

FOR IMMEDIATE RELEASE

OPP Alliance to reshape B2B travel landscape in Asia

- *Four major regional travel powerhouses team up to create exciting regional marketplace*
- *Alliance partners to benefit from wider coverage, greater efficiency and market insights*
- *OPP Alliance currently generates over 2.2 million room nights collectively*

Singapore, 5th December 2018

A ground-breaking new B2B travel alliance has been created in Asia, which is set to reshape the travel landscape by sharing hotel content, caring for its clients and delivering exceptional benefits the entire travel trade.

OPP Alliance is an exciting industry-first cooperation that will initially see four major travel wholesalers in Asia team up to form a new regional powerhouse. Individually selected to cover a wide range of major markets, the original alliance partners include AntaVaya, Hotelpass Global, WebBeds and Westminster Travel.

As well as strengthening and sharing hotel and travel supply, the cooperative group will exchange technology resources and best practices, improving industry innovation and drive greater efficiency. Each member will remain completely independent and WebBeds will act as the alliance's central coordinator. The OPP Alliance will continue to seek other like-minded partners in future.

Together, all partners will work together to deliver one of the industry's most comprehensive collections of hotel content, ranging from major international brands to independent boutique hotels across Asia, which will be shared extensively between all members.

In the Asian Century, one of the major goals of hotels is to penetrate into Asia's rapidly-emerging markets. OPP Alliance will enable this by providing more effective distribution through a single partner. It will also provide considerable benefits to travel suppliers and travel agencies, thus revitalizing the Asian B2B landscape.

"We are aiming to improve the direct relationships with our hotel partners and bring them closer to the action in the world of travel distribution. The alliance's initial target is to sign up to 2,000 new hotel contracts in the first six months and promote these hotel partners aggressively to our respective distribution networks. Hotels across Asia will enjoy widespread global distribution with dynamic contracts, rate parity and improved pricing capabilities. We are very excited to be part of such a pioneering collaboration," commented Brian Lee, CEO, Hotelpass Global Limited.

"We know from speaking to our hotel partners that one of their major goals is to achieve more widespread distribution more effectively – including penetration into Asia's emerging markets. OPP Alliance will enable this through a coalition of highly respected market leaders, which creates an unprecedented regional force. This makes us the perfect partner for hotels across the region, and we are delighted to be a founding member of such a dynamic initiative," added Larry Lo, CEO, Westminster Travel.

OPP Alliance members will enjoy benefits comparable to airline and hotel alliances – an expanded network, centralized coordination and the ability to offer a stronger proposition to their respective clients. By exchanging best practices and business intelligence, this coalition will also drive innovation and efficiency, while being better able to anticipate and serve the needs of the travel industry across Asia.

OPP ALLIANCE

In terms of the regional breakdown, AntaVaya will be responsible for procurement in Indonesia, Hotelpass Global will cover contracting in destination South Korea and Japan, and Westminster Travel will have responsibility for Greater China, including Hong Kong, Macau and Taiwan. WebBeds will concentrate on Singapore, Thailand and Malaysia, leveraging the strength of Destinations of the World (DOTW), which was recently acquired by WebBeds' parent company, Webjet Limited.

Looking ahead, OPP Alliance will continue to seek new members in other Asian markets, and across the world, as long as they do not overlap with existing members. The structure of the alliance will ensure an equal standing for all partners, whilst also allowing each member to retain its unique brand identity and sovereignty.

"The OPP Alliance is truly ground-breaking – a coalition of highly-respected, professional and progressive travel companies that are experts in our own markets. Each partner will be able to leverage the strengths of the group and enjoy extensive resources to accelerate the growth of our own business. We truly believe that OPP Alliance has immense potential for expansion," said Daryl Lee, CEO Asia Pacific, WebBeds.

As the coordinator of OPP Alliance, WebBeds will provide central support and coordination, enabling partners to leverage its industry-leading technology and global platform to optimize their distribution.

"OPP Alliance will help to drive positive change for hotels, suppliers and the entire travel trade. With considerable opportunities for further growth, the alliance will eventually expand to become a truly global coalition going beyond Asia. We look forward to working with our partners and serving the worldwide travel industry for many years to come," concluded Andreas Sulaeman, Vice President of Business Development & Marketing, AntaVaya.

For more information about the OPP Alliance, please email enquiry@oppalliance.com.

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About AntaVaya

AntaVaya was formed in 1994 following the merger of PT. Anta Express Tour & Service and PT. Vaya Tour. It was then acquired in 2007 by CT Corp, which owns many reputable Indonesian retail businesses such as Carrefour Indonesia and Metro Department Store, plus media interests including Trans TV, Trans 7, CNN Indonesia, CNBC Indonesia, Detik.com and Transvision. As part of such a large corporation, AntaVaya has become a key travel agency in the Indonesian outbound market (tours, packages, cruises etc.), and handles the corporate travel arrangements for many leading organizations, including UNDP, Unilever, US Embassy, Bank Indonesia, Bank Mandiri and Astra Honda Motors. In order to serve these large clients, AntaVaya has negotiated more than 2,000 active direct contracts with domestic hotels in Indonesia.

About Hotelpass Global

Hotelpass Global Limited is the biggest hotel booking operator in Korea with 29 years of experience. With an extensive network of over 9,000 domestic travel agencies, airline partners, 3,000 corporate partners, more than 10 major credit card companies, and big online portal sites, Hotelpass Global provides exclusive range of services to 500,000 customers annually through internet reservations, highly experienced human operations and a wide global network. Its collection of 150,000 domestic and international hotels includes the company's own property, Hidden Cliff & Nature Hotel & Resort in Jeju Island. The hotel, a 5-star Luxury Boutique Hotel, has also hosted many leading international events, including Lamborghini's anniversary celebration.

About WebBeds

Formed in 2013, WebBeds is the world's second largest and fastest growing B2B accommodation supplier to the travel industry, operating its business through a portfolio of brands comprising JacTravel, Sunhotels, Totalstay, Lots of Hotels, Destinations of the World, (DOTW) and FIT Ruums. WebBeds provides a global distribution network of travel trade partners with the choice of 250,000 hotels, comprising over 28,500+ direct contracts, 60+ third party providers and 25 major hotel chains in over 10,000 destinations worldwide.



Customers can access this huge choice of inventory, (ranging from affordable guest-houses to luxury hotels and including international chain hotels, city-centre and resort properties) via market-leading, trade-only websites or simple and seamless platform to platform API connectivity. Clients can also book transfer services in 950 destinations along with thousands of guided excursions and tickets for attractions. WebBeds also provides tailor-made travel arrangements for groups of all sizes covering corporate and leisure, special interest, education and MICE via its dedicated and award-winning DMC division. The company has a staff of over 1,800 travel professionals and 50 offices worldwide.

WebBeds is a subsidiary of Webjet Limited (ASX: WEB) – an ASX 200 listed company operating a digital travel business with over AUD\$3 billion in total annual turnover, as at June 2018.

About Westminster Travel

Part of the Corporate Travel Management Group, Westminster Travel has been providing world-class travel services in Asia since 1973. It employs more than 600 staff and has offices throughout Hong Kong, China, Macau, Taiwan and Singapore. Westminster Travel provides corporate travel, wholesale, destination management, leisure packages, conferences and incentive travel, hotels, cruises and air tickets reservations, inbound and outbound tours, and representation.

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