

**Conexus Mobile Alliance and TripAdvisor partner  
to develop promotional campaigns for customers of Conexus members**



April 4, 2013 - Conexus Mobile Alliance (“Conexus”) and TripAdvisor®, Ltd., the world’s largest travel site, have signed a memorandum of understanding (MOU) to develop joint promotional campaigns that will enable customers of Conexus-member operators to enjoy additional benefit through the use of TripAdvisor content while traveling.

Under the MOU, Conexus and TripAdvisor will work together to explore the benefits of TripAdvisor’s mobile products and vast travel content offering which recently surpassed the 100 million reviews and opinions mark to customers of the participating Conexus-members namely: Far EastOne Telecommunications Co. Ltd., Hutchison Telecommunications (Hong Kong) Limited, KT Corporation, NTT DOCOMO, INC., PT Indosat Tbk, Smart Communications, Inc., StarHub, TrueMove and VinaPhone.

TripAdvisor and Conexus members in Japan, Singapore, and Thailand are already working together to promote roaming packages to their customers. More information about these roaming packages can be found in the TripAdvisor mobile application available on iOS and Android smartphones.

“The Conexus Mobile Alliance continuously seeks opportunities to add value and differentiation to our services to Conexus members and their subscribers. With this partnership, not only are we able to provide worry free daily flat-rate data roaming packages, we will also enhance our ability to empower our customers with easy access to Trip Advisor’s community of like-minded

travelers.” Said Alex O. Caeg, Chairman of the Conexus Mobile Alliance Board and Head of Smart’s International and Carrier Business Division.

*“We are thrilled to take our partnership with the Conexus Mobile Alliance to the next level. TripAdvisor’s mission is to help people plan and have the perfect trip. Mobile phones are now an indispensable device at the travel destination and with this partnership, true to our mission, we further enable our travel community to take the wisdom of millions of other travelers with them in their pockets to great destinations around Asia.” says Nathan Clapton, VP Global Mobile Partnerships at TripAdvisor.*

This collaboration complements other offerings of Conexus , which include Asia’s first daily data roaming flat rates --- all part of Conexus’ commitment to enhance the travel experience of its 350 million strong customer base whenever they roam.

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#### **About Conexus**

Established in April 2006, Conexus Mobile Alliance is one of Asia's biggest mobile alliances. 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 over 350 million mobile subscribers and is committed to promoting voice, video and data roaming via its members' GSM/GPRS, W-CDMA networks and/or HSDPA 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.wherivebeen.com](http://www.wherivebeen.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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