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TACENTRE.COM CHINA ROADSHOW A HUGE SUCCESS

Following Asiatravel.com Holdings Ltd (“Asiatravel”) official launch of its b2b system: TAcetre.com (“TAcetre”) in Beijing, the capital city of the People’s Republic of China on 6 September 2016, it was followed by a Roadshow in Beijing and Shanghai on 6 and 8 September respectively to introduce its Chinese b2b platform known as 汇订网 or TAcetre.cn to local agents while 20 over of its best suppliers from South East Asia also had the opportunity to showcase their products.

Of the over 1,000 trade guests who attended the launch event in Beijing were Singapore Ambassador for China, Mr Stanley Loh, Ambassador for Israel Mr Matan Vilnai, Pinggu District Assistant Director Mr Liu HaiPoa, First Secretary of the Embassy of The Republic of Singapore and International Enterprise Singapore Centre Director Miss Teo Xin Wei, Regional Director Of China of Singapore Tourism Board; Miss Low See Peng, Tourism Attaché of Israel Mr Boran Shnitman and many other senior industry leaders from major online and offline travel agents.

The roadshow in both major Chinese cities saw a total attendance of over 1,300 travel agency managers and staff from Beijing and Shanghai as well as from secondary cities like Tangshan, Tianjin, Suzhou, Nanjing and Hangzhou. Renown agents like Ctrip, Tuniu, China Comfort, China International Travel Service, China Travel Service, new online players like Morgu Web, Senscape and Wanda, and many other traditional agencies attended the roadshow. Here are some comments from agents who attended the roadshows in Beijing and Shanghai:

Miss Janny Tu; Commercial Operations Senior Manager of Tuniu.com in Shanghai, commented: “After attending this event, we have a clear understanding of TAcetre.cn, its products and distribution capabilities. As we had not dealt with individual operators before, I am pleased to also meet the different operators and learn more about their products and unique features. We are very happy with a new online b2b supplier like TAcetre.cn that we can integrate with for so many different products.”

Mr Yang Yang; Director for Spring Airlines North China based in Beijing said: “I am very pleased to attend the product launch of TAcetre.cn and because we will be focusing more on South East Asian destinations, I believe it will help us a lot in our packaging of more flight packages with different hotel and tour components to be promoted to individual travelers in northern region of China.”

China Comfort Travel Group’s Assistant Director, Mr Liu from Beijing who visited the roadshow in Shanghai commented: “I am impressed with the number of products that TAcetre.cn have in their system. I think this b2b platform is very timely in China and will surely help all our branches serve more of their customers who are increasingly wanting to visit Singapore and South East Asia.”



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China Travel Service's Beijing General Manager Mr Yang Chien said: "I feel very good after attending the launch and roadshow. A new b2b brand and platform, new business opportunities."

TAcetre.com CEO, Fred Seow said: "Although we already have some dealings with Chinese agents over the last two years and having spent several months to localize TAcetre.com into a full Chinese version with local payment gateways like Wechat Pay, Union Pay and AliPay, nothing beats having a full local sales and operations team to engage online and offline travel agencies over a roadshow. We had a very successful product launch in Beijing with an amazing turnout but the roadshow from the two cities provided us even more invaluable feedback, suggestions and the exact market's product interests in popular destinations. We have a delegation of over 20 trade suppliers from South East Asia who are equally impressed and satisfied with the roadshow. Each delegate had at least 50 quality pre-scheduled appointments with travel agents over the two days. Their findings reinforce the need for an online b2b platform like TAcetre.cn to immediately cover the huge grounds and fulfil the travel trade sector's needs. With the favorable response from these partners, we are already setting dates for the next roadshow to cover more provinces especially in the 2nd and 3rd tier markets where more new demand had been driving china's outbound growth. We want to work even closer with our over 10,000 directly contracted hotel partners to bridge their communication, distribution and yield management in China."

Some of the organisations that participated in the TAcetre China Roadshow include: Banyan Tree Hotels & Resorts, Capella Singapore, Cartoon Network Amazone Pattaya, Centrepoint Group Thailand, Kata View Beach Resort, Resort World Sentosa, Vivanta by Taj on Rebak Island Langkawi, Fragrance Hotel Management, Blue Monkey Resort Phuket, Show DC Bangkok, Sunway Lost World, Legoland Malaysia, Impiana KLCC, Sentosa Leisure Management, KidZania Sentosa, Yaturu Israel, H Hotel Dubai, and over 150 sponsors including Singapore Tourism Board, Tourism Malaysia, TTG Asia and TTG China. Here are some of their comments:

Kingkaew Puengjesada; Deputy Chief Operating Office of Cartoon Network Amazone said: "The China market is very critical and great potential for us. With a good partners and co-operation, China and TAcetre.cn can bring the growth to tourism of Thailand."

Mr Sandip Mukherjee; General Manager of Vivanta by Taj on Rebak Island Langkawi said: "China is an important market for us. The young and upwardly mobile Chinese travelers who are now aspiring to book their own travel will find the online option most attractive. Hence TAcetre.cn that has an API should become a productive platform for us to grow in China. The direct face to face meetings with agents are invaluable for us to understand their specific requirement and our immediate to long term ability to meet their needs."

Ms Wong Wei Shien; VP for Revenue and Business Development of Fragrance Hotel Management said: "China is our top market. TAcetre.cn with local offices and sales teams in China will be able to promote products better and provide more personalized services to clients. With our strategic partnership, I believe we will see substantial growth from TAcetre.cn."



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Asiatravel.com's China CEO David Boh added: "Although the b2b environment is equally complex and competitive in China, I believe our very good fundamentals especially in South East Asia's context, will give us an equal footing in China. Our own destination offices in 13 countries outside China gives us the added confidence and differentiation in this crowded marketplace to ensure better communication, fulfilment and premium customer services which are all very important elements in the travel industry. With these new initiatives introduced into this market; example the new virtual reality tours in Israel, outdoor adventure and activities focused tour programs for an emerging Chinese travel segment, exclusive product representation in China for independent hotel properties and even attractions, we will be able add further values into the supply chain."

Jonathan Dyne; Operations Director of Yaturu commented: "We are very impressed with the launch event of TAcenTer.cn in China. We look forward to growing our business with TAcenTer as they expand into the Chinese market. It has been an interesting experience learning about the China outbound market. Getting real insights from the local travel agencies we met have been really helpful and hope to enjoy a fruitful long term relationship with TAcenTer.cn."

TAcenTer 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) TAcenTer will offer independent hotels or attractions outside China a focused marketing and distribution program under its Exclusive label in China.
- 3) TAcenTer 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 TAcenTer have operations.

TAcenTer, Asia's 1st 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 TAcenTer brand localized as 汇订网 in the China market is hosted on 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



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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.

END

Picture from the Launch and Roadshow



Section of the crowd at the launch in Beijing on 6 Sept 2016



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Roadshow event in Beijing



Launch in Shanghai on 8 Sept 2016



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Section of the crowd at the launch in Shanghai on 8 Sept 2016



Roadshow event in Shanghai



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Ctrip's International Procurement Team at Shanghai event



Roadshow event in Shanghai



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Part of the China **TAcenter.cn** b2b team

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 TAcentre.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



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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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