

FOR IMMEDIATE RELEASE

## Indonesian Online Travel Sites Valadoo and Burufly Announce Merger; Launch Revamped Valadoo.com

*Valadoo's curated travel packages and e-commerce expertise are to be combined with Burufly's vibrant million-member social travel community to create an Indonesian online travel & lifestyle super site.*

**JAKARTA, August 19, 2014** – Valadoo, the online expert in Indonesian travel and Burufly, the largest social travel community in Asia, today announced the successful completion of the merger between the two companies and the relaunch of Valadoo.com as the new online travel & lifestyle leader for Indonesians.

The new Indonesian online travel agency (OTA) will target the rapidly growing 18-35 year old youth and young adult market with travel products, marketing communications and channels specifically formulated for this rapidly growing and increasingly mobile & social group.

The combined company will continue only the Valadoo brand with the Burufly social network, much loved by travelers as a place to share travel photos and experiences, to be integrated into valadoo.com as the key community & trip sharing feature at the heart of the new site.

“The Valadoo and Burufly brands both resonate particularly strongly with younger, trend-setting, social media savvy Indonesian travelers”, said Pete Goldsworthy, CEO & Founder of Burufly. “Joining forces enables us to offer Valadoo’s superb range of travel & lifestyle ecommerce offerings across Burufly’s social traveler network and to allow travelers a channel to share their travel experiences with the community.”

Peter Goldsworthy has become Chairman of Valadoo while Jaka Wiradisuria, CEO & Co-Founder of Valadoo continues in the role of CEO of the merged company. Existing investors Wego, Ardent Capital, Walden International and Batavia Incubator remain shareholders in the merged entity.

“I’m particularly pleased by the depth of talent and complementary strengths of the Valadoo and Burufly teams who combined are really an Indonesian online travel dream-team”, said Jaka Wiradisuria, CEO & Co-Founder of Valadoo. “With this team I’m looking forward to revolutionizing the way young Indonesians learn about new destinations, shop for travel and then share their experiences online.”

"I'm excited by the opportunity to combine Valadoo's e-commerce and travel expertise with the Burufly's community and social travel platform", said Ross Veitch, CEO of shareholder Wego, "I'm confident that the new Valadoo.com will quickly become a major player in the Indonesian online travel market and the newly merged company will shortly open a new investment round to fund the next phase of this growth."

A summary of the features of the new Valadoo.com website, include:

- \* Great range of travel ideas & packages created by Indonesian travel experts and tailored to meet young travelers' social and budget expectations.
- \* Destinations featured will include a big focus on Indonesia but also international destinations popular with young Indonesian travelers.
- \* Popular Events Calendar with travel packages created around key events offered to members.
- \* New pages for each destination & activity that combine the best products, articles and user shared content about each destination.
- \* Market leading E-commerce capabilities including global payment options like Visa and Mastercard as well as popular local payment options including Mandiri Clickpay, CIMB Clicks, ATM Bersama, Prima, BCA, BNI, HSBC, Alto.
- \* Traveler social network with more than 1 million+ registered users that enables travelers to connect before, during and post-trip to share experiences and broaden horizons together.
- \* Inspirational collection of travel ideas, photos & articles from the combined editorial teams of Valadoo & Burufly.
- \* Fully responsive web design that allows users to access the site with a fully optimized user experience across desktop, tablet and mobile devices.

A recent survey of online travel bookers in Indonesia by Google\* showed that 52% of transactions were made by people between the ages of 18 to 35 and that this segment had a preference for 3 star and budget hotels and B&B as preferred accommodations. These young Indonesian consumers are much more likely to book online than older segments, to be active across multiple social networks and more likely to have their travel shopping decisions influenced by social media & online reviews. It is this market that Valadoo will service.

\* Google Travel OTA and Accommodation Research, July 2013

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### **About Valadoo**

Valadoo is an Indonesian travel e-commerce business that provides a one-stop solution for people searching for holiday alternatives, from weekend getaways, long period holidays to in-city escapades for Indonesia destinations at affordable price ranges. For more information about Valadoo please visit: [www.valadoo.com](http://www.valadoo.com)

### **About Burufly**

Burufly is the largest social travel community in Asia covering every single province in Indonesia with user generated content and local experts to ensure users' next holiday will be a great experience. Burufly provides great insights on what is new, hip and trendy to do, and helps its users to find the best places to go by filtering the recommendations from its fellow users.