

**PRESS RELEASE - 8 March 2018**

ASIATRAVEL LAUNCHES WORLD'S 1ST DIGITAL - THEATRICAL TOURS

Countless great movies about Israel's history and culture; Ten Commandments (1956), King David (1985), Moses (1995), The Passion of the Christ (2004) etc, have moved the emotions of hundreds of thousands who watched them. Each day, thousands of tourists who physically tour Israel see only the ruins and rely on the tour guide or other referencing tools to imaginatively connect the present with history. Virtual reality technology (VR), at its best today, can transport you to another time or destination effortlessly but it is not a paradigm shift for the tourist experience.

Asiatravel.com Holdings Ltd ("Asiatravel") and its B2B division TAcetre.com, in partnership with Yaturu 5800 Israel ("Yaturu"), are bringing Hollywood theatrics to tourism. Tours are staged using augmented reality technology (AR) and scripted audio-dramas of the history of destinations along the tour itinerary chronologically. Launch of the world's first digital theatrical tours will be in May 2018 starting with special group packages to Israel. This means along the carefully ordered itinerary, when one visits Masada to hear and experience the drama, on the actual clifftop site in present day Israel, one will join the final events of the first Jewish–Roman War, which occurred during 73 to 74 AD. Upon visiting Jerusalem or Bethlehem on another part of the tour, one will witness Jesus standing against corrupt authority or angels communing with Mary (the virgin mother of Jesus according to the biblical stories) and being asked to name her unborn son - Jesus. Applying AR and audio-drama to tourism enables the tourist to be fully immersed into the stories unfolded at the destination, attaining maximum educational, entertainment and experiential engagement.

Following this launch, Asiatravel and Yaturu will jointly develop similar digital theatrical tours in major tourism destinations in Asia, with the first such Asian tour ready as early as end of 2018. Such tours will be for tourists travelling independently or in groups. This will allow more tourists from around the world to fully immerse into the rich history, heritage and cultures of exotic destinations in Asia. An extension of the production house, now in Hollywood; Los Angeles, will be established in Singapore to fast track development across Asia Pacific.

Kevin Bermeister, CEO of Yaturu said: "AR and tourism are mutually disruptive. We know about AR business models largely from the gaming industry, but I believe tourism will become the first industry to fully engage AR and the first to birth successful, long term AR content business models. Asia Pacific will be a very interesting region for us to develop these tours because of its diverse cultures and backgrounds". To read more about Yaturu's AR application in tourism (visit www.yaturu.com for more information).



Fred Seow, CEO of TAcetre added: "If touring is about experiencing history and culture and attaining memorable experiences, then Yaturu's application of AR into tourism will be well sought by tourists, especially the millennia who appreciates technology more than anyone else. I think it is also timely for this product segment (tours), which has been largely human based, to achieve consistent high standards, refined content and quality and even cost savings when converted into digital theatrical tours. We are very honoured to partner Yaturu in introducing this exciting new product into Asia and we look forward to working with all agents to promote this product and operators to integrate this creative feature into their products".

From 10 March 2018, consumers can book these digital tours to Israel on www.asiatravel.com and all travel trade personnel can book via TAcetre.com (international) or TAcetre.cn (China).

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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

About Yaturu

Yaturu.com and its joint production and intellectual development partner Yalla. Digital under the stewardship of Kevin Bermeister, a pioneer in interactive Multipath Movies are committed to the development of theatrical tourism. Yaturu works with distributors as well as agents and operators in the tourism sector worldwide to develop, market and sell its digital tourism productions. Yaturu is an initiative of Jerusalem 5800.

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