

# PLAZA PREMIUM GROUP

## Plaza Premium Group Celebrates 25 Years of Making Travel Better

From launching the world's first independent airport lounge, to expanding into a full ecosystem of airport hospitality services, PPG's visionary outlook for future growth is driven by technology, sustainability, and people



PPG recently hosted a spectacular event to celebrate two significant milestones: The Group's 25th anniversary and the grand opening of 'Intervals', at Hong Kong International Airport, where it all began.

**[31 August, 2023 – Hong Kong]** - Plaza Premium Group (PPG), the company that created the world's first independent airport lounge, is marking its 25<sup>th</sup> anniversary in 2023. The unprecedented concept was conceived when founder and CEO Song Hoi-See identified the need for a place where travelers not flying in premium class could relax, unwind, and enhance their productivity.

Mr. Song describes the past quarter-century as a "remarkable journey." The visionary Malaysian entrepreneur reflects how the first lounges in Hong Kong and Kuala Lumpur have blossomed into a full ecosystem of airport hospitality services spanning 13 brands and operations in over 250 locations worldwide. His commitment to excellence has resulted in PPG winning seven consecutive "World's Best Independent Airport Lounge" awards by Skytrax since 2016.

At its birthplace, Hong Kong International Airport, PPG inaugurated the opening of 'Intervals' on August 18, an upmarket cocktail bar sitting at the vantage point of the new Sky Bridge. Intervals

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offers unique vistas for travelers who can order from a tailored menu of ‘flight of cocktails’, paired with its signature pinchos, depending on the intervals of time they have before boarding.

Over the past 25 years, PPG continuously evolved as a company to meet the ever-changing needs of travelers. Through constant innovation and reinvention, it aims to make every journey more seamless and rewarding.

Today, PPG offers a comprehensive range of 360-degree hospitality services, including terminal hotels, dining concepts, airport concierge services, a membership program, and a digital travel experience platform. Following the launch Intervals at the Hong Kong International Airport, the group will be unveiling a series of elevated in-lounge experiences at select locations across its global network.

“After three difficult years for the travel and hospitality industry, we are elated to be back to serving travelers, who are understandably eager to make up for lost time and experiences. More than ever, PPG is committed to our mission to Make Travel Better, and we have put ourselves into our guests’ shoes to bring on additional services to create joyful journeys,” Mr. Song added.

The second generation of Plaza Premium Group, Jonathan Song - Global Director of Business Development, and Mei Mei Song - Director of Global Brands and Transformation, are on a mission to drive new phases of growth while upholding the great legacy of the Song Family. As PPG moves beyond its original identity as an airport lounge operator, the company has adopted three guiding pillars: technology, sustainability, and people.

## **Technology**

PPG fully embraces the value of transformation and the opportunities presented by the digital age with the introduction of two innovative solutions - OneTECO (Travel Experience Ecosystem) and Smart Traveller, which revolutionize the airport journey with cutting-edge technology.

OneTECO is an all-in-one platform that simplifies the booking process for both business operators and consumers. It includes an omnichannel booking engine that enables worldwide sales and distribution, a customer engagement center with customer profiling and personalization capabilities, and a data analysis system. By leveraging customer and operational data from various touchpoints, the company is able to implement comprehensive insights-driven commercial and operational strategies and develop personalized offerings.

Smart Traveller is PPG's own global airport membership program, giving every traveler a reason to reward themselves effortlessly at every interaction when on the go. This program seamlessly connects all Plaza Premium Group airport hospitality offerings with an extensive network of non-PPG affiliates through a comprehensive point reward system. It also facilitates point conversion with partnered reward programs, further enhancing the value and flexibility for its members.

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## **Sustainability**

PPG is deeply committed to making a positive impact on the planet and in local communities by integrating environmental, social, and governance (ESG) practices throughout its business operations to enhance travel experiences. The group actively reduces its environmental footprint, aiming for a net-zero impact through initiatives such as waste reduction, energy-saving measures, and sustainable procurement. It scrutinizes every aspect of the product and supply chain experience, from building material selection, to inclusive spaces, and to sustainable food options.

PPG also recognizes the importance of collaborating with key stakeholders in the industry, particularly airports, to foster meaningful conversations and drive impactful change in alignment with the United Nations Sustainable Development Goals.

Additionally, PPG actively encourages its employees to participate in sustainability-focused CSR activities. These initiatives aim to further engage employees in contributing to sustainable practices and making a positive difference in their communities and the planet.

## **People**

At the heart of PPG's business are its people, who are considered the company's most valuable asset. PPG has more than 3,500 employees in more than 50 cities, representing a richly diverse workforce. Putting people first has always been and will continue to be a top priority for PPG.

Respect for diverse cultures is what binds people together, with a commitment to embracing diversity, equality, and inclusion in its people strategy, PPG cultivates a cohesive team that thrives on the richness of cultural backgrounds and experiences.

All the interactions are built upon a dedication to equality, engagement, and understanding, this commitment extends from its employees to its valued customers and partners. With a culture-centered approach, PPG is shaping a promising future in the travel industry. Celebrating diversity and differences, it strives to create an environment where all individuals feel a profound sense of belonging.

