



## **Conexus and TripAdvisor launch review sharing campaign**

Eager to share your travel experience and photo when roaming abroad? Let Trip Advisor tell your story for you.

Members of the Conexus Mobile Alliance (Conexus) and TripAdvisor®, the world's largest travel site, will jointly launch a promotional campaign that will reward customers of Conexus-member operators who upload reviews of their travel experiences via TripAdvisor®.

This offering is made possible by the Memorandum of Understanding (MOU) sealed early this year between Conexus and TripAdvisor. Under the partnership, Conexus and TripAdvisor have agreed to develop joint promotional campaigns that will enable customers of Conexus-member operators to enjoy benefits through the use of TripAdvisor® services while traveling.

"This promotion is part of our continuing commitment to provide value added services and exclusive deals to subscribers of Conexus-member networks. We are happy that through this platform, we are able to provide rich travel content and assistance to our customers, while at the same time promoting tourism in the region," said Alex O. Caeg, Chairman of the Conexus Mobile Alliance Board and Head of Smart's International and Carrier Business Division.

To join the promo, Conexus customers simply have to upload their travel reviews and photos via special log-in page on TripAdvisor® website. The promo will begin first in Japan on December 4 2013, followed by other markets, with special rewards in each market for lucky Conexus roamers.

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## **About Conexus**

The alliance is formed to primarily develop and enhance international roaming and corporate mobile services for greater convenience and ease of use for its members' customers. The alliance boasts a combined customer base of about 280 million mobile subscribers in members' markets, and approximately 690 million when combined with its partner, Vodafone. The alliance is committed to promoting voice, video and data roaming via its members' GSM, W-CDMA, and LTE networks.

## **About TripAdvisor**

TripAdvisor® is the world's largest travel site\*, enabling travelers to plan and have the perfect trip. TripAdvisor offers trusted advice from real travelers and a wide variety of travel choices and planning features with seamless links to booking tools. TripAdvisor branded sites make up the largest travel community in the world, with more than 200 million unique monthly visitors\*\*, and over 100 million reviews and opinions. The sites operate in 30 countries worldwide, including China under [daodao.com](http://daodao.com). TripAdvisor also includes TripAdvisor for Business, a dedicated division that provides the tourism industry access to millions of monthly TripAdvisor visitors.

TripAdvisor, Inc. (NASDAQ: TRIP) manages and operates websites under 19 other travel media brands: [www.airfarewatchdog.com](http://www.airfarewatchdog.com), [www.bookingbuddy.com](http://www.bookingbuddy.com), [www.cruisecritic.com](http://www.cruisecritic.com), [www.everytrail.com](http://www.everytrail.com), [www.familyvacationcritic.com](http://www.familyvacationcritic.com), [www.flipkey.com](http://www.flipkey.com), [www.holidaylettings.co.uk](http://www.holidaylettings.co.uk), [www.holidaywatchdog.com](http://www.holidaywatchdog.com), [www.independenttraveler.com](http://www.independenttraveler.com), [www.onetime.com](http://www.onetime.com), [www.seatguru.com](http://www.seatguru.com), [www.sniqueaway.com](http://www.sniqueaway.com), [www.smartertravel.com](http://www.smartertravel.com), [www.tingo.com](http://www.tingo.com), [www.travel-library.com](http://www.travel-library.com), [www.travelpod.com](http://www.travelpod.com), [www.virtualtourist.com](http://www.virtualtourist.com), [www.whereivebeen.com](http://www.whereivebeen.com), and [www.kuxun.cn](http://www.kuxun.cn).

\*Source: comScore Media Metrix for TripAdvisor Sites, worldwide, January 2013

\*\*Source: Google Analytics, worldwide data, January 2013

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