

“Reborn” at 81, PAL Unveils Plans & Directions for a future of growth and opportunity

[March 15, 2022] - Philippine Airlines heralded a “new PAL” as the flag carrier celebrated its 81st anniversary today.

Having recently emerged from a successful restructuring with fresh capital, lower debt and a streamlined fleet, PAL unveiled a youthful 21st century outlook along with plans for network expansion, digital innovation, and a more cargo-driven strategy.

“We look forward to a comeback year for Philippine Airlines and for our country,” said PAL Chairman and CEO Dr. Lucio C. Tan. “Our 81st birthday marks a day of rebirth for PAL. We will make good use of our new life by delivering a stronger, more reliable and dynamic airline that our customers will love and appreciate. You have my assurance that we will stay true to our mission of serving the Filipino people through a network that keeps the Philippines connected to the global economy.”

With the reopening of international borders in progress along with the easing of local travel restrictions, the flag carrier announced:

- Plans to **transform PAL’s Mabuhay Miles** frequent flyer club into a bigger lifestyle program where members can earn miles on a wider variety of non-flying activities.
- **Digital innovations**, to roll out within 2022, that would enhance the travel experience for PAL customers, including: a revamped mobile-first website; a multi-channel customer contact center; increased self-serve options for rebooking and account management; an improved PAL Gift Card; and an enhanced Hiraya Flight Pass.
- **PAL’s biggest sale of the year**, an 81st Anniversary Seat Sale that offers fares of as low as USD81 (international flights) and PHP181 (domestic flights), now on sale until March 28.
- **A further expansion of PAL’s network** for the upcoming summer season, covering a total of 39 international and 27 domestic destinations:
 - Up to 42 weekly flights to the U.S. and Canada, with double daily flights to Los Angeles, daily flights to San Francisco and multiple weekly departures to New York, Honolulu and Toronto.
 - Major increase in flights to Singapore (three times daily) and Australia (13 times weekly)

- Rebuilding of PAL's regional Asia network, with additional flights to five gateways in Japan (Tokyo Narita, Tokyo Haneda, Fukuoka, Nagoya and Fukuoka)
 - More regular Cebu-Japan flights, serving Tokyo, Osaka and Nagoya
 - Daily flights to Bangkok, Jakarta, Kuala Lumpur and Ho Chi Minh City
 - Daily flights to Dubai, Doha and Riyadh and up to five per week to Dammam
 - A return to pre-Covid levels for PAL's domestic flights from Manila, starting in April.
 - Multiple daily flights on routes to Cebu, Davao, Boracay, Legazpi, Iloilo, Cagayan de Oro, Bacolod and Tacloban
 - Daily or double daily flights to most other key provincial cities
 - An expanded Cebu hub to cover 13 distinct routes from Mactan Cebu to various points in Mindanao, Luzon and the rest of the Visayas
 - Eventual resumption of flights to Macau, Bali and mainland China
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- Plans to **expand partnerships with other airlines**, building on current alliances and interline arrangements that allow PAL customers to reach over 1,000 destinations
 - A **robust cargo strategy**, with PAL deploying more all-cargo flights to develop key international cargo markets, especially between Asia and the U.S., Canada and Australia. Cargo innovations will include:
 - A new cargo mobile app and website;
 - More online payments and cashless pay options.
 - "Last mile" cargo delivery service via partnerships with express delivery firms in the Philippines.
 - Mabuhay Miles accounts for cargo customers and agents.
 - **"Project Open"**, a campaign to intensify promotion of tourist travel to the Philippines and support the renewal of the local tourism industry.
 - New **partnership solutions with SAP/NTT Data** to modernize key business processes for greater efficiency.
 - Continuous **strengthening of PAL's safety and quality systems**.

"Philippine Airlines will continue to be a full-service network airline that offers unique nonstop routes and a choice of business and economy products for our customers," said Captain Stanley K. Ng, PAL President & COO. "Innovation and a youthful spirit will motivate us in our efforts to grow back the air travel market. Above all, safety will be at the core of everything we do, from the airworthiness of our planes to the professionalism of our crew and all support teams."

“We are grateful to our partners and stakeholders for the solid support that PAL received throughout the pandemic,” said PAL Director Mr. Lucio C. Tan III. “Most of all, we thank our dedicated PAL personnel for their team spirit and resourcefulness, and our passengers who kept their faith in their flag carrier over the past two challenging years.”