



FY23

# Annual Results

Official Presentation

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# Agenda

01	Introduction to CHL
02	Performance by numbers
03	Key financial information
04	Company and industry overview
05	Marketing overview
06	Innovation and development
07	Concierge and Temporary Accommodation Program
08	Acquisition update
09	MyWay Insurance
10	Future outlook
11	Summary



## Today's presenters



### **Justin Hales**

CHL Founder &  
Chief Executive Officer

- Founder of Camplify.
- Previously Head of Customers at ASX- listed QMASTOR (ASX:QML).
- Managed some of the world's largest mining companies.
- Co-founder of the Sharing Hub.
- International conference speaker on the sharing economy.
- Multiple winner of Young Entrepreneur of the Year (Tourism & Hospitality).



### **Andrea MacDougall**

CHL Chief Financial Officer

- Experienced CFO for multinational organisations across growth technology, education, hospitality, manufacturing and strata management industries.
- Co-Founder of Coassemble (ed-tech SaaS) who have scaled from Australia into the US market.



FY23

# Introduction to CHL

Section 1



myway

 camplify

 PaulCamper





## About us

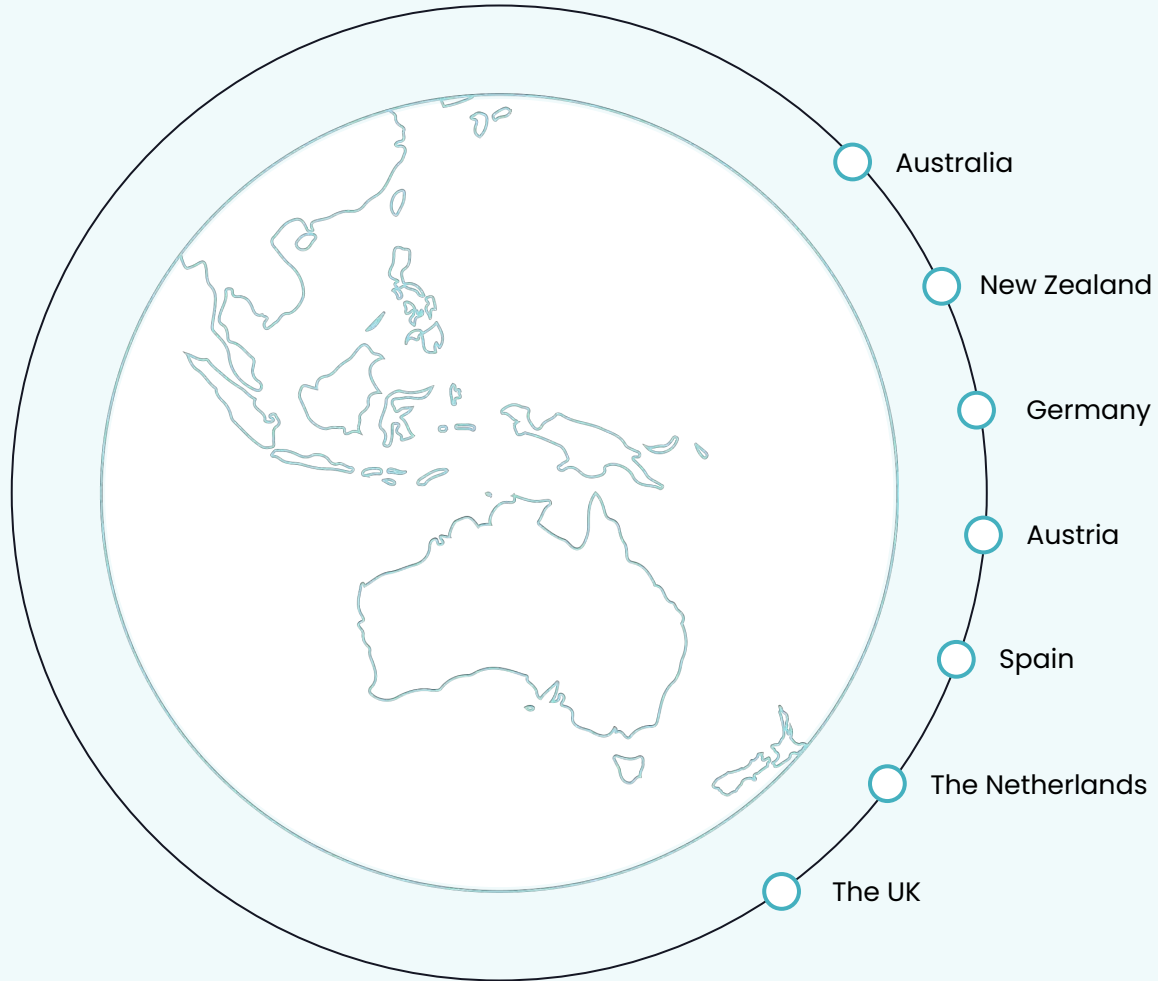
Adventure travel reimagined.

## Our mission

To cultivate adventure travel and entrepreneurship by making the outdoors accessible to all through innovative and scalable tech solutions.

## Our vision

A world where outdoor adventures and RV travel are accessible to all.





FY23

# Performance by numbers

Section 2



# Marketplace highlights

- Fully audited results. Period FY23  
GTV growth of 172.8% pcp to over \$146m
- Revenue growth of 133.7% pcp to over \$38m
- Increasing average booking value by over 39% pcp
- Increasing revenue to CHL per booking of 31.6% pcp to \$437

**\$146.4m**

Total transaction value

+172.8% (pcp FY22)

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**81,933**

Total bookings

+105.7% (pcp FY22)

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**\$38.2m**

Total revenue

+133.7%(pcp FY22)

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**\$1,733**

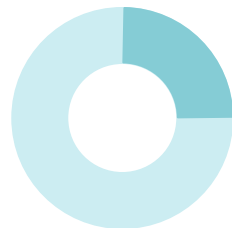
Average booking value

= \$437 revenue to CHL

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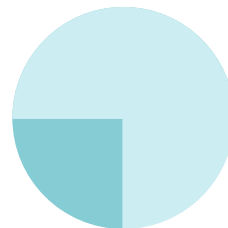
# Marketplace highlights

- Retained hirers (repeat customers) now at 24% down from 25% at FY22 pcp due to PaulCamper having a lower average than Camplify
  - AU 28%, UK 8%, NZ 9%, ES 2%, DE 25%, AT 12%, NL 12%
- Total RVs on the Camplify platform 15,083. Total RVs on the PaulCamper platform 13,316
- Total fleet now 28,399, over 186% growth from FY22 pcp
- Over 494,000 new customers in FY23 across both platforms



**26.1%**

Take rate  
Decrease from 30.5% pcp FY22



**24%**

Retained hirers<sup>1</sup>

**28,399**

Total RVs on platform

+186.1% pcp FY22

**494,068**

New customers in FY23<sup>2</sup>

<sup>1</sup> Retained hirers are defined as hired more than once from Camplify and PaulCamper.

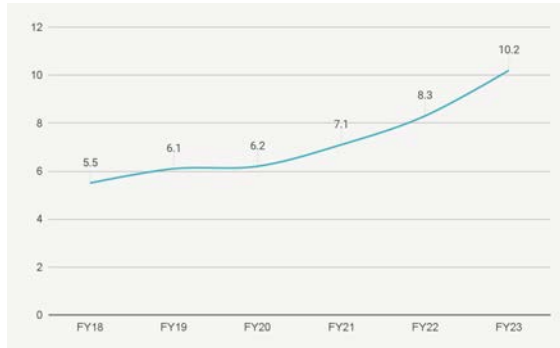
<sup>2</sup> New customers are defined as created an account and created a booking. The booking may not be recognised in this period. Includes migrated customers through acquisition.



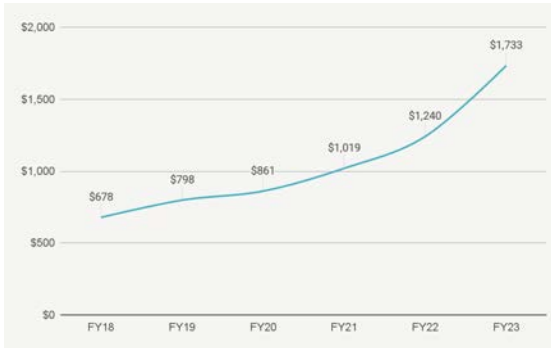
# Continued strong global momentum for Camplify RV holidays

- Hirers continue to enjoy longer trips leading to continued strong YOY growth in average booking length.
- Average spend per day is also increasing, in the GTV per booked day in FY23 compared to the previous year.
- Average booking value increased from \$1,240 in FY22 to \$1,733 in FY23

Global Average Booking Duration (Days)



Global Average Booking Value (AUD)



Global GTV per booked day (AUD)



Note: Includes PaulCamper reporting from 2 December 2022

# Future bookings

- Future bookings are bookings that have been booked and paid for via the Camplify platform.
- These take place in the future generally within the next 12 months.
- GTV and revenue is only reported once the booking starts.
- These numbers provide an indication of pipeline activity.
- Due to differences in revenue recognition, no PaulCamper bookings are included in this figure.

