

14 September 2017

ABN 49 109 078 257. ACN 109 078 257

SEALINK TRAVEL GROUP – INVESTOR NEWS

Investor Presentation

SeaLink Travel Group (ASX: SLK) (“SeaLink”) will today host an Investor morning on the *MV Sydney 2000*. The presentation is attached.

COO Appointment

SeaLink is also pleased to announce the appointment of Mr Anthony Hayes as Chief Operating Officer.

Mr Hayes comes to us with an extensive tourism and transport background, most recently as CEO of Fantasea Cruising Sydney. Prior to this role, he was Global Managing Director of AAT Kings, CEO of Tourism Queensland and previously worked at Qantas Airways as Regional Manager of Central Europe.

Mr Jeff Ellison, CEO and Managing Director said “It is great to have Anthony on-board and he will be working closely with the General Managers to enhance our synergies and build a closer working relationship between our businesses, trade partners and staff. We will also leverage his sales and business skills, which will add to the great skills we have at SeaLink”.

Fleet Purchase

Additionally, yesterday SeaLink signed a contract to take delivery of a 260 passenger, 29m high speed multipurpose ferry, *MV Nancy Wake*. The vessel initially will be located in Sydney, where it will assist Hop-On Hop-Off, Watson’s Bay, Manly Ferry and Whale Watching services.



For more information please call:

Carla Schaefer, Investor Relations, SeaLink Travel Group 0409 101 188 or carla@sealink.com.au

SeaLink Travel Group Limited

Investor Day

‘Our Platforms for Growth’

Thursday 14th September, 2017

Aboard the *MV Sydney 2000*

SEALINK


CAPTAIN COOK
CRUISES

CRUISES | TOURS | TRANSPORT | ACCOMMODATION | PACKAGES

Today's Agenda

Thursday 14th September, 2017

09:00 – 09:10	Welcome and Safety	Michael Hughes, Commercial Director
09:10 - 09:35	Who We Are Where We Are Today Where We Are Headed	Jeff Ellison, CEO and Managing Director
09:35 – 09:55	Fleet Management	Michael Niemann, National Fleet Manager
09:55 – 10:05	Break	
10:05 – 10:20	Investment and Growth	Michael Hughes, Commercial Director
10:20 – 10:40	Tourism Sales and Marketing	Richard Doyle, Head of International Sales
10:40 – 11:00	Financial Review	Andrew Muir, Chief Financial Officer
11:00 – 11:30	Closing Remarks - Q&A	Jeff Ellison, CEO and Managing Director

SEALINK


**CAPTAIN COOK
CRUISES**

Who We Are - SeaLink Travel Group

International Footprint



*
1 vessel located in Victoria
1 vessel located in Auckland, NZ

Who We Are

Leadership Team with strong Tourism and Transport Experience

- Industry diversified – Transport and Tourism
- Top ASX300 with a market capital of over \$400m
- Geographically diversified with services in 5 states, Northern Territory and New Zealand, servicing 11 islands and 12 destinations
- 75 vessels and 39 coach and touring vehicles
- Over 1,200 dedicated staff around Australia
- Transporting over 8 million passengers p.a
- Strong brands in SeaLink and Captain Cook Cruises
- Healthy Balance Sheet, strong cash flow and positioned for growth

Business Unit Leaders*

- Donna Gauci – 12 years
- Anthony Haworth – 36 years
- Paul Victory – 11 years
- Chris Briggs – 7 years
- Dave Bennett – 6 years
- Rob Mitchell – 6 years
- Andrew Lane - 2017

Corporate Services*

- Jeff Ellison – 27 years
- Andrew Muir – 1 year
- Michael Niemann – 5 years
- Michael Hughes – 3 years
- Paul Blewett – 18 months
- Nick Nechvoglod – 6 months
- Anthony Hayes – September 2017

*Years with
SeaLink or
acquired
business unit

SEALINK
Travel Group


CAPTAIN COOK
CRUISES

Who We Are

Diversified tourism and transport operations

Tourism

- Lunch and dinner cruises on Sydney Harbour and Swan River
- Tours in South Australia, Kangaroo Island, North Stradbroke Island, Palm Island, Magnetic Island and Tiwi Islands
- Murray Princess accommodated cruising
- Charters on Sydney Harbour and Swan River
- Retail travel services
- Accommodation and dining, Vivonne Bay Lodge, Kangaroo Island
- Holiday Packages

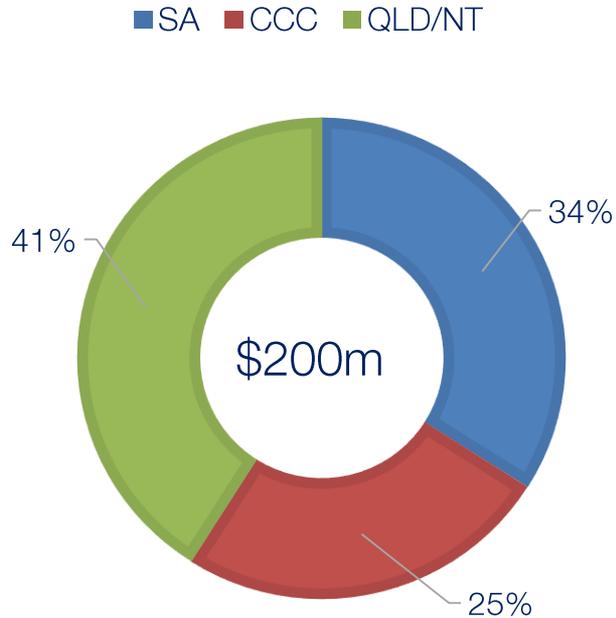
Transport

- Passenger and vehicle services in 5 states and the Northern Territory, servicing 11 islands
- Commercial passenger and freight
- Coach service to and on Kangaroo Island
- Cruise ship transfer in North Queensland
- Transportation of mineral sands in South East Queensland
- Transport to and from Curtis Island, Gladstone

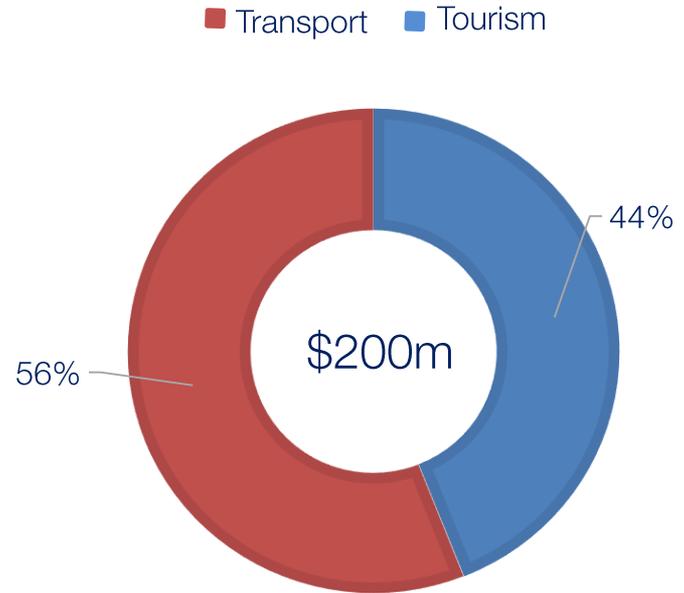


Who We Are - Business Source

Good spread of geographic and industry diversification



Revenue by Business Unit



Revenue by Industry

Where We Are Today

Business Highlights

- Record sales of \$201.4m
- Record Net Profit After Tax of \$23.8m, up 6.6% after the contracted reduction in Gladstone earnings
- Continued profit margin growth in pre-acquisition businesses
- Continued increase in online sales as a proportion of tourism sales
- Improved margins on growing sales for Captain Cook Cruises New South Wales lunch and dinner cruises
- Ongoing roll out of IT booking solutions and mobile ticketing Apps
- Successful contract transition from construction to operational phase in Gladstone
- All Capricornian class vessels successfully redeployed
- Launch of Manly to Barangaroo service in NSW, September 2017
- Launch of Rottneest Island Service in WA, November 2017
- Appointment of Chief Operating Officer (COO) – September 2017

Where We Are Today

Realising benefits of increased scale and size

- Larger fleet after acquisitions has opened up significant opportunities for expansion into new markets
- Tourism expertise creates new tourism opportunities across the Group
- IT integration is adding value to the business and our understanding of sales trends
- IT innovations such as mobile ticketing App making travel easier
- Successfully leveraging our sales and marketing infrastructure
- Achieving procurement savings as a result of increased operational scale



Where We Are Today

Delivering on the Opportunities

Achieving Our Goals

- NSW Government strategy to decongest roads – Sydney Harbour a “Blue Highway”
- Potential growth opportunities on Sydney Harbour include Bays Precinct, Parramatta River and Manly to Barangaroo
- Northern Territory Government investigating additional ferry routes
- Expansion of marine transport infrastructure in Perth widens opportunities for route expansion
- Tendering new opportunities in marine transport on the back of expertise acquired through the recent Queensland acquisition
- Increased fleet provides more flexibility and opportunities

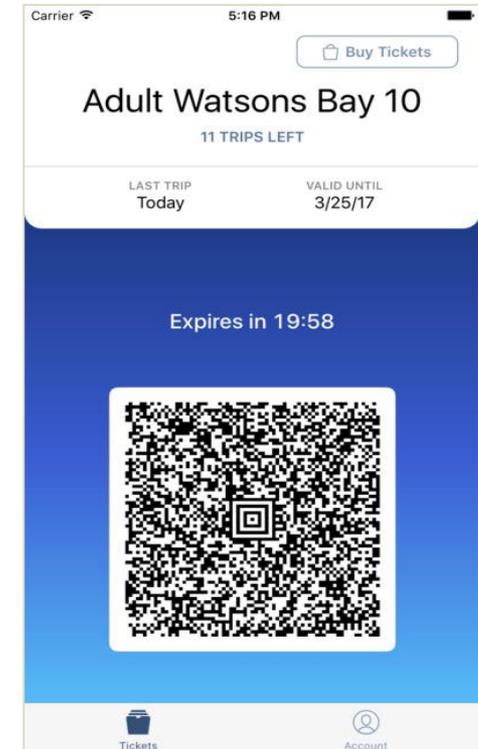


Where We Are Today

Recent achievements

Constant investment in IT to protect and grow earnings

- Customer Mobile ticketing App launched for iOS and Android
- SeaLink's QuickTravel booking engine fully implemented in South East Queensland
- Captain Cook Cruises is initial development partner for the NSW Government's Opal commuter system
- SeaLink's core systems extended to operate new services (Rottneest Island and Manly-Barangaroo)



