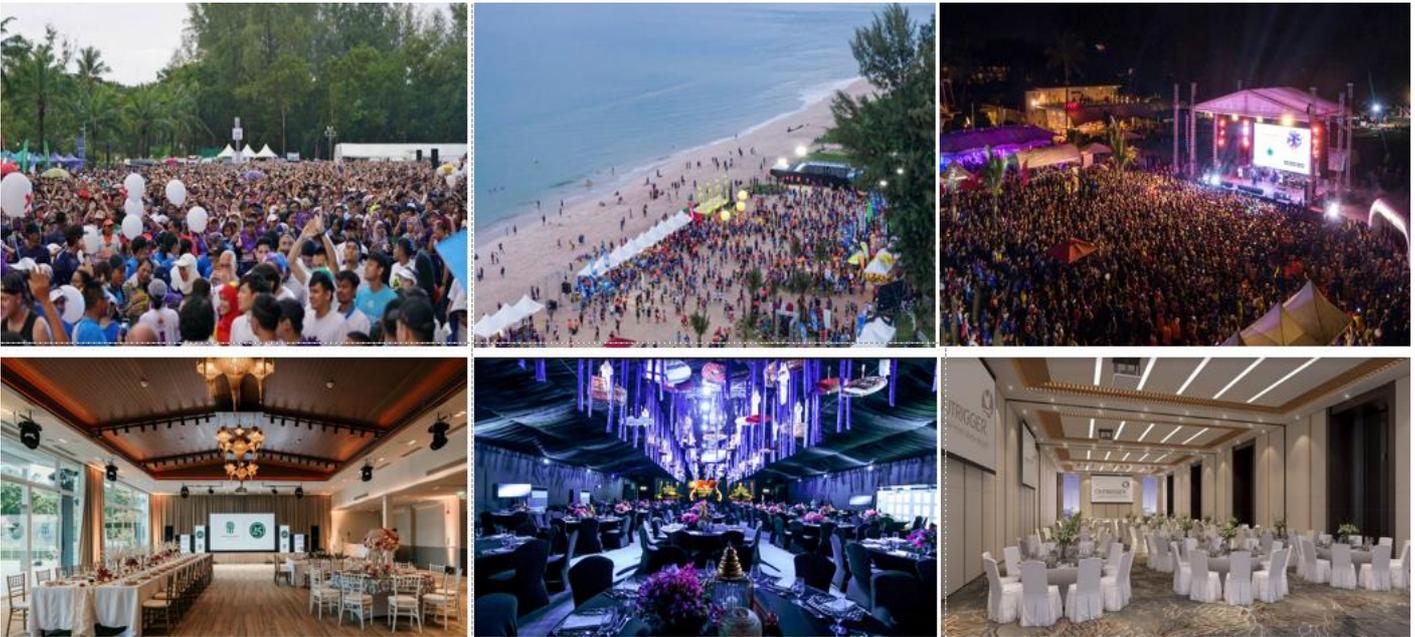


PRESS RELEASE

**Banyan Tree Group's Laguna Phuket Reinforces Status as MICE Leader
in Southeast Asia**

Largest Mass Participation Event Drew Over 13,000 People



Caption ~ 1st Row L-R: The integrated resort's outdoor venue Laguna Grove held its largest mega event ever with over 13,000 charity runners lined up for Kao Kon La Kao's Run Start. A Sunset Finish with Beachfront Concert beckoned at XANA Beach Club of Angsana Laguna Phuket last Sunday (27 October 2019). 2nd Row L-R: Newly Expanded MICE facilities at Banyan Tree Phuket Lagoon Deck, ACES at Angsana Laguna Phuket and Similan Ballroom at Outrigger Laguna Phuket Beach Resort.

Singapore, 30 October 2019 - Asia's premier destination resort Laguna Phuket was selected to host Thailand's mega charity run event "Kao Kon La Kao – Southern Series" on Sunday 27 October. Over 13,000 charity runners, led by Kao Foundation's Founder and Thailand's no.1 rock star Artiwara (Toon) Kongmalai, collectively broke the record as the largest mini-marathon event organised in the South of Thailand.

With Laguna Grove as start line, waves of charity runners ran through local communities towards a sunset finish at XANA Beach Club, the stunning beachfront venue featuring Andaman Sea at Angsana Laguna Phuket.

The 10.6 Km charity run was the finale of Kao Kon La Kao – Southern Series that covered more than 300-kilometre run from Trang Province through Krabi and Phang-Nga to Phuket over the course of 4 days (during 24-27 October), raising more than USD 1.32 million (as of 29 October) to help 7 hospitals in 5 southern provinces in Thailand.

