

PRESS RELEASE

TRANSCORP HOTELS LAUNCHES AURA, AN ONLINE MARKETPLACE FOR ACCOMMODATION AND EXPERIENCES

Nigeria's largest hospitality brand launches a new platform for booking vacation homes, holiday lets, and experiences.

- *Aura is a new platform that connects people to great accommodation, great food, and memorable experiences in different cities across Africa.*
- *Aura to partner with homeowners, hoteliers, restaurateurs, tour operators, and locals to redefine travel and tourism.*

Abuja, Nigeria- March 3, 2021 – Africa's leading hospitality brand Transcorp Hotels Plc. has announced the launch of Aura, a new digital platform through which people can book accommodation, restaurants, and experiences.

The new brand, Transcorp's first in the alternative accommodation segment, is part of the company's asset-light model, leveraging technology to deliver true hospitality, exciting experiences, and drive shareholder value.

"It's a new dawn in the hospitality industry! I am thrilled to introduce you to Aura by Transcorp, the digital platform we are using to connect people to quality accommodation, great food, and awesome experiences," Managing Director and Chief Executive Officer of Transcorp Hotels Plc. Dupe Olusola said.

"For more than 30 years, Transcorp Hotels Plc has been at the forefront of creating a superior guest experience at our locations. Today, our commitment to innovation has offered us an opportunity to extend this beyond the hotel premises," Olusola added.

The launch of Aura by Transcorp is one of the most significant developments in the company's history as it seeks to transform the travel and tourism industry in Africa by focusing on three important components of travel, whether for leisure or business -- where you stay, what you eat and how you spend your time. With its people-driven hospitality model, Aura is set to revolutionise travel and help remind Africans of our deep history of hospitality.

Speaking on the launch of Aura, Obong Idiong, Chief Executive Officer at Africa Prudential Plc, Aura's technology partners, expressed his excitement. *"Finding the right accommodation when you travel can be incredibly complex. Options available for the right prices are often limited, and travellers sometimes end up with accommodation that taints the travel experience. Transcorp Hotels Plc has been able to fix that with Aura and we are proud to be associated with them."*

Transcorp Hotels Plc (RC 248514)

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Alex Okoh (Director), Peter J. Elumelu (Director), Alexander M. Adeyemi (Director), Hajia Saratu Umar (Independent Director)

www.transcorphotels.com

"To ensure topnotch user experience, we built a solution to drive digital transformation through the adoption of shared living spaces for the Aura business. With an advanced search algorithm powered by artificial intelligence, Aura determines the relevance of locations taking into consideration, the customers' preferences and requirements to meet them at the point of their needs," Idiong added.

Priscilla Adeboye, a travel enthusiast and early adopter of Aura, said the global pandemic has pushed international travel down her list. *"But I still want to be able to take some time off work or spend a weekend away from home with the family. I have found incredible homes on Aura that meet my need for space and privacy."*

Working with thousands of partners across Nigeria and different cities in Africa, Transcorp Hotels Plc. is building the continent's largest platform for people-driven hospitality. While travellers enjoy the right selections at the best prices on Aura, hosts can also earn a lot of money by receiving guests in their unoccupied homes and sharing the local culture with them.

For travellers who would rather stay in hotels, Aura also has a great selection of some of the best hotels in every city.

With the launch of Aura, Transcorp Hotels Plc. has further cemented its leadership in the hospitality industry and reinforced its commitment to innovation and superior guest experience across different demographics.

Guests and hosts can sign up at aura.transcorphotels.com to start booking or hosting. The service is currently available in Nigeria only, but the company said plans are already in place to expand to major cities in Africa.

Note to Editors

Transcorp Hotels Plc is one of Africa's leading hospitality companies, committed to redefining service standards across the continent while remaining truly and authentically African.

www.transcorphotels.com

Aura by Transcorp

Aura is Africa's best platform for connecting travellers with great accommodation, good food, and memorable experiences. The platform is also an avenue for people with unoccupied homes, hotels, restaurants, or different skill sets that may interest others can earn an income by becoming hosts.

Learn more at aura.transcorphotels.com

About Transcorp Hotels Plc

Transcorp Hotels Plc ("Company") is the hospitality subsidiary of Transnational Corporation of Nigeria Plc. The Company owns and operates Transcorp Hilton Abuja, which provides luxury accommodation, excellent cuisine, conferencing and leisure facilities to business travellers and tourists from all over the world. The Company also holds 100 percent interest in Transcorp Hotels Calabar Limited, which owns and operates the Transcorp Hotels in Calabar.

Investors' Relations Statement

- i. The Company has a dedicated investors' page on its website.
- ii. The link to the investors relations portal is below:
<https://www.transcorphotels.com/investor-relations/>
- iii. The contact details of the Investors' Relations officer is below:
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