Where We Are Headed



SEALINK
Travel Group


CAPTAIN COOK
CRUISES

Where We Are Headed

Significant Growth Options Through Scale and Presence

- Dining:** New products and experiences on the Swan River
Continued premium product growth on Sydney Harbour
- Chartering:** ICC opens up new chartering opportunities for Corporate events
Perth Stadium completion opens up chartering opportunities
Other opportunities to grow market share in targeted markets including events
- Route Expansion:** Further cost-effective opportunities that mesh well with our existing services
Ferry expansion opportunities in Northern Australia
- Tourism:** Development of North Stradbroke Island products
Flinders Ranges product launch
Increased tourism activities on Kangaroo Island creates further opportunities
A beneficiary of increased inbound flight capacity
- Fleet Replacement:** Replacement vessel programme improves cost base and grows revenue
- Fleet Additions:** New vessels such as light ferries provide cost effective transport solutions for commuters and tourists alike

Where We Are Headed

Significant Growth Options Through Scale and Presence

Fleet Addition:

We are acquiring a new passenger vessel which will be initially used for our Sydney operation.

This versatile and highly flexible vessel will commence service by supporting the Manly-Barangaroo, HO-HO and whale watching services.



Where We Are Headed

Case Study – Captain Cook Cruises WA

- Complete review and refresh of the food and beverage offering. Now a true epicurean experience:
 - Focus on wines representing Western Australian wine regions
 - Premium wine product offer
- Renaming of river cruises to better identify with consumer expectations:
 - Perth Famous Wine Cruise → Swan Valley Gourmet Wine Cruise
 - Twilight Cruise → Wine & Cheese River Cruise
 - City of Lights River Cruise → Captains Table Buffet Dinner Cruise
- Greater break-even analysis of all cruises:
 - Increased focus on cancellation of cruises if passenger numbers not meeting break-even points
- Increased commercial relationship with agents, Inbound Tour Operators (ITO) & international and domestic distribution partners

Where We Are Headed

Case Study – Captain Cook Cruises WA

- Introduction of new products:
 - Indigenous River Cruise (anticipated October 2017)
 - Swan Valley Boutique Beer Cruise (anticipated November 2017)
 - Seafood Buffet River Cruise – Friday nights
- New SeaLink Rottneest service provides increased packaging opportunities:
 - Value adding packaging for Rottneest and CCC Dining Cruise products
- New Perth Stadium creates new opportunities including:
 - Large corporate market (from Barrack Street Jetty (CBD) to the Stadium)
 - Most around winter sporting events, which is traditionally the low season



Where We Are Headed

Case Study

Michael Niemann – National Fleet Manager



Where we are headed – Fleet Management

Largest ferry operator in Australia

	Current
Vehicular Ferries	12
Passenger Ferries	40
Dinner Charter	12
Accommodated Cruise	1
Ambulance Vessels	2
Cable Ferries	1
Tug Boat	1
Barge	2
Assisting Tenders	2
Work Boats	2
Fleet Number	75*

* Including managed vessels

Fleet Facts:

- 75 vessels in the fleet
- Average age 16 years
- All Capricornian vessels utilised
- Fleet size and mix provides flexibility and opportunities
- Fleet replacement plan (4 new vessels under consideration) (1 approved for construction)
- Fleet Value \$139m
- Multiple locations/operating environment
- Operational flexibility

Fleet Management – Investing in our Marine Assets

Repairs and Maintenance

Expenditure for FY17 was \$9.3m, FY18 expected to be closer to \$10.5m

- Major variances on Repairs and Maintenance expenditure
 - Major fleet units “out of water” survey (the 2 and 5 year cycles)
 - Our ‘large vessel’ fleet, 4 are due out the water this financial year
 - Sydney Rocket engine – planned maintenance
 - More vessels in the fleet
 - Retaining quality customer experiences and reliability

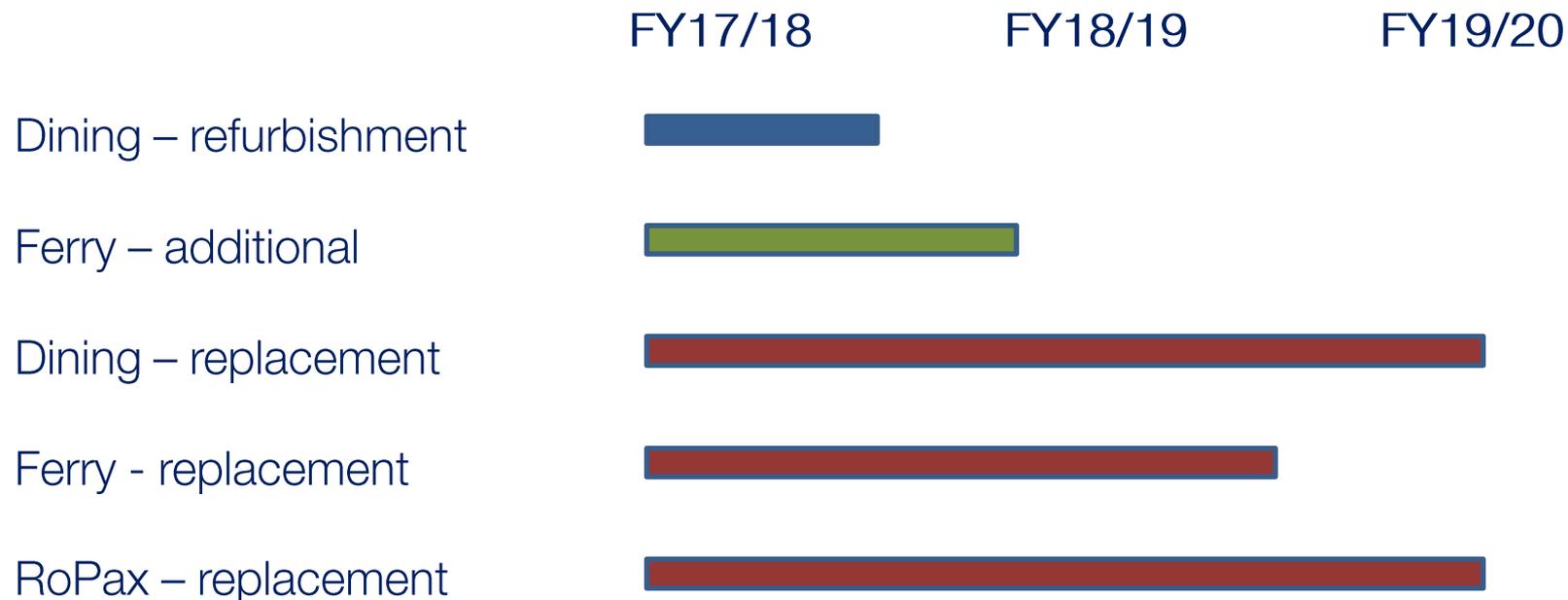
Capital Expenditure

Reported CAPEX 2016/17 was \$6.5m (including three new vessels and four new coaches)

- Investing in our current fleet
 - The importance of *MV Bruce* - thrusters
 - *MV Captain Cook III* refurbishment
 - Rottnest Island ferry project
 - Various fleet replacement projects and new routes

Where we are headed – Fleet Management

Indicative Capital Expenditure Timeline



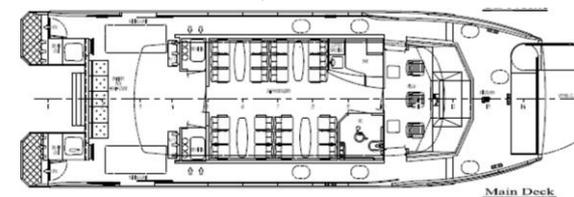
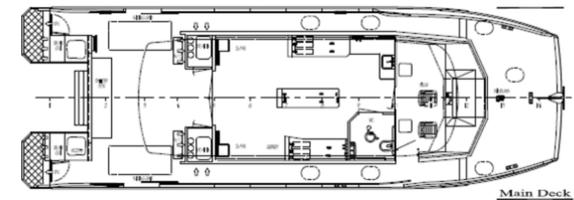
When SeaLink is investing in its assets, the timing of the project has a direct impact on when it financially affects the operation. This chart is indicative only and is subject to alteration and amendment.

