



January 24, 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 13.26 million guests in 2012, posts 11% growth".

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



## COVER SHEET

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SEC Registration Number

C	E	B	U		A	I	R	,		I	N	C	.														

(Company's Full Name)

A	I	R	L	I	N	E		O	P	E	R	A	T	I	O	N	S		C	E	N	T	E	R	,											
D	O	M	E	S	T	I	C		R	O	A	D	,		P	A	S	A	Y		C	I	T	Y												

(Business Address: No. Street City/Town/Province)

**Atty. Rosalinda F. Rivera**  
**Corporate Secretary**

(Contact Person)

**802-7000**

(Company Telephone Number)

1	2	3	1
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*Month*      *Day*  
(Fiscal Year)

1 7 - C

(Form Type)

**Fourth Thursday of June**

*Month*      *Day*  
(Annual Meeting)

### Press Release

**“CEB flies 13.26 million guests in 2012, posts 11% growth”**

N/A

(Secondary License Type, If Applicable)

Dept. Requiring this Doc.

Amended Articles Number/Section

Total No. of Stockholders

Total Amount of Borrowings

Domestic

Foreign

To be accomplished by SEC Personnel concerned

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File Number

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LCU

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Document ID

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Cashier

**STAMPS**

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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. **January 24, 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 13.26 million guests in 2012, posts 11% growth”.

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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)

**January 24, 2013**  
(Date)



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

## **CEB flies 13.26 million guests in 2012, posts 11% growth**

On back of domestic, international expansion

The Philippines' largest national flag carrier, Cebu Pacific (PSE: CEB) flew 13.26 million passengers from January to December 2012, an increase of 11% over 11.93 passengers in 2011.

CEB attributes this increase to strategic expansion in its domestic and international operations in 2012. It launched direct flights from Manila to Hanoi, Siem Reap and Xiamen, as well as from Cebu to Bangkok and Kuala Lumpur last year. The airline also pioneered direct flights from Iloilo to Hong Kong and Singapore.

This expansion, as well as seat sales and strengthened tourism promotions, led to notable passenger growth in the following international markets: Malaysia (21%), Taiwan (22%), China (29%), Vietnam (30%) and Brunei (32%).

A total of 10 domestic routes were also launched, paving the way for more air travel in various parts of the Philippines. This includes flights from Davao to Dipolog and from Zamboanga to Cagayan de Oro, routes which were previously served by buses plying 12-14 hour rides.

Domestic passengers from the airline's Cebu hub grew by 20%, while its Davao hub grew by 16%.

"It is very fulfilling for us in the Cebu Pacific team to continue giving travellers new destinations, the lowest fares and direct flight options. The Philippines' momentum when it comes to tourism buzz will be supported by Cebu Pacific's expansion to more regions in the world," said CEB VP for Marketing and Distribution Candice Iyog.

CEB is slated to launch twice weekly Manila-Bali (Denpasar) flights in March 16, 2013. It will also launch its long-haul operations with its first Manila to Dubai flight on October 7, 2013. Lowest year-round fares to Bali start at P3,499, while lowest year-round fares to Dubai are as low as P6,999.

CEB currently operates 10 Airbus A319, 24 Airbus A320 and 8 ATR 72-500 aircraft. Its fleet of 42 aircraft is one of the most modern aircraft fleets in the world. Between 2013 and 2021, Cebu Pacific will take delivery of 18 more Airbus A320 and 30 Airbus A321neo aircraft orders.

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

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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.