



News Release

Plaza Premium Group Elevates the Customer Experience at KL International Airport

As a part of its 25th anniversary, the brand revisits its lounge experience at its first location and announces plans to expand around the Southeast Asia region in 2023



Lounge Entrance



Dining Area – Plaza Premium Lounge

Highlights of the Plaza Premium Lounge at KL International Airport (KLIA), Terminal 1

- The new lounge will be the first major launch by Plaza Premium Group in 2023 with plans to expand in the region as a part of their 25th anniversary celebration
- Housing both Plaza Premium Lounge and Plaza Premium First, KL International Airport will now host one of the largest Plaza Premium Lounge worldwide with both concepts under one roof
- Emphasising a 'sense of place', the new lounge embraces Malaysian culture in its experience and interior design. More than a lounge, it showcases Malaysian food, local architecture features, and promotes up and coming Malaysian artists by turning the whole lounge into an art gallery

KUALA LUMPUR, 20 March 2023 — Plaza Premium Group unveiled its brand-new lounge in KL International Airport (KLIA). Located at KL International Airport Terminal 1, the lounge is the latest from the group's offerings for travellers at the international departure hall, making a visit to the Plaza Premium Lounge in KL International Airport an essential part of the travel experience.

The new lounges offer guests two options: The Plaza Premium First and the Plaza Premium Lounge. At the brand's KL International Airport outpost, frequent Plaza Premium Lounge guests will now have the option of upgrading to the Plaza Premium First experience. The lounge is open to both business and leisure travellers and will provide dedicated spaces to suit the different travelling needs: relaxation, dining, 'work from anywhere' areas, socialising, private rooms for families or corporate usage. These amenities are joined by excellent service to make sure anyone who departs or transits KL International Airport has a memorable experience in the lounge.

"We founded the independent lounge concept 25 years ago in Malaysia, as a part of our 25th anniversary celebration, after expanding our concept into over 70 international airports, we come back to our roots and revisit the whole lounge experience. The launch of this venue is a testament to the plans that Plaza Premium Group has in store for our growth in 2023 and beyond," said Song Hoi-See, CEO and Founder of Plaza Premium Group "We are committed to "Make Travel Better". Our goal is to transform Plaza Premium Lounge into not just a pre-flight space but a destination in its own right from one country to another. In this case we are bringing Malaysian culture to the forefront, where guests can visit us and uncover something new each time."

The Lounge Ambiance

The lounge pays homage to art forms and the natural landscape of Malaysia. Tying both offerings together is the Rainforest Tree that stands as the centrepiece within the space, offering guests with greenery within the lounge. As the newest addition under the Plaza Premium Group, the location within KL International Airport Terminal 1 boasts an array of design elements that showcase the best of Malaysian culture. From Batik patterns featured on the furniture to the incorporation of rattan weaving methods, to the artwork around the lounge, together it is a visual treat for guests.

The lounge features different zones that separate dedicated relaxation corners from the dining and working spaces, allowing travellers to relax, work or dine in comfort. The plush seats and warm tones when accompanied by the colourful artworks and design elements create a sophisticated and elegant setting that will have you ready for any international flight. By incorporating greenery and wellness into the lounge's design, Plaza Premium Group has created a space where travellers can take a break from the chaos of travel and indulge in some much-needed relaxation and self-care. Both Plaza Premium First and Plaza Premium Lounge customers are also able to enjoy shower amenities within the space as well as nursery rooms for parents.

Lounge as an Art Gallery

Turning the lounge into a gallery space, the lounge has been designed to be an art and culture hub to elevate the travel experience. In its inaugural exhibition, Plaza Premium Lounge partners with The Art People Gallery to showcase local art from Malaysian artists. Within the lounge, guests will be able to discover a specially curated exhibition that showcases the works from nine local, emerging artists. Guests are greeted with an art mural display at the entrance of the lounge, which showcases a story of Malaysia's past, present and future, each art piece allows guests insight into the culture and traditions of Malaysia on the canvas, giving a chance to journey into the heart of Malaysia.

Premium Dining Options

Plaza Premium First and Plaza Premium Lounge offer different dining experiences to cater to their guests' needs. Plaza Premium First serves a curated experience, with an ala carte menu that is cooked a la minute, while Plaza Premium Lounge's offers a buffet menu as part of the brand's promise to promote sustainability and wellness, guests can also look forward to a refreshed menu featuring plant-based and vegetarian options, created by celebrity chef Andri Hadi, Plaza Premium Lounge's newly appointed Chef de Cuisine. Known for his elevated fusion creations, Chef Andri has created a menu inspired by Malaysian flavours and ingredients. His signature dishes include Nasi Lemak with Australian Beef Rendang for Plaza Premium First and Malaysia Curry Laksa for Plaza Premium Lounge.

Plaza Premium Lounge at KL International Airport Terminal 1 joins the recent openings of airport hospitality experiences by the group in Adelaide, Bengaluru, Cebu, Dubai, Florida and Hong Kong, and is one of the first expansion announcements marking its 25th anniversary by the group in 2023. This will pave the way for its launch in Jakarta Soekarno-Hatta International Airport later in the year.

Opening Offer (March 1 – June 30, 2023)

Plaza Premium Lounge – From RM 146 per person (2-hour lounge use)

Plaza Premium First – From RM 202 per person (2-hour lounge use)

Visit www.plazapremiumlounge.com to make reservations.

For high resolution images, kindly download from here:

<https://mega.nz/folder/LyAgwahb#EEp6YsmCXU5RHAgWL7B0pw>

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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 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, 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 six 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

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