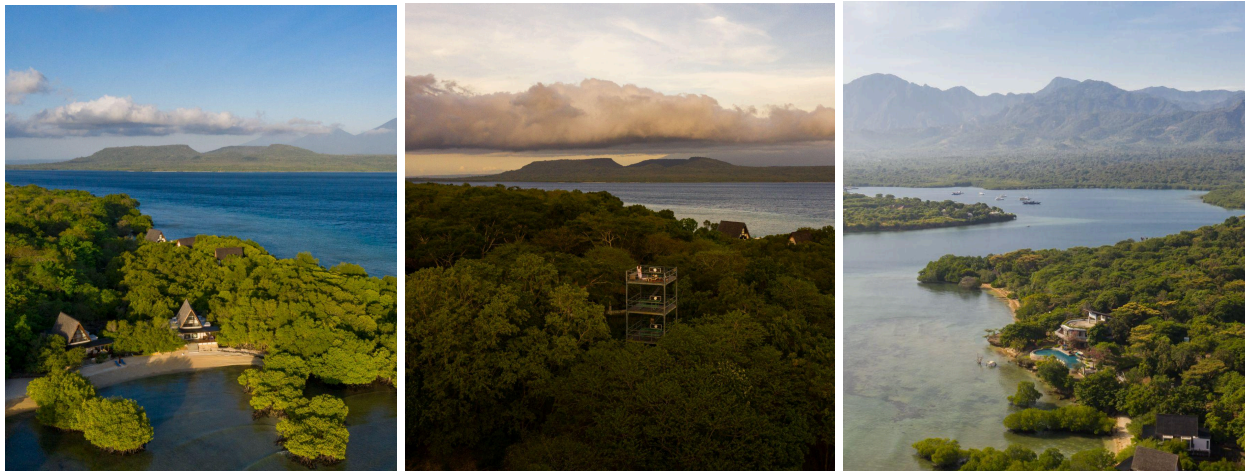




Press Release

For immediate release

A True Indonesian Ecotourism Icon, Plataran Indonesia Strengthens Its Commitment To Be A Hospitality Company With Impact



JAKARTA, 15 August 2024 - Plataran Indonesia, an impact-driven hospitality company, is dedicated to being a True Indonesian Icon contributing to Nature, Culture, and the People. By prioritizing environmental protection, cultural preservation, and community development through exceptional guest experiences, Plataran Indonesia remains committed to play a pivotal role as an impactful homegrown hospitality group for Indonesia and Indonesians.

Founder and Chief Executive Officer of Plataran Indonesia **Yozua Makes** explained, “At Plataran Indonesia, we always go back to our contribution to Nature, Culture, and Community as our three core pillars. We strive to make a positive impact in Indonesia's hospitality industry, applying sustainability principles across all our properties, with a focus on environmental protection, cultural preservation, and community welfare.”

This principle is highly reflected in several of its properties. For instance, Plataran Komodo Resort & Spa, contributes to ongoing coral restoration efforts, supporting the



health and resilience of coastal ecosystems. In collaboration with dedicated environmental organizations and local communities, Plataran Indonesia is working to

restore damaged coral reefs, recognizing the importance of preserving marine life and supporting the livelihoods of those who depend on it. This initiative is a small but meaningful step in the ongoing journey to protect Indonesia's natural heritage. Furthermore, the commitment to working quietly and collaboratively ensures that the country's precious marine resources can be enjoyed by future generations.

Guided by its #HospitalityWithImpact philosophy, Plataran Indonesia's direct contributions to its surroundings are evident in its various programs, such as tree planting and coral reef restoration through Plataran for The Earth, batik painting workshops through Plataran for The Heritage, and the empowerment of local SMEs through Plataran for The People. Through collaborations with UMKM Ecosystem, NGOs, and local sustainable businesses, Plataran Indonesia has successfully created a significant positive impact on the environment and surrounding communities.

"Our goal is to create experiences that enrich our guests with cultural insights and benefit the communities around us. In this way, we hope to contribute to a more prosperous and sustainable Indonesia," Mr. Makes added.

As Plataran Indonesia continues to expand its impact across the archipelago, new destinations will be unveiled. Enriched with innovative hospitality programs designed to enhance guest experiences and promote responsible tourism, Plataran Indonesia is set to further establish the nation as a must-visit global destination. Through unique and sustainable accommodations, guests will have the opportunity to connect deeply with Indonesia's natural beauty, immerse themselves in the rich cultural heritage of local communities, and actively participate in environmental conservation initiatives.

-END-

About Plataran Indonesia

Plataran Indonesia is a national company established in 2009 that operates in the tourism and supporting activities sectors and has received both international and national awards, such as the Sustainable City and Human Settlement Awards from the Global Forum on Human Settlements, Runner Up Best Asian Sustainable Destination



and Top Sustainable Destinations 100 from Green Destinations, and Indonesia Leading Hotel Chain from the Indonesian Leading Hotel Chain. Plataran is also a company that has gained public recognition as The True Indonesian Icon and The True Indonesian Ecotourism Icon for its activities prioritizing three main pillars: "Indonesian Nature-Culture-Community" on the national and international stage.

Social Media: @plataranindonesia

#TrueIndonesianIcon #TrueIndonesianEcotourismIcon #HospitalityWithImpact

For more information, please contact:

Revino Fauzan Satria
Account Executive



P R E F I N I T E
C O M M U N I C A T I O N S

M. +62 812-1935-6013

E. revino@prefinite.id

For more information, please contact:

Valerie Lie

Marketing Communication Manager

Plataran Indonesia

Jl. Brawijaya Raya No. 4, Kebayoran Baru, Jakarta Selatan 12160

Telp: (62-21) 722 1740 | Phone: +62 811 1996 6802

Fax: (62-21) 2932 6191 | Email: srmm.pli@plataran.com

<https://www.plataran.com>