



Apollo Tourism & Leisure Ltd

Morgans Conference October 2017



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Business overview



Business Overview

Apollo Tourism & Leisure Ltd (ASX: ATL) is a multi-national, manufacturer and importer, rental fleet operator, wholesaler and retailer of a broad range of recreational vehicles including motorhomes, campervans and caravans.

Long, proud history, operating since 1985.

Extremely capable management team with 'skin in the game'.

One of the largest RV operators in the world.

Six acquisitions since listing in November 2016.

Positive growth prospects.

Delivering upon strategy.

Business model



TALVOR®

WINNEBAGO

ADRIA

apollo

★ StarRV™

Cheapa Campa

CANADREAM®
experience Canada at your own pace

HIPPIE

camplify

CARAVAN &
apollo RV SALES

Sydney RV Group
Motorhomes & Caravans

Oliver's **CARAVAN
WAREHOUSE**

GEORGE DAY
Caravans
& Motorhomes

KRATZMANN
CARAVANS

FY17 Pro forma financial highlights

Total Pro Forma Revenue*

\$192M

Up on PCP

23%

Pro Forma Net Profit After Tax*

\$13.9M

Up on PCP

125%

Pro Forma Net Profit After Tax*

\$13.9M

Up on FY17 Forecast

12%

Pro Forma Earnings Before
Interest and Tax*

\$28.1M

Up on PCP

63%

Pro forma Return on Equity**

21%

FY17 Total Dividends

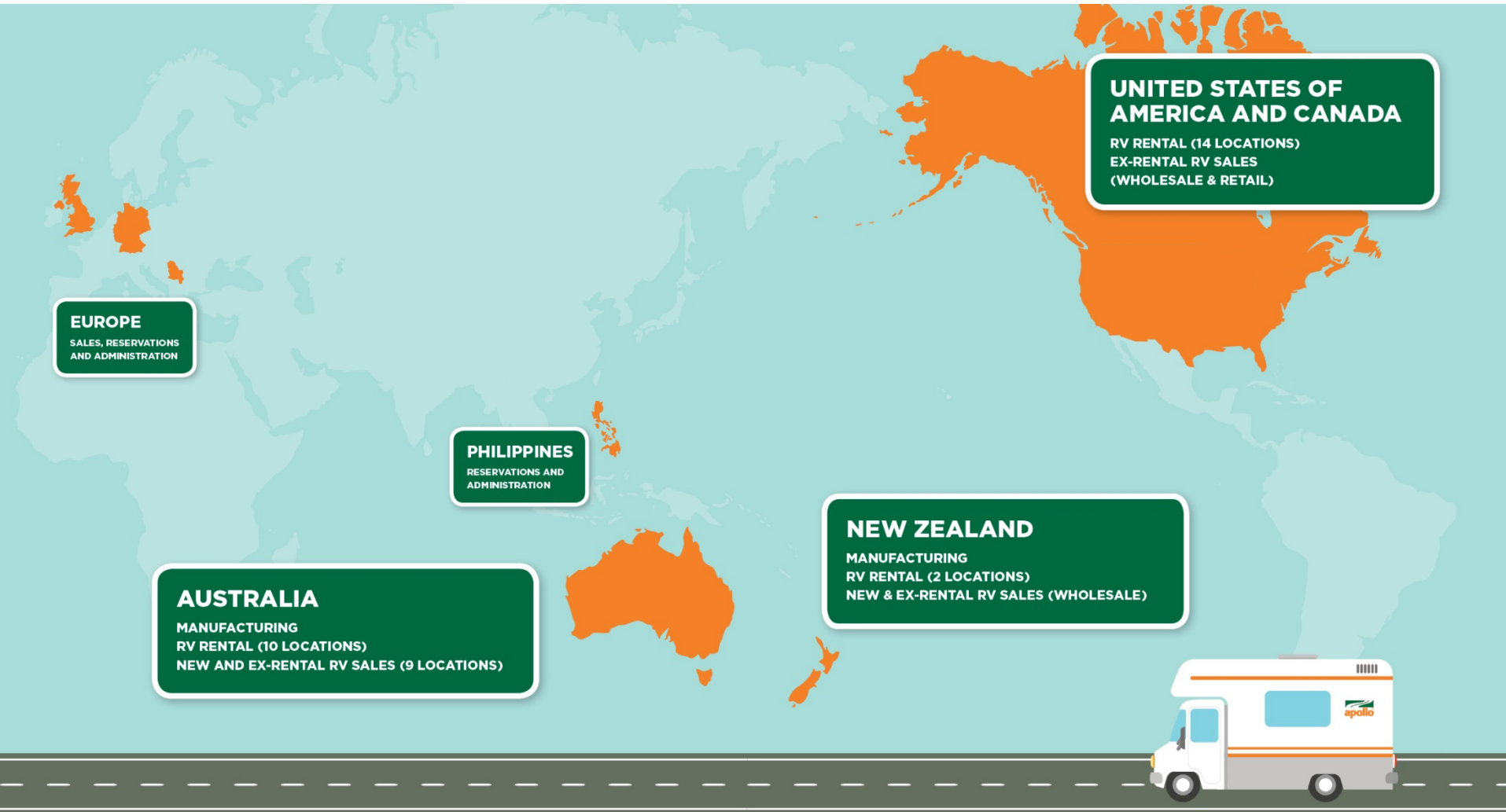
2.5 cps

All financials are in AU Dollars unless stated otherwise (throughout presentation).
All comparisons are against prior corresponding period unless stated otherwise.

*Pro forma figures represent non-IFRS financial information that has not been subject to audit or review but have been determined using information presented in the Company's financial statements and the prospectus dated 6 October 2016. Refer page 19 of FY17 results presentation for a reconciliation of pro forma amounts to IFRS amounts.

**ROE calculated as pro forma NPAT/ Net Assets.

Apollo's expanded global presence



Manufacturing



Manufacturing

Location

- Apollo has had manufacturing facilities in Brisbane since 2005, and in Auckland since 2009
- Brisbane factory will move to a larger premises in late 2017 to allow for future growth

Integration

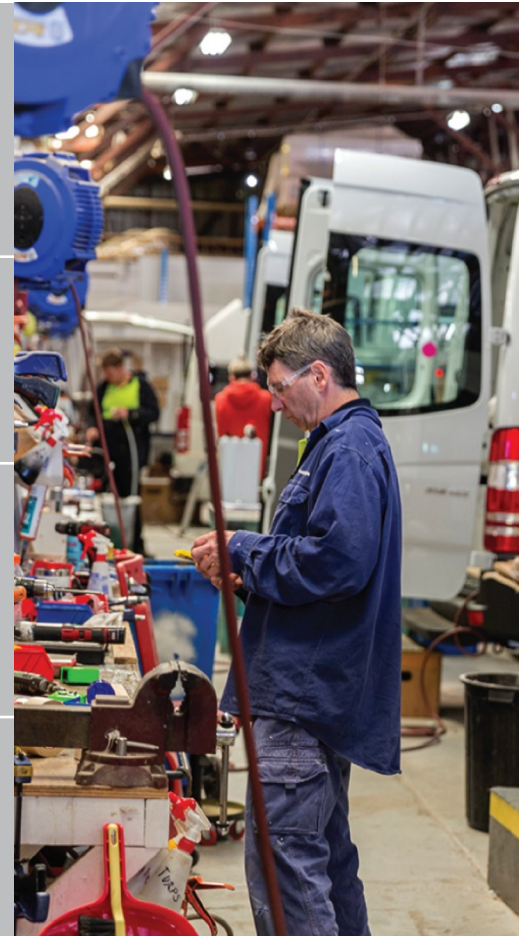
- Vertically integrates the manufacture of Apollo's RVs, servicing both rental and sales divisions