**FY23**

**\$28.6m**

Total future bookings GTV  
beyond June 2023

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**FY22 (PCP)**

**\$14.8m**

Total future bookings GTV

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Future bookings are subject to standard Camplify terms and conditions.  
Revenue and GTV are not recognised until the booking period starts.  
External factors may impact on the ability to recognise these bookings into the future.



# Market performance

Market	Australia	New Zealand	The United Kingdom	Spain
GTV Growth	<b>70%</b>	<b>1253%</b>	<b>17%</b>	<b>175%</b>
Revenue Growth	<b>71%</b>	<b>1109%</b>	<b>-8%</b>	<b>182%</b>
Booking Growth	<b>30%</b>	<b>630%</b>	<b>12%</b>	<b>97%</b>
Fleet Growth	<b>45%</b>	<b>49%</b>	<b>64%</b>	<b>95%</b>

Campify markets all performed well over the last 12 months in organic growth with strong demand from consumers, and support from marketplace customers

Fleet growth continued to perform well and builds the network effect that enables a strong marketplace scaling effect.

The New Zealand market was the star of the group with performance that clearly shows the strong consumer demand for this road trip destination.

The UK market saw a return to positive growth numbers at the top line level, after a negative result at the H1FY23 period. The take rate in the UK was impacted during the period as a result of the AER product being removed from the sale process, due to a lack of insurance status in the region. This issue has been addressed as a result of the MyWay implementation in the region for FY24

Note PaulCamper numbers are not displayed here, as the business was acquired in December of FY23, and pcp results are not able to be shared for the FY22 vs FY23 period.

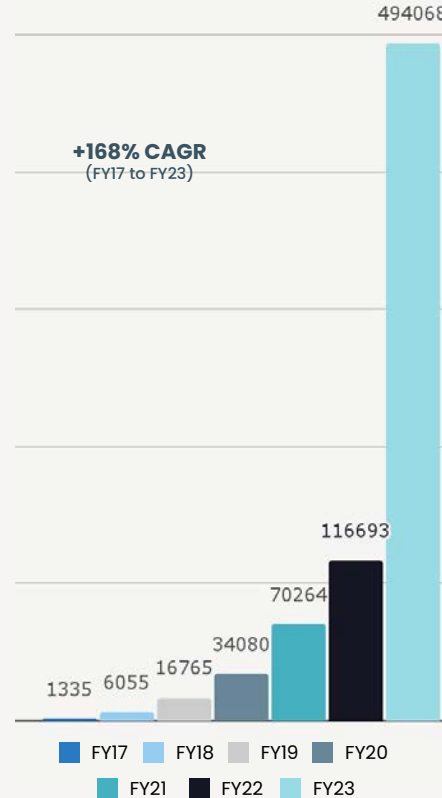




# Growing hirer & owner community

- Strong platform growth has been achieved at strong CAC performance due to a combination of network effects, referrals, industry tailwinds and inbound marketing initiatives.
- Platform investment allowed Camplify to scale with new customers and increased GTV with limited operational spend.
- The addition of the PaulCamper customer database has significantly increased the total customer database, and total RVs on the network.

Number of Cumulative Hirers



Number of Cumulative RVs





# Customer acquisition costs

**SEO:** Strong ranking and traffic from target keywords

**Direct:** Traffic growth increasing from greater brand awareness

**Social:** 124,845k combined Facebook followers and 124,064k combined Instagram followers

**Referral:** Traffic from industry partners

**Email:** Database of 285,000 Camplify and 227,000 PaulCamper registered customers



Hirer acquisition cost



Owner acquisition cost

**Camplify**

**\$11.68**

**\$135.43**

**PaulCamper**

**\$28.71**

**\$21.36**

**Global Traffic Sources**

- Organic
- Direct
- Paid
- Other



62% of traffic from direct and organic traffic



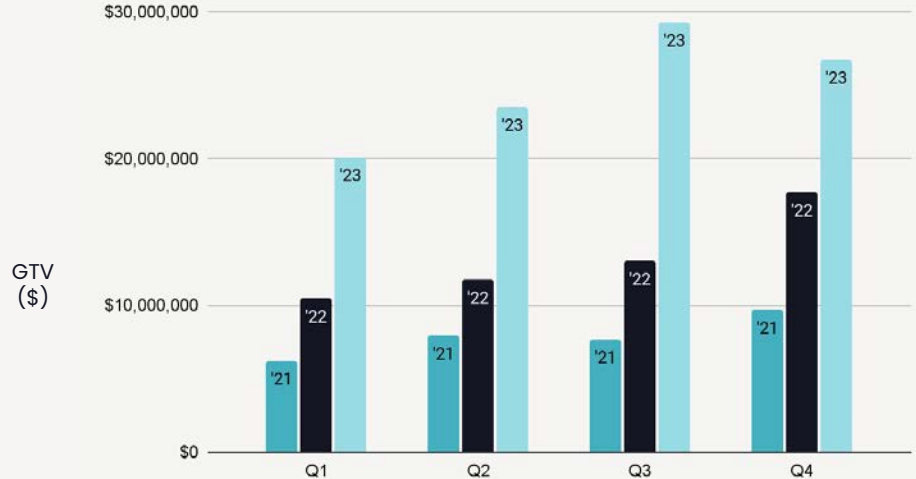
Seasonal variation

# Total GTV by quarter

Camplify and PaulCamper are very seasonal businesses, with operations in the southern and northern hemispheres.

Southern hemisphere season is typically September through to Easter, while northern hemisphere season is typically April through to September.

Camplify Markets Total GTV Quarterly



For Camplify markets where results are reported based on travel dates typically the results will build during the year. The busiest travel periods in these markets are typically Q2 and Q3, before moving into the winter period in Q4.

# Seasonal variation by market

CHL has a highly seasonal business. Bookings are driven by seasonal variation in travel in different markets. Weather plays an important role in outdoor travel lifestyles. Markets such as Europe and New Zealand have much more seasonal variation than markets like Australia. It's important to examine each market based on similar previous periods for comparison.

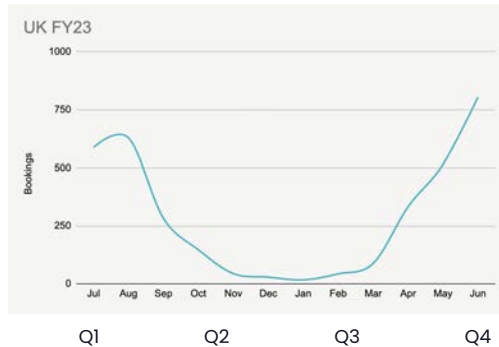
## EU



## NZ



## UK



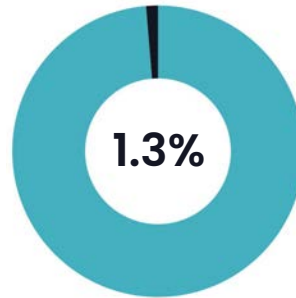
## AU



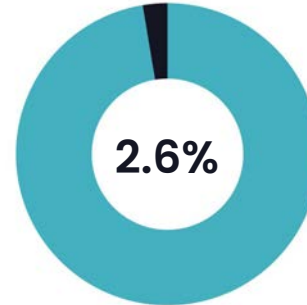
Camplify and PaulCamper still have less than 1% of the total addressable market in all key markets we operate in.

# Total vs. registered fleet size

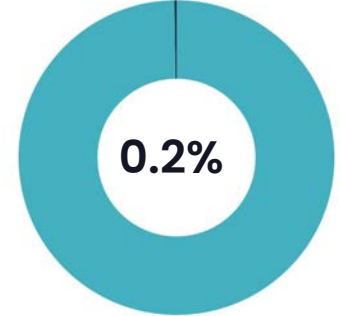
Australia



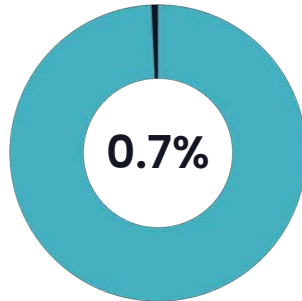
New Zealand



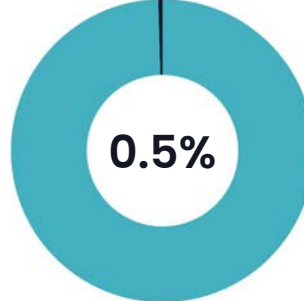
The Netherlands



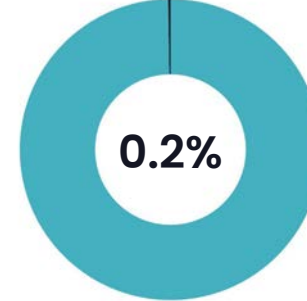
Germany



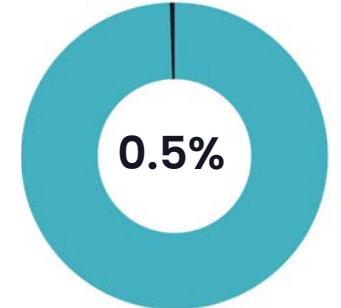
Spain




The UK



Austria



 % of total registered RVs on market  
 % of RVs registered on CHL



FY23

# Key financial information

Section 3

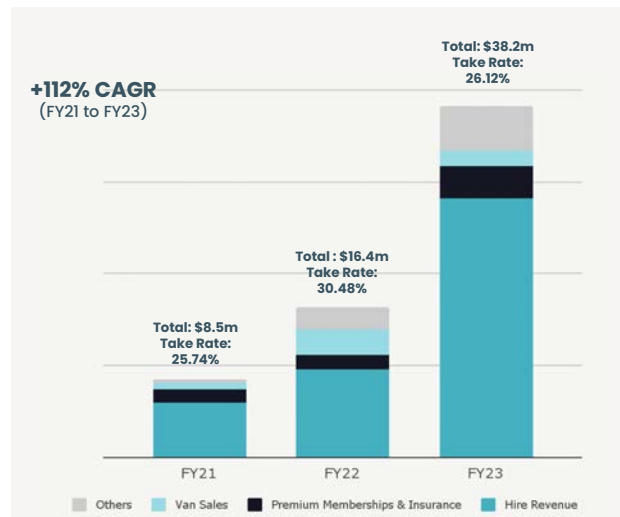
# Financial highlights

In three years, **Camplify has been able to grow its GTV by over 3X** whilst improving its underlying take rate and gross profit margin.

