

# SECURITIES AND EXCHANGE COMMISSION

## SEC FORM 17-C

### CURRENT REPORT UNDER SECTION 17 OF THE SECURITIES REGULATION CODE AND SRC RULE 17.2(c) THEREUNDER

1. Date of Report (Date of earliest event reported)  
May 13, 2016
2. SEC Identification Number  
154675
3. BIR Tax Identification No.  
948-229-000
4. Exact name of issuer as specified in its charter  
CEBU AIR, INC.
5. Province, country or other jurisdiction of incorporation  
Cebu City, Philippines
6. Industry Classification Code(SEC Use Only)
7. Address of principal office  
2nd Floor Dona Juanita M Lim Building, Osmeña Boulevard, Capitol Site, Cebu City  
Postal Code  
6000
8. Issuer's telephone number, including area code  
(632) 802-7000
9. Former name or former address, if changed since last report  
N/A
10. Securities registered pursuant to Sections 8 and 12 of the SRC or Sections 4 and 8 of the RSA
 

Title of Each Class	Number of Shares of Common Stock Outstanding and Amount of Debt Outstanding
Common shares	605,953,330
11. Indicate the item numbers reported herein  
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*The Exchange does not warrant and holds no responsibility for the veracity of the facts and representations contained in all corporate disclosures, including financial reports. All data contained herein are prepared and submitted by the disclosing party to the Exchange, and are disseminated solely for purposes of information. Any questions on the data contained herein should be addressed directly to the Corporate Information Officer of the disclosing party.*

# Cebu Air, Inc.

## CEB

**PSE Disclosure Form 4-31 - Press Release**  
**References: SRC Rule 17 (SEC Form 17-C)**  
**Section 4.4 of the Revised Disclosure Rules**

### Subject of the Disclosure

Press Release "CEB Group's net income soars 81% for Q1 2016"

### Background/Description of the Disclosure

The Philippines' leading airline, Cebu Pacific (PSE: CEB), and its wholly owned subsidiary Cebgo, generated a net income of P4 billion from January to March 2016, an increase of 81% from the P2.2 billion earned in the same period last year.

The Cebu Pacific Air group's Q1 2016 revenues surged to P16 billion, a growth of 13% year-on-year. Passenger revenues rose by 11% to P12 billion, after CEB carried 4.8 million passengers for the first quarter. Cargo revenues also went up by 8.3% to P836 million.

Likewise, ancillary revenues soared by 24% to P3.2 billion consequent to the 13% growth in passenger traffic and 10% increase in average ancillary revenue per passenger. Improved online bookings, together with a wider range of ancillary revenue products and services, contributed to the increase.

"The robust figures we disclosed today are a testament to CEB's success in making air transportation more accessible and affordable for every Juan. We continue to upgrade our fleet, study new destinations and routes, and enhance our ground and in-flight operations, to ensure only the best service for our passengers," says Atty. JR Mantaring, CEB Vice President for Corporate Affairs.

CEB recently announced an additional frequency between Manila and Doha, Qatar, to cater to the growing travel demand in the Gulf country. The new flight will operate every Saturday beginning July 9, 2016, increasing services to three times a week.

The airline offers flights to an extensive network of more than 90 routes on 64 destinations, spanning Asia, Australia, the Middle East, and USA.

Its 57-strong fleet is comprised of 7 Airbus A319, 36 Airbus A320, 6 Airbus A330, and 8 ATR 72-500 aircraft. Between 2016 and 2021, CEB expects delivery of two more brand-new Airbus A320, 30 Airbus A321neo, and 16 ATR 72-600 aircraft.

For bookings and inquiries, guests can visit [www.cebupacificair.com](http://www.cebupacificair.com) or call the reservation hotlines (+632)7020-888 or (+6332)230-8888. The latest seat sales can be found on CEB's official Twitter (@CebuPacificAir) and Facebook pages. Guests may also download the Cebu Pacific official mobile app on the App Store and Google Play.

About Cebu Air Inc. (PSE: CEB)

Cebu Air Inc. is the largest carrier in the Philippine air transportation industry, offering its low-cost services to more destinations and routes with higher flight frequency within the Philippines than any other airline.

### Other Relevant Information

N/A

**Filed on behalf by:**

<b>Name</b>	Rosalinda Rivera
<b>Designation</b>	Corporate Secretary