Traveloka and AXN's "Asia's Got Talent" Calling Everyone in Asia to Chase Their Dreams





Thailand, July 26, 2017 – Traveloka, Southeast Asia's leading app for all hotel and flight needs, announced its participation in the second season of AXN's hit-rated series, "Asia's Got Talent", Asia's biggest and most recognized talent competition show, during the press conference today at the ArtScience Museum, Singapore.

Traveloka, the presenting sponsor of the program, expressed their excitement at being a part of the most anticipated talent show in the region. "Traveloka is excited to partner with 'Asia's Got Talent' where we see a mutual partnership value between Traveloka and the show. Every day, millions of people would open the Traveloka App as the first step of making their travel dreams come true. It offers a user-friendly booking experience and a wide range of flight and accommodation options at great prices, all to assist travelers in reaching any destination they want seamlessly. As the leading app for all hotel and flight needs in Southeast Asia, we are excited to empower the region's talent as well as their journey to success with the support of their families and friends," said Christian Suwarna, Traveloka Senior Vice President Business Development.

Since 2015, Traveloka started to expand into Southeast Asia countries with a presence in 6 Southeast Asia countries: Indonesia, Malaysia, Singapore, Thailand, Vietnam, and The Philippines making Traveloka as the largest online travel company in the region. With more than 1,000 employees, Traveloka continues to provide the best end-to-end travel experience. Traveloka provides wide-range of travel needs in one platform, offering travel booking services to various domestic and international destinations. It has been Traveloka's main objective to ensure that people can easily plan their travel through Traveloka that can be accessed through desktop, mobile web, and mobile application (Android and iOS) anytime and anywhere. To date, Traveloka mobile application has been downloaded for over 20 million times.

"We are thrilled to welcome Traveloka to the Asia's Got Talent family season two. AXN's strength is in creating powerful original productions that resonate with audiences, and then seamlessly integrating partner brands for maximum impact. We look forward to working with Traveloka to realize the dreams of our aspiring performers as they embark on the Asia's Got Talent journey to stardom," said Jacqueline Tok, Vice President, Media and Sponsorship Sales, Sony Pictures Television Networks, Asia.

For this season of Asia's Got Talent, Traveloka will also be presenting the Traveloka Awards. This is Traveloka's initiative to give an award for selected winner who has the most inspiring story across region. The most inspiring story will be selected based on the uniqueness of participant's talent and their connection story with family and friends. Each week, during the first five episodes, two acts will be highlighted and their stories will be published online. At the end of episode five, the audience can vote for the most inspiring act, and that act will receive a major prize from Traveloka.

The record-breaking series returns to AXN in October this year, entertaining viewers with 10 episodes comprising five judges' auditions, three semi-finals, the finale and the results show where

the winner will be revealed, and awarded a cash prize of USD 100,000 from Traveloka.

“Through Asia’s Got Talent 2017 we want to continually encourage people in the region to believe and chase their dreams while consistently providing the best travel experiences through all our products, especially to the people in Southeast Asia,” Suwarna concluded.

About Traveloka:

Traveloka is the Southeast Asia’s largest online travel company that provides wide-range travel needs in one platform. Traveloka can be accessed through desktop, mobile web, and mobile application (Android and iOS) anytime and anywhere. Currently, Traveloka mobile application has been downloaded for over 20 million times. Traveloka has established partnerships with more than 100 domestic and international airlines, serving more than 200,000 different routes throughout Asia Pacific and Europe. Traveloka has listed more than 300,000 of hotels in 28 countries. A secure payment system, various payment methods, an easy user experience, 24 hours call center service, also the everyday low and transparent price without booking fees are the key services that Traveloka offers to customers, enabling a mobility lifestyle.

For information about Traveloka, please visit http://www.traveloka.com or on various social media; Facebook (https://www.facebook.com/Traveloka), Instagram (http://www.instagram.com/traveloka), and Twitter (https://twitter.com/traveloka).

The Traveloka mobile application can be downloaded in Play Store and iTunes App Store.

About AXN:

AXN is Asia’s leading general entertainment channel featuring exclusive top-rated drama series, blockbuster features, reality programs and groundbreaking original productions. The channel appeals to a discerning audience seeking content that is smart, intriguing and unexpected, all delivered close to US telecasts. From The Blacklist and Quantico to MacGyver and The Amazing Race Asia, AXN is defined not by a genre, but by an attitude that truly redefines action.

Launched first in Asia in 1997, AXN is a global channel brand with a presence in Latin America, Africa and Europe. In Asia, the channel is enjoyed in 126 million households across 19 territories and is available in both SD and HD.

AXN Asia is wholly owned by Sony Pictures Entertainment and managed by Sony Pictures Television Networks, Asia, which also operates leading channels including Animax, Sony Channel, ONE and GEM.