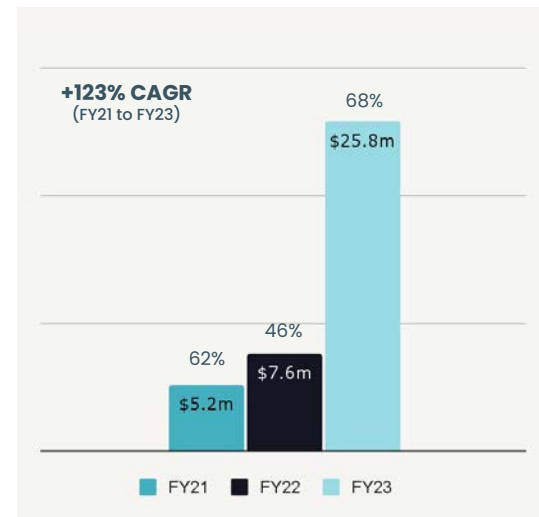
### Global Transaction Value



### Revenue and Take Rate



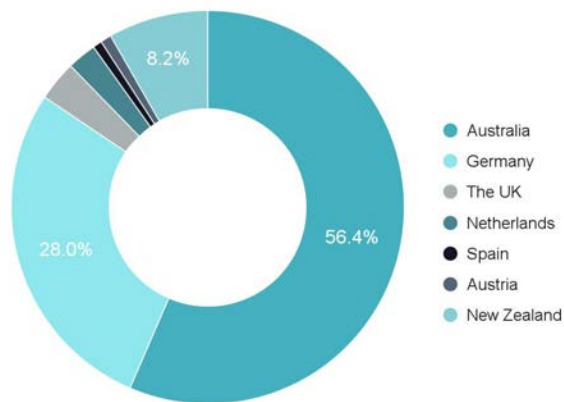
### Gross Profit and Margin



Note: Camplify Regions Take rate exc van sales grew from 26.8% in FY22 to 28.6% in FY23



## Key operating metrics



The majority of GTV was generated in Australia while New Zealand, the UK & European operations account for a greater share of GTV vs FY22, due to both organic and inorganic growth in the region.

High GTV growth continues while revenue retention increased.

Growth in GTV for FY23 reflects increases in:

- RV Fleet (186% vs PCP)
- Booking Growth (106% vs PCP)
- Average booking value (40% vs PCP)

Strong hirer growth maintained as average booking length increases 24% vs PCP.

High RV fleet growth momentum sustained as well as premium membership uptake.

Financial Metrics	FY21	FY22	FY23
Gross transaction value (GTV) (\$m)	32.9	53.6	146.4
GTV hire (\$m)	30.4	46.9	136.4
Premium memberships (\$m)	1.4	1.6	3.5
Other (\$m)	0.4	2.5	4.8
<b>Total GTV growth (%)</b>			<b>173%</b>
Amounts paid to owners (\$m)	24.4	37.3	108.1
Amounts retained to Camplify (total revenue) (\$m)	8.5	16.4	38.2
<b>Proportion retained by Camplify (%)</b>	<b>28%</b>	<b>30%</b>	<b>26%</b>
Gross profit margin (%)	62%	46%	68%

*\*Note: Gross profit margin without van sales was 70.1% FY23*

Hirers' Metrics	FY21	FY22	FY23
Total number of paying hirers in the platform	70,062	116,366	494,068
<b>Growth</b>			<b>323%</b>
Total number of bookings made	30,651	39,830	81,993
<b>Growth</b>			<b>106%</b>
Average booking Value (\$)	1,020	1,240	1,733

Owners' Metrics	FY21	FY22	FY23
Total number of RVs available in the platform	6,161	9,926	28,399
<b>Growth</b>			<b>186%</b>
Number of RVs subscribed to Premium Membership	2,063	2,949	4,567
<b>Growth</b>			<b>55%</b>





## Income statement Summary

### Commentary

#### Growth in Revenue (134% vs PCP) was driven by:

- Hirer Revenue (194% vs PCP)
- Ramping up of Premium Membership (119% vs PCP)

#### Operating Expenses decreasing as a percentage of revenue:

- Marketing 16% vs 24% PCP
- Employee Benefits 32% vs 45% PCP

#### Normalised Results:

- EBITDA \$0.3m, up from a loss of \$6.7m in FY22
- EBIT loss of \$0.7m, up from a loss of \$6.9m in FY22

\$ Millions	FY21	FY22	FY23
<b>Revenue</b>	<b>8.5</b>	<b>16.4</b>	<b>38.2</b>
<b>Cost of sales</b>	<b>(3.3)</b>	<b>(8.8)</b>	<b>(12.4)</b>
Gross profit	5.2	7.6	25.8
<b>Gross profit margin</b>	<b>62%</b>	<b>46%</b>	<b>68%</b>
Employee benefits expense	(4.0)	(7.3)	(12.4)
Marketing expense	(1.5)	(3.9)	(6.1)
Operations expenses	(1.4)	(2.2)	(5.6)
Administration expenses	(0.6)	(0.9)	(1.8)
Finance costs	(0.6)	(0.7)	(0.0)
<b>Operating expenses</b>	<b>(8.0)</b>	<b>(15.0)</b>	<b>(25.9)</b>
Other income	0.7	0.7	0.4
<b>Normalised EBITDA</b>	<b>(2.1)</b>	<b>(6.7)</b>	<b>0.3</b>
Depreciation and amortisation	(0.1)	(0.2)	(1.1)
<b>Normalised EBIT</b>	<b>(2.3)</b>	<b>(6.9)</b>	<b>(0.7)</b>
Net interest income/(expense)	0.0	0.0	0.2
<b>Normalised Profit/(loss) before tax</b>	<b>(2.2)</b>	<b>(6.9)</b>	<b>(0.6)</b>
Income tax benefit/(expense)	0.2	0.1	0.3
<b>Normalised Net profit/(loss) after tax</b>	<b>(2.1)</b>	<b>(6.8)</b>	<b>(0.3)</b>
<b>Extraordinary Items</b>			
Transaction costs - business combinations	(0.0)	(1.4)	(3.1)
Impairment of Assets	0.0	0.0	(0.2)
<b>Net profit/(loss) after tax</b>	<b>(2.1)</b>	<b>(8.2)</b>	<b>(3.6)</b>



## Income statement

### Commentary

#### Growth in Revenue (134% vs PCP) was driven by:

- Hirer Revenue (194% vs PCP)
- Ramping up of Premium Membership (119% vs PCP)

#### Gross Profit Margin improved to 68%, driven by:

- Hire related 88% (increase from 82% in FY22)
- Van Sales 12.5% (up from 9% in FY22)
- Improved Insurance Loss Ratio and lower levels of damage than FY22

#### Insurance Revenue Recognition:

- Casual Insurance Revenue grossed up
- Premium Membership revenue separates the insurance component and the personal use component
- Insurance recoveries from hirers are recognised as “Other Revenue” at 0% GP margin

#### Operating Expenses decreasing as a percentage of revenue:

- Marketing 16% vs 24% PCP
- Employee Benefits 32% vs 45% PCP

One-off acquisition and business optimisation costs of \$3.1m were incurred during FY23. Excluding these costs the Normalised Net Profit/(Loss) after tax was (\$0.3m).

