



Press Release

Updates from LET Group's investment in a Joint Venture



Hoiana Resort & Golf Joins Forces with 2023 Miss Hong Kong Pageant to Showcase Vietnam's Splendor and Culture

Hoi An, Vietnam – Hoiana Resort & Golf, Vietnam's premier beachfront integrated resort, is delighted to announce its exciting collaboration with TVB's esteemed 2023 Miss Hong Kong Pageant. Together, they aim to promote Danang & Quang Nam as a must-visit destination in Asia while captivating viewers in Hong Kong and beyond.

During an unforgettable 8-day and 7-night shooting trip, 16 Miss Hong Kong contestants and over 50 crew members embarked on an immersive journey to explore the charms of Central Vietnam. The contestants were hosted at New World Hoiana Hotel, one of the four exquisite hotel brands within Hoiana Resort & Golf. The meticulously crafted shooting trip's itinerary enabled the contestants to delve into Vietnamese culture and showcase the region's renowned attractions.

Throughout their stay, the 16 Miss Hong Kong contestants were introduced to basic Vietnamese language skills and delighted in savoring authentic Vietnamese delicacies, including Pho, Banh Mi, Hoi An Chicken Rice, Coconut coffee, and spring rolls, among others. Their journey took them to several famous local attractions, such as the Pink Cathedral church, Dragon Bridge, My Khe Beach, My Son Sanctuary, Coconut Boat, The Bridge House, and the enchanting Hoi An Ancient Town. A unique and engaging aspect of their visit was the contestants' active participation in activities at Hoi An ancient town, including captivating busking performances and preparing Hong Kong's local street food, such as mango sago drinks and egg waffles, to share with the locals and tourists. These heartwarming interactions fostered a genuine sense of camaraderie and cultural exchange.

The picturesque landscapes of Hoiana Resort & Golf provided an awe-inspiring backdrop for the



contestants' profile and video shoots. From the breathtaking Cham Island viewed from The Edge's infinity pool to the untouched 4KM long white sandy beach and Hoiana Shores Golf Club, the award-winning golf course, along with the 5-star accommodation, the resort's integrated facilities seamlessly complemented the television broadcast, capturing the essence of beauty and elegance.

The unforgettable journey concluded with a spectacular VIP dinner on Jul 19, graced by esteemed guests from Hong Kong, including Ms. Nancy Wu, Ms. Mayanne, Mak Mr. Shaun Tam, and Mr. Lokyi Lai, alongside the 16 Miss Hong Kong contestants. Ms. Virginia Lok, Assistant General Manager of Television Broadcast Limited, extended her unwavering support as the contestants delivered a captivating show. Dressed in the graceful Ao Dai, the contestants confidently introduced themselves in Vietnamese, leaving an indelible mark on the hearts of the guests.

This collaboration between Hoiana Resort & Golf and TVB's 2023 Miss Hong Kong Pageant has been instrumental in showcasing the unparalleled beauty and cultural richness of Vietnam's Danang & Quang Nam regions. The resounding success of this program positions Central Vietnam as the premier travel destination on the Asian tourism map, captivating the hearts of viewers and inspiring them to embark on their own enriching journey to Central Vietnam.

-ENDS-



L E T
LEISURE ENTERTAINMENT TASTE

Photo Gallery:



Hoiana Resort & Golf welcomes the 16 contestants of 2023 Hello Miss Hong Kong Pageants for the 8D7N shooting trip in Central Vietnam.



The contestants take stunning pictures along the 4km white sand beach along Hoiana Resort & Golf.



Showcasing the dance talents at Vietnam's #1 golf course, Hoiana Shores Golf Club



The 16 contestants visit My Son Sanctuary, the UNESCO World Heritage site.



L E T
LEISURE ENTERTAINMENT TASTE



Learning the basic Vietnamese to communicate with the locals.



The contestants showcase the local Hong Kong culture at the Hoi An Ancient Town.



The contestants visit the popular Pink Church in Da Nang city.



The unforgettable journey concluded with a spectacular VIP dinner on Jul 19 graced by esteemed guests. Their graceful presentations and self-introduction in Vietnamese, leaving an indelible mark on the hearts of the guests.



