

DreamFolks and Plaza Premium Group announce strategic collaboration to expand global lounge network and enhance travel experience for Indian passengers

- The collaboration will see an inclusion of over 340+ Plaza Premium Lounges in DreamFolks Global Lounge Network, offering extensive access to lounges in key international airports for outbound Indian travellers



Mr. Bora Isbulan, Deputy-CEO, Plaza Premium Group and
Ms. Liberatha Kallat, Chairperson & Managing Director, Dreamfolks Services Ltd.,

13th July, 2023: DreamFolks, India's largest airport services aggregator, and Plaza Premium Group, a global leading airport hospitality provider with the world's largest network of independent airport lounges, have announced a collaboration to include over 340+ Plaza Premium Lounges in over 70+ major international airports into the DreamFolks global lounge network, offering an enhanced travel experience to its members worldwide starting July 24, 2023.

This collaboration will facilitate extensive coverage of Plaza Premium Lounges across 4 continents including key travel hubs such as Australia, Canada, the United Kingdom, Hong Kong, Florida, Brazil, Italy, Indonesia, Malaysia, Singapore, Dubai, Saudi Arabia, Jordan and more.

With the inclusion of Plaza Premium Lounges, DreamFolks' global touchpoints will increase to an impressive 1700-plus. This expanded network will offer members unparalleled access to premium lounges across key travel destinations worldwide, ensuring a seamless and comfortable travel experience.

Ms. Liberatha Kallat, Chairperson & Managing Director, Dreamfolks Services Ltd., commented, "*We are delighted to join hands with Plaza Premium Group and expand our global lounge network. The geographic reach that Plaza Premium Lounges offers is impressive and we are glad to showcase our offerings across newer lounges and diverse locations. The strategic collaboration marks an important step towards enhancing the global travel experience for all. With increased lounge coverage and access to an extensive network of touchpoints, travellers can look forward to enjoying unparalleled comfort and hospitality at key travel locations worldwide.*"

Bora Isbulan, Deputy-CEO at Plaza Premium Group said, "*We are happy to collaborate with DreamFolks. India is one of the biggest fastest outbound markets in Asia, this strategic collaboration enables PPG to further its mission to make travel better by curating unique airport hospitality solutions to travellers to meet the evolving needs of Indian travellers. Our goal is to make the airport experience a part of the journey you look forward to in India, we believe that the airport hospitality space presents a significant opportunity for growth, given the country's large population, rising purchasing power, and fast-growing outbound travel market.*"

Through this collaboration, we can tap into DreamFolks' extensive exposure and deep understanding of India's travel market and consumers, while also leveraging PPG's strong global network and expertise in airport hospitality to introduce innovative products and services to the Indian market more effectively."

About Dreamfolks Services Ltd.

DreamFolks is India's leading airport services aggregator and provides an in-house proprietary technology platform that allows its clients such as Banks, Card Networks, Airlines, OTAs and Enterprises to create custom offerings for their end consumers. DreamFolks today manages the lounge and other benefits for most of the top Banks including the top 5 credit card issuers in India, and enjoys a market share of over 90% in the domestic lounge access market. The company went public in Sep '22 with listings on both BSE and NSE and has a global footprint extending to more than 1,700 touchpoints in 100+ countries, across the world.

The pillars of the company's success have been the first-mover advantage and a strong commitment to fulfilling the aspirations of common Indians by providing access to niche services which were earlier accessible to only business class travellers. A strong focus on cutting-edge technology and innovation has helped DreamFolks to gain a leadership position in this industry. DreamFolks started off as an airport lounge access aggregator and today it has become a complete end-to-end technology solutions provider with services that enhance the airport experience - this platform today accounts for more than 70% of all lounge transactions in India. The company developed a scalable technology platform which ultimately became a one-stop solution for all airport-related services. The hi-end proprietary tech platform enables efficient management of cardholders' entitlements, resulting in ease for the networks/issuer banks & easy reconciliation. It further opens ways for DreamFolks' clients to provide value added services to the end-consumers as part of their customer engagement and loyalty management programmes, thereby creating ancillary revenue opportunities for them.

DreamFolks' bespoke airport solutions reduce common industry pain points for integration, deployment, ongoing support and minimize fraud and abuse. DreamFolks tech platform is PCI DSS compliant and provides real time visibility of transactions to clients and consumers. Overall, it ensures that all the entities on or availing the platform i.e., clients, lounge operators and consumers, have a seamless & 'hassle-free' experience.

The company's Chairperson & MD, Liberatha Kallat, has been leading the organisation since 2013 and has been responsible for conceiving and scaling up the business since its inception. She has been recognized for her significant contribution in revolutionizing the airport service segment in India and has been named as the Most Promising Business Leaders of Asia 2022-23 and Business Leader of the Year 2023 by Economic Times, Woman Entrepreneur of the Year 2022 by Entrepreneur India, Super Woman of Tourism for Business Leadership by TAFI Convention, Malaysia in 2022 and more.

To learn more: <https://www.dreamfolks.in>

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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 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 seven years, including “World’s Best Independent Airport Lounge” for seven consecutive years from 2016 to 2023 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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