\$ Millions	FY21	FY22	FY23
<b>Revenue</b>	<b>7.8</b>	<b>13.7</b>	<b>36.5</b>
Hire revenue	6.0	9.6	28.2
Premium membership fees	1.4	1.6	3.5
Other	0.4	2.5	4.8
<b>Cost of sales</b>	<b>(2.6)</b>	<b>(6.3)</b>	<b>(10.9)</b>
Hire COGS	(1.0)	(1.7)	(3.4)
Premium membership COGS	(1.5)	(1.4)	(3.4)
Other COGS	(0.0)	(3.1)	(4.1)
<b>Gross profit (excl. van sales)</b>	<b>5.2</b>	<b>7.3</b>	<b>25.6</b>
<b>Gross profit margin (excl. van sales)</b>	<b>67%</b>	<b>54%</b>	<b>70.1%</b>
<b>Van sales revenue</b>	<b>0.7</b>	<b>2.7</b>	<b>1.7</b>
Van sales COGS	(0.7)	(2.5)	(1.5)
<b>Gross profit (van sales)</b>	<b>0.1</b>	<b>0.3</b>	<b>0.2</b>
<b>Gross profit margin (van sales)</b>	<b>8%</b>	<b>9%</b>	<b>12.5%</b>
<b>Gross profit</b>	<b>5.2</b>	<b>7.6</b>	<b>25.8</b>
<b>Gross profit margin</b>	<b>62%</b>	<b>46%</b>	<b>68%</b>
Employee benefits expense	(4.0)	(7.3)	(12.4)
Marketing expense	(1.5)	(3.9)	(6.1)
Operations expenses	(1.4)	(2.2)	(5.6)
Administration expenses	(0.6)	(0.9)	(1.8)
Finance costs	(0.6)	(0.7)	(0.0)
Transaction costs - business combinations	(0.0)	(1.4)	(3.1)
<b>Operating expenses</b>	<b>(8.0)</b>	<b>(16.4)</b>	<b>(28.9)</b>
Other income	0.7	0.7	0.4
<b>EBITDA</b>	<b>(2.1)</b>	<b>(8.1)</b>	<b>(2.8)</b>
Depreciation and amortisation	(0.1)	(0.2)	(1.1)
Impairment of Assets	0.0	0.0	(0.2)
<b>EBIT</b>	<b>(2.3)</b>	<b>(8.3)</b>	<b>(4.1)</b>
Net interest income/(expense)	0.0	0.0	0.2
<b>Profit/(loss) before tax</b>	<b>(2.2)</b>	<b>(8.3)</b>	<b>(3.9)</b>
Income tax benefit/(expense)	0.2	0.1	0.3
<b>Net profit/(loss) after tax</b>	<b>(2.1)</b>	<b>(8.2)</b>	<b>(3.6)</b>



## Cash flow statement

### Commentary

- Change in working capital reflects increased payments to suppliers and deposits held from hirers.
- Government contract for Flood Bookings with credit terms for payment also impacted working capital, with RV owners partially paid for bookings prior to receiving funds from the government.
- Capital Expenditures were driven mainly by PaulCamper amortisation of platform and Berlin office leased ROU Asset

\$ Millions	FY20	FY21	FY22	FY23
<b>EBITDA (excl acq costs)</b>	<b>(2.3)</b>	<b>(2.1)</b>	<b>(6.7)</b>	<b>0.3</b>
Change in working capital (excl acq costs)	(1.9)	(4.5)	(1.6)	(2.5)
Non-cash items	0.0	0.0	0.0	0.0
<b>Cash flow from operating activities</b>	<b>(0.4)</b>	<b>2.4</b>	<b>(5.1)</b>	<b>2.8</b>
Capital expenditure	(0.1)	(0.2)	(1.0)	(1.1)
Transfer to/from interest bearing deposit	4.0	0.0	0.1	0.0
<b>Free cash flow</b>	<b>3.5</b>	<b>2.2</b>	<b>(6.1)</b>	<b>1.6</b>
Proceeds from borrowings	0.0	0.1	0.0	0.0
Proceeds from issue of shares	0.0	14.2	0.0	10.5
Lease payments for right of use assets	(0.0)	(0.1)	(0.0)	(0.2)
<b>Net cash flow</b>	<b>3.5</b>	<b>16.4</b>	<b>(6.1)</b>	<b>11.5</b>



## Balance sheet

### Commentary

- Capital light model.
- A strong net cash position enables us to continue to take advantage of growth opportunities as they arise.
- Increases in Trade & other receivables, Trade & other payables, and Other Liabilities were all driven by increased hirer volumes.
- Intangible assets increased due to the PaulCamper acquisition.

\$ Millions	FY21	FY22	FY23
<b>Assets</b>			
<b>Current assets</b>			
Cash and cash equivalents	21.1	15.0	26.6
Trade and other receivables	7.9	10.9	23.0
Inventories	0.2	0.4	0.5
Other assets	0.5	0.5	1.1
<b>Total current assets</b>	<b>29.6</b>	<b>26.7</b>	<b>51.2</b>
<b>Non-current assets</b>			
Property, plant and equipment	0.2	1.1	1.1
Intangible assets	0.1	7.8	59.5
Other assets	0.6	0.6	1.2
<b>Total non-current assets</b>	<b>0.9</b>	<b>9.6</b>	<b>61.8</b>
<b>Total assets</b>	<b>30.6</b>	<b>36.3</b>	<b>113.0</b>
<b>Liabilities</b>			
<b>Current liabilities</b>			
Trade and other payables	12.5	20.4	30.6
Other liabilities	3.6	5.7	10.5
<b>Total current liabilities</b>	<b>16.1</b>	<b>16.1</b>	<b>41.1</b>
<b>Non-current liabilities</b>			
Financial liabilities	0.1	0.1	0.1
Provisions	0.1	0.5	0.1
Deferred Tax	0.0	0.0	6.0
Lease liabilities	0.3	0.2	0.3
<b>Total non-current liabilities</b>	<b>0.4</b>	<b>0.8</b>	<b>6.4</b>
<b>Total liabilities</b>	<b>16.5</b>	<b>26.9</b>	<b>47.6</b>
<b>Net assets</b>	<b>14.1</b>	<b>9.4</b>	<b>65.5</b>
<b>Equity</b>			
Share capital	7.8	25.5	85.1
Pre-IPO capital raising	3.5	0.0	0.0
IPO capital raising	11.5	0.0	0.0
ASX listing	(0.8)	0.0	0.0
Accumulated losses	(7.9)	(16.1)	(19.7)
Forex reserves	0.0	(0.1)	0.0
<b>Total equity</b>	<b>14.1</b>	<b>9.4</b>	<b>65.5</b>



FY23

# Company & Industry Overview

Section 4

## Become the leading RV rental platform in market

Grow current markets  
Fleet focus



Enhance our platform  
development



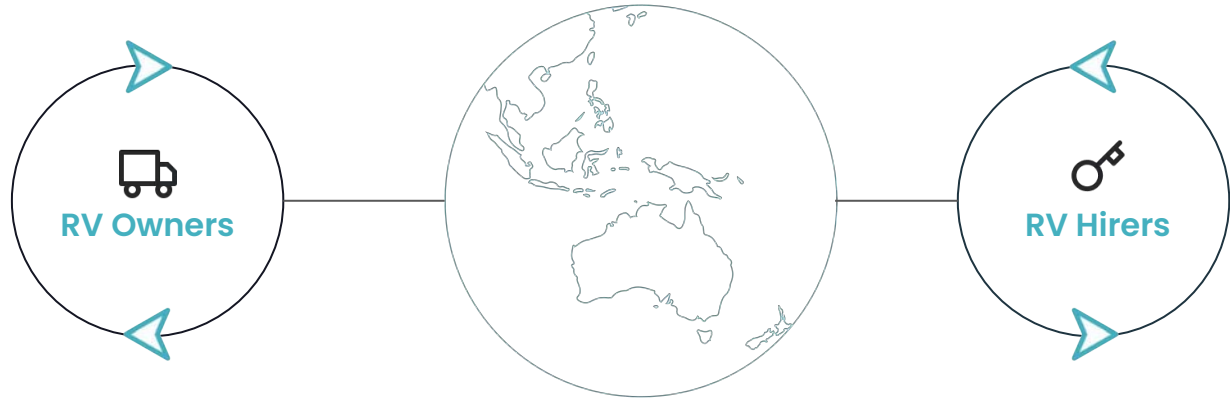
Help more hirers enjoy van life

Build a beautiful efficient business



CHL is the parent company of Camplify and PaulCamper and is one of the leading P2P digital marketplaces in Australia and Germany, respectively, **connecting Owners** of RVs such as caravans, campervans and motorhomes **to Hirers**.

- Provide RV for rent
- Set their own pricing
- Set their rental type



- Pay for their rental
- Pay for their rental protection
- Purchase additional goods and services

- Utilise Camplify/PaulCamper services
- Purchase insurance
- Purchase additional goods and services

- Receive customer support
- Receive 24x7 roadside assistance
- Receive purchase protection



### Camplify

At Camplify, the revenue is recognised when the booking takes place. This means some revenue recognition is proportioned across different months, quarters or years.



### PaulCamper

At PaulCamper, the revenue is recognised when the booking is made. This is why PaulCamper does not have forward bookings figures.



### MyWay

Revenue for MyWay will be recognised at the time the risk occurs on the products that are purchased.