Fleet Management – Generating Opportunities

A core skill that underpins profitability

SeaLink is adept at improving fleet utilisation by relocating and repurposing vessels;

- *MV Duffy* – Converting a contracted Paramedic Vessel into a Passenger Ferry
- *MV Inswiabon* – change of life from Gladstone to Sydney to fill a market gap
- *MV Captain Cook III* – investing in the dining market on Sydney Harbour, market growth via a new vessel
- *MV Maggie Cat* – Tonga Charter, support Manly/Barangaroo
- *MV James Grant* – Replaced with a new vessel in Darwin, re-contracted in Gladstone
- **Capricornian Class** – Auckland, Melbourne, Sydney, Perth and Gladstone



Fleet Management – Gaining Efficiencies

As SeaLink has grown, we have gained greater supplier leverage:

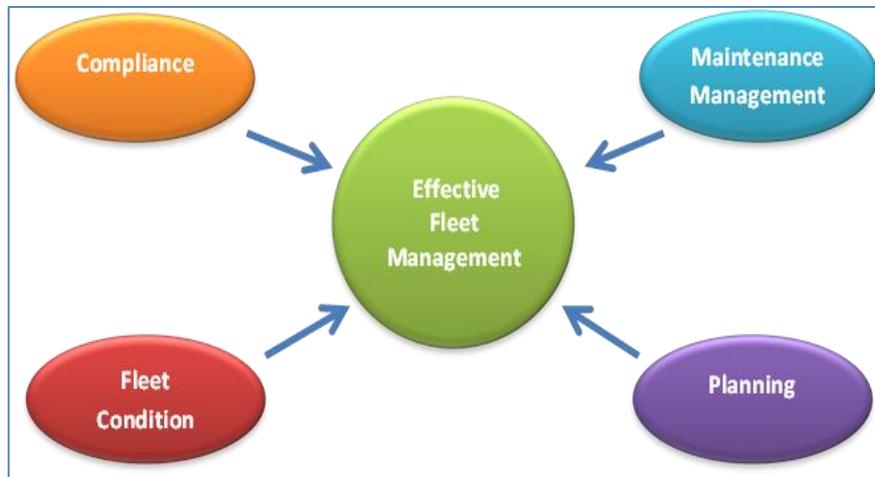
- Fuel Tender – 12 million litres per annum
- Lubricant Supply
- Life Rafts and Safety Equipment
- A small item like batteries – 500 at \$250 to \$700 each being replaced every 3 years
- Purchasing through our Computerised Maintenance Management System



Fleet Management – Onwards

Caring for our customers, safety and the environment

- Marine Training & Compliance Officer – ensuring our vessels are safe, compliant and operable
- AMSA - Moving into a nationally regulated industry
- Risk Based Approach – Embedding the new regulatory environment
- Safety Management and Incident Prevention – “SkyTrust”
- Meeting customers’ expectations
- Green Energy – Electric / Hybrid Commercial Vessels



Where We Are Headed

How We Prioritise Our Investments

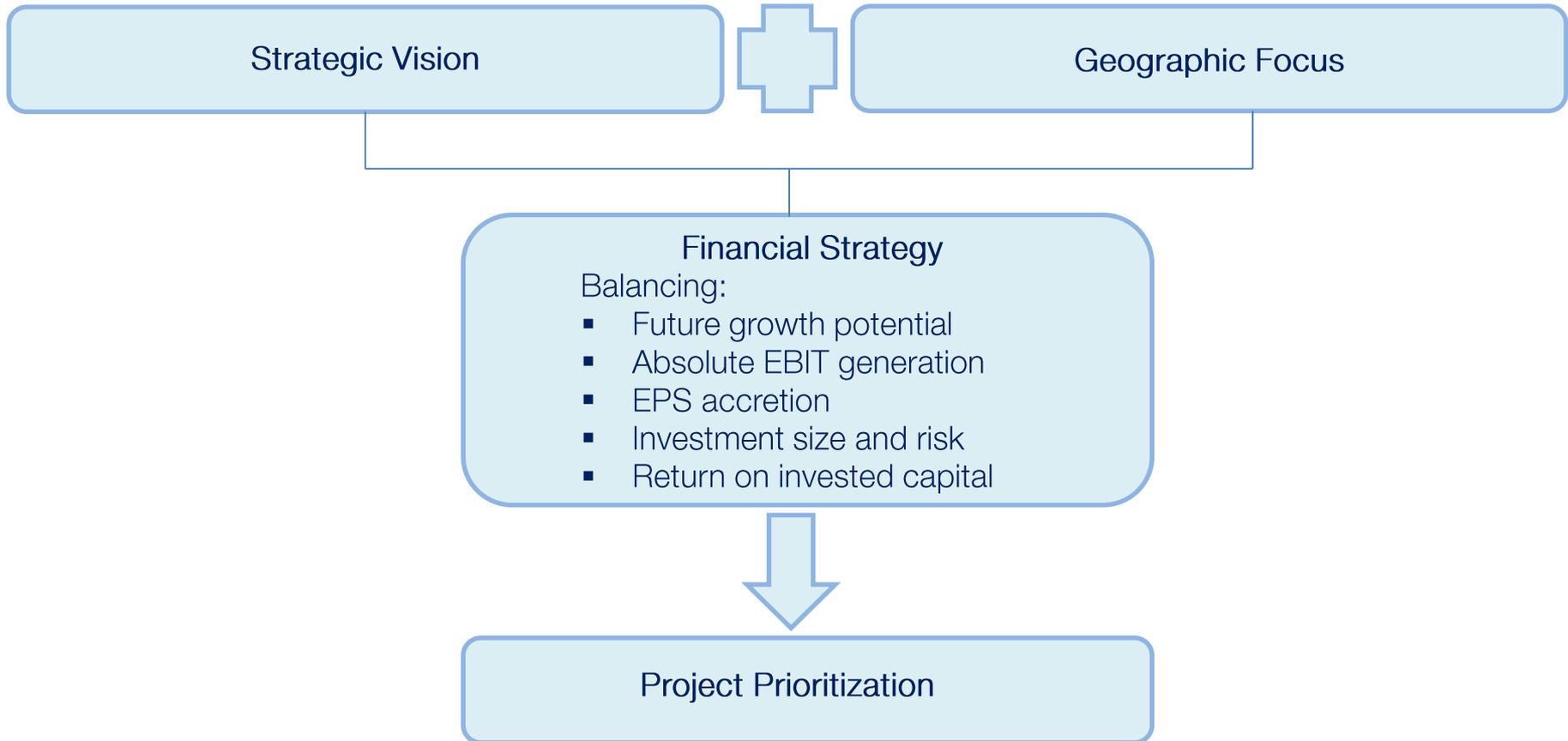
Michael Hughes – Commercial Director



Where We Are Headed

How we prioritise our Investments – Case Study

SeaLink's growth and capital allocation strategy will be guided by a balance of three filters:
Strategic Vision, Geographic Focus and Financial Strategy



Where We Are Headed - How we prioritise our investments

Case Studies – Rottneest Island and Barangaroo Fast Ferry

Strategic Vision

- To have an unparalleled fleet, located in prime tourism locations and key economic growth areas
- To differentiate ourselves through product innovation and consistency of service within both tourism and transport
- To build on a strong Company culture that feeds into a great customer experience



Geographic Focus

- To position SeaLink as a major player in connecting Australasian tourism icons to the world
- To identify locations conducive to growth in marine commuter services
- To take advantage of existing national footprint in order to capture a higher percentage of customers' total travel spend



Business Leverage

- Cost savings from internal IT development, Quicktravel booking system, financial processes and bulk buying power
- Scaled up corporate team to help support and accelerate ongoing business opportunities
- Integrated Company wide international, domestic and online sales team



Where We Are Headed - How we prioritise our investments

Case Study – Captain Cook Cruises NSW

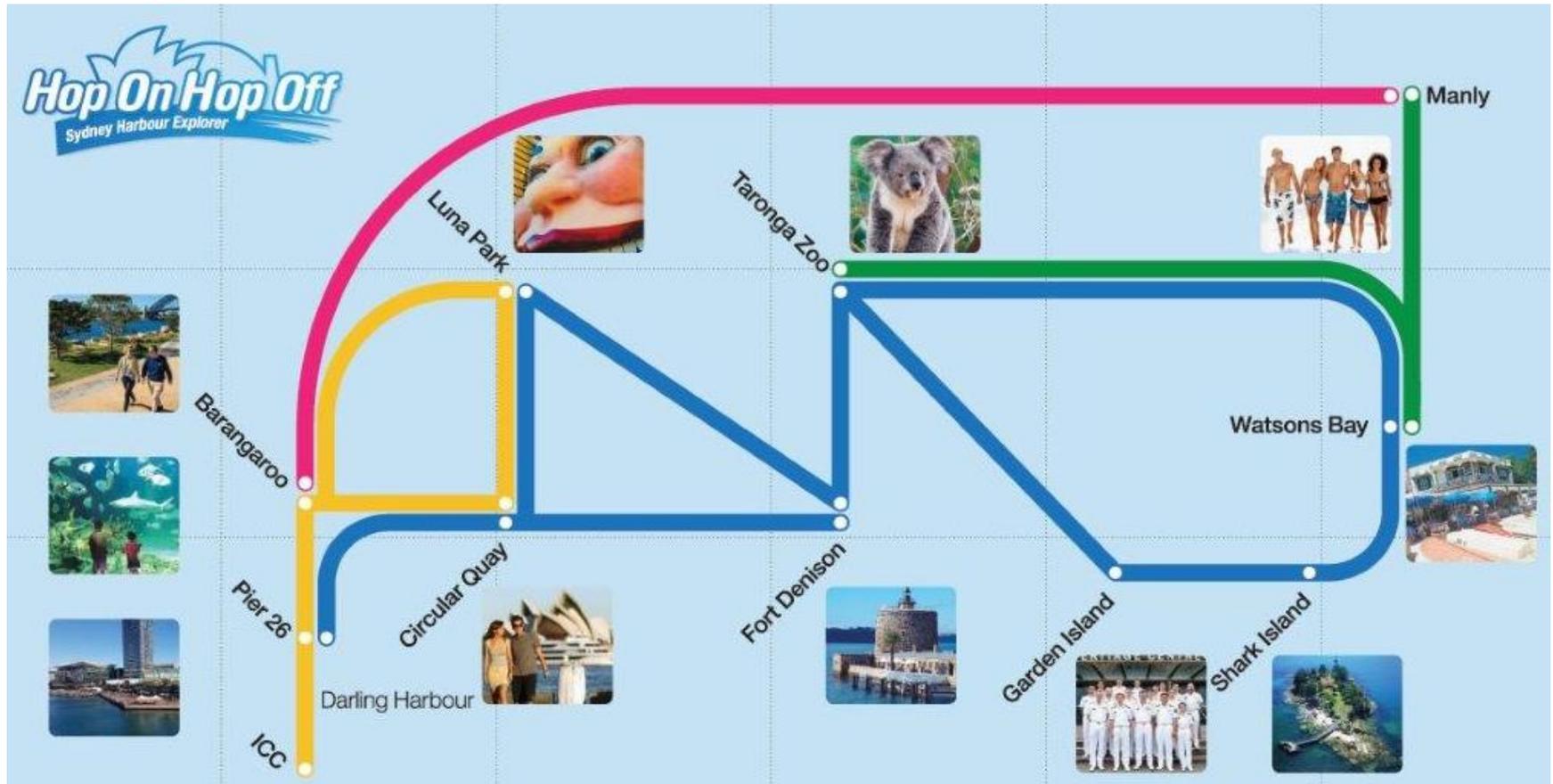
Barangaroo Fast Ferry

- Barangaroo and Darling Harbour precincts are major and growing business and tourism hubs
- Manly is an iconic tourism destination with a strong population catchment area for commuter service offerings
- Value accretive utilisation of our fleet, leveraging our operational asset base and sales and marketing infrastructure
- Exciting synergies with our inner-harbour light ferry service
- Further increases our national footprint of services and offerings to iconic destinations and areas conducive to marine commuter growth



Where We Are Headed - How we prioritise our investments

Case Study – Captain Cook Cruises NSW Barangaroo Fast Ferry



Where We Are Headed - How we prioritise our investments

Case Study – Captain Cook Cruises WA Rottneest Fast Ferry

- Iconic destination with strong growth potential and strong government backing
- Value accretive utilisation of our Capricornian fleet, operational asset base and sales and marketing infrastructure
- Further increases our national footprint of services and offerings to iconic destinations
- Highly cost-competitive service due to our existing infrastructure
- Strong synergies with our enhanced dining and cruise offerings



Tourism Sales and Marketing Update

Richard Doyle – Head of International Sales and Marketing



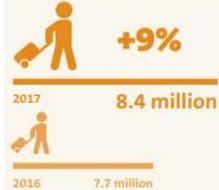
Tourism Market Focus

Tourism sales growth, FY 2017

International Tourism Snapshot as at 31 March 2017

We welcomed 8.4 million international visitors as at year ending March 2017. These visitors injected \$39.8 billion into the Australian economy. Total international aviation capacity to Australia grew by 9 per cent.

