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## **ASIATRAVEL.COM's B2B; TACENTRE.COM ENTERS THE DRAGON**

Asiatravel.com Holdings Ltd ("Asiatravel") officially launches its b2b system: TAcetre.com ("TAcetre") in the People's Republic of China on 6 September 2016 with a grand launch ceremony at the Beijing Kempinski Hotel. Amongst the over 1,000 guests at the event were Singapore Ambassador for China Mr Stanley Loh, Ambassador for Israel Mr Matan Vilnai, many senior leaders from the travel trade industry in the northern China territory of Beijing, Tianjin and Tangshan and more than 20 travel partners from South East Asia and U.A.E.

TAcetre will focus on the outbound travel market. Several new business initiatives dedicated to the Chinese market are also announced. These include:

- 1) The exclusive representation in Asia Pacific for a brand new virtual reality tour being developed in Israel which includes interactive mobile app and theatrical plays of historical scenes during the tours covering several renown sites and attractions.
- 2) TAcetre will offer independent hotels or attractions outside China a focused marketing and distribution program under its Exclusive label in China.
- 3) TAcetre will launch a new module which allows destination tour operators and even travel related businesses to load their content as singular or packaged products.
- 4) Collaborate with Lvye.cn; a travel platform consisting of over 9,000 travel registered tour leaders to promote outdoor travel activities to over 4 million members and dozens of fan club bases throughout China, to develop, provide and market outdoor exotic and adventure based tour programs to South East Asian and other destinations that TAcetre have operations.

Asiatravel's Executive Chairman/CEO Boh Tuang Poh commented: "China is a very interesting and dynamic market. Many foreign and local b2b players are already in this market but as the outbound market is still in its early stage, with our new business initiatives to cater to emerging travel segments, we believe we can secure a fair share of this market. We can now truly unlock the values of our excellent products, network and 20 years of operational experience especially in South East Asia. Our B2B API is already serving some of the largest online and mobile players in China and following this launch, our next priority will be to establish more sales centres in the other cities and provinces to serve the travel agency networks".

Commenting on this event, Israel Ambassador for China in Beijing, His Excellency Mr Matan Vilnai said: "Everyone knows how important a source market China has become but one really needs to physically operate here in order to understand the local mindset and culture, travel needs, trends and diverse travel segments. I am very pleased to see an online b2b company with full travel content making its entry into this market to support the many traditional and online travel agents gain direct access to a global



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inventory. I see these new initiatives very relevant to this market and will very likely differentiate them from the rest of the crowd”.

TACentre, Asia’s 1<sup>st</sup> online wholesale system offering all-inclusive travel packages on instant confirmation, first made its entry into the b2b sector in South East Asia in October 2012. Retail travel and b2b agents in Asia and Middle East can connect to its API or conveniently use its web based version to book a whole suite of travel products, enjoying the most current pricing and availability.

The TACentre brand localized as 汇订网 in the China market is hosted on [www.tacenter.cn](http://www.tacenter.cn). It is fully translated into Chinese with customised features and local payment gateways like Alipay, China Union Pay and WeChat Pay integrated into the system. To serve the Chinese audience, over 8 million (SKU) products worldwide are built into the system on Renminbi pricing with instant confirmation. The over 8 million (SKU) products include standalone flights, hotels, day tours, attraction tickets, all-inclusive flight and destination packages, transportation available globally. An online group travel booking feature is also available.

Sales & marketing offices in Beijing, Chengdu, Guangzhou and Shanghai are already in operation and are supported by a round-the-clock customer services and operations center in Beijing. Together with the launch is a roadshow covering Beijing and Shanghai where over 1,000 outbound agents were invited to view the platform, meet its preferred travel partners on pre-scheduled appointments.

Below are some pictures taken at the launch ceremony earlier today:





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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.



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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](http://www.asiatravel.com), [www.tacentre.com](http://www.tacentre.com), [www.tacenter.cn](http://www.tacenter.cn)

*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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