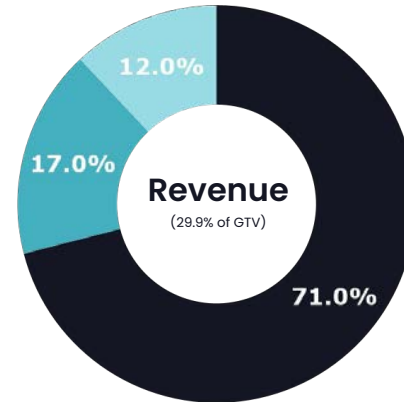
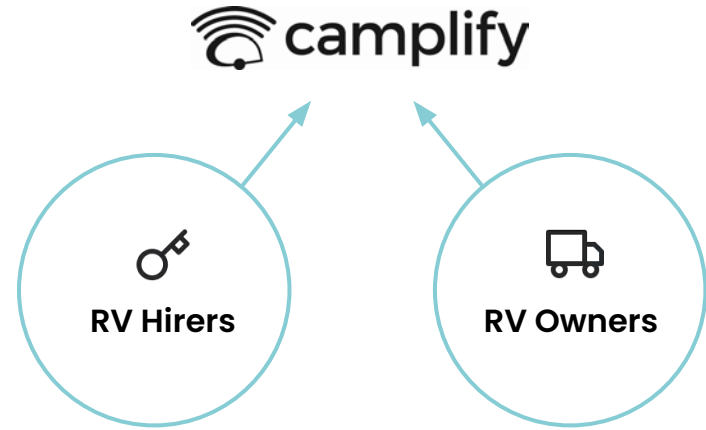
# Camplify - Owners & Hirers

## RV hirers

- Commission
- In AU/NZ Mandatory Accident Excess Reduction
- Optional AER upgrade

## RV owners

- Depending on the type of member:
  - Commission
  - Insurance
  - Premium Membership (PM)



● Hire Revenue ● Other  
● Premium Memberships

Revenue is recognised based on travel dates for all Camplify countries

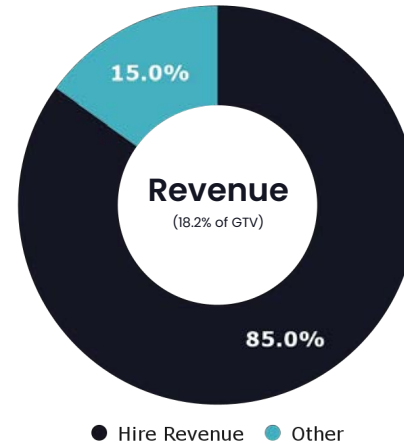
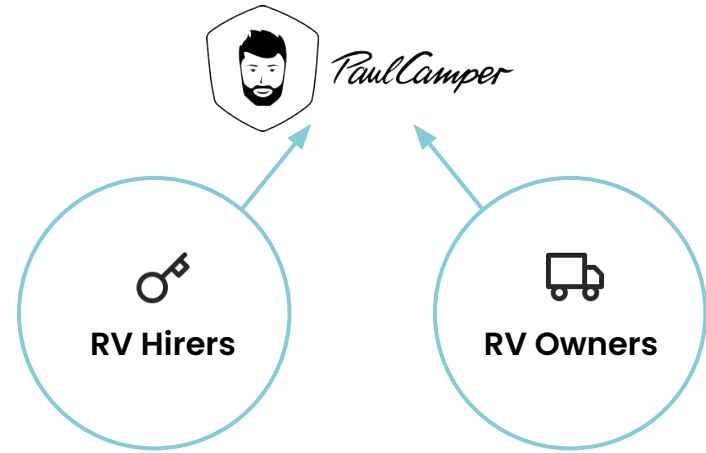
# PaulCamper - Owners & Hirers

## RV hirers

- Commission
- Optional travel insurance

## RV Owners

- Depending on the type of member:
  - Commission
  - Day rate for casual insurance



Revenue is recognised based on date booking is accepted by the owner for all PaulCamper countries.



## Traditional RV Rental Companies

In Australia & New Zealand, the primary competitors are:

- **Tourism Holdings Limited (THL)** which operates the Maui, Britz and Mighty brands and as at December 2022, acquired Apollo Tourism (ATL), which includes operations of the RV brands Cheapa Campa, and Hippy Camper. As at 31 December 2022, THL's RV rental fleet in Australia is approximately 1,885, and in New Zealand is approximately 1,485.

There are also many smaller competitors distributed across Australia and New Zealand.



## Other RV P2P Marketplaces

There are other RV P2P marketplaces that compete with Camplify and PaulCamper. CHL considers the main competitors to include, but not limited to:



**Australia**  
None



**The UK**  
GoBoony



**New Zealand**  
None



**Europe**  
Yescapa, GoBoony



# Why RV owners and hirers choose our brands

Campify and PaulCamper provide significant value to our owners and hirers



## RV Owners

### Monetise underutilised assets

Owners earn approximately \$5,000 per vehicle with many owners earning over \$15,000 per annum for their RV

### SMEs can offer a fleet

SMEs to make their fleet available and potentially multiply their returns

### High visibility & demand

RVs are marketed globally

### Transactions completed on platform

Providing comfort and security



## Hirers

### Rent assets short term, on-demand

See immediate availability of all RVs available from only \$60 per day

### Transparency

Hirers can compare between RVs

### Widest availability

Over **28,000** RVs available for rent

### Try before they buy

Hirers can try a range of vehicles before buying one for themselves



**Campify**

Reviews 6,671 • Excellent



VERIFIED COMPANY



**PaulCamper**

Reviews 2,508 • Excellent



VERIFIED COMPANY

# Meet our RV owners



## Ben Ruscoe, Australia

- At the age of 23, Ben from Perth, Western Australia, listed his first campervan on Camplify in October 2022.
- Since then he's completed 14 bookings in total which has earned him \$15,000.
- This additional income has allowed him to purchase a second campervan to add to his van hire business.
- By collaborating with influencers, he has received valuable marketing support, which has not only piqued interest in his van but also facilitated the significant growth of his business.



## Bruce Little, New Zealand

- Hawke's Bay retiree, Bruce Little (66), turned his hobby into a healthy source of income when listing his first motorhome in Camplify in February 2022.
- Since then he has expanded his fleet of motorhomes to 4 vehicles and has made over \$80,000 since getting started.
- Bruce says he is now living his best life and when he's not out camping himself he's spending time in the garden in between sending like-minded travellers on epic adventures in his motorhomes.



## Sean Norris, The UK

- Sean (50), launched his first campervan on Camplify in 2019 and is now making £18k annually hiring out his vans to holidaymakers.
- What initially began as a part-time endeavor with just one van has now blossomed into a full-time enterprise known as 'Carefree Campers.'
- Throughout the years, Sean has expanded his fleet and now has four custom camper vans within the Carefree Campers fleet on Camplify.

# Meet our RV owners



## Harry, Germany

- Harry has been a passionate camper for over 20 years. After long-term self-employment, Harry heard about PaulCamper through an acquaintance.
- Harry bought 3 new mobile homes in April 2023 and started renting on PaulCamper.
- In 4 months he already has completed 26 bookings which has earned him almost €25,000.
- Since he no longer has a main job, he runs the camper rental as a hobby with his wife and enjoys the customer contact.



## Jannie, The Netherlands

- Jannie has converted 5 nostalgic old fire engines.
- She listed her first fire engine with PaulCamper in 2017, since then she completed 53 bookings.
- 21 of her 23 reviews have a 5 star rating!
- Jannie likes to give renters a great experience by taking her converted fire engines on the road.
- Jannie has earned over €1,250 in the last 30 days.



## Andreas, Germany

- Andreas has been an owner through PaulCamper since 2014 and has had a total of 64 bookings.
- Andreas says 'With PaulCamper the dream of your own camper came within reach! We were able to finance our first mobile home, and a year later our second.'
- What I like the most are the people behind it. The opportunity to realise your dream of your own mobile home.'

# Australia

- As at December 2022, there were over 792,000 RV registrations in Australia.
- A substantial number of available RV assets that Camplify can potentially capture and make available for rent.
- 51% of owners sell their RVs due to low utilization or economic reasons.
- Both of these issues can be alleviated by offering their RV for rent on Camplify.
- Growing addressable market for Camplify still <2% of TAM.

Source: Caravan Industry Association of Australia, 2023.  
 Source: Caravan Industry Association Australia - Motor Vehicle Census Stats 2021  
 Numbers are rounded to the nearest thousand



**15.1 million trips in 2022**

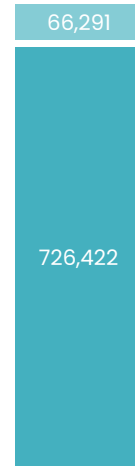


**\$10.45 billion in annual spend in 2022 on drive holidays (+42% yoy)**



**89% regional Australia**

**792,713**



Camper vans



Caravans

Registered RVs - 2022

# Travel trends EU

High travel prices and personal finances are consolidated as the primary travel concerns for Europeans, with respective increases of 6% and 4% compared to the same period in 2022.

