



***aviation
group***

Media Fact Sheet



Overview

1. Why is AirAsia Aviation Limited announcing the name change to “AirAsia Aviation Group Limited”?

This announcement is much more than just a name change. It signals a new era for the airline business.

The name change reflects the aviation group’s recovery and growth strategy by consolidating all of its airline operations under one entity to focus expansion of the business within the larger ecosystem.

The structural changes are also to provide a separate, robust and lean platform for the airline operations, now that the Group is much more than an airline.

Under the new structure, AAAGL will oversee all airlines in the Group and related support functions including AirAsia Consulting, shared corporate services division AirAsia SEA, the Santan food group and the ground handling services joint venture business called GTR.

2. When will the new name take effect?

The new name AirAsia Aviation Group Limited, is effective immediately.

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3. What is the strategy behind the name change?

The rationale for these structural changes is to provide a separate, robust and lean platform for the airline operations supporting **Capital A's** continued focus to become more than just an airline. AAAGL will become one of the key pillars under Capital A, alongside the new digital businesses and aircraft engineering company, Asia Digital Engineering (ADE) – which is also preparing to announce a new board of directors in the near future, as a separate entity to AAAGL.

Importantly, the future growth of the aviation group will be expected to come from new ventures, partnerships, geographies and adjacent businesses, expanding the aviation group's broader ecosystem. Underpinned by our relentless pursuit of operational excellence as the world's leading low cost carrier, our continued focus on cost and creating an optimal organisational structure will be critical to our strategy.

Furthermore, this announcement supports our fundraising strategy for the airline group as a separate entity, given certain investors may prefer to invest only in the airline business.

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4. Why does AAAGL announces the establishment of an independent board of directors?

The formation of a new board of directors for AAAGL, comprising mainly independent directors, will be separate to the board of the Group holding company, Capital A, providing a dedicated focus on the aviation businesses to support sustainable growth including setting up new joint ventures in the future.

5. Who is included in the topline management team behind AAAGL?

See the following pages.

Tan Sri Jamaludin Ibrahim

Independent Non-Executive Chairman, AirAsia Aviation Group Limited



Tan Sri Jamaludin has more than 40 years of experience, including 16 years in IT and 23 years in telecommunications. Outside ICT, he has served in numerous Boards and in other non executive roles in public and private sectors. He is now the Chairman of Prasarana Malaysia Berhad, the Chairman of QSR Brands (M) Holdings Bhd, and a Board Member of Sunway Group Berhad. He is also the Pro Chancellor of Universiti Teknologi Malaysia (UTM).

At the national level, he is a member of the country's Economic Action Council and the National Digital Economy/4IR Council. Both are chaired by the Prime Minister.

Prior to his retirement in December 2020, Jamaludin was the Group CEO of Axiata Group Berhad for almost 13 years, and as the Group CEO of Maxis Communications Berhad for 10 years.

Before joining the telecommunications industry, he was in the IT industry at Digital Equipment (DEC) and IBM. He first started his career in the technical IT areas at IBM and as a lecturer in quantitative methods at California State University, USA.

Mr. Tharumalingam A/L Kanagalingam

Group CEO, AirAsia Aviation Group Limited



Tharumalingam Kanagalingam, better known as Bo Lingam, is Group CEO of AirAsia Aviation Group Limited.

Bo joined AirAsia in 2001 as a Ground Operations Manager, responsible for the implementation of the low-cost concept in operations and procurement. Since then, he has held several key positions including Purchasing and Supplies Senior Manager, Regional Guest Services Director, and President & Group Chief Operating Officer, where he supervised AirAsia's operations in Malaysia, Thailand, Indonesia and the Philippines, drove process improvement and set up new airlines in the region for the Group.

Prior to joining AirAsia, and upon completing his Sijil Pelajaran Malaysia, he worked extensively in the publication and music industry at various production houses, including as Production Controller at EMI Music Malaysia as well as Operations Manager and Promotions Manager at Warner Music Malaysia.

As Group CEO of AirAsia Aviation Limited, Bo lead's AirAsia airline business, overseeing the four airlines in the Group (AirAsia Malaysia, AirAsia Philippines, AirAsia Thailand and AirAsia Indonesia).