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Unveiling the Origins: Plaza Premium Lounge in its early days  
In 1998, the world's first independent lounge concept was introduced in Hong Kong and Kuala Lumpur



PPG's transformation journey:  
One of the group's latest locations, Plaza Premium Lounge at KL International Airport



Intervals – PPG's latest creative concept, an airport cocktail bar located at the newly opened sky bridge at HK International Airport



PPG is a family legacy of vision and leadership, with the second generation Mei Mei and Jonathan carrying Forward the Journey

(Left to Right: Song Hoi-See, Founder and CEO; Mei Mei Song, Director of Global Brands and Transformation; Jonathan Song, Global Director of Business Development; Linda Song, Executive Director)



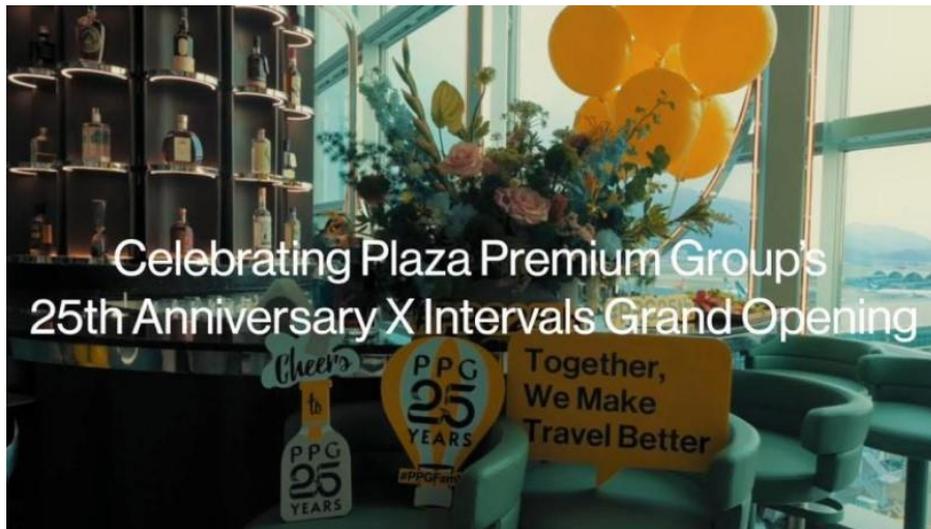
Plaza Premium Lounge was first recognized as the "World's Best Independent Airport Lounge" in 2016 at the prestigious World Airline Awards by Skytrax. Since then, we have proudly maintained our winning streak for seven consecutive years.

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PPG's Founder and CEO, Song Hoi See, along with Jonathan Song, Global Director of Business Development and second generation of the group, share their vision for the future of PPG

[https://www.youtube.com/watch?v=lgBnUGo\\_mlk](https://www.youtube.com/watch?v=lgBnUGo_mlk)



The video highlight of our recent celebration at HKIA, kicking off the festivities for Plaza Premium Group's 25th anniversary.

<https://www.youtube.com/watch?v=c4wwsiyPfyY>

For high-res images:

<https://www.dropbox.com/sh/c9r2urayfv2q4sx/AADTkdtKuLF2VV4kyJ9V4FmEa?dl=0>

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## About Plaza Premium Group

Plaza Premium Group is a pioneering, 360° global airport service provider that revolutionizes the hospitality industry with a mission to Make Travel Better. Established in 1998 and headquartered in Hong Kong, the Group introduced the world's first independent airport lounge concept. Today, Plaza Premium Group operates the world's largest network of international airport lounges, being in over 250 locations and in more than 70 international airports. By putting travellers at the heart of its business, Plaza Premium Group redefines airport experience with both innovation-driven and human-led solutions. Over the years, Plaza Premium Group has evolved into a holistic 360° airport service provider and introduced other innovative airport hospitality concepts to complement its airport lounge business – Plaza Premium Lounge and Plaza Premium First, including airport terminal hotels - Aerotel, Airport Passenger Services - ALWAYS, a range of F&B brands under Airport Dining, global reward and membership program - Smart Traveller and travel experience ECOsystem Platform – OneTECO. In addition to its own brands, Plaza Premium Group also provides airport hospitality solutions to leading airlines, alliances and corporates around the world, including Cathay Pacific Airways, China Southern Airlines, Virgin Atlantic, Air France, Star Alliance, SkyTeam, American Express, Capital One and many more. The Group is well-recognized in the global aviation and hospitality industry and has won more than 60 accolades in the last six 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” in 2018 & 2019 by TTG Asia magazine. In 2020, the Group has been awarded “ISO 9001:2015” for Hong Kong Headquarters, demonstrating quality management in providing airport lounge services. 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 pursuing excellence, the group is growing exponentially across major international airports globally.

Website and social: [www.plazapremiumgroup.com](http://www.plazapremiumgroup.com) LinkedIn @plazapremiumgroup, Twitter @PPG\_worldleader and WeChat @PlazaPremiumGroup #PlazaPremiumGroup #WeMakeTravelBetter #airporthospitality

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