

## Viva Aerobus celebrates its 12th anniversary with historic expansion

**Mexico City, November 30, 2018.** - Viva Aerobus, Mexico's ultra-low-cost airline, celebrates today its twelfth anniversary in a moment of historic expansion having traveled approximately 350 million km and transported 50 million passengers on its more than 360,000 flights since its foundation.

Through 12 years of service in Mexico, and with more than 1,500 employees, Viva has consolidated as one of the fastest growing Mexican airlines in terms of routes and passengers. The airline has already launched 20 new routes for sale in 2018, exceeding, for the first time, an offer over 100 routes with a total of 104 routes, 13 of them international, to 45 destinations. Moreover, a couple of months ago, the company also started its connecting flights service via Monterrey.

Viva's expansion strategy has also resulted in the establishment and strengthening of 5 national operating bases. In this sense, the airline has the following number of destinations from these bases:

- 33 from Monterrey
- 21 from Mexico City
- 21 from Guadalajara
- 20 from Cancún
- 6 from Tijuana.

This has boosted Mexico's air connectivity from multiple regions in order to have a positive impact on tourism, expand business opportunities and strengthen local and national economic development.

"We celebrate one more year as the airline that has transformed the way of traveling by airplane: we have made flying a truly accessible transportation", said Juan Carlos Zuazua, CEO of Viva Aerobus. "Our low prices are the real boarding pass for all", he added.

Throughout 2018, Viva Aerobus has celebrated a series of decisive achievements for its expansion. Among them, it stands out its second most important investment in terms of fleet with the acquisition of 25 Airbus A321neo aircraft, which delivery will start in 2020. Additionally, this year, the airline received 9 new Airbus A320, reaching a total of 29 aircraft, integrating one of the youngest fleets in Mexico with an average age less than 5 years.

This strengthening in its route network and fleet has led Viva Aerobus to obtain a sustained growth in the preference of passengers. In every month of this year, Viva has reported a double-digit increase in passenger traffic, having transported more than 8.1 million passengers between January and October 2018, an increase of 22% over the same period of 2017.

Additionally, by the end of 2018, Viva would be reaching, for the first time, 10 million passengers transported in a single year.

In the words of Juan Carlos Zuazua, the support that passengers have given to the company since the first day of operation is the result of a strategy articulated in 5 service axes: safety, low prices, modern fleet, operational excellence and efficiency, and a focus on client.

Likewise, Viva Aerobus distinguishes itself by integrating land and air transport by being a member of Grupo IAMSA, the leading multimodal transport conglomerate in Mexico. Through this synergy, passengers have the opportunity to enjoy discounts and exclusive packages that add the benefits of flying in Viva Aerobus and traveling in bus companies such as ETN, Omnibus de México, Costa Line, TMT Caminante, La Línea and Autovías which, as a whole, offer the largest network of destinations in Mexico.



"It is an occasion to thank all our passengers, whose confidence has allowed us, in such a short time, to have climbed positions in the airline sector and consolidate us as a solid, profitable and competitive airline. Therefore, we also celebrate our clients with several promos ", Zuazua said.

As part of this celebration, Viva Aerobus places 212 thousand seats in promotion at prices starting from \$ 278 pesos in single trip to fly between December 2018 and May 2019.

Passengers can purchase their tickets on the official website of Viva Aerobus: <https://www.vivaaerobus.com/en> or calling the Call Center +52 81 8215 0150.

*Viva Aerobus is Mexico's low-cost airline. It started operations in 2006 and today operates the youngest Latin American fleet with 29 Airbus A320 in 104 non-stop routes to 45 destinations. With a clear vision to give all people the opportunity to fly, Viva Aerobus has democratized the airline industry with the lowest rates in México and the lowest costs in Latin America, making their flights the best value offer.*

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