Production

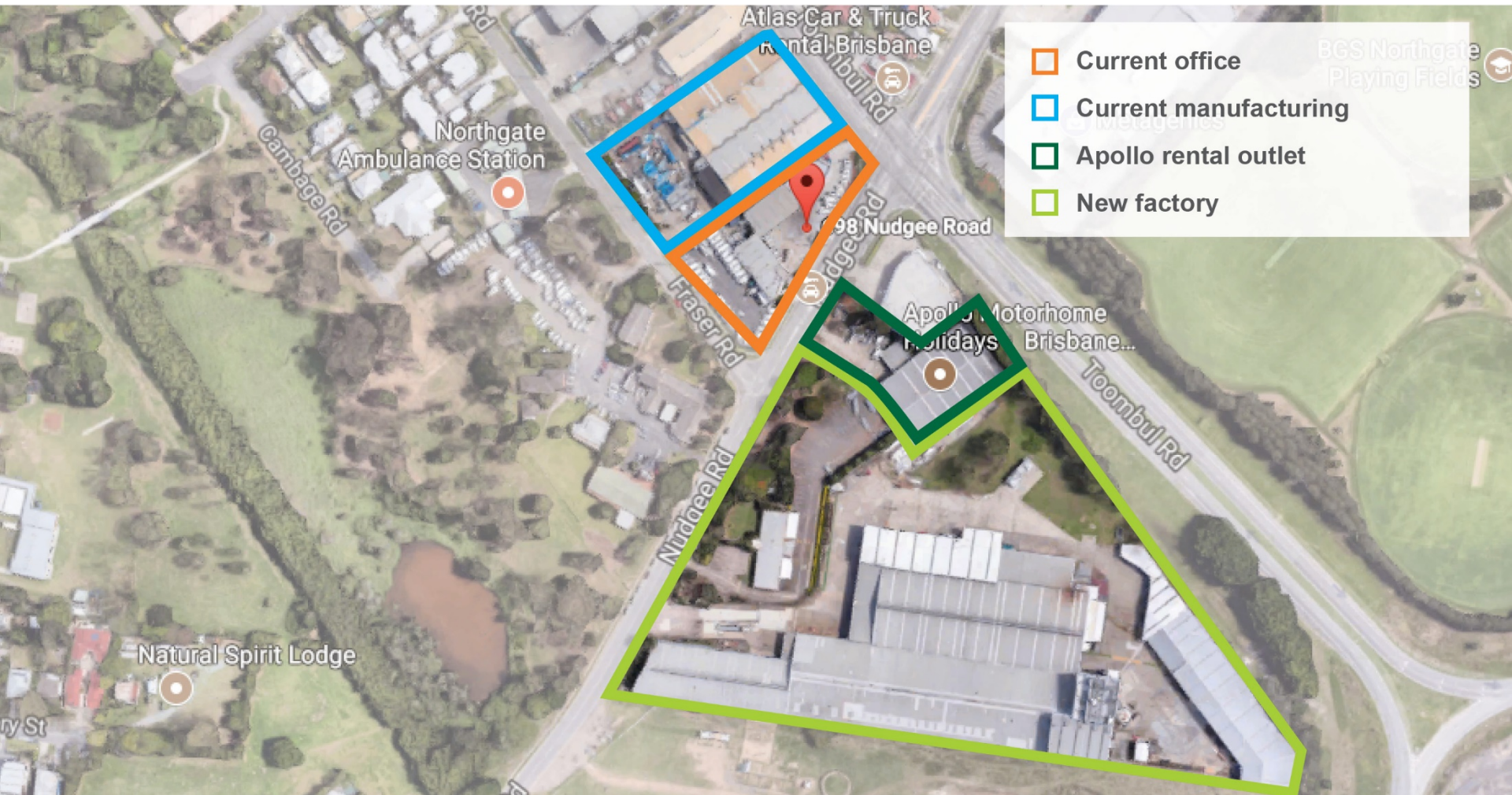
- Brisbane operations include production of some components (e.g. cabinets, upholstery)
- In Auckland operations are predominantly assembly, components are outsourced

Optionality

- Allows for optionality between in-house manufacture and assembly, and importation of fully built RVs



Re-location of factory to manage growth



RV Rental



International visitor arrivals



Australia visitor growth forecast

5.8%

over next 10 years



New Zealand visitor growth forecast

4.8%

over next 6 years



USA visitor growth forecast

3.3%

over next 4 years

Canada visitor growth forecast

2%

over next 5 years

Sources: Tourism Forecasts 2017, Tourism Research Australia, Australian Trade and Investment Commission (Austrade); New Zealand Tourism Forecasts 2017-2013, Ministry of Business, Innovation & Employment (MBIE); U.S. Commerce Department releases six-year forecast for international travel to the United States – 2016-2021, National Trade and Tourism Office (NTTO); Annual Report on Canadian Tourism 2016, The Tourism Industry Association of Canada (TIAC) & HLT Advisory

Apollo rental brands



Explore in style



Discover a new way to holiday



Same view, same holiday – just a little cheapa



Rockin' road trips for happy campers

- Apollo's suite of brands have been designed to appeal to different segments of the RV rental market
- This also allows for the cycle of RVs through each brand proposition as RVs age

Dynamic fleet

- Dynamic fleet vehicles leased over short periods and allow increased fleet over peak periods.
- Dynamic fleet reduces capital expenditure, allows for increased revenue and provides a more flexible fleet capacity.
- FY18 will see us expand our dynamic fleet offering, with the Vivid camper being available for rental from November 2017.



