

PLAZA PREMIUM GROUP

NEWS RELEASE

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Plaza Premium Group expands in mainland China targeting more than 40 new openings by 2024

Aerotel Beijing, Plaza Premium Group's flagship China opening, will launch in October at Beijing Daxing International Airport

Plaza Premium Group, the global pioneer and industry leader in premium airport services, today announces its China expansion plans. Targeting more than 40 new openings across multiple cities by 2024, the year that China is set to surpass the United States as the world's largest aviation market, Plaza Premium Group is championing the development of airport experiences nationwide through partnership with key industry stakeholders. This investment is part of the Group's global expansion plans, which includes a commitment to invest USD100 million into the China, India, Indonesia and United States markets over the next two years.

Currently managing two lounges in Beijing, six lounges in Shanghai and Aerotel in Guangzhou, Plaza Premium Group's flagship opening will be later this year with the launch of **Aerotel Beijing** in October, which takes prime position in the new Beijing Daxing International Airport (which opens in September 2019). As the busiest outbound source market for travel and a destination for both international and domestic visitors, Beijing is expected to see a dramatic rise in traveller numbers in the coming years and is already a vital transit hub for the region.

"China will define the future of travel. Plaza Premium Group is in a prime position to champion and support developments and innovations in travel experiences for the Chinese market. With the *One Belt One Road Initiative*, we recognise the growth opportunities that lie ahead and our expansion plan focuses on delivering unique experiences as we continue to drive change in the travel sector and set trends for the industry," said Mr. Song Hoi-see, Founder and CEO of Plaza Premium Group.

An innovative Hong Kong brand, Plaza Premium Group has set an ambitious roadmap as it aims to reinforce its authority in this competitive space. Recent successful openings in China, such as Aerotel Guangzhou last year at Guangzhou Baiyun International Airport, highlight the demand for premium airport services and show that the Group is ahead of the trend in understanding the customer experience expectations of travellers in the fast-growing market.

Aerotel Beijing is set to make a further impact on traveller behaviour, catering especially to passengers with early morning departures, late night arrivals and those in transit. The Aerotel brand is in response to an increasing demand for enhanced airport services, both in the business sector and by discerning millennial travellers and families journeying both inbound and outbound. Located at the Domestic Arrival Hall, Aerotel Beijing will span 10,000 square feet and comprise of two floors. Understanding the importance of creating a sense of place for travellers, the Group's new destination will include lifestyle features such as a restaurant, private dining room, fitness area and two meeting rooms.

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“We tailor services at each location to make our guests feel at home. The opening of Aertoel Beijing is for travellers seeking elevated and personalised experiences at Beijing Daxing International Airport. It will, for example, transform the experience for travellers journeying from Beijing and Tianjin that have early morning long haul flights,” said Mr Song. “Domestic Chinese travellers will account for about 80% of travel through Chinese airports and the Chinese traveller expectations for better travel experiences will grow exponential in the coming years. Our aim is to be ahead of this curve, driving the trend for China's next generation of traveller.”

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About Plaza Premium Group

With a mission to *Make Travel Better*, Plaza Premium Group is the pioneer and industry leader in innovating global airport hospitality services and facilities in over 160 locations of 44 international airports across the world. Established in 1998 and headquartered in Hong Kong, the group comprises five core business segments: airport lounges Plaza Premium First and Plaza Premium Lounge; airport transit hotel and leisure service, Aerotel and Refreshhh by Aerotel; airport meet & greet service Allways; a range of Airport Dining concepts; and in addition to its own brands, Plaza Premium Group provides airport hospitality solutions to leading airlines, alliances and corporates around the world, including but not limited to Cathay Pacific Airways, Singapore Airlines, China Eastern Airlines, China Southern Airlines, Star Alliance, SkyTeam, American Express and many more.

The group has won more than 60 accolades in the last five years, including “World's Best Independent Airport Lounge” for three consecutive years from 2016 to 2018 at the Skytrax World Airline Awards, the global benchmark of aviation excellence. In addition, the group's Founder and CEO Mr. Song Hoi-see was named Ernst & Young Entrepreneur of The Year and Master Entrepreneur of The Year 2018 Malaysia.

Plaza Premium Group is the world's market leader of airport hospitality solutions with industry expertise and global reach, currently employing more than 5,000 staff and serves over 14 million global passengers annually. By continuously innovating and striving to surpass travellers' expectations of airport experiences, the group is growing exponentially across major international airports globally.

To learn more: www.plazapremiumgroup.com
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About Aerotel

Aerotel is a one-of-a-kind airport transit hotel located in either the airside (Aerotel airport transit hotel) or landside (Aerotel airport hotel) of the airport to provide travellers in transit with both comfortable accommodation and convenient booking hours to suit their needs. Aerotel is created with the conscious merging of “Aero” and “Hotel”. The root of “Aero” gives reference to air; it not only is a reflection of its unique location at the airport, but also makes reference to the light, breezy, seamless experience – and good value – that travellers will enjoy. With attentive services and carefully tailored designs, Aerotel is well-equipped for travellers to refresh, relax and rest while at the airport. Aerotel’s expanding network covers major international airports, including Abu Dhabi, Cebu, Guangzhou, Hong Kong, Kuala Lumpur, Muscat, Rio de Janeiro and Singapore.

To learn more: www.myaerotel.com

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