

March 18 , 2013  
Recruit Holdings Co.,Ltd.

Recruit Holdings partners with the Philippines' largest publisher and web media company to launch a hotel reservation website

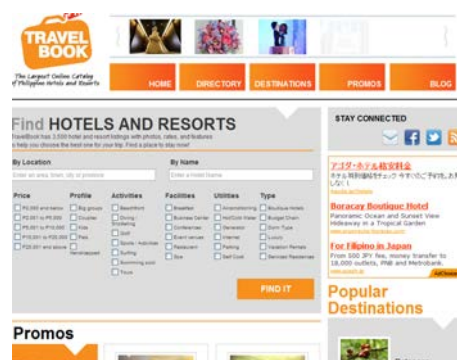
Recruit Holdings Co.,Ltd. (Headquarters: Chiyoda-ku, Tokyo; President and CEO: Masumi Minegishi) has partnered with Summit Media Informatix Holdings (Headquarters: Metro Manila, Philippines; Representative: President Lisa Gokongwei-Cheng) to establish TravelBook Philippines, Inc., which launched a hotel booking site TravelBook.ph today. The investment was made through Recruit's investment subsidiary, Recruit Global Incubation Partners Co.,Ltd., Summit Media Informatix Holdings is the Philippines' largest publisher and web media company.

## 1. TravelBook Philippines, Inc.

The Philippines is ASEAN's second most populous nation, with 95 million people. The average age is just 27, and annual GDP growth is around 5. Internet penetration is also continuing to rise in this promising market. With domestic travel demand projected to grow, online hotel booking business is also expected to expand, and this drove the decision to establish Travel Book Philippines.

## 2. TravelBook.ph

TravelBook.ph is a domestic hotel booking website operated by TravelBook Philippines, Inc.. Through Recruit Global Incubation Partners Co.,Ltd., its investment subsidiary, Recruit joined with Summit Media Informatix Holdings to capitalize TravelBook.ph. TravelBook Philippines, Inc., the Philippines' largest publisher and web media company, and Recruit, which operates booking websites in a number of countries, will seek to make TravelBook.ph the country's largest hotel booking website and generate synergy in system operation and generating bookings as well as in business operation terms.



## 3. TravelBook Philippines, Inc. Profile

(1)	Name	TravelBook Philippines, Inc.
(2)	Representative	Christina Chua, CEO
(3)	Main business	Online hotel reservations
(4)	Shareholders	Summit Media Informatix Holdings Recruit Global Incubation Partners Co.,Ltd.

## 4. Summit Media Informatix Holdings Profile

(1)	Name	Summit Media Informatix Holdings
(2)	Representative	Lisa Gokongwei-Cheng, President
(3)	Headquarters	Metro Manila, Philippines
(4)	Established	April 21, 1995
(5)	Employees	560
(6)	Main business	Magazines, websites, outdoor advertising

Recruit Group's Global Operations

Business Content		Brand	Operating Area
Human Resources	Selection	RGF HR Agent	China/Hong Kong/Singapore/India/Vietnam
		RGF Executive Search	Hong Kong/Singapore/India/Vietnam
		Bó Lè (capital/business tie-up)	China/Hong Kong/Taiwan/Indonesia/Philippines/Thailand/Malaysia/Vietnam
	Staff Placement	CSI	North America
		Staffmark	
		Advantage Resourcing	North America/UK/Australia
	Online HR	51job (capital/business tie-up)	China
		Indeed, Inc.	North America/UK/Ireland
Sales	Travel	Jalan	China/Korea/US
		PegiPegi	Indonesia
		Mytour.vn	Vietnam
		TravelBook.ph	Philippines
	Housing	Taofang Corporation	China

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