APOLLO VIVID CAMPER

- The Vivid will be available for rental from November 2017 in Australia and New Zealand.
- Built on a Mercedes Vito platform.
- Incorporates kitchen pod with sink, cooker, fridge and storage plus dual side entry and roof top tent, offering a stylish travelling experience for up to four people.



APOLLO OVERLANDER 4WD CAMPER

- The Overlander was the first product in our dynamic fleet, and has been available for rent since April 2016.
- Built on a Toyota Landcruiser platform.
- Suitable for up to four people, with two in the pop-up rooftop tent and two in the annex, large fridge/ freezer, two-burner gas stove and air conditioned driver's cabin.

RV Sales



Australian RV Sales Industry

Growing Market

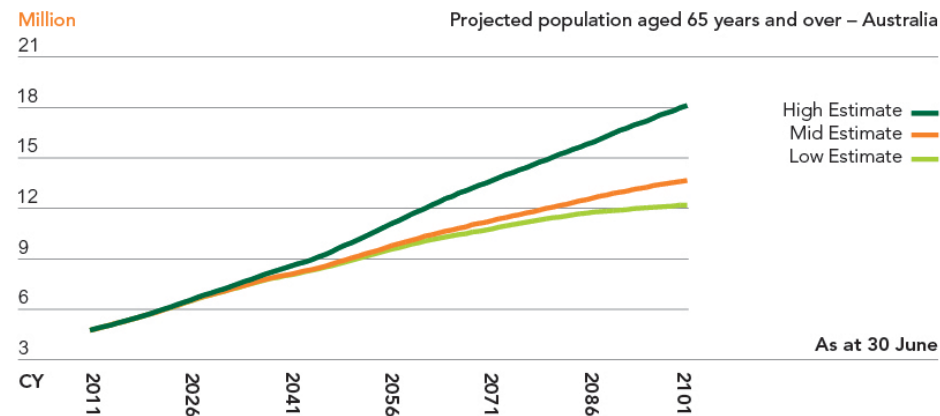
- Typical RV purchaser is middle to retirement aged with savings sufficient for the purchase of an RV.
- Aging population with growing savings resulting in growing RV market.
- Median household wealth for 55 – 64 & 65+ age groups increased between 2002 & 2014.

Caravanning popularity

- 11 million overnight caravan and camping trips were taken in 2016, accounting for 51.6 million nights.
- Caravanning and camping is the fastest growing domestic accommodation in Australia, increasing 5% year on year since 2011.
- There were almost 22 thousand RVs manufactured in Australia in 2016.

Campgrounds

- Over 8,000 campgrounds and 680 public dump points in Australia.



Retail sales locations



Brands and partnerships



WINNEBAGO LICENCE AGREEMENT

- Exclusive agreement to either import or domestically manufacture and distribute Winnebago product in Australia and New Zealand
- Licence agreement effective through June 2019, with option to extend a further 5 years



ADRIA DISTRIBUTION AGREEMENT

- Exclusive agreement to import and distribute Adria product in Australia and New Zealand
- Agreement effective through February 2022, with option to extend a further 4 years



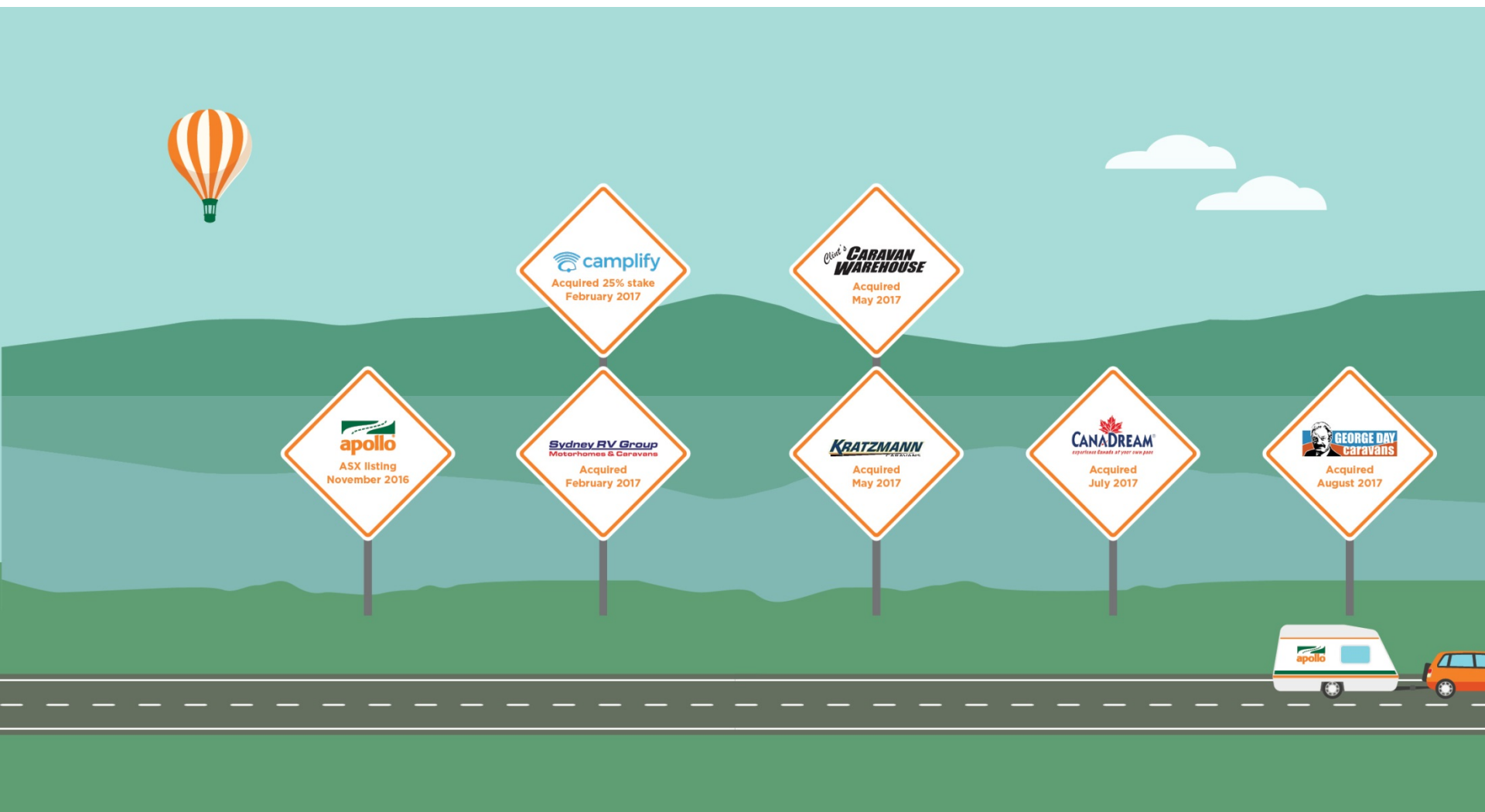
TALVOR

- Apollo owned brand, trademarked in 2005
- Commenced New Zealand operations in 2009
- Manufactured and distributed exclusively by Apollo

Strategy and outlook



Acquisitions overview



Summary of strategic growth initiatives



Expand North American footprint

- Successful integration of recent CanaDream acquisition.
- Investigate opportunities to open additional North America branches.



New RV Sales

- Grow retail network as opportunity arises.
- Successful integration of acquisitions.



Rental fleet diversity

- Expand dynamic fleet offering.



Retail product diversity

- Expand product offering across retail network.



Ongoing business improvement initiatives

- Capitalise on efficiency of scale from acquisitions.
- Further investment in IT and technology across the business.
- Factory move to new, larger premises.



Further develop Asia initiative

- Build on modest Asian market base to accelerate growth from this market.



Geographic expansion & strategic acquisitions

- Explore further merger and acquisition and organic growth opportunities as they arise.
- Camplify to launch in the UK.



Leadership

- Further develop and add to talent within the group.

Outlook

Positive growth in international visitor numbers forecast for all geographic regions.

Global rental business outlook is positive.

Apollo has confidence in the quality of its recent acquisitions.

FY18 focus is successful integration of recent CanaDream and retail acquisitions.

New ERP system & larger factory for manufacturing will see short term cost increases but provide long term benefits.

FY18 results will benefit from 12 months of SydneyRV & Kratzmann, 11 months of CanaDream & 10 months of George Day.

Thank you