About LET Group Holdings Limited (HKEx: 1383)

LET Group Holdings Limited (“**LET Group**” or “**the Group**”) develops and operates integrated resorts across Asia, including the Philippines, the Russian Federation and Vietnam. The Group also operates in the mall operation segment.

LET Group is the parent company of Suntrust Resort Holdings, Inc. (“**Suntrust**”, PSE: SUN), the developer and operator of Westside City Project in the heart of Entertainment City in Manila, the Philippines. When the integrated resort is completed, Westside City Project will consist of entertainment facilities and five-star hotel rooms that conceptualise our theme *Leisure, Entertainment* and *Taste*. LET Group is also the parent company of Summit Ascent Holdings Limited (“**Summit Ascent**”, HKEx: 102). Summit Ascent is the operator of the largest integrated resort in Russia, known as Tigre de Cristal, based in Vladivostok in the Far East. Hoiana is an integrated resort that LET Group jointly develops with our investment partners. Located in Central Vietnam, Hoiana Phase 1 is an integrated resort with over 1,000 rooms, award-winning golf course and pristine beaches. In addition, the Group operates a shopping mall in China.

For more information about LET Group, please visit <https://www.letgroupholdings.com/>

For Investor & Media Enquiries:

LET Group Holdings Limited

Investor Relations & Corporate Communications

Tel: +852 2598 1180

Email: ir@letgroupholdings.com

About Hoiana Resort & Golf:

Hoiana Resort & Golf, Vietnam's premier world-class beachfront integrated resort, graces the pristine coastline near the UNESCO World Heritage Site in Hoi An, Vietnam. Recently, in the esteemed 2023 Travel+Leisure Asia Pacific Luxury Awards, Hoiana was honored with the prestigious title of "Third Place in the Integrated Resort Category," proudly making it the only resort in Vietnam to be listed. The stunning 4-kilometer beachfront complex features four luxury hotels - Hoiana Hotel & Suites, offering 141 beautifully appointed suites; New World Hoiana Hotel, with 476 guestrooms; New World Hoiana Beach Resort, boasting 330 elegantly and sustainably designed rooms and suites; and



Rosewood Hoi An (opening soon). Additionally, Hoiana Residences provides a home away from home with 270 luxuriously and spaciously appointed apartments overlooking lush gardens or the East Sea.

The integrated resort is also home to more than 10 world-class restaurants serving over 12 types of cuisines, from authentic Vietnamese, Korean, Chinese, and international flavors. It also provides cutting-edge gaming entertainment with over 140 tables and 300 electronic games offering a variety of exhilarating gaming options.

The resort also boasts a magnificent 18-hole golf course designed by Robert Trent Jones Jr., the Hoiana Shores Golf Club. The 71-par links course offers one of the most compelling golf experiences in South East Asia and challenges players with a rewarding game. The clubhouse, spanning over 6,000 sq.m., is set to be one of the largest clubhouses in Asia and hosts a comprehensive suite of facilities. The course was awarded “Best Golf Course in Vietnam 2022” and “Top 10 Best Golf Course in Vietnam 2022” by Vietnam Golf & Leisure Awards and recently placed 15th among the ‘Top 100 Golf Courses in Asia’ in an accolade jointly organized by Golf Travel Korea and Golf Travel China, recognizing excellent golf courses and promoting golf culture across the Asian continent. Highly regarded as the “Oscars” of the global golf club industry, the Asian Golf Awards honored Hoiana Resort & Golf as the “Best Golf Resort in Asia Pacific” and awarded Hoiana Shores as the “Best Golf Course in Vietnam” in Nov 2022.

Hoiana has completed its first phase of an overall \$4 billion development project, encompassing 1000-hectares of land just south of Hoi An, Quảng Nam. With an ambitious development plan in the pipeline, Hoiana will continue to set a new benchmark for luxurious tourism in Vietnam while balancing its cultural heritage, to bring economic prosperity and opportunity to the central province of Quang Nam.

Hoiana Media contact:

Michelle Wong

Director, Brand Communications

E: michelle.w@hoiana.com