## Europeans responding to high travel prices and financial challenges

### While booking travel

- 17%** will consider off season travel
- 14%** will opt for more affordable destinations
- 14%** will book activities well in advance

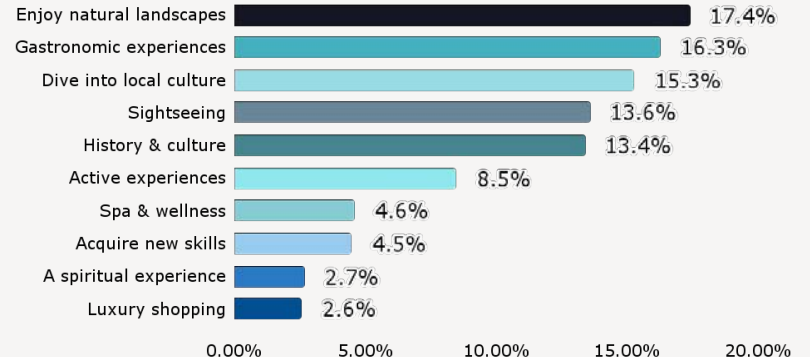
### While traveling

- 17%** will cut down on shopping
- 15%** will opt for cheaper accommodation
- 15%** will settle for cheaper dining or self catering

## European preferred types of leisure in the next six months



## European preferred experiences in the next six months





# Travel trends EU

# 77%

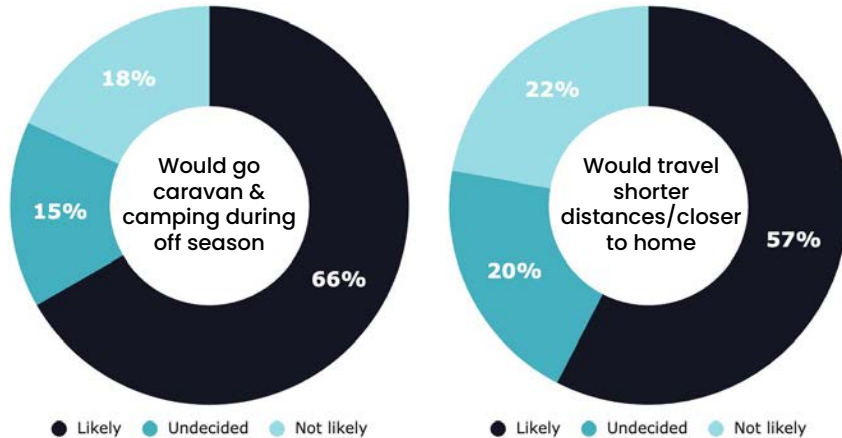
Of European travellers plan to take a trip during June - September 2023

When will Europeans travel next?



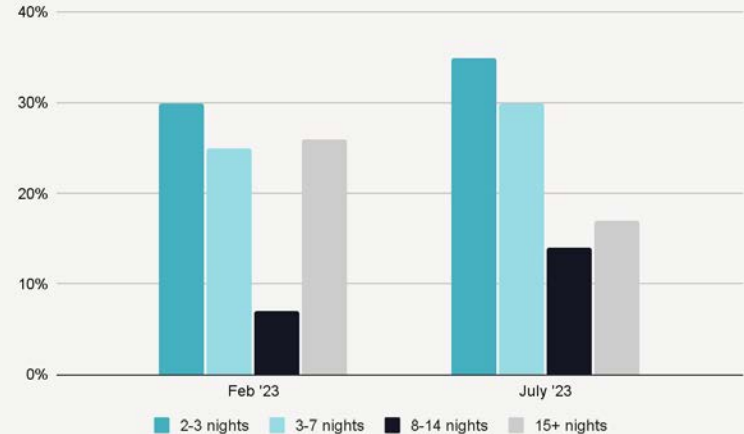
# Travel trends AU

Due to current fuel prices and cost of living expenses



**3 in 4 respondents** have plans to go caravanning or camping in the next 6 months, indicating solid demand from consumers.

Length of next caravan and camping trip



While trips 15+ nights decreased, this can be attributed to normalisation from post COVID-19 lockdowns, 61% of respondents intend on taking a caravan or camping trip 4 days or longer, which correlates with our average booking duration of 10 days

# Travel trends

NZ

AU

**83%** Say NZ is a preferred holiday destination

**71%** Is willing to spend at least 1,500AUD on their trip

DE

**86%** Say NZ is a preferred holiday destination

**59%** Is willing to spend at least 2,000EUR on their trip

UK

**78%** Say NZ is a preferred holiday destination

**72%** Is willing to spend at least 1,500GBP on their trip





FY23

# Marketing overview

Section 5

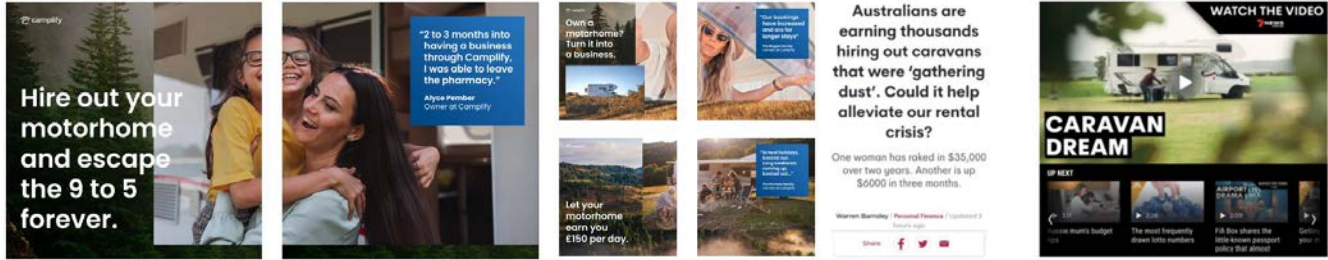


# Marketing growth drivers

Integrated full funnel marketing approach to efficiently grow both sides of the marketplace through owned, earned and paid channels. Always on marketing approach with specific campaigns to build the peak seasons in each market.

## Owner Acquisition

Nurturing owner acquisition from awareness to



## Hirer Demand

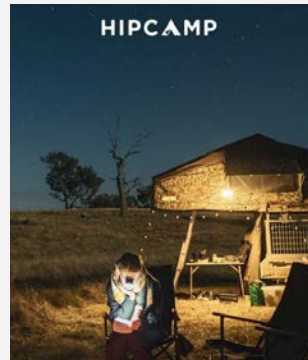
Building hirer demand through creating inspiring content, brand partnerships, collaborations, earned media and targeted paid campaigns to drive bookings.





## Brand partnerships

Part of CHL's global marketing strategy is finding cost-effective ways to reach target audiences through brand partnerships and collaborations.



# Continued strong earned media

## Recreational vehicle sales soar as wi-fi nomads overtake grey nomads

Side hustles surge to combat cost rises: use your skills and assets



Couple make nearly £60,000 in 'very short space of time' thanks to 'rewarding' side hustle

## Is there a mini goldmine sitting idle in your driveway?

Holidaymakers in camper van hire boom to avoid foreign travel misery

## 10 ultimate Australian family holidays

How to plan an unforgettable road trip across regional Victoria

## From great idea to global brand: Camplify founder shares his secrets

## 23 steps to a wealthier 2023

YOUR SIMPLE GUIDE TO MAKING MORE MONEY IN THE YEAR AHEAD



Camplify is capitalising on rising anger at troubled airlines

Ben Harvey: After 12 days in a mobile home here are the top tips for caravan newbies



Ben Harvey | The West Australian  
Sat, 25 February 2023 7:03PM | Comments



## The secret to scoring an 'Instagram famous' campsite all to yourself

## Kiwi van owners earning up to \$80,000 by renting their motorhomes

## 16 easy camping options for an epic Aussie summer

If you love the great outdoors and your creature comforts, these ideas are just the solution for a fuss-free, fun summer holiday.

yahoo/finance | Yahoo Finance AU

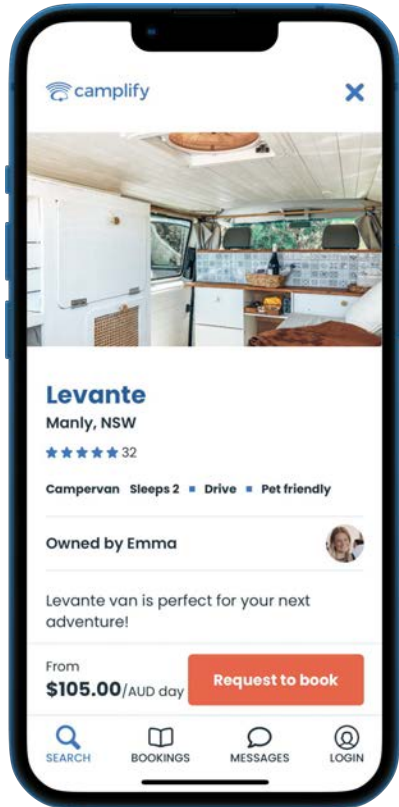
## Clever side hustle that earned Aussie \$15,000 in 9 months

Andrew Jeffery has learnt that sometimes you need to spend a little money to make a lot.

# Innovation & development

## Section 6





## CRM integration

Work is well underway for a global CRM product to bring together all brands under the CHL umbrella.

Camplify will pilot the new CRM before integrating to the PaulCamper team. The Camplify integration is expected to be completed by end of HIFY24.

This project will enable CHL to continue to scale and use tools such as AI to service customers more effectively.

## Internal systems improvements

Following the acquisitions of PaulCamper and MyWay, CHL is undergoing internal systems improvements to create a truly global approach to servicing multi regions and multi brands. This strategy will position CHL to scale more effectively and rapidly into the future.

