

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)
Jul 27, 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 breaks 10M mark in passenger volume for 1H 2016. Flies 1.6M passengers for June 2016 alone"

Background/Description of the Disclosure

The Philippines' leading carrier, Cebu Pacific (PSE: CEB), flew over 10 million passengers from January to June this year, an increase of 9% over the same period in 2015. On average, flights were 87% full during these months.

For June 2016 alone, the Cebu Pacific Air group flew 1.6 million passengers, up by 8% from the 1.5 million passengers flown in the same month in 2015.

This upsurge in passenger volume was primarily driven by popular domestic destinations in Visayas and Mindanao such as Kalibo, Tacloban, Siargao, and Tagbilaran.

Key international short haul destinations including China, Taiwan, Hong Kong, and Singapore, also fared well during the first half of 2016. Passengers to and from Japan, in particular, spiked by 21% as a result of the launch of Cebu – Tokyo (Narita) in March 2015 and Manila – Fukuoka in December 2015.

Long-haul passengers to and from CEB's destinations in the Middle East and Australia likewise contributed to the upturn, after posting a substantial increase in volume from January to June 2016 versus the same period last year.

"We are very proud to share with you that since CEB's inception in 1996, our passengers now number more than 130 million and counting. These promising figures encourage us to cater to the growing travel demand not just in Manila, but throughout our six strategic hubs nationwide. We are optimistic that with the support of relevant airport and government authorities, we can continue offering our trademark lowest fares to even more Filipino travelers in the years to come," says Atty. JR Mantaring, CEB Vice President for Corporate Affairs.

CEB's extensive network spans Asia, Australia, the Middle East, and USA. Just recently, the airline announced three new routes from Cebu to Calbayog (Samar), Ormoc (Leyte), and Roxas (Capiz), bringing its total number of domestic destinations to 36. It also currently flies to 30 international destinations, including Dubai, Incheon, Guam, Tokyo, and Sydney.

Its 57-strong fleet is comprised of seven Airbus A319, 36 Airbus A320, six Airbus A330, and eight ATR 72-500 aircraft. Between 2016 and 2021, CEB expects delivery of 32 Airbus A321neo and 16 ATR 72-600 aircraft.

For bookings and inquiries, guests can visit 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:

Name	Rosalinda Rivera
Designation	Corporate Secretary