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HK Express Enters Partnership with Fusion

Airline Selects Fusion to Enhance Ancillary Merchandising Experience Online

Richmond, Va. (March 27, 2019) — [Fusion](#), a company that drives the increased performance of ancillary products for global travel companies, has been selected by Hong Kong-based low-cost carrier HK Express to improve ancillary product offerings and online sales. Fusion's role includes implementing the FUSION CORE™ digital conversion optimization solution on www.HKEhkexpress.com, and providing strategy and testing services that will optimize the sales of ancillary products on the HK Express website and mobile app. The integration will enable HK Express to engage users with more relevant, personalized content in various booking paths for the purpose of improving overall customer experience while simultaneously achieving higher ancillary purchase rates.

"We are delighted to partner with Fusion in optimizing HK Express' booking experience, not only will Fusion provide successful ancillary marketing strategies but also present a low-risk, high-reward outcome. We believe our partnership will allow us to target the right products and value to our guests, further understand their purchasing patterns while elevating our overall customer experience," said Jonathan Hutt, Commercial Director of HK Express.

Fusion's services for HK Express will be highlighted by optimizing offer elements such as product positioning, messaging, and price through machine learning and testing. The ancillary products to be optimized initially include checked bags, sporting equipment, seat upgrades, and product pricing on their mobile app. Additional phases include optimization for other products such as fare types, meals, and mobile app content.

"This is a very exciting partnership for Fusion," said Bert Hardy, CCO of Fusion. "We are delighted that HK Express chose Fusion and our CORE™ platform to optimize their ancillary revenue. We look forward to working with and adding value to such an innovative digital company."

About Fusion

Since 2007, [Fusion](#) has been providing cutting-edge data science, an all-encompassing ancillary product suite, and ongoing merchandising test strategies to deliver targeted and relevant ancillary product offers. Fusion's comprehensive services specialize in enhancing ancillary experiences and have generated over \$260 million dollars incremental revenue benefit for its clients using a combination of professional services and a proprietary software platform with machine-learning capabilities. Fusion's global reach generates over 1.2 billion personalized offers per annum and works with leading brands across more than 40 countries, 19 languages, and 31 currencies in the travel, healthcare, auto, entertainment, and insurance industries. Follow Fusion on [Twitter](#) and [LinkedIn](#).

About HK Express

Hong Kong's low-cost carrier HK Express is an IATA Operational Safety Audit (IOSA) registered airline and has successfully renewed the biannual IOSA certificate since 2014. The airline also received a "7-star safety rating" – the highest ranking possible, as well as recognition from [airlineratings.com](#), an independent, industry-respected research group, for being one of the world's 10 safest low cost carriers. HK Express flies to 25 of the most popular destinations in Asia (Bangkok and Miyako-Shimojishima routes to commence service on 31 March and 19 July 2019 respectively) and has flown nearly 15 million guests since converting to an LCC – a major achievement that attests to the popularity of the airline. HK Express is a partner member of reward-U ([www.reward-u.com](#)) as well as U-FLY Holidays ([www.uflyholidays.com](#)).

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