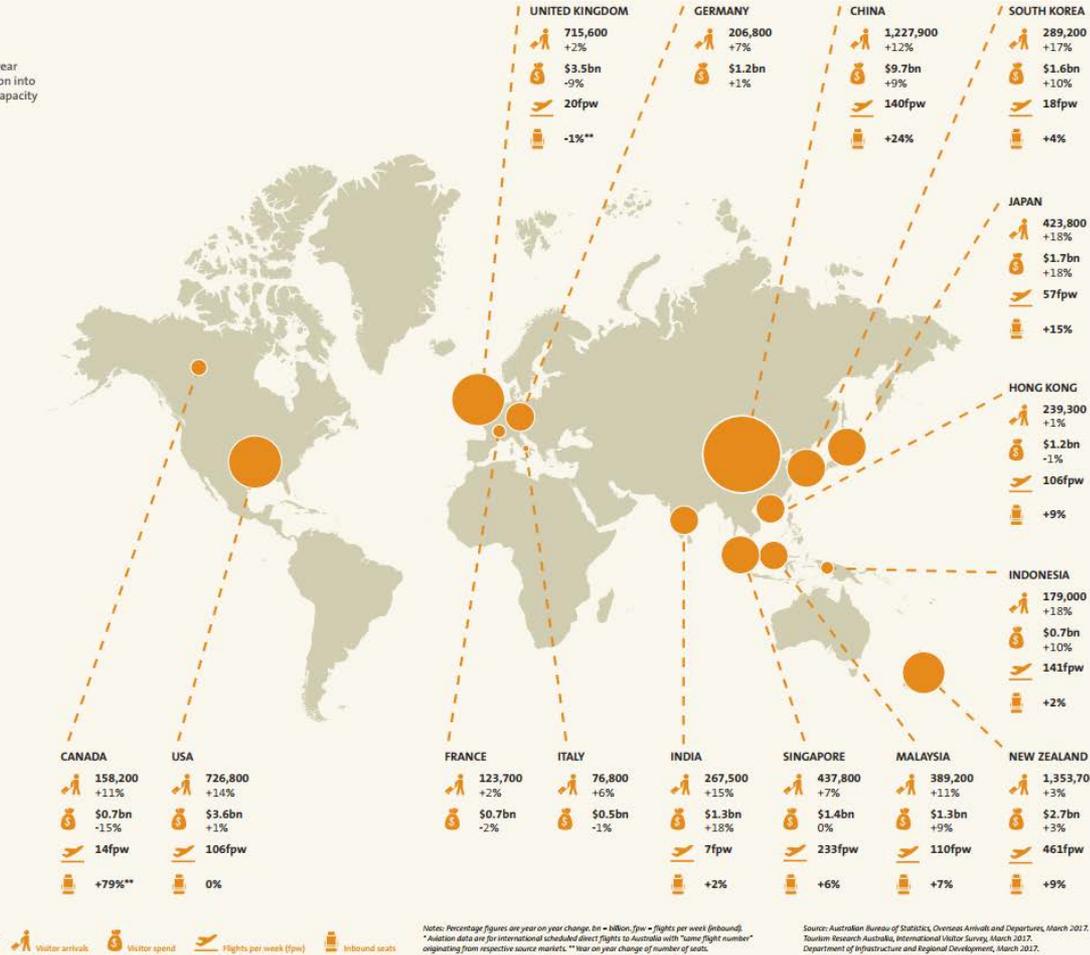
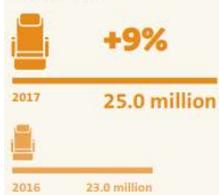
Total international arrivals to Australia



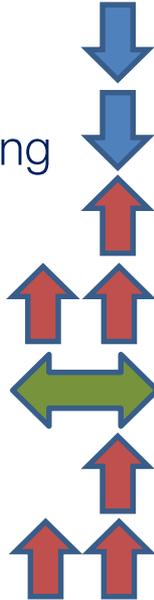
Total international visitor spend



Total international aviation capacity* (inbound seats)



- Asia
- China/Hong Kong
- Europe
- Japan
- UK
- USA/Canada
- Domestic



Based on 12 months revenue to June 16 versus June 17

Source: Tourism Australia

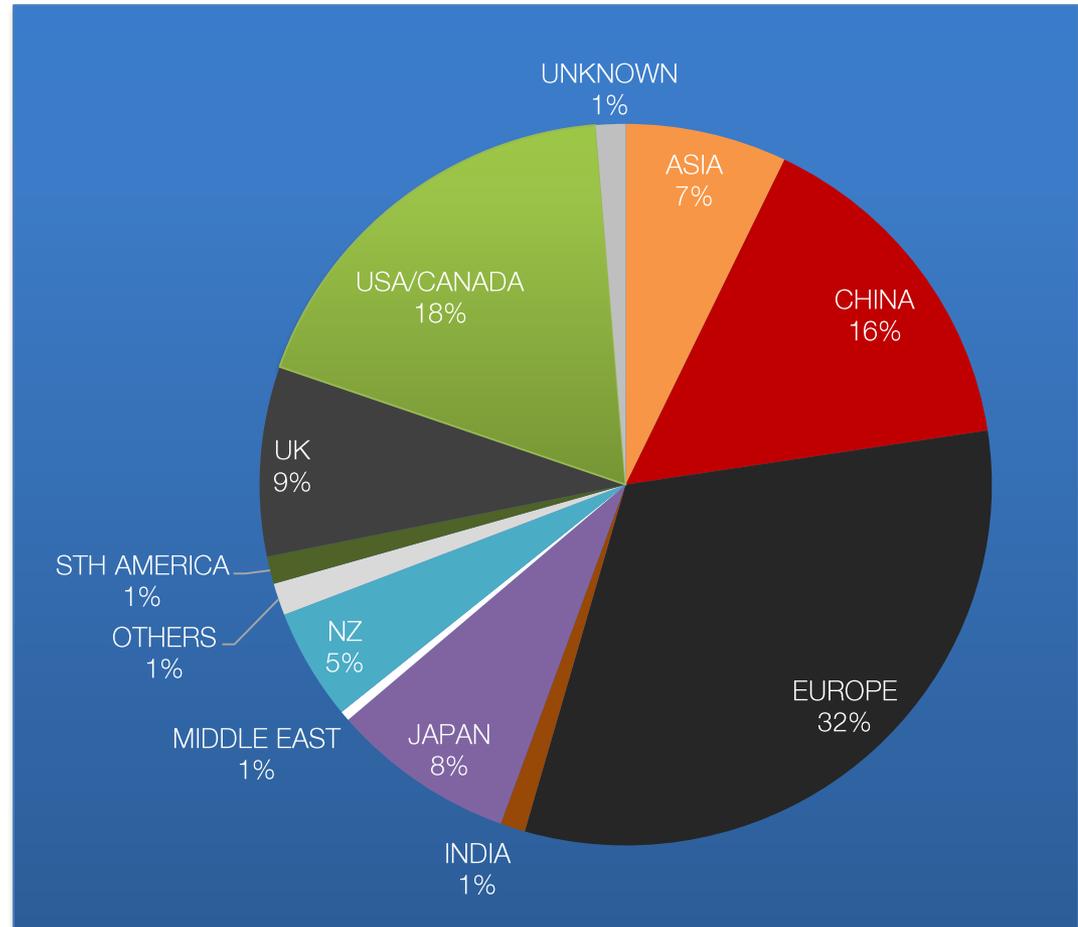
Tourism Sales and Marketing Update

- In demand product range catering to a variety of segments
- Safe destination choice
- AUD exchange rate
- Continue to drive cross sell opportunities through an integrated sales team approach
- Continued increase in online sales (lower cost of sales)
- International Sales team are language proficient thereby maximising penetration into key International markets
- Strong existing distribution partner relationships to sell all existing and new Group products
- Competitive charter market in Sydney
- Aligned Domestic sales team to cross-sell opportunities
- Focus on securing preferred sales agreements globally

