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Press release

## **hetras acquired by Shiji**

**Beijing/Munich, 11 August 2016**

Beijing Shiji information Technology Co. Limited (Shiji), announced, effective August 3, 2016, it has acquired hetras Deutschland GmbH and all its operations.

“We are very pleased with this acquisition and the opportunity it represents,” said Kevin King, Chief Operating Officer, Shiji. “As a result of this transaction, hetras can now look towards the future and prepare an ambitious plan for growth, supported by Shiji.”

According to Uli Pillau, hetras, “Shiji and hetras remain committed to delivering exceptional products and services to our customers and maintaining close working relationships with our partners. hetras operations will remain uninterrupted in Munich.”

### **About Shiji**

Shiji creates and represents products, service and platforms facilitating cross industry consumer journeys, industry focused consulting and collaboration for hospitality, food service and retail industries, Shiji has over 90% market share in China's high end hotels and over 70% luxury and specialty retail. Founded in 1998, Shiji is traded on the Shenzhen Stock Exchange (code: 002153). Shiji has over 10,000 hotels, 100,000 restaurants and over 200,000 retail shops using ours and partner technology we represent. Alibaba, China's largest online platform for consumers has invested in Shiji. Working with Alitrip's online travel portal, Shiji provides online to offline solutions enabling a streamlined consumer journey. Headquartered in Beijing, Shiji have direct operations throughout China, Singapore, Hong Kong, Malaysia, Austria and Germany and a reseller network in a number of countries and territories.

## **About hetras**

[hetras](#) is the first company in Germany to develop a fully Internet-based management application for hotels and hotel chains of all sizes. hetras' hotel management system has been specifically designed for hotel chains that employ a high level of automation. It comprises a highly efficient property management system (PMS) and a powerful distribution and channel management system, for which member hotels pay an all-inclusive flat fee per month per room. Have your requirements changed? hetras' public API is as flexible as it is innovative, allowing the hetras platform to be customized and integrated with third-party products and technologies. hetras is proud to be a technology partner in the "[FutureHotel](#)" project of the Fraunhofer Institute.

**For more information on hetras, contact:**

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