

PLAZA PREMIUM GROUP

NEWS RELEASE

Visa Brazil & Plaza Premium Group Partners to Develop World's first Visa Airport Lounge

(Global, 25 March 2022) – Plaza Premium Group (PPG), the pioneer in global airport hospitality, and Visa Brazil have established a milestone partnership which commits in introducing a new frontier of airport lounge experiences to Visa card members and travelers alike for the first time globally in São Paulo International Airport (GRU), the second busiest airports in the Latin America region.

The partnership will bring together Plaza Premium Group's expertise in elevating travel experiences and Visa's vision in empowering access to global financial services. The two global brands will collaborate to curate and design a unique airport lounge experience to enhance pre-flight customer satisfaction and provide an innovative end-to-end customer journey to a wider range of travelers. Visa will leverage Plaza Premium Group's award-winning expertise in developing and managing airport lounges from space design, customer experience creation, culinary concepts, to lounge operation efficiency in order to fulfill the needs of various traveler types in the new age of travel.

The development of the world's first Visa airport lounge at São Paulo International Airport serves as an exciting foothold in airport hospitality in the region's biggest aviation hub and it is just for Visa cardholders. As one of the busiest airports in Latin America, GRU records more than 40 million passengers annually from both domestic travel and international travel from key airport hubs in the U.S, Europe, greater South America. Brazil is also among the fastest-recovering countries in travel, especially in domestic travel, recording over 3 million domestic travelers in March 2021 alone, according to the [Report "Brazil Air Passenger Traffic: Domestic Flight"](#) issued by Ministry of Tourism of Brazil in 2021.

Visa is one of the world's largest transaction enablers with a history of travel-centric programs to empower their consumers. It has seen a significant increase in e-payment spending in the Latin America region over the years. According to [Visa's report](#) on "Cross-border credit card spending in Brazil", Brazil is ranked number one by Visa on its Financial Literacy Barometer in terms of the strongest knowledge of credit cards, debit cards, banking, and other related financial topics.

"We know the importance of travel benefits for consumers, and we are very happy to be able to offer such a complete VIP lounge in a strategic airport for Latin America. We are working together with Plaza Premium Group to prepare a security, innovative and fully digital consumer experience via our Visa Airport Companion app", says Alessandro Rabelo, executive director of Solution for Visa do Brasil. Visa Airport Companion is a Visa app that offers access to VIP lounges, discounts at restaurants, shops and services at airports around the world.

Apart from 24 years of lounge management experience, Plaza Premium Group will also deploy its latest Passenger Services Technology Platform which aims to deliver a seamless, digitally-led solution to enhance customer experience, service delivery and operation efficiency.

"Partnering with Visa, one of the most innovative global financial services institution has enabled us to further elevate travel experiences in the new era of travel, in which travel habits requires contactless and digitalized interactions. The PPG team is familiar with the market as we have been

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operating our own branded lounges and airport concierge services for five years in Brazil, the partnership has provided us with a springboard to further our presence in this strategic market. We are confident in providing a comforting, memorable, and seamless airport experience that delights Visa's customers and serves travelers' evolving needs and expectations," says **Bora Isbulan, Deputy CEO, Plaza Premium Group**. "With over 24 years of expertise in creating award-winning airport moments, we look forward to working hand-in-hand with Visa to delight global passengers with memorable pre-flight airport interactions and provide best-in-class hospitality. We also wish to introduce this unique lounge concept across Visa's future network bringing more innovation, diversification, and value which more travelers will benefit from."

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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; airport meet & greet services ALWAYS and a range of Airport Dining concepts. The Group has also developed Smart Traveler, a mobile-app based global airport membership programme that is designed for air travelers, 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 travelers' expectations of airport experiences, the group is growing exponentially across major international airports globally.

To learn more: www.plazapremiumgroup.com

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