

NEWS RELEASE

**Plaza Premium Group partners with NHY Group
to Elevate Lounge Experience in Ethiopia**

(GLOBAL, 26 January 2022) Plaza Premium Group (PPG), the world's leading airport hospitality service provider, today announces partnership with NHY Group, Ethiopia's leading distributor in travel retail and hospitality, to elevate the lounge experience in Addis Ababa Bole International Airport (ADD), one of the major transport hubs in Africa.

Plaza Premium Lounge Ethiopia is set to open in March this year at Addis Ababa Bole International Airport Terminal 2 (Departure). As one of the major airport hubs within the African continent and the largest airport in Ethiopia, Addis Ababa Bole International Airport (ADD) records more than 12 million passengers per year. The new partnership aims to elevate ADD's lounge experience by combining PPG's 24 years of award-winning expertise and NHY's extensive understanding in local travel and hospitality landscape.

Spanning 1,000 square metres, Plaza Premium Lounge in Ethiopia is designed to deliver world-class services to accommodate up to 325 guests. The Plaza Premium Lounge Ethiopia features a wide range of facilities that cater to different types of travellers. A well-equipped business centre, shower rooms, resting and sleeping rooms as well as a cigar lounge, and an open café/restaurant concept are available for global travelers to relax and unwind, and enjoy an array of dining delights before departing for their destinations. The lounge is designed to provide a distinctive experience for passengers with its culture-inspired design and authentic Ethiopian culinary experience.

The owner and CEO Mr. Nur Hussein Yassin of Nur Hussein Yassin (NHY) shared: *"This strategic partnership with Plaza Premium Group, the pioneers in airport hospitality services, will further enhance the African travel experience! I look forward to the innovative and premium lounge service for all our passengers at the newly expanded Bole International Airport."*

Bora Isbulan, Deputy Chief Executive Officer, Plaza Premium Group said: *"Our ambitions to extend our 360-degree world-class airport hospitality services & facilities in Africa are on track. We are excited to be partnering with NHY Group, the leader of travel retail and hospitality in Ethiopia, to further expand our footprint in Africa in this strategic region. Our entry into Addis Ababa Bole International Airport (ADD) is a testament to our strategy and vision to expand our global airport hospitality services & facilities across the world." "International tourism has been blooming in Ethiopia over the years, combining PPG's 24 years of award-winning experience, with NHY's local expertise and knowledge, we are confident that we can deliver diversified, exquisite, and innovative travel experiences to global travellers arriving in and departing from the airport. The partnership aligns with our vision to be in the global airport hospitality industry."*

The new Plaza Premium Lounge Ethiopia is Addis Ababa Bole International Airport (ADD)'s only pay-per-use lounge and it is set to open for sale in the coming weeks via Plaza Premium Lounge's official website (www.plazapremiumlounge.com) and designated distribution outlets.

-END-

Images:



Plaza Premium Lounge Ethiopia aims to offer a comfortable environment for passengers to relax, unwind, and enjoy an array of dining delights before departing for their destinations – lounge area



Plaza Premium Lounge Ethiopia provides a distinctive experience for passengers in addition to subtly immersing them into the local culture

More high-resolution images can be downloaded here:

<https://bit.ly/3rOAOzv>

About Nur Hussein Yassin (NHY)

NHY – NUR HUSSEIN YASSIN NHY was established over 20 years ago by the owner and CEO Ato Nur Hussein Yassin and has grown to prominence in the Ethiopian market by forging strong partnership with global brands and becoming officially recognized import and distribution partner for these well-known brands and top rated companies. Building on its extensive experience in the sector, NHY focuses on FMCG wholesale & retail, Hospitality, Beauty and Skincare retail, Spirits and wine Travel retail that adds real value to customers and long-term engagement with our suppliers. We are currently engaged in the sourcing and distribution of high quality imported goods in Ethiopia and this has taken us closer to the hearts and minds of every consumer's and household in the country. We apply our extensive experience in key commodity markets and help secure a steady supply of essential commodities for producers and end-users in Ethiopia. With an annual turnover of more than USD 40 million, our vision is to continue to expand our portfolio and become the preferred local distributor/partner for international companies whose intent are entering the Ethiopian market. As a platinum level tax payer award winner, NHY also contributes to the overall national economic development of our country.

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 ALLWAYS 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, 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 four consecutive years from 2016 to 2021 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

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

Media Contacts:

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

T: +852 3960 1456 E: eva.lui@plaza-network.com