

PLAZA PREMIUM GROUP

FOR IMMEDIATE RELEASE

Plaza Premium Group Signed Letter of Intent for Business Cooperation with Shenzhen Airport Joyee Business Development Co., Ltd.



Apart from Mr. SONG Hoi-see, Founder and CEO of Plaza Premium Group (2nd from left), Mr. Simon LI, Director-General of Civil Aviation of Hong Kong Special Administrative Region Government (3rd from left), Mr. Fred LAM, CEO of Airport Authority Hong Kong (4th from left), Mr. LUO Yude, Chairman of Shenzhen Airport Group Co., Ltd. (5th from left) and relevant persons in charge from both parties also witnessed the signing ceremony.

20 November 2017, Hong Kong – Plaza Premium Group (the Group), the pioneer and industry leader in providing Premium Airport Services, and Shenzhen Airport Joyee Business Development Co., Ltd. (Joyee) recently signed a Letter of Intent for Business Cooperation (LOI) to pave the way for strengthening future collaboration on mid-to-premium airport services.

The signing ceremony of the LOI between the Group and Joyee was held in Shenzhen to collectively develop mid-to-premium airport services of Shenzhen Airport. This LOI has ushered in a new arena of collaboration, and charted a new direction for the deployment of future initiatives, fostering profound significance and influence towards long-term development between both parties with an aim to achieve win-win situation. The two sides will also leverage its unique advantages in accordance with the

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guiding principles of “common development and collaborative success” to support the middle- to long-term development capacity and competitive edges of respective parties. Discussion on cooperative projects will be conducted under favourable conditions to provide impetus to preparation and implementation work after signing the LOI.

“As a multinational enterprise headquartered in Hong Kong, Plaza Premium Group attaches great importance to the emerging Chinese market, and thus we are glad to partner with Joyee of Shenzhen Airport Group to spearhead the advancement of mid-to-premium airport services and enhance the seamless airport experience for travellers.” Mr. Song Hoi-see, Founder and CEO of the Group continued, “This cooperation further demonstrates our Group’s commitment to the Chinese market since the strategic partnership with Qingdao International Airport Group, and the opening of No. 77 China Eastern Plaza Premium Lounge as a result of our collaboration with China Eastern Airlines in Shanghai Pudong International Airport.”

Apart from running Skytrax-awarded Plaza Premium Lounge, the world’s largest independent airport lounge network, the Group also has specialised departments, including Learning & Development, Global Sales, Marketing, I.T. and Procurement, to manage and operate airport lounges for airlines, alliances and corporate partners. In addition, the Group provides tailored and full-fledged premium airport lounge design, management and operation solutions for corporate clients worldwide and endeavours to enhance airport experience for travellers in partnership with airport authorities around the world.

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About Plaza Premium Group

Headquartered in Hong Kong, Plaza Premium Group is the pioneer and industry leader in providing Premium Airport Services in over 160 locations of 37 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

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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.

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