneworld** hubs Hong Kong, London Heathrow, Los Angeles, Sydney and Tokyo Haneda and Narita.

Its present fleet of 88 aircraft – including its flagship Airbus A380s – operates more than 250 departures a day. It boarded 13 million passengers in 2011, generating revenues of MYR 13.6 billion (US\$ 4.5 billion).

Malaysia Airlines describes its distinctive brand is an extension of the special culture of warmth and friendliness unique to Malaysians. This inimitable Malaysian sense of graciousness is branded as "Malaysian Hospitality" and symbolized by the acronym MH, which is also the airline's flight code.

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Both Malaysia Airlines and its Kuala Lumpur hub are among the industry's most frequent winners of awards for quality service. Malaysia Airlines itself has won the World's Best Cabin Crew title from the Skytrax airline quality rating agency in seven of the past 11 years.

This year, Malaysia Airlines marked the entry of its first A380 into the airline's fleet by having its Five-Star Airline status renewed by Skytrax – as the airline embarked on a series of improvements to repositioning it as a premium carrier.

About oneworld

oneworld aims to be the first choice airline alliance for the world's frequent international travellers. It brings together some of the best and biggest names in the airline business – airberlin, American Airlines, British Airways, Cathay Pacific, Finnair, Iberia, Japan Airlines, LAN, Qantas, Royal Jordanian and S7 Airlines, and around 20 affiliates including Austria's NIKI, American Eagle, Dragonair, LAN Argentina, LAN Ecuador and LAN Peru. Malaysia Airlines will join on 1 February 2013, followed by SriLankan Airlines later in 2013 and then Qatar Airlines.

oneworld enables its members to offer their customers more services and benefits than any airline can provide on its own. These include a broader route network, opportunities to earn and redeem frequent flyer miles and points across the combined **oneworld** network and more airport lounges. **oneworld** also offers more alliance fares than any of its competitors.

oneworld is current holder of three leading international awards for airline alliances - named the Best Airline Alliance by *Global Traveler* in its GT Tested Reader Survey 2011 Awards for the second year running, the World's Leading Airline Alliance in the 2011 World Travel Awards, for the ninth consecutive year, and the Best Airline Alliance 2011 in Australian Business Traveller's debut awards.

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