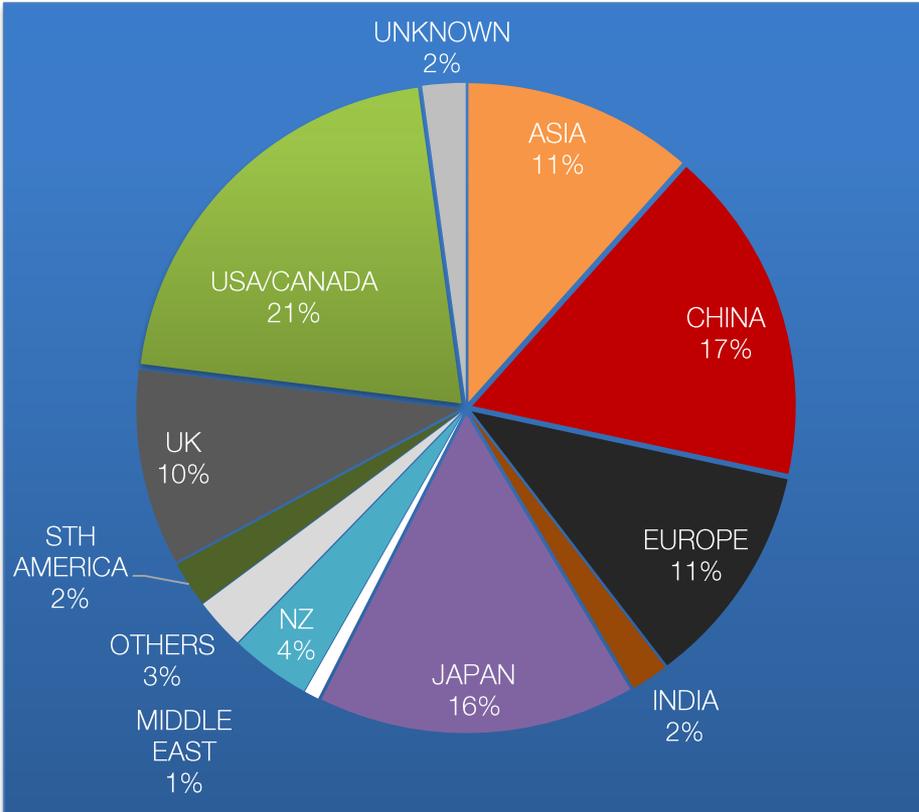
Tourism Sales and Marketing Update

YTD June 17 – SeaLink Travel Group Limited - International

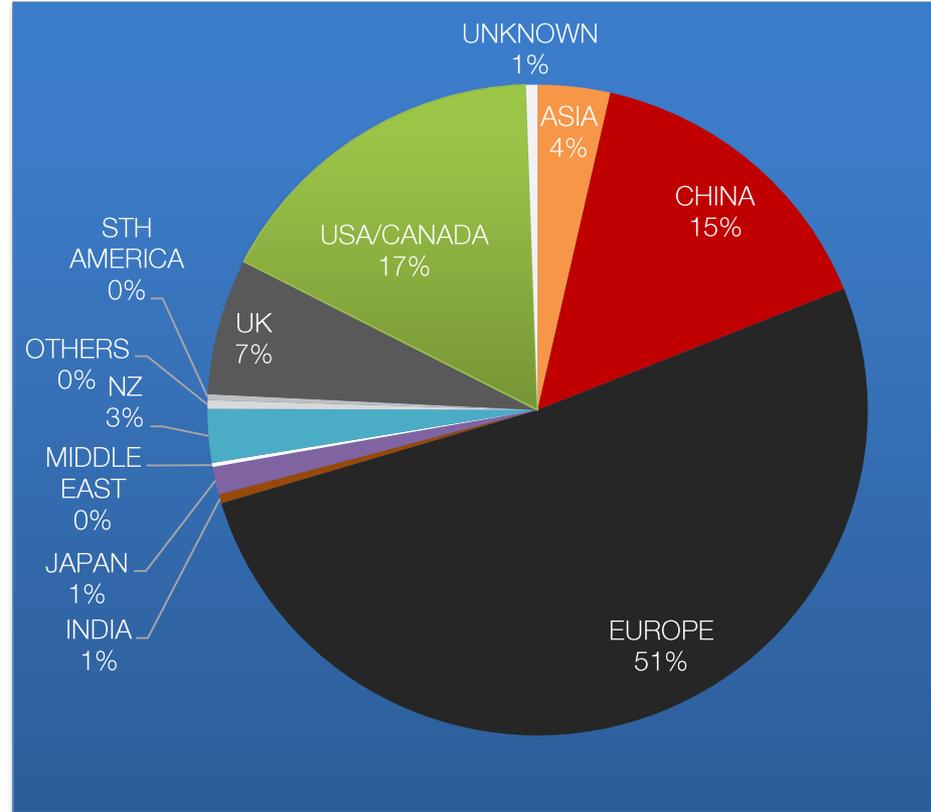
- #1 Europe
- #2 USA / Canada
- #3 China
- #4 UK
- #5 Japan
- #6 Asia



