



NEWS RELEASE

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Plaza Premium Lounge Expands its European Portfolio with Latest Opening in Helsinki Airport

The first Plaza Premium Lounge to offer Playroom, a dedicated kids facility

Plaza Premium Lounge Helsinki unveiled in International Departures Terminal 2 of the non-Schengen terminal of Helsinki Airport in May 2019, joining the brand's current European locations at London Heathrow Airport and Leonardo da Vinci-Fiumicino Airport in Rome. It is also the latest addition to the brand's global airport lounge network in more than 35 international airports globally.

Located between gates 34 and 40 on the third floor, Plaza Premium Lounge Helsinki spans across 445 square metres with a maximum capacity of 140 guests. The latest addition features comfortable seats and lounge chairs for travellers to relax and unwind while overlooking the runways through the floor to ceiling windows. Guests can also choose to take a shower before a long-haul flight or stay connected with complimentary WiFi service and electronics charging stations. Individual workstations are available as well as printing service upon request.

Also introduced at Plaza Premium Lounge Helsinki is the brand's new family-friendly feature as a dedicated kids zone – **Playroom** in collaboration with toy brand Masterkidz, an Australia-based company which designs and manufactures quality wooden toys that are ethically sourced, educational, durable and safe. By featuring the Australian brand's experiential and educational toys in addition to kids TV channels, Playroom is promised to become family vacationers' most favourite spot in Helsinki Airport. In coming months, Playroom will also be added to Plaza Premium Lounge Cebu in the Philippines while a series of kids programmes will be introduced in selected Plaza Premium Lounge locations.

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“We are excited to open our doors and welcome international travellers departing Helsinki Airport to experience our best-in-class services and facilities. Finavia is a very astute company I admire, they are strategically building diverse routes not only in Europe but also globally with China and Russia, two strong economic giants, we are proud to be part of the airport development and look forward to becoming an integral part of the airport experience in Helsinki. The launch of Playroom is our brand promise – creating value, comfort, convenience with love and care and kids facility is key to meet travellers’ needs today with the increasing multigenerational travel.” shares Song Hoi-see, Founder and CEO of Plaza Premium Group. “By launching Playroom in the passenger-friendly Helsinki Airport, it raises the bar for thoughtful facilities in an airport – we are always about pushing the boundaries and making travel better for everyone of all ages.”

Dining options include international cuisine and selected Finnish signature dishes served at a live cooking station to complement a wide selection of alcoholic and non-alcoholic beverage at the bar. Following the brand’s “go green” culinary approach, all ingredients are sourced locally to reduce carbon footprint and to support the local community. Opening between 5 a.m. and mid-night, breakfast is served between 5 and 11 a.m. and all-day menu is provided from 11 a.m. to mid-night.

“Helsinki Airport was awarded by Airports International Council as the Best Airport by size and region in 2018, and we also hit a record high of serving over 20 million air passengers. We are committed to continuously enhance the customer experience at our Airport. Therefore, it is utmost important for us to work with partners who share the same goal as we do and we are delighted to have partnered with Plaza Premium Group to introduce the first Plaza Premium Lounge in Finland.” says Nora Immonen, Director for Commercial services of Finavia, operator of Helsinki Airport.

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Online booking is available at www.plazapremiumlounge.com.



Lounge Bay



Playroom

About Plaza Premium Lounge

Plaza Premium Lounge is the world's largest award-winning independent airport lounge network. It offers all travellers, regardless of airlines or class of travel, a lounge experience in a class of its own. The brand's footprint spans over 35 major international airports and includes Greater China (Hong Kong, Macao, mainland, Taiwan), Southeast Asia (Cambodia, Indonesia, Malaysia, Philippines, Singapore), Australia, Americas (Brazil, Canada), Europe (Finland, Italy, U.K.), India and the Middle East (Oman, Saudi Arabia, United Arab Emirates).

The brand has been awarded the "World's Best Independent Airport Lounge" for four consecutive years from 2016 to 2019 at the Skytrax World Airline Awards, the global benchmark of aviation excellence, as well as the "Best Independent Airport Lounge 2018" by Business Traveller Asia Pacific magazine and "Best Airport Lounge Operator 2018" by TTG Asia magazine.

To learn more: www.plazapremiumlounge.com

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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 hotel and leisure service Aerotel and Refreshhh by Aerotel; airport meet & greet service Allways and a range of Airport Dining concepts. 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, Lufthansa, 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 four consecutive years from 2016 to 2019 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 over 5,000 staff and serving more than 15 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.

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To learn more: www.plazapremiumgroup.com

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