



Asiatravel.com Holdings Ltd.

1 Kim Seng Promenade, Great World City East Tower #12-05,
Singapore 237994

Tel: (65) 6732 6773, Fax: (65) 6732 1226

Website: www.asiatravel.com

Asiatravel maintains 1H2009 net profit at S\$3.0 million despite recession

- **Revenue improves by 8.9% to S\$48.0 million**
- **Earnings per share increase 17.4% to 1.55 cents**
- **Interim dividends maintain at 0.90 cent per share**

Singapore, 15 May 2009 – Asiatravel.com Holdings Limited (“Asiatravel” or “The Group”), a Pan-Asia online travel service provider, reported a net profit attributable to shareholders of S\$3.0 million for its interim results ended 31 March 2009 (1H2009), a slight increase of 0.1% compared to the previous corresponding period, a resilient performance considering the current recession and general gloom in the travel industry.

Financial Highlights

S\$ '000	For the financial year ended		
	31 Mar 09 (1H2009)	31 Mar 08 (1H2008)	% Change
Revenue	47,957	44,024	8.9%
Profit attributable to shareholders	3,041	3,038	0.1%
Earnings per share (cents)	1.55	1.32	17.4%
Dividend Per Ordinary Share (cents)	0.90	0.90	-



Asiatravel.com Holdings Ltd.

1 Kim Seng Promenade, Great World City East Tower #12-05,
Singapore 237994

Tel: (65) 6732 6773, Fax: (65) 6732 1226

Website: www.asiatravel.com

The Group entered FY2009 shortly after the fallout of the financial crisis in Wall Street which subsequently brought recession to most economies in the world and in many of the countries where the Group operates. The recession in these countries affects almost all industry sectors including the travel, tourism and hospitality sector. Consequently, 1H2009 was a challenging period for Asiatravel. Nonetheless, the Group managed to buck the negative trend and instead improved its revenue. Compared to the previous corresponding period, Asiatravel has improved its revenue by 8.9% to S\$48.0 million. 1H2009 profit attributable to shareholders maintained at S\$3.0 million.

Executive Chairman, Mr Boh Tuang Poh commented, "We believe our online sales model has shown resilience in this trying business environment. The fact that we were able to improve our sales and maintain our profitability in two of the most challenging quarters in recent years is a good validation of our business model and growth strategies."

Since the onset of the bearish stock market sentiments, the Group has been active in share buy-back between April 2008 and March 2009. As a result of this share buy-back, the effective earnings per share (on a fully diluted basis) improved by 17.4% to 1.55 cents.

As in previous years, the Group continues to reward its shareholders with high dividend payout. For the first half of FY2009, the Group is declaring a dividend of 0.90 cent per ordinary share, which amounts to approximately 58.0% of the Group's profit attributable to shareholders.

Operations Review

Growth strategy

The global recession resulted in lower hotel occupancy and room rates, airline load factor and visitor arrival numbers. Nonetheless, the Group registered 6% growth in our room nights in 1H2009 from our proactive actions in working with our hotel partners to offer attractive promotions and special rates to attract more users to use our service.



Asiatravel.com Holdings Ltd.

1 Kim Seng Promenade, Great World City East Tower #12-05,
Singapore 237994

Tel: (65) 6732 6773, Fax: (65) 6732 1226

Website: www.asiatravel.com

Equally noteworthy, the Group's online air ticket reservations continued to grow within expectations with an increase of 227% in the number of tickets issued in 1H2009 compared to 1H2008.

Products strategy

As part of the on-going strategy of introducing new innovative and creative products, the Group is working closely with our business partners to offer a wide range of travel related products which are offered on instant confirmation basis for the convenience of our customers.

The Group has recently added a video library of more than 7,000 hours of travel programmes and destination footages. With this library, the Group has planned to incorporate videos to compliment the current static pictures in its website giving users a better visual preview of the destinations and hotels they intend to book. This is part of the Group's continuous effort in upgrading its website. The Group has planned to produce mini destination videos from the footages and upload to various video sharing websites to create greater global awareness for the Group and the destinations.

Demand strategy

The Group continues to team up with partners who have notable and high traffic websites to reach new customers. This strategy will enable the Group to leverage on the visitorship and user base of joint partners' websites to acquire new customers without additional spending on marketing and advertising.

Outlook

The lingering global recession may continue to dampen the tourism and travel industry. Political instability in some of the Group's core destinations and the possible flu pandemic may affect the Group's business. The Group will take active steps to mitigate such negative impact by expanding its hotel destinations footprint, developing new creative products, and strengthening its demand side strategy.



Asiatravel.com Holdings Ltd.

1 Kim Seng Promenade, Great World City East Tower #12-05,
Singapore 237994

Tel: (65) 6732 6773, Fax: (65) 6732 1226

Website: www.asiatravel.com

Barring any unforeseen circumstances, the Group is optimistic in working towards maintaining revenue and profit growth for the rest of the financial year ending 30 September 2009.

--- End ---

About Asiatravel.com

Asiatravel.com is a pan-Asia online travel and hotel reservation service provider with network of offices in 8 countries. It is listed on the Singapore Stock Exchange. Asiatravel has direct contracts with over 5,000 hotels in its core destinations in the region and integration to various hotels computer reservation systems giving instant access to over 50,000 hotels' inventories worldwide. All these hotels offer last minute availability and instant reservation confirmation. Asiatravel offers online last minute availability and instant reservation confirmation on air tickets from multi-departure points by all major airlines.

Asiatravel ensures that travelers get to enjoy great value, last minute availability and instant reservation confirmation on its products and services. The ultimate goal is to enable customers to make hotel and travel reservations with instant confirmation anytime, anywhere giving travelers a comprehensive One-Stop-Service with choice and convenience.