Ms. Sim Siew Shan

Chief Financial Officer, AirAsia Aviation Group Limited



Sim Siew Shan has more than 20 years of experience in the finance field in various industries ranging from real estate, construction, hospitality and aviation.

Siew Shan joined AirAsia in August 2018 as the Group Financial Controller and was appointed as AirAsia Berhad Chief Financial Officer in November 2019 and subsequently in June 2021, appointed as the AirAsia Aviation Group's Chief Financial Officer.

Siew Shan is a Fellow Member of the Association of Chartered Certified Accountants, having started and spent a decade of her career with Ernst & Young. Prior to joining AirAsia, she was the Financial Controller with KLCC (Holdings) Berhad and KLCC Property Holdings Berhad.

Mr. Javed Malik

Chief Operating Officer, AirAsia Aviation Group Limited



Javed Malik is responsible for the safe and efficient operation of AirAsia's aircraft, overseeing pilot and cabin crew recruitment, training and operations, AirAsia's operations control centre, security, airport infrastructure development and supply chain management.

In addition to ensuring compliance with national and international regulatory requirements, Javed is also tasked with the operational implementation of AirAsia's digital and technology transformation initiatives.

Javed commenced with AirAsia as Group Chief Operations Officer in 2019 after having held various senior operational management roles in the aviation industry. Previous roles have included Chief Operating Officer at Bangalore International Airport and Vice President, Network Operations Control at Qatar Airways.

Mr. Riad Asmat

CEO, AirAsia Malaysia



Riad Asmat was appointed AirAsia Malaysia (AirAsia Berhad) CEO on 10 January 2018 and is responsible for the management of the company's Malaysia-based operations.

Riad is one of Malaysia's most respected young corporate leaders. He began his career in the Managing Director's Office for Proton Holdings Berhad, where he was responsible for supporting and coordinating key initiatives conceptualised by the managing director in improving overall performance of the group alongside key dimensions such as strategic, operational and finance.

In 2010, he switched gears when he was appointed Chief Executive Officer for Caterham Automotive. In his role, he made tremendous achievements with the establishment of the Caterham F1 Team as well as Caterham Racing-GP2 which clinched numerous podium finishes in Monaco, Singapore and many more. Further to that, he also established another supplementary programme together with Arden Racing and created a team that competed in the World Series by Renault, finishing second in the Constructors Championship 2012.

He then served as the Director of Corporate Planning, Strategy and Business Development for Naza Corporation Holdings Sdn Bhd from 2014 until 2017, before taking off to the skies with AirAsia.

He pursued his studies at the Western Michigan University Kalamazoo, Michigan and graduated with a Bachelor of Arts, majoring in Public Relations, and also holds a Masters of Arts from the esteemed university.

Mr. Santisuk Klongchaiya

CEO, AirAsia Thailand



Santisuk Klongchaiya had joined Thai AirAsia Co., Ltd. since 2007 as Head of Commercial & Ancillary and Director, and was appointed as the CEO in May 2018. He has also been promoted to the CEO of Asia Aviation Company Limited – a holding company which owns a majority stake of Thai AirAsia – after having been its director since 2011.

Santisuk is entrusted with the responsibility of superintending all operational aspects of the company, contributing his vision and management and marketing acumen to steer the airline toward stable and sustainable growth. He has ingrained strong rapport and can-do spirit of AirAsia, in which he has always been a crucial part of the company's strategic success, notably in commercial activities, service excellences and people engagement.

Having played a pivotal role in the airline's growth since its inception when low-fare airline was still a novelty, Santisuk has applied his creativity and keen eye for opportunity to making AirAsia an eminent and trusted brand, eventually standing out from its peers in the aviation industry. He conceptualized the "Truly Low Fares, Trusted Quality" campaign to establish Thai AirAsia as being beyond a low-fare carrier and as one offering quality services such as punctuality, attention to safety and an extensive network of destinations. The campaign clarified Thai AirAsia as an airline of value, growing its loyalty, market share and maintaining it as a leader.

Prior to joining Thai AirAsia, Santisuk had been a General Manager at Warner Music (Thailand) Co., Ltd. from 2000–2006, and a Marketing Manager at Reebok Wongpaitoon Footwear Plc from 1996–2000.

