

FOR IMMEDIATE RELEASE

Plaza Premium Group's CSR Education Programme snatches Asia Responsible Entrepreneurship Award 2017



Mr. Song Hoi-see, Founder and CEO of Plaza Premium Group (2nd from the left) received Asia Responsible Entrepreneurship Award in Bangkok from Tan Sri Dr. Fong Chan Onn, Chairman of Enterprise Asia (left) in recognition of the Group's CSR initiative in Asia.

8 June 2017, Hong Kong – Plaza Premium Group (the Group), the pioneer and industry leader in providing Premium Airport Services, was conferred Asia Responsible Entrepreneurship Award (AREA) 2017 in Bangkok on 2 June 2017 (Friday) for executing a sound and effective Corporate Social Responsibility (CSR) initiative in selected developing countries in 2016/17.

The Group has introduced a year-long CSR Education Programme in association with The New York Times through workshops, enabling access to relevant online resources and English materials including articles, experimental educational features, debates and case studies across ten universities in Cambodia, India and Thailand. It seeks to enhance the analytical skills of university students in these countries, promote their habit of reading, improve their English level, foster innovative ideas through learning, and enhance their understanding of global issues as our future leaders. Over 20,000 cumulative daily page-view for one institution in Thailand alone were

established and about 27,000 sessions of visits¹ across the participating institutions were achieved for the first nine months.

In recognition of its exemplary CSR efforts and commitment to responsible business practices, the Group was crowned the winner of AREA 2017 in the category of Investment in People. Tan Sri Dr. Fong Chan Onn, Chairman of Enterprise Asia organizing AREA, congratulated for the win. Commenting on the award, Mr. Song Hoi-see, Founder and CEO of the Group remarked: “We are honoured to be recognized for having one of the best CSR practices across Asia. The accolade is a great accomplishment on our year-long education programme to make a positive difference to the society where we have operations. This international recognition also gives impetus to our continued endeavours in grooming our younger generation in developing countries.” Over 300 top CSR thought leaders, doers, speakers and practitioners from across the Asian region attended this ceremony.

Often dubbed the Nobel Prize for Sustainability, AREA is an annual presentation organized by Enterprise Asia since 2008 with the aim of honouring Asian businesses for championing sustainable and responsible business practices, demonstrating companies' leadership, sincerity and on-going commitment in incorporating responsible and ethical values, compliance, investment in stakeholders, involvement in communities and protection of the environment into the way they run their businesses.



Plaza Premium Group's CSR Education Programme received Asia Responsible Entrepreneurship Award 2017.

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¹ defined by 30 minutes or less per session of visit.

About Plaza Premium Group

Headquartered in Hong Kong, Plaza Premium Group is the pioneer and industry leader in providing Premium Airport Services in over 150 locations of 36 international airports across the world, with a collective goal of 'enhancing your airport experience'. The Group comprises four core airport services, Airport Lounge, Airport Transit Hotel, Airport Meet & Greet Service, and Airport Dining.

The Group currently employs over 4,000 staff and serves over 12 million passengers around the world annually. The Group is dedicated to providing quality services and possesses proprietary knowledge in airport hospitality industry. By continuously surpassing travellers' expectation, the Group's network is rapidly growing across major international airports around the world.

About Enterprise Asia

Enterprise Asia is a non-governmental organization in pursuit of creating an Asia that is rich in entrepreneurship as an engine towards sustainable and progressive economic and social development within a world of economic equality. Its two pillars of existence are investment in people and responsible entrepreneurship. Enterprise Asia work with governments, NGOs and other organizations to promote competitiveness and entrepreneurial development, in uplifting the economic status of people across Asia and in ensuring a legacy of hope, innovation and courage for the future generation.

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