

## News Release

### Plaza Premium Group's ALLWAYS to Provide Airport Passenger Services In Hong Kong International Airport

*ALLWAYS ready to serve travellers in HKIA, early July*

**(Hong Kong, 28 June 2022)** Plaza Premium Group (PPG) the global airport hospitality services provider, today, announced that it will be providing airport passenger services at Hong Kong International Airport (HKIA) beginning 6 July 2022. 17 airport passenger services at HKIA will be operated by the Group's brand, ALLWAYS.

These services will include meet & assist, porter service, wheelchair and buggy service, unaccompanied minor or young passenger assistance, administration (facsimile, photocopy and printing), booking and inquiry, travel concierge, battery charging, limousine service, home baggage pick-up, and drop-off as well as baggage wrapping.

All of ALLWAYS's offerings will be made available on its website, <https://www.allwaysvip.com/> for travellers to book before they arrive at HKIA.

In ensuring a seamless experience for travellers, ALLWAYS will be hosted on PPG's travel experience ecosystem called TECO, which will house all of ALLWAYS's product offerings. These services are integrated into a single platform, which simplifies the booking processes for both business operators and consumers. It includes an omnichannel booking engine that enables worldwide sales and distribution, a customer engagement center with customer profiling and personalisation capabilities, service delivery platform for dispatch and real-time incident management.

In addition to the announcement, PPG had also signed its first strategic partnership with SATS HK Limited in collaboration with ALLWAYS.

PPG and SATS HK Ltd signed the partnership agreement last week represented by Deputy CEO of PPG, Bora Isbulan and Chairman & Chief Executive Officer of SATS HK Ltd, Ir Ben Wong at PPG's headquarters in the Airport Freight Forwarding Centre at Chek Lap Kok.

Speaking at the signing event, PPG Deputy CEO, Bora Isbulan said, "We are pleased to collaborate with SATS HK Ltd to provide our ALLWAYS offerings. This strategic partnership is important for us to provide the best airport passenger services experience and we look forward to working with more partners in the future. Together with SATS HK Ltd, we want to be able to offer a more seamless airport experience for travellers whenever they step foot in HKIA."

Chairman & Chief Executive Officer of SATS HK Ltd, Ir Ben Wong said, "We look forward to working with Plaza Premium Group as one team to provide travellers with the highest standards of airport passenger services. We trust that the partnership will be able to enhance HKIA's status as the world's best airport in providing world-class services and facilities."

# PLAZA PREMIUM GROUP

With more than 20 years of providing full ground handling services, SATS HK Ltd is one of the leading airport ground handlers in HKIA. It currently serves more than 40 renowned international and regional airline customers from all over the world, including Hong Kong Airlines, Hong Kong Air Cargo, Singapore Airlines, Thai Airways, Qantas Airways, Turkish Airlines, Malaysia Airlines, Vietnam Airlines and United Airlines, etc.

-END-

## Images:



*Photo captions: (l-r) Chairman & Chief Executive Officer of SATS HK Ltd, Ir Ben Wong and Deputy CEO of Plaza Premium Group, Bora Isbulan at the signing event*



*Photo caption: Plaza Premium Group's ALLWAYS will be providing 17 airport passenger services*

For high-resolution images, please download at: <https://we.tl/t-AzvDQdIgpX>

# PLAZA PREMIUM GROUP

## **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 250 locations of more than 70 international airports across the world. Established in 1998 and headquartered in Hong Kong, the group comprises four core business segments – airport lounges Plaza Premium First and Plaza Premium Lounge; airport terminal hotels Aerotel; Airport meet & greet services ALWAYS and a range of Airport Dining concepts. The Group has also developed Smart Traveller, a mobile-app based global airport membership programme that is designed for air travellers, offering uniquely-curated perks, benefits and rewards experience through points earning and redemption. 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, China Southern Airlines, Virgin Atlantic, Air France, Star Alliance, SkyTeam, American Express, Capital One and many more.

The Group has won more than 60 accolades in the last five years, including “World’s Best Independent Airport Lounge” for five consecutive years from 2016 to 2022 at the Skytrax World Airline Awards, the global benchmark of aviation excellence, and “Best Airport Lounge Operator” for 2018 & 2019 by *TTG Asia* magazine. In 2020, the Group has successfully been awarded ISO 9001:2015 for Hong Kong Headquarters, proving the quality management in providing airport lounge services. 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 currently employs over 5,000 staff and serves more than 20 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](http://www.plazapremiumgroup.com)

Connect with us: [LinkedIn](#) @plazapremiumgroup, [Twitter](#) @PPG\_worldleader and [WeChat](#) @PlazaPremiumGroup

## **About SATS HK Limited**

SATS HK Limited (“the Company”) is one of the leading airport ground handlers in Hong Kong International Airport. The Company is experienced with more than 20 years history in providing full ground handling services, include but not limited to passenger check-in services, flight operations, baggage handling and transportation, ramp handling and freighter handling, etc. Being a strong and trustworthy business partner, the Company is currently serving more than 40 renowned international and regional airline customers from all over the world, such as Hong Kong Airlines, Hong Kong Air Cargo, Singapore Airlines, Thai Airways, Qantas Airways, Turkish Airlines and United Airlines, Vietnam Airlines, Thai Airways, etc.

# PLAZA PREMIUM GROUP

Since August 2017, the Company has become a joint venture between Hong Kong Airlines and SATS Ltd. The former is a vibrant hub carrier whereas the latter has extensive ground service experiences. SATS HK Limited has integrated strengths from both shareholders with their utmost support to provide highly-efficient tailor made services and solutions to our valued customers.

Our work and service quality are recognized by receiving various industry awards and compliments from our airline customers and the Airport Authority alike whilst we are proud to be accredited by IATA Safety Audit for Ground Operations (“ISAGO”). The Company is also qualified with IATA CEIV Pharma certificate to handle pharmaceutical products in supporting vaccine shipments to cope with the increasing demand of medical products.

**Media Contacts:**

Eva Lui, Senior Manager, PR & Corporate Communications, Plaza Premium Group

T: +852 3960 1456 E: [eva.lui@plaza-network.com](mailto:eva.lui@plaza-network.com)