

NEWS RELEASE

marhaba and Plaza Premium Group Form Joint Venture to Enhance Airport Service Offering Globally

(Global, April 12, 2022) marhaba, dnata's leading global airport hospitality brand, and Plaza Premium Group (PPG), the pioneer in global airport hospitality, have entered into a joint venture agreement to expand their international offering. The partnership brings together two leading brands to combine knowledge and resources, and bring airport hospitality to the next level through excellent and innovative airport concierge and lounge services as travel demand increases globally.

The first project under the agreement will see the development of the new marhaba Plaza Premium Lounge at Queen Alia International Airport in Amman, Jordan.

With the lounge development already in progress, the new marhaba Plaza Premium Lounge at Queen Alia International Airport is expected to open in July 2022. The lounge will have a capacity of 140 guests and is inspired by the beautiful landscape of Amman, with subtle inclusion of the local culture and heritage in its design.

Steve Allen, Chief Executive Officer of dnata Group said: "We are thrilled to join forces with PPG to bring our globally renowned airport hospitality services to more travellers across the world. Our joint commitment to quality and service excellence will ensure first-rate customer experience for travellers throughout their journey. We look forward to opening the first, best-in-class marhaba Plaza Premium lounge in Amman and further enhancing our joint offering in the coming years."

Mr. Bora Isbulan, Deputy CEO of Plaza Premium Group said, "This is truly an exciting opportunity for PPG. Our global agreement with marhaba is a testament to our shared commitment to providing the best-in-class airport hospitality for travellers to enjoy. We expect to yield more opportunities in the future through this collaboration. Meanwhile, we are also excited to announce our first venture through the PPG and marhaba's global agreement, the launch of the new marhaba Plaza Premium Lounge. Travellers will be able to experience the new lounge later this year in Q3."

Queen Alia International Airport is the main and largest airport in Jordan. The airport has won several awards, including Best Airport by Size and Region: Middle East in 2020 by Airports Council International (ACI) World.

-End-

Images:



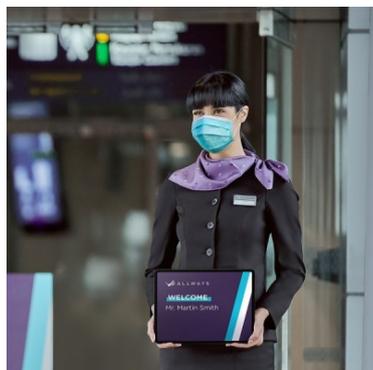
Shahab Al Awadhi, Head of marhaba Global (standing left), and Okan Kufeci Regional General Manager- Europe, Middle East, and Africa, of Plaza Premium Group (standing right) witnessed the signing of the joint venture between marhaba and Plaza Premium Group by Janis Balkens, VP New and Emerging Markets of dnata Group (seated left) and Bora Isbulan, Deputy CEO of Plaza Premium Group (seated right).



marhaba meet & greet service



marhaba operates airport lounges in six countries



ALLWAYS meet & greet service



Individual pre-portioned made-to-order meals at Plaza Premium Lounge

High-res image can be downloaded here:

<https://we.tl/t-uTSPONb1ru>

About marhaba

Launched at Dubai International airport in 1991, marhaba is a premium Meet & Greet and Airport Lounge Service that aims to make the passenger journey as easy and comfortable as possible, by providing invaluable airport services to passengers ranging from tourists and families, to VIPs and corporate customers. marhaba offers Meet & Greet Services at eight airports globally, and operates or manages 17 departure airport lounges in six countries, the UAE, Singapore, Switzerland, Pakistan, Australia and Philippines.

marhaba is part of dnata, a leading global air and travel services provider. dnata offers quality and safe ground handling, cargo, travel, catering and retail services in over 30 countries across six continents.

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, 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 five 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

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