



FIT RUUMS
Always stronger together



MEDIA RELEASE

FIT Ruums' new Rewards Program Brings Suppliers and Agents Closer

- *FIT Rewards allows travel suppliers to directly target travel bookers with bespoke rewards*
- *Rewards range from lifestyle products to exclusive event invitations to fam trips and more!*
- *Dedicated iTunes-style online stores to open in markets across Asia*
- *Special launch offer - 1,000 bonus points available in January 2017 for early joiners + 50% rebates for top agency**

(Singapore, 20th January 2017): FIT Ruums, Webjet's new B2B travel distributor in Asia, has unveiled an exciting new rewards program aimed at developing closer relationships between travel agents and suppliers.

Driven by the motto "Always Stronger Together", the newly-launched FIT Rewards (rewards.fitruums.com) allows travel suppliers to directly incentivise and educate agents with a series of rewards, from lifestyle products and hotel stays to bespoke event invitations and fam trips.

"When FIT Ruums launched in November 2016, we promised to develop strong bonds between our partners in the Asian travel trade. FIT Rewards creates a platform for our supplier partners to launch their new products, allowing more targeted product penetration, education and adoption by their key bookers in the travel trade," said **Daryl Lee**, Director of FIT Ruums' parent company, WebBeds FZ.

"By rewarding our members for every booking they make, we are driving additional value to our clients, suppliers and the wider Asian travel industry. And by enabling suppliers to tailor their rewards to the specific needs of each market, we are creating a platform for our partners and clients to work together more closely than before. It is definitely a win-win for all parties involved," **Mr Lee** added.

Travel suppliers, including NTOs, will be able to tailor these rewards to the individual needs of each market by offering invitations to exclusive local events, bespoke educational activities, behind-the-scenes tours, and other exclusive offerings that are unavailable in the shops.

A series of online stores, similar to the iTunes Store, will be created for each Asian market, further enhancing the suppliers' ability to target their local clients.

"FIT Rewards is an attractive, rewarding, and above all, fun way for Asian travel agents to earn additional benefits for doing what they love - booking travel," said **Kok Sheng Sun**, Chief Commercial Officer of FIT Ruums. *"We anticipate high demand from the agent community, as our partners create ever more interesting and appealing redemption opportunities."*

"We look forward to unveiling an exciting new range of products and activities, and expanding our online reward stores across Asia in the coming months," he concluded.



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FIT REWARDS LAUNCH CELEBRATION*

To celebrate the launch of FIT Rewards, travel agents who sign up FIT Rewards before 31st January 2017 will receive 1,000 bonus FIT Points. And every booking made before the end of January 2017 will earn the member an additional 500 FIT Points.

FIT Ruums will also reward the travel agency that makes the most bookings in January 2017 with rebates of 50% off its booking values.

*Terms and conditions apply.

Please visit <https://rewards.fitruums.com> for full terms and conditions or to sign up FIT Rewards.

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About FIT Ruums

FIT Ruums is a B2B travel business owned by WebBeds FZ, a subsidiary of Webjet Limited. It is focused on B2B travel distribution for worldwide hotel accommodation and transfers in Asia. FIT Ruums is dedicated to driving 360-degree business partnerships, strengthening the efficiency of travel technology and rewarding its clients with a more user-friendly business solution.

About Webjet Limited

Webjet Limited is an ASX 200 listed company (WEB) operating a digital travel business with over \$1.6 billion in total turnover. Webjet operates in both the B2C and B2B sectors. The B2B Travel business currently operates Lots of Hotels, Sunhotels and FIT Ruums brands, selling hotels rooms to travel agent partners via their API and online channels.

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