



PRESS RELEASE

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ASIATRAVEL RECEIVED BEST ONLINE TRAVEL AGENCY 2016 AWARD

At the 27th Annual TTG Travel Awards, Asiatravel.com Holdings Ltd (“Asiatravel”) was presented with the prestigious **Best Online Travel Agency 2016** award, for the fourth consecutive year since 2013.

The TTG Travel Awards recognises the best travel industry players in Asia-Pacific. This annual event honours stellar organisations and individuals in 4 categories: Travel Agency, Travel Suppliers, Business Travel and Outstanding Achievements. The TTG Travel Trade Awards covers the Asia Pacific region including China as well as USA, Europe and Middle Eastern travel organisations that operate in Asia.

The Best Online Travel Agency is based on most votes received for professionalism and excellence in staff, best value added services to clients and best use of technology to improve efficiency and effectiveness in services provided to clients. Votes are from airlines, hotels, car rental, cruise operators, national tourism offices, global distribution companies and other travel professionals.

As an online travel company, Asiatravel operates in both the B2C and B2B channels using different product brands: Asiatravel.com and TAcetre.com respectively. Only in September this year, its B2B division officially launched in China using a local brand 汇订网 and conducted a roadshow in Beijing and Shanghai where over 1300 trade clients attended.

On receiving the award, Senior VP Marketing Fred Seow said: “Receiving this award is a great morale booster for our staff who are constantly reminded that today’s consumers have more choices than ever and that we need to keep evolving ourselves to remain relevant in both the consumer and trade market segments that we operate in. We truly thank our travel suppliers for their trust and support and especially those who participate in our dedicated marketing programs using online, offline and television platforms.”

END



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About Asiatravel.com Holdings Ltd

It is Asia's leading multi-channel online travel company that offers a global inventory of over 8m travel products worldwide. Its online booking feature of all-inclusive packages strongly appeals to travellers seeking convenience, instant confirmation and extra savings. Its ability to provide full travel services at packaged prices sets its distinctive position in the online travel market.

Serving customers worldwide through 13 major language sites, its 19 offices in Asia, Middle East and Europe operate and provide 24 X 7 customer services. With comprehensive ground experience, supplier relationships, proprietary systems and operational knowledge, Asiatravel.com maintains a strong travel brand recognised for its reliability, sincerity and integrity, for consumers and partners alike. Its recent award includes the Best Online Travel Agency 2015, for the 3rd consecutive year by TTG Travel Awards Asia Pacific.

Established in 1995, it is listed on the Singapore Stock Exchange since 2001. Its recently established B2B division consists of TAcetre.com and Savio-Staff-Travel, serves the travel industry and corporate sectors respectively.



For more information please visit www.asiatravel.com, www.tacentre.com, www.tacenter.cn

Asiatravel.com



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This announcement has been reviewed by the Company's Sponsor, RHT Capital Pte. Ltd ("Sponsor"), for compliance with the relevant rules of the Singapore Exchange Securities Trading Limited ("SGX-ST").

The Company's Sponsor has not independently verified the contents of this announcement. This announcement has not been examined or approved by the SGX-ST and the SGX-ST assumes no responsibility for the contents of this document, including the correctness of any of the statements or opinions made or reports contained in this announcement.

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