Tourism Sales and Marketing Update International



YTD June 17 CCC Sydney Harbour
International

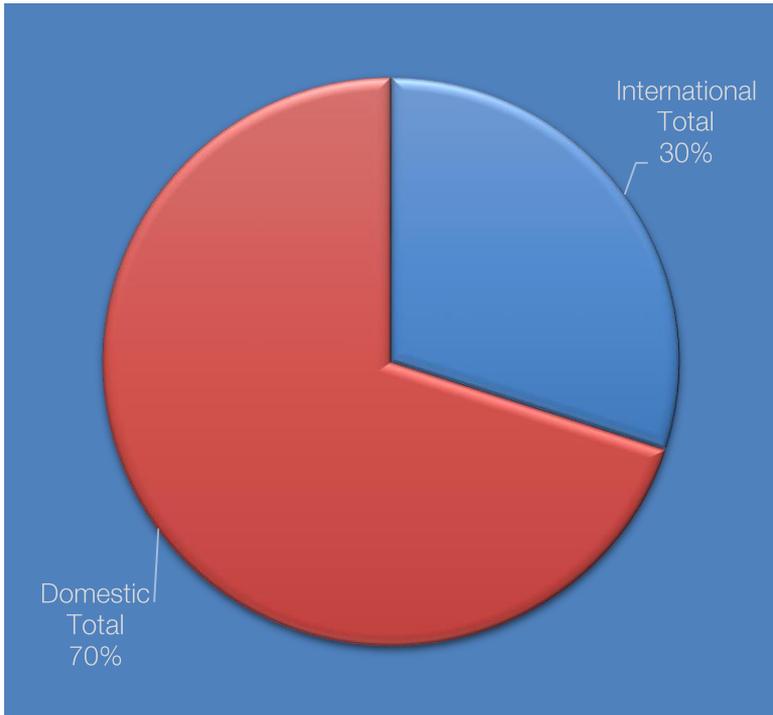


YTD June 17 SeaLink SA
International

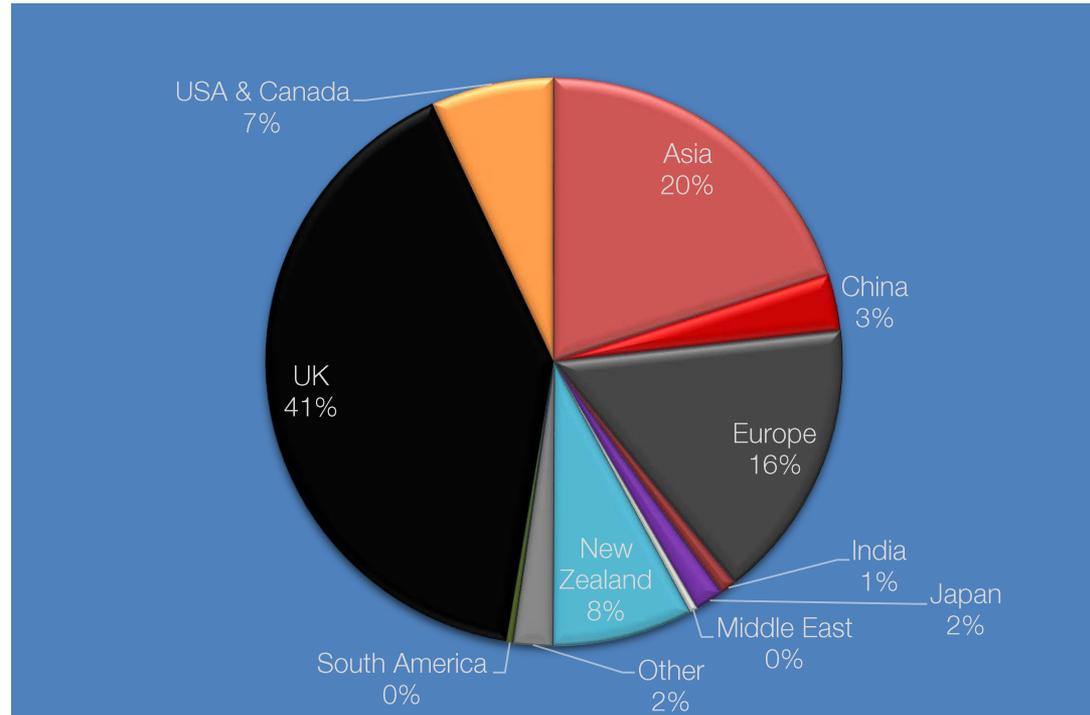
Tourism Sales and Marketing Update

International CCCWA

YTD June 17
Total Business CCC WA



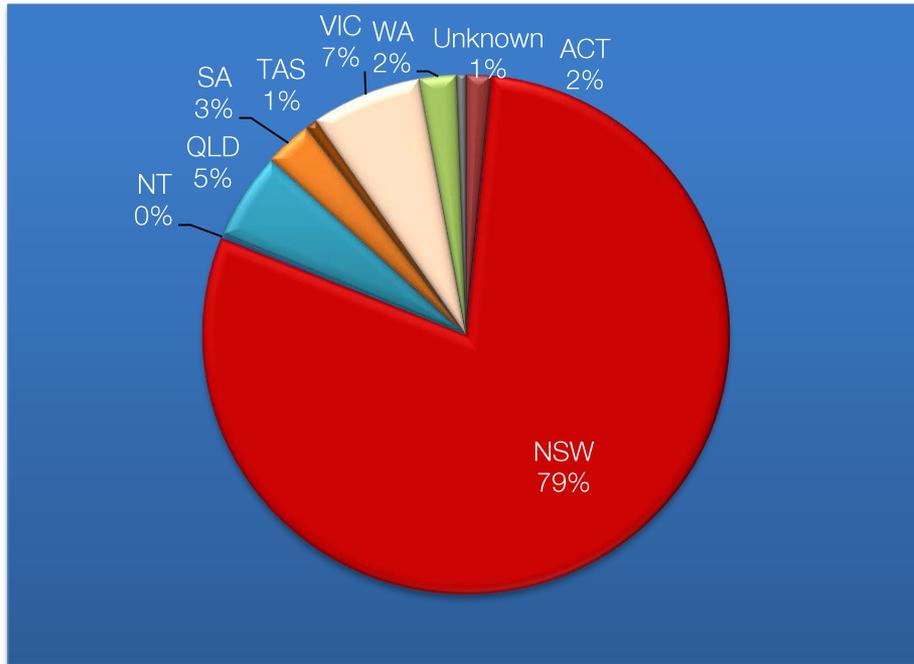
YTD June 17
International CCC WA



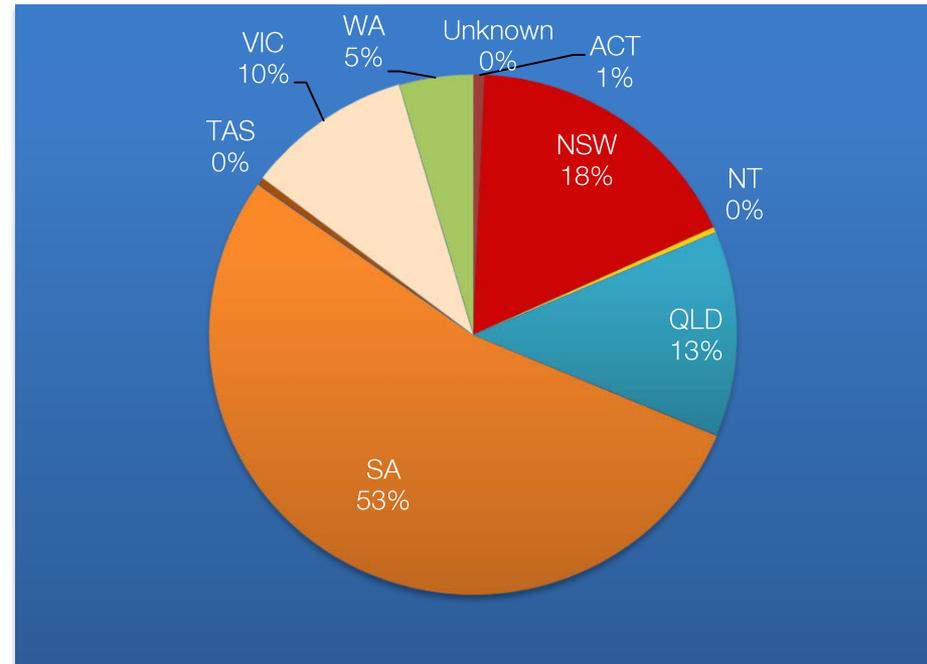
Tourism Sales and Marketing Update

Domestic

Total Domestic CCC
Sydney Harbour YTD June 17

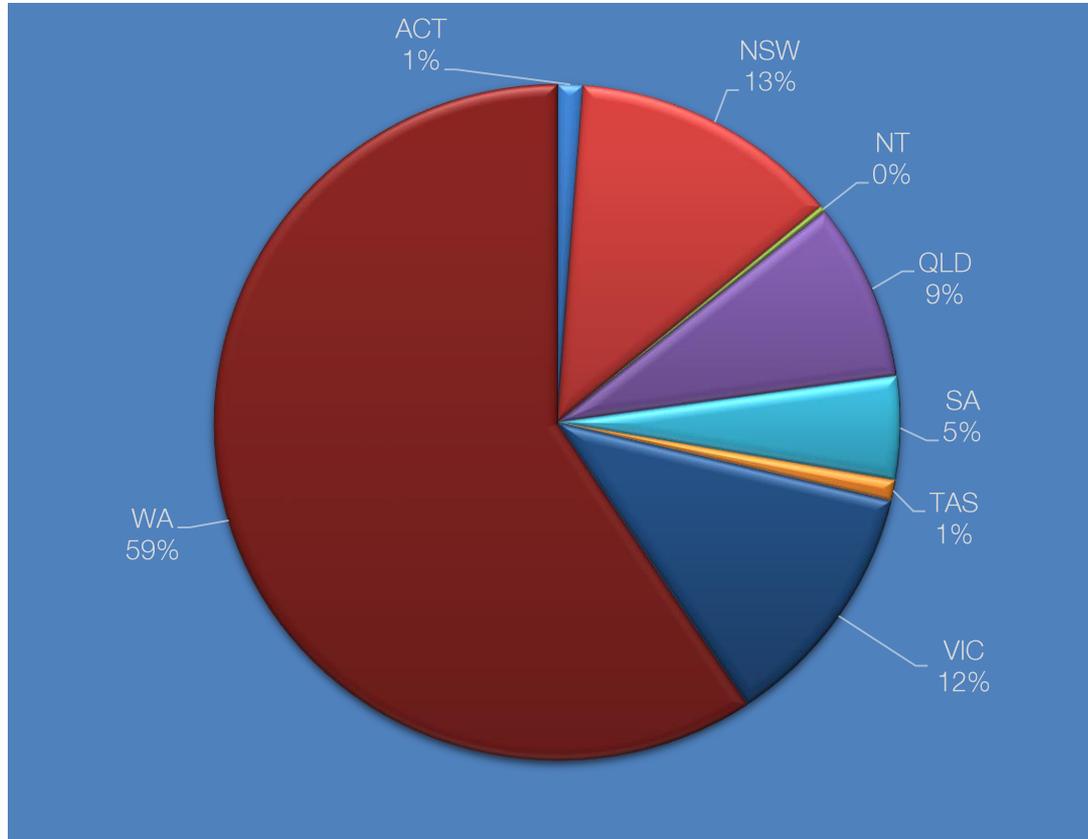


Total Domestic
SeaLink SA YTD June 17



Tourism Sales and Marketing Update

Domestic CCC WA



Total Domestic CCC WA YTD June 17

Tourism Market Focus

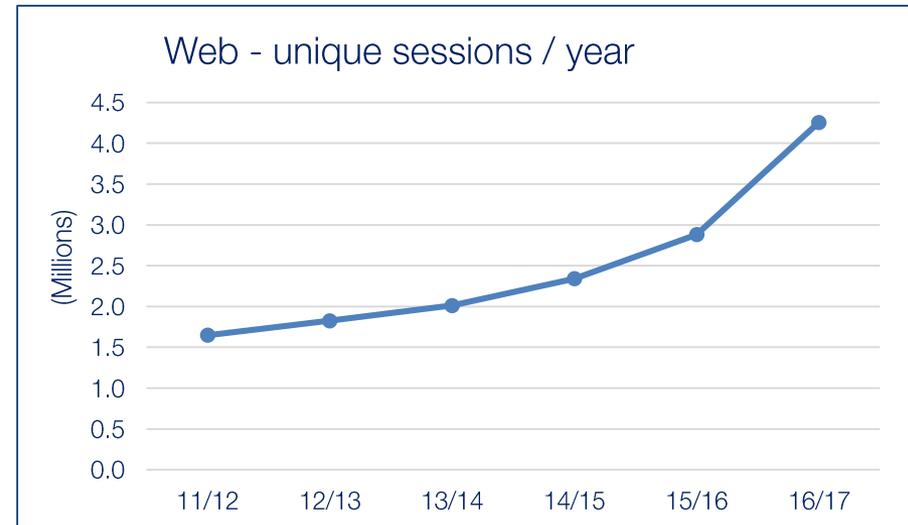
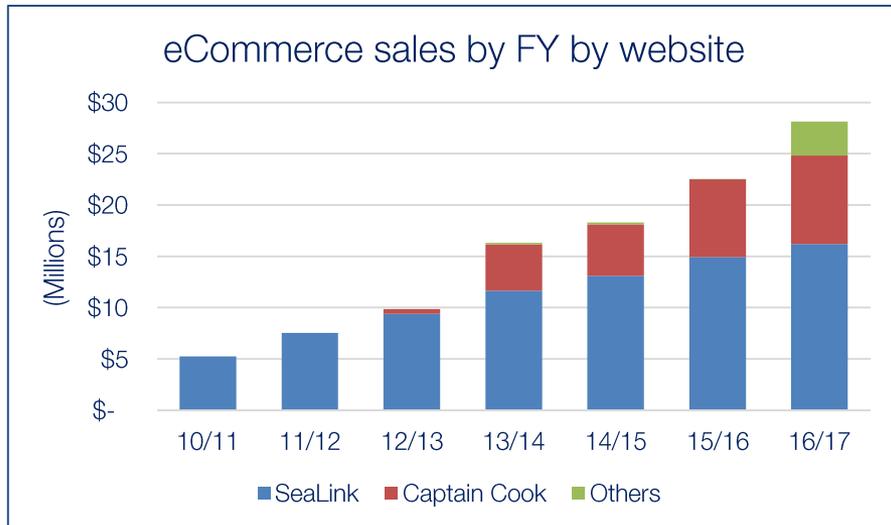
Successfully applying our proven sales expertise to our expanded footprint

- Increased aviation capacity to core tourism markets
- Domestic market has re-discovered Captain Cook, with increases in customer numbers
- Continued success with “Signature” premium product range
- Leveraging off strong local markets in key areas of operation, providing exciting opportunities for interstate and international visitor growth
- Consciously moving to premium Chinese market to maximise yield and enhance customer experience
- Leverage strong reputation with customers via eDm’s – “OnDeck”
- Customer focused review strategy – Feefo, Trip Advisor, Facebook , Instagram
- Joint promotion partnerships with Tourism Australia and State/Territory promotional campaigns
- Domestic travel agent network remaining strong through servicing and partnerships
- New products being delivered to expand choices to consumers and distribution partners

