

## **Plaza Premium Group Promoted Bora İşbulan as Deputy CEO**

**(Hong Kong, 10 January 2022)** Plaza Premium Group (PPG), the world's leading airport hospitality service provider, is pleased to announce the promotion of Mr Bora İşbulan as the Group's Deputy CEO, to lead the Group's global expansion plan and continue the successful execution of the company's business transformation strategy.

Mr Bora İşbulan, who joined Plaza Premium Group in Year 2020, has been instrumental in steering PPG's global expansion, which targets to expand from over 180 lounges to over 500 lounges by 2024/25 through growing both the Plaza Premium Lounge venues and through affiliate lounge networks. In his new capacity, he will be taking on a greater leadership role across the company to help focus on ongoing growth, and also responsible for creating a wider global network built via strategic consolidation and alliances with industry players, positioning PPG within the top 100 busiest airports worldwide.

Spearheading the Group's strategic business development globally, Mr Bora İşbulan brings his international experiences to lead key projects and initiatives such as successfully expanding the Group's global network and strategic partnerships with industry partners in EMEA, India, Latin America, USA. Subsequent to the Group's business transformation strategy towards the future of travel, he led the team to re-engineer travel demand strategy by reassessing the needs of the industry and direct consumers, as well as implementing aggressive growth planning & supply strategy by addressing the diversified needs of global customers. To enforce the Group's "Build Back Better" mission post pandemic, Mr Bora İşbulan drives an industry-wide business re-modelling exercise to consolidate resources and efforts to support demand and distribution, as a goal to reformulate current product and distribution offerings and reshape distribution dynamics through strategic partnerships.

To drive Group's digital transformation onto another level, Mr Bora İşbulan also led the Group to introduce the new Airport Passenger Service Solutions to airports and level up information and technology driven decision-making to further enhance customer experience, product creation, operation efficiency and commercialisation for both partners and the Group.

Commenting on the new appointments, Plaza Premium Group Founder and CEO Mr Song Hoi-see said "I would like to extend my warm congratulations to Bora on his promotion in the new year. PPG is growing and continuing to expand its global footprint and evolve to deliver its service offerings holistically. Bora played a key role in the strategic growths under business transformation strategy in the context of an unprecedented pandemic. I have great confidence in Bora, there is no doubt that he will contribute greatly to the future success of PPG!"

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## PLAZA PREMIUM GROUP

Image:



*Plaza Premium Group (PPG) is pleased to announce the promotion of Mr Ali Bora İşbulan as the Group's Deputy CEO, effective Jan 1, 2022*

### **About Plaza Premium Group**

With a mission to *Make Travel Better*, Plaza Premium Group is the pioneer and industry leader in innovating global airport hospitality services and has facilities in over 250 locations of more than 70 international airports across the world. Established in 1998 and headquartered in Hong Kong, the group comprises four core business segments – airport lounges Plaza Premium First and Plaza Premium Lounge; airport terminal hotels Aerotel; airport meet & greet services ALWAYS and a range of Airport Dining concepts. The Group has also developed Smart Traveller, a mobile-app based global airport membership programme that is designed for air travellers, offering uniquely-curated perks, benefits and rewards experience through points earning and redemption. In addition to its own brands, Plaza Premium Group provides airport hospitality solutions to leading airlines, alliances and corporates around the world, including but not limited to Cathay Pacific Airways, Singapore Airlines, China Southern Airlines, Virgin Atlantic, Air France, Star Alliance, SkyTeam, American Express, Capital One and many more.

The Group has won more than 60 accolades in the last five years, including “World’s Best Independent Airport Lounge” for five consecutive years from 2016 to 2021 at the Skytrax World Airline Awards, the global benchmark of aviation excellence, and “Best Airport Lounge Operator” for 2018 & 2019 by *TTG Asia* magazine. In 2020, the Group has successfully been awarded ISO 9001:2015 for Hong Kong Headquarters, proving the quality management in providing airport lounge services. In addition, the group’s Founder and CEO Mr. Song Hoi-see was named Ernst & Young Entrepreneur of The Year and Master Entrepreneur of The Year 2018 Malaysia. Plaza Premium Group currently employs over 5,000 staff and serves more than 20 million global passengers annually. By continuously innovating and striving to surpass travellers’ expectations of airport experiences, the group is growing exponentially across major international airports globally.

To learn more: [www.plazapremiumgroup.com](http://www.plazapremiumgroup.com)

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