### Claim processing

In Australia, post hire checklists completed with damages have been set up to automatically generate an incident report form with our insurer. Speeding up the resolution process for both our team and customers.



### Onboarding courses for owners

In H2FY23 we released new onboarding courses for owners in Spain for Camplify and Germany, The Netherlands and Austria for PaulCamper and updated the existing courses for Australia, New Zealand and The UK. These courses further educate our owners of the platform.



### Integrated Premium Membership

Improved signup and management of premium membership subscriptions. With all details invoiced and included in end of year tax statements



### Search algorithm

Improvements to the search algorithm proved a significant reduction in time it takes to return recommended vehicle sets, improving our customers user experience of the Camplify platform.

## Global verifications

Inline, real time verifications of drivers in Australia. Ensuring compliance without compromising the user experience.

Frictionless verifications of all drivers in The UK. This process ensures drivers are permitted to hire a specific vehicle via the DVLA.



## Internal efficiencies

A focus on automating and streamlining internal processes has allowed the growth of the business not to require significant growth in internal teams.



## Listing process

A new vehicle interface dashboard was released on the PaulCamper platform, coupled with the new onboarding owner course, improving user experience and providing invaluable pilot information for CHL across all markets.



## Mobile app installs

Global installs of both hirer and owner specific mobile apps have surpassed 100k (combined).



New for FY24

# New products & initiatives for FY24



## CHL platform

To ensure a successful integration of the PaulCamper acquisition, focus on one integrated CHL platform for Camplify and PaulCamper will be a priority.



## Premium Membership and AER expansion

With the successful Premium Membership and AER offerings in the AU and NZ markets, we will look to expand into the European and The UK markets in FY24.



## MyWay

A key focus for CHL in FY24 will be onboarding the MyWay MGA into all our key markets across the CHL brands.



# Concierge and Temporary Accommodation Program (TAP)

Section 7



## How does it work

The temporary accommodation or concierge program is designed to fill gaps for people needing urgent temporary accommodation.

Originally, we started servicing the insurance companies through their contracted parties like HRS (Hotel Reservation Systems).

This has now expanded into working with governments, providing longer term accommodation for those in need.

## What regions are we in

Whilst we have been predominantly Australia focused, we have now moved to provide similar services in New Zealand and very recently completed our first booking in the United Kingdom.

## Who do we work with

In Australia;

- Insurance companies
- Family and community services
- NSW Government through various departments.

In The United Kingdom;

- Insurance companies

## How do we help

We are assisting the community by being able to provide affordable accommodation very quickly when a person or persons need to be accommodated due to unforeseen circumstances.

As witnessed in the Northern Rivers in NSW when the floods devastated that area. We mobilised the Camplify community immediately and worked with the NSW Government to provide over 500 caravans to support that community whilst it rebuilds.

The NSW Government requested Camplify provide a dedicated support person to provide on the ground maintenance and administrative support to the Northern Rivers.

This role is currently being recruited and will be a vital stakeholder between the NSW Government, Camplify, Owners and the occupants of the vans. The role will predominantly make sure any issues are rectified or items are repaired in an efficient and timely manner.

## One program 3 different offerings



### Dedicated Sites

Dedicated sites were set up in Pottsville, Evans Head and Wollongbar.



### At Home

At home sites are vans that have been delivered at the occupants home address in a suitable location such as their driveway.



### Partner Rental

Working with customers responsible for the rebuild of many of the properties and townships in the Northern Rivers.

*"I would like to express both Tom's and my grateful thanks for this beautiful caravan that has housed him since the destruction of the family home, due to a flood on the night 13-14th November 2022. This caravan has given Tom the security and shelter that he needed when he would have otherwise been homeless. This homebase has enabled him to successfully recover".*

Susan, July 2023



FY23

# Acquisition update

Section 8





# A truly global player

The Highway & SHAREaCAMPER acquisition leveraged Camplify's position in the ANZ market. Announcing the PaulCamper acquisition in H1FY23 continued our key strategy objective on our journey to becoming the leading RV rental platform in the world.



## **Highway & SHAREaCAMPER**

In May 2023, CHL completed the Highway & SHAREaCAMPER acquisition with the second tranche of shares issued.



## **PaulCamper Insurance Broker (PCIB)**

In June FY23 PCIB was successfully merged into MyWay Insurance Europe.



## **PaulCamper**

Maintaining the PaulCamper brand in the major markets and housing the brand under CHL is key to a successful acquisition completion.



## Post-acquisition update

Camplify completed the acquisition of PaulCamper with operations in Germany, Austria, The Netherlands and The UK in H1FY23. The integration activities started immediately.



### Organisational integration

**Completed** with the focus on delivering global shared services with a localised approach.



All teams are fully integrated into the global CHL structure adhering to the global organisation, goals, KPIs & budget.



All key communication & collaboration systems and procedures are fully merged to satisfy the global environment.



Global CHL brand is established to unite the teams in all countries under one roof with joint mission, vision & set of values.

### Platform & systems integration

**Advanced progress** with the focus on providing a single integrated platform and toolset across regions to leverage scale, deliver efficiencies and encourage a company-wide approach to systems and processes.

#### Core platform

- An integrated highly-scalable platform serving all regions with seamless localisation and product customisation to engage customers across all geographies.

#### Tertiary systems

- Global compliance & administrative systems.
- Global operations & marketing systems.
- Integrated data and business intelligence.

### Business integration

Asynchronous integration is advancing with the focus on building an engaged global customer network with cross pollination affects across geographies.



UK Markets were fully integrated by March 2023 supporting strong YoY growth.



Product synergies are being explored in the European markets to drive increase of the customer lifetime value.



Full scope operational integration of the key markets will commence after the end of high season in Europe.



FY23


# MyWay Insurance

Section 9



Wherever you are,  
we will be by your side.



A wide-angle photograph of a white van parked on a sandy beach. A person in a yellow shirt is standing near the van. The background is a dense forest of palm trees and other vegetation. The sky is overcast. The water is in the foreground, reflecting the scene.

**MyWay Insurance allows CHL to establish its own globally operating insurtech.**



### Definition:

A Managing General Agent (MGA) is an insurance agent equipped with underwriting authority, acting on the behalf of one or many insurers (risk carriers).

### Upsides:

- Increase insurance revenues (commission, performance bonus on surplus) without bearing carrier risk
- Strengthen bargaining power when facing potential insurance partners
- Expand influence on product development & price setting mechanisms
- In-source claims handling processes to build expert knowledge and optimize payout ratios



# Purpose

The vision for MyWay is to become CHL's global vehicle for insurance products and services.

Although the predominant purpose is to enhance access and operations of insurance solutions related to CHL's global rental businesses, MyWay's scope is not limited to this.

In the long run MyWay is expected to contribute to CHL's economic objectives in two ways:

- 1) Drive top-line growth by securing existing insurance revenues streams and endeavoring new ones.
- 2) Maintain bottom-line control by providing first class, cost-efficient insurance solutions to support rental businesses across the globe.

# MyWay creates shareholder value through

## Customer satisfaction



Provide insurance solutions and services, so that our customers can enjoy peace of mind on their adventures.

## Top-line growth



Establish insurance-related revenues as constant and growing stream of income across existing and future geographies.

## Bottom-line efficiency



Create synergies from concentrating insurance expertise and processes under the same roof.

## Global reach



Enable us to scale to other countries with an integrated global insurance offering.

## Platform stability



Enable simultaneous software and feature development by detaching insurance processes from rental platforms.

## Regulatory compliance



Segregate insurance & rental operations to better comply with complex regional insurance regulation requirements.



## Previous 9 months

### Commitment to MyWay

CHL commits to launching MyWay as the group's own insurance vehicle

### MyWay budget FY24

MyWay's activities are explicitly planned in CHL's 2024 budget

### Focus on Spain

The outdated insurance product in Spain is replaced by a more competitive and efficient solution

-9 months

-6 months

-3 months

today

### CEO nomination

Désirée Mettraux joins MyWay as CEO

### MyWay Insurance Europe

A dedicated legal entity with EU-wide insurance licenses is already generating revenues

### Recruiting success

The vacant position for Head of Insurance AUS/NZ is filled with a senior industry expert

## Highlights next 12 months

### Focus UK

A new motor insurance solution is implemented in The UK to support rental business

### Insurance software suite

Insurance software is up and running in selected countries

### Travel insurance

A travel insurance product is launched in every CHL country until the beginning of 2024



today

+3 months

+6 months

+9 months

+12 months

### MyWay legal structure

MyWay Holding is founded and the new legal structure can be applied in relevant jurisdictions

### Additional revenue streams

MyWay generates revenues from new business (new products, commission agreements, etc.)

### Global motor insurance

Streamline insurance products across countries to support the implementation of membership programs in CHL countries



FY23

# Future outlook

Section 10

# Outlook & priorities

FY23 proved to be a very fruitful year for CHL, with continued growth of the company in all markets and the announcement of the PaulCamper acquisition.

CHL delivered on its strategic objectives for FY23 and experienced 3 consecutive quarters of net cash flow positivity from operations, focusing on our path to profitability. The Temporary Accommodation Program saw expansion into NZ and the UK in FY23, along with various extension requests and new contracts in the Australian markets.

