

PLAZA PREMIUM GROUP

NEWS RELEASE

Plaza Premium Group extends Lounge Experience to São Paulo/Guarulhos International Airport

Strategic Partnerships in Latin America to strengthen the Group's market presences

(HONG KONG, 27 August 2021), Plaza Premium Group (PPG), pioneers in airport hospitality and world leaders in global airport hospitality service providers, is pleased to announce the expansion of its award winning hospitality in Latin America. The opening of Plaza Premium Lounge in mid-September at Brazil São Paulo/Guarulhos International Airport (GRU) fortifies the Group's springboard for further expansion on the continent. The Plaza Premium Lounge at Brazil São Paulo/Guarulhos International Airport (GRU) is the Group's second in South America after the debut of Plaza Premium Lounge in Rio de Janeiro International Airport in 2016, and sights are set on further locations in the near future.

The launch of Plaza Premium Lounge at GRU gives PPG an exciting foothold in this important and burgeoning market. As the busiest airport in Latin America, it records more than 40 million passengers annually, and performs as one of the major transport hubs in the region. Plaza Premium Lounge will operate as an independent lounge and be conveniently located at the domestic departure area.

"The opening of Plaza Premium Lounge at GRU reinforces our commitment to Latin America. Rio de Janeiro provided us with a springboard into this significant and important market 5 years ago, the region offers exciting opportunities for Plaza Premium Group. Together with our strategic partners and our proven track record for developing and managing airport hospitality services around the world, we are actively identifying new opportunities on the continent to further expand our footprint in the region. We look forward very much to delivering our signature airport hospitality to millions of travellers in, out and around Latin America who can now enjoy a worry-free, totally seamless, and comfortable airport experiences in Brazil São Paulo as well as Rio de Janeiro." Said **Jonathan Song, Global Business Development Director of Plaza Premium Group.**

First Plaza Premium Lounge at São Paulo/Guarulhos International Airport

The launch of the first Plaza Premium Lounge GRU in Mid-September, brings the Group's global presence to over 250 locations and 70 international airports.

Spanning 1530 square metres and accommodating up to 335 passengers, the new lounge is an architectural masterpiece of modern design and sustainability that will provide comfortable spaces for rest, work, entertainment, culinary experience, and other amenities.

The Lounge services offered include reading options, cable TV, flight status information, showers, and private meeting rooms. At the gastronomy section, options offer a wide selection

including warm dishes, appetizers, fresh food, and soft and alcoholic beverages. The lounge follows Plaza Premium Lounge's ["We Care For Your Wellbeing" programme](#) with zoning to facilitate privacy and social distancing, comfortable seating, and dining areas.

The lounge is designed to provide a distinctive experience for the passenger in addition to subtly immersing them into the local culture through its features and offerings. These spaces are also equipped with the latest technology and essential amenities for both those who want to work and those who want to relax. The culinary experience is also a highlight at the Plaza Premium lounges. In addition to the variety of hot and cold options and selected drinks, the menu brings elements of local delicacy together with International cuisine, introducing passengers to various destinations through various senses.

Strategic Partnerships in Latin America to strengthen the Group's market presence

Partnership with Avianca Airline

Plaza Premium Group has formed an affiliate partnership with Avianca Airline to expand the market presence of airport lounges into Latin America. Avianca Airline is the largest airline in Colombia and the second largest in Latin America. It also offers the most extensive network of destinations in Latin America. The new partnership covers 9 lounges within Avianca's portfolio in Columbia, El Salvador and Miami, in the Americas, which will be part of the PPG global lounge network. By 2022, we are able to meet the travel demands by expanding our services locations across more than 10 countries in Latin Americas, together with our presence in Brazil. More details will be shared in due course.

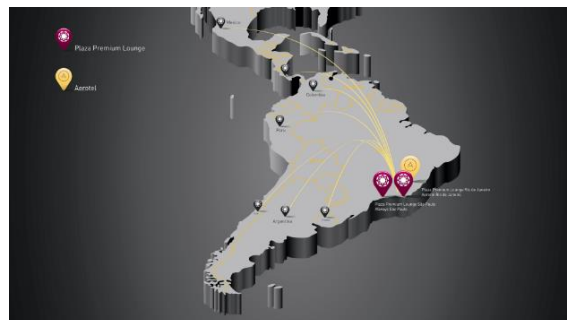
The Plaza Premium Group has been present in Brazil since 2016, with operations in Rio de Janeiro at RIOgaleão, with Plaza Premium Lounge service at the domestic and international departures, and also at the arrival terminal. The group also owns Aerotel Rio de Janeiro, located at the international departure (after immigration) at Terminal 2 in RIOgaleão.

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Images:



First Plaza Premium Lounge at São Paulo/Guarulhos International Airport to be opened in Mid-September (Rendering image)



Strategic Partnerships in Latin America to strengthen the Group's market presence

High-resolution image can be downloaded here:

Link: <https://plaza-network.box.com/s/di39lx23864dpxj3qlgkcyrl8sic3zb>

About Plaza Premium Lounge

Plaza Premium Lounge is the world's first and 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 70 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. In 2020, Plaza Premium Lounge in Rome was voted "Europe's Leading Airport Lounge" and Plaza Premium Lounge Dubai "Middle East's Leading Airport Lounge by World Travel Awards. In 2020, the brand has successfully been awarded ISO 9001:2015 for its Hong Kong Headquarters, proving the quality management in providing airport lounge services.

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 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 and Refreshhh by 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, Singapore Airlines, Lufthansa, 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, 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

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