Where We Are Today

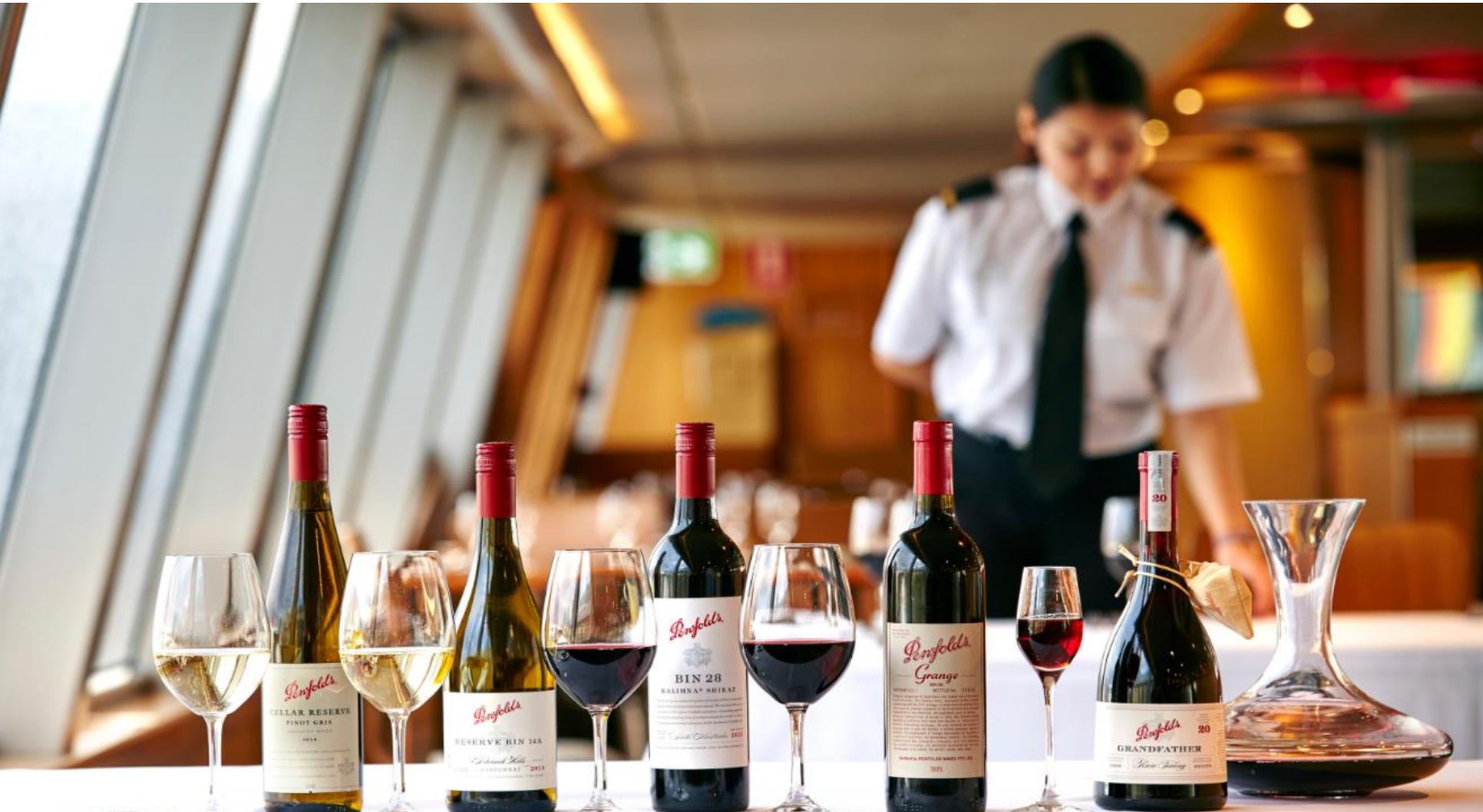
Recent Achievements

- 4.25m unique sessions per year across SeaLink's eCommerce sites and APIs
- Online sales grew by over 20%
- Revenue through established sites grew organically over 10% last FY
- 16 significant travel and tourism websites across Australia (.au) and China (.cn)
- 7 API/B2B integrations between SeaLink and online tourism operators/agent networks



Financial Review

Andrew Muir – Chief Financial Officer

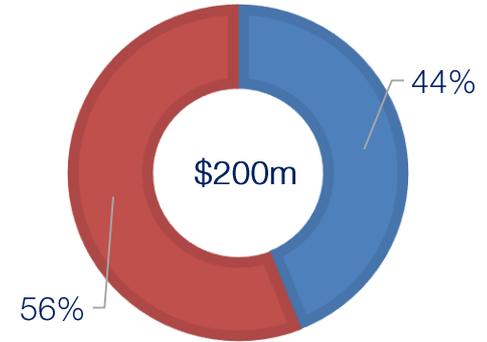
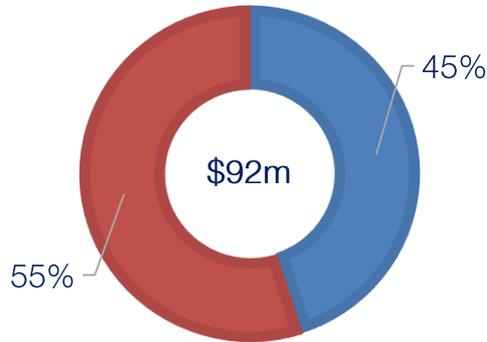


Financial Review

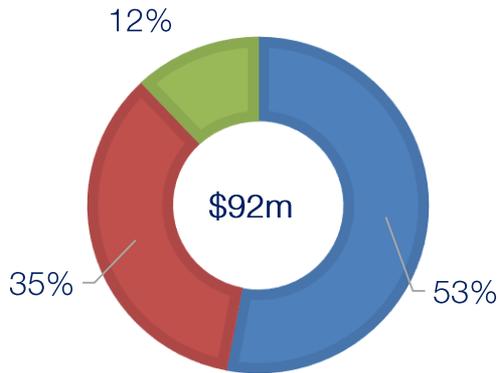
2013

2017

Revenue by Sector



Revenue by Location

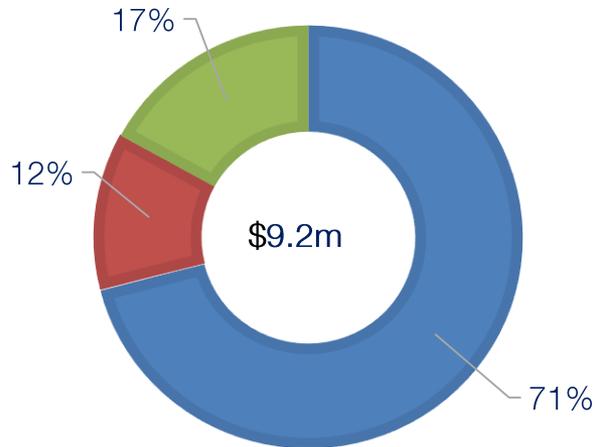


- Revenue has more than doubled in 5 years
- Mix of Tourism/Transport has remained constant

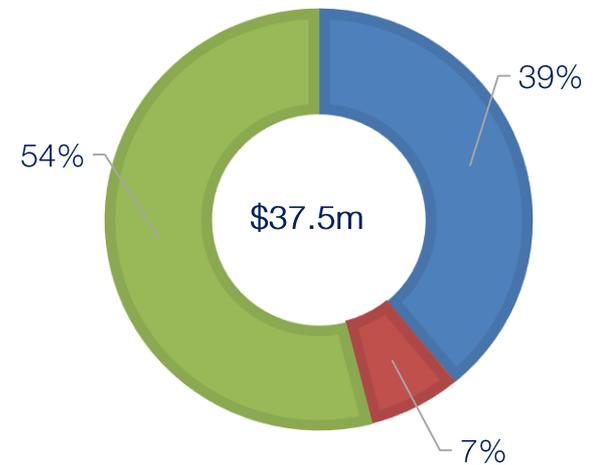
Financial Review

EBIT by Location*

2013



2017



SA
NSW
QLD/NT

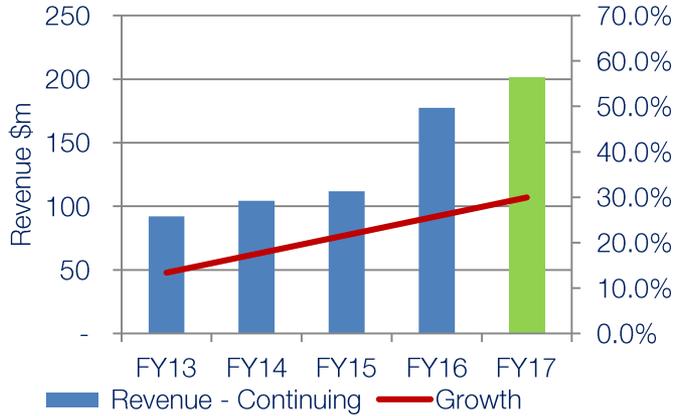
*After
Corporate
allocation

- Successful in reducing reliance on South Australian operations
- Queensland/Northern Territory business now contributes more than 50% of EBIT

