

PRESS RELEASE

Chelsea Logistics launches Layag, a community-building travel magazine



November 2022 – Chelsea Logistics launched 'Layag', a quarterly publication that will feature travel activities, history, food, and culture of the Philippines' tourist spots and hidden gems. Specifically, 'Layag' will focus on travel destinations and local businesses that are accessible through sea travel. Published online and to be distributed on board Chelsea Logistics' three shipping lines: Starlite Ferries, SuperCat, and Trans-Asia, 'Layag' also aims to keep passengers informed about the Group's newest services, route developments, and vessel amenities.

'Layag' is an endeavor of the Chelsea Group to help promote the Philippines' tourism industry after a two-year travel hiatus caused by the pandemic. For its first issue, 'Layag' focused on Cebu City, the Queen City of the South, highlighting its Sinulog Festival, the grandest annual celebration in Cebu City held every third Sunday of January to honor the Santo Niño (Child Jesus).

Aside from sea travel hacks and travelers' experiences, 'Layag' also offers free tickets to those who will participate in its regular contests. A special section, 'Traveler's POV', is designated for Chelsea Group employees to encourage them to contribute their own articles, travel tips, and photos, driving internal engagement.

Chelsea Logistics President & CEO Chryss Alfonsus V. Damuy said: "We launched 'Layag' on 11.11.22 at 11am, an auspicious date, as we are certain that the passage business will hit significant growth in the next few months which will hopefully continue in succeeding years. Our desire is to help rebuild the livelihood of those communities affected by the pandemic by featuring them in 'Layag'. We will start with the areas where we operate in like Cebu, Batangas, Ormoc, Surigao, Cagayan De Oro, etc. We commit to promoting local businesses and attractions while boosting our routes to aid the Group's recovery."



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The Chelsea Group's Passage revenues in the third quarter of 2022 grew more than 7x year-on-year and 4% quarter-on-quarter to P371 Million --- the highest quarterly revenue achieved since the government-imposed lockdown in March 2020.

Advertisers are also welcome to further improve the circulation of 'Layag' and contribute to the full recovery of tourism in the country. Currently, 'Layag' has a potential readership of more than four million passengers nationwide. Interested companies may reach the Chelsea Group's Marketing Communications Department at stratcomm@chelsealogistics.ph. The second issue of Layag will feature the Industrial Port City of CALABARZON and one of the fastest urbanizing cities of the Philippines, Batangas City.

Explore the first issue of Layag: https://bit.ly/ChelseaLayag_Cebu_Q42022.

ABOUT CHELSEA LOGISTICS

Chelsea Logistics and Infrastructure Holdings Corp. is the publicly-listed shipping and logistics arm of the Udenna Corporation. It is a corporation organized and registered with the Philippine Securities and Exchange Commission (SEC) on 26 August 2016 primarily to act as a holding company. Through its wholly-owned subsidiaries, Chelsea Logistics is engaged in the shipping transport and logistics business with key segments divided into: (i) Charter, (ii) Passage, (iii) Freight, (iv) Tugboat services, and (v) Logistics services. To learn more about the Chelsea Group, visit <https://www.chelsealogistics.ph/>