Santisuk received a Master's Degree of Science in Marketing Program from Thammasat University, and prior to that, graduated with Bachelor of Business Administration with a Marketing Major from Assumption University (ABAC).

Ms. Veranita Yosephine

CEO, AirAsia Indonesia



Vera joined and took the role of AirAsia Indonesia CEO in 2019. She has led an exceptional growth in both domestic and international segments, and also marked superior performance in operations and customer satisfaction during her first year with the company.

The only female airline CEO in Indonesia, she chairs the Scheduled Airlines at Indonesia National Air Carrier Association (INACA) and is driving collaboration with government and private partners in Indonesia and beyond to accelerate travel and tourism rebound to support Indonesia's economic recovery. In her role as CEO, she is responsible for delivering the company's mission to make air travel affordable in the ASEAN's largest market whilst also playing an integral role in leading local transformation efforts in Indonesia as the company expands beyond air transport to offer travel and lifestyle services, as well as financial services.

Vera holds an MBA degree from INSEAD, and a Bachelor of Industrial Engineering from Bandung Institute of Technology (ITB), Indonesia. She is also a strong people, diversity and inclusion leader, and in 2016 was recognised by UN Women with the HeForShe award for her work to create a gender equal world.

Vera joined AirAsia after spending more than 18 years in the fast-moving consumer goods (FMCG) industry. Prior to AirAsia, Veranita served as Sales Director at Kraft Heinz Indonesia, where she led company growth and market penetration in top categories. She also spent a number of years with Danone Waters Indonesia and British American Tobacco Indonesia.

Mr. Ricardo P Isla

CEO, AirAsia Philippines



Ricardo 'Ricky' P Isla joined AirAsia as CEO for the Philippines in July 2019. He is a graduate from the Ateneo de Manila University with a degree in Business Management, and is one of the Top 5 graduates of Asian Institute Management's Basic and Advanced Management Program.

Ricky has over 40 years' experience in domestic and global operations, including retail and sales distribution, business development, marketing and innovation, and general management across diverse industries such as telecommunications, property development, and consumer and retail companies.

Prior to AirAsia, Ricky worked with PLDT Global Corporation Inc, one of the Philippines' major telecommunications providers. Here, he spent over a decade leading the PLDT Group in the international retail sales and distribution focused on expanding customer base, specifically telecommunications companies, retail distributors, private corporations and government agencies serving Filipino communities. He also led the company in expanding its retail presence in several regions: Asia and the Pacific, North America, the Middle East and Europe.

In addition to his most recent role as Regional Head of Operations for the UK and Europe, Ricky held General Manager positions in PLDT's international retail business in the US, Italy and Singapore.

Mr. Eddie Leong

CEO, GTR



Eddie Leong was appointed as the CEO of GTR Sdn Bhd on 1st November 2020, bringing with him more than 27 years experience in the aviation industry. A graduate of the National University of Singapore, Eddie spent the early years of his career with a Singapore-based airline and served overseas stints in operations as well as airline country management in various locations such as Hong Kong, Hiroshima, Rome, Frankfurt, London, Moscow and Bangkok.

After moving to SATS Ltd in 2013, Eddie was involved in running business units in both Hong Kong and then Singapore. He also spent more than a year in the corporate office handling business development and investments where he led the team to successfully secure cargo handling concessions in Riyadh and Mumbai.

Prior to his posting to GTR, Eddie was overseeing a SATS' wholly-owned subsidiary that provides ground handling services and onboard retail solutions to major low cost carriers in Changi Airport.

Ms. Catherine Goh

General Manager, Santan



Catherine is tasked with spearheading Santan's transformation from an AirAsia inflight brand in the sky to the first ASEAN fast food restaurant franchise. Since being appointed to her current role in September 2019, she has been ensuring strong governance while modernising the business through data-driven transformation.

Using artificial intelligence and machine learning, consumers can enjoy a seamless and convenient experience from ordering to receiving personalised promotions and making a payment via facial recognition.

Previously, Catherine was the Regional Head of AirAsia Inflight Retail. During her tenure, she played an integral role in managing and driving the performance of regional departments such as Santan, AirAsia Duty Free, AirAsia Merchandise, Logistics, Inflight Marketing, Crew Engagement & Training and Inflight Technology & System across AirAsia entities.

THANK YOU
 *everyone*

