

Press Conference

For an Immediate Release

**All Nippon Airways and HSBC hold “HSBC-ANA Business Class Seat Showcase & Travel Fair”
- ANA’s First Business Class Seat Showcase in Indonesia -**

Jakarta, 18 October 2018 – 5-Star Japanese Airline Company, All Nippon Airways Co., Ltd, Jakarta Representative Office (ANA) collaborate with PT HSBC Indonesia (HSBC) to hold “HSBC-ANA Business Class Seat Showcase & Travel Fair” event which will be held on 18-21 October 2018 at Grand Ballroom 3 in Pullman Hotel Central Park. In addition to the business class seat showcase event, ANA and HSBC will also hold a travel fair at the atrium of Central Park Mall.

ANA currently operates three daily flights from Jakarta to Tokyo and the international flights are connected to domestic flights from Tokyo to more than 40 cities in Japan. This connectivity allows Indonesian tourists to visit not only Tokyo but also to explore other cities in Japan. Furthermore, passengers are able to take transit in Tokyo for The Americas and Europe flight easily by taking connecting flights with short transit time to 11 cities in the Americas.

■ ANA’s Business Class Seats

ANA has two types of business class seats, which are staggered seat and cradle seat. They are available for Jakarta-Japan and Japan-America routes.



Staggered Seat



Cradle Seat

- Staggered Seat

The advantage offered in the first type of the introduced business seats is the seats’ staggered arrangement that ensures every passenger to gain a direct access to the aisle, thus passengers could access the aisles with ease and causing less hindrance. Other than that, staggered seat can even be reclined to 180 degree or usually called full-flat bed. ANA is the first Japanese airline company that provides seats that can be 180 degree reclined and staggered arrangement.

In addition to the full-flat bed, this seat also has functions such as big luggage storage under monitor and “Do not disturb” button that can be turned on during rest. Staggered seat can be enjoyed on Jakarta-Haneda (NH856) route that depart from Jakarta at night and all flights from Japan to 11 cities in the Americas.

- Cradle Seat

The second business seat is called cradle seat, where passengers can relax on wide chair with width of 59 inch and sleep as in a genuine cradle. The footrest can also be arranged into 4 directions. This seat can be enjoyed on the Jakarta-Narita (NH836) route and Jakarta-Haneda (NH872) route that depart from Jakarta in the morning.

In addition to the facilities stated above, both seats provide personal reading lamp, wide dining table, electric socket and USB port.

Mr. Nishigori, Chief Representative of All Nippon Airways, Jakarta said that "We hold HSBC-ANA Business Class Seat Showcase & Travel Fair because we want to introduce our top-quality business class services and to provide Indonesian customers with a more comfortable flight experience".

Ms. Dewi Tuegeh, SVP & Head of Customer Value Management, PT HSBC Indonesia said, "We continue to partner with ANA as I see that we share the same passion to provide the best experience for customers. We also want to facilitate today's customers who have high appetite for traveling, not only destination choices in Asia but also The Americas. This partnership will really provide value the customers will really enjoy."

■ Inflight Entertainment with Wide Touch Screen

Both Staggered Seat and Cradle Seat have a wide touch screen (Staggered seats at 18inch and Cradle seats at 12.1inch) in order to enjoy a better flight entertainment. Passengers can enjoy films, music, TV program including CNN, Sport 24, and NHK World Premium (SKY LIVE TV), E-books (magazine/newspaper/comic) and even games during flight.

■ Business Class Meal that Meets Japanese Standard

Purantara Inflight Catering has been the food solutions services provider for three years in a row since 2015 for ANA flight Jakarta-Narita/Haneda. Purantara Inflight Catering assigns Mr. Kenzo Yoshikawa, a Japanese chef of PT. Purantara Mitra Angkasa Dua to provide the inflight meal with ANA's food quality and safety standard. Mr. Yoshikawa applies the Japanese method to ensure the delivery of correct meal on time while selecting the best raw materials that promptly response the customers' demands.

In compliance to the highest international food safety standard, Purantara Inflight Catering are also committed to the implementation of ISO 22000:2005 Food Safety Management System that incorporates the principles of HACCP which are certified by SAI Global Australia. In addition, Purantara Inflight Catering also serves Halal food that are certified by The National Ulama Council of Indonesia MUI which are renewed every two years.

Program and Special Offers during Travel Fair

At the same time of the business class seat showcase event at Pullman Hotel Central Park, HSBC and ANA will hold **HSBC - ANA Travel Fair** at atrium of central park mall to offers an attractive promotion to all people who are planning to travel overseas with highlighting two destinations which are Japan and The Americas. The ANA and HSBC provide special offers exclusively at the first travel fair held by two companies in partnership.

ANA's Special Offers

- From Jakarta to Japan starting from IDR 5,2 mio before cashback
- From Jakarta to The Americas starting from IDR 10,5 mio before cashback
- From Jakarta to Europe starting from IDR 15,4 mio before cashback
- Giveaways such as 787 pen (ballpoint with airplane design on top), A5 memo, bottle, and travel pouch for customer who purchased the ticket.

HSBC Indonesia's Special Offers

HSBC Indonesia provides benefits exclusively for HSBC credit card users. All transactions at the travel fair with any HSBC credit card will get:

- Cashback up to IDR 1,5 million per ticket for 2.000+ HSBC Credit Card holders
- Free shopping voucher up to IDR 1 million for 1.000+ HSBC Credit card holders
- Installment up to 24 months
- Free travel medium luggage
- Free Wifi modem
- Complimentary travel insurance and credit limit increase
- 3x ANA Miles for business class ticket to Japan

Ms. Dewi Tuegeh, SVP & Head of Customer Value Management, PT HSBC Indonesia points out that the wonderful experience offered starts even during the travel fair where a number of classes will be held for customers to enrich their travel experience. From photography class to education class, this travel fair provides a complete and holistic travel package.

The highlighted destinations in HSBC ANA Travel Fair are as below.

- Japan

Tokyo, Hiroshima, Okinawa, Sapporo, Hakodate, Nagoya, Nagasaki, Fukuoka, Toyama, Komatsu, Sendai, Osaka

- The Americas

New York, Los Angeles, San Francisco, Seattle, Houston, Chicago, Washington D.C., Honolulu, Vancouver, Mexico City

- Europe

Paris, Munich, Frankfurt, London

<For Further Information, Please contact>

Vector Indonesia – Samuel Godfried K.

Tel: 021-5735-0976 Email: samuel@vectorgroup.co.id