The road ahead for FY24 will be focused on consistent cash flow positivity and our path to profitability, as well ensuring a successful integration of the PaulCamper acquisition, seamlessly transitioning the PaulCamper customer base to the new CHL platform.

We are passionate about adventure travel. We are dedicated to creating a sustainable and inclusive platform that fosters a sense of community and adventure. Our commitment extends beyond business success; we aim to contribute positively to society and the environment through responsible practices and initiatives.





FY23

# Summary & appendix

Section 11

# Key takeaways

01

## Creating a truly global marketplace

Being a leading operator in our key markets of Australia, New Zealand and Germany and increasing tourism across all 7 markets.

02

## Consistent high growth and margins

in GTV, revenue, booking value and volumes, with plans to increase take rate in recently acquired PaulCamper.

03

## A scaling marketplace

The CHL marketplace is scaling effectively, which can be demonstrated by the strong improving bottom line position.

04

## Global insurance expansion

The announcement of the MyWay Insurance MGA enables CHL to build and expand to a global insurance product in existing and potential future markets.

# Key risks

<b>Platform risks</b>	As the Company operates a two-sided platform, the Company's future growth and profitability is dependent on that platform being vibrant and active. The Company's business relies on both Hirers utilising the platform and on Owners listing RV's on the platform. The growth of the Company is also reliant on attracting and retaining customers to use its platform and converting those customers into new and repeat customers. Various factors can impact this conversion rate which in turn could impact the Company's ability to meet stated objectives and could adversely impact the operations and financial performance of the Company.
<b>Performance of technology</b>	The Company is heavily reliant on information technology to make the Company's platform available to users. There is a risk that the Company, its web host or the platform's third-party integrations may fail to adequately maintain their information technology systems, which may cause disruptions to the Company's business. There is also a risk that systems failures or delays, corruption of databases or other electronic information, power failures, issues with upgrades, technical malfunctions and other disruptions to information technology systems used by the Company, its web host or the platform's third-party integrations or its users may cause disruptions to the platform or adversely affect user experience on the platform.
<b>Innovation</b>	The Company's success in the future may depend on its ability to continue to identify and deploy the most appropriate new technologies and features. The ability to improve the Company's existing products and services and develop new products and services is subject to risks inherent in the development process. There is a risk that the Company may fail to update its platform to adopt new technologies, or that other businesses may develop or adopt new technologies which give them a competitive advantage over the Company's platform. This may render the Company's business less competitive.
<b>Growth strategies</b>	As the Company plans to continue expanding its cross-border operations into existing and new markets, there is a risk that the Company may face challenges (including legal or regulatory) in which it has limited or no experience in dealing with. The success of the Company's expansion may be affected by a number of factors, including, without limitation, existing incumbent competitors, the timing for and rate of uptake of the Company's platform, differing consumer demands and sentiments, differing regulatory requirements, the ability to enforce intellectual property rights, exchange rate fluctuations and differing tax treatments in different jurisdictions. The Company may have to expend significant resources, such as costs and time, to establish operations, and market itself and develop its presence in those jurisdictions.
<b>Fraud and fictitious transactions</b>	The Company may be exposed to and encounter risks with regard to fraudulent activity by platform users. This may involve Hirer's not receiving goods they have purchased or bookings they have reserved, Owner's not receiving full payment for hires and the Company not receiving full payments it is contracted to receive Negative publicity and user sentiment generated as a result of actual or alleged fraudulent or deceptive conduct on the Company's platform could severely diminish consumer confidence in and use of the Company's platform.
<b>Cybersecurity and data protection</b>	The Company collects a wide range of personal, financial and service usage data and other confidential information from users in the ordinary course of its business, such as contact details and addresses, and stores that data electronically. The platform also includes third-party integrations who may collect information on the Company's users, such as payment details. As an online business, the Company is subject to cyber attacks. The Company and, as far as the Company is aware, those third-party integrations have systems in place to maintain the confidentiality and security of that data and detect and prevent unauthorised access to, or disclosure of, that data. There can be no guarantee that the systems will completely protect against data breaches and other data security incidents.
<b>Intellectual property</b>	The Company places significant weight on the value of their intellectual property and Company know-how to maintain its competitive position in the market. There is a risk that the Company may inadvertently fail to adequately protect its intellectual property or be unable to adequately protect its intellectual property in new jurisdictions which it expands into from time to time. It is also possible that this information be compromised by an employee or a third-party without authorisation.

## Key risks (cont'd)

<b>Competition</b>	The Company recognises the potential risk that existing competitors or new entrants to the market may increase the competitive landscape and have an adverse impact on the financial performance of the Company which in turn, would erode the Company's revenue and market share. Existing competitors and new entrants in the market may both domestically and overseas may engage in strategic partnerships or acquisitions, develop superior technology, increase marketing activity and/or offer competitive pricing. There is a risk that the Company may be unable to respond to such competition and this may reduce demand for the Company's service and use of its platform which in turn, may have a material adverse effect on its revenue, profit margins, operations, financial position and growth prospects.
<b>Suppliers</b>	The Company's business utilises third party suppliers, including companies which offer insurance and roadside assistance services. There is a risk that suppliers may become unable or unwilling to do business with the Company, or to renew contracts with the Company once they expire. There is no guarantee that the Company will maintain existing contracts or be able to renew contracts with suppliers on current terms, or at all. If the Company is unable to source alternative suppliers within a reasonable period of time and on reasonable terms, this may cause disruptions to the Company's platform while suitable replacements are sourced or cause the Company to incur substantial costs.
<b>Key personnel</b>	The Company is dependent on its existing personnel as well as its ability to attract and retain skilled employees. The Company must recruit and retain expert engineers and other staff with the skills and qualifications to operate, maintain and develop the platform. A loss of key employees or under-resourcing, and inability to recruit suitable replacements or additional staff within a reasonable time period, may cause disruptions to the platform and growth initiatives, and may adversely affect the Company's operations and financial performance.
<b>Restriction or suspension from digital marketing channels</b>	The Company relies on digital marketing channels such as Google and Facebook to market the platform to the social media of their client demographic. This reliance creates a risk that a ban, restriction or suspension may have an adverse effect on the business reputation, financial performance and operations of the Company.
<b>Search engine risk</b>	Due to the fact that most consumers access the platform through a search engine, the Company may become vulnerable to variations in search engine recommendations. This becomes particularly relevant if the Company becomes excluded from or ranked lower in search engine results due to changes to a search engine's algorithms or other ranking criteria that are outside of the Company's control. If the Company's Search Engine Optimisation (SEO) activities are no longer effective for any reason, the traffic coming to the platform could significantly decrease.
<b>Reputational risk</b>	There is a risk that the Company's reputation may be adversely impacted by substandard service of Owners, negative user experiences in the platform, user complaints or other adverse events which involve the Company or its platform. Any negative impact on the Company's reputation may adversely influence user sentiment towards the Company and willingness to use its platform. This may have a material adverse impact on the Company's future prospects.
<b>Insurance</b>	The Company maintains customary insurances against typical business risks, such as public liability insurance and cyber insurance. There is a risk that the Company's insurance may not be adequate in coverage, valid in overseas jurisdictions, may not insure all risks or may not be able to be claimed against in respect of losses. This could have a material adverse impact on the Company's financial position and reputation. There is also a risk that claims brought under the Company's insurance policies could increase the premiums payable by the Company going forward, which may have a material adverse impact on the Company's financial position.
<b>Covid-19</b>	Camplify is constantly monitoring the actual and potential impact of COVID-19 on its business, the broader economy and the jurisdiction in which it operates. COVID-19-related lockdowns have had an immaterial impact on the Camplify business in the current year. Camplify implemented numerous steps to support staff and contractors following the onset of COVID-19, including supporting all staff and contractors to work from home, restricting all travel, and ensuring office spaces were safe and COVID compliant when a return became possible.



## Key risks (cont'd)

<b>Compliance with laws and regulations generally</b>	The Company operates in a sector where the laws and regulations around its operations are evolving. There is a risk that new laws or regulations may be enacted, or existing laws and regulations may be amended in such a way that impose obligations on the Company. If any laws or regulations are adopted which are more stringent than the laws and regulations currently applying to the Company's platform, the Company may need to invest significant time and costs into complying with those laws and updating its platform.
<b>Compliance in overseas jurisdictions</b>	The Company has operations in the United Kingdom, New Zealand, Spain, Germany, Netherlands and Austria. There is a risk that a breach of applicable regulatory rules may be discovered which could result in penalties being incurred for any breach of such requirements and additional requirements may also be imposed by such regulatory rules as to the manner of the conduct of business in these jurisdictions which may result in material additional costs to the Company or may make the conduct of certain of these overseas operations not commercially viable.
<b>Seasonality</b>	The use of the platform by Owners and Hirers in all jurisdictions in which the Company and its overseas subsidiaries operate is subject to seasonality. It is typical for there to be an increase in bookings on the platform over the Summer and Easter holidays in Australia and New Zealand as well as the corresponding holidays in the United Kingdom and Europe. Where an event (such as a severe weather event or pandemic) impacts holiday makers in peak periods, the Company's revenue will be impacted.



2023

Thank you