Celebrating significant additions to MICE facilities across Laguna Phuket, the event marked the highest number of event participants welcomed at Laguna Phuket within one single day.

The previous record for the resort was the two-day Laguna Phuket Marathon 2019 in June where 12,000 international runners participated.

NEWLY-DIVERSIFIED MICE PORTFOLIO STRENGTHENS LAGUNA PHUKET'S FOOTING IN THE INDUSTRY

"Besides the success of this mega charity run as the selected venue host to play our part for the community, Laguna Phuket has recently strengthened its MICE capabilities with the addition of different MICE venues in our integrated

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resort to woo organisers seeking to curate events and conferences with a difference,” said Mr Ravi Chandran, Executive Vice President of Banyan Tree Group and Managing Director of Laguna Phuket.

“Celebrating Banyan Tree Group’s 25th anniversary this year, **Banyan Tree Phuket has launched its exquisite 420-sqm Lagoon Deck event venue** in May 2019 while **Angsana Laguna Phuket held the grand opening of ACES Laguna Phuket** in September 2019 - a **1,500-sqm convention and exhibition space**. With a capacity for 1,500 delegates, ACES Laguna Phuket is one of the largest covered MICE spaces in Phuket. It is now sought as a popular venue for galas and weddings,”

“The spacious 640-sqm Similan Ballroom at Outrigger Laguna Phuket Beach Resort will also soon be added to Laguna Phuket’s MICE portfolio and is slated to open in January 2020,”

“With Phuket being one of Thailand Convention and Exhibition Bureau (TCEB)’s key MICE cities to welcome delegates from Southeast Asia and around the world, **the continuous stream of mega events and MICE developments at our integrated resort will reinforce our position as a regional MICE leader in Southeast Asia,**” he concluded.

For Laguna Phuket MICE details, visit www.lagunaphuket.com/mice or send enquiries to mice@lagunaphuket.com

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For high-resolution images, please download here: <https://tinyurl.com/y2m4by3a> (using latest version of Chrome browser)

NOTE TO EDITOR: ABOUT LAGUNA PHUKET

Laguna Phuket resort is home to 7 deluxe hotels; Angsana Laguna Phuket, Angsana Villas Resort Phuket, Banyan Tree Phuket, Cassia Phuket, Dusit Thani Laguna Phuket, Laguna Holiday Club Phuket Resort and Outrigger Laguna Phuket Resort – offering 1,500 guestrooms and more than 20 hotel meeting rooms, with a variety of tiers to serve a wide range of delegate categories and MICE functions.

All spanning 1,000 acres of tropical parkland along a 3-kilometre stretch of the pristine Bangtao Beach, the resort provides world of pre-, during- and post-MICE activities to cater for creative organisers’ imagination.

Facilities and services include 18-hole championship Laguna Golf Phuket course, world-renowned spas, shopping village, tour operators and MICE-certified event and facilitator teams. Convenience is also key for MICE operators at Laguna Phuket, with inter-resort transportation allowing delegates to travel anywhere within minutes via shuttle bus or ferry, and the famous single-billing and centralised MICE management team to ensure a memorable MICE experience for the delegates.

ABOUT BANYAN TREE HOLDINGS LIMITED

Banyan Tree Holdings Limited (“Banyan Tree” or the “Group”) is a leading international operator and developer of premium resorts, hotels, residences and spas, with 47 hotels and resorts, 64 spas, 75 retail galleries, and three golf courses in 24 countries. Each resort typically has between 75 to 300 rooms and commands room rates at the higher end of each property’s particular market.

The Group’s primary business is centered on four brands: the award-winning Banyan Tree and Angsana, as well as newly established Cassia and Dhawa. Banyan Tree also operates the leading integrated resort in Thailand – Laguna Phuket – through the Group’s subsidiary, Laguna Resorts & Hotels Public Company Limited. Two other integrated resorts – Laguna Bintan in Indonesia and Laguna Lăng Cô in Central Vietnam – complete the status of the Group as the leading operator of integrated resorts in Asia.

As a leading operator of spas in Asia, Banyan Tree’s spas are one of the key features in their resorts and hotels. Its retail arm Banyan Tree Gallery complements and reinforces the branding of the resort, hotel and spa operations.

Since the launch of the first Banyan Tree resort, Banyan Tree Phuket, in 1994, Banyan Tree has received over 2,450 awards and accolades for the resorts, hotels and spas that the Group manages. The Group has also received recognition for its commitment to sustainability for environmental protection and emphasis on corporate social responsibility.

In addition to its currently operating hotels, resorts, spas and golf courses, the Group currently has 23 hotels and resorts under construction, and another 37 under development.

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BANYAN TREE



ANGSANA



CASSIA



DHAWA