

## **TRADE RELEASE**

### **SINOMEDIA GLOBAL PTE LTD APPOINTED BY YTL HOTELS FOR REPRESENTATION IN GREATER CHINA**

**Singapore, April 2016:** YTL Hotels and SinoMedia Global Pte Ltd are delighted to announce SinoMedia's appointment as the Public Relations and Communications agency on record to represent YTL Hotels' portfolio of award-winning luxury resorts, hotels and spas in Greater China, effective 1 April 2016. This strategic move will further strengthen YTL Hotels' presence in the Greater China markets with SinoMedia's efforts to raise awareness through public and media relations, trade marketing, social media and digital marketing avenues.

"YTL Hotels has been very successful in its international growth as a global hotel operator and establishing a strong brand identity with the emerging Greater China market. China is an important source of business and leisure travel and we are confident that SinoMedia will continue to raise visibility for our luxury brands through the crafted experiences and unique stories conveyed to the media platforms while enhancing our relationships with the luxury tour operators", said Luke Hurford, Senior Vice President – Sales and Marketing for YTL Hotels.

Tomas Petrzela, Executive General Manager of SinoMedia said, "We are excited for the fantastic opportunity to expand YTL Hotels' renowned collection of award-winning resorts, hotels and spas reach within the Chinese market. There is no doubt that the Chinese travellers will fall in love with the timeless appeal and uniqueness of each brand under the YTL Hotels portfolio".

Key responsibilities under SinoMedia's purview will include identifying and developing alliances to promote YTL Hotels as a luxury hospitality group, organising sales calls in key Greater China cities, assist in securing high-end media and travel trade familiarisation trips to YTL Hotels' properties in Malaysia, Japan and the United Kingdom, recommending destination marketing opportunities and conducting WeChat and digital marketing campaigns.

#### **About SinoMedia Global Pte Ltd**

Founded in 1999, SinoMedia is one of the leading media corporations in China and the first media company listed on the Hong Kong Stock Exchange (0623.hk) with an annual turnover of around RMB 2.5 billion as at FY2014. The 7,000 square metre headquarters of SinoMedia is located in the centre of Beijing CBD with staff strength of over 500 persons. SinoMedia also owns the No 1 travel content-sharing website (lotour.com), a video website featuring healthy lifestyles (Boosj.com), and an agricultural themed website (Wugu.com.cn). The company underwrites advertising time resources on 4 channels in China Central Television, including CCTV-1, CCTV-4, CCTV-7 and CCTV-9. SinoMedia has played a leading role in destination promotions and advertising services for over 16 years, covering international and domestic markets with successful partnerships with more than 3,000 enterprises to date.

### **About YTL Hotels**

YTL Hotels owns and manages a prestigious collection of award-winning resorts, hotels, boutique experiences and Spa Villages in Malaysia, Thailand, Indonesia, China, Japan, France and the UK, including Pangkor Laut Resort, voted the world's best resort in 2003 by Condé Nast Traveller UK. The group also co-owns the Eastern& Oriental Express luxury train.

2014 brought the launch of Kasara, a new brand of luxury accommodation offering bespoke, one-of-a-kind experiences in Niseko Village. The Gainsborough Bath Spa, the group's latest addition, is the only hotel in Bath to be part of the Leading Hotels of the World's collection of legendary hotels and has recently been named one of the Top 10 Hotel Spas in Europe. Set in the heart of Bath, a World Heritage Site, this unique heritage gem exclusively offers the only natural thermal spa within a hotel in the United Kingdom.

With each new experience that it presents, the company strives to embrace and highlight the natural essence of culture, character and tradition of its surroundings. YTL Hotels is the hospitality arm of YTL Corporation Berhad. Visit [www.ytlhotels.com](http://www.ytlhotels.com) for more information.