



Asiatravel.com Holdings Ltd
615 Lorong 4 Toa Payoh, #01-01 Storhub
Singapore 319516
Tel: (65) 6732 6773, Fax: (65) 6732 1226
Website: www.asiatravel.com

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OVER 2,000 M LHULLIER STORES IN PHILIPPINES TO CARRY ASIATRAVEL'S PRODUCTS



Philippines' population has crossed 103 million¹, was in 2016 ranked the world's 36th largest economy and 3rd largest economy in ASEAN², and is now termed an NIC; newly industrialised economy, transitioning from agriculture to services and manufacturing. Domestic travel grew more than 12%³ in entire 2016 while the Department of Tourism (OTDPRIM) reported a 23.6%⁴ growth in arrivals (631,639 visitors) in January 2017, a record month in history.

To make it even more accessible and convenient for the Filipino population who are spread over a vast archipelago of 7,000 islands, Asiatravel.com ("Asiatravel") and M Lhuillier Financial Services ("M Lhuillier") inked an agreement to let consumers enquire, book and pay for Asiatravel's domestic and global travel products at M Lhuillier's over 2000 stores throughout Philippines.

MLhuillier, which 25 years ago offered only collateral lending has since grown into one of Philippines' most versatile financial institutions with services including remittance, bills payment, logistics, and insurance among others. This year it plans to add another 200 stores to its existing network of 2,000 stores. A special travel website will be powered by Asiatravel for M Lhuillier while all its stores will be immediately trained by travel specialists from Asiatravel on how to serve customers' travel enquiries and even process bookings for them.

Michael Lhuillier, M Lhuillier's President and Chief Executive Officer commented on this partnership: "As our country becomes more progressive and successful, we want the Filipinos to be able to see the world. We always look for better ways to serve them and better services to give them. Travel is just one of these things."



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Nikki Rocha; Asiatravel's Executive Vice President for Philippines, Hong Kong and Thailand added: "Unlike in the past, travel products were only more accessible in the cities or areas close to the cities. This partnership is extending our reach to the Filipinos not just to those with access to the Internet or to those with credit card, but to everyone even in the remote areas of the Philippines."

END

Sources:

1: Worldometers

2: International Monetary Fund (IMF 2016)

3 & 4: Statistics, Economic Analysis and Information Management Division (SEAIMD), Office of Tourism Development, Planning, Research and Information Management (OTDPRIM), Tourism Development Planning (TDP), Department of Tourism; Philippines



L-R: Michael Lhuillier, President and Chief Executive Officer of M Lhuillier and Nikki Rocha; Asiatravel's Executive Vice President for Philippines, Hong Kong and Thailand



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Team members from Asiatravel.com and M Lhuillier

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 2016, for the 4th consecutive year of the 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.

This press release 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").

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The details of the contact person for the Sponsor is:-

Name: Mr Mah How Soon, Registered Professional, RHT Capital Pte. Ltd.

Address: Six Battery Road, #10-01 Singapore 049909.

Tel: (65) 6381 6757.