

Viva Aerobus presents its new campaign "we want you to live more"

Mexico City, March 28, 2019.- Viva Aerobus, Mexico's ultra-low-cost carrier, presented its new advertising campaign "We Want You to Live More", a strategy that focus attention on the company's commitment and interest to enrich the integral experience of passengers, highlighting emotions behind each flight in its communication.

"This new communication approach goes beyond a commercial campaign. It is backed up by efforts to innovate our service and expand our offer so that passengers make each trip, and not just their flight, just as they need it. The goal is to be the airline for everyone and the first option to fly", said Juan Carlos Zuazua, CEO of Viva Aerobus.

This intention to enhance the experience of travelers has resulted in strategic improvements in two key areas of Viva's service.

An assertive and intelligent communication with customers has been prioritized. Therefore, the passenger data analysis was improved, achieving a differentiation of each traveler to offer exclusive promotions according to their profile and preferences. Besides, thinking about the needs of each person, Viva Aerobus official website now includes a new section named 'Prepare to Fly', where all kind of recommendations are listed for those passengers with special needs.

Viva Aerobus accentuated the flexibility of flights. Now, at the boarding gate, it is possible (considering availability) to board a previous flight to the one reserved, if the passenger chooses this option. Additionally, passengers who lose their flight may change the route of their original reservation by only paying the ticket price difference, but without an extra charge for changing the flight. Moreover, all passengers traveling with pets have free access to the 'express line', as a result of Viva's Pet Friendly policy.

All these efforts place Viva Aerobus at a turning point reaffirming its commitment to a 100% customer service. And, at the same time, it boosts its inherent distinctives: low prices, modern aircraft and a constant expansion of its route offer. In fact, so far this year, Viva has already launched 7 new routes, 2 of them never before operated by any airline (Cancun - Hermosillo and Hermosillo - Los Cabos) and 4 charter services to Cuba.

Thanks to an offer characterized by low prices, passengers have the opportunity to invest more of their savings in others areas of their trip, such as extending their stay, accessing better hotels, increasing recreational activities, traveling more frequently, etc. These opportunities, generated by flying at the best prices, are represented in the emotional experiences to highlight in the new advertising campaign, which will be announced on radio, television, digital channels, and cinemas all over the country.

"This firm interest in the experience of travelers is the guiding principle of our new advertising campaign. We want to share that, for Viva Aerobus, it is not about transporting people; it is a matter of approaching loved ones, exploring destinations, backing recreational moments and creating good memories. Therefore, our visual communication focuses on the emotional and human relationships", said José Ramón Valdiosera, Marketing Director of Viva Aerobus.

For Juan Carlos Zuazua, the driving force behind each decision are the customers. Thanks to their preference and confidence, Viva Aerobus has positioned as the fastest growing Mexican airline in terms of passengers. In 2018, the airline broke its own record by transporting, for the first time, more than 10 million passengers in a single year. And this growth continues. In the first two months of 2019, the airline achieved an increase of 17% in the number of passengers compared to the same period of 2017, having transported more than 1.5 million passengers.



About Viva Aerobus

Viva Aerobus is Mexico's low-cost airline. It started operations in 2006 and today operates the youngest Latin American fleet with 31 Airbus A320 in 111 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. For more information please visit: www.vivaaerobus.com/en

Contact

Tarssis Dessavre

Account executive of PROa Structura
tdo@proa.structura.com.mx
Tel. (+52.55) 5442.4642 - ext.26 / Cel.
(044.55) 2751.1709

Walfred Castro

Corporate Communication
Director of Viva Aerobus
walfred.castro@vivaaerobus.com

Carla Nuñez Gomez

Investor Relations
ir@vivaaerobus.com
carla.nunez@vivaaerobus.com

Alfredo Nava Escarcega

Director of Treasury and IR
alfredo.nava@vivaaerobus.com

