

FOR IMMEDIATE RELEASE

Plaza Premium Group's Smart Traveller Partners with HeyMax to Expand Loyalty Connectivity



Singapore / Hong Kong — 28 July 2026 — Plaza Premium Group (PPG), the global leader in integrated 360-degree airport hospitality experiences and passenger service solutions, announces that its digital rewards platform, Smart Traveller, has partnered with HeyMax, the Singapore-based loyalty and travel rewards platform.

The collaboration introduces a new conversion pathway between Max Miles and ST Points, enabling members in Singapore and Hong Kong greater flexibility in how they earn and use rewards. Max Miles can be converted to ST Points at a 1:1 ratio, with conversions available from as low as 1,000 Max Miles, giving members greater flexibility in how they earn and redeem across travel and lifestyle experiences.

Simon Huang, Managing Director, Smart Traveller, said: “We see strong value in partnerships that enhance loyalty connectivity and create more meaningful engagement opportunities for members. This collaboration with HeyMax is aligned with our approach to building a stronger rewards network across Hong Kong, Singapore and beyond.”

David B. Wang, Head of Loyalty Partnerships at HeyMax, said: “At HeyMax, we recognise that great travel experiences begin long before stepping on a flight. By bringing Smart Traveller’s lounge and airport benefits into our ecosystem, we are delivering a unique proposition that deepens our commitment to our users. This partnership elevates the end-to-end journey – so every traveller across Hong Kong, Singapore, and beyond can travel sooner, better, and smarter.”

Beyond ecosystem expansion, the partnership delivers a clear member benefit: more choice. HeyMax users gain a new pathway to convert Max Miles into Smart Traveller points,

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unlocking access to Plaza Premium Group's global network of airport lounges, dining, and travel services.

This is just the beginning, with future collaboration planned as both companies continue building scalable, flexible rewards ecosystems that meet evolving traveller expectations.

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About Plaza Premium Group

Plaza Premium Group (PPG) is the global leader in integrated airport hospitality and passenger service solutions, operating the largest network of airport lounges worldwide and offering a 360-degree airport hospitality experience with 14 brands under its portfolio, operating in 150 countries across 600 international and domestic airports and serving 30 million passengers annually. With a mission to Make Travel Better, the group introduced the world's first independent airport lounge concept in 1998.

Plaza Premium Lounge, Plaza Premium First - award-winning airport lounges, Aerotel - the world's largest airport transit hotel chain, Refreshhh by Aerotel, ALWAYS - airport passenger services, airport dining concepts, Smart Traveller - innovative digital experience and rewards platform, and One Travel Experience Ecosystem (OneTECO), the group is at the forefront of transforming airport experiences for the better through innovative and human-led solutions. PPG's commitment extends beyond its brands, as it also provides lounge management and hospitality solutions to leading airlines, alliances, and corporations worldwide.

Plaza Premium Group has over 180 accolades, demonstrating its exceptional achievements and commitment to service excellence. Notably, the group has received the prestigious "World's Best Independent Airport Lounge" award at the World Airline Awards by Skytrax for nine consecutive years from 2016 to 2025. With a team of over 7,000 dedicated professionals worldwide, and through a continuous pursuit of innovation and excellence, the group is experiencing exponential growth globally.

Smart Traveller is Plaza Premium Group's global digital rewards program designed to enhance airport experiences for travellers. It offers exclusive rewards and tailored benefits for every journey, whether departing, in transit, or arriving. The Smart Traveller app includes features such as Link My Card for easy lounge access, Flight Information Displays (FIDs) for real-time flight updates, and Smart Order for convenient food and beverage service. With Smart Traveller, travellers can access over 100 Plaza Premium Lounge and Plaza Premium First locations worldwide, offering relaxation before flights. Rewards can be earned not only through lounge visits but also from dining at selected outlets and hotel stays, allowing travellers to accumulate points redeemable for various airport services and travel experiences.

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To learn more: <https://www.plazapremiumgroup.com>

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Media Contact:

Michele Mitschiener

Director of Global Communications, Plaza Premium Group

Email: michele.mitschiener@plaza-network.com

HeyMax

HeyMax is a leading loyalty and travel rewards platform that turns everyday spending into meaningful travel, headquartered in Singapore. HeyMax is on a mission to help people travel sooner, better, and smarter.

Users earn Max Miles from over 800 top merchants globally and redeem them directly for over 20 flights, hotels, and rewards programs, or use them for gift cards. Max Miles never expire, come with no fees, and offer unmatched flexibility for modern travelers.

HeyMax is backed by leading investors, including Peak XV Partners, January Capital, Betatron, and Tenity.

To learn more: <https://www.heymax.ai>

Media Contact:

Summer Tang

Head of Marketing, HeyMax

Email: media@heymax.ai