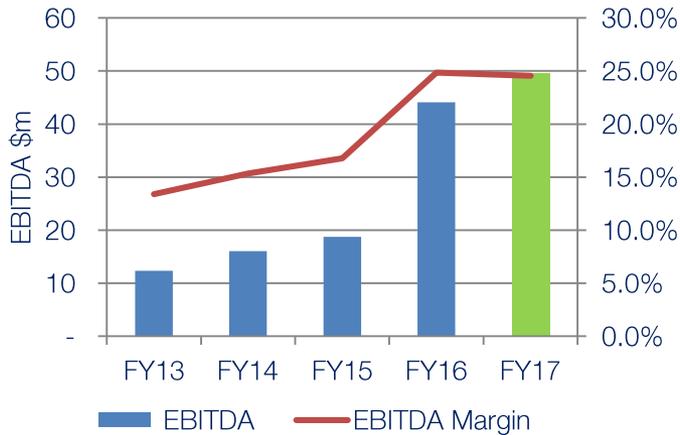
Financial Review

FY17 Record Revenue, EBITDA and Profit

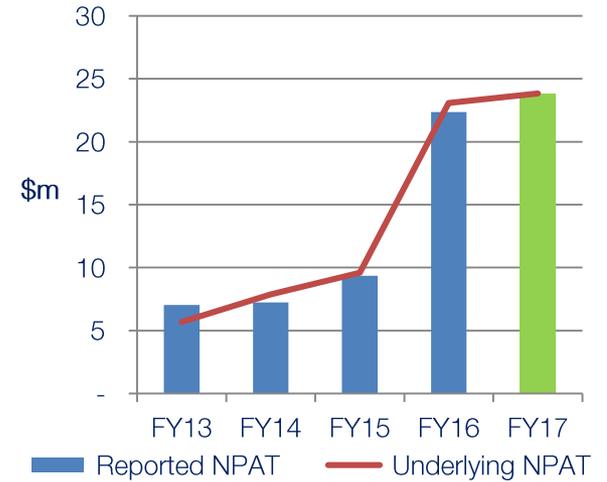
Revenue



EBITDA

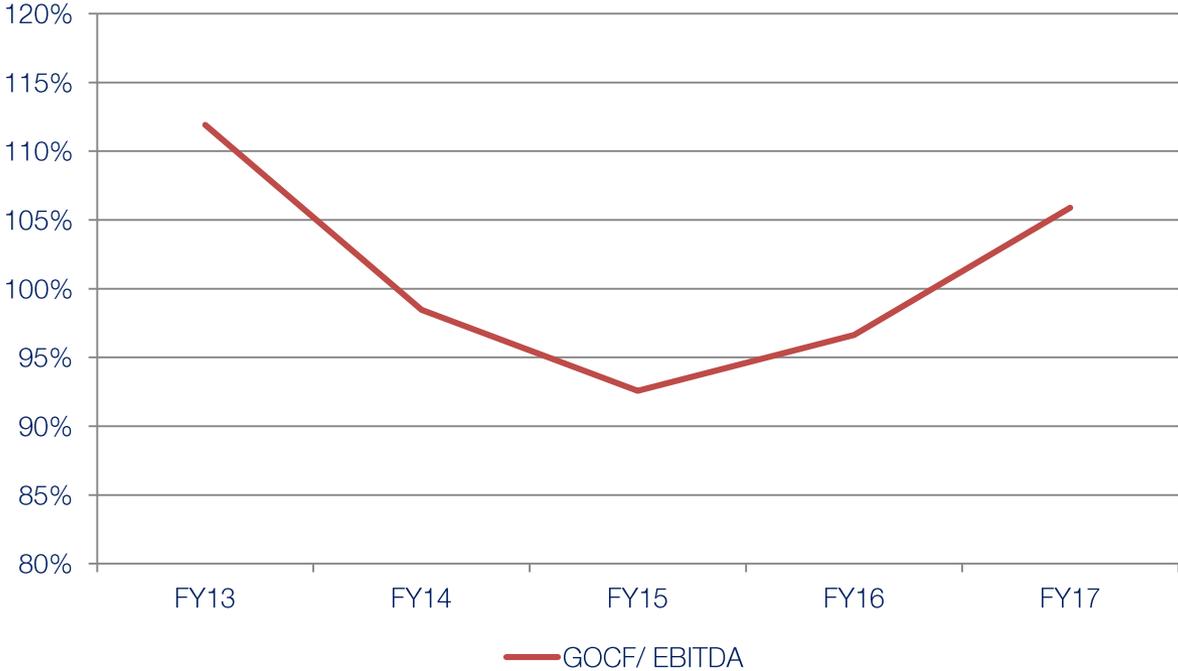


NPAT



Earnings Quality

Gross Operating Cashflow / EBITDA

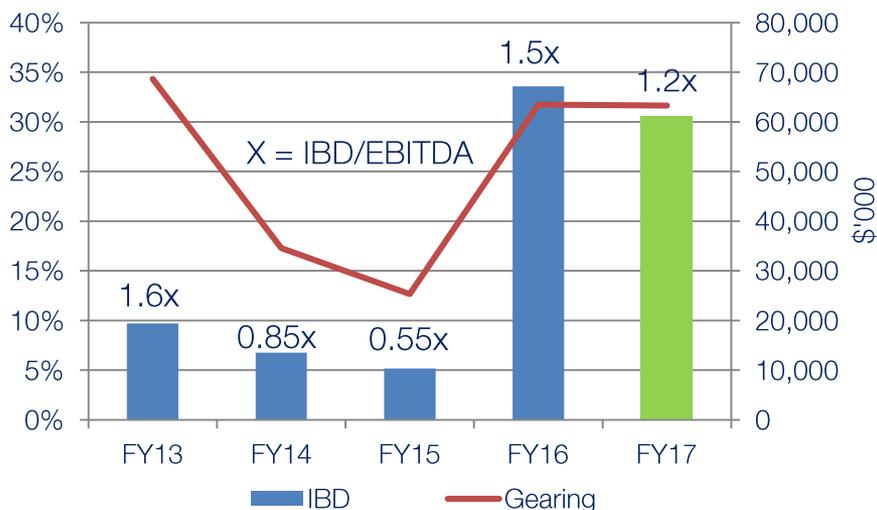


Continuing strong correlation between gross operating cashflow and EBITDA

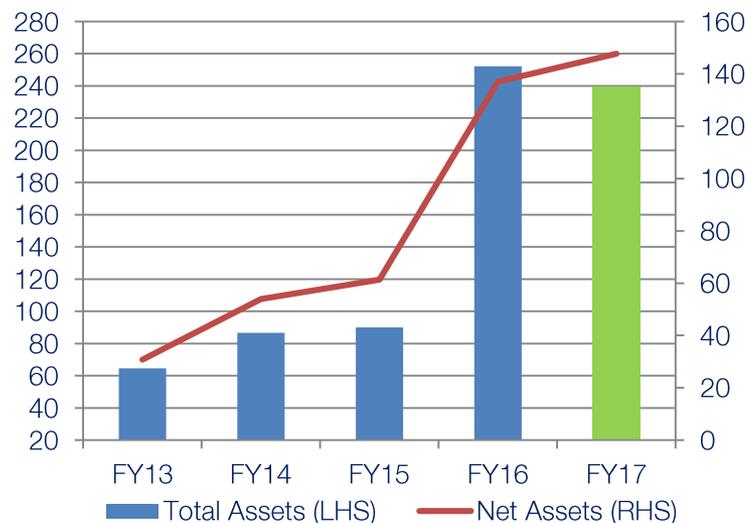
Financial Review

Disciplined Balance Sheet Management

Gearing & Interest Bearing Debt



Total Assets & Net Assets - \$M



- Gearing-Interest Bearing Debt (IBD) to Total Tangible Assets (TTA) at 31% (under the target range of 35% to 45%)
- Bank Facilities continue to be rolled every 12 months to ensure a minimum of 2 years of tenor
- \$30m, 5 year interest rate swap in place at 3.93% (matures November 2020)
- Plenty of capacity to fund organic growth opportunities and acquisitions

Financial Review

Operational Efficiency and Productivity Initiatives

- National Fuel Procurement arrangements Complete
- Integration of Western Australian business Complete
- Consolidation of Payroll (one platform) 30 September
- New Technology and Systems being rolled out nationally:
 - Integrated Safety Management System Complete
 - Mobile Ticketing App Complete
 - Maintenance Management System 90% complete
 - Employee/crew Rostering Solution In progress
 - OCR (Optical Character Recognition) scanning Under review
- Cost Reduction Committee – leverage Group spend In progress
 - Commissions, non-alcoholic/alcoholic drinks, marine supplies, telco, food, merchant fees, travel, data, electricity, printing, stationery etc.
- Streamline structure – consolidate back office roles In progress

Financial Review

Capital

'Stay in Business' spend (excluding business expansion)

- We expect the maintenance CAPEX running rate to be around \$10.5m pa. This effectively allows one vessel replacement, normal coach replacements and some vessel refurbishment each year
- Maintenance 'Stay in Business' CAPEX aligns with depreciation charge
- A number of new vessels under review for replacement of existing fleet and for new routes

2017 -18 Spend

- Spend in FY18 \$10.5m
- Major planned
 - Expansion –
 - Light ferries for Sydney, \$2m
 - South East Queensland RoPax, \$5m
 - Maintenance –
 - *MV Bruce*
 - *MV Captain Cook III*
 - *MV Sunset Capricornian*

Financial Review

Risk Management

KEY RISK AREA	RISK MINIMISATION
Fuel Pricing	<ul style="list-style-type: none"> 12m+ litres p/a (20% pass through) Hedging options under constant review Ability to increase prices although time lags
Fleet Utilisation	<ul style="list-style-type: none"> Focus on vessel utilisation ROA by vessel and routes Flexibility to move vessels around to maximise returns
R&M Cost Management	<ul style="list-style-type: none"> Tight controls over budget variances Marine Fleet Manager involved in all slippings, refurbs, upgrades Group approach to controlling total spend
Contract Management and Risk Compliance	<ul style="list-style-type: none"> In-house Legal Counsel Regular review of material contracts Pro-active follow-up well in advance of maturity
Interest Rate Management	<ul style="list-style-type: none"> Currently, \$30m under a 5 year fixed arrangement Target for a 50/50 fixed/variable balance
Debt Levels	<ul style="list-style-type: none"> Excess limits carried (capacity exists) Non-aggressive dividend policy Gearing target of 35-45% longer term

Closing remarks



Closing Remarks

The future for SeaLink

STRATEGIC FOCUS

- Maintain Tourism/Transport mix
- Improve yields and gross margins
- Optimise returns from fleet
- Utilise existing sales and marketing platform to promote new products and services
- Continue to leverage cost saving opportunities and efficiencies from existing businesses
- Utilise in-house technology skills to improve booking processes and web sites to drive online sales
- Managing major out of water slippings in FY18

NEW OPPORTUNITIES

- New Manly to Barangaroo and Rottnest Island services, commencing September 2017
- New tourism offerings for North Stradbroke Island, to commence late 2017
- Additional tourism offerings for South Australia, to commence late 2017
- Seek acquisitions that will enhance, leverage and complement our current capabilities and growth strategies
- Route expansion in key markets



CONNECTING AUSTRALIAN ICONS AND LANDSCAPES TO THE WORLD.

Investor Day

Thursday 14th September, 2017

Q & A

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The logo for SeaLink, featuring the word "SEALINK" in a bold, white, sans-serif font. A stylized orange and yellow wave graphic is positioned above the letter "A".The logo for Captain Cook Cruises, featuring a stylized red and white flag graphic above the words "CAPTAIN COOK" and "CRUISES" in a bold, white, sans-serif font.

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