



July 15, 2013

PHILIPPINE STOCK EXCHANGE, INC.  
3<sup>rd</sup> Floor, Tower One and Exchange Plaza  
Ayala Triangle, Ayala Avenue  
Makati City

Attention: Ms. Janet A. Encarnacion  
Head, Disclosure Department

Gentlemen:

Please find attached a copy of SEC Form 17-C of Cebu Air, Inc. which we are filing with the Securities and Exchange Commission regarding a press release entitled "CEB flies 7.5 million guests from Jan-June 2013".

Thank you.

Very truly yours,

A handwritten signature in black ink, appearing to read "R. Rivera".

ROSALINDA F. RIVERA  
Corporate Secretary

/mhd

Airline Operations Center, Manila Domestic Airport, Pasay City, Philippines  
Trunkline: (632) 802-7000





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. **July 15, 2013**  
(Date of Report)
2. SEC Identification No. **154675**                      3. BIR TIN: **948-229-000**
4. **CEBU AIR, INC.**  
(Exact name of issuer as specified in its charter)
5. **Cebu City, Philippines**                      6.  (SEC Use Only)  
(Province, country or other jurisdiction of      Industry Classification Code:  
incorporation)
7. **2<sup>nd</sup> Floor Doña Juanita Marquez Lim Building**  
**Osmeña Blvd., Cebu City**  
(Address of principal office)                      (Postal Code)
8. **(632) 802-7000**  
(Issuer's Tel. No., including area code)
9. **NA**  
(Former name or former address, if changed since last report)
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**

**605,953,330**

**SEC FORM 17-C**

**CEBU AIR, INC.**

11. **Item 9 – Other Events**

Please see attached press release entitled “CEB flies 7.5 million guests from Jan-June 2013”.

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SIGNATURES

Pursuant to the requirements of the Securities Regulation Code, the issuer has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

**Cebu Air, Inc.**  
(Issuer)

**July 15, 2013**  
(Date)



**ROSALINDA F. RIVERA**  
**Corporate Secretary**  
(Signature and Title)

## **CEB flies 7.5 million guests from Jan-June 2013**

### **Posts 8% system-wide passenger growth**

The Philippines' leading low-cost carrier, Cebu Pacific (PSE: CEB) flew 7.5 million passengers from January to June 2013, an increase of 8% over 6.9 million passengers flown in the same period last year.

In the 1<sup>st</sup> half of the year (1H 2013), CEB posted a 9% growth on its international routes, and a 7.5% growth on its domestic routes. On average, CEB flights for this period were 85.4% full.

CEB attributed this growth to increased presence in key markets, strategic seat sales offering the lowest possible fares, and continuous network expansion.

The airline launched twice weekly flights from Manila to Bali, thrice weekly flights from Cebu to Masbate, and four weekly flights from Cebu to Camiguin in 1H 2013.

CEB achieved notable 1H 2013 passenger growth in several international tourism and trade markets, such as Cambodia, Indonesia, South Korea, and Brunei, contributing to foreign tourist arrivals in the country.

In the Philippines for the same period, 41% more passengers flew with CEB within Mindanao, while passengers to and from Kalibo, Iloilo, Bacolod and Cebu increased significantly.

"Cebu Pacific will continue to grow its route network, so passengers will have the most flight options and the lowest fares available. This is a very exciting time for Cebu Pacific and our guests, as we take delivery of more brand-new aircraft and launch new routes in the coming months," said CEB VP for Marketing and Distribution Candice Iyog.

CEB had previously announced it will launch flights between Manila and Phuket, Thailand on August 16, 2013, and between Manila and Dubai on October 7, 2013. It will also add flights to existing services to Hanoi and Guangzhou in the 4<sup>th</sup> quarter of 2013.

"By offering more routes and flights, we proudly remain consistent in contributing to the Philippines' tourism goals. The accessibility of the country's tourist destinations and connectivity abroad has always been a factor in our network expansion," she added.

For bookings and inquiries, guests can go to <http://www.cebupacificair.com/>, or call the reservation hotlines (02)7020-888 or (032)230-8888. The latest seat sales can also be found on CEB's official [Twitter](#) (@cebupacificair) and [Facebook](#) pages.

CEB currently operates 10 Airbus A319, 26 Airbus A320, 1 Airbus A330 and 8 ATR-72 500 aircraft. Its fleet of 45 aircraft is one of the most modern aircraft fleets in the world. Between 2013 and 2021, Cebu Pacific will take delivery of 16 more Airbus A320, 30 Airbus A321neo, and 3 Airbus A330 aircraft.

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### **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.