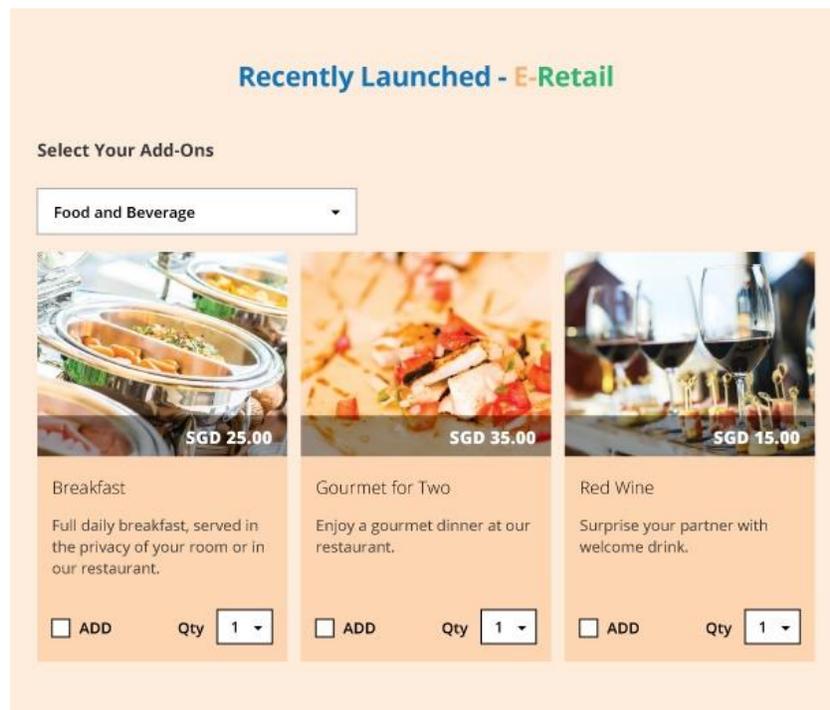


IMMEDIATE RELEASE

UPGRADING.CC ADDS NEW E-RETAIL FEATURE TO ITS PLATFORM TO ALLOW HOTEL PARTNERS TO PROMOTE VALUE ADD-ONS FOR GUESTS WITH CONFIRMED ROOM RESERVATIONS

The world's first online travel platform that allows hotels and service apartments to upsell at no investment now offers guests an additional option that enhances their overall staying experience and helps to generate higher revenue for its Hotel partners.



SINGAPORE, December 2018 – As consumers worldwide continue to embrace the convenience and instant gratification from online travel planning, Upgrading.cc brings travellers the ability to secure their desired hotel upgrades prior to arrival. At the same time, it allows hotel and service apartment partners an opportunity to upsell, at no investment.

The Singapore startup is proud to announce that it has added another new feature on its platform – **E-Retail**. This function enables its Hotel partners to promote their offerings as value



add-ons for their customers with confirmed room reservations. Customers are able to select through a myriad of offerings ranging from food and beverage options to transportation, spa treatment to early check-in and late check-out, and a whole host of additional benefits to complete their stay. The introduction of the E-Retail feature not only enhances the overall staying experience for customers but it also helps to increase additional revenue for Hotel partners, apart from the revenue generated from room upgrades.

Similar to setting up the Hotel's account, the easy-to-use E-Retail platform gives Hotel partners the flexibility to offer anything the customers may need. The type of offerings and price points are wholly decided by the Hotels and they can make the options interesting and enticing so that customers will purchase instantly.

Hotels can also include E-Retail offerings as part of their special promotions or packages to attract more sales during festive seasons or special occasions like Valentine's Day or National Day. This feature is particularly useful for Hotels with a single room type where their promotions or packages on the E-Retail platform can help generate more revenue for them. Additionally, Hotel partners can list their E-Retail offerings separately under the "Add-On" section and these will be offered at the point of payment as additional benefits.

Having successfully purchased a room upgrade, promotion or package, customers now have the option of including additional benefits like breakfast, airport transfer, spa treatment to enhance their stay. The user-friendly platform has all the images and descriptions of the various E-Retail offerings clearly laid out for customers to select. All they need to do is to tick the appropriate options as add-ons.

Once a selection is made, customers will be guided to the payment page to pay upfront 10% of the total fee (upgrading + add-on fee) to Upgrading.cc, with the balance of the 90% payable at the Hotel. Customers will also receive an instant email confirmation with all the purchases and balance to be paid listed. All these are done prior to customers' arrivals and they will show up at the Hotel with everything already arranged – saving time upon check-in.

Cetin Sekercioglu, Chief Executive Officer and Co-Founder of Upgrading.cc, says "With continuous improvement to Upgrading.cc and the emerging tech-savvy millennial market, the newly-introduced E-Retail feature will be a win-win for both our Hotel partners and customers. Besides resulting in happier customers due to more memorable enhanced experiences, our



Hotel partners will also stand to enjoy incremental revenue generated via E-Retail in addition to their upselling revenue.”

To find out more on how to come onboard Upgrading.cc as a partner, please visit www.upgrading.cc/partners.

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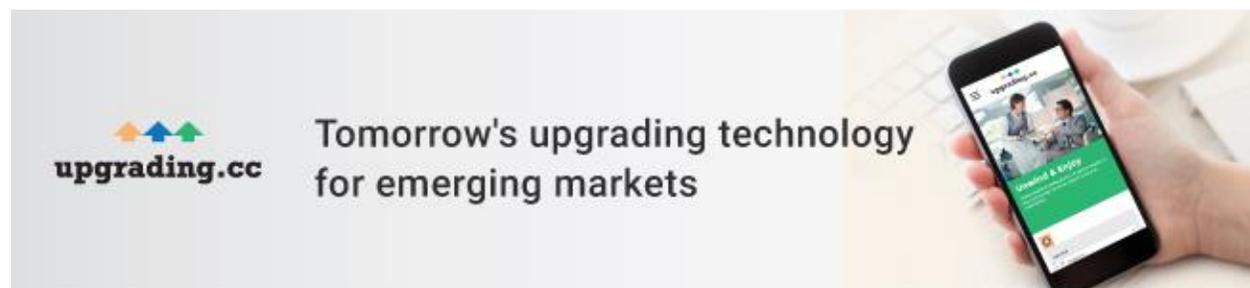
About Upgrading.cc

Upgrading.cc is the world’s first 3-in-1 online travel platform that allows hotels and service apartments to upsell premium rooms and add-ons through multiple channels, including website and app.

Through innovative, consumer-driven technology that disrupts hospitality upselling routines, Upgrading.cc’s smart-tech solution helps hotels and service apartments sustain positive growth in revenue per available room. For hoteliers, the Singapore start-up is a welcome leap towards leveraging tech and data analytics in room upselling and a golden opportunity to unlock potential upselling revenue gains of more than 100% at no investment. In addition, 90% of the upsold revenue is retained by Hotel partners.

Upgrading.cc enables customers to search, view, compare and purchase upgrades via online with just 3 clicks, all done prior to arrivals.

As an intelligent data platform that integrates a unique dynamic pricing application and E-bidding, Upgrading.cc gives partners greater control and flexibility in achieving their desired RevPAR gains. List your hotel or service apartment with Upgrading.cc now via www.upgrading.cc/partner.





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