



PRESS RELEASE



ASIATRAVEL ANNOUNCES SAVIO STAFF TRAVEL FOR CORPORATE AND EXPANDS INTO TWO MAJOR ASEAN MARKETS: INDONESIA & VIETNAM

SINGAPORE, 12 FEBRUARY 2016

Asiatravel.com Holdings Ltd (“Asiatravel” or the “Company”) had over the last few years invested heavily into its proprietary system, global product procurement and operations. With these enhanced capabilities, the Company is expanding its distribution beyond B2C into the B2B channel. In October 2012, the Company introduced its first B2B product; TAcetre.com (“TAcetre”), an online booking portal for the travel trade segment. TAcetre is now established in over 10 markets. The Company now announces Savio Staff Travel (“Savio S.T.”), a personal online travel portal, based on B2B2C model, for the corporate segment.

In several markets, small to mid-sized enterprises are increasingly consuming more domestic and international travel, requiring quick service response, better budget controls and automated administration. Corporate travel systems provided by global corporate travel agencies are largely afforded by global corporations because of the high subscription and service fees. Savio S.T. was conceptualised for small to mid-sized organisations’ staff travel needs and allows users to book flights, hotels, transportation and a gamut of other travel products on instant confirmation, in a secured environment and zero maintenance. Since its debut in April 2015 in Singapore, Philippines, Thailand and U.A.E, Savio S.T. has amassed a reach of over 1.2 million corporate staff base and a growing active user base that book flights, hotels and other travel products daily.

Asiatravel now introduces this unique portal into two of South East Asia’s most populous countries: Indonesia and Vietnam. P.T. Multi Holiday in Jakarta and United Golf Services in Ho Chi Minh, both established corporate agents, appointed as Official Distributors of Savio S.T. for Indonesia and Vietnam respectively.

P.T. Multi Holiday’s Managing Director; Rudy Techrisna said: “As a corporate ticketing and travel agent and of over 18 years in Jakarta, we have witnessed the growth of domestic and international air travel, for business and leisure. We find Savio Staff Travel very relevant to the many small to medium companies and organisations in Indonesia as it has a comprehensive database of travel products worldwide and the simplicity of its platform makes it very easy for staff to book.”

United Golf Services’ President; Jamie Bao Nguyen said: “Vietnam is home to many Western and Asian corporations and over the few years, people have become more affluent and familiar with online travel bookings. We are excited to be introducing a new product like



Savio S.T. which incorporates benefits to the company that subscribes to it and travel discounts for the staff. As we serve many leading commercial entities like banks and major corporations for their golf tournaments and golf travel events, we believe Savio S.T. complements our total travel service offering and solution.”

Asiatravel’s Senior Vice President for Marketing and B2B added: “We are pleased to partner two established and professional agencies that have strong local corporate networks and are appreciative of the online environment. As both countries are strong emerging travel markets in South East Asia, we hope to play a significant role in their online travel revolution. We are very excited with Savio S.T. as it allows us to penetrate a travel segment that has volume, better budgets and regularity.”

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About Asiatravel.com Holdings Ltd

It is Asia’s leading online travel company that offers a global inventory of over 8m travel products worldwide. Its online booking feature for all-inclusive packages strongly appeals to travellers seeking convenience, instant confirmation and extra savings. Its ability to provide